

Mental Health Promotion Through Social Media (Study of Government and Non-Profit Organization's Twitter Account in Indonesia)

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Abstract

This study aims to explore the benefits of social media to improve mental health literacy. Content analysis was carried out on Twitter accounts owned by government and non-profit organizations to obtain variances in the use of social media to promote mental health. Results showed that the presence of the two organizations in social media has contributed to raising awareness about the growth of mental health disorders and attempts to prevent mental disorders. Although social media can be an alternative method of giving mental health awareness, efforts to provide offline counseling services must also be strengthened, given the fact that social media may increase mental health literacy but may not be able to alter the behavior of its users.

Keywords: Mental Health, Health Promotion, Social Media, Twitter

1. Introduction

Mental health is one part of general health. As defined by WHO (World Health Organization), mental health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. The opposite of mental health is mental illness or mental disorders, which is described as a medical condition that disrupts a person's thinking, feeling, mood, ability to relate to others and daily

functioning (National Alliance on mental Illness, 2019). In Indonesia, according to Law No.18 of 2014 about Mental Health, mental health is defined as a condition in which an individual can develop physically, mentally, spiritually, and socially so that the individual is aware of his abilities, can overcome pressure, can work productively, and able to contribute to the community. Therefore, mental health is not something that can be underestimated. Even people with mental disorders tend to take vengeance using illegal drugs (Boyd in Larti et al., 2017).

Based on data from the Indonesian Basic Health Research (Riskesdas) in 2018, the prevalence of mental disorders in Indonesia stands at 9.8% or 29,400 people from the subjects studied (300,000 people) (Kementerian Kesehatan, 2018). This number has increased from the research five years earlier, in 2013, which showed a rate of 6%. The Riskesdas data also shows that only 9% of depressed sufferers take medication or undergo medical treatment, while the remaining 91% do not take medication.

In Indonesia, mental disorders itself is still in the shadow of the stigmatization of society. According to a report by (Human Rights Watch, 2016), there are still 18,800 people with mental disorders who are imprisoned because they are considered to be cursed or possessed by demons. In fact, the confinement of people with mental disorders has been prohibited since 1977. However, in practice, families, psychics and institutional officials are retaining individuals with mental disorders as individuals with psychosocial disabilities.

There are currently numerous attempts in Indonesia to deal with mental disorders. Under the Law No. 18 of 2014, mental health attempts are carried out through four activities. The four activities include promotional, preventive, curative, and rehabilitative efforts. Promotional effort is the activity of organizing mental health services which are promotional. The preventive effort is an action to prevent mental disorders. Next, the curative effort is an activity of providing health services to people with mental disorders, including the process of diagnosis and suitable therapy, so that they can continue their normal functioning in society. Finally, rehabilitative efforts are directed at preventing, restoring social and occupational functions and preparing individuals with mental disorders to become independent in society.

The successful handling of mental health depends on the involvement of various parties, ranging from the government, social institutions, doctors, nurses, society, and families of mental health sufferers (Arboleda-Flórez, 2003). Mental health promotion can be the first step to overcome the number of people with mental health disorders in Indonesia. With the promotion, the public is expected to become aware that mental health is also essential to consider. This step is stated in Law No.18 of 2014, that promotive efforts in tackling mental health can be carried out in eight environments, including families, educational institutions, workplaces, communities, health service facilities, mass media, religious institutions and places of worship, and correctional institutions and detention centers.

The eight promotional attempts listed above are still perceived to be conventional. The development of

information and communication technology enables users to obtain information faster. Social media is one of the media that arose with the presence of information and communication technology.

Kaplan & Haenlein (2010) describe social media as a collection of internet-based apps that are produced based on ideology and fundamental web 2.0 technologies and allow the creation and exchange of internet apps generated by its users. Douglas (in Popoola, 2014) states that social media is a platform for sharing messages, pictures, news, information, music, and videos to communities in cyberspace. Based on a survey from APJII (Association of Indonesian Internet Service Providers), penetration of Internet users in Indonesia reached 64.8%, where access to social media is one of the reasons for using the Internet (APJII, 2018). The survey also showed that the most popular social media in Indonesia were Facebook, Instagram, YouTube, Twitter, and LinkedIn.

The presence of social media makes it possible to promote mental health more effectively. This statement is in line with O'Reilly et al., (2018), that social media offers a useful way to educate and reach out to society to promote mental health well-being. The statement was supported by the reason that social media has the ability to promote positive mental health and to use social media and the Internet to find information about mental health.

The use of social media to promote mental health plays an important role, and also the main stakeholders need practical approaches (O'Reilly et al., 2018). Society, especially those who grew up in the internet era, need information that is fast, easily accessible, and anonymity to find information about mental health. Social media, such as Youtube, Instagram, and Twitter, open up the possibility of targeting certain groups in order to deliver a message, in this case, mental health promotion.

The Ministry of Health of the Republic of Indonesia carries out promotional efforts on mental health through their website, promkes.kemkes.go.id, which is accessible to the public. The website provides a mental health media brochure that is accessible to the public. Also, mental health promotion from the Ministry of Health is carried out through social media accounts, such as Facebook, Instagram, and Twitter.

Efforts to promote mental health are not just carried out by the government. There are several non-profit organizations specializing in mental health. Some examples of non-profit organizations in Indonesia include; Into the Light, Get Happy, Yayasan Pulih (Pulih Foundation), and I Smile 4 You.

The growth of mental health promotion practices in Indonesia does not make many researchers interested in exploring the promotion of mental health, especially in social media. To fill this gap, the aim of this research is to explore the use of social media to promote mental health by analyzing the content of the government's Twitter account and non-profit organization's Twitter account.

2. Research Methodology

This research employed a case study approach, which is mainly designed to understand complicated and contemporary social phenomena (Yin, 2014), primarily in order to perform content analysis of the use of Twitter for mental health campaign. This section contains data collection and analysis as well as testing for reliability.

2.1 Data collection

The first phase in this research is the creation of dataset containing tweets from each organization. The data set was created using the Twitter API for the collection of Twitter tweets. To collect data, we crawled on the Twitter search site. The process is carried out via the Python Tweepy and Twitter API library. Tweet crawling is intended to retrieve a number of tweets with a period of time from the Ministry of Health and Into The Light account. Firstly, the system checked the consumer key and access token before the crawling process begins. It aims at ensuring the readiness of the system to retrieve tweets and the system will subsequently save tweets into a database. Finally, the collected tweets will be stored in a database with the mysql format and finally exported to the .csv format for content analysis.

2.2 Data Analysis

Content analysis and coding are carried out by reading and grouping each tweet into specific category. Since there are no studies exploring the social media use for mental health campaign, the generated categories in this research were data driven, meaning that we created the list of categories. As explained earlier, this study seeks to identify categories for Twitter mental health campaigns within organizational communication, which are carried out using analytical generalization techniques (Yin, 2014). This research performed qualitative content analysis to interpret the information and subsequently group it into particular categories (Krippendorff, 2013). Categories were acquired in this research without having an initial list. In more detail, after the data is thoroughly read, we gradually develop certain categories which are then modified and expanded or

narrowed inductively by re-reading the available data and categories.

2.3 Reliability

Data categorization and analysis as proposed by Bellström, Magnusson, Pettersson, & Thorén, (2016), were carried out in three stages for improved data reliability. Two authors worked separately for the initial round of coding and analysis, without having the initial list. The first and second authors then discussed the generated categories to produce a list of categories that they agree on. The final phase is a final check by the research assistant that is not affiliated in this study. It aimed at ensuring that tweets are classified in the correct category

3. Result

3.1 Ministry of Health

Efforts to prevent and control mental health problems in Indonesia are the responsibility of the Ministry of Health, especially under the Directorate for Prevention and Control of Mental Health Problems and Drug. The main tasks of the Directorate for Prevention and Control of Mental Health Problems and Drug Management are to carry out the formulation and implementation of policies, formulation of norms, standards, procedures and criteria, and provide technical guidance and supervision, as well as monitoring, evaluation and reporting in the field of prevention and control of mental health problems of children and adolescents, adult and elderly mental health, and drug abuse in accordance with statutory provisions (DP2MKJN, 2017).

The use of social media is one of the methods used to campaign for mental health literacy. As mentioned previously, social media is known to be able to reach a broader public in order to have a more effective and efficient effect. Figure 1 shows the twitter profile of the Ministry of Health. In general, the Ministry of Health's account has 206,335 followers. This account has generated 38,146 tweets since it was first established on 30 June 2010.

The results showed that only 19 tweets containing mental health campaigns were found from the Ministry of Health. The entire Tweet was then analyzed to find out what information was provided by the Ministry of Health to improve mental health literacy. In general, three categories of information were identified, namely mental health tips, invitations for upcoming mental health events, and information about mental health.

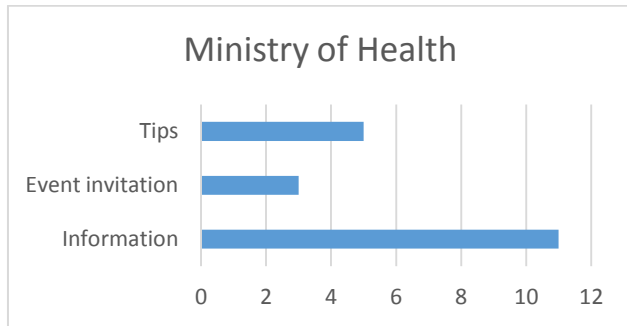


FIGURE 1 Mental Health Information Categories on the Ministry of Health Twitter Account

Of the three categories, the Ministry of Health utilizes its accounts more to share important information about mental health. This category includes the identification of mental health triggers. In addition, several tweets also contain information on the effects of mental health disorders. This Tweet category is intended to build self-awareness in order to acknowledge the characteristics of someone suffering from mental disorders. Also, to provide knowledge in order to be able to build an early detection system in order to get the right help.

The next category is the tips to prevent mental health disorders and also if you are experiencing mental health disorders. Having previously described the characteristics of people with mental disorders, the Ministry of Health also educated followers about how to overcome it either as a prevention or treatment effort. In terms of prevention, this account shares information about things that a person must avoid in order to prevent mental disorders. Then in terms of managing, this account informs the steps that must be taken when someone is experiencing mental disorders, for example, as soon as possible to contact the family, psychologists, and doctors.

The last category is an event invitation. This is a category containing invitations to attend activities related to mental health. For example, the Ministry of Health introduced Mobile Mental Health Services (MMHS) on February 12-13 at ICE BSD, Tangerang. This service is one of the community's mental health services to improve the knowledge, attitudes, and behavior of individuals, families, and communities in overcoming mental health problems, detect mental health cases in the community early, increase community access to mental health services and improve government, society, and private sector related to mental health issues in an integrated and sustainable manner.

3.2 Into The Light Indonesia

Into The Light Indonesia is an inclusive community-driven by young people across identities, who upholds an evidence-based and human rights program approach. This organization has a mission to foster public awareness, especially youth, in issues of mental health and suicide prevention in Indonesia. The organization focuses on reducing the stigma in the community of people who have thought, tried, or who died from suicide, and encourage the behavior of seeking help in the community related to mental health problems. Various public discussion programs, training, campaigns, and research results have been launched to reduce suicidal stigma and increase the search for help. All the programs made involve the participation of survivors and young people with a scientific evidence base and human rights (Into The Light, 2019).

To increase public awareness about mental health, this organization is present in various media, one of which is Twitter. This organization's Twitter account is used for various purposes which will be investigated in this study. In general, Into The Light Indonesia's Twitter account has been followed by 7,793 followers. This account is more than six years old and has generated a total of 7,177 tweets.

This study found seven categories of information about mental health on Into The Light's Twitter account. In total, we found 217 tweets which were then analyzed to obtain certain categories. As illustrated in Figure 2, Into The Light shares information on mental health tips, information on mental health, invitations to events related to mental health, building relationships with followers (feedback), greetings, and open donations. The first four categories are tweeted more often than the rest.

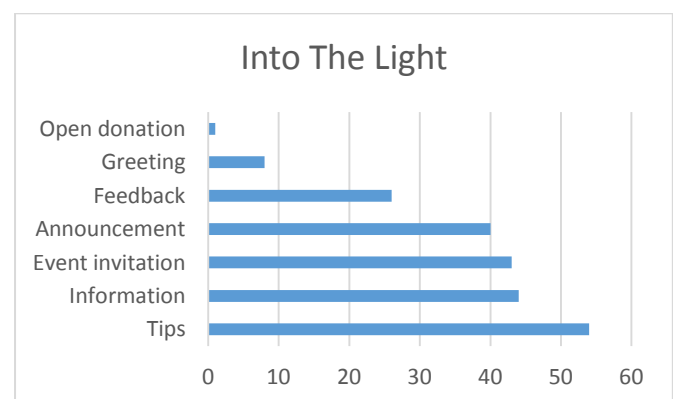


FIGURE 2 Mental Health Information Categories on Into The Light's Twitter Account

In more detail, this account often shares information about mental health tips. This account creates a thread to package tips to make it more interesting. For example, they create a thread about suicide, which contains tips on avoiding

the adverse effects of reading suicide news. The next category is information related to mental health. Into The Light shares the latest news about mental health and facts related to mental health, also data related to mental health in Indonesia.

Next is the invitation to attend certain events that are used to market events organized by Into The Light. Social media allows an account to reach a wider public at a lower cost. Into The Light took this chance through its Twitter account to invite the public to join the event. Then, the next category is the announcement. This is a category that shares information about service announcements provided by Into The Light as a non-profit organization that provides mental health services.

Feedback, greetings, and open donations are categories that are rarely found. Feedback contains answers from Into The Light to questions from the public, especially questions about mental health. Next, greetings, which used to greet followers such as "good morning" or congratulations on certain religions. Finally, there is an open donation containing invitations to contribute to events related to mental health.

4. Comparison

Table 1 shows the profiles of the two accounts examined in this study. In general, the Ministry of Health account has more followers, is older, and has more tweets shared compared to Into The Light account. Moving on from this, Into The Light account shares more information about mental health in the same period.

TABLE 1 Twitter Account Comparison

Criteria	Into the Light	Ministry of Health
Account	@intothelightid	@kemenkesri
Followers	7.793	206.335
Following	580	199
Tweets	7,177	38,146
Account age	6,30 years old	9,21 years old
Collected tweets	217 tweets	19 tweets

TABLE 2: Comparison of Mental Health Information Categories in Both Accounts

Types of Information	Into The Light	Ministry of Health
Tips	25,00%	25,32%
Information	20,37%	57,89%
Event invitation	19,91%	15,79%
Announcement	18,52%	
Feedback	12,04%	
Greetings	3,70%	
Open donation	0,46%	

Based on its performance in sharing information about mental health, the Into The Light account shares more varied information, seven different categories were found (Table 2). Meanwhile the government, represented by the Ministry of Health, only shared three types of information, namely mental health tips, mental health information, and invitations to attend mental health-related events. Into The Light account shares more information on mental health tips, while the Ministry of Health account shares more information about mental health in general.

5. Discussion

The aims of this research is to investigate the use of social media to enhance literacy in mental health through content analysis of government and non-profit organization twitter account. This research explores the promotion of mental health, which has lately started to be implemented intensely in the digital age, particularly following the arrival of social media and at the same time people with mental health disorders are increasing. In addition, it is important to ensure adequate mental health information and promote a mentally healthy life style dilaksanakan (Singletary et al., 2015), especially since Knapp, McDavid, & Parsonage (2011) predict an increase in the prevalence of mental disorders as the economic forecasts increase the impact of workers on mental health. Following the previous agreement among professionals that social media should be regarded for the promotion of mental health mental (O'Reilly et al., 2018), this research introduces the role of social media to support mental health.

This research found that social media offers great benefits for the promotion of mental health. In specific, this study discovered that government and non-governmental organizations use social media to communicate mental health information in order to share the recent mental health updates and advice on mental illness prevention early on. This is consistent with O'Reilly et al. (2018)'s results that social media enable individuals to find, receive data on mental health and engage in groups to help each other and learn from the experiences of others.

This study, as previous research suggests to examine the way healthcare providers ' organizations use social media to promote mental health mental (O'Reilly et al., 2018), shows that organizations are using social media for informing people about current mental health information. This research shows in more detail that the two organizations use social media to provide data on the causes and impacts of mental health. Information on certain behaviors and circumstances which can trigger mental health disorders is shared with respect to cause information. In the

meantime, these accounts also inform the effects of mental disorders on an individual.

Moreover, the use of the social media must take practical approaches into consideration to communicate knowledge to the public, thus also using different visual media, such as pictures and videos (O'Reilly et al., 2018). The study revealed that both organizations use a range of media to provide data on mental health. For example, media such as infographics, videos, and threads are used to present information that is more influential than text alone.

This research shows in more detail that people and organisations can participate in dialog on mental health. Social media can also enhance mental health through supporting social links between network members. Individuals are allowed to request information from the organization and then a discussion between the two happens. In order to enhance awareness of the help sought, for instance in suicide attempts, interactive communication developed by the organization. In addition, interactive communication established by the organization contributes to the increase in recognition of assistance seeking, for example in cases of suicide attempts. People with mental disorders have previously been hesitant to seek assistance in symptoms leading to stigma, mistrust and a lack of consciousness (Jorm, Wright, & Morgan, 2007).

Given the features of social media, which can reach broader public and have a larger effect at a reduced price, numerous organisations have chosen to express ideas with particular goals (Betton et al., 2015). This study is in line with the findings from Cavill & Bauman (2004); Halsall, Garinger, Dixon, & Forneris, (2019), which show that, though cheap, social media campaigns for mental health have potential for influencing society. Another advantage that can be discovered in this study is that a individual can readily acquire trustworthy details on mental health. The existence of a mental health organization which offers active mental health education helps to improve the understanding of the progression of mental health and knowledge of attempts to prevent mental health.

Although this study showed that social media could provide significant advantages by educating and offering mental health services for mental health promotion, attempts must also be reinforced to deliver offline counseling services. In this situation, social media is only a tool to raise the knowledge of people about mental health. Instead of causing behavioral modifications, mental health campaigns can better affect understanding or attitudes (Cavill & Bauman, 2004). Social media are also a helpful instrument for communication and consciousness instead of influencing

behavior (Neiger, Thackeray, Burton, Giraud-Carrier, & Fagen, 2013).

6. Conclusion

Social media offers various advantages in sharing information on mental health updates. The data takes the form of tips, invitation events, announcements, feedback, greetings, and open donations. In this case, social media is a two-way communication platform that allows people to receive online advice wherever they are. Research findings show that non-profit organizations, in this case Into The Light, are more intense, varied, and more interactive in promoting mental health through their social media accounts. Promoting mental health in social media helps to raise mental health understanding and knowledge of attempts to avoid mental illness.

The study examines the function of social media as a medium for organizational campaigns on mental health, represented in this case by government and government organisations. The content analysis of people seeking assistance in social media and the effect on social media of mental health campaigns on enhancing awareness on mental health can then be carried out by further studies. Organizational impacts on the social media are perhaps not as powerful in actual world, particularly as influencer emerge or in this case individuals provide social media mental health advice such as physicians, psychologists, and so forth. Future research can explore this phenomenon to find the most effective strategies for conducting mental health campaigns on social media.

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