

ABSTRACT

The Instagram account of the Ministry of Health of the Republic of Indonesia (@kemenkes_ri) presents a unique communication phenomenon by achieving high public engagement through the use of 'Humor Receh dan Relatable Memes'. This research aims to analyze how @kemenkes_ri utilizes this meme format to construct discourse and disseminate health messages. Using a descriptive qualitative approach, this study analyzes five selected memes through Multimodal Discourse Analysis (MDA) by Kress and van Leeuwen to deconstruct the interaction between visual and verbal elements. The analysis reveals that Kemenkes's communication strategy shifts from prohibitive narratives to empathic and reflective ones. Humor based on incongruity, hyperbole, and puns is used as an entry point to deliver serious health messages. This strategy not only enhances engagement but also actively builds a more humanized and approachable institutional persona, transforming government health communication to be more participatory and resonant with the culture of digital audiences.

Keywords: *Health Communication, Humor, Instagram, Memes, Multimodal Discourse Analysis*