

## The Effect of Anti-Stigma Campaign to Depressive Disorders on Instagram towards Students' Anxiety Attitude

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### Abstract

*Digital activism has rapidly developed thanks to technological advancements, including campaigns that utilize media to address the stigma surrounding mental illness. These anti-stigma campaigns aim to reduce stigma and raise awareness about mental health. According to the WHO, depression is a common mental disorder that is associated with high rates of suicide. This study aimed to determine the effect of an anti-stigma campaign for depressive disorders on Instagram on students' anxiety attitudes using quantitative method. The presence or absence of feelings of anxiety, nervousness, anxiety, and fear of physical danger when around people with depressive disorders was used to assess anxiety attitudes. The researcher collected data by distributing questionnaires online via Google Form to respondents who met the criteria they set. The population used in this study consisted of active students aged above 18 years residing in Java Island, and the sample size for this research was 383 individuals determined using convenience sampling technique. The data from respondents was analyzed using the IBM Statistical Package for Social Sciences (SPSS) version 26 software and a simple linear regression analysis. According to the research findings, the anti-stigma campaign for depressive disorders had no significant influence on students' anxiety attitudes.*

**Keywords:** Anti-Stigma Campaign; Depressive Disorder; Instagram; Anxiety Attitudes.

### Abstrak

Aktivisme digital telah mengalami perkembangan yang pesat berkat kemajuan teknologi, termasuk kampanye-kampanye yang menggunakan media sebagai upaya untuk mengatasi stigma terhadap penyakit mental. Kampanye anti-stigma ini bertujuan untuk mengurangi stigma dan meningkatkan kesadaran akan kesehatan mental. Menurut WHO, gangguan depresi merupakan penyakit mental yang umum terjadi dan berkaitan dengan tingginya kasus bunuh diri. Penelitian ini bertujuan untuk mengeksplorasi pengaruh kampanye anti-stigma terhadap gangguan depresi di Instagram terhadap sikap kecemasan mahasiswa dengan menggunakan metode penelitian kuantitatif. Sikap anxiety diukur berdasarkan adanya perasaan cemas, gugup, gelisah, dan takut akan bahaya fisik ketika berinteraksi dengan individu yang mengalami gangguan depresi. Data dikumpulkan melalui penyebaran kuesioner online menggunakan Google Form kepada responden yang memenuhi kriteria yang ditentukan oleh peneliti. Populasi dalam penelitian ini terdiri dari mahasiswa aktif yang berusia di atas 18 tahun dan tinggal di Pulau Jawa. Sampel penelitian sebanyak 383 responden ditentukan menggunakan teknik convenience sampling. Data yang terkumpul dianalisis menggunakan perangkat lunak IBM Statistical Package for Social Sciences (SPSS) versi 26 dengan menerapkan analisis regresi linear sederhana. Hasil temuan penelitian menunjukkan bahwa kampanye anti-stigma terhadap gangguan depresi tidak memiliki pengaruh signifikan terhadap sikap anxiety mahasiswa.

**Kata Kunci:** Kampanye Anti-Stigma; Gangguan Depresi; Instagram; Sikap Anxiety.

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## INTRODUCTION

Many new types of digital activities are emerging today, accompanied by the rapid development of information exchange platforms. One of them is a social media marketing campaign. Social media has become the primary source of health information for the general public in the Web 2.0 era. Social media campaigns are appealing because they are less expensive than traditional marketing campaigns, especially when combined with strategies to increase awareness and engagement. These campaigns can also reach a large number of people (Harding, et al. 2020).

Digital campaigns are one of the online social movements that Indonesians use to reach out and raise a specific issue. This is due to an increase of 35 million internet users in Indonesia by 2022, bringing the total to around 210 million (APJII 2022). Instagram has 103.9 million active monthly users as of August 2022. (NapoleonCat 2022). Furthermore, a journal states that mental health is one of the issues that is frequently framed in social media campaigns and has a significant role to play in raising awareness, reducing stigma, and supporting those who suffer from this condition (Saha, et al. 2019).

Depression, as stated by the WHO, ranks as the fourth most common mental disorder worldwide and is a leading cause of suicide, resulting in the loss of hundreds of thousands of lives annually. The Indonesian Psychiatric Association (PDSKJI) reports that approximately 9 million individuals out of a population of 250 million are affected by depression (Suryanis 2018). Research from Canada indicates that the stigmatizing attitudes of others often hinder effective treatment, leading to negative outcomes such as reduced willingness to seek help and increased social isolation. Consequently, the Mental Health Commission of Canada has taken on the responsibility of launching a national campaign aimed at eradicating the stigma surrounding mental illness (Cook & Wang 2010).

The Likert scale is developed using stigma theory to assess seven aspects of attitudes toward people with mental illnesses. The scale, which measures attitudes toward people suffering from mental illness, depression, bipolar disorder, and schizophrenia, was validated among members of the general public and college students (Day, Edgren, & Eshleman 2007). Anxiety is one of the seven attitude factors. This attitude demonstrates anxiety, nervousness, restlessness, and fear of physical harm in the presence of people suffering from depressive disorders.

Previous research has frequently only focused on general campaign activities on social media. Furthermore, previous studies did not fully explain the existence of a link between depressive disorder campaigns and a person's anxiety attitude. Considering the shortcomings of previous research, the researcher will conduct research to confirm whether the anti-stigma campaign for depressive disorders on Instagram has an effect on the anxiety attitudes of students in Java Island using the population and sample that the researcher has set. The researcher has proposed the following research questions and hypotheses.

RQ1: Does the anti-stigma campaign for depressive disorders on Instagram influences students' anxiety attitudes?

H1: It is assumed that the anti-stigma campaign for depressive disorders on Instagram influences students' anxiety attitudes.

## THEORETICAL REVIEW

Perception is commonly defined by the Longman Dictionary of Contemporary English in broad terms. It encompasses three aspects: (1) our cognitive processes and the generation of ideas, (2) how we attend to and perceive things through our senses, such as seeing or hearing, and (3) our innate ability to briefly notice and understand things. This definition aligns with the objectives of the researcher. In the fields of psychology, philosophy, and cognitive sciences, perception is described as the process of becoming aware of and comprehending sensory information. The term "perception" originates from the Latin words *perceptio* and *percipio*, which convey the concepts of receiving, gathering, taking ownership, and sensing with the mind (Qiong 2017).

The social stigma associated with mental illnesses is a significant concern for individuals who are affected by these conditions. Some argue that the stigma itself can be more challenging and debilitating than the mental illness. With the continuous evolution of technology and other factors, social media has emerged as a potent tool for spreading awareness and influencing societal perceptions. Among the various approaches to combat mental health stigma, social media campaigns have proven to be effective. Each day, a staggering number of over 2.1 billion people actively engage with platforms such as Facebook, Instagram, WhatsApp, and Messenger. The accessibility of social media platforms, which are available 24/7, allows users to access relevant content whenever they need it (Latha, Meena, Pravitha, Dasgupta, and Chaturvedi 2020).

Between May and September 2019, an evaluation was conducted to assess the effectiveness of mental health campaigns on social media platforms. The results indicated that all Facebook and Instagram posts generated significant engagement among their target audience, reaching approximately 10.3 thousand individuals, including both followers and non-followers (Latha, Meena, Pravitha, Dasgupta, & Chaturvedi, 2020).

Over the past decade, social media technology has emerged as an important communication tool in various areas of society. Social media platforms have been used for a wide range of health treatments, including smoking cessation, alcohol awareness, HIV prevention, pediatric obesity, sexual health, and mental health awareness (Freeman, Powerful, Rock, & McIver, 2015). Traditional mass media campaigns have been shown to produce effective population-level results, particularly when multiple media interventions are used to target specific episodic situations such as vaccinations (Cheng et al., 2016). However, the efficacy of social media-supported health education programs, particularly in addressing sensitive themes such as mental illness and accompanying stigma, is unknown.

Based on the findings of the Bell Let's Talk campaign in Canada, which utilized social media to address mental health, the campaign effectively encouraged individuals to break the silence surrounding mental illness and engage in conversations to raise awareness throughout the country. While research predominantly focuses on public awareness of mental health rather than the impact of behavioral changes, evaluations of the Bell Let's Talk campaign demonstrated its success in reducing stigma and increasing personal awareness. This was evident through a random telephone survey conducted among Canadian adults from 2011 to 2015 (Booth et al. 2018). Previous research on mental health campaigns supports the conclusion that utilizing social media platforms for conducting anti-stigma campaigns related to depressive disorders is an effective undertaking.

Day, Edgren, and Eshleman (2007) identified seven factors that contribute to attitudes towards individuals with mental disorders, encompassing interpersonal anxiety, relationship disruption, poor hygiene, visibility, treatability, professional efficacy, and recovery. In this particular study, the researcher intends to focus on anxiety-related factors, which entail examining

feelings of anxiety, nervousness, and fear of physical harm when interacting with individuals who have mental illnesses. Previous research indicates that individuals aged 40 and above tend to have more frequent encounters with individuals affected by mental illnesses, potentially leading to decreased stigmatized attitudes. Conversely, young people may display heightened stigmatized perspectives due to social pressures to conform to their peer group's behavior and appearance, as well as an aversion to being labeled (Bradbury, 2020).

## RESEARCH METHOD

This study utilized a quantitative research approach. The main objective was to investigate the potential impact of an anti-stigma campaign for depressive disorders on Instagram on the anxiety attitudes of students residing on the island of Java. The researcher employed the Likert scale as a measurement tool for the research questionnaire. Sugiyono (2016) explains that the Likert scale is a commonly used method to evaluate the attitudes, opinions, and perceptions of individuals or groups regarding social issues. This aligns with the research focus of assessing students' anxiety attitudes towards depressive disorders. In this study, a Likert scale ranging from 1 to 5 was used, where 1 represented "Strongly Disagree," 2 represented "Disagree," 3 represented "Neutral," 4 represented "Agree," and 5 represented "Strongly Agree." The specific questionnaire items used in the study can be found in Table 1.

Table 1  
Question Items

Variable	Item	Reference
Perception of Anti-Stigma Campaign to Depressive Disorders	1. I believe an Instagram campaign to raise awareness of depressive disorders is necessary	
	2. After the campaign, I began to think differently on depressive disorders	Salmivalli, Christina. "Peer-Led Intervention Campaign against School Bullying: Who Considered It Useful, Who Benefited?"
	3. I believe that online campaigns on Instagram about depressive disorders are beneficial.	<i>Educational Research</i> 43, no. 3 (2001): 263–78.
	4. I found the Instagram campaign about depressive disorders to be embarrassing and anxiety-inducing.	
	5. The Instagram campaign about depressive disorders got me thinking.	
Anxiety Attitude	6. I experience anxiety and discomfort when in the presence of someone with a depressive disorder.	
	7. I tend to feel anxious and uneasy when I interact with individuals who have a depressive disorder.	Day, Emer N., Kara Edgren, and Amy Eshleman.
	8. When engaging in conversations with someone who has a depressive disorder, I have concerns about unintentionally saying something upsetting to them.	"Measuring Stigma Toward Mental Illness: Development and Application of the Mental Illness Stigma Scale." <i>Journal of Applied Social Psychology</i> 37, no. 10 (2007): 2191–2219.
	9. It is challenging for me to fully relax and be my authentic self when I am around individuals with depressive disorders.	
	10. I have concerns about potential physical harm when I am in the vicinity of someone with a depressive disorder.	
	11. I would feel uncertain about how to appropriately act or respond if I were in	

- 
- the company of someone with a depressive disorder.
12. I experience nervousness and unease when I am near individuals with depressive disorders.
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Source: Primary data processed (2022)

The population refers to the entire population group about which the researcher wishes to draw conclusions (Bhandari 2020). The population consists of all objects or events of a specific type about which the researcher want to learn more (Chadwick 2017). It is possible to conclude that the population is a group of individuals or objects with similar characteristics to study and obtain information from which a conclusion is drawn. The researcher used active students aged over 18 years who live on the island of Java, Instagram social media users and have been exposed to digital campaign activities regarding mental health on Instagram, especially depression as the population of this study. The researcher chose Java Island because its provinces have the highest rate of internet penetration (APJII 2022).

The research sample was a subset of the population chosen to be representative of the people who will be used as research subjects (Supardi 1993). G\*Power software was used by the researcher to calculate and determine samples with Statistical Power, specifically Linear Multiple Regression: Random model with  $H_1$   $\rho^2 = 0.05$ ,  $\alpha$  error probability = 0.05, power (1- $\beta$  error probability) = 0.95 dan number of predictors = 3. Based on the results of the calculations, the researcher used 383 people as the minimum number of samples. During the research, the researcher tried to find a sample that was larger than the total sample size that has been determined.

A sampling technique was a method for determining which sample to use for research. Sampling techniques were basically divided into two groups, namely probability sampling and non-probability sampling (Garaika and Darmanah 2019). In this study, the researcher used a non-probability sampling technique, specifically the convenience sampling method. The researcher used convenience sampling because it allowed them to distribute questionnaires to respondents who met the criteria without the need for a population list.

The researcher used the Google Form platform to distribute questionnaires online to all respondents who met the respondent's criteria in this study. The researcher obtained and collected data online via questionnaires because they can be distributed to respondents and obtain large amounts of data in a short period of time. Furthermore, all respondents can easily access the Google Form platform regardless of distance or time constraints. The researcher also find it easier to process data because questionnaire data that has been collected in Google Forms can be connected to Google Sheets which can automatically recap data from forms, thereby saving the researcher more energy and less time.

## FINDINGS AND DISCUSSION

According to the findings of research conducted by distributing questionnaires via Google Forms, the total number of respondents collected during data collection was 408 active students, with 254 female respondents and 154 male respondents. According to the results of calculations using the G\*Power software, the total number of respondents exceeded the minimum number of respondents. The majority of respondents were between the ages of 18 and 25, and the majority were pursuing a Bachelor's degree. On the Java Island, the province of West Java is home to the vast majority of respondents. According to the questionnaire, 408 respondents agreed to participate in this study after reading the consent section, and the respondents completed the demographic profile section completely. Table 2 shows the demographic characteristics of the respondents.

Table 2  
Demographic characteristics of the respondents

Variable	Category	Frequency	Percentage
Age	< 18 years old	5	1.2
	18 – 25 years old	396	97.06
	> 25 years old	7	1.2
Gender	Female	254	62.3
	Male	154	37.7
Education Level	Diploma 3 (D3)	5	1.2
	Diploma 4 (D4)	23	5.6
	Bachelor (S1)	377	92.4
	Master (S2)	2	0.5
	Doctor (S3)	1	0.2
Domicile	Banten	16	3.9
	Special Capital Region of Jakarta	103	25.2
	West Java	249	61
	Central Java	17	4.2
	Special Region of Yogyakarta	6	1.5
	East Java	17	4.2
Expenses per month	< Rp 500.000	48	11.8
	Rp 500.001 – Rp 1.000.000	104	25.5
	Rp 1.000.001 – Rp 1.500.000	87	21.3
	Rp 1.500.001 – Rp 2.000.000	82	20.1
	> Rp 2.000.000	87	21.3

Source: Primary data processed (2022)

The researcher calculated whether the anti-stigma campaign for depressive disorders (variable X) affected the anxiety attitudes of students in Java (variable Y) using the IBM Statistical Package for Social Sciences (SPSS) version 26 software based on the results of data collection via. Reliability tests, validity tests, and simple linear regression tests was used by the researcher. Because there was only one independent variable and one dependent variable, the researcher applied a simple linear regression test.

### Reliability Test

Table 2  
Reliability Test Results

	Cronbach's Alpha	N of items
Variable X	.767	3
Variable Y	.850	6

Source: Primary data processed (2022)

The Cronbach's Alpha value for the X and Y variables was 0.767 for the X variable and 0.850 for the Y variable, as shown in the above table of reliability test results. As a result, the 9 questionnaire question items could be said to be reliable or consistent. The number of items from variable X initially amounted to 5, but there were two items whose Cronbach's Alpha value was less than 0.6, indicating that these items were not reliable and could not be continued for further tests; thus, the researcher deleted these two items in order to obtain a reliable Cronbach's Alpha value.

### Validity Test

Table 3  
KMO and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	1473.383
	df	45
	Sig.	.000

Source: Primary data processed (2022)

Table 3.1  
Rotated Component Matrix Test Results

	Component		
	1	2	
X1	-.051	<b>.840</b>	Valid
X2	-.082	<b>.742</b>	Valid
X3	-.044	<b>.840</b>	Valid
Y1	<b>.774</b>	-.074	Valid
Y2	<b>.796</b>	-.057	Valid
Y3	.483	.487	Invalid
Y4	<b>.766</b>	.022	Valid
Y5	<b>.672</b>	-.150	Valid
Y6	<b>.707</b>	.138	Valid
Y7	<b>.807</b>	-.031	Valid

Source: Primary data processed (2022)

The KMO value above 0.6, which was 0.82 in the validity test results table above, was stated to be significant with a Bartlett's Test value less than 0.001. Overall, the Rotated Component Matrix table questionnaire items were considered valid because they had a value greater than 0.5. One variable Y question item, Y3, was declared invalid because the value was less than 0.5, so the researcher would not use it in the next test.

### Simple Linear Regression Test

Table 4  
Model Summary Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.081 <sup>a</sup>	.007	.004	4.768

a. Predictors: (Constant), X

Source: Primary data processed (2022)

Table 4.1  
ANOVA Test Results

	Sum of Squares	df	Mean Square	F	Sig.
Regression	60.621	1	60.621	2.667	.103
Residual	9160.599	403	22.731		
Total	9221.220	404			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Source: Primary data processed (2022)

The significance of the correlation value or association in column R, which was 0.081, is described in the linear regression test results table provided. The coefficient of determination, indicated by the value of 0.007 in the R Square column, suggests that the independent variable (X) had a 0.7% effect on the dependent variable (Y). Additionally, the ANOVA table displayed a calculated F value of 2.667, with a significance level of  $0.103 > 0.05$ . These results indicate that the initial hypothesis, proposing a significant influence between the anti-stigma campaign and anxiety attitudes, was rejected. Therefore, it can be concluded that there is no significant impact of the anti-stigma campaign for depressive disorders on Instagram on the anxiety attitudes of students in Java.

The findings of this research provide valuable insights into the relationship between the anti-stigma campaign for depressive disorders on Instagram and the anxiety attitudes of students in Java. The study collected data from 408 active students who completed questionnaires distributed via Google Forms. The majority of respondents were female (254) and pursuing a Bachelor's degree. The age range of the participants was predominantly between 18 and 25 years old. Most respondents were located in the province of West Java on the Java Island.

To analyze the relationship between the anti-stigma campaign (X) and anxiety attitudes (Y), the researcher utilized the IBM Statistical Package for Social Sciences (SPSS) version 26 software. Reliability tests, validity tests, and simple linear regression tests were employed. Since there was only one independent variable (X) and one dependent variable (Y), a simple linear regression test was conducted.

These findings contribute to the understanding of the effectiveness of anti-stigma campaigns for depressive disorders on social media platforms, specifically Instagram, in influencing anxiety attitudes among students. The results suggest that alternative approaches or additional interventions may be required to address anxiety attitudes effectively. Further research is recommended to explore other potential factors and variables that may influence anxiety attitudes and to develop more targeted strategies for reducing stigma related to depressive disorders among students in Java.

## CONCLUSION AND RECOMMENDATION

Campaigns on social media are one movement that is currently viewed as effective by the public in raising or addressing specific issues. One of the issues frequently raised in social media campaigns is mental health. The goal is to raise self-awareness and reduce stigma associated with mental health. The researcher examined the anxiety attitude, which is one of the factors used to assess a person's attitude toward people suffering from mental illnesses.

The statistical analysis results indicate that the initial hypothesis, "It is assumed that the anti-stigma campaign for depressive disorders on Instagram influences student anxiety attitudes," is rejected or not accepted. A significance value greater than 0.05 indicated that the anti-stigma campaign for depressive disorder on Instagram had no effect on the anxiety attitudes of students in Java. These findings contradict previous research, which found that mental health campaigns on social media are an effective way to reduce stigma associated with mental illness and increase self-awareness of mental health.

Based on the findings of the research, the researcher gave the following recommendations: (1) Other factors that are thought to influence the two variables mutually should be investigated further. (2) Lack of knowledge to identify depressive disorders, so they are unaware of anxious attitudes. (3) Because respondents do not associate people with depressive disorders with stigma,



they do not feel anxious or nervous around people with depressive disorders. (4) The Instagram depression campaign is useful and well-rated by respondents, but it is unknown how widely the campaign is used; further research is required.

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