Information Dissemination of Mental Health Issues through Community Instagram Account

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Abstract. Dissemination of information is the delivery of a message containing facts to ensure accuracy, clarity, and understanding of the message conveyed. Dissemination of information has a main role in overcoming and discussing various problems, including the societal stigma that is taboo on mental health issues. One of them, the dissemination of information is carried out by the Sadari Sekarang Community Instagram Account. The aim of this research was to determine the use of the Sadari Sekarang Community Instagram account in disseminating information about mental health. The type of research used is qualitative with a case study approach and data collection is carried out through interviews, observation, and document study. After collecting the data, the researcher carried out analysis using Thematic Analysis. The research results showed two themes related to the use of the Sadari Sekarang Community Instagram account in disseminating information about mental health. 1). Utilization of the Sadari Sekarang Community Instagram account in building effective dissemination of information about mental health, namely researching content material through scientific sources, information content designed with colorful designs, and accessible language so that it can be reached by various groups 2). The use of the Sadari Sekarang Community Instagram account in developing empowering dissemination of information about mental health, namely that the information content is delivered begins by explaining the meaning of the mental health symptoms raised, conveying the causal factors, and providing support and solutions. This information content is supported by interactive content, such as voting and question boxes as well as monitoring the latest trends. The effect on recipients of information from the content distributed by the Sadari Sekarang Community Instagram account is to open their minds about the importance of mental health

Keywords: Dissemination of Information, Mental Health, Community Instagram.

1   Introduction

Dissemination of information is the dissemination of a message containing facts to create a correct and clear explanation and create the same understanding of the message (Sastropoetro, 1987). Ordonez and Serrat (2017) stated that information dissemination is a process of communication activities that includes the following five elements: 1. Source; 2. Content; 3. Context; 4. Medium; 5. User. Dissemination of information is closely related to communication activities. In the communication

process, there is one supporting element, namely the media. New media based on social media is the media that is in the highest position in people's lives. Social media has the power as a new media that has a great influence in carrying out social movements and has strong potential as the vanguard for disseminating information about mental health.

The Basic Health Research (Riskesdas) conducted by the Ministry of Health of the Republic of Indonesia in 2018 showed data on emotional-mental disorders (GME) in the population aged ≥15 years, experienced by 9.8% of the population or around 26 million people out of 267 million people in Indonesia. People often access information about mental health that they experienced through Instagram and social media. This is supported by the stigma of society that is still taboo against issues about mental health. This stigma exists because of the lack of insight and public awareness of the condition of someone with a mental disorder.

The Instagram account Sadari Sekarang is an account from one of the first mental health communities in Indonesia that raises mental health issues with a primary focus on increasing self-awareness of the importance of loving yourself or self-love. Research on the use of Instagram by a virtual community in disseminating information about mental health is an important thing to do to help bridge mental health messages or information to the community with the hope of providing a major change in increasing their insight into mental health and then, with that insight will be able to change their views, attitudes or behavior in maintaining mental health.

2 Methods

This study uses a qualitative research method with a case study approach. Data collection methods were carried out through interviews, observations, and document studies. Informants from this study were determined using non-probability sampling by applying purposive sampling techniques to conduct a network of data and information with certain considerations. The criteria determined by the researcher, namely for the founder of the Instagram account of the Sadari Sekarang Community is one of the founders of the Instagram account of the Sadari Sekarang Community. Meanwhile, the manager of the Instagram account of the Sadari Sekarang Community is the person who is directly responsible for handling all information dissemination activities on the Instagram account of the Sadari Sekarang Community and for the audience (followers) of the Instagram account of the Sadari Sekarang Community are people who follow the Instagram account of the Sadari Sekarang Community. Then, after obtaining the data, the researcher conducted data analysis using thematic analysis. Thematic analysis is a method of analyzing data to recognize patterns or find themes from previously collected data (Braun & Clarke, 2013). The steps include familiarizing yourself with your data, generating initial code, searching for themes, reviewing themes, defining and naming themes, and producing the report.

3 Result and Discussion

3.1 Utilization of Community Instagram Account in Building Effective Dissemination Information of Mental Health Issues

The Instagram account of the Sadari Sekarang Community pays attention to the use of simple and clear symbols to reduce the risk of misunderstanding and ensure that information is received correctly by various groups, including those with different educational or language backgrounds. The symbol is the use of language involving universal words or phrases, and visual design includes icons, symbols, colors, and shapes that are easy to understand and can attract audiences quickly. The Sadari Sekarang Community uses simple and accessible vocabulary to ensure that the messages conveyed can be reached by various groups, without language barriers or educational backgrounds. Colorful visual designs also support these efforts by presenting information in a format that is easy to understand visually, to increase audience appeal and engagement. The obstacles faced in the content creation process are the need for interactive designers who are by the character of Sadari Sekarang.

Message formulation is an important aspect of a community account's efforts to achieve the goal of disseminating information effectively and impactfully to its audience. The messages disseminated must be composed, firmly, and concisely (Sastropoetro, 1987). The Instagram account of the Sadari Sekarang Community always ensures that each information content presented is based on a strong scientific basis by conducting research first through trusted sources, such as scientific journals or articles that have been supervised by psychology experts. Collaboration with psychology experts is also carried out as an effort to deepen knowledge of mental health issues and provide more targeted services. In compiling a message processing, the symbols used in disseminating information must be understandable and understandable by the target audience (Sastropoetro, 1987).

3.2 Utilization of Community Instagram Account in Building an Empowering Distribution of Mental Health Issues.

Comprehensive informative content disseminated by the Instagram Account of the Sadari Sekarang Community begins by explaining the meaning of the mental health symptoms raised, conveying the causative factors, and providing support and solutions, able to motivate individuals to solve their mental problems and create stimulation and encouragement. The effects caused by the recipients of information on the content disseminated by the Instagram Account of the Sadari Sekarang Community are to open minds about the importance of mental health, such as awareness of mental health, responding to feelings of discomfort or emotional

changes in oneself better, and showing empathy and listening to others who are experiencing mental disorders. The information disseminated by the Instagram Account of the Sadari Sekarang Community not only provides in-depth understanding but also encourages positive actions from the audience in achieving their mental well-being. The Instagram account of the Sadari Sekarang Community produces messages that can trigger the interest and attention of the Sadari Sekarang audience.

The messages that are spread should arouse interest, attention, and desire in the recipient of the message (Sastropoetro, 1987). The Instagram account of the community produces interactive content that discusses mental health through Instagram stories by packaging it through votes or question boxes, thus encouraging the audience to be actively involved in discussions about mental health. In addition, the Instagram account of the Sadari Sekarang Community compiles messages by following the latest trends in mental health topics, giving the impression that the information conveyed is relevant to the lives of its audience, so that it can trigger the audience's interest in deepening their understanding and taking concrete steps to improve and care for their mental well-being. In disseminating information, a message that is conveyed should create a desire to solve problems, stimulate, and encourage to accept development results positively (Sastropoetro, 1987).

4   Conclusion

The Instagram account of the Sadari Sekarang Community shows that there are overloaded activities and high expectations that arise, both from oneself and others, which have the potential to cause doubts and worries that will affect a person's mental well-being. The Sadari Sekarang Community always ensures that each information content presented is based on a strong scientific basis by conducting research first through trusted sources, such as scientific journals or articles that have been supervised by psychology experts. This research aims to ensure the clarity of the messages disseminated to create messages that are not misinterpreted or doubted in their validity to increase awareness and understanding of their audiences regarding mental health. The information content is designed with colorful designs and accessible language so that the messages conveyed can be reached by various groups, without language barriers or educational backgrounds. The information content conveyed by the Instagram account of the Sadari Sekarang Community is also supported by interactive content, such as votes or question boxes, and is by the latest trends in mental health topics, so that it can trigger the audience's interest in deepening their understanding and taking concrete steps to improve and care for their mental well-being. The effect on recipients of information regarding the content distributed by the Instagram account Komunitas Sadari Sekarang is to open minds about the importance of mental health.

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