

ABSTRACT

According to Persatuan Dokter Spesialis Kesehatan Jiwa Indonesia (PDSKJI), those at 18-29 years old being the most people with suicidal thought. In 2021, UNICEF renew their commitment with BTS for the mental health campaign. This research aim to find out how effective the mental health campaign through Youtube video of BTS (방탄소년단) Speech at 75th UN General Assembly to change the behavior of BANGTANTV's young subscribers during COVID-19 pandemic. Data analyze technique used are univariate and bivariate analysis by descriptive analysis, correlation test, and simple regression test. The result shows Campaign as independent variable and Behavior Change as dependent variable have a correlation for 0,828 much, means they have a very strong and positive correlation. Regression test shows there is an effect of Campaign to Behavior Change for 68,5%. It can be inferred that Behavior Change as a result from a campaign mostly can be affected by the effective characteristic of the campaign itself.

Keywords : campaign, mental health, UNICEF, change, youth