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# Public Controversy in Viewing Covid-19 Information on Instagram

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***ABSTRACT***

*The Covid-19 pandemic, which has been going on for more than two years, has left various problems affecting health, the economy, and the flow of information in society. The government of Indonesia and related parties are trying to educate the public about the importance of booster vaccines and sustainability in maintaining health protocols through mass media, one of which is online mass media such as Instagram. In order to see the pros and cons of uploaded comments related to Covid-19 information, this study aims to examine the comparison of public responses in responding to information about the Covid-19 pandemic on the doctor's accounts @adamprabata and Ministry of Health @kemenkes_ri on Instagram. This study used a qualitative approach with a virtual ethnographic method based on Cyber Media Analysis. The data for this study were taken through observations from the two Instagram accounts related to information about Covid-19 in October - November 2022. This timeframe was chosen to see how the public perceives information related to Covid-19 when the Covid-19 pandemic has started to subside, however, there is concern that the number of sufferers will increase due to the emergence of the XBB subvariant. The results of the research showed that ordinary people perceive that as if Covid-19 doesn't exist anymore, thus health protocol and vaccines were no longer necessary. Meanwhile, people who have actively sought health information in more depth by following doctors' accounts who frequently discuss health issues including Covid-19, have a different perspective. They tend to be more careful about the Covid-19 situation during this period.*

***Keywords****: Controversy, Covid-19, Instagram, pandemic, public*

**ABSTRAK**

Pandemi Covid-19 yang telah berlangsung dua tahun lebih menyisakan berbagai persoalan yang berdampak pada kesehatan, perekonomian, dan arus informasi di masyarakat. Pemerintah dan pihak terkait berusaha mengedukasi masyarakat tentang pentingnya vaksin booster dan keberlanjutan untuk menjaga protokol kesehatan melalui media massa, salah satunya media massa online seperti Instagram. Guna melihat pro kontra pada komentar unggahan terkait informasi Covid-19, maka penelitian ini bertujuan untuk mengkaji perbandingan respon publik dalam menanggapi informasi tentang pandemi Covid-19 pada akun dokter @adamprabata dan @kemenkes_ri di Instagram. Penelitian ini menggunakan pendekatan kualitatif dengan metode etnografi virtual berbasis Analisis Media Siber. Data pada penelitian diambil melalui observasi dari kedua akun Instagram tersebut yang berkaitan dengan informasi seputar Covid-19 pada Bulan Oktober - November 2022. Rentang waktu ini dipilih untuk melihat bagaimana publik memandang informasi terkait Covid-19 di saat pandemi Covid-19 sudah mulai mereda, namun kekhawatiran meningkatnya jumlah penderita tetap ada akibat munculnya subvarian XBB. Hasil penelitian menunjukkan bahwa masyarakat awam memandang bahwa seolah-olah Covid-19 sudah tidak ada, dengan demikian protokol kesehatan dan vaksin sudah tidak perlu lagi dilakukan. Sedangkan masyarakat yang sudah aktif mencari informasi kesehatan secara lebih mendalam dengan mem-*follow* akun dokter yang sering membahas masalah kesehatan

termasuk Covid-19, memiliki perspektif yang berbeda. Mereka cenderung lebih berhati-hati menghadapi situasi Covid-19 pada kurun waktu tersebut.

## INTRODUCTION

Covid-19 is a disease outbreak that has lasted quite a long time, from early 2020 until the time this article was written. The Covid-19 virus has been declared by the World Health Organization (WHO) as a Global Pandemic since March 11 2020 and a public health emergency based on Presidential Decree Number 11 of 2020. In the period October-November 2022, the number of sufferers of Covid-19 has decreased compared to the previous period. Of course, this is quite encouraging, but the government has not declared the pandemic over, given the number of sufferers who still exist. The government and various parties concerned about the Covid-19 pandemic are trying to educate the public about the importance of booster vaccines and maintaining health protocols. Information related to this is disseminated through mass media, including through online mass media such as Instagram.

Approaching 2023, WHO officially revoked the Public Health Emergency of International Concern status for Covid on May 5, 2023. In this regard, the Government of the Republic of Indonesia through the Ministry of Health is preparing a transition to end the Covid-19 emergency by continuing to prioritize preparedness and vigilance. Delivered via the official Instagram account @kemenkes_ri on May 7 2023, the Ministry of Health appealed to the public to continue to pay attention and implement health protocols, accompanied by vaccinations to increase protection for groups of people who are at risk. As of 25 August 2023, the Ministry of Health is still uploading information via Instagram about Covid-19 vaccination regulations during endemic times, the mechanism for claiming costs for treating Covid-19 patients during endemic times, as well as testing and tracing Covid-19 even though it is now an endemic period.

The controversy regarding public information on Instagram that was examined in this study took place in the period October-November 2022. This is in line with the rise of similar controversies in various parts of the world, including public doubts around the world to do vaccines due to a lack of trust in vaccine safety. Covid-19 and the emergence of skepticism in society. Misconceptions about the safety, efficacy, risks, and mistrust of COVID-19 vaccines among agencies in charge of vaccination campaigns have been reported as contributing factors to vaccine hesitancy. This is based on research data taken in 23 countries in 2021(Lazarus et al., 2022). Digital platforms are also prone to being used to spread misinformation, thereby spreading public controversy. This is in line with research by Catalan-

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Matamoros, 2017; Nguyen & Vu, 2019; Warren & Wen, 2016 which stated that it is clear that digital platforms, with their pervasive algorithm and capacity for providing emotional support and bias confirmation, make it incredibly simple for false information to spread, leading to disastrous public debates and choices (Nguyen & Catalan-Matamoros, 2020).

In Indonesia, there have been various studies linked in controversies related to Covid-19 information, one of which is related to fake news. According to Muzykant, et.al (2021) the two platforms that distribute fake news the most in Indonesia in recent years are WhatsApp and Facebook. Facebook has become a significant breeding ground for hoaxes due to the speed at which information is shared on social media platforms. After Facebook, WhatsApp is the second-largest media platform. Users have the option of directly sharing information without first confirming its accuracy. Users spread false information because they want to fit in and may even feel bad if they choose not to share it with their audiences (Muzykant et al., 2021).

Meanwhile, there are studies that examined information clarity about Covid-19 in Indonesia. The study concluded two types of media exposure related to information clarity about Covid-19 in Indonesia: the frequency of reading newspapers and watching television, while internet use was not included (Pranata et al., 2022).

Mass media can be used to provide information about Covid-19 to a wide audience (Abdekhoda et al., 2022). WHO conducted research on Gen Z and millennials regarding social media and Covid-19: a comprehensive study on digital crisis interaction (Social Media & COVID-19: A Global Study of Digital Crisis Interaction Among Gen Z and Millennials) with the results showing that 59 .1% of respondents are very aware of fake news about Covid-19 while 35.1% are against it. Meanwhile, other studies state that the right target of information about Covid-19 for gen Z and millennials is aimed at educating them and being able to protect the people around them (Volkmer, 2021). The survey on perceptions conducted by the Press Council in 2021 is also in line with WHO research. The results of his research are that there has been a decrease in public perception of Covid-19 reporting in the media in Generation Z (11-25 years) regarding Covid-19 reporting. This young age group considers that their information needs have not been fully met. In contrast, the positive perception of Covid-19 coverage in the media occurs in the Baby Boomers generation (57-75 years) (Prestianta et al., 2021).

Research shows that people affected by Covid-19 experience psychosocial pressure, health losses, social distance so they need recovery from credible sources of information (Hossain et al., 2019). Information sources such as those in the United States include the

Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), and especially WHO, as well as several social media partners and social media companies (Google, LinkedIn, Microsoft, Reddit, Twitter, Facebook and YouTube) to promote current health news and inappropriate information (Hossain et al., 2019) .

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Individuals who are exposed to media content repeatedly for several hours per day can cause acute stress and emotional disturbance of fear of the Covid-19 virus. Repeated media exposure can increase psychological problems in individuals such as worry, fixation, mental problems and wrong beliefs from information, because they receive too much media exposure. (Mukhtar, 2021). In contrast to what the Chinese population experienced during the first wave of Covid, the use of social media by local governments tends to be one-way rather than establishing dialogic communication (Chen et al., 2023).

Instagram (IG) is one of the social media used in providing and receiving information regarding the health sector. The pandemic condition can be categorized as a crisis communication that has hit the world. Instagram can play an effective role for health organizations in conveying messages during a crisis such as using influencers/celebrities, giving explanations to the public, and using infographics. The existence of social media can be used to provide clarity of information needed by the public (Malik et al., 2021). One of the social media used in this study is Instagram. The public can easily like, comment, and read messages directly through viewing photos/videos on the IG feature. A survey of public confidence regarding the competence of health experts in Hong Kong states that the use of experts in the health sector can motivate public trust in health policies set by the Government (Yuen, 2023).

The definition of social media based on Harold Laswell's communication model is a mobile and web-based platform that is used by users at miko, meso, and macro levels to share information and provide tags in the form of images, text, video, audio, and games to share, build networks and engage a broad audience (Ouirdi et al., 2014). Social media as a communication tool with close friends, building relationships, is then used by large companies,

celebrities, and influencers to reach an audience (Jin et al., 2019). The definition of social media studied from 1994 to 2019 regarding Twenty-Five Years of Social Media shows that in general social media works in sharing information and content. Until 2010 researchers used the term "exchange" or "upload" in replacing the word "sharing" on social media (Aichner et al., 2021). According to Maxwell & Carboni (2016) the definition of social media is a message delivery strategy that can be used by non-profit organizations to convey messages widely. The use of social media can be used as a means of interaction (building two-way communication) from various audiences.

The theory used in this research is health communication. Health communication aims to involve, empower in the health sector and understand individuals and communities (Schiavo, 2014). The purpose of health communication is to increase information about health. During the current Covid-19 pandemic, information about health through Instagram is very important so that the general public can be educated and avoid useless hoaxes. Communities who are educated on health messages can be educated and involved in achieving better health behaviors. Still according to Schiavo (2014), new media opportunities to create groups and communities to share the same interests in the health sector or social topics have influenced information seeking behavior in the health sector. This can be seen from searching for information about Covid-19 on social media, especially Instagram.

In Indonesia, the pros and cons of information relating to Covid-19 on social media also occur. The news that has occurred in the community regarding Covid-19 is interesting to study. There are several things that cause an upload on social media, especially Instagram related to Covid-19, to get positive comments and on other news, it gets a lot of negative comments. In fact, one of the public's rights during a pandemic is to receive correct information. The community needs clear information and not hoaxes. As stated in the Circular Letter (Circular Letter (SE) Number: 02 of 2020 concerning Guidelines for Public Information Services During a Public Health Emergency due to Corona Virus Disease 2019 (Covid-19). Things that are important to inform the public, namely regarding the type of disease , distribution, areas as a source of disease and its prevention (Kominfo, 2020).

Akbar et al's research (2021) regarding Twitter's analysis of Social Media Content Analysis: Public and Government Responses in Providing a Pandemic Response in Indonesia (Content Analysis of Social Media: Public and Government Response to COVID-19 Pandemic in Indonesia) showed that the government has not used social media twitter in communicating with the public. The role of the government is very important in providing information about Covid-19 to the wider community and using media according to the message to be conveyed (Yuniarto et al., 2021). The government also obtains various development information from

WHO. According to Tegegne et al., (2022) the use of social media platforms is useful as a source of information for policy makers and ministries in disseminating information regarding information during a pandemic. The use of social media at the Bahir Dar Health Center in the city of Ethiopia is used by professional health workers in accessing information, although there are limited access to information through electronic systems. Increasing motivation is important for oneself and society in consuming media on health awareness, health orientation, personal responsibility in preventing Covid-19 (Liu, 2021).

In connection with the public controversy regarding misinformation about Covid-19, there is a model that can be used as a basis, called False Belief (figure 1). According to Ecker, et. al (2022) the response to the COVID-19 epidemic, among other disputed recent events, has been linked in large part to misinformation. In addition to impairing judgment and decision-making, misinformation can have a lasting impact on people's reasoning even after it has been rectified. This phenomenon is known as the ongoing influence effect. Later, exposure to erroneous information is practically a prerequisite for the development of false beliefs. However, a variety of cognitive, social, and affective factors influence the formation of false beliefs; availability to high-quality information is not always the primary prelude to false belief formation (Ecker et al., 2022). We can find out that model in the figure 1 as follows:
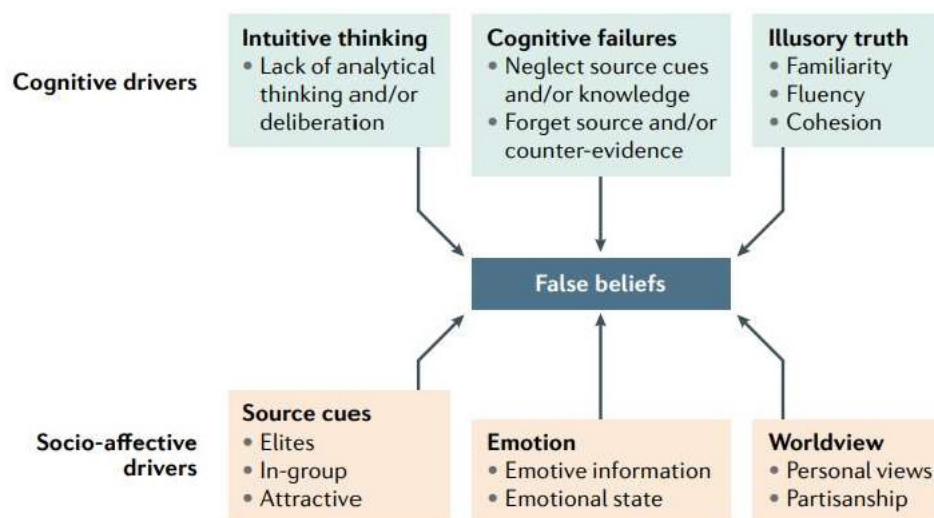


Fig. 1 | **Drivers of false beliefs.** Some of the main cognitive (green) and socio-affective (orange) factors that can facilitate the formation of false beliefs when individuals are exposed to misinformation. Not all factors will always be relevant, but multiple factors often contribute to false beliefs.

**Source: Ecker, et. al (2022)**

One source of public controversy related to information about Covid-19 is false beliefs which make the public have wrong views regarding Covid-19, for example about vaccines. Many people think that vaccines are not important and they are not even willing to take the vaccines. This kind of public controversy is very detrimental to handling the Covid-19 pandemic. Thus, this study is important to produce significant findings to overcome this problem.

In order to see the pros and cons of uploaded comments related to Covid-19 information, this research focuses on health communication messages found on the two Instagram accounts @pandemic.talks and @adamprabata. The @kemenkes_ri account aims to support, provide information, educate about mental health related to the pandemic situation. Meanwhile, the @adamprabata account provides health education information not only related to Covid-19 information, but health in general with 1,183 posts, 415K followers, 1,514 following. On the @kemenkes_ri account there are 2341 posts, 2.5 M followers, and 60 following (data for November 2022).

This study aimed to examine the comparison of the public's response to information about the Covid-19 pandemic on the doctor's @adamprabata Instagram account and the @kemenkes_ri Instagram account. In looking at information related to Covid-19 in the period October-November 2022, public distrust seems quite high. This is interesting to study, considering that currently (November 2022) the pandemic is still ongoing, but public trust in information about the pandemic appears to be declining. The Instagram account selected for review is the official account of the Ministry of Health of the Republic of Indonesia which regularly actively uploads various health-related information, including matters relating to the Covid-19 pandemic. The second account selected for analysis is Doctor Adam Prabata's Instagram account @adamprabata. Doctor Adam Prabata is well-known among netizens because of his activeness in providing health information, especially related to Covid-19, with the number of followers reaching 415,000 (data 17 November 2022).

## RESEARCH METHOD

This study used a qualitative approach with virtual ethnography methods. Hine (2000, 2015) in Nasrullah (2017) stated that virtual ethnography is a methodology used to investigate the internet and explore entities (users) when using the internet. Virtual ethnography is also to reflect on the implications of mediated communication on the internet. The virtual ethnographic method used in this study uses Cyber   Media Analysis (AMS) in which this method can describe culture and cultural artifacts on the internet. In analyzing culture on

the internet, AMS consists of two units of analysis, namely text at the micro level and context at the macro level. The micro level is more about descriptions of internet devices, links, and things that can be seen on the surface. Meanwhile, the macro level looks at the existing context that causes the text to appear and the reasons that encourage the appearance of the text (Purnamasari, 2020). At the Micro level, AMS consists of media space and media documents (media archive). Meanwhile, at the macro level, it consists of media objects (media objects) and experiences (experiential stories) (Nasrullah, 2017).

The data in this study were taken through observing the Instagram accounts selected for study, namely the Instagram account @kemenkes_ri and the Instagram account @adamprabata.

The reason for choosing these two accounts is because the @kemenkes_ri account belongs to the government in providing education to the audience. It is the duty of the government to provide Communication, Information, and Education to the audience to avoid hoax news. Meanwhile, the @adambrata account was chosen because it is an influencer/doctor who is active in providing Covid-19 education, even though Covid-19 cases have decreased. The language used is non-formal, so it is easily understood by the audience. Doctor Adam Brata actively provides the latest information through posts on IG based on the results of research/ experts. The excess of research on these two accounts, because Covid-19 information is still posted on both accounts. The shortcomings of these two accounts are that not all comments from the audience get replies from each account, so the questions asked in the comment column have not all been answered.

The selected posts are related to information about Covid-19 in October - November 2022. This timeframe was chosen to see how the public perceives information related to Covid-19, where currently the Covid-19 pandemic situation has begun to subside, but concerns are increasing in the number sufferers persist due to the emergence of the XBB subvariant. In this study, the data analysis techniques proposed by Miles and Huberman (2014) were used which consisted of data reduction, data presentation and conclusion or verification.

## DISCUSSION

The findings from this study are categorized into four levels according to Cyber Media Analysis (AMS), namely the level of media space, media documents, media objects and experiences. At the media space level, which reveals the existing structure of the medium on the internet, starting from how to publish content to the graphical aspects of social media display, the following can be seen:

**Table 1. Comparison of Instagram Accounts @kemenkes_RI and @adamprabata**

| Account | Number of Followers | Number of Posts | Media Room Level | | | |
| | | | Graphic Look | Number of Highlights | Number of Covid-19 Highlights | Number of Following |
|---|---|---|---|---|---|---|
| @kemenkes_RI | 2,500,000 | 2,345 | Full color | 23 | 2 | 60 |
| @adamprabata | 415,000 | 1,197 | Predominately white | 20 | 2 | 1,534 |

**Source: Processed by researchers, data up to 22 November**

From the table above it can be seen that the number of followers on the Indonesian Ministry of Health's Instagram account is far more than Doctor Adam Prabata's Instagram account with much more uploads of 2,345. Even so, the two accounts actively communicate various matters regarding health, including the Covid-19 pandemic. Even in the Bio (information under the Instagram account profile picture) Doctor Adam Prabata says: Currently educating Covid-19 which shows his concern for education about the Covid-19 pandemic. Meanwhile, the Indonesian Ministry of Health's Bio says: Official account of the Indonesian Ministry of Health which indicates that the account is an official account of the Indonesian Ministry of Health, so that the information submitted is a representation of the Government through the Ministry of Health. Both accounts are blue ticks, meaning they have received official verification from Instagram. To get recognition from Instagram is not easy. The account in question must first submit it to Instagram by fulfilling the following conditions: 1) an authentic account that represents a person, business, brand or entity that is originally registered 2) unique 3) complete account identity 4) well-known account user (Putri, 2021) . World-class health organizations that are active in using Instagram accounts that have a blue tick are the CDC and WHO. The organization is able to convey information during the Covid-19 pandemic in a comprehensive manner through posts, achievements, and engagement. The most widely shared information regarding individual prevention and mitigation measures, vigilance, thank-you notes are also posts about celebrities, clarifications, and infographics (Malik et al. 2021).

Meanwhile, the number of highlights contained in the two accounts is relatively balanced, namely 23 on the Indonesian Ministry of Health account and 20 on Doctor Adam Prabata's account. The two accounts both have 2 highlights highlighting Covid-19. Highlights in Instagram are Instagram Stories that are permanently displayed on the profile. On verified accounts, highlights can be a kind of clue as to what things the account deems important to

read by the target audience that accesses the account. The existence of 2 highlights about Covid-19 on both accounts indicates that both the Indonesian Ministry of Health and Doctor Adam Prabata's accounts have a strong concern in educating the public about the Covid-19 pandemic. This is in line with Mukti and Putri's research (2021) that the use of social media in delivering health messages can have an impact on audience participation, because social media can promote health behavior and long-term change through health campaigns (Ghahramani, De Courten, & Prokofieva, 2022). Furthermore, research by Vaingankar et al. (2022) showed that social media can provide positive influence, self-expression, and social support in its contribution to mental health.

Apart from followers, each account also follows other accounts, the Indonesian Ministry of Health as an official government institution account, only 60 accounts are followed, while Doctor Adam Prabata, who is a private account, follows more, namely 1,534 accounts (data 22). November 2022). With regard to the graphical display of the two accounts, there are quite prominent differences, in which the RI Ministry of Health's account is more colorful, with a neat template design on each upload. Meanwhile, Doctor Adam Prabata's account is predominantly white for the upload background and rarely uses a colorful display. The following is a view of each account as shown in Figure 1 and Figure 2.
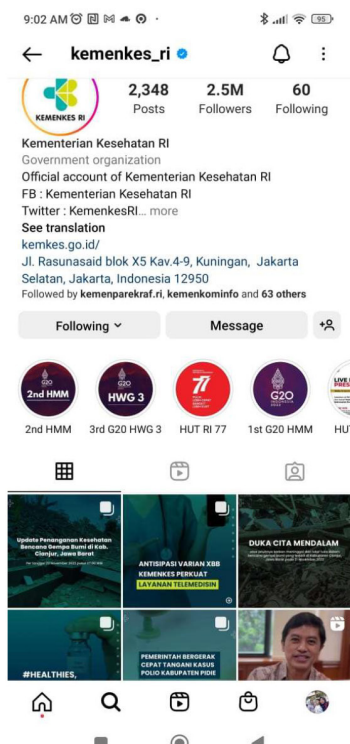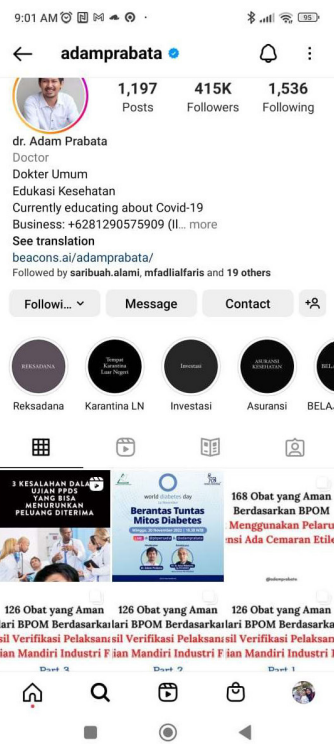


**Figure 2. The @kemenkes_RI account**



**Figure 3. Doctor @adamprabata account**

Regarding with the level of media documents, which are used to view content-as a text and the meaning contained therein-produced and disseminated via the internet in order to find cultural artifacts in virtual ethnographic research (Nasrullah, 2017), the findings are presented in table 2 related uploaded by the Indonesian Ministry of Health account and table 3 from Doctor Adam Prabata's upload regarding the Covid-19 pandemic in September-November 2022.

**Table 2. Posts Regarding Covid-19 @kemenkes_RI September - November 2022**

| Title | Document Media Level | | |
| --- | --- | --- | --- |
| | Date | Number of Likes | Number of Comments |
| XBB Variant Found in Indonesia, Immediately Complete Booster to Protect Us and Those Around Us | 4 Nov 2022 | 15.909 | 799 |
| Positive for Covid-19? Come Take Advantage of Telemedicine Services | 6 Nov 2022 | 8.676 | 136 |
| The Increase in Covid-19 Cases Due to the XBB Subvariant | 8 Nov 2022 | 18.661 | 771 |
| Covid-19 Cases Start Crawling Up Along with the presence of the XBB Variant in Indonesia | 10 Nov 2022 | 14.810 | 619 |
| Ministry of Health Announces 4 Cases of Omicron XBB Sub Variant | 27 Okt 2022 | 21.253 | 610 |
| Staying Healthy Towards Endemic COVID-19 Sound Healthy with Doctor Reisa | 3 Okt 2022 | 32.194 | 105 |

**Source: Processed by researchers, data until 22 November 2022**

From table 2 above it can be seen that the media on the Indonesian Ministry of Health account uploaded "Staying Healthy Towards Endemic COVID-19 Healthy Voices with Doctor Reisa got the most likes. On the Adambrata account uploads "Good News! The Inhaled Covid-19 Vaccine Approved for the First Time in the World" had the most likes during the observation period. Regarding comments, uploads on the @kemenkes_RI account in the period September - November 2022 that received the most comments were uploaded on

November 4 2022 with the title XBB Variant Found in Indonesia, Immediately Complete Booster to Protect Us and Those Around Us. The upload received 799 comments and 15,909 likes. The majority of posts are negative and doubt the importance of booster vaccines. There were comments stating that after being vaccinated they were exposed to the Covid-19 virus. This illustrates that many followers of the @kemenkes_RI account do not understand that giving vaccines is not to prevent Covid-19, but to minimize the impact if exposed to the Covid-19 virus. As for prevention, people should continue to follow health protocols correctly, for example by wearing masks and washing their hands frequently.

**Tabel 3. Posts Regarding Covid-19 @adamprabata September – November 2022**

| Title | Document Media Level | | |
| | Date | Number of Likes | Number of Comments |
|---|---|---|---|
| Good News! Inhaled Covid-19 Vaccine Approved for the First Time in the World | 6 Sept 2022 | 5.161 | 97 |
| Good News! Covid-19 Nasal Drops (Intranasal) Vaccine Approved for Use in India | 8 Sept 2022 | 600 | 14 |
| 21.5% of People Affected by Covid-19 in the Current Wave are at Risk of Experiencing Long Covid-19 | 16 Sept 2022 | 2.404 | 87 |
| Vaccines Proven Effective in Reducing the Long Risk of Covid-19 | 19 Sept 2022 | 802 | 76 |
| Covid-19 Increases the Risk of Blockage of Blood Vessels Up to 1 Year After Diagnosis | 28 Sept 2022 | 2.133 | 181 |
| Good News! I'm well! "Local Production" Covid-19 Vaccine (Indovac & AWcorna) Has Obtained BPOM Distribution Permit. How The Abilities? | 3 Okt 2022 | 753 | 73 |
| 6 Mechanisms Of Covid-19 Can Address Cognitive Disturbances And Long-Term Nervous Problems | 10 Okt 2022 | 1.890 | 64 |

**Source: Processed by researchers, data until 22 November 2022**

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Meanwhile, from table 3 above, the upload of the doctor's account @adamprabata which received the most comments in September-November 2022 entitled Covid-19 Increases the Risk of Clogged Blood Vessels Up to 1 Year After Diagnosed with 181 comments and 2,133 likes. The majority of comments are positive and fewer are negative. The average positive comments stated that they were still willing to carry out the Health protocol to prevent exposure to Covid-19 so that the risk of post-Covid-19 diseases such as blockage of blood vessels could be avoided.

Later, at the media object level, the interactions that occur between users and between account users are observed. From this it was found that comments on both accounts related to uploads about Covid-19 in the September-November 2022 period had many pros and cons. Some of the public believes that the pandemic is over, so posts about vaccines, warnings of a new XBB sub-variant and other up-to-date information on Covid-19 are information that seems to frighten the public. Meanwhile, some others still believe that Covid-19 still exists, so it is necessary to remain vigilant about this disease, by implementing health protocols and also using vaccines. The following are excerpts from comments from the Indonesian Ministry of Health account on uploads with the title: *XBB Variant Found in Indonesia, Immediately Complete Booster to Protect Us and Those Around Us*. This post about Covid-19 received the most number of likes and comments throughout October – November 2022, namely 799 comments and 15,909 likes, so the comments are interesting to observe. Negative comments can be seen as follows:

**Table 4. Negative Comments in the Indonesian Ministry of Health Account**

| No | Comments | Coding |
|----|----------|--------|
| 1 | *"The game was started, yesterday when the vaccine booster was empty there was no news of Covid, now when the vaccine is ready, certain people played that game. Hopefully Allah will reprimand, every human being lives and dies in the hands of Allah, not in the hands of health workers or because of vaccines."* | Didn't believe in vaccines, believe in destiny |
| 2 | *"It's rainy season, so the weather changes. It's normal for many to get influenza, you don't have to overdo it and make a splashy news. Society is already immune. Drink ginger and honey with warm water twice a day. And lots of consumption of fruits that contain vitamin C. Get enough rest. Reduce unnecessary activities outside the home. So don't make a complicated news."* | Didn't believe in Covid, assume that it's influenza |
| 3 | *"The second and third slides are bullshit 🙄 My friend in the US here has a booster, when he got Covid last week it took longer and the symptoms were more severe than our family who also got Covid and haven't had a vaccine at all."* | Didn't believe in vaccines |
| 4 | *"My neighbor who didn't get the vaccine didn't even get sick, while we are did the vaccine but didn't get better; cough, runny nose, sore throat, body aches, fever and cold 😭😭😭😭 and it's been going on for almost 2 months 😭😭😭"* | Didn't believe in vaccines |
| 5 | *"I don't think there is Covid anymore... because the only ones implementing health protocols are in hospitals and schools... unlike crowds of free music concerts there are no health protocols..."* | Didn't believe in Covid |
| 6 | *"Every soul will surely die, don't always be associated with boosters, I believe and believe, no one believes in Covid anymore, there are those who believe except only a certain percentage is left. Take refuge in Allah, in God Almighty."* | Didn't believe in Covid and booster vaccines |

**Table 5. Positive Comments in the Indonesian Ministry of Health Account**

| No | Comments | Coding |
|----|----------|--------|
| 1 | *"Those who are still debating don't want vaccines go ahead... what's important now is just holding a second booster. I'm interested, want to look for my own fort. For those who don't want to, please be quiet."* | Believe in booster vaccines |
| 2 | *"I want a booster vaccine but it's empty. Please provide another booster vaccine for the public."* | Believe in booster vaccines |
| 3 | *"The comments are really sad, I feel the hatred towards the government is so great that I don't even have the thought to read research journals to find the truth."* | Support The Government about Covid |

There is still debate about the second booster for the Covid-19 vaccine. Meanwhile, those who commented positively on the upload of the Indonesian Ministry of Health are in the Table 5

Meanwhile, on Doctor Adam Prabata's Instagram account, the post entitled: Covid-19 Increases the Risk of Blockage of Blood Vessels Up to 1 Year After Diagnosed was chosen because it got the most likes and comments (see table 3), namely 2,133 likes and 181 comments. There are fewer negative comments on this @adamprabata account, including the following:

> "Those who have been vaccinated on average even get Covid (breakthrough)."

> "Brother, is there any information that applies to what age? Looks like it should be balanced the news."

Meanwhile, Doctor @adamprabata's followers who commented positively and supported the need to always maintain health protocols and do vaccines to avoid Covid were far more numerous, including the following:

> "It's true said Prof. Aman Pulungan, no matter what, don't get Covid."

> "My cardiologist said, don't get hit a third time. Because I don't know how is the damage *in my body*"

*"The most important thing is to keep yourself and your family safe, Sis. Give advice to children to wear masks all the time. I still wear a mask everywhere. Still don't want to eat out, don't want to go to public places, because many are negligent and the condition of the body is different each of us "*

"You can't say that without research. There are also friends in the Long Covid community who haven't been vaccinated and got Covid and ended up with Long Covid. Those who have been vaccinated, there are still those who get covid and long covid. So the point is an independent health protocol that determines the family cluster. Vaccines reduce the risk of death and severe symptoms"

*"Let's use the health protocol everywhere. It's okay if you're at home not to do the health protocol. But if outside the house remember there are comorbids, babies, toddlers plus the elderly please. If you get this virus, your quality of life goes down... So let's take care of ourselves and be prepared for risks when doing activities... Thank you doctor for the education"*

"I am one of the survivors who after being exposed to Covid-19 was diagnosed with ischemic stroke doc @adamprabata. Thank God, now I'm healthy, thanks for the education, doc."

Last, at the Experience Level, where the situation on social media is related to the reality on the ground, the debate about the information submitted by the Ministry of Health regarding booster vaccines has drawn many contra comments. Meanwhile, information from Doctor Adam Prabata regarding advanced post-Covid illnesses actually received more pro comments.

From the uploads contained in the accounts of the Indonesian Ministry of Health and Doctor Adam Prabata which were taken with the most comments in November 2022 related to Covid 19, the negative comments tended to be uploaded by the Indonesian Ministry of Health. The number of negative comments on the RI Ministry of Health's upload with the upload entitled XBB Variant Found in Indonesia, Immediately Complete Booster to Protect Us and Those Around Us totaled 495 comments. While the number of positive comments only 124 comments.

Meanwhile, on Doctor Adam Prabata's account, which had the most comments in November 2022 entitled Covid-19 Increases the Risk of Blockage of Blood Vessels Up to 1 Year After Diagnosed, it received more positive comments, namely 145 comments. While negative comments only amounted to 36 comments.

This showed that the general public perceives that as if Covid-19 no longer exists, there is no need for health protocols and vaccines anymore. Meanwhile, people who are already actively seeking health information in more depth by following accounts of doctors who frequently discuss health issues including Covid-19, have a different perspective. They tend to be more careful in dealing with the current Covid-19 situation (until November 2022), are still implementing health programs and believe that vaccines can help reduce the impact if the body is exposed to Covid-19. Research Anisah et al. (2021) shows that health literacy through the use of Instagram social media can meet the information needs of the audience, if the audience has a motive to obtain useful health information. GI can provide a good understanding so as to increase contribution to health literacy. According to Finset et al. (2020) the existence of effective health communication is an important key in the Covid-19 pandemic crisis, because it can facilitate how people can control uncertainty, fear, promote and achieve adherence to health behavior. Thus, there is a responsibility on health experts in disseminating valid information.

According to Ecker, et. al (2022) the response to the COVID-19 epidemic, among other disputed recent events, has been linked in large part to misinformation. In addition to impairing judgment and decision-making, misinformation can have a lasting impact on people's reasoning even after it has been rectified. This phenomenon is known as the ongoing influence effect. Later, exposure to erroneous information is practically a prerequisite for the development of false beliefs. However, a variety of cognitive, social, and affective factors influence the formation of false beliefs; availability to high-quality information is not always the primary prelude to false belief formation (Ecker et al., 2022). From the previous figure (see figure 1) it can be seen that false beliefs are driven by cognitive and socio affective drivers. As an example, we can look at one of the negative comments found on the following Instagram account @kemenkes_ri:

> "The game was started, yesterday when the vaccine booster was empty there was no news of Covid, now when the vaccine is ready, certain people played that game. Hopefully Allah will reprimand, every human being lives and dies in the hands of Allah, not in the hands of health workers or because of vaccines."

False belief in this comment is driven by intuitive thinking in the form of lack of analytical thinking and is also combined with an emotional state which states that a person's life and death is in the hands of Allah, God Almighty, not from health workers or vaccines.

This controversy is interesting for further study. With regards to the official account of the Government of the Indonesian Ministry of Health, it is very possible that the readers and followers of this account are the wider community, not necessarily all of whom are moved to seek more comprehensive information related to Covid-19. So that this insufficient knowledge also has an impact on the comments written on the RI Ministry of Health's account. In fact, in the uploads of the Indonesian Ministry of Health there is also education related to the ins and outs of the Covid-19 disease. Even so, it turns out that there are still many negative comments that appear. Further research is needed in this regard, whether the level of education influences this, and whether trust in the government also influences the appearance of these negative comments.

## CONCLUSION

This study aimed to examine the comparison of the public's response to information about the Covid-19 pandemic on the doctor's @adamprabata Instagram account and the @kemenkes_ri Instagram account. The first finding, at the media space level, shows that the number of followers on the Indonesian Ministry of Health's Instagram account is far more than Doctor Adam Prabata's Instagram account with 2,345 uploads. Second, the level of media documents on the RI Ministry of Health account uploads "Staying Healthy Towards Endemic COVID-19 Healthy Voices with Doctor Reisa get the most likes. On the @adamprabata account uploaded "Good News! The Inhaled Covid-19 Vaccine Approved for the First Time in the World" had the most likes during the observation period. Third, at the media object level, the interactions that occur between users and between users include comments on both accounts related to uploads about Covid-19 in the September-November 2022 period, there are pros and cons, because there is still an assumption that part of society has a pandemic. ends and some think that the pandemic still exists. Fourth, at the experience level; the situation on social media shows that ordinary people perceive as if Covid-19 doesn't exist anymore. Thus, health protocols and vaccines are no longer necessary. Meanwhile, people who have actively sought health information in more depth by following doctors' accounts who often discuss health issues including Covid-19, have a different perspective and will be more careful in dealing with the situation.

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