

Analysis of the Narrative of Depression Content on the Instagram Account @Insightme.Id

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ARTICLE INFO		ABSTRACT
Keywords:	Narrative analysis; Persuasive Communication; Posted on Instagram	Instagram is a social media that plays a role in providing the latest information through content. Through content about depression that is uploaded on the Instagram account @insightme.id periodically, it can help to provide psychoeducation and understanding related to the importance of mental health awareness, especially regarding depressive disorders. The purpose of this study was to conduct a narrative analysis on content that discusses depressive disorders on the Instagram account @insightme.id. This study is a research with a descriptive qualitative approach using a content analysis method that focuses only on depressive content on the Instagram account @insightme.id with a period of time that has been determined by the researcher. Based on the results of the research, regarding the narrative of depression content on the Instagram account @insightme.id it was found that overall the depression content uploaded has used an effective and appropriate narrative to provide information and play a role in building awareness about depression disorder, especially to the followers of the Instagram account @insightme.id by creating content that has a narrative of empathy and a sense of involvement and support for @insightme Instagram followers. id.

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INTRODUCTION

Social media today is not just a communication tool that is only used to be able to connect with each other, but is also used to get information. Social media has rapidly developed into a medium that has an important and significant role in daily life (Zuniananta, 2021) (Qutsyaning Rosyidah & Ar Rosyid, 2022). In addition to having an important role in life, social media also has a positive impact and a negative impact on its users. The country of Indonesia is one where most of the population has used social media to carry out daily activities. According to a survey conducted by (Sutan & Qodir, 2021) (Laili Tanika & Muhibbin, 2023) (Kemp, 2024) *We are Social* in February 2024, there are several social media platforms most used by internet users in Indonesia, one of which is *Instagram* social media. *Instagram* social media can provide up-to-date information through uploaded content such as news and entertainment, as well as useful information to raise awareness about the importance of mental health (Rasendra et al., 2023).

Minimal mental health awareness can make sufferers with mental disorders not get proper treatment. Mental disorders can include emotional distress, impaired functioning in carrying out activities, and the risk of self-harm. Based on a review by *Alo Dokter* in April 2022, some of the mental disorders that often occur are depression with a state of constant sadness, loss of interest in daily activities and the worst risk is suicide attempts or self-harm (Tulandi et al., 2021) (Pittara, 2022).

Communication in general is a process to be able to convey a message from the sender to the recipient of the message, which is divided into two characteristics, namely informative and *persuasive*. Therefore, information is needed as education and persuasive messages so that

a person can pay more attention to awareness about mental health, especially depressive disorders, because a message that has the purpose of being able to influence a person's behavior is called *persuasive communication*. Assisted by using *Instagram* social media with content uploads, the presentation of content needs to be considered because the uploaded content must be interesting, communicative, and informative (Dewi Idrajat, 2022) (Becker & Matt, 2019) (Shirley Shawn Putra et al., 2024).

Content uploads and presentations need to be considered because currently social media has become a dynamic force that continues to develop in society in accordance with current technological developments, thus influencing the media text uploaded. The *Instagram* account @insightme.id joined *Instagram* social media since July 2018 with 169 thousand *Instagram* followers. The *Instagram* account @insightme.id introduces itself as a community that can accompany the recovery journey of individuals related to mental health through various programs such as (Syafirah & Shirley, 2023) *journaling space*, *deep talk*, *art therapy space*, and *meditation gathering* that actively and periodically share content related to mental health issues, meditation events or activities, journaling, and deep talk online. Through some of its content, the *Instagram* account @insightme.id raises the topic of depression, which is packaged in short and easy-to-understand sentences.

There was a previous study which discussed content analysis with mental health education through *Instagram* media @Studioldjiwa using the theory of the form of analysis from Holsti with the question " (Tresia et al., 2024) what, to whom and how" in the communication process. This research shows that the *Instagram* media presents diverse mental health educational content and is packaged in the form of informative, educational, and persuasive graphics, images, videos, and texts.

Then another study entitled Analysis of the Content Narrative of PT Telkom Indonesia's Employee Activities on *Instagram* Social Media @livingtelkom has the aim of seeing how content can build the company's image. In conducting @livingtelkom content analysis, the researcher uses content analysis in the context of communication science to find out the narrative purpose of the content and uses the theory of communication psychology to find out how communication can affect a person's emotions, attitudes, and actions. This is called *reinforcement* (Nafisah, 2024) of responses. This research succeeded in providing answers to how the content on the *Instagram* account @livingtelkom has been effective in building the image of Telkom Indonesia Company through interactive strategies and hashtag promotions to empower employees who are successful or have achievements and support employee development.

Furthermore, there is another study on content analysis with the title *Instagram Social Media Content Analysis* by U as a Media for the Dissemination of Information & Communication. The purpose of this study is to explain the characteristics of content using the concept of the four pillars of social media strategy proposed by Lon Safko and David K. Brake in the book entitled (Subhah Nafsyah et al., 2022) *The Social Media Bible: Tactics, Tools & Strategies For Business Success*. This research discusses content made using the concept of four pillars including entertainment content, collaboration content, educational content, and information content. In addition, the research conducted also explained audience involvement. The results of this study found that of the four pillars of content strategy, *Instagram* by U uploads the most collaborative content using hashtags to expand the dissemination of information to the audience. The content uploaded is not only to expand the dissemination of

information but also to insert value and information related to products that are not owned by other providers and are the key to forming self-awareness.

The novelty of this study lies in how content with the topic of depression uploaded with a short narrative is not only interesting and informative but can also persuade readers to realize the importance of maintaining mental health, especially depression. Based on this presentation, the formulation of the problem and the research goal to be achieved is to analyze depression content on the *Instagram* account @insightme.id.

The purpose of this study is to analyze how depression-related content on the *Instagram* account @insightme.id is presented through short, engaging, and informative narratives that can raise awareness about the importance of maintaining mental health, particularly in addressing depression. The findings of this study are expected to provide insights into the effectiveness of social media content in influencing public perception and encouraging proactive mental health awareness. Furthermore, the research benefits include contributing to the development of communication strategies for mental health campaigns, offering recommendations for content creators to produce impactful and persuasive mental health messages, and serving as a reference for future studies on digital media's role in mental health education and awareness.

METHOD

This type of research is qualitative research with a descriptive qualitative approach that uses the main research data source from the words or sentences contained in the content to be researched. The content analysis method was carried out to analyze the narrative on depressive content on the *Instagram* account @insightme.id. The data collection technique in this study is to conduct *documentation* that aims to collect comprehensive information or data. *Documentation* will be done by taking screenshots of the content to be researched and only discussing depression disorders on the *Instagram* account @insightme.id. This research focuses on content uploaded from October 3, 2024, to October 24, 2024, on the *Instagram* account @insightme.id. The data analysis technique used by the researcher goes through three stages based on the (Shirley Shawn Putra et al., 2024) Miles & Huberman model, namely *data reduction*, by only analyzing content that discusses depression, then presenting data with *documentation* and conducting analysis. Finally, the researcher draws conclusions through the analysis that has been carried out so that an interpretation of the research results can be obtained (Indiarma et al., 2023).

RESULT AND DISCUSSION

Six content that describes and informs about depressive disorders on the Instagram account @insightme.id.



Figure 1. Life Stress Content That Causes Depression
Source: Instagram @insightme.id

This content was uploaded on October 03, 2024 with a total of 8 *content slides*. *Slide* is a term used in Instagram social media when an Instagram account uploads a lot of content in 1 *feed post*. One example of the information provided by the content regarding the pressures of life that can give rise to depression on the *second slide* is written:

"Losing a loved one makes you feel like no one understands you in this world anymore".

This content provides information about the life pressures experienced by individuals, which can trigger the emergence of depressive disorders.



Figure 2. Depression Two-Sided Content
Source: Instagram @insightme.id

This content was uploaded on October 6, 2024, explaining that depressive disorder does not only have one side but can be seen in two different sides such as opposite positive and negative sides. This content provides educational information about the image of individuals who are experiencing depressive disorders that may often be unnoticed because they look like normal individuals in general.



Figure 3. Which Depression Symptoms Do You Feel?
Source: Instagram @insightme.id

This content was uploaded on October 15, 2024 discussing the symptoms of depression that can be felt by individuals with depressive disorders. This content looks short and concise but seems to be trying to invite the reader to try to be aware of the feelings that the reader is feeling.



Figure 4. Content About Depression & Its Dangers
Source: Instagram @insightme.id

This content was uploaded on October 18, 2024 with a total of eight *slides*. One example of the second *slide* in this content is:

"Depression makes a person vulnerable to long-term stress and anxiety. Over time, a person chooses to hurt themselves to divert emotional pain."

This content discusses the dangers and impacts if someone experiences depressive disorder.

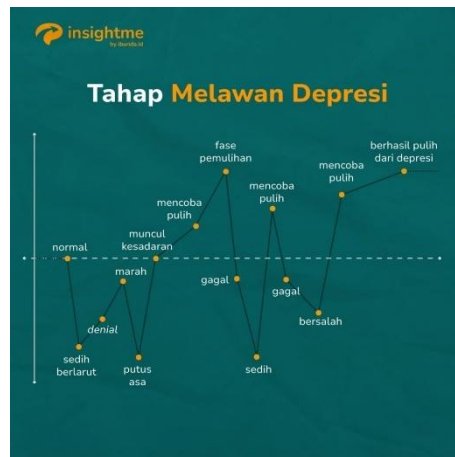


Figure 5. Stage Content Against Depression
Source: Instagram @insightme.id

This content was uploaded on October 20, 2024 with a total of three *content slides*. The content discussed in this upload is about the stages experienced if you experience a depressive disorder starting from the normal stage to the stage of successfully recovering from depression.



Figure 6. Content on Why Depression Makes You Down All the Time
Source: Instagram @insightme.id

Content uploaded on October 24, 2024. This content consists of eight *content slides*. Examples of narrative sentences from this content are:

"Unstable mood

The thought of no one understanding them makes someone with depression lose hope of recovery."

The content discussed is information and explanation about the causes of depressive disorders that can interfere with individuals' daily activities to carry out daily activities.

Narrative Analysis of Life Stress Content That Causes Depression

This content has six *slides* that inform about problems or causes that can cause depressive disorders in an individual. In this narrative divided into several *slides*, the Instagram account @insightme.id shares some of the problems that can cause depression in individuals. In the first slide, it is explained that the loss of a loved one can make an individual feel that no one else can understand about their perspective in this world. This explains that life problems due to grief, the loss of someone who has a close relationship or bond can trigger or give rise to depression.

Then continued with the third *slide* explaining that in addition to losing loved ones, physical health problems that do not heal can make an individual depressed and become a burden to others around. This narrative refers to the problems of individuals who experience pain for a long time and need others by their side but this becomes a negative feeling because of guilt towards themselves and others.

The fourth *slide* provides an explanation that the existence of hurt feelings that have not recovered in a person can be a trigger that makes it difficult for a person to rise from painful past memories so that this can also trigger depression.

On the fifth slide, it tells that job duties and responsibilities that are a workload can make an individual feel confined in continuous stress. Stress that is constantly felt by an individual can be the cause or trigger for someone to experience depression.

Furthermore, slides seven and eight provide content regarding information about the existence of *online* classes opened by @insightme.id for individuals in need and provide support to be able to rise from depression disorders or similar problems by participating in *online* classes held by the Instagram account @insightme.id.

The content presented on this *feed* succeeds in providing information about problems that can trigger depressive disorders and actively invites readers to take classes held. So, in addition to being an informational content, this content also has a persuasive narrative in the form of an invitation for readers to take part in *online* classes held by the Instagram account @insightme.id.

Two-Sided Content Narrative Analysis of Depression

In this content, an individual is shown divided into two parts with different details between the two sides. On the right side, it shows a normal individual but on the left side there is a drawing of graffiti next to the human and a gloomy face. Then it is equipped with words on each side. This content seeks to convey information about the existence of two sides that can be seen visually. The commonly known side of depressive disorder is a loss of interest in daily activities, feeling inferior and having no future, feeling sad and worthless. However, actually individuals with depressive disorders have another side such as those who try to look without the burden of life, smile and laugh as if everything is fine until they try to be productive even though it is difficult to be able to enjoy the process.

From this content, the researcher found that the narrative of depression content is made with short sentences that are easy to understand and supported by image visualization that is useful for providing educational information about things that can happen to individuals with depressive disorders and depressive disorders that can happen to anyone, even those who look fine on the outside but are actually in need of help and mental support.

Narrative Analysis of Which Symptoms of Depression Do You Feel?

In this content, the narrative starts from a large headline that is made like a question addressed to the readers. The question sentence is directed to which symptoms of depression are felt. The title of the content in the form of this question tries to invite readers to question what they are feeling right now. The content does not present long sentences, but it provides a visualization like a sign that has dots. Each point provides a brief statement or sentence about the emotions and feelings that are being felt such as *mood swings*, difficulty sleeping or excessive sleep, difficulty concentrating, feelings of anxiety, changes in appetite, shortness of breath, pain in certain parts of the body, emptiness in the middle of the crowd to prolonged feelings of sadness.

So that in addition to inviting readers to question the symptoms that may be being felt, this content also has a narrative that invites readers to be aware of their current state.

Content Narrative Analysis About Depression and Its Dangers

This depression content contains about depressive disorders and the dangers of depression itself. There are 8 *slides* consisting of one *large* title slide, followed by six *slides* that provide information about depression and its dangers. In the *second slide*, providing information about individuals who experience depressive disorders tends to be more prone to experiencing stress and anxiety over a longer period of time. If this continues to happen for a long period of time, then the individual may have the possibility of self-harm. Then in the third *slide* it is explained that an individual with depressive disorder can make a person lose interest, liking and feel weak such as powerless to do activities or activities. The impact will be fatigue and pressure to carry out activities every day. Continue with the fourth *slide* about people with depressive disorders tend to be indecisive about their goals in life, causing confusion about who they are and how to be able to go through the day. The *fifth slide* explains that depressive disorder makes an individual have a false foundation of beliefs in life and have difficulty being able to control negative emotions. Negative emotions in this content refer to negative feelings such as feeling worthless and incapable in carrying out responsibilities or tasks and daily activities so that an individual with depressive disorder always feels pessimistic about others towards themselves.

The *next slide* explains depressive disorders that can make a person have difficulty sleeping every day or for a long period of time. The sleep difficulties experienced have an impact on the body physically and mentally which makes physical illness and a feeling of not being strong enough to bear the burden emotionally.

The *seventh slide* provides a conclusion about depressive disorders that must be recovered to be able to make an individual live their days normally. The content on this *slide* also has an invitation to participate in *self-therapy* which is part of the Instagram account @insightme.id activity.

Finally, there is a *slide* as a conclusion and invitation that contains information about the @insightme.id online class made for *followers* who need professional support and assistance.

Overall, in this content, it provides a presentation about the causes of depression and the consequences that occur from depression itself. This content has a wider scope because it is not only used to provide information about depressive disorders, but this content is also used as a means to improve the self-image of the Instagram account @insightme.id which has concern for *followers* to be able to take *online* classes and *self-therapy* which is part of an event held by the Instagram account @insightme.id.

Narrative Analysis of the Stage Against Depression

This content discusses the stages of individuals against the depressive disorder experienced. In this uploaded content there are 3 *slides*. The *first slide* provides information about the stage of fighting depression with an illustration of a diagram with straight points in the middle giving the impression that there are two parts that need to be paid attention to by the reader. This content informs about the dynamics felt by individuals with depressive disorder that there are many stages that need to be experienced by people with depressive disorders to successfully recover from the disorder. It is interesting that this content provides a narrative in the form of a diagram that can describe the process of stages against depression. In the content, it is also found that even though a person has reached the recovery phase, the words failure and trying to recover are mentioned more than once, which emphasizes that this stage of fighting depression is not easy to pass. The narrative conveyed by this content is brief and clearly describes a stage. Then, the *second and third slides* of this content provide an opportunity for readers by providing information about *online* classes related to depression.

Content Narrative Analysis Why Depression Makes You Down All the Time

The first slide provides an overview of the next content that will be discussed, namely the reason why depressive disorders make an individual depressed for a long period of time. The second slide begins to provide information about brain functions that will undergo changes. In this content, information is obtained about changes in brain function that can make individuals with depressive disorders choose to avoid, ignore or even delay a problem or problem that is happening. Then the *third slide* provides information about unstable mood swings in people with depressive disorders due to negative thoughts such as the absence of people who can understand themselves and themselves so that people with depressive disorders often lose hope of recovery.

Furthermore, the *fourth slide* informs about the next reason, namely the emergence of a sense of worthlessness and pessimism about life so that it is difficult to think positively. Then on the *fifth slide*, it provides information about hormonal imbalances that occur in the body of individuals with depressive disorders so that it affects them emotionally. Furthermore, information about physical problems that can occur due to unstable emotions makes a person with depressive disorders experience a decrease in appetite and complicated sleep problems.

Furthermore, on the *seventh slide*, content was created to provide information about *the online* class opened by @insightme.id. The same is true for the content on the eighth slide which also provides information about *the online* classes provided but is accompanied by an invitation for readers to immediately get up from depression by getting *online classes* through the Instagram account @insightme.id.

Persuasive Communication Process of Life Stress Content That Leads to Depression

The narrative in this content uses various persuasive communication techniques, the first is the use of association techniques. In this technique, the message conveyed is linked to an event to attract the communicator's attention. The content on *the second to fifth slides* provides an overview of a situation or event in the narrative so that it can make the reader imagine about the situation. This content also uses reward and management techniques. The sentence used on the *seventh slide* is an invitation to recover from depression and this is an appeal that is part of the arrangement technique. Meanwhile, in the eighth content, it uses the reward technique because this content sentence tries to provide a guarantee of recovery from depression by providing an offer regarding the existence of *online classes* with professionals.

Persuasive Communication Process of Depression Two-Sided Content

In this uploaded content, there are no persuasive sentences because this content is made to provide information to readers about the two sides of depressive disorder that can be seen.

However, if an analysis is carried out on *the caption* on the content, there is a persuasive technique because there is an invitation to do the first step to struggling to recover from depression by taking *an online class* provided by @insightme.id.

Persuasive Communication Process Which Depression Symptoms Do You Feel?

In this uploaded content, it does not directly show the invitation sentence. However, if you look at the big title in the form of a question, the sentence is like giving a question to the reader to invite the reader to question and realize the symptoms of depression felt.

So that in this content, the persuasive technique used is an arrangement technique that provides an appeal to readers through sentences in the form of questions to realize the symptoms or circumstances that are being felt at the moment.

The Process of Persuasive Communication Content About Depression and Its Dangers

In this content, the narrative used explains the causes and effects that can occur when experiencing depressive disorders, then the last two *slides* focus on the invitation from communicator to communicator so that they can recover, can take *an online* class made by @insightme.id. The persuasive techniques used in this content are association, reward and arrangement techniques.

The association technique is used in the content sentences on *the second to fifth slides* because the narrative in the content sentence seeks to describe the events that occur if a depressive disorder occurs, then the sentence used is more like a sentence that gives a frightening picture of a depressive disorder.

Then, reward and arrangement techniques are used together on the last two *slides* of the content using sentences that emphasize that a person with depressive disorder can recover and can function normally again if they follow *self-therapy* activities carried out by the Instagram account @insightme.id through *online classes*.

The Persuasive Communication Process of the Stage Against Depression

In this content, the first slide is devoted to providing information about the stages of fighting depression. After that, the persuasive communication process is depicted on the narrative of the *second slide* content. In the content, @insightme.id uses an invitation sentence that a person can still learn to recover from depressive disorder which makes it a communication technique. Furthermore, on the third *slide*, there is a sentence that promises that a person can still recover from depression and an invitation to participate in online class activities. Through the narrative of *the three content slides*, it is known that they have used *persuasive communication techniques for rewards*.

Persuasive Communication Process Content Reasons Depression Makes You Slump All the Time

This content uses persuasive communication techniques because in every sentence that is made to describe the reason for depression that makes a person down, using sentences that describe a condition or situation such as a state of change in brain function, then an unstable mood or physical problem. All of these are a description of a situation.

Then on the seventh *slide*, the persuasive technique of arrangement is used again by using sentences that have an emotional appeal. Finally, on *slide* eight, the reward persuasive technique is used which aims to invite readers or *followers* to take online classes.

CONCLUSION

Based on the research findings, it can be concluded that the *Instagram* account @insightme.id effectively utilizes informative and persuasive narratives to address issues related to depression. Each content piece provides comprehensive information, ranging from triggers of depression, an overview of the disorder, symptoms experienced by individuals, to the potential dangers and the complete depression cycle. The empathetic and supportive tone embedded within the content strengthens its impact, encouraging readers to relate and engage emotionally. Analysis of six selected posts reveals that the dominant persuasive communication technique applied is the *system technique*, which effectively structures the content to inform, educate, and emotionally influence the audience, thereby encouraging active participation in programs or initiatives from @insightme.id. This research contributes theoretically by enriching the discourse in communication studies, particularly in narrative analysis on digital platforms, and practically by suggesting that @insightme.id continues to innovate by incorporating other persuasive techniques, such as *integration techniques* that use inclusive language like "we" or "us," to foster a stronger sense of community. For future

studies, it is recommended to apply quantitative methods to measure the effectiveness of these narratives on audience engagement and awareness levels, ensuring the strategies employed can be validated and optimized for broader mental health education campaigns.

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