

ABSTRACT

This study explores the role of the Instagram account @ibunda.id in increasing mental health awareness among its followers. Based on interviews with three informants who actively follow this account, it was found that the content presented by @ibunda.id is able to attract attention and influence their way of thinking about mental health issues. Followers actively interpret the content through preferred reading, negotiated reading, and oppositional reading positions, which are formed due to preferences for the messages conveyed. Relevant, informative, and interactive content is key to creating awareness and positive attitude change towards mental health. Although this account is effective in conveying messages, there are challenges in achieving full understanding, especially for followers who are in a negotiating or oppositional position. The results of this study indicate that social media, such as Instagram, can be an effective educational tool if accompanied by an inclusive and empathy-based communication strategy. The @ibunda.id account has succeeded in creating a supportive environment for its followers to better understand and respond to mental health issues critically and analytically.

Keywords: Instagram, mental health, @ibunda.id, active interpretation