

## **ABSTRACT**

*The phenomenon of mental illness has increased significantly in various countries and is dominated by Generation Z. Generation Z lives in a modern era with high environmental pressures that can easily interfere with mental health. The main characteristics of an unfavorable environment towards mental health phenomena and issues are environments that still have a lot of stigma and discrimination against individuals with mental health disorders. This study aims to analyze inclusive persuasive communication strategies in dealing with stigma and strengthening public acceptance of stigma and individuals experiencing mental health problems. This study uses qualitative research using Erving Goffman's Stigmatization Theory, Hovland's Persuasive Communication, and the development of Persuasive Communication Strategies with an Inclusive Approach Melvin L. Defleur and Sandra J. Ball-Rokeach. The results showed that channelling and validating emotions as a form of psychodynamics of an inclusive approach is characterized by recognition of the diversity of experiences and feelings. In addition, adjustments to conditions are made by individuals with mental health disorders when they are faced with formal situations and conditions as a sociocultural form of the inclusive approach. Recognition of diversity, feelings, and adjustments to conditions apparently require attention, collaboration, and support from the community in accordance with the form of constructing the meaning of the inclusive approach.*

**Keywords: Communication Strategy; Inclusive; Mental Health; Stigma**