

## **CHAPTER V**

### **CLOSING**

#### **5.1 Conclusion**

Based on the results of the campaign and data analysis, the Tilik Jiwa campaign has successfully met the four objectives that were set. These achievements are divided into indicators of awareness, knowledge, attitude, and behavioral change in the community. The target audience was focused on the Semarang area, specifically the Banyumanik and Tembalang districts, with an age range of 18-25 years. The campaign strategy was designed in a structured and efficient manner, with relevant messages and the use of appropriate media and communication methods, proving that it was able to effectively reach the target audience. The use of the Instagram digital platform as one of the media tools also played an important role in delivering the campaign's message to the target audience. The digital platform in this campaign contributed as a means of disseminating information, building audience engagement, and strengthening the campaign's impact on the target audience.

The first objective designed in this campaign was to increase awareness. The Tilik Jiwa campaign succeeded in raising audience awareness of mental health screening services from 9,92% to 97,71%. This increase shows that the strategies used to distribute messages through social media, collaboration with media partners, and offline activations such as Tilik Jiwa: Inside Out Your Mind and Tilik Jiwa: Sapa Masyarakat have been successful in expanding the reach of information to audience segments while also bringing audiences to the initial cognitive stage in the hierarchy of effects, namely awareness of mental health screening services.

The second objective was to improve the knowledge indicator. From the audience's previous knowledge level of 6,50%, the Tilik Jiwa campaign was able to increase it to 95,83%. This percentage indicates that during the campaign, the material on mental health screening services was conveyed well so that the audience segment could easily understand the information presented.

This indicator also reflects the cognitive learning phase, where the audience not only knew about the existence of mental health screening services but also understood their benefits and procedures.

In the third objective, namely attitude, the Tilik Jiwa campaign has also achieved its predetermined goals. In the pre-survey, the percentage of people who were afraid to undergo mental health screening due to negative stigma imposed by society was 85,6%. After the Tilik Jiwa campaign, this percentage successfully dropped to 12,3%. This decrease in fear of negative stigma shows that the communication approach strategy used was appropriate, as it was able to provide a positive framing of mental health issues while encouraging the audience to view mental health screening services as a very normal and important preventive measure. This change represents the affective stage, where the campaign message has successfully shaped the attitudes and perceptions of the audience.

In the final objective, behavioral change, before the Tilik Jiwa campaign, only 5.1% of the community, or 12 people, participated in mental health screening services. Currently, the number of people who have undergone mental health screening stands at 36%, or 86 people. This figure represents a significant increase in behavioral conversion compared to the initial conditions. This reinforces the success of the Tilik Jiwa campaign, which has not only been effective at the cognitive and affective levels but also at the final stage audience action.

## **5.2 Suggestion**

### **5.2.1 Suggestion for Future Campaign**

For upcoming campaigns focusing on mental health, here are some suggestions based on the experience of the Tilik Jiwa campaign, which we hope will be helpful for similar campaigns in the future.

#### **1. Optimizing *peer influence* and community**

Since the target audience for this campaign is aged 18-25, the Tilik Jiwa campaign found that this age group tends to be influenced by recommendations from peers and communities. Therefore, future campaigns are advised to collaborate with youth organizations,

student communities, and other relevant communities. A community-based approach can easily increase the credibility of the campaign.

## **2. Communication Platforms**

Although the Tilik Jiwa Instagram campaign proved to be effective as the main platform, dependence on a single platform has the potential to limit audience reach. Future campaigns are advised to utilize other platforms such as TikTok, WhatsApp, and other social media platforms. In addition, interactive content such as polls, quizzes, stories about experiences, and question-and-answer sessions are very helpful in increasing audience engagement and interest in the campaign.

## **3. The usage of written promotion in the media**

Previously, the Tilik Jiwa campaign promoted events using digital and physical posters. The posters did not explicitly mention the quota restrictions, so many interested audiences were unable to participate in the events. For future campaigns, it is recommended to provide clear written information so that audiences can anticipate the registration period.

### **5.2.2 Suggestion for Dinas Kesehatan Kota Semarang**

Based on the results of the campaign evaluation, here are some suggestions that Dinas Kesehatan Kota Semarang can consider for future program development.

#### **1. Developing sustainable mental health innovation programs**

Currently, the innovation programs run by Dinas Kesehatan Kota Semarang still tend to focus on physical health. Given the increase in mental health cases in the community, there is a need for the development of sustainable and integrated innovation programs by the Dinas Kesehatan Kota Semarang. These programs can take the form of preventive education or the integration of mental health screening services into community spaces. The hope is that with

these sustainable programs, mental health issues can become a priority alongside physical health.

## **2. Optimizing mental health education content on social media**

The Dinas Kesehatan Kota Semarang has a large number of followers on social media, especially Instagram. However, most of the content posted still focuses on physical health. Therefore, it is necessary to optimize educational content related to mental health that is delivered consistently and on a regular basis.

## **3. Adjusting media, location, and cross-sector collaboration to reach young people or migrants**

In reaching out to the younger generation, the program approach needs to be tailored to the characteristics of their activity spaces. Programs can be implemented on campuses or in public spaces that are frequently visited by productive age groups. The format of activities can also be adjusted, for example by holding workshops, sharing sessions, or experience-based approaches that are more effective than one-way counseling. In addition, cross-sector collaboration can also help expand the reach of the program.

## **4. Increasing the capacity of mental health workers**

The Dinas Kesehatan Kota Semarang is advised to increase the capacity of professionals who directly handle mental health issues at community health centers (Puskesmas). The presence of professionals who are competent in the field of mental health is very important in providing counseling services and initial treatment for individuals experiencing mental health disorders.