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**PENGARUH TERPAAN KONTEN KESEHATAN MENTAL
TERHADAP SIKAP Mencari BANTUAN PSIKOLOGIS
PROFESIONAL PADA KALANGAN REMAJA**
(Studi Korelasi pada Pengikut Akun Instagram Kesehatan Mental “Z”
Berusia 16-24 Tahun)

SKRIPSI

diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar
Sarjana Ilmu Komunikasi



oleh
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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
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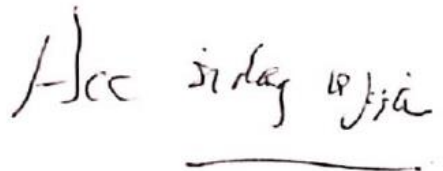
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PENGARUH TERPAAN KONTEN KESEHATAN MENTAL TERHADAP SIKAP Mencari Bantuan Psikologis Profesional pada KALANGAN REMAJA

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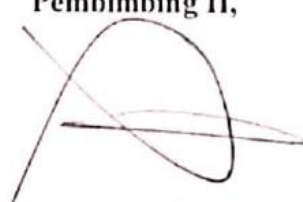
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TERHADAP SIKAP Mencari Bantuan Psikologis
Profesional pada Kalangan Remaja**

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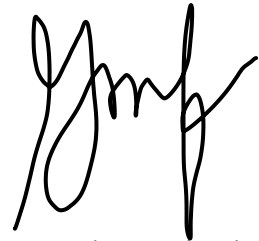
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Dengan ini saya menyatakan bahwa skripsi dengan judul "**Pengaruh Konten Kesehatan Mental terhadap Sikap Mencari Bantuan Psikologis Profesional pada Kalangan Remaja (Studi Korelasi pada Pengikut Instagram Kesehatan Mental “Z” Berusia 16-24 Tahun)**" beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

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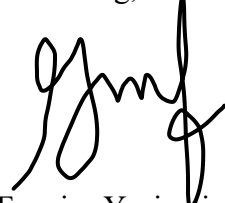
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KATA PENGANTAR

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Peneliti memahami bahwa karya tulis ini tidak luput dari kekurangan karena keterbatasan yang dimiliki peneliti. Dengan demikian, peneliti sangat membuka diri untuk kritik maupun saran dari berbagai pihak sebagai upaya penyempurnaan di masa depan. Akhir kata, peneliti pun turut berharap hasil studi dalam skripsi ini dapat mempersembahkan kontribusi dan manfaat yang nyata, terutama dalam ranah Ilmu Komunikasi maupun pihak-pihak terkait.

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ABSTRAK

Yurianti, Fannisa (2022), *Pengaruh Konten Kesehatan Mental terhadap Sikap Mencari Bantuan Psikologis Profesional pada Kalangan Remaja (Studi Korelasi pada Pengikut Instagram Kesehatan Mental "Z" Berusia 16-24 Tahun)*. Ilmu Komunikasi. Fakultas Pendidikan Ilmu Sosial.

Penelitian ini dilakukan karena memperhatikan betapa pentingnya sikap mencari bantuan profesional yang dimiliki kalangan remaja untuk meningkatkan kesejahteraan kesehatan mental di masa-masa krusial dalam hidup remaja. Sedangkan, remaja menjadi kalangan dengan sumbangsih yang besar dalam kenaikan isu kesehatan mental. Di luar itu, remaja merupakan golongan usia yang paling banyak memanfaatkan media baru dalam keseharian, salah satunya untuk mengonsumsi informasi media. Salah satu media sosial yang kerap di akses dan menjadi sumber informasi adalah Instagram. Dengan beragam konten yang disajikan Instagram, salah satunya adalah konten kesehatan mental sebagai wadah informasi, edukasi, dan persuasi dalam upaya kesejahteraan mental. Tujuan penelitian ini adalah untuk mengetahui pengaruh terpaan konten kesehatan mental di Instagram (X) terhadap sikap mencari bantuan psikologis profesional (Y). Teori yang mendasari penelitian ini adalah teori jarum hipodermik, dimana media ibarat jarum yang menyuntikkan pesan kepada khalayak, yang menyebabkan adanya perubahan sikap atau perilaku khalayak secara signifikan. Dalam kaitannya dengan penelitian, terpaan konten kesehatan mental yang telah disuntikkan kepada kalangan remaja diprediksikan dapat merubah sikap yang lebih positif terhadap pencarian bantuan psikologis profesional. Penelitian ini dilakukan dengan menggunakan metode kuantitatif korelasional, dengan teknik penyebaran kuesioner kepada 100 responden pengikut akun Instagram "Z" berusia 16-24 tahun. Akun Instagram secara sengaja disamarkan atas kesepakatan akun yang bersangkutan dan peneliti. Berdasarkan hasil pengujian yang telah dilakukan, temuan penelitian menunjukkan tidak terdapat pengaruh antara terpaan konten kesehatan mental di Instagram terhadap sikap mencari bantuan psikologis profesional. Hal ini dikarenakan semakin tingginya frekuensi terpaan media, remaja justru mendapatkan solusi instan daripada pergi ke layanan profesional. Selanjutnya, durasi terpaan media lebih berpengaruh kepada minat pada pesan, bukan langsung kepada sikap pencarian bantuan. Sedangkan terkait atensi terpaan konten, orang-orang cenderung terdorong mencari bantuan apabila bingkai konten tersebut negatif. Sedangkan penelitian ini memiliki bias yakni tidak mengkategorikan jenis konten yang bingkainya positif atau negatif. Pembahasan lebih lanjut mengenai probabilitas argumentasi hasil penelitian serta rekomendasi mengenai investigasi selanjutnya turut dibahas.

Kata kunci: Terpaan Media, Konten Kesehatan Mental, Sikap Mencari Bantuan Psikologis Profesional, Instagram.

ABSTRACT

Yurianti, Fannisa (2022), *Pengaruh Konten Kesehatan Mental terhadap Sikap Mencari Bantuan Psikologis Profesional pada Kalangan Remaja (Studi Korelasi pada Pengikut Instagram Kesehatan Mental “Z” Berusia 16-24 Tahun)*. Ilmu Komunikasi. Fakultas Pendidikan Ilmu Sosial.

This study was carried out because it emphasizes the importance of adolescents' attitudes toward seeking professional help in improving their mental health well-being during critical times in their lives. Meanwhile, adolescents are among those who make a significant contribution to the rise in mental health problems. Beyond that, teenagers are the age group that uses the most new media in their daily lives, one of which is to consume media information. Instagram is one of the social media sites that is often accessed and used as a source of information. Instagram presents a variety of content, one of which is mental health content as a forum for information, education, and persuasion in efforts for mental well-being. The purpose of this study was to determine the effect of exposure to mental health content on Instagram (X) on the attitude toward seeking professional psychological assistance (Y). The theory underlying this research is the hypodermic needle theory, in which the media is like a needle that injects messages to audiences, which cause significant changes in audience attitudes or behavior. In relation to research, exposure to mental health content that has been injected into adolescents is predicted to change a more positive attitude towards seeking professional psychological assistance. This research was conducted using a correlational quantitative method with the technique of distributing questionnaires to 100 respondents who follow the Instagram account "Z," aged 16–24 years. The Instagram account is intentionally disguised by agreement between the account and the researcher. Based on the results of multiple regression tests, the research findings show that there is no effect between exposure to mental health content on Instagram and attitudes towards seeking professional psychological help. This is because the higher the frequency of media exposure, the more teenagers actually get instant solutions rather than going to professional services. Furthermore, the duration of media exposure has more influence on interest in the message, not directly on the attitude of seeking help. Meanwhile, regarding attention to content exposure, people tend to be motivated to seek help if the content frame is negative. However, this study suffers from a bias, as it fails to categorize content as either positively or negatively framed. As a result, further discussion about the probability basis of research findings and recommendations for future research are also discussed.

Keywords: Media Exposure, Mental Health Content, Attitudes to Seek Professional Psychological Help, Instagram.

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