



Digital Health Communication on Instagram: Social Media and Breastfeeding Education in Indonesia

Nadia Wasta Utami¹ & Syanthia Wingy²

¹Universitas Islam Indonesia, Yogyakarta, Indonesia

²Sekolah Tinggi Ilmu Komunikasi Bandung, Bandung, Indonesia

Abstract. This research examines the role of Instagram as a platform for digital health communication concerning breastfeeding education in Indonesia. The study centers on four Instagram accounts with diverse orientations: @aimi_asi (a non-profit organization), @momuung.id (a commercial enterprise), and two personal accounts, @stephaniekings (breastfeeding and lactation consultant) and @brendashahnaz (healthcare professionals). Utilizing qualitative analysis, the investigation explores the studied social media's post characteristics, from post content, post form, to post delivery. The results indicate that both institutional and personal accounts actively participate in health education by employing multimodal content, which includes informational posts, instructional videos, and personal narratives. All accounts adopt affective and participatory approaches that blend emotional storytelling with evidence-based information. Specifically, the first account by AIMI ASI emphasizes the economic and environmental sustainability aspects of breastfeeding, whereas Momuung.id combines health awareness with product promotion. In contrast, the personal accounts leverage authenticity and lived experience to craft relatable maternal narratives that enhance emotional connection and foster community engagement. The analysis reveals that these digital platforms exemplify a hybrid communication model that integrates medical knowledge, emotional empathy, and cultural values within the collective contexts of everyday life in Indonesia. This hybrid approach transforms breastfeeding advocacy from a hierarchical public health initiative into a participatory, community-oriented dialogue. The study contributes to broadening non-Western perspectives within digital health communication scholarship by highlighting the significance of cultural sensitivity, emotional resonance, and trust-building in shaping effective digital health discourse. Ultimately, Instagram functions as both an informational and affective ecosystem that promotes maternal health literacy and facilitates social empowerment through networked communication.

Keywords: breastfeeding education; digital health communication; Instagram; social media.

Article History

Submitted

November 9, 2025

Accepted

December 28, 2025

Published

December 31, 2025

1. Introduction

The swift advancement of digital media has fundamentally transformed the landscape of health communication on a global scale. The widespread adoption of social media technologies has resulted in greater exposure of individuals to information related to disease prevention, healthcare services, and healthy lifestyle behaviors (Ortega-Navas, 2017). Digital platforms not only broaden the dissemination of health promotion initiatives but also facilitate increased audience engagement through interactive, bidirectional communication and emotional involvement. This shift represents a significant departure from conventional, hierarchical health education approaches, moving toward a participatory communication model that empowers individuals and communities to actively participate in health-related decision-making processes.

This participatory potential has been further developed on social media platforms, allowing and nurture online supportive communities based on the sharing of personal experiences, encouragement, and support (Bergsma, 2004). Across social media, there are health-related topics that, until recently, would be discussed in a clinical setting and where information moves horizontally within peer networks. Collective learning and social empowerment via this dynamic relate to the wider objectives of health promotion. For this reason, social media has been increasingly recognized as an important tool in the advancement of improved public health outcomes through education, advocacy, and community involvement.

According to the World Health Organization (WHO), health promotion is defined as a process that enables people to increase control over the determinants of their health and, as a result, also improve their well-being. In Indonesia, this is operationalized by community-based approaches that specifically highlight empowerment and participation. As pointed out by Notoatmodjo (2007), health promotion in Indonesia focuses on enhancing community capacity through educational work with, by, for, and about the community. The loci of this approach underline the importance of culturally fitting communications into socio-cultural contexts and public health priorities.

In recent years, the digitalization of health promotion has accelerated fueled by the massive growth of internet usage in Indonesia. Data from the Indonesian Internet Service Providers Association (APJII) indicate that internet penetration surpassed 80% of the total population in 2025, with approximately 229 million active users. Among these users, women constitute a significant demographic engaging with social media platforms, especially Instagram, where health-related discussions are increasingly prevalent. Indonesians spend an average of over seven hours online daily, including more than three hours on social media platforms, making them one of the most connected populations in Southeast Asia. This digital engagement presents an opportunity and a challenge for health communication. Social media can complement conventional health promotion programs (Bacigalupe, 2011), enabling broader outreach while adapting messages to user-generated and influencer-driven ecosystems. However, this transition requires critical examination of how health information — especially regarding maternal and child health — is framed, represented, and received in digital environments. Among these topics, breastfeeding education stands out as one of the most critical yet under-addressed areas in Indonesia's public health discourse.

Despite widespread campaigns advocating the benefits of exclusive breastfeeding, Indonesia continues to face substantial obstacles in achieving national and global targets. According to the 2017 Indonesian Nutritional Status Monitoring Survey, only 35.7% of infants under six months were exclusively breastfed — far below the 50% benchmark set by

the WHO and the Indonesian Ministry of Health. The key barriers include limited maternal knowledge, inadequate social support, cultural stigmas, and the aggressive marketing of formula milk. These conditions underscore the need for innovative, accessible, and culturally sensitive communication strategies to enhance breastfeeding awareness and practice.

Breastfeeding offers incomparable health benefits for infants and mothers. Besides being the most complete form of nutrition, providing essential macro- and micronutrients, antibodies, and bioactive components that are not available from formula milk, breastfeeding enhances maternal health by reducing the risks of breast and ovarian cancers and Type 2 Diabetes, alongside a reduction in infant morbidity. Most importantly, breastfeeding promotes the psychosocial relationship between mother and child, thereby enhancing cognitive and socio-emotional development. Thus, communication on breastfeeding should aim at not just transmitting information on the medical aspects of breastfeeding but also at motivating, empathizing, and creating community support.

Instagram has emerged as a dominant medium of sharing maternal and child health information in Indonesia because it is an interactive, visually driven social medium. Young mothers, mainly millennials and Generation Z, tend to use Instagram to find practical advice, connect with other mothers, and receive emotional support. Non-profit organizations, commercial brands, healthcare professionals, and individual influencers are various actors involved in collaboration and competition in shaping publicly shared narratives on breastfeeding. Despite the rising popularity of Instagram as an important conduit of online sociality, the academic literature on how it functions within breastfeeding education remains scant and under-explored, especially in the Indonesian cultural context.

The evolution of digital media has transformed health communication, establishing social media as a strategic platform for disseminating information, such as breastfeeding education, to both adolescents and adults. Digital health — the integration of digital technology in healthcare — enhances public health literacy and empowers autonomous decision-making (Hildawati et al., 2024). Previous research shows central to this shift is the Health Belief Model (HBM), providing a framework for understanding how digital platforms influence users' health beliefs and their cognitive drive toward healthy behaviors (Solihin & Abdullah, 2023).

While digital media facilitates easier access to health resources and fosters motivation for wellness, it also presents challenges. Sultan and Amir (2023) highlights that the benefits of digital health are contingent upon high public digital literacy to discern misinformation. Consequently, robust regulations are essential to ensure the integrity of health information and prevent its misuse by irresponsible parties. One form of health campaign that has become increasingly prominent is the dissemination of health information related to breastfeeding. In Indonesia and South Korea, young mothers actively seek breastfeeding education through social media, which serves as a primary source of information. Among the most widely used platforms for this purpose are YouTube and Instagram (Pratiwi & Handayani, 2021).

Addressing this research gap, this study conducts a comparative content analysis of four influential Instagram accounts that advocate for breastfeeding: @aimi_asi (a non-profit organization), @momuung.id (a commercial brand promoting breastfeeding-friendly products), @stephanieking (a maternal influencer and breastfeeding and lactation consultant), and @brendashahnaz (a healthcare professional). These accounts were purposefully selected to represent distinct communication sectors and rhetorical strategies. The analysis examines how each account constructs and communicates messages about

breastfeeding, including their thematic focus, tone, imagery, and audience engagement techniques.

The novelty of this research lies in its cross-sectoral and context-specific examination of digital breastfeeding education in Indonesia — an approach rarely explored in prior studies. By integrating insights from health communication, media studies, and maternal health, this study contributes to the understanding of how digital storytelling, affective engagement, and participatory media practices support health promotion in non-Western contexts. The findings are expected to offer conceptual and practical implications for designing evidence-based, culturally resonant, and socially inclusive digital health communication strategies that empower mothers and strengthen breastfeeding advocacy across digital communities.

2. Methods

This study adopts a qualitative descriptive approach, employing content analysis of the Instagram accounts @aimi_asi, @momuung.id, @stephanieking, and @brendashahnaz. The primary objective of this study is to shed light on the ways in which Instagram functions as a platform for health promotion, specifically in the dissemination of breastfeeding campaign information, and to qualitatively examine the health promotion strategies implemented by these four Instagram accounts. Drawing on the framework proposed by Taylor, Bogdan and DeVault (2016), qualitative research is recognized for its capacity to generate descriptive data derived from both written and verbal sources, thereby capturing observed behaviors and the viewpoints of research participants. This investigation was conducted through online observation and analysis of the selected Instagram accounts from 1 November 2022 - 31 October 2023.

Data collection was facilitated by social media analytics tools, notably Sprout Social. Sprout Social, recognized as a leading social media marketing software, supported the researchers in aggregating data and analyzing engagement metrics from the targeted social media profiles. Sprout Social was employed to extract Instagram data from the studied accounts @aimi_asi, @momuung.id, @stephanieking, and @brendashahnaz. The data crawled from Sprout Social include the number of posts, comments, likes, and engagement rates for each account. Based on these metrics, the three posts with the highest engagement rates from each account were selected for analysis. These posts were subsequently examined using the 'brand post characteristics' and 'audience engagement' framework proposed by Liu et al. (2024).

This study employs the brand post characteristics and audience engagement framework (Liu et al., 2024) to examine how post characteristics and levels of audience engagement are manifested on social media. Prior studies suggest that carefully designed brand post characteristics can significantly influence levels of audience engagement (Liu et al., 2024). Key elements in brand post design include content type, clarity, and interactivity. This framework consists of the urgency of (social) media post content, post form and post delivery of a content. Post content refers to the type of messages communicated by brands to consumers. It can be categorized into three main types: entertainment content, which incorporates humorous and engaging elements to create enjoyable experiences and increase engagement. Informational content, which provides useful information about brands, products, or services to support consumer knowledge and decision-making. Promotional content, which communicates incentives such as discounts, giveaways, or product trials.

The post form describes how brand messages are presented and how communication is facilitated. This consists of two key dimensions. First, vividness, referring to the sensory richness and clarity of content, ranging from text-only posts to highly vivid video content. Higher vividness enhances audience understanding and positive brand perceptions. Second, interactivity, indicating the degree of two-way communication between brands and audiences, from non-interactive text-based posts to highly interactive content involving questions or audience participation. The results and the discussions of such an analysis will be elaborated further in the following section.

3. Results

The overall posts of the four studied Instagram accounts within the research period can be seen below (Table 1). This shows the average hashtags per post, post length, estimated engagement, average numbers of comments, likes, and total posts. Further analysis of each account is presented and discussed in the next sub-headings.

Table 1. Instagram posts by the four studied accounts (1 Nov 2022 - 31 Oct 2023)

Account Name	Average hashtags/post	Average post length	Estimated engagement	Comments	Likes	Post
@aimi_asi	4.64	384.97	45	0.4	44.6	30
@stephaniekings	0	642	512.43	12.43	500	7
@momuung.id	7.53	733.63	5.2K	657.31	4.6K	35
@brendashahnaz	3.33	342	146	13	133	3

3.1. Analysis of Breastfeeding Education and Post Characteristics in @aimi_asi

The rapid advancement of social media platforms has facilitated the accelerated and widespread dissemination of information. This phenomenon has been strategically harnessed by various institutions and organizations to further achieve their objectives, particularly in the realms of education and public health campaigns. One notable example of such a utilization is done by the organization called AIMI ASI. AIMI ASI (*Asosiasi Ibu Menyusui Indonesia* – Indonesian Breastfeeding Association) is a non-profit initiative established by and for breastfeeding mothers. Founded in 2007, the organization currently operates across 19 provinces in Indonesia, with its administrative center based in Jakarta. AIMI ASI's primary mission is to disseminate knowledge and information regarding breastfeeding, aiming to increase the prevalence of breastfeeding mothers throughout the country.

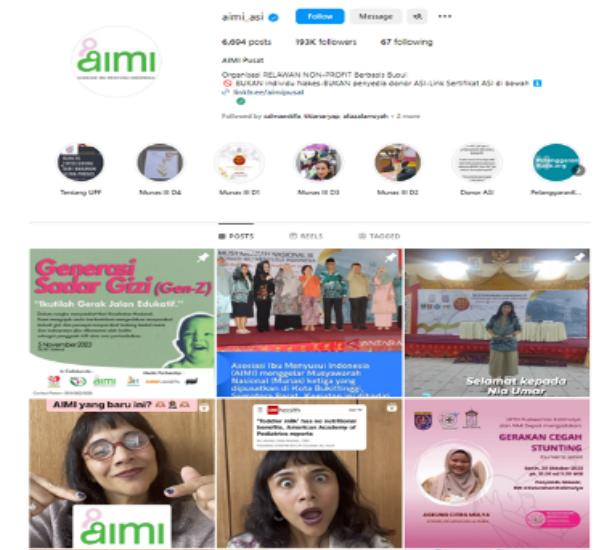


Figure 1. AIMI Instagram account profile
Source: https://www.instagram.com/aimi_asi/



Figure 2. AIMI Instagram account feed
Source: https://www.instagram.com/aimi_asi/

A notable feature of the AIMI ASI social media account, distinguishing it from other accounts examined in this study, is the absence of a consistent visual layout or design theme. Each post employs a distinct design style tailored to the specific information being conveyed. The content on the AIMI ASI account encompasses updates and information from various provincial branches collaborating within the organization. While many posts take the form of posters, the account also includes several educational videos on breastfeeding, typically presented as brief clips. The Chairperson of AIMI ASI frequently appears in these videos, actively participating in the dissemination of educational messages. Due to the variety of post formats on the AIMI ASI Instagram account, the researcher selected three of the

highest-performing posts for further analysis. The subsequent section offers a detailed description of these selected posts.



Figure 3. Screenshot of content with the highest ER on the @AIMI_ASI account
Source: <https://www.instagram.com/reel/CuGwa2UOh-T/>

The initial post features a 30-second portrait video of the AIMI ASI Chairperson demonstrating effective breastfeeding techniques using a baby doll. Instruction is delivered through synchronized text captions and background music without narration, creating an engaging and accessible presentation. Addressing common breastfeeding misconceptions, the caption adds global lactation insights, relevant hashtags, and an invitation to join lactation training programs.



Figure 4. Screenshot of content with the highest ER on the @AIMI_ASI account
Source: https://www.instagram.com/p/CtGn4Cihbf_/

The second post presents an informational poster highlighting the advantages of breastfeeding and its beneficial effects on environment. The data featured in this post are derived from the Green Feeding Climate Action Tool. The post comprises two image slides, each conveying distinct information pertaining to breastfeeding. The first slide portrays a mother holding her child against the backdrop of a simple wooden structure, symbolizing modesty and simplicity. This visual representation underscores the concept that direct

breastfeeding constitutes a valuable form of labor that can positively contribute to economic sustainability.

The second slide shows a family sitting under a tree while the mother breastfeeds her child, highlighting that exclusive breastfeeding reduces formula use, household waste, and climate impact. The simple imagery reinforces breastfeeding as a low-cost and sustainable choice. Together, the slides convey economic and environmental benefits, using green tones to symbolize sustainability, partner organization logos for support, and a caption mainly consisting of relevant hashtags and an informational link.



Figure 5. Screenshot of content with the highest ER on the @AIMI_ASI account
Source: <https://www.instagram.com/p/Cha-o6RhRgq/>

The third post comprises three educational slides that promote breastfeeding through a combination of statistical data, illustrative visuals, and motivational messaging. Using vibrant colors and images of mothers and children, the first slide presents RISKESDAS 2021 data on the benefits of breastfeeding and low exclusive breastfeeding rates. The second slide enhances credibility by featuring the AIMI ASI Chairperson alongside a breastfeeding mother and includes a call to action for class registration. The final slide outlines learning objectives, reinforcing positive outcomes and effective breastfeeding practices.

Table 2. Breastfeeding education and post characteristics in @aimi_asi

	1st content	2nd content	3rd content
Post content	This content is in the form of information. Despite the prevalence of breastfeeding, improper techniques remain common. This post outlines effective and evidence-based breastfeeding practices.	This content is in the form of information and a brief promotion regarding a particular organization or community. It takes the form of an informational poster highlighting the benefits of breastfeeding and its impact on the surrounding environment.	This content is in the form of information. It presents information on breastfeeding education alongside data illustrating the implementation of breastfeeding practices in Indonesia.

Post form	The content is a 30-second vertical video reel with a semi-formal delivery, accompanied by background music and good audio-visual quality.	The content is a square poster featuring information on the benefits of breastfeeding, accompanied by an image of a mother holding her child in a modest home setting, with minimal interactivity.	The content is a 3x4 poster with a bright, multicolored design, featuring illustrations of a mother and child that enhance emotional appeal. It is vivid, visually engaging, and interactive.
Post delivery	The speaker featured in the content is the owner of the breastfeeding education account, who also delivers a testimonial using visual props.	The poster image is produced through collaboration with several organizations or community groups, as indicated by the presence of multiple logos displayed on the poster.	The content presents relevant data and is categorized as organic, as it shows no collaboration with external parties. The caption includes a call to action encouraging audiences to register for breastfeeding classes.

3.2. Analysis of Breastfeeding Education and Post Characteristics in @stephanieking

The rising prevalence of the social media platform Instagram has been paralleled by an expansion in the number of accounts dedicated to health education in Indonesia. Notably, some of these accounts are managed by individuals possessing expertise in health education or as breastfeeding consultants. Such accounts offer information that are accessible and comprehensible, while also employing visually appealing post designs that effectively engage viewers and motivate them further. One of these is @stephanieking Instagram account shown below.

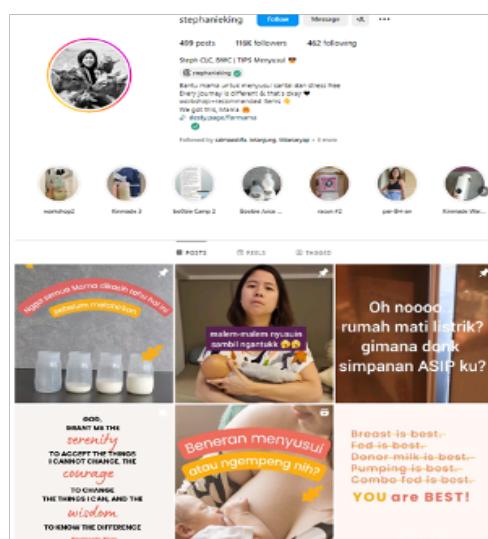


Figure 6. Stephanieking Instagram account profile
Source: <https://www.instagram.com/stephanieking/>

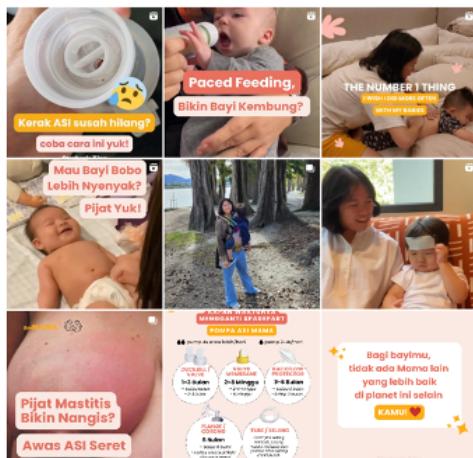


Figure 7. *Stephanieking Instagram account feed*
Source: <https://www.instagram.com/stephanieking/>

An illustrative example is the personal account of Stephanie King, a breastfeeding and lactation consultant who regularly disseminates breastfeeding advice through her Instagram platform. This is evidenced by the description in her Instagram biography, which prominently features the phrase "BREASTFEEDING TIPS" alongside the statement "Helping moms breastfeed calmly and stress-free." Additionally, she advertises workshops and breastfeeding-related products through the inclusion of a hyperlink directing followers to further information.

The account features varied content, including breastfeeding videos, educational photo posts, and personal images. It uses a pastel color palette with clear, varied typography to maintain visual interest. With nearly 116,000 followers and over 500 posts, the account also shares information through themed Story highlights. Due to the volume of content, this study examines three high-performing posts. The most prominent is a 10-second video explaining the difference between effective breastfeeding and pacifier use, combining sourced clips, captions, and comparative visuals.



Figure 8. *Screenshot of content with the highest ER on the @stephanieking account*
Source: <https://www.instagram.com/reel/CyyJT3ehMXJ/>

The video clip featured in the post is accompanied by a caption that elucidates the distinctions between the two scenarios, thereby facilitating the audience's comprehension of the message through practical, real-life examples. The visual representation of a breastfed child serves as a direct illustration of breastfeeding practices, enhancing the content's relevance for young women and mothers with children. Beyond the video itself, the accompanying caption reinforces the explanation by presenting a dialogue between a mother expressing confusion over her child's lack of weight gain and a subsequent clarification of the underlying causes and recommended breastfeeding guidelines. Due to the brief duration of the video, supplementary information is provided in the caption, which concludes with an invitation for further discussion and expresses the hope that the post will be beneficial to mothers seeking additional information. The post has garnered considerable engagement, evidenced by 2,140 likes and 44 comments comprising responses, personal experiences, and suggestions from mothers who actively participated in the ensuing conversation within the comments section.

The second post continues the discussion about breast milk, specifically focusing on the issue of breast milk residue that sticks to bottles and is difficult to clean. This one-minute video provides practical tips on how to effectively remove the remaining milk crust from bottles. Unlike the previous post, which featured a clip sourced from another trusted account, this high-definition video was personally created by Stephanie King. In the video, she explains the causes of breast milk residue and demonstrates step-by-step methods for cleaning it properly.



Figure 9. Screenshot of content with the highest ER on the @stephanieking account
Source: <https://www.instagram.com/reel/CylMQALBFnQ/>

The video utilizes clear pastel captions and creator attribution to enhance visual appeal and content authenticity. It combines background music, voice narration, and step-by-step text, with captions providing detailed explanations and a concluding call to action. The post generated high engagement, receiving 638 likes and active audience interaction through comments. Unlike previous posts, this content focuses on child and infant massage, emphasizing its role in relieving physical fatigue and strengthening mother-child bonding.



Figure 10. Screenshot of content with the highest ER on the @stephanieking account

Source: <https://www.instagram.com/reel/CyVoI6PhR5p/>

The people shown in this video are Stephanie and her child. The scene in the video shows Stephanie massaging her child with slow movements so that it is clear enough for the viewers to see and follow. The scene is accompanied by soothing instrumental music that matches the mood of the video. The video also includes information about the benefits of massage. The text appears at a pace that is neither too fast nor too slow, making it easy for the audience to read. The choice of colors and fonts also greatly influences the audience's interest in watching the video, so the color of the text must also be considered. It is also notable to give credit to the owner of the video to maintain its authenticity. The words used in the caption are not in formal style, making it seem like personal content that invites viewers to practice in learning to give massage to their children. At the end of the post, Stephanie also provides information about a baby massage workshop, with a link to register in her Instagram bio. The three top posts above show that the most attention-grabbing posts address issues commonly faced by mothers, especially young mothers. The posts are presented as personal experiences, offering solutions, and encouraging readers to do some behavioral and mindset changes for a better result.

Table 3. Breastfeeding education and post characteristics in @stephanieking

	1st content	2nd content	3rd content
Post content	This is informational content explaining proper infant positioning during breastfeeding to ensure effective milk transfer.	This is informational content explaining how to clean stubborn dried breast milk, presented clearly with supportive visuals.	This content is both informational and promotional, explaining the benefits of infant massage while encouraging participation in a baby massage workshop.
Post form	The content is a comparative video showing two conditions, with clear visuals and text depicting a child during breastfeeding,	The content is a tutorial video demonstrating how to clean dried breast milk from a baby's bottle, with clear visuals, an	The content is a video with clear visuals and text, featuring readable colors and an interactive call to join a child massage learning class.

	accompanied by instrumental audio to enhance appeal.	interactive approach, and background music.	
Post delivery	The content uses one-way communication with a persuasive tone and is based on the original source video.	The delivery of this content is demonstrative in nature, presenting a tutorial explanation conveyed through concise and simple textual language, thereby facilitating ease of understanding	This content is both demonstrative and persuasive, as it includes a clear call to action that invites the audience to participate in a baby massage class.

3.3. Analysis of Breastfeeding Education and Post Characteristics in @momuuung.id

The dissemination of information through social media remains a widely used strategy, especially with the availability of a variety of interesting and useful content. Instagram is one of the most popular platforms due to its ability to disseminate information quickly and widely. In the context of health communication, social media plays an important role in educating the public, including about the importance of exclusive breastfeeding. One account that actively raises this issue is @momuuung.id which belongs to a brand that provides products to support exclusive breastfeeding, such as vitamins, food, and breast pumps. This account not only focuses on product marketing but also acts as an educational medium by presenting various health information about mothers and children, ranging from pregnancy, childbirth, baby care, to the condition of mothers after childbirth. In this study, the author examined breastfeeding-themed content on the @momuuung.id account with the highest engagement rate—a measure of audience interaction that includes likes, comments, shares, and saves.

Three high engagement posts on @momuuung.id use short videos or reels to deliver varied breastfeeding education, including podcast clips, real-life postpartum moments, and childbirth facts. The account consistently shares breastfeeding and maternal health information beyond product promotion, reflected in its 941,000 followers and strong engagement. Its credibility is reinforced through live interactions and recognition such as the MURI Record and TOP Brand awards. On this account, the content provided is mostly in the form of short videos (reels) with brief durations but comprehensive information. With a consistent layout featuring bright colors, large fonts, and catchy titles, the key to creating content that attracts audiences to read or listen to the uploaded content is effectively captured. From the many pieces of content uploaded, the author describes the three screenshots below as having the highest engagement and explains each post, as follows:

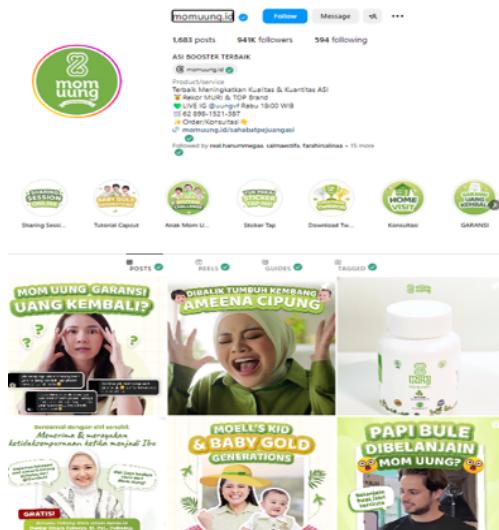


Figure 11. Momuuung.id Instagram account profile
Source: <https://www.instagram.com/momuuung.id/>



Figure 12. Momuuung.id Instagram feed
Source: <https://www.instagram.com/momuuung.id/>

In the next image shown below, there is a content showing a video clip from the podcast owner of @momuuung.id with Dr. Richard as the podcast host. This post raises the issue of whether it is necessary to continue drinking milk after two years of exclusive breastfeeding or not. The uploaded video clip contains a clear and to-the-point type of information. As a result, many audiences are expected for listening to the information without having to watch the full video on YouTube.



Figure 13. Screenshot of content with the highest ER on the @momuuung.id account
Source: <https://www.instagram.com/reel/Cyakdlgv5Sx/>

In this post, the information is provided not only through the video, but also through the caption, which sufficiently explains the education regarding formula milk after exclusive breastfeeding. This one-minute video clip has attracted 54 thousand likes from other people who want to know more about this information. In the video, the message emphasizes that there is no need to give formula milk after two years of exclusive breastfeeding. The video clip includes a statement that could spark debate among the audiences, particularly regarding the use and widespread availability of formula milk. Despite this, the post still provides information about the authenticity of the data used in the video clip.



Figure 14. Screenshot of content with the highest ER on the @momuuung.id account
Source: <https://www.instagram.com/reel/CyYCdCivl6G/>

Unlike the previous post, this post contains a video about postpartum depression, commonly referred to as a mental illness that affects new mothers. Postpartum depression is a mental health issue that can affect the physical and behavioral health of new mothers after giving birth. Giving birth does not always bring happiness; in some cases, new mothers can experience deep depression that can have fatal consequences for both the mother and the child. Unlike the baby blues, postpartum depression can be more intense and last longer.

Mothers who experience similar things need not worry and can find ways to overcome them. At the end of the video, a mother shares her experience along with a message of encouragement, while the caption contains words of encouragement to reassure mothers that this condition can be recovered with proper treatment.



Figure 15. Screenshot of Content with the highest ER on the @momuuung.id account

Source: <https://www.instagram.com/reel/CyvSolevcVG/>

The @momuuung.id account also includes the source of the video from TikTok as a form of credibility for the information. This post received many likes because the topic resonates with the experiences of breastfeeding mothers postpartum. Additionally, the screenshot of the third post features a video about the rare childbirth phenomenon “En Caul” that occurs during a cesarean section; although it does not discuss breastfeeding, the content still captures the audience's attention and becomes one of the posts with the highest engagement on the @momuuung.id account. The one-minute video documents a baby born still inside the amniotic sac, showing the sac rupturing until the baby cries. It is presented in black and white to reduce visual intensity, with clear green and white captions to improve readability.

Table 4. Breastfeeding education and post characteristics in @momuuung.id

	1st content	2nd content	3rd content
Post content	This content is informational and educational in nature, as it provides information regarding the necessity of milk consumption for children after the age of two years.	This content takes the form of informational material that offers education on a condition commonly experienced by new mothers after childbirth, known as postpartum depression.	This content is informational, as it explains a unique phenomenon that rarely occurs during the childbirth process.

Post form	The content is an excerpt from a YouTube podcast, featuring clear audio-visual quality, an interactive discussion between two speakers, and an educational message for followers.	The content is a compilation of video clips from TikTok showing mothers experiencing postpartum depression, with clear text and audio that reinforces a somber atmosphere and includes source attribution.	The content portrays the childbirth process in black and white to minimize graphic detail, with emotional audio and clear text, sourced from external material with proper attribution.
Post delivery	The content features a discussion between a general practitioner and a lactation consultant/brand owner, delivering key educational information.	This content displays video excerpts of mothers experiencing postpartum depression. No direct interaction is involved, as the message is conveyed solely through the visual elements of the video.	The content is a video excerpt of the childbirth process with explanatory captions and relevant hashtags, providing clear information without interactivity.

3.4. Analysis of Breastfeeding Education and Post Characteristics by @brendashahnaz

Information about exclusive breastfeeding is also easy to find on Instagram with various personal accounts. One of them is the Instagram account @brendashahnaz. The account's holder is a lactation consultant doctor who also serves as a breastfeeding and complementary feeding consultant. In her Instagram bio, she states that the account provides breastfeeding and complementary feeding tips for new/young mothers. The Instagram layout uses soothing pastel colors with font types and sizes that are easy to read. In general, each post is related to one another, such as one example about how to breastfeed and provide complementary feeding at the right time so that the child can eat heartily.

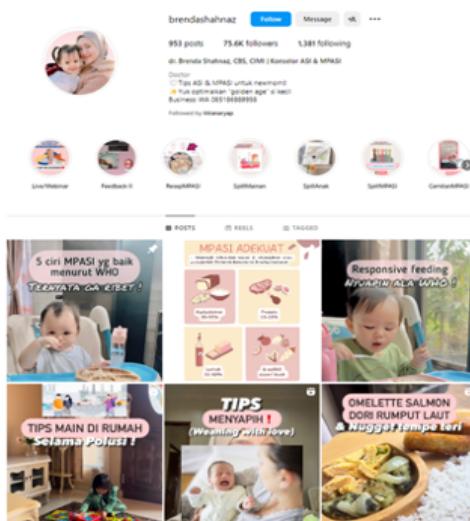


Figure 16. *Brendashanaz Instagram profile account*
Source: <https://www.instagram.com/brendashahnaz/>

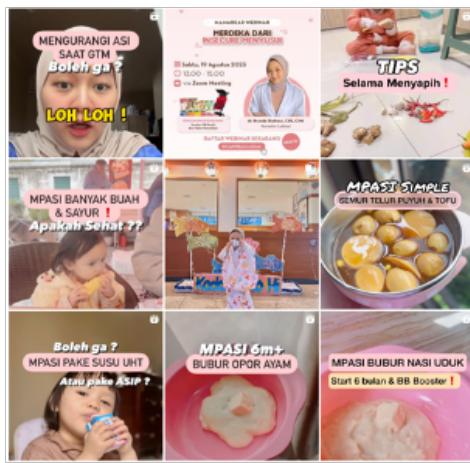


Figure 17. Brendashahnaz Instagram feed

Source: <https://www.instagram.com/brendashahnaz/>

The Instagram account mainly features one-minute educational videos with comprehensive information and voice-over explanation by the doctor who owns the account. The content is personal in nature, often showing daily life at home while discussing breastfeeding and complementary feeding. From the many posts, three top-performing ones were selected for the analysis. A 50-second video focuses on complementary feeding menus, showcasing child-friendly foods and promoting high-protein products. Although it does not address exclusive breastfeeding, the HD-quality video includes clear visuals, text, and medical doctor narration, making it engaging and informative.

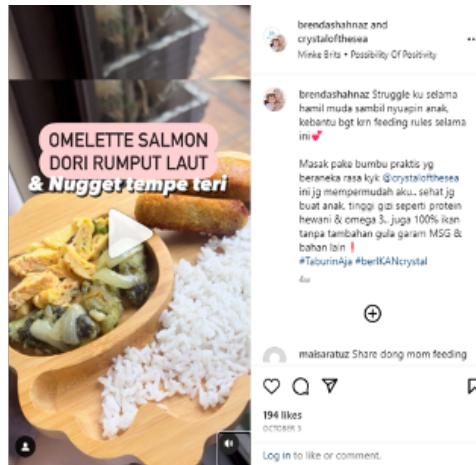


Figure 18. Screenshot of content with the highest ER on the @brendashahnaz account

Source: <https://www.instagram.com/reel/Cx7StDkpmbL/>

Although in the first half of the video the doctor promotes food flavoring products, at the end of the video it is still conveyed that children can eat heartily thanks to the consistent application of feeding rules. Thus, this commercial content not only markets the products, but also provides education about the importance of feeding rules for children. This post became one of the top posts because it is appealed to young mothers who had difficulty feeding their children and were looking for menu variations, thus helping them to find ways in introducing new meals and flavors to their children.



Figure 19. Screenshot of content with the highest ER on the @brendashahnaz account

Source: https://www.instagram.com/reel/Cyh1eBoJ_2M/

This second post is an educational content about breastfeeding that discusses the weaning phase after approximately two years of exclusive breastfeeding. In a video, Dr. Brenda delivers information directly with attractive visuals through colorful captions and clear fonts. Each explanation about weaning is accompanied by supporting images that clarify the message, beginning with an explanation that breastfeeding can last longer than two years, as well as the steps that need to be taken to ensure that the weaning process goes smoothly without mistakes that could complicate matter.

This video attracted the attention of many viewers because it was relevant to the experiences of mothers who were going through a similar stage. In addition to providing information, the caption on the post also contained words of encouragement so that mothers could go through the weaning process calmly. The use of various hashtags related to breastfeeding education also expanded the reach of this content so that it could be accessed by users outside of Dr. Brenda's Instagram followers.



Figure 20. Screenshot of content with the highest ER on the @brendashahnaz account

Source: <https://www.instagram.com/reel/Cy-mzuNpy-G/>

This third post presents a one-minute video that, though not directly addressing exclusive breastfeeding, it communicates messages about child health and household cleanliness through an informative product promotion. The video combines synchronized visuals and audio, beginning with Dr. Brenda's concern about a dusty floor and potential

germ exposure, which naturally leads to the introduction of the cleaning product. Stable camera work, clear text, and a caption that indicates transitions from health awareness to promotion enhance clarity and engagement. The use of supportive visuals creates a vivid narrative and reflects the consistent visual style characteristic of Dr. Brenda's Instagram content.

Table 5. *Breastfeeding education and post characteristics in @brendashahnaz*

	1st content	2nd content	3rd content
Post content	This content promotes child-friendly seasoning products while providing brief educational insight into children's nutritional needs. This content is promotional and informational.	This content delivers educational guidance on appropriate weaning practices after two years of breastfeeding in a persuasive academic tone. This content is informational.	This content is both informational and promotional in nature. The content highlights the importance of a clean home for children's health while promoting a child-safe mop product.
Post form	The content is a video showing a cooking tutorial with the featured seasoning and child feeding, with high audio-visual clarity.	The content is a 1:25 portrait video with high audio-visual clarity, readable text, and realistic photographic elements.	The content is a one-minute video on air pollution, featuring Dr. Brenda indoors with a child and synchronized audio-visuals.
Post delivery	This content is demonstrative in nature and employs a one-way mode of communication in delivering its message. It includes the use of hashtags associated with the promoted product.	This content utilizes one-way communication, with the message delivered directly by the account owner. Additionally, hashtags relevant to the message conveyed in the video are included.	The content is delivered narratively through a one-way communication approach, with Dr. Brenda serving as the primary figure who conveys the message based on everyday experiences.

4. Discussion

The comparative analysis of the four Instagram accounts reveals distinctive strategies in breastfeeding education through and in digital media performed by various social actors – i.e., non-profit, professional, commercial, and medical experts. Despite differing institutional motivations, all accounts demonstrate how social media has become a central space for health communication that blends information, emotion, and community participation. This convergence underscores how digital storytelling and user engagement on Instagram function not merely as tools for awareness but as mechanisms for building digital maternal communities in Indonesia's rapidly evolving media ecosystem. The non-profit account, *@aimi_asi*, adopts a didactic, educational approach to health communication through informational posters and advocacy content. Despite modest engagement, its decentralized structure—integrating contributions from 19 provincial branches — reflects a participatory model of digital health activism rooted in collective effort (Indonesian: *gotong royong*).

Table 6. The comparative analysis of breastfeeding education and post characteristics

	@aimi_asi	@stephaniekings	@momuung.id	@brendashahnaz
Post content	The three analyzed posts provide educational information on the evidence-based benefits of breastfeeding, emphasizing that breastfeeding impacts not only the mother and child but also the surrounding environment.	These contents primarily focus on delivering educational information related to infant care and breastfeeding practices, such as proper breastfeeding positions, methods for cleaning dried breast milk residue, and the benefits of infant massage.	Overall, the contents aim to enhance the audience's knowledge and understanding of important issues related to pregnancy, childbirth, and child growth and development.	The content combines informational, educational, and promotional elements focused on child health, while delivering messages in an educational manner.
Post form	The content uses short videos and posters with good audio-visual quality to inform audiences about the benefits of breastfeeding in an engaging way.	All three videos feature clear visuals and text, enhanced by realistic illustrations and instrumental music, and combine informative content with interactive calls to action.	The content is adapted from YouTube and TikTok sources, with clear audio-visuals and readable text supporting its educational message.	The content consists of short portrait videos with clear audio-visuals, readable text, and realistic illustrations, delivering informative and engaging messages.
Post delivery	The content features the account owner as the main informant, providing firsthand testimonials supported by visual props and credible sources.	The content uses one-way, demonstrative, and persuasive communication through clear tutorials and concise explanations, complemented by a clear call to action.	The content delivers education through discussions and visual excerpts, combining promotional vitamin messaging with substantial educational information.	The content uses one-way, demonstrative, and narrative communication delivered by the account owner, with relevant hashtags enhancing context and audience reach.

Meanwhile, @stephaniekings, as a professional influencer and lactation consultant, exemplifies personalized digital storytelling. Her use of short, emotionally resonant videos and conversational captions allows followers to connect through shared maternal experiences. Her aesthetic choices — soft pastel colors, child-centered imagery, and relatable dialogue — build emotional proximity and trust. Engagement metrics (average 512 interactions per post) indicate strong audience identification, reinforced by active two-way communication in comment sections. Stephanie King's approach demonstrates the power of affective engagement, where expertise is humanized through empathy and relatability, transforming digital health advice into intimate peer-like guidance. This aligns with emerging theories of para-social health communication, where influencers mediate medical knowledge through emotional resonance.

The commercial brand account, @momuung.id, shows the most sophisticated integration of digital storytelling and marketing logic in breastfeeding education. With over 900,000 followers and average engagement above 5,200, its success stems from combining educational content with aspirational lifestyle narratives. Video podcasts, real-life testimonials, and stories of postpartum struggles humanize the brand, positioning it as both a commercial entity and a supportive maternal community. Particularly, the post addressing postpartum depression demonstrates affective advocacy, where emotional vulnerability is mobilized to normalize mental health discussions among mothers. This hybrid strategy — merging product promotion and empathetic storytelling — illustrates how corporate social responsibility can effectively align with public health communication in non-Western digital markets.

Meanwhile, @brendashahnaz, representing the medical-professional sector, merges professional credibility with accessible communication. Her use of high-definition videos, clear narration, and structured explanations projects medical authority while remaining approachable. Engagement is moderate (146 on average), yet qualitative analysis shows that her content successfully bridges the gap between clinical discourse and maternal daily life. The blending of product promotion with educational segments (e.g., videos about weaning and hygiene) illustrates how medical professionals in digital spaces negotiate between expertise, authenticity, and commerce. Dr. Brenda's communication style aligns with the "doctor-influencer" phenomenon emerging in Indonesia, where professional voices adopt affective and visual storytelling to reach digital-native audiences. Cross-sectorally, the four accounts adopt complementary strategies in digital breastfeeding advocacy: AIMI ASI offers institutional legitimacy, Stephanie King emphasizes empathy, Momuung.id utilizes commercial storytelling, and Dr. Brenda provides humanized medical authority. Together, they form a holistic and socially negotiated digital ecosystem reflecting Indonesia's hybrid health communication culture.

Instagram's participatory features support networked breastfeeding advocacy through hashtags, comments, and live interactions. Practices by AIMI ASI, Momuung.id, and Stephanie King illustrate bottom-up, relational health communication that aligns with Indonesia's cultural preference for peer-based and empathetic information exchange. Conceptually, this study highlights that effective digital health communication in non-Western contexts requires cultural resonance, emotional authenticity, and participatory inclusivity. The success of these Indonesian accounts lies not merely in content accuracy but in the human touch—how stories, emotions, and visuals evoke identification and belonging. The fusion of religious or spiritual undertones (e.g., moral responsibility in motherhood), communal narratives (e.g., mutual support), and localized aesthetics (e.g., modesty, family imagery) reveals that culturally sensitive design is essential for sustainable health advocacy. These insights extend Western-centric models of digital health communication by emphasizing affect and collectivity over individualism and rational persuasion.

Practically, these findings suggest that future evidence-based breastfeeding campaigns should integrate multi-sector collaboration—combining the authority of health institutions, the relatability of influencers, the resources of commercial brands, and the credibility of medical professionals. Such synergy can produce content that is not only informative but emotionally empowering and socially inclusive. Strategically, this means designing hybrid digital ecosystems where education, empathy, and engagement coexist, reinforcing breastfeeding as both a health imperative and a shared cultural value. Ultimately, the Indonesian case illustrates how digital storytelling becomes a tool of empowerment,

enabling mothers to reclaim agency over their bodies and choices while building communities of care in the digital age.

5. Conclusion

This study shows that Instagram serves as a dynamic platform where medical knowledge, emotional narratives, and cultural values converge, in addition to serving as a channel for sharing breastfeeding information. It is clear from comparing @aimi_asi, @momuung.id, @stephaniek, and @brendashahnaz that digital health communication in Indonesia relies on a hybrid ecosystem that combines affective storytelling, institutional authority, and participatory engagement. Through networked, community-driven, and emotionally impactful interactions between organizations, professionals, influencers, and audiences, breastfeeding advocacy in the digital age is no longer limited to top-down public health campaigns, according to the findings. This convergence, which is based on relational empathy, collectivist values, and adaptive hybridity, is a unique example of non-Western digital health communication.

By emphasizing the affective and cultural aspects of online maternal health advocacy, this study conceptually advances the conversation on digital health communication. From persuasion to participation, from information to empathy, the communicative logic of health promotion is redefined through the incorporation of storytelling, interactivity, and emotional identification. Effective publics can act as catalysts for health literacy, behavioral change, and social empowerment, as demonstrated by the Indonesian digital/social media scene on breastfeeding ecosystem. This study adds to the expanding corpus of non-Western scholarship that questions the predominance of Western-centric models in media and health communication research by placing these findings within Southeast Asian contexts. It emphasizes that when developing successful digital health strategies, cultural sensitivity, social trust, and a sense of community are just as important as message clarity and source credibility.

From a practical perspective, these insights motivate policymakers, healthcare organizations, and digital strategists to embrace multi-sector collaboration models that combine the reach of digital brands, the empathy of influencers, and the credibility of healthcare professionals. Social media should be acknowledged by public health authorities as a significant – in some cases also a primary – platform for behavioral intervention and emotional support, rather than just as an auxiliary tool. To ensure sustained engagement, future health campaigns should prioritize local cultural narratives, emotional authenticity, and co-creation with users. In the end, using Instagram and other platforms with cultural awareness and interactive communication styles can significantly improve maternal health and public health literacy in Indonesia and possibly in other countries as well.

Notes on contributors

Nadia Wasta Utami is a lecturer at the Department of Communications, Universitas Islam Indonesia. Her research interests include health communication, social media and digital marketing, strategic communication, and public relations. Email: nadia.wasta@uui.ac.id

Syantia Wingy is a lecturer at the Department of Communication, Sekolah Tinggi Ilmu Komunikasi Bandung, Indonesia. She holds a Master's degree in Extension and Development Communication, Universitas Gadjah Mada. Her academic interests include communication and community engagement.

References

Bacigalupe, G. (2011). Is there a role for social technologies in collaborative healthcare? *Families, Systems and Health*, 29(1), 1–14. <https://doi.org/10.1037/a0022093>

Bergsma, L. J. (2004). Empowerment education: The link between media literacy and health promotion. *American Behavioral Scientist*, 48(2), 152–164. <https://doi.org/10.1177/0002764204267259>

Hildawati, H., Haryani, H., Umar, N., Suprayitno, D., Mukhlis, I. R., Sulistyowati, D. I. D., Budiman, Y. U., Saktisyahputra, S., Ginting, T., & Faisal, F. (2024). *Literasi Digital: Membangun Wawasan Cerdas dalam Era Digital Terkini*. Green Pustaka Indonesia.

Liu, Y., Zhao, Z., Wang, J., & Qiu, Z. (2024). Consumer engagement on social media: An analysis of brand post characteristic combinations. *Journal of Marketing Management*, 40(9-10), 704-742.

Notoatmodjo, S. (2007). *Promosi Kesehatan dan Ilmu Perilaku*. Jakarta: Rineka Cipta.

Ortega-Navas, M. del C. (2017). The use of new technologies as a tool for the promotion of health education. *Procedia Social and Behavioral Sciences*, 237, 23–29.

Pratiwi, Y. D., & Handayani, S. (2021). Social media and maternal health literacy among Indonesian mothers. *Journal of Health Communication*, 26(4), 287–296.

Solihin, O., & Abdullah, A. Z. (2023). *Komunikasi Kesehatan Era Digital: Teori dan Praktik*. Prenada Media.

Sultan, M. I., & Amir, A. S. (2023). The utilization of digital media in health communication in Indonesia. *Asosiasi Pendidikan Tinggi Ilmu Komunikasi*, 14(2), 30–31.

Taylor, S. J., Bogdan, R., & DeVault, M. L. (2016). *Introduction to Qualitative Research Methods: A Guidebook and Resource* (4th edition). New Jersey: John Wiley & Sons.