

ABSTRACT

Depiction of Mental Health Messages on Instagram Accounts @studiodjiwa and @tanyapsikologi (Qualitative Content Analysis for the 2022 Period)

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Mental health problems are a topical issue that is still actual and relevant to the conditions and needs of Indonesian society today. A fact that seems clear in the modern world that has been advanced or that is still developing, is that there are contradictions that interfere with people's happiness in life, what was previously unknown to man is now familiar to him. This study aims to find out the Depiction of Mental Health Messages on the Instagram accounts @studiodjiwa and @tanyapsikologi. This study uses qualitative method with post positivist paradigm. This is because this paradigm sees research as logically interconnected steps. The measuring tools used are the nature of the message, the theme of the message, the form of the message, and the type of message. The most messages containing awareness-raising messages, based on the category of content forms with the most content in the form of combinations, and the most categories of content types on the type of information content.

Keywords: *Mental Health, Instagram Accounts, Content Analysis Libraries*

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