
Mental health on social media @_berbagicerita.id

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ABSTRACT

Background: Mental health disorders are a serious problem in Indonesia. 91% of Indonesian people who experience mental health disorders are not handled properly, only 9% can be handled. This is due to a lack of practitioners or experts, as well as access to mental health services. **Methods:** This study aims to determine '@_berbagicerita.id' communication strategy in providing awareness about mental health for followers using the Communication Strategy model proposed by Anwar Arifin, namely Knowing the Audience/Target, Composing Messages, Limiting Methods and Using Media. The research method used is descriptive qualitative method with data collection techniques, in-depth interview observations, and documentation. **Results:** The research results show that in providing awareness about mental health for followers of the @_berbagicerita.id Instagram account, they carry out strategies by knowing the audience, organizing messages about mental health, establishing redundancy methods (repetition), informative, educative and persuasive, and using Instagram media as a means of carrying out communication strategy in raising awareness about mental health.

KEYWORDS: communication strategy; instagram; mental health.

1. Introduction

Communication is related to humans. Without communication, all activities can be hampered. Communication is an interaction carried out to convey a message or information (Koesomowidjojo, 2021). Communication can occur directly or indirectly, with verbal or nonverbal forms. There are two purposes of communication. First, communication is used to complete important tasks so that there is an exchange of information needed to complete the task. Second, to connect with other people, to share how to express and convey information (Mailani et al. 2022).

Health Communication is a branch of science to channel information, influence and motivate both individuals and institutions so that individuals and communities can understand and understand important information and can change behavior according to health principles (Paramasari & Nugroho 2021). The exchange of forms of information originating from health agencies, experts or field experts to the public will increase the range of insight and understanding in terms of health. The balance between physical health and mental health is a supporting factor for success in carrying out various activities and socializing.

The World Health Organization (WHO) defines mental health as related to the well-being of individuals so that they are aware of their abilities and control the pressures of life, able to do productive work and make contributions (Rudianto 2022). Good mental health is characterized by having a peaceful and calm mind, so that it can enjoy and

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appreciate its life (Kartikasari, et al., 2022). Individuals who have mental health can fulfill and run their lives well in a balanced manner. The characteristics of unhealthy mental health can be seen from individuals who experience changes in behavior and striking differences.

Supriyantoro, Director General of Health Efforts, said that of Indonesia's 150 million adult population, 11.6% or 17.4 million people suffer from mental health disorders (Chuvita et al., 2022). It is estimated that by 2024 the projected number of people with mental health disorders in Indonesia will reach 3.24 million (Windarwati, et al., 2022). Basic Health Research data (RisKesDas) shows that 91% of Indonesian people who experience mental health disorders are not properly treated, only 9% can be treated (Nurhaeni, Erna Marisa, & Oktiany 2022). This is due to the lack of practitioners or experts, as well as access to mental health services (Hernawan, Nugroho, & Hidayah 2022). In addition, it is also caused by factors that delay seeking professional help, including a very low understanding of mental health literacy and community stigma about mental disorders (Maya 2021). So, there needs to be an effort to overcome the lack of public understanding of mental health. One of them is utilizing social media as a means of communication to disseminate, provide access and social support regarding mental health.

Social media is online media that is used to fulfill the need to communicate, share, interact, participate, and create content in conveying the goals you want to convey (Fujiawati & Raharja 2021). One of the social media that is widely used according to (Wearesocial, 2022) Indonesian Digital Report 2022 is Instagram with 99.15 million users. Instagram is a photo and video sharing application with features IGTV, IG live, IG stories, Reels, and so on. The objectives of using Instagram include, among others, self-expression, ease of communication, information exchange to means of delivering messages (Susilawaty et al. 2022). The @_berbagicerita.id account is one of the accounts that actively provides information and counseling services regarding mental health through Instagram. Through this account there are mental health content and services that can be accessed by anyone, especially the followers of the @_berbagicerita.id Instagram account.

The purpose of this research is to find out the communication strategy of @_berbagicerita.id in providing awareness about mental health for followers. This research uses the concept of communication strategy (Anwar Arifin) which has four steps, namely knowing the audience / target, preparing messages, determining methods and using media to be able to find out the communication strategies used by the @_berbagicerita.id Instagram account in providing mental health awareness.

2. Methods

This research uses a descriptive qualitative method that describes and analyzes the communication strategies used by the @_berbagicerita.id Instagram account with data collection techniques, namely in-depth interviews, observation and documentation. Researchers interviewed 5 sources, namely 2 informants and 3 key informants. Informant 1 is the Deputy Director of Research & Development who has served for 3 years, while informant 2 is the Deputy Director of Public Relations and Cooperation who has served for 3 years. The three key informants interviewed were followers of the @_berbagicerita.id account, namely SR (student), RF (student) and RA (employee/working). Interviews conducted for 1 - 1.5 hours were recorded and then transcribed. The unit of analysis in this study is the @_berbagicerita.id Instagram account message. The data validity used in this research is source triangulation where the data obtained by researchers from informant interviews is confirmed to key informants and secondary data reference sources.

3. Results and Discussion

3.1 Knowing the target audience

Knowing the audience is the first step that communicators must pay attention to, because later communicators and audiences have the same interests (Syauqina & Ichsan 2022). The @_berbagicerita.id account does not specifically target the intended target.

"Actually, our target audience is more general, so there is nothing specific like oh little kids, oh teenagers or psychology kids, no, so back to the mission of berbagicerita that berbagicerita becomes a forum for information and of course spreads the importance of mental health to the whole community. Because we want the whole community, from the age of children, teenagers to adults and even the elderly, to feel the same impact from the information and services provided by berbagicerita." (Interview, Informant 1, Emya Pepayosa, S.Psi.2023).

Based on the statement of Informant 1 Emya Pepayosa, as Deputy Director of Research & Development, it is known that there is no specific target audience so that all people of various ages can access and understand the education and information shared by the @_berbagicerita.id account.

Even though there is no specific target audience, the admin @_berbagicerita.id still tries to recognize the characteristics of the followers. As stated by informant 1 below:

"Yes, you could say that people who have a desire to learn about mental health, because besides being interested, there must also be a desire to learn, learn to know how mental health is actually, or learn to know the world of psychology, besides that, of course, people who want to find access to help in terms of mental health services." (Interview, Informant 1, Emya Pepayosa, S.Psi.2023).

Based on the statement of informant 1, it can be concluded that the followers of the @_berbagicerita.id account are people who have an interest and desire to learn mental health and psychology. This statement was confirmed by key informant 3 who stated:

"Interested, I really want to learn a lot about mental health. At first I searched on Google, starting from the cost of going to a psychologist to the closest psychologist in my area, then pass check check on Google, the Instagram link for sharing stories appeared, from there I followed it (Interview, Key Informant 3, RA.2023).

Based on the interview with key informant 3, it is known that the main reason key informant 3 follows the @_berbagicerita.id account is because he wants to learn about mental health, this is also confirmed by key informants 1 and 2. The narrative of the three key informants interested in mental health issues is to better understand mental health issues, especially for themselves and those around them. It is said that understanding mental health issues can open minds and build empathy, strive to understand, not stigmatize, and strive to learn to become individuals who are aware of mental health.

The @_berbagicerita.id Instagram account provides information on mental health issues and provides access to counseling services. In terms of ease of access, researchers observed the @_berbagicerita.id account which shows that the wider community, especially netizens, can easily find the @_berbagicerita.id Instagram account. When feeling in need of information and service assistance in mental health, the public can easily search in Google search by writing the keyword mental health. then the berbagicerita account will appear and can be connected directly to the @_berbagicerita.id Instagram account. The @_berbagicerita.id account can be found easily because the @_berbagicerita.id account does not lock the account (private account) so that even though netizens are not followers of the @_berbagicerita.id account, they can still see the content or use the mental health services provided by the @_berbagicerita.id Instagram account.



Fig 1. Recommendations for @_Berbagicerita.id account (google.com)

Figure 1 is a google search recommendation "Free online psychologist". The Instagram account @_berbagicerita.id is a recommendation for online mental health services.

By not targeting a specific audience as account followers, this makes it easy for the general public to get information, education and counseling about mental health. The results of this study are in line with research (Tulandi 2021) which states that the target is the community, especially followers, to gain an understanding of mental health so that the community, especially followers, will get information about mental health. In addition, research (Sagita & Purnamasari, 2022) concluded that posts about mental health on social media instagram help audiences understand mental health.

3.2 Message development

Message preparation is the determination of themes and materials that will be conveyed to the audience/target as well as possible to attract attention, influence and change understanding (Tulandi 2021). The @_berbagicerita.id Instagram account raises themes regarding mental health issues. The material presented includes an explanation of terms in mental health issues, names of mental health disorders, differences between mental health disorders and other diseases, and so on. This material is packaged through content in the form of images containing text that can be seen on the @_berbagicerita.id Instagram account. The content uses bright colors so that it can attract attention, besides that the content presented is easy to understand because it uses language that is easy to understand and detailed explanations. Based on the researchers' observations of the @_berbagicerita.id account posts, in uploading one content material, there are eight or nine image slides that explain the material. This is intended so that followers understand the material being shared. The addition of animations is carried out by the @_berbagicerita.id Instagram account as a complement to increase attractiveness.



Fig 2. Content in the @_Berbagicerita.id instagram account (Instagram @_Berbagicerita.id)

Figure 2 is content uploaded to the @_berbagicerita Instagram account entitled "Adolescent Mental Resilience". Followers can find out completely and clearly through the content of "Adolescent Mental Resilience" because in this content there are nine discussion slides that can be seen regarding resilience which in the world of psychology is called resilience.

In the preparation of Instagram account messages @_berbagicerita.id seeks to carry out its vision and mission, namely providing mental health services through counseling and psychoeducation (content posts), to be able to increase public awareness about the importance of mental health awareness.

"Yes, indeed, if the vision itself is sharing stories, one of them is that we provide mental health services, yes, the mission is finally realized through counseling and then psychoeducation which is often seen on feeds or ig stories. many complaints that ultimately result in our mental well-being that maybe people were not aware that this is important, mental health is important until finally we are at home, our communication is limited, only like this online, finally making oh there is no health without mental health, mental health is important. So there was the birth of sharing stories to further develop public awareness regarding the importance of mental health." (Interview, Informant 1, Emya Pepayosa, S.Psi.2023).

In delivering messages, according to informant 1, the Instagram account @_berbagicerita.id

"We use several slides for explanation in one content so that the audience can easily understand and indeed try to use language that is not too standard or scientific but still guided by Indonesian spelling. In the sense that we don't use slang in the feed but we still use everyday language that is more easily understood by those who are unfamiliar with psychology." (Interview, Informant 1, Emya Pepayosa, S.Psi.2023).

Confirmation was made to key informants regarding the delivery of the @_berbagicerita.id Instagram account message in providing information on mental health issues.

"From the delivery of the material, I think it's okay, the language style is appropriate. Informative, to the point. If you look at the content of the material, the delivery is quite detailed. You can see, on average, each post can be up to 5 slides or even more with full text discussion. As a reader/audiences, this does matter. So you know that, "oh there is this disorder" "Oh that's how it turns out ..." "I just found out" (Interview, Interview, Interview, Interview, Interview). " "Just found out" (Interview, Key Informant 1, Sara.2023).

Key informant 1 said that the use of informative language in the explanation was clear and detailed so that there was an understanding of the issues discussed.

"Little by little I understand kak. the way the sharing content is delivered is easy to understand kak, because the explanation is very detailed so that the message is conveyed, many things that I didn't understand before have become a little more understanding." (Interview, Key Informant 2, RH.2023).

Key informant 2 said that the explanation of the content had been explained in detail so that key informant 2 could understand mental health issues little by little. Based on interviews, key informants know that the content of the @_berbagicerita.id Instagram account can already cause understanding, it can be seen from the detailed explanation and easy-to-understand way of delivery.

Based on the researcher's observations, it was found that efforts to increase audience trust through the messages shared by including a bibliography. This bibliography is embedded in the last slide of each upload containing information. The bibliography displayed can be in the form of references from books, journals or scientific articles.



Fig 3. Bibliography of @_Berbagicerita.id content (Instagram @_Berbagicerita.id)

Figure 3 is a bibliography post that is included in every content uploaded on the @_berbagicerita.id Instagram account. This bibliography post contains information about the sources of material discussed in the explanation of the previous post.

Compilation of messages in (Tulandi 2021) is a way to be able to increase public awareness, especially followers about mental health through content shared on Instagram. In its distribution, this content is valid content where the content shared is informative, light in the sense that it is easy to understand so that it can attract audiences. This is also in line with research (Sagita & Purnamasari, 2022) which explains that the preparation of messages is well conveyed with target suitability so that it can attract attention and increase audience knowledge about mental health.

3.4 Setting the method

Based on researcher observations, the @_berbagicerita.id Instagram account establishes the Redundancy method by making repeated posts regarding the promotion of counseling services. Repetition of counseling service promotions is found at the end of each content post uploaded by the @_berbagicerita.id Instagram account.



Fig 4. Free online counseling
(Instagram @_Berbagicerita.id)

Figure 4 is a content insert about free counseling uploaded by the @_berbagicerita.id account. There is information about free counseling with peer counsellor @_berbagicerita.id which can be obtained for 90 minutes.

The repetition method in the content of this counseling service is carried out with the aim of the message to convince someone not to hesitate to do counseling so that it is hoped that awareness will arise about mental health issues, especially in the view of mental health service counseling.

"Yes, that's right, like this, people who want counseling must think many times, like I'm sure I'm not going to get counseling, it won't be taken care of, so why do we repost it again and again to touch the hearts of those who are still hesitant, well for those who they see repeatedly so that they are convinced and not afraid so that oh, let's try it. The goal is actually to make people realize that counseling is not always for people who can be said to have a negative stigma. We want to have optimal services and eliminate the issue that going to counseling is negative, then we also provide easier access and a place to provide free counseling." (Interview, Informant 2, Reeza Juwita, S.Sos. 2023).

According to informant 2, repeated online counseling uploads have the aim of inviting and believing people to be aware and not hesitate or be afraid to do counseling provided by the @_berbagicerita.id account so that it is hoped that the negative stigma against counseling services can disappear because of the easy access provided through @_berbagicerita.id.

Confirmation is expressed by key informants that followers realize that the @_berbagicerita.id account always repeats the promotion of counseling services in each post so that it raises the desire not to be afraid to try to do counseling services provided by the @_berbagicerita.id account when they need mental health service assistance.

"So it encourages me to try the service, because when I first followed it, what made it interesting was that part. Call to action is really important for mental health communities/organizations that mostly have this facility." (Interview, Key Informant 1, Sara.2023).

Key informant 1 said that the promotion of online counseling services, which is repeated in every post, encourages people to try the services provided.

In terms of the form of content, the @_berbagicerita.id upload account applies informative, educative and persuasive elements. Informative and educational elements are seen in the content uploaded on the @_berbagicerita.id Instagram account. This can be seen in the overall content uploaded by the @_berbagicerita.id Instagram account in providing detailed explanations, lighting and exposure regarding the issues discussed. In one content discussion, it usually contains eight or nine slides containing understanding, how important, characteristics or characteristics of references, information on mental

health services, namely counseling and so on. The explanation of the material uses language that is easy to understand so that even though the followers are lay people, they can still understand the material discussed.



Fig 5. Content on mental health issues
(Instagram @_berbagicerita.id)

Figure 5 is a display of the overall content on mental health issues in the @_berbagicerita.id Instagram account. which can be read and understood by followers to increase knowledge about mental health issues.

The delivery of content material in an educative and informative manner is carried out to provide information and knowledge about mental health, can straighten out existing stigmas regarding mental health so that it will lead to understanding of mental health awareness, in addition to providing access to mental health services.

"Certainly, the informative and educative elements are prioritized. The informative is more towards building awareness about mental health, not only to the disorder but also to the general and also building that counseling can be done free of charge so that all people can reach well." (Interview, Informant 1, Emya Pepayosa, S.Psi.2023).

According to informant1, the content shared through the @_berbagicerita.id account provides elements of informative and educational messages in each post so that it can build awareness about mental health and provide access to mental health services that can be reached by the entire community.

Persuasive methods are also used by the @_berbagicerita.id Instagram account in some content. Not always containing persuasive elements, the @_berbagicerita Instagram account adjusts the need to apply persuasive methods. This adjustment is made when the content message has the aim of inviting or influencing. One of the contents of the persuasive method is "Why Be Afraid of Psychologists", which has the intention of updating and inviting followers not to be afraid to go to a psychologist when they feel they need professional help and try to eliminate the negative stigma about asking for help from a psychologist.



Fig 6. Persuasive content @_berbagicerita.id
(Instagram @_Berbagicerita.id)

Figure 6 is one of the contents that has persuasive elements. This persuasiveness is an invitation not to be afraid to ask for help from psychologists or experts in dealing with mental health problems. Through the explanations or reasons given in the presentation of the material, it can be seen that if you feel that you need help, you do not need to worry about the things that will be caused, especially regarding the stigma of people who ask for help from psychologists.

The use of informative, educative and persuasive methods in sharing messages about mental health has the aim of providing an understanding of mental health. The persuasive element is not always used because it is only used when the content is influential. Research (Sagita & Purnamasari, 2022) states that it is necessary to determine the method of delivering messages so that they can be well received, namely the use of informative, educational and persuasive methods is very suitable for use as a message delivery in providing information about mental health.

3.4 Media Usage

The use of media in disseminating information about mental health by @_berbagicerita.id is Instagram. The @_berbagicerita Instagram account utilizes a variety of features available, namely feeds that are used to provide information and upload content in the form of photos containing written explanatory material, captions are used to complement the explanation of the uploaded content, hashtags are used to reach and facilitate the process of spreading accounts to be known by the wider community. By using hashtags such as #psychology, #free counseling, #mentalhealth, and #berbagicerita. the Ig live feature is utilized by the @_berbagicerita.id Instagram account in running events about mental health. Ig stories are used by the @_berbagicerita.id Instagram account to be able to build relationships with followers of the @_berbagicerita.id Instagram account, using features such as polls and QnA. The Highlight feature is used in highlighting information that is important for @_berbagicerita.id followers to know. the DM (Direct Messaging) feature is used as a means of communication between followers and the @_berbagicerita.id Instagram account admin.

Interestingly, in addition to the four steps of communication strategy proposed by Anwar Ariffin, from the results of the study it was found that there is one additional communication strategy carried out by the admin of the @_berbagicerita.id Instagram account in an effort to provide mental health awareness for followers, namely P3 (Program, Dissemination, Service) which was named by the researcher. In P3 there is a strategy in spreading efforts to increase mental awareness through volunteer programs and online counseling services. volunteer program is a recruitment process that can be followed by the general public without having to have a psychology education background.

In addition to the volunteer program, the @_berbagicerita.id Instagram account also provides easy access in providing free online counseling services that can be accessed by anyone when they feel they need help in mental health services. Research (Tulandi 2021) in media usage states that the majority of audiences (target audiences) are active in using Instagram social media. In this case, Instagram can share photos and videos so that it is effective in providing information through visual content displays. In addition, the features found on Instagram are very helpful in the process of efforts to provide mental health awareness for the community. Research (Sagita & Purnamasari, 2022) explains that the selection of Instagram social media is used because it can facilitate the process of delivering messages, both in the form of photos, videos and there are features that support mental health awareness.

4. Conclusions

In this study, @_berbagicerita.id uses Instagram social media as a medium for disseminating information to increase mental health awareness through five steps of communication strategy: knowing the audience, preparing messages, determining methods, using media, and an additional strategy not mentioned in Anwar Ariffin's communication strategy model, namely P3 (Program, Dissemination, Service). Efforts to raise mental health awareness are carried out through posting content in the form of images containing text packaged in an easy-to-understand, informative, and educative manner. Suggestions for the Instagram account @_berbagicerita.id include remaining consistent in providing information and access to services on mental health issues, not only using image media in posts but also increasing the use of videos to attract more attention from netizens, and increasing the provision of quotas for free online counseling services.

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