

Analysis of the Instagram Account @APDCIndonesia as a Mental Health Campaign Platform

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***Abstract.** As awareness of the importance of mental health increases, social media platforms such as Instagram have become effective channels for spreading information and providing mental health support. One account that stands out in providing mental health services on Instagram is @APDCIndonesia. This study aims to analyze the content of mental health campaigns posted by @APDCIndonesia account at certain periods. This study uses Social Media theory as an analytical framework to gain in-depth knowledge about the content of mental health campaigns posted by the Instagram account @APDCIndonesia. This research uses a qualitative descriptive approach with an emphasis on literature research. The analysis process includes observing the content campaign strategy, the content presented, and the selection of content that is considered representative to be analyzed. The data analysis technique used refers to the Miles and Huberman models. Based on the results, researchers found that the @APDCIndonesia Instagram account has successfully utilized social media to reach a wide and diverse audiences, increasing awareness and support for mental health, showing that with the right strategy, social media can be a very effective tool in mental health campaigns.*

Keywords: Campaign, Mental, Health

I. INTRODUCTION

Our mental health is a fundamental part of our overall health and well-being (UNICEF, 2022). The statement underlines the importance of mental health in maintaining our overall well-being, mental health plays as important a role as physical health in ensuring a good quality of life. Therefore, mental health is a condition of a person's emotional, psychological, and social well-being that allows him or her to handle the stresses of daily life, contribute to society, and live life.

Mental health is an important aspect of an individual's well-being that should not be ignored (WHO, 2023). According to this definition, mental health is not only about the absence of mental illness, but also includes a state of physical, mental and social well-being. Mental health involves subjective assessments of psychological well-being, an individual's ability to cope with stress, self-efficacy, autonomy, and ability to realize oneself. A person can be considered to have good mental health if they are able to recognize their own potential, overcome daily stress, be productive, and make positive contributions to others.

Adolescence is an important period for developing social and emotional habits that are important for mental well-being (WHO, 2023). Based on this definition, adolescence is an important phase in individual development, where they experience many physical, emotional and social changes. This phase is a time where social and emotional habits are formed that can have a major impact on their mental well-being in adulthood.

Teenagers who experience mental disorders often experience obstacles or difficulties in living

their daily lives(Wilopo, 2022). This is caused by the symptoms of mental disorders they experience, which can affect various aspects of their lives, from social interactions, learning, to physical and emotional health. Meanwhile, teenagers who have good mental health tend to be happier, calmer and more emotionally stable. It is easier to get along with peers and establish positive social relationships.

There has been an increase in cases of mental health disorders in Indonesia. Mental health disorders or depression are a common problem in teenagers. Data shows that around 6.1% of the Indonesian population aged 15 years and over experiences mental health disorders(MINISTRY OF HEALTH, 2023). Based on this data, mental health disorders are a serious challenge in efforts to maintain the mental well-being of Indonesian society, especially among teenagers.

There is a paradox in adolescent health, although physically adolescence is often considered the healthiest period of life in terms of physical strength and ability, morbidity and mortality rates increase by up to 200% in late adolescence.(MINISTRY OF HEALTH, 2023). Based on this data, one of the causes is difficulty in controlling behavior and emotions, which can result in serious health problems.

Indonesia recorded around 9,162,886 cases of depression with a prevalence of 3.7 percent of the total population. The population of Indonesia continues to increase every year, reaching more than 3 million people, with a total population currently reaching 278,16,661 people.(Tirto.id, 2023). Thus, the possibility of the number of people experiencing depression will also increase significantly. This shows that the problem of depression is a serious challenge that needs to be considered more deeply in Indonesia.

The high prevalence of mental disorders in Indonesia is around 1 in 5 residents, meaning that around 20% of the Indonesian population has potential mental health problems.(Tirto.id, 2023). Based on this data, there are still obstacles in handling, such as limited infrastructure, lack of professional human resources, as well as stigma and discrimination against people with mental disorders. The urgent mental health situation in Indonesia today is the role of social media in everyday life.

Social media is a phenomenon that attracts the attention of many people in the current digital era. Experts have provided various definitions of this technology, which is an important part of modern society. According to BK Lewis, social media refers to digital technology that allows everyone to connect, interact, produce and share messages(Databox, 2024). This provides great potential for creating relationships between individuals and between groups. Chris Brogan describes social media as a communication tool that allows the creation of various new forms of interaction(Databox, 2024). Social media provides opportunities for dynamic and flexible interaction between individuals and groups. Meanwhile, Dave Kerpen defines social media as a place where a variety of content such as images, videos, writing, and interactions between individuals and groups are available on the network.(Databox, 2024).

Social media is a communication tool or service that facilitates relationships between individuals with the aim of having the same interests. The first social networking sites appeared in

1995, with two models based on trust and friendship in 1999(Nadia, 2023). Over time, social networks have evolved into more than just showing relationships between individuals, but also giving users greater control over their content and relationships.

Social media has various functions that are very important in everyday life. Its main function is as a means of communication that allows interaction between individuals without time and geographic limitations(KOMINFO, 2023). Social media also plays a role in the branding process. Users can use social media to build their self-image or brand. Through unique design and content, they can attract the attention of other users and build a strong identity on the platform.

Social media can be used to increase public awareness of mental health issues, educate about the importance of mental health, and provide information about available resources and support.

Through campaigns hosted on social media, people can share experiences, stories and advice about mental health, helping to reduce stigma and increase understanding of the condition. In addition, social media platforms can also provide a space for individuals to seek support from others experiencing similar mental health problems, as well as obtain advice and guidance from competent mental health professionals.

Utilizing social media effectively, mental health campaigns can reach a wider audience, including those who may be difficult to reach with conventional programs(Nadia, 2023). This facilitates faster and easier dissemination of information, as well as facilitating interaction and support between individuals in online connected communities.

One of the most popular social media platforms today is Instagram(Ema & Nayiroh, 2024). With more than one billion monthly active users, Instagram has become an integral part of the digital lives of many people around the world. Instagram certainly greatly influences the way we interact, share content, and build an image in the digital realm.

Instagram has become a trending app in 2024. According to(Databox, 2024)Instagram has ranked 2nd as the 10 social media applications most used by internet users in Indonesia in January 2024 with a user proportion of 85.3%(Ema & Nayiroh, 2024). The Instagram platform plays an important role in supporting these efforts. One account that stands out for providing mental health services on this platform is @APDCIndonesia.

Analysis of the Personality Development Center (APDC Indonesia) is a training center for mental health services. Founded by Analisa Widyaningrum, M.Psi in 2015 and based in Yogyakarta. They offer face-to-face tutoring and via social media. Starting from web platforms, Instagram, and seminars. This research will focus on social media campaign strategies on the @APDCIndonesia Instagram account platform. The campaign implemented aims to help people explore and develop their potential in achieving optimal mental well-being. Through the content presented, this account inspires its followers to take positive steps in caring for themselves.

The support provided by @APDCIndonesia is not only limited to information, but also includes resources, support and inspiration. By providing access to information about mental health services,

these accounts help reduce the stigma around the topic and encourage individuals to seek help when needed. @APDCIndonesia also uses the Instagram platform to connect individuals with qualified psychologists. By having 23 licensed psychologists and collaborating with various partners, this account provides easy access for individuals to get professional help in dealing with their mental health problems. With 2,328 posts and more than 213K followers, @APDCIndonesia has succeeded in building a strong community on the Instagram platform. Through informative and inspiring content, this account continues to expand its reach and have a positive impact on the mental health of teenagers and society at large.

The selection of @APDCIndonesia for discussion was based on a number of significant reasons. First, this account stands out for providing diverse and quality mental health services. By having 23 licensed psychologists, @APDCIndonesia (APDC Indonesia) offers easy access for individuals to get professional help in dealing with various mental health problems.

Then the @APDCIndonesia (APDC Indonesia) account has a significant number of posts (2,279 posts) and a large following (more than 214K followers). This shows that this account has built a strong community on the Instagram platform, which allows it to have a big impact in spreading information and providing support regarding mental health.

@APDCIndonesia (APDC Indonesia) also offers various services such as training and classes to help individuals develop their potential in achieving optimal mental well-being. This shows the account's commitment to providing holistic and comprehensive support for its followers. @APDCIndonesia (APDC Indonesia) is the right choice to discuss because of its significant contribution in promoting mental health and providing useful services for society, especially teenagers, on the Instagram platform.

The analysis was carried out using Social Media Theory. Social media theory is a theory that describes how social media functions and influences individuals and society. Social media is a means or forum used to facilitate interaction between fellow users, and has the nature of two-way communication (Nadia, 2023). Social media theory is widely used to understand the influence of consumers' online motivation on online purchase intentions, consumer attitudes towards social media marketing, and how social media influences individual behavior and perceptions. (Nadia, 2023).

Social media can also be used as a source of income because using social media can display various kinds of advertisements, receive sponsorship from other parties, sell your own products, create creative content, and there is collaboration or cooperation from all visitors to fill in the content on this site. (Ema & Nayiroh, 2024). The use of social media can also be seen from three things, namely the amount of time, frequency and level of use (Ema & Nayiroh, 2024).

Social Media Theory is the basis for understanding how @APDCIndonesia uses the Instagram platform as a tool to communicate messages and spread campaigns related to mental health to its audience. The focus is on user interaction and engagement with the content being shared. Instagram is a photo and video sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including Instagram itself in the form

of feeds and Stories.(Ichsan et al., 2023). Instagram is said to be similar to Twitter, where we can follow other people's accounts and vice versa. Then we can like each other's everything they post, both photos and videos(Prabowo & Hartanto, 2024). Instagram can also increase creativity, because Instagram has features that can make photos more beautiful, such as Stories, Reels, IGTV, and Live.(Prabowo & Hartanto, 2024).

With the Instagram platform, @APDCIndonesia spreads mental health campaigns. A campaign is a series of planned and systematic communication actions carried out by individuals or groups with the aim of creating a certain effect on society through the communication process(KOMINFO, 2024). The campaign has a function as a channel of information for the public to be more responsive to the messages conveyed in the campaign(KOMINFO, 2024).

The study used is also based on several previous articles that have been previously researched, which are related to the topic to be discussed. First, the article by(Ndolu, 2023) with the title "Communication Strategy for the @APDCIndonesia Instagram Account to Increase Followers' Awareness of Mental Health" states that the communication strategy by the @APDCIndonesia account to increase awareness of mental health is by creating informative, educative and varied visual content, of course by optimizing Instagram features. This account can be said to have succeeded in creating audience interaction with their enthusiasm in participating in the programs and services provided by APDC Indonesia.

Second, article by(Fitriani & Syaifullah, 2024)with the title (Increasing Mental Health Awareness in Adolescents Through Mental Health Promotion | PESHUM: Journal of Education, Social and Humanities, nd) states that with the promotion of mental health, adolescents can gain broader insight so that it is hoped that they will be more aware of the importance of health mentally. In the research results, there is an overview of the reasons why it is important to maintain mental health, namely being able to control your lifestyle, create happiness, think positively, encourage physical health, and grow self-confidence.

Third, article by(Fitria & Utari, 2024)entitled "Bravetogether Public Relations Campaign, Mentally Healthy University of Indonesia Community Regarding Changes in the Mental Health Stigma of Indonesian Adolescents" states that the Mentally Healthy University of Indonesia community is implementing the #BraveTogether public relations campaign to spread mental health messages related to wanting to change societal stigma. There are 3 communication channels used, namely using mass media methods (talk shows, advertisements, radio), social media methods (Instagram, Twitter, Tiktok, Youtube, Website), and face-to-face methods in #BraveTalk activities (visiting UI students).

Fourth, article by(Rakhman et al., 2024)entitled "The Role of Social Media in Encouraging Open Discussion about Mental Health" states that social media is an information tool in reducing the stigma of mental health problems, social media has different characteristics on each platform, the impact of social media interactivity can strengthen online communities, social media as catalysts for change can support audience contributions, as well as social media as a forum for education and support.

II.METHOD

The aim of this research is to analyze mental health campaign content shared by the @APDCIndonesia account in a certain period. The research method used is descriptive qualitative with an emphasis on library research. In contrast to quantitative research which prioritizes numerical data, this qualitative research focuses more on in-depth understanding of existing content.

The research process began by observing the campaign method for the @APDCIndonesia account starting from several posts shared. Analyze visuals and aesthetics, education, interaction, and how to convey messages through content. Then, analyze the campaign method through highlight stories, so that users who previously did not follow this account, they can still get information that has been shared even over a long period of time, and account followers can also access content shared in highlight stories at any time without time limit . Then, a campaign through brand collaboration to reach a wider audience. As well as, providing offline and online consultation forums. Through zoom and question and answer sessions to provide discussion space for users so they can get help in an effective way.

The data analysis technique used in this research refers to the Miles and Huberman model. This model emphasizes interactive and continuous activities in analyzing qualitative data until completion. The main stages in this model include data reduction, data presentation, data analysis and drawing conclusions/verification(Wanto, 2020).

Data reduction is the first step in analysis, where the researcher selects the data that will be used, the data that will be removed, and the summary patterns that are considered important. This reduction process includes selecting, focusing, simplifying, and rearranging the collected data, thereby allowing researchers to formulate clearer conclusions.(Wanto, 2020).

After the data has been reduced, the next step is data presentation. Data presentation is the presentation of information that has been arranged, allowing conclusions to be drawn and action taken. The method often used in presenting qualitative data is narrative text, which facilitates understanding and planning further action based on the understanding that has been obtained from the data(Wanto, 2020).

Next, the conclusion drawing/verification stage is the last main activity in data analysis. Researchers must take the initiative from the start to avoid meaningless data. The conclusions drawn must be supported by valid and consistent evidence. Initial conclusions are tentative and may change as stronger evidence is added from subsequent stages of data collection. If the initial conclusion is supported by valid and consistent evidence, then the conclusion can be considered credible(Wanto, 2020).

III.RESULTS AND DISCUSSION

Social Media Theory

Social Media Theory highlights the role of digital platforms in distributing information and

shaping users' social behavior. In the context of mental health campaigns, Instagram is an effective tool for reaching a wider audience through various content formats such as posts, highlight stories, and endorsements. The Instagram account @APDCIndonesia utilizes these various features to increase awareness and provide support regarding mental health.

Campaign Method Analysis

1. Posts

During the analysis period, @APDCIndonesia consistently shared informative and educative posts about mental health. These posts are often accompanied by engaging infographics, thought-provoking quotes, and practical guides for managing mental health. This powerful visual content helps capture users' attention and increases their understanding of the topic at hand. Attached in Figure 1.1 below:



Figure 1.1One of the infographic posts on Instagram @apdcindonesia

The image uploaded from the Instagram account @APDCIndonesia shows a post entitled "Recipe for Maintaining Sanity from Life's Problems". This post is a good example of how the account uses visual content to convey an important mental health message. The following is a detailed analysis of the campaign strategy through this post:

A. Visuals and Aesthetics

This post uses attractive and aesthetic illustrations to convey the message. The use of soft colors and friendly illustrations makes this content easy to digest and fun to look at. An attractive visual design is a key element in capturing the attention of Instagram users, who often quickly scroll through content on their homepage. With an attractive appearance, this post has a greater chance of being seen and read by users.

B. Educational Content

The contents of this post provide practical guidance on how to maintain mental health. Using the metaphor of a recipe, this post explains the important components needed to maintain sanity, such as self-awareness, rest, positive affirmations, emotional validation, boundaries, and focusing on controllable things. This approach not only provides information, but also makes it easy for followers to remember and implement.

C. Interaction and Engagement

At the bottom of the image, there is an invitation to followers to add "a feeling of indifference to what other people say about you." This is an example of an invitation to interact, which can encourage followers to participate in discussion or personal reflection. In addition, with the "Like", "Share", and "Comment" buttons at the bottom, it is easy for followers to interact with the content. This increases the engagement rate and helps spread the message more widely through the share feature.

D. Conveying a Clear Message

The main message of this post is conveyed very clearly. Using a recipe format, the message you want to convey is structured and easy to understand. Each element mentioned (self-awareness, rest, positive affirmations, etc.) is given a short but concise explanation, so that users can quickly understand and remember it. Effective messaging is important in mental health campaigns, where often large and complex information needs to be simplified to make it easily accessible to everyone.

2.Highlight Story

The story highlights on the @APDCIndonesia account function as an archive that is easily accessible to followers. Highlight stories cover topics such as mental health tips, information about counseling services, and testimonials from individuals who have benefited from APDC services. The use of story highlights allows important content to remain visible and accessible to users at any time. As seen in the image below:



Figure 1.2One of the Instastory Highlights is entitled "APDC Counseling"

The image uploaded from the Instagram account @APDCIndonesia shows a highlight story entitled "Career Counseling" which was published on March 22 2022. This highlight story is a good example of how @APDCIndonesia uses the story archive feature to store and present important information that can be accessed at any time by his followers. The following is a detailed analysis of the campaign strategy through this highlight story.

This story highlight provides clear and concise information about the career counseling services offered by APDC Indonesia. In one display, users can find out about the various services provided, including facilitating career development, identifying personal potential, overcoming career obstacles such as motivation and problem-solving, and helping to identify thoughts and behavior that hinder development. This information is presented in a format that is easy to read and digest, which is critical to maintaining user interest in social media.

The visuals in this highlight story are designed in a professional and clean style. The colors used are neutral and calming, which fits the theme of counseling and self-development. There are also pictures depicting counseling sessions, providing a realistic visualization of the services on offer. This helps followers to better understand and imagine the benefits of such counseling services.

The highlight story feature allows this content to be permanently stored on the @APDCIndonesia profile, so followers can access it at any time. This is a very effective strategy for ensuring important information is always available, without having to scroll back in the main feed. By placing a highlight story about "Career Counselling" on the profile, @APDCIndonesia ensures that this important service is easy to find for new and existing users.

The bottom of this story highlight provides the option to send a message, encouraging users to interact directly with the account. This is an effective way to increase user engagement, as it allows them to ask further questions or start the consultation process easily. This feature shows @APDCIndonesia's commitment to connecting directly with its followers and providing the support they need.

This story highlight shows the high level of professionalism of @APDCIndonesia in delivering their services. Consistency in branding, visual design, and messaging reflects the quality and credibility of the organization. This is important in building trust with followers and potential clients, as well as strengthening APDC Indonesia's reputation as a trusted mental health service provider.

The highlight story "Career Counseling" from the Instagram account @APDCIndonesia is an effective example of using the highlight feature to store and present important information in a way that is easily accessible to followers. Through informative content, effective visuals and interactive features, @APDCIndonesia has succeeded in utilizing highlight stories to support their mental health campaign. This strategy not only increases awareness of the career counseling services offered but also encourages active engagement from followers, creating an open and supportive communication channel between the service provider and its users.

3. Brand Endorsement and Collaboration

@APDCIndonesia is also involved in collaborating with influencers and brands that have the same vision. This collaboration is a highly effective strategy for expanding the reach of campaigns and introducing accounts to a wider audience. In today's digital era, influencers have significant influence over their followers, and collaboration with them allows @APDCIndonesia to reach demographic groups that may be difficult to reach through conventional means. As attached in the picture:



Figure 1.3 Collaboration with Leading Psychologists

One of the main advantages of working with influencers is their ability to bring authenticity to mental health campaigns. Influencers often share their personal experiences regarding mental health, either in the form of stories, videos, or posts on their social media. These personal experiences not only made the campaign seem more real and relatable, but also helped remove the stigma around mental health. When followers see that people they admire are also experiencing mental health challenges and seeking help, they may feel more compelled to do the same.

Apart from collaborating with influencers, @APDCIndonesia also forms partnerships with brands that have the same vision. This brand partnership can be in the form of collaboration on events, joint products, or joint campaigns on social media. Collaborating with brands that already have a strong customer base can help expand the reach of mental health campaigns. For example, brands that focus on health products or a healthy lifestyle often have an audience that is already interested in health topics, including mental health. Through this collaboration, @APDCIndonesia can convey their messages to relevant audiences and strengthen the impact of their campaigns.

Real examples of successful collaboration can be seen from the various joint campaigns carried out by @APDCIndonesia. For example, they have collaborated with sports brands to hold joint running events which are also an opportunity to spread awareness about the importance of mental health. In the event, influencers and brand ambassadors shared their personal stories about how exercise helps them maintain mental health. This event not only attracted many participants but also received media attention, further expanding the reach of the campaign message.

Collaboration with influencers and brands also helps build a community that is more caring and aware of mental health. Through this collaboration, @APDCIndonesia can create a supportive environment where individuals feel safe to share their stories and seek help. Influencers and brands involved in these campaigns also often engage their followers in discussions about mental health, whether through comments, Q&A sessions, or interactive posts. These interactions strengthen a sense of community and support the larger community in efforts to increase mental health awareness.

Through endorsement strategies and brand collaboration, @APDCIndonesia has succeeded in expanding the reach and impact of their mental health campaign. Collaboration with influencers and brands who have a similar vision not only helps in reaching a wider audience but also provides authenticity and strengthens the campaign message. In an increasingly digitally connected world, collaborations like this are critical to creating positive change in society and supporting mental health.

4. Offline and Online Consultation

Apart from digital campaigns, @APDCIndonesia provides consultation services both offline and online. Information about this service is often shared through posts and story highlights. This approach allows followers to get support that is more personalized and tailored to their needs. As in the attached picture:



Figure 1.4 Consultation on the ZOOM Platform from the CEO of APDC Indonesia

Apart from active digital campaigns, @APDCIndonesia also provides comprehensive consultation services both offline and online. Information about this service is often shared through posts and story highlights on their Instagram account, so that followers can easily find out about and access the service. This approach allows followers to get support that is more personalized and tailored to their needs, which is especially important in the context of mental health.

Consultation services provided by @APDCIndonesia play a vital role in providing direct assistance to individuals in need. These consultations can be face-to-face sessions at specific locations or via online platforms such as Zoom, providing flexibility for those who may not be able to attend physically. By providing offline and online consultation options, @APDCIndonesia ensures that help and support is accessible to everyone, regardless of their location or physical limitations.

One of the advantages of providing online consultation services is increased accessibility. Many people may feel more comfortable talking about their personal problems from the comfort of their own home. Additionally, online consultations reduce logistical barriers such as travel and time, which can be barriers for some people to seek help. By utilizing technology, @APDCIndonesia can reach a wider audience and provide flexible and convenient services.

For example, one of the posts on the Instagram account @APDCIndonesia announced a special consultation session held by the CEO of APDC Indonesia via the Zoom platform. Titled "Embrace 2024: Self Reflection, Reset Goals, Reinvent Yourself," the session is designed to help participants self-reflect, set new goals, and reinvent themselves for 2024. The post not only provides information about when and how to register, but also emphasize the benefits of the session, thereby attracting follower interest and participation.

Special sessions such as “Embrace 2024” have a significant impact in providing motivation and guidance to participants. Guided by the CEO of APDC Indonesia, this session provides an opportunity for participants to learn directly from experts, as well as gain insights and strategies that can be applied in everyday life. This session also offers space for discussion and questions and answers, so that participants can overcome doubts and get answers to their questions in real-time.

To ensure that information about consultation services remains available and easy to access, @APDCIndonesia uses the highlight story feature on their Instagram. These story highlights serve as a permanent archive that followers can access at any time, providing them with complete information about the types of services available, how to sign up, and the benefits of each service. Thus, highlight stories become an effective tool to increase the visibility and accessibility of the consulting services offered.

Through a combination of offline and online consultation services, @APDCIndonesia succeeds in providing personalized and flexible support for their followers. This approach ensures that everyone can get the help they need, whenever and wherever they are. Examples of posts like "Embrace 2024: Self Reflection, Reset Goals, Reinvent Yourself" show how @APDCIndonesia actively communicates their services and encourages follower participation. By using features like highlight stories, they ensure that important information is always available and easy to access, supporting their efforts to raise awareness and provide support regarding mental health.

5. Form a campaign for Instagram account followers & users

The Instagram account @APDCIndonesia runs various forms of interactive campaigns and involves their followers directly. One method that is often used is a question and answer (Q&A) session held on Instagram Stories. As attached in the picture:



Figure 1.5question and answer session (Q&A)

In this session, followers are given the opportunity to ask questions about mental health, which are then answered by experts from APDC Indonesia. This activity not only provides followers with the information they need but also creates a more personal connection between the account and its followers, making them feel heard and supported.

Apart from question and answer sessions, @APDCIndonesia also uses surveys on Instagram Stories to collect followers' opinions and experiences on various mental health issues. This survey helps APDC Indonesia understand the needs and concerns of their followers, which can then be used to curate more relevant and useful content. For example, by knowing the specific issues faced by followers, APDC Indonesia can design campaigns that are more targeted and effective in providing support.

Challenges are another form of interactive campaign run by @APDCIndonesia. These challenges are often designed to encourage followers to take positive actions that can improve their mental health. An example of a challenge might include “30 Days of Gratitude,” where followers are invited to write down things they are grateful for each day for a month. These kinds of challenges not only encourage active participation but also help followers build positive habits that can contribute to their mental well-being.

Other interactive campaigns include the use of special hashtags that allow followers to share their experiences and feel part of a larger community. For example, by using hashtags like #MentalHealthAwareness or #SelfCareTips, followers can find and connect with others who share similar interests or experiences. This helps create a sense of community and support among users, which is critical in efforts to increase awareness and understanding of mental health.

Through various forms of interactive campaigns, @APDCIndonesia has succeeded in increasing follower engagement and strengthening communities that support mental health. Direct interaction with followers not only makes campaigns more engaging and useful but also helps build a closer, more supportive relationship between the account and its followers. This shows that social media, when used with the right strategy, can be a highly effective tool in supporting mental health and creating positive change in society.

DISCUSSION

From the results above, it was found that the mental health campaign run by the Instagram account @APDCIndonesia shows how social media can function as a powerful tool to increase awareness and provide support regarding mental health. In the digital era, Instagram has become a very effective platform for reaching a wider and more diverse audience. With various campaign strategies, such as posts, highlight stories, collaboration with influencers and brands, as well as consulting services, @APDCIndonesia is able to reach and help many individuals who need mental health support. Each of these strategies is designed to maximize user engagement and convey important messages in a way that is engaging and easy to understand.

One of the main strategies used by @APDCIndonesia is to utilize posts and story highlights

to spread information. Story highlights function as an archive of information that can be accessed at any time by followers. For example, the highlight story about "Career Counselling" provides complete information about the counseling services offered, from facilitating career development to helping overcome career obstacles such as motivation and problem-solving. By saving story highlights, @APDCIndonesia ensures that important information is always available and easily accessible to anyone who needs it.

Collaboration with influencers and leading brands is an important part of their campaign strategy. By collaborating with figures who have large followings, @APDCIndonesia can expand the reach of their campaign and increase credibility in the eyes of the audience. Influencers often share their personal experiences with mental health, which can have a positive impact and strengthen a campaign's message.

Consultation services, both online and offline, are another very important aspect of the @APDCIndonesia campaign. Through this service, followers can receive direct support from mental health professionals, who can help them overcome the problems they are facing. These consultations cover a wide range of aspects, from career development to personal issues, all aimed at improving an individual's mental well-being. By providing consultation services, @APDCIndonesia not only disseminates information but also provides practical assistance that can be accessed by followers.

Social Media Theory provides a useful framework for understanding the impact of the various campaign strategies used by @APDCIndonesia. This theory highlights how digital platforms can be used to distribute information, shape social behavior, and influence how individuals view certain issues. In the context of mental health campaigns, this theory helps explain how the strategies used by @APDCIndonesia can create positive change in society and increase awareness about the importance of mental health.

By utilizing diverse campaign strategies and a comprehensive analytical approach, @APDCIndonesia succeeded in creating an effective and impactful mental health campaign. The results of this research not only provide valuable insight into best practices in mental health campaigns but also offer guidance for other organizations wishing to undertake similar initiatives. Social media, with all its advantages, has proven itself to be a very powerful tool in supporting mental health and creating positive change in society.

IV.CONCLUSION

A key aspect of the campaign was a diverse and interactive content strategy. Informative and educational posts provide in-depth insight into a variety of mental health-related topics, while highlight stories serve as an easy-to-access archive, ensuring that important information is always available to followers. Live interactions through Q&A sessions, surveys, and challenges invite active participation from followers, thereby strengthening community ties and making campaigns more personal and relevant to individuals. In conclusion, @APDCIndonesia has successfully utilized social media to increase mental health awareness and support, showing that with the right

strategy, social media can be a very effective tool in mental health campaigns.

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