ABSTRACT

Netnographic Study of Virtual Communities on Instagram (Descriptive Study of Interaction and Construction of Mental Health Communities on Instagram Accounts Alpas.id)

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The mental health community is Alpas.id an interesting study related to the concept of virtual community which is the development of group communication contexts. The depiction of interactions and constructions that occur in Alpas.id communities through Instagram social media is elaborated using Herbert G. Blumer's five basic ideas from the theory of symbolic interactionalism. Thus, this study uses the netnographic method, using the concept of virtual communities, Instagram as a community media, and mental health as an analysis knife. The research data was obtained through in-depth interviews with community members and community administrators Alpas.id as well as analyzing conversation themes in Alpas.id communities. The findings of this study were obtained by elaborating the concept of self, the concept of action, the concept of objects, the concept of social interaction, and the concept of joint action which shows that this community helps its members to build relationships, and gain new knowledge insights related to mental health issues to get motivation and support mentally. In their activities, community members Alpas.id seek to support each other to achieve their personal motives by interacting and exchanging meanings constructed by the individuals themselves so as to produce thoughts that shape the values, culture, and identity of this virtual community. The Alpas.id community is the right place to educate its members in understanding the variety of mental health problems that prevent a person from developing.

Keywords: Virtual Community, Instagram, Symbolic Interactionism.

Libraries	*: 40*
Publication Years	*: 2015 – 2023*