

ABSTRACT

MENTAL HEALTH COMMUNICATION MESSAGES ON TIKTOK ACCOUNTS (Qualitative content analysis on the TikTok account @jiemiardian for the period 17 July 2020-05 April 2023)

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Starting from the many cases of mental health experienced by the community. In addition, the WHO also said that Indonesia had 3.7% of mental health cases. The high use of tiktok in Indonesia makes the information provided spread quickly so that many content creators are concerned with mental health on the platform, one of whom is Dr. Jiemiardian). so it is important and interesting to explain the nature of the message, the form of the message, and the types of mental health that exist on the @Jimieardian TikTok account in the period July 17 2020-April 5 2023. For this reason, this study uses Informative theories and concepts, Educational Messages, Media Social, and Mental Health. The data collection method in this research is qualitative content analysis. The results of this research are that the majority of messages on the @Jimieardian account are informative, and other messages are persuasive. Of the 53 videos, the form of the message used was a combination of video, writing, audio, and still images. Apart from that, the type of mental health that is often discussed on these accounts is depression or as many as 18 videos.

Keywords : Mental Health, Nature of Messages, Forms of Messages, TikTok, Social Media

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