

ABSTRACT

During this pandemic, more and more people are experiencing depression with various factors. Depression does not only affect certain people but can attack anyone without us knowing it, and this is not only true in some areas but all over the world, of course, experiencing problems regarding depression cases, including in Bandung. To overcome the increasing cases of depression, the Bandung City Health Office implemented a mental health screening program and data were obtained showing a significant increase in depression cases during this pandemic. But unfortunately, the campaign that had previously been carried out by the Bandung City Health Office was still inefficient, only delivering through brochures and education from the puskesmas and there was still no delivery through social media. It is evident from the website and Instagram of the Bandung City Health Office that there is no information regarding mental health services. Target audience of this campaign is students with an age range of 18-24 years. The method used in data collection is literature study, observation, interviews, and questionnaires which will then be analyzed using a matrix, AOI, and AISAS. The purpose of this study is to increase awareness to the public about depression by providing education about depression prevention based on social media using suggestions for healthy activities, beneficial and of course liked by young people. It is hoped that this research can help in reducing cases of depression that occur in Bandung.

Keyword: Bandung, depression, prevention, campaign