

ABSTRACT

This research explores the role of Instagram Yayasan Mentari Hati in increasing awareness and community participation regarding Mental Disorders (ODGJ) issues. The research aims to analyze the communication strategies employed by the foundation and provide suggestions to enhance its positive impact. The research methodology involves the analysis of the foundation's Instagram content, including Reels features, and insights into user interactions. Communication strategies are based on McComb and Shaw's Agenda Setting Theory, integrating elements of public agenda setting, media agenda setting, and policy agenda setting. The research results indicate that the foundation successfully builds awareness and active participation through diverse and informative content, especially those portraying the daily lives of ODGJ individuals, like Madam Beby sewing. Statistics on views, likes, and comments reflect the content's attractiveness, demonstrating the foundation's success in creating positive awareness. Recommendations for further research include optimizing Reels content, collaborating with influential users, emphasizing medical education, seeking collaborative support, and conducting additional impact measurements. In conclusion, Instagram Yayasan Mentari Hati proves effective as a tool to reduce stigma and build positive awareness of ODGJ.

Keywords public awareness, instagram, mental disorders, community awareness, stigma