

Original Article

Digital Communication Campaign on Instagram @Gigigo.Id: Oral Health Education

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Abstract :

This study examines a digital communication campaign conducted by Gigigo Clinic through its Instagram account, @gigigo.id, aimed at improving public education and awareness of the importance of maintaining oral health. Using a qualitative approach and case study method, this study aims to describe the campaign strategy, evaluate the effectiveness of the educational content delivered, and identify audience engagement in the campaign. Data was collected through in-depth interviews with the social media team and clinic owners, direct observation of Instagram content, and visual documentation. Findings were analyzed using the RACE (Research, Action, Communication, Evaluation) model to identify the strategic stages in the campaign's implementation. The results of the study indicate that Instagram is used by Gigigo as an educational platform, especially in reaching the target audience aged 18–35 years. Consistent, interactive, and relevant content strategies were proven effective in increasing engagement and driving behavioral changes among the audience regarding oral health. This digital campaign serves as a concrete example of structured and impactful digital communication in the context of health promotion.

Keywords: Digital Communication, Social Campaigns, Instagram, Health Education, Oral Health

Introduction

Social media is one of the primary platforms for digital communication in the modern era, used to send messages, share content, and connect with others online. With social media, it has become easier for individuals to interact globally and disseminate information widely (Juliana et al., 2021). Social media, also known as one of the participatory Internet communication tools, is a collection of Internet-based application models for creating and sharing user-generated content (videos, photos, files, graphics, etc) (Fadli & Sazali, 2023). The term social media



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encompasses various web-based communication tools and channels. Management by competent dentists and professional nurses, as reflected in the interactions and education provided through the Instagram account @gigigo.id, is one aspect that supports the effectiveness of digital communication campaigns related to dental and oral health. Evaluations of audience interactions and engagement indicate that this approach reinforces the educational messages being conveyed. Social media can be utilized in various ways, such as to communicate behavioral changes ([Aswati, 2022](#)).

Social media has become one of the most influential digital communication tools in various fields, including healthcare. The use of social media in the health sector extends beyond the dissemination of information to include educational, promotional, and broader public health campaigns ([S. A. Puspitasari & Afifi, 2022](#)). Through various platforms, including Instagram, Twitter, TikTok, Facebook, and YouTube, healthcare workers, government agencies, non-profit organizations, and individuals can convey health messages quickly, interactively, and reach a wider audience ([Anwar & Rusmana, 2017](#)).

With the right communication strategy, including the use of clear and concise language, engaging visual content, and a human-centered approach, social media can be an effective tool for improving public health literacy ([Audina & Sudradjat, 2024](#)). Additionally, social media can serve as a promotional tool for health services, including clinics, hospitals, and government health programs ([Audina & Sudradjat, 2024](#)). The advantage of social media lies in its ability to build two-way interactions. People are not only recipients of information, but can also respond, ask questions, and even repost information they consider important to their social networks ([Mayasari, 2021](#)). This interactivity enables more personal communication and builds trust in the source of health information.

The campaign design began with a conceptual analysis of the situation, including several forms of assessment ([Utari, 2022](#)). The first step is to analyze the behavioral aspects of the communication problem to determine what actions need to be taken by whom in order to achieve the objectives ([Fadli & Sazali, 2023](#)). A campaign is a strategic activity that involves various forms of resources, not only in material aspects, but also including ideas, energy, time, and the use of technology ([Arianita et al., 2021](#)). All of these efforts are aimed at achieving optimal results, enabling the campaign to run effectively and successfully. The communication campaign is carried out using social media platforms, which determine the issues to be addressed and utilize educational content as one of the methods to resolve these issues ([E. I. Puspitasari et al., 2025](#)).

This social media platform, which serves as a medium for health education, utilizes Instagram as its online platform ([Estefania & Yuwono, 2023](#)). This app is one of the free apps used to upload or share photos, videos, send messages, and share other content. Instagram is one of the world's largest social media platforms, with millions of users ([Huda et al., 2021](#)).

Social media applications offer business opportunities through various types of information that are frequently and easily accessible on the application's homepage, which users update. When visual language dominates or controls the internet world, it presents an opportunity for businesspeople to capitalize on the vast opportunities available ([Kurniawati & Primadini, 2022](#)). Gigigo Dental Clinic is a clinic specializing in dental and oral health, dedicated to the diagnosis, treatment,

and prevention of various dental and oral health issues and conditions. Highly skilled dentists directly manage their respective fields, and competent nurses perform their duties professionally and effectively. At this clinic, patients can undergo consultations and various treatment procedures, ranging from routine and scheduled teeth cleanings to tooth fillings, root canal treatments, and orthodontic treatments. In addition to providing healthcare services, Gigigo also offers various educational programs to patients about the importance of maintaining good oral health and tips for preventing common dental and oral issues. As a result, the role of the clinic and dentists is crucial in promoting overall health and well-being ([Hasrini et al., 2023](#)).

Gigigo utilizes Instagram, a social media platform, as an educational medium for the community. The educational content is designed to raise public awareness about the importance of maintaining good oral health. The information shared by Gigigo on Instagram highlights the importance of oral health and encourages individuals to visit a dental clinic or consult a dentist for proper care. The educational activities conducted by Gigigo Clinic are effective, as evidenced by the high level of audience interaction and participation on Instagram, as shown by the number of likes, comments, and shares of content related to oral health. The activities on Gigigo Clinic's social media accounts aim to provide the public with information about the services offered by the healthcare facility. By using visual media like Instagram, the public can learn about the services provided by Gigigo Clinic beforehand.

Based on previous research by [Nasution et al. \(2023\)](#), the widespread use of social media applications, such as Instagram, for online digital communication is highly effective. This study aims to investigate the use of Instagram as a medium for health promotion and education. The objective is to complete previous research that has not been resolved or addressed. The study by [Hasrini et al. \(2023\)](#) demonstrates that using Instagram as a promotional medium for oral health education among school-aged children at the Minasa Upa Community Health Center is effective in increasing public knowledge and awareness. The program successfully attracted high participation from the audience, particularly children and parents, and resulted in positive behavioral changes related to toothbrushing habits ([Hasrini et al., 2023](#)).

Although there are obstacles related to access to technology, the combination of digital and traditional media strategies facilitates the expansion of health messages and has a broad impact. The above background served as the basis for the author to utilize the Gigigo Clinic as a research medium to study the Digital Communication Campaign on Instagram (@gigigo.id) in more depth: Dental Health Education.

Based on the results described above, the researcher aims to formulate the research questions to be discussed and examined in this study, namely: How does the Gigigo Clinic's digital communication campaign on Instagram social media increase public awareness and engagement regarding dental and oral health?

Gigigo was selected as the research subject because this clinic is actively involved in conducting dental and oral health education campaigns through the Instagram social media platform (@gigigo.id), which is an effective means of reaching a wider audience. This campaign is relevant to the research topic because it examines the use of social media as a tool for disseminating health information that can directly impact public awareness. Additionally, with an approach managed by professional medical staff (dentists and nurses), this campaign serves as an interesting case study in the context of digital communication aimed at educating audiences about the

importance of oral health.

The benefits to be achieved in this study include Theoretical Benefits: the results of this study are expected to be useful in expanding the literature and contributing to the development of knowledge, as well as serving as a reference and benchmark for future research, providing an overview of the use of Instagram-based social media as a marketing communication tool to improve health promotion and education. Additionally, this research is expected to yield practical benefits, providing insights and recommendations for social media users, particularly those on Instagram, as a digital communication campaign to enhance oral health education. This research can serve as an additional reference for UMS (Muhammadiyah University of Surakarta) students in general and those studying Communication Science in particular, as well as for future researchers who will explore the same topic.

This research has two types of objectives, namely general and specific objectives. Generally, this study aims to identify effective and relevant campaign forms for conveying education through social media by the Gigigo ID health clinic, to increase public awareness about the importance of maintaining and caring for oral health. Specifically, the objectives include describing the digital communication campaign used by the Gigigo Clinic on Instagram, through its Instagram account (@gigigo.id). To analyze the effectiveness of digital communication campaigns featuring oral health education on the Instagram account (@gigigo.id) of Gigigo Clinic in increasing public awareness about the importance of maintaining and caring for oral health and formulating optimal recommendations for digital communication campaigns to increase public awareness or provide benefits to the community regarding the importance of maintaining and caring for oral health through the Instagram account (gigigo.id).

Research Method

Researchers conducted this qualitative research to understand descriptive phenomena that cannot be measured or estimated (Sugiyono, 2017). This study not only seeks to describe data but also to illustrate the results of valid and accurate data collection through in-depth interviews with informants, observation, and documentation. These tools or devices were used by researchers directly in the field to collect data.

The place or object of research refers to the location or main topic that is the focus of a scientific study or investigation. The selection of the location and subject of research is crucial because it can significantly influence the results and relevance of the research findings. The target of this investigation is the Instagram account @gigigo.id. This research is scheduled to take place from November to December 2024.

Data collection techniques use primary data obtained directly from observing the content of the Instagram account gigigo.id and interview results, which will be conducted using observation and interview techniques.

- a. Observation in this study involves the researcher observing the Instagram account @gigigo.id

- b. Interviews in this study will be conducted with sources related to the Gigigo clinic, specifically with Mr. Ryo Juara, the Social Media Specialist and husband of Dr. Monica Ekania, the owner of the Gigigo Clinic.
- c. Documentation will be supplemented with screenshots from the Instagram account @gigigo.id, as well as photos and audio recordings of the interviews with the sources.

In this study, the triangulation method was used to strengthen the validity of the research findings. To improve data validity, this study employed a triangulation method, which combines two data collection techniques: in-depth interviews with the content team and the owner of the Instagram account @gigigo.id, as well as direct observation of digital campaign activities carried out through the Instagram social media account @gigigo.id.

In this study, the sampling technique employed was purposive sampling, where the researcher selected informants relevant to the research topic, specifically sources directly related to the management and content of the Instagram account @gigigo.id. The selected sources included the owner of the Gigigo clinic, the clinic's social media team, and individuals with in-depth knowledge of the digital communication practices implemented by the clinic.

Result and Discussion

Result

In the digital communication campaign conducted by Klinik Gigigo through Instagram @gigigo.id, the campaign strategy was analyzed using the RACE model (Research, Action, Communication, Evaluation). Findings in each stage of this model were obtained from in-depth interviews with the owner and social media team, as well as consistent observation of the campaign content.

Table 1. Activities and Interview Dates

No.	Name	Description	Interview Date
1.	A1	Owner of Gigigo Clinic	February 9, 2025
2.	A2	Gigigo Clinic Social Media Team	April 27, 2025

Research

Gigigo Clinic has a vision to raise public awareness about dental and oral health through social media. Instagram was chosen as the primary platform because it is effective in reaching young people and aligns with current digital trends. The main target audience is teenagers, college students, and parents with young children. Based on interviews, Instagram was chosen because it was considered most suitable for the target audience, which is aged 18–35 years. The team revealed that Instagram has the highest engagement rate, reaching up to 60%, compared to TikTok and Facebook.

This aligns with internal research and audience observations conducted by the social media team, which indicate that visual content is highly effective in reaching the younger segment. As explained by the source:

"Gigigo's vision is to raise public awareness, especially among young people, about the importance of maintaining dental and oral health. This mission is realized through the delivery of light yet informative education on social media, particularly Instagram." (Source A1, February 9, 2025)

The campaign strategy began with audience needs research, for example, through thematic educational sessions created based on issues frequently faced by the audience related to dental and oral health. The results of this research are then used as a basis for determining the style of language, type of content (video, infographics, feed, or reels), and topics relevant to the daily lives of the audience.

Action

The Gigigo Clinic implements its educational strategy through a structured creative team, consisting of a leader, content planner, talent, and executor. Content creation is conducted daily through various Instagram features, including stories, reels, feeds, and live sessions. In the production process, Gigigo maintains visual consistency through the use of distinctive colors, logo positioning, layout, and a standardized communication style. As explained by the source:

“Consistency is maintained with visual guidelines, including the use of fonts, color tones, and uniform graphic styles. Everything is monitored with a content calendar.” (Source A2, April 27, 2025)

Each clinic branch has a coordinator who monitors and conducts regular evaluations, as well as internal training to maintain content quality. In responding to criticism, an educational approach is prioritized to ensure that interactions with the audience remain positive and constructive.

Communication

Content is delivered using formal yet casual language, in line with the young audience's character, so that educational messages remain easy to understand. Video is the primary format as it has proven effective in conveying health information concisely and engagingly. Content is also packaged in interactive formats, including myths and facts, tips from doctors, and educational games, to keep the audience engaged. Interaction with the audience is also a priority. DMs are managed directly by Customer Service, which is ready to forward consultations to doctors. There are regular live sessions and Q&A sessions that enable two-way communication and strengthen audience engagement, with a system as described by the source:

“Yes, it is done regularly with sources according to the theme, as a means of two-way communication with the audience.” (Source A1, February 9, 2025)

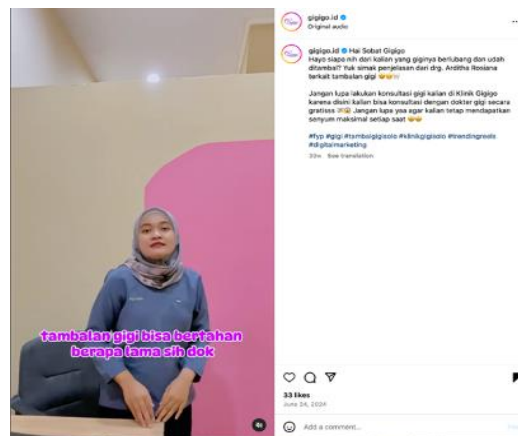


Figure 1. Example of Educational Content About Dental Fillings.

Figure 1 is an example of Instagram content that provides education about the durability of dental fillings. The content educates through a video that explains the durability of dental fillings, accompanied by explanatory subtitles, which allows the audience to not only focus on the doctor's explanation but also read the subtitles, making it easier for them to understand the language or what is being said if the audio is unclear in the video.

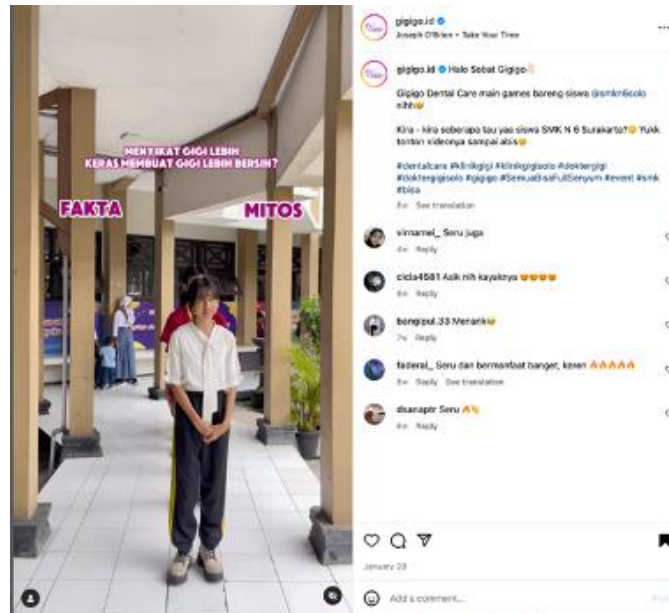


Figure 2. Example of Educational Content Packaged in The Form of a Game With A Myth or Fact Theme.

Figure 2 is an example of educational content with a theme packaged in the form of a myth or fact-based game, presented engagingly, and accompanied by explanations provided by the gigigo team who participated in playing the game in the video.



Figure 3. Example Of Educational Content Packaged With The Theme “Tips For Faster Braces Progress.”

Figure 3 is an example of educational content with a theme packaged as tips on the progress of brace installation. The video is accompanied by educational

explanations in line with the theme and issues, complete with subtitles to clarify the information provided by the doctor.

Evaluation

The success of the Gigigo Dental Clinic's educational campaign is measured by the engagement rate, which has yielded satisfactory results. Audience feedback is evident from the number of likes, comments, and service bookings via DM, indicating active interaction. The campaign also had an impact on behavior change, with more audiences becoming aware of the importance of dental care and beginning to consult at the clinic.

“Evaluations are conducted weekly based on insights from each platform. Content that is not optimal will be adjusted.” (Source A2, February 27, 2025)

Instagram has proven to be the most effective platform compared to other social media platforms. Evaluations are conducted by analyzing reach and impressions to optimize future content strategies. The campaign has currently achieved 50% of its target. With its consistency and expansion plans, including collaborations with influencers and educational institutions, Gigigo aims further to expand its reach in dental and oral health education.

Discussion

The digital communication campaign conducted by Gigigo Clinic through its Instagram account @gigigo.id can be considered successful based on an analysis of social media interaction data. This success is evident from the high level of audience engagement, as indicated by the number of likes, comments, and shares, which demonstrates a strong interest in educational content related to dental and oral health. Additionally, positive feedback received through comments and direct messages (DMs) indicates that the messages conveyed through this campaign were well-received by the public. Strategically, the campaign has been consistently and effectively implemented to enhance education and awareness, particularly among the younger generation, about the importance of maintaining oral health. The campaign analysis employed the RACE model (Research, Action, Communication, Evaluation) as a framework to evaluate each stage of the campaign systematically. However, to measure success more deeply, further research is needed on changes in audience behavior after participating in the campaign, particularly in terms of practicing oral health care in daily life.

Research

The selection of Instagram as the primary platform was based on internal research indicating that the majority of Klinik Gigigo's audience falls within the 18-35 age range, a segment that is highly active on social media, particularly on Instagram. These findings align with the opinion of [Parasdiati et al. \(2024\)](#), which states that Instagram is effective for reaching young users and conveying messages through visuals. Adjusting content to audience needs, based on research, demonstrates that the communication strategy is audience-centered, where messages are tailored to the preferences and habits of the target audience ([Saputra & Darmawati, 2023](#)).

Action (Content Planning and Production)

The educational campaign was carried out with a well-thought-out content strategy, starting from daily content planning, consistent visual selection, and the use of uniform branding elements. The use of colors, logos, and a formal yet casual communication style added to the strength of the brand's visual identity. This aligns with the Theory of digital communication by [Situmeang and Situmeang \(2020\)](#), which suggests that visual appeal significantly influences the effectiveness of digital messages.

Additionally, regular training and the establishment of a content team structure demonstrate that this campaign was professionally planned and executed. This suggests that the effectiveness of digital communication depends not only on visual elements but also on the readiness of human resources involved in content production. With an organized and trained team, the content production process can run more systematically, adapt to trends, and maintain the quality of messages delivered to the public ([Azizah et al., 2024](#)).

Communication (Message Delivery and Interaction)

Two-way communication was the main strength of Gigigo's campaign. Not only did they convey information through feed posts and stories, but they also managed interactions through DMs and live Q&A sessions. The use of language that was easy to understand yet informative helped the message resonate well with the audience. The content produced is also diverse, ranging from educational videos and infographics to game-based content (such as myths vs. facts), demonstrating creative and innovative strategies aligned with current digital communication trends. These findings support the statement by [Hasrini et al. \(2023\)](#) that a visual education-based approach to social media has been proven effective in increasing audience engagement and knowledge.

The importance of feedback in the communication process to ensure that messages are received and understood accurately, [Sholihah et al \(2025\)](#). In the context of social media, interactive features such as comments, DMs, and live sessions enable direct feedback that strengthens the effectiveness of message delivery. In addition, the Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1973) is also relevant in [Dewi et al. \(2022\)](#), where audiences actively choose and use media that suit their needs for information, entertainment, and interaction. By providing interactive educational content, Gigigo meets the audience's need for credible information as well as an enjoyable and participatory digital experience.

Evaluation (Campaign Evaluation and Effectiveness)

Evaluation was conducted measurably through data insights, including engagement rate, reach, and impressions, as well as direct feedback from the audience. Although the campaign is still at 50% of its long-term target, increased interaction and positive responses indicate a change in audience awareness of the importance of dental health. Responses in the form of likes, comments, and direct reservations via DM prove that this campaign has a real impact on audience behavior. This supports the finding of [Audina and Sudradjat \(2024\)](#) that visual communication on social media can influence audience attention and actions. In this context, the visualization of dental health information, presented in an attractive and relevant manner that meets the audience's needs, has proven effective in building awareness while encouraging active

engagement. Thus, the effectiveness of the campaign is not only seen in numerical achievements but also the quality of interactions and changes in audience attitudes and behaviors.

Conclusion

This study demonstrates that the digital communication campaign conducted by Gigigo Dental Care Clinic through its Instagram account, @gigigo.id, has proven effective in fostering public understanding and awareness, particularly among young people, about the importance of maintaining dental and oral hygiene.

Through a structured approach using the RACE (Research, Action, Communication, Evaluation) model, this campaign effectively conveyed educational messages in an engaging and relevant manner. Instagram was chosen as the primary medium based on research showing that this platform is most suitable for the target audience, aged 18-35 years. The content created was tailored to the audience's preferences in terms of visuals, language, and topics, thereby building strong engagement.

Gigigo Clinic implemented a consistent and creative content strategy, supported by a professional team and utilizing Instagram features such as Reels, Stories, and live sessions. The communication style used was friendly and easy to understand, yet professional, effectively bridging the gap between the clinic and its audience.

Through regular evaluation of content performance, engagement rates, and audience feedback, it is evident that this campaign has successfully built active interactions and encouraged real actions, such as an increase in service reservations via DM. Although the current achievement is still at 50% of the long-term target, the potential for sustainability and campaign development is wide open, especially with plans for collaboration with influencers and educational institutions.

In conclusion, Klinik Gigigo's use of Instagram as an educational campaign platform serves as a concrete example of a well-planned, adaptive, and impactful digital communication strategy. This campaign not only disseminates information but also inspires positive behavioral changes in the community regarding oral health.

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