

ANALISIS KONTEN *STORYTELLING* DIGITAL EDUKASI KESEHATAN MENTAL PADA AKUN INSTAGRAM @IBUNDA.ID

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ABSTRAK

Isu kesehatan mental terus menjadi topik penting dan membutuhkan perhatian serius, dengan salah satu solusi efektif adalah edukasi melalui *storytelling* di media sosial seperti Instagram. Penelitian ini mengeksplorasi *storytelling* digital dalam edukasi kesehatan mental oleh akun Instagram @ibunda.id menggunakan teori agenda setting untuk menyaring konten berperspektif kesehatan mental. Penelitian ini bersifat kualitatif deskriptif dengan metode analisis isi, menggunakan data dari dokumentasi konten Instagram @ibunda.id dan sumber lain. Pengumpulan data dilakukan melalui pemilihan konten sesuai kriteria penelitian. Analisis data mengikuti konsep Krippendorff yang mencakup tahapan pengumpulan data, penentuan sampel, pencatatan, reduksi, penarikan kesimpulan, dan narasi. Konten mencakup topik hubungan antara psikiater dan pasien, dampak gangguan mental, dan edukasi berbagai isu kesehatan mental. Akun ini mendalami berbagai kategori masalah kesehatan mental dan pentingnya menjaga kesehatan mental. Terdapat 20 kategori konten edukasi kesehatan mental dari Juli 2023 hingga Januari 2024, termasuk gangguan kecemasan, depresi/trauma, serangan panik, *bullying*, hubungan *toxic*, dan motivasi. Hasil penelitian menunjukkan bahwa konten *storytelling* memberikan pengalaman positif bagi audiens, Di mana audiens merasa nyaman untuk melihat, mendengar, dan memberikan umpan balik. Selain itu, pesan *storytelling* @ibunda.id membuktikan nilai positif dari segi visibilitas, relevansi bagi audiens, dan valensi dalam membahas masalah kesehatan mental serta mencari bantuan profesional. Persepsi positif terhadap kredibilitas dan keandalan informasi mendukung @ibunda.id sebagai sumber edukasi terpercaya dalam bidang kesehatan mental.

Kata Kunci: Kesehatan Mental, Media Sosial, Instagram, *Storytelling*, Ibunda.id

**ANALYSIS OF MENTAL HEALTH EDUCATION DIGITAL
STORYTELLING CONTENT ON INSTAGRAM ACCOUNT @IBUNDA.ID**

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ABSTRACT

The issue of mental health continues to be an important topic and requires serious attention, with one effective solution being education through storytelling on social media such as Instagram. This research explores digital storytelling in mental health education by the Instagram account @ibunda.id using agenda setting theory to filter content from a mental health perspective. This research is descriptive qualitative with a content analysis method, using data from Instagram content documentation @ibunda.id and other sources. Data collection is carried out through selecting content according to research criteria. Data analysis follows the Krippendorff concept which includes the stages of data collection, sample determination, recording, reduction, drawing conclusions and narration. The content covers topics on the relationship between psychiatrists and patients, the impact of mental disorders, and education on various mental health issues. This account explores various categories of mental health problems and the importance of maintaining mental health. There are 20 categories of mental health educational content from July 2023 to January 2024, including anxiety disorders, depression/trauma, panic attacks, bullying, toxic relationships, and motivation. The research results show that storytelling content provides a positive experience for the audience, where the audience feels comfortable to see, hear and provide feedback. In addition, @ibunda.id's storytelling message proves positive value in terms of visibility, relevance to the audience, and valence in discussing mental health issues and seeking professional help. Positive perceptions of the credibility and reliability of information support @ibunda.id as a trusted educational source in the field of mental health.

Keywords: *Mental Health, Social Media, Instagram, Storytelling, Ibunda.id*