

ABSTRACT

Adopting a healthy lifestyle is still a serious issue in Indonesia, disseminating health information and influencing individual or group decisions about matters that affect their health are the two main goals of health communication. Modern platforms for communication enable effective conversations to take place without the need for face-to-face interaction between the communicator and recipient, such as Youtube, which is a social media platform that has various information in the form of digital content that can provide important education for the public. On the social media Youtube, one health practitioner who actively shares interesting health information among teenagers is a nurse with the account name Chrisan Bimo Prayuda (@chrisanbimo). This research approach uses qualitative techniques, in data collection, researchers conduct interviews and observations. In this study, researchers involved an informant, namely a general practitioner named Dr. Chrisan Bimo Prayuda. So that the results of this study will show how to identify the audience, how to compose messages, determine the method used by Doctor Prayuda. the researcher can conclude that the communication strategy used by Doctor Prayuda is quite detailed, such as using the SEO (Search Engine Optimization) system which is a way of finding keywords so that many people can see and search for content owned by Doctor Prayuda on Youtube. Then Doctor Prayuda studied how to make the information received easily understandable by his audience.

Keywords: *Healthy lifestyle, Communication strategy, Youtube*