

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Good mental health is one of the important aspects to pay attention to besides physical health because mental health plays a crucial role as a pillar of overall well-being for a person's emotions and psyche (Budiyanto, 2025). Mental health is a condition in which a person's mind or feelings are in a state of peace and calm, allowing them to enjoy daily life. Disturbances in a person's mind or feelings are issues that create what is known as mental health problems (Siloam Hospitals Medical Team, 2024). Mental health problems today have become a crucial issue that requires serious attention (Ministry of Health, 2024). The high rates of depression in Indonesia even contribute to the increasing cases of suicide. Data from the Directorate General of Public Health, Ministry of Health of the Republic of Indonesia (2024) shows that 16.4% of the population over the age of 15 are at risk of experiencing mental health problems. In fact, these figures do not fully reflect the actual situation, considering that there are still many mental health cases that go unreported. Several incidents indicate how serious this issue has become, such as the suicide of a female student on October 28, 2025 (Riza, 2025). Additionally, the suicide of a University of Udayana student on October 15, 2025, further underscores how serious this problem is (Poerwoto, 2025).

The high number of mental health cases in Indonesia demands the availability of services that can provide solutions. However, as of May 2025, Indonesia only has around 3,059 active mental health professionals, indicating that in terms of quantity, these professionals are not yet sufficient to meet the needs (Afriyanti et al., 2025). With this number of mental health workers, the Indonesian government is making efforts to provide solutions. One of the solutions provided by the Indonesian government is the launch of mental health screening services available in every Puskesmas since 2022 (Nasution, 2025). Mental health screening is a way to assess mental health at an early stage. Mental health screening is carried out by answering questions that will be

provided, and the answers will help determine a person's mental condition (MedlinePlus). In each region of Indonesia, mental health screening services are coordinated by the Ministry of Health with the health offices of each region, including Dinas Kesehatan Kota Semarang.

As the authority responsible for health issues, including mental health, Dinas Kesehatan Kota Semarang regularly collects data on all mental health screening services at every Puskesmas in Semarang. From those data, it was found that in two sub-districts, Banyumanik and Tembalang, there are the following problems:

1. Two community health centers (Puskesmas) in Banyumanik District, namely Puskesmas Ngesrep and Puskesmas Pudukpayung, recorded that the number of people using mental health screening services is still at zero. This is very unfortunate considering that Banyumanik District has a fairly large population of 143,746 people (Datakelurahansemarang).
2. Tembalang District shows a high number of mental health cases, evidenced by 357 cases during the period from January to September 2025, as detected by Dinas Kesehatan Kota Semarang

This condition occurs amid the challenges faced by Dinas Kesehatan Semarang in reaching the community, particularly in the Tembalang district, which is dominated by incoming residents such as students and workers. This situation highlights issues with public awareness, knowledge, and participation in mental health screening services.

This issue can be proven by the answers obtained from a survey conducted from October 27 to November 9, 2025, among residents of Banyumanik and Tembalang subdistricts, with a total of 236 respondents. From the questions asked, it was found that the level of public awareness of the availability of mental health screening services was still quite low, at 12.08%. This is evidenced by several questions that can measure the level of awareness. In Figure 1, there is a question, “How familiar are you with the term ‘mental health screening?’” which can be answered on a scale of 1 (not familiar) to 5 (very familiar).

Figure 1.1 Familiarity of Banyumanik and Tembalang communities with term of Mental Health Screening.



In addition, awareness is also measured through several other questions as shown in Figures 1.2, 1.3, and 1.4. The question in Figure 1.2 is “In my opinion, mental health screening is important to do,” followed by Figure 1.3, which contains the question “In my opinion, mental health screening can help with the early detection of mental health disorders,” and the last question, in Figure 1.4, is “Do you know that Puskesmas in your sub-district offers mental health screening services?” From those four questions measured by the scale, it can be proven that the awareness of the people of Banyumanik and Tembalang regarding Mental Health Screening Services is still quite low and requires effective strategies to increase public awareness.

Figure 1.2 Awareness of the importance of mental health screening



Figure 1.3 Mental Health Screening as a Means of Early Detection of Mental Health Disorders.

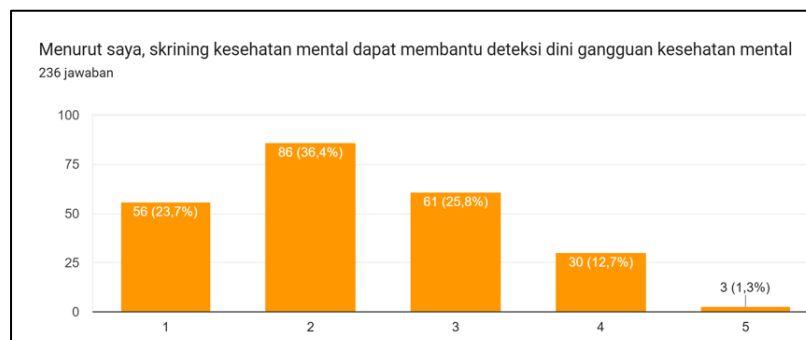
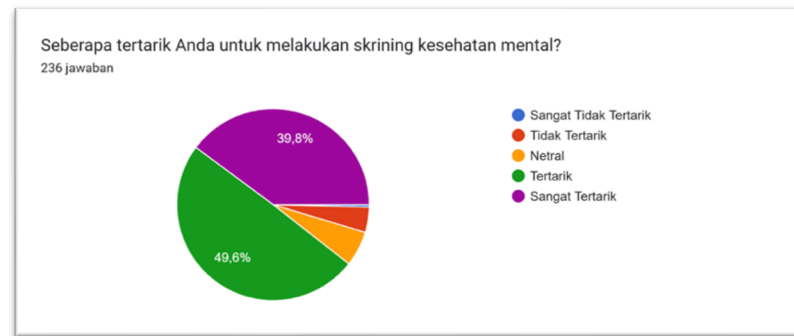


Figure 1.4 *Public knowledge about the availability of mental health screening services at Puskesmas.*



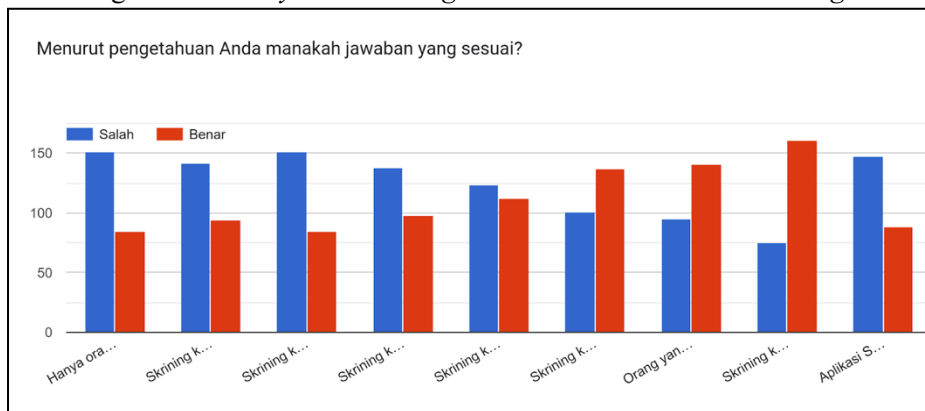
This is unfortunate, because the survey also found that 94 respondents (39.8%) answered that they were very interested and 117 respondents (49.6%) were interested in undergoing mental screening, as shown in Figure 1.5.

Figure 1.5 *Level of public interest in mental health screening*



Based on this data, it can be seen that public interest in mental health screening services is actually quite high. However, this is not matched by adequate knowledge about mental health screening services. This is confirmed by the knowledge level of 236 respondents, which was on 49.52% based on the results of 9 true-false questions shown in the following figure:

Figure 1.6 *Survey on Knowledge about Mental Health Screening*



1. *Only people with severe disorders need mental health screening*
2. *Mental health screening can be done at community health centers (Puskesmas)*
3. *Mental health screening can be done every day*
4. *Mental health screening can only be done in hospitals*
5. *Mental health screening can be done using a simple questionnaire*
6. *Mental health screening can only be conducted on adults ( $\geq 18$  years old)*
7. *People who are at risk based on screening results should be referred for further examination*
8. *Mental health screening at community health centers is paid*
9. *The SULTAN application can be used by the public to conduct mental health screening online*

The level of awareness and knowledge about mental health screening services is still low, which can impact participatory behavior in the community. This is evidenced by data recorded from 2 community health centers in Banyumanik District, where the participation rate is still at 0. After conducting a further survey to find out why the community has not undergone mental health screening, in response to the question "What is the main barrier you might face in undergoing mental health screening?", it was found that fear of receiving negative stigma from the community was confirmed by 137 respondents (58.1%) as the main reason, as shown in Figure 1.7.

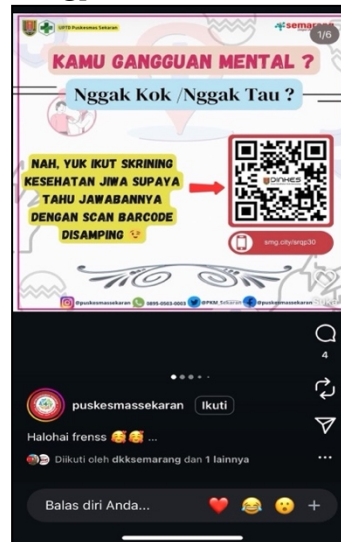
Figure 1.7 Survey on Barriers to Conducting Mental Health Screening



Looking at the trends and needs from the respondent data, this condition aligns with field findings from Puskesmas services side, which only carry out one form of communication, namely poster publication on social media, even

though the reach is still very limited and has not yet covered the entire community.

Figure 1.8 Publication of mental health screening service posters on Instagram @puskesmassekarang



Based on this data, Dinas Kesehatan Kota Semarang needs a communication strategy that can help increase awareness, knowledge, public participation, and reduce negative stigma in two main areas that require special attention; Banyumanik District and Tembalang District. By selecting these two areas, it is hoped that the approaches and strategies implemented can provide optimal results in increasing awareness, knowledge, and participation in mental health screening services, reducing negative stigma, and even preventing or reducing mental health cases in Semarang.

## 1.2 Problem Statement

Mental health is an important aspect of individual well-being. Everyone has the right to receive help to avoid mental health problems, but this is often not a priority. According to data from Dinas Kesehatan Kota Semarang, from January to September 2025, cases of mental health disorders in Semarang City remained high, particularly in Tembalang District, with 357 cases, and low participation in mental health screening services in Banyumanik District, necessitating serious attention.

Dinas Kesehatan Kota Semarang plays an important role in providing information and education related to mental health screening services for the community in Banyumanik and Tembalang subdistricts. However, this role has

not been optimally carried out, so that information related to mental health screening services has not been able to reach the community effectively. This condition is evidenced by the results of a public survey conducted on 236 respondents who are residents of Banyumanik and Tembalang districts. The results show that:

- Only 12,08% of respondents were aware of the mental health screening services provided by Dinas Kesehatan Kota Semarang at Puskesmas.
- The level of public knowledge about mental health screening services remains low at 49.52%.
- The barriers to participating in mental health screening services that still exist among the public are 58,1% due to negative stigma.
- Only 5,1% (12 respondents) out of 236 respondents had ever undergone mental health screening. This is supported by the fact that public participation in mental health screening services at Puskesmas Ngesrep and Pudukpayung is still at 0 participants.

Based on this data, it can be interpreted that the community does not yet fully understand the importance of mental health screening services provided by Dinas Kesehatan Kota Semarang. Therefore, this campaign was developed using integrated, creative, and relevant communication strategies so that Dinas Kesehatan Kota Semarang can once again increase Awareness, Knowledge, Attitude (Stigma), and Behavioral Change (Participatory Behavior) among the communities of Banyumanik and Tembalang subdistricts.

### 1.3 Situation Analysis

#### 1.3.1 SWOT Analysis

Table 1.1 *SWOT Analysis*

<i>Strength</i>	<i>Weakness</i>
<ul style="list-style-type: none"> <li>- Dinas Kesehatan Kota Semarang has provided mental health screening services at community health centers that are accessible to the general public free of charge.</li> <li>- It has professionals in the field of P2P, especially mental health, so it is able to provide credible services that meet standards.</li> <li>- It has 91.5k Instagram followers, which can be used as the main platform</li> </ul>	<ul style="list-style-type: none"> <li>- Only 12,08% (29 respondents) were aware of the mental health screening services provided by Dinas Kesehatan Kota Semarang at Puskesmas.</li> <li>- The level of public knowledge about mental health and mental health screening services is still low, at 49,52%.</li> <li>- The level of negative stigma that hinders public participation in mental health screening is still moderate at</li> </ul>

considering that the majority of the 236 respondents use Instagram in their daily lives.	58,1%. - Only 12 respondents (5,1%) out of 236 respondents had ever undergone mental health screening. This is supported by the fact that public participation in mental health screening services at Puskesmas Ngesrep and Pudukpayung is still 0.
<b><i>Opportunities</i></b>	<b><i>Threat</i></b>
<ul style="list-style-type: none"> <li>- The public, especially the younger generation, is becoming more open-minded about mental health issues.</li> <li>- Technological developments are expanding access to and promoting mental health screening services.</li> </ul>	<ul style="list-style-type: none"> <li>- Public concern about negative stigma and being ostracized by others if diagnosed with a mental disorder.</li> <li>- Public perception that mental health screening services are costly.</li> <li>- Many people are unaware of the locations or facilities at Puskesmas that provide mental health screening services</li> </ul>

### 1.3.2 PEST Analysis

#### a. Politic

In terms of politics, government support for mental health issues has increased with the enactment of national policies that promote mental health and prevent mental disorders, as stipulated in Law No. 18 of 2014 on Mental Health, which is reinforced by the 2020–2024 National Mental Health Action Plan (dpr.go.id). The Ministry of Health also recommends that mental health screening be conducted at least once a year for all community groups, from children to the elderly, and also guarantees that mental health screening services are accessible to the community at Puskesmas throughout the country, both in large cities and in regional health centers, including in the city of Semarang. However, government program priorities often change according to political dynamics, putting the sustainability of mental health campaigns at risk of being hindered.

#### b. Economic

In economic terms, the government's limited budget for mental health promotion is an obstacle because physical issues such as immunization and infectious diseases receive a larger share of funding. The health budget in the 2023 State Budget is Rp178.7 trillion, the majority of which is still prioritized for infectious and physical

diseases (Kementerian Keuangan, 2023). On the other hand, the budget allocated for mental health is still limited to around 1% of the total health budget (berkas.dpr.go.id). This is also supported by the declining economic conditions of the community, which means that mental health is not a top priority compared to daily needs. However, the availability of free mental screening services at Puskesmas is actually a strategic opportunity, as the community can access these services without being burdened by costs.

#### **c. Social**

In social aspects, mental health issues are slowly becoming less taboo to discuss in society, especially among young people. Scientific articles on mental health have increased significantly from 2020 to 2023 (Qurniyawati, 2025). Many social communities have started discussing topics related to mental health, both on social media and through direct campaigns to the public (Radius, 2020). This phenomenon has encouraged various institutions, both government and community-based, to be more active in educating and providing services related to mental health. Dinas Kesehatan Kota Semarang, through Puskesmas, provides mental health screening services that are accessible to all levels of society as tangible support from the government in creating a space for people to recognize and check their mental health. However, there are still many individuals who are reluctant to participate or seek professional help because they fear negative stigma, such as being labeled as crazy or considered to have serious mental health problems in the community.

#### **d. Technology**

The development of digital technology in society is growing rapidly. This is marked by the large number of public services that can be carried out online, including mental health screening services. Besides that at Puskesmas, mental health screening services have been implemented through the ESEMKA (Elektronik Mental Health Screening) system, which allows forms to be filled out without having

to use conventional paper. Additionally, Dinas Kesehatan Kota Semarang has launched the SULTAN (Health Consultation) application to detect mental health issues early on, which can be downloaded from the official website of Dinas Kesehatan Kota Semarang. However, this application is still undergoing frequent improvements and adjustments to keep pace with the rapid advancements in technology.

### 1.3.3 Competitor Analysis

In social marketing, competitors can include factors that hinder the desired behavioral change. A survey of 236 respondents asking about the main barriers to mental health screening showed the results as seen in the following graph:

Figure 1.9 Survey on barriers to mental health screening



From the graph above, it can be concluded that there are three main obstacles most commonly experienced by the public in undergoing mental health screening, namely “Fear of negative stigma from the community” (58.1%), “Not knowing where to go” (48.3%), and “High costs” (43.2%).

Table 1.2 Competitor Analysis

Types of Barriers	Description	Strategies to address and mitigate the identified barriers
Social Stigma	The public's concern about the negative stigma attached to people around them if they are diagnosed with mental health problems.	Transforming public perceptions and normalizing mental health issues.

Cost Perception	Many people still believe that mental health checkups are expensive.	Information education about mental health screening services.
Lack of Information	Most people do not know where to go for mental health screening.	Improved access to information.

### 1.3.4 Publics

#### a. Geography

- The Semarang City area consists of 16 districts (Gunungpati, Banyumanik, Mijen, Tugu, Ngaliyan, Gayamsari, Pedurungan, Genuk, Tembalang, Gajahmungkur, Candisari, West Semarang, South Semarang, East Semarang, North Semarang, Central Semarang).

#### b. Demography

- Gender : Male and Female
- Age : Starting from age 7 with no maximum age limit

#### c. Psychography

- The community is concerned about mental health issues and is critical of related issues but still faces obstacles such as negative stigma and difficulties in access.
- The younger generation is tech-savvy and active on social media, and they tend to be focused and prefer activities that can provide direct experiences.
- The older generation has influence in the community and actively participates in society

#### d. Behavioral

- Many people are not aware of the free mental health screening services available at Puskesmas.
- There is negative stigma and fear among the public about learning their own mental health condition.
- They actively seek information and mental health support online before deciding to use professional services.

- Society is still in the contemplation stage, characterized by an interest in considering mental health screening, but not yet actively participating in mental health screening services.

### **1.3.5 Target**

#### ***A. Primary Target :***

Individuals aged 18-25 years old residing in Banyumanik and Tembalang subdistricts, Semarang City. With the main characteristics active university students.

#### ***B. Secondary Target :***

Individuals aged 18-25 years in Banyumanik and Tembalang subdistricts, Semarang City. With the main characteristics of being early workers, fresh graduates, freelancers, or other professions. As well as the young generation of Semarang City who are active on social media and actively seek information about mental health.

## **1.4 Purpose**

### **1.4.1 Goals**

This campaign is designed to raise awareness about the availability of mental health screening services provided by Dinas Kesehatan Kota Semarang at every Puskesmas, referring to the results of an initial survey that showed a relatively high percentage of the public were still unaware of the locations and availability of these services. The campaign is also intended to increase public knowledge regarding mental health screening services, with a focus on efforts to reduce the percentage of negative stigma in society toward mental health issues, which continues to be a major barrier to accessing mental health screening services. Additionally, the campaign aims to encourage behavioral change by increasing public participation in mental health screening services through various educational and participatory activities.

### **1.4.2 Objective**

To achieve the goals above, this campaign will carry out all of its activities over a period of four months, starting from December 2025 to March 2026. It is equipped with the following objectives:

**a. Awareness**

Increasing awareness of the availability of mental health screening services from 12.08% (29 people) to 60% (142 people).

**b. Knowledge**

Increasing knowledge about mental health screening services from the previous public survey results of 49.52% to 68%.

**c. Attitude**

Reducing the level of negative stigma that hinders community participation in mental health screening from 58.1% to 42%.

**d. Behavioral Change**

Encouraging changes in community behavior to undergo mental health screening at least 14% (33 people) from the previous number 5.1% (12 people).

The targets set for each of the above objectives are based on benchmarking and realistic campaign considerations drawn from previous health campaign studies, which indicate that increases in awareness typically range from 25% to over 60%, and even 100%, depending on the intensity and strategy of the campaign. Taking this empirical range into account, and adjusting for reach, target audience, campaign duration, and the media plan we will use, the figure of 60% was selected as it remains within a realistic upper limit while still being achievable. Additionally, setting awareness as the highest target aligns with the Hierarchy of Effects Model, where awareness represents the initial stage with the broadest reach. As audience engagement increases through the stages of knowledge, attitude, and behavior, the audience size logically decreases. The target figures for knowledge, attitude, and behavioral change are set to decrease because not all individuals exposed to the campaign and made aware will progress to the next stage. This is also supported by health communication literature, which indicates that there is no fixed conversion rate but rather a decline at each stage.

## **1.5 Conceptual Framework**

### **1.5.1 Social Marketing**

Social Marketing is a strategic approach used to encourage voluntary behavior change for the benefit of individuals and society. The Social Marketing approach is implemented by the government, non-governmental organizations, and various parties in efforts to improve health, prevent disease, reduce accidents or criminal acts, and foster environmental responsibility. By utilizing marketing principles and techniques such as market segmentation, consumer research, direct communication, incentives, and exchange theory, social marketing focuses on efforts to change human behavior to achieve social goals that benefit individuals, society, and the environment. Social Marketing is not only focused on sales or promotion aspects but is a process aimed at influencing behavior through strategy based on theory and research results. This approach involves psychology, sociology, and communication in order to create effective and sustainable social interventions (Eagle et al., 2013).

### **1.5.2 Marketing Mix**

The marketing mix is a strategy of blending marketing elements or components to achieve optimal results (Sundari & Hanafi, 2023). The four elements included in the marketing mix are known as the 4Ps (Product, Price, Place, and Promotion).

#### **A. Product**

Product is the most fundamental marketing mix tool and is one of the aspects that companies need to pay attention to. If the product mix is managed well, the company can attract consumers to visit and make purchase transactions. An optimal product mix will have a positive impact on the company, allowing the set targets and goals to be achieved (Ulandari, 2023). In commercial marketing, the product initially refers to something tangible, and then it evolved into services. Kotler and Zaltman explain that products can take various forms and services that can be accepted to support social

objectives. Therefore, social marketing today views behavioral change itself as a product, even though it does not have a physical form (Eagle et al., 2013).

According to Kotler and Keller (2021), there are three levels of a product, namely the core, actual, and augmented product.

*1. Core Product*

The core product is the primary benefit sought from the promoted behavior. In mental health screening activities, core products include individual understanding of their mental health condition, a sense of security once individuals understand their mental state, peace of mind after understanding their psychological concerns, and self-awareness that enables individuals to better recognize signs of stress or anxiety.

*2. Actual Product*

The actual product is the tangible form of the product or service being offered. In the context of mental health screening services, the actual product refers to the act of the individual doing the mental health screening.

*3. Augmented Product*

The Augmented Product is the added value or supplementary element that accompanies and supports the actual product in the process of behavioral adoption and helps reduce any barriers that may arise. In mental health screening, the augmented product includes mental health screening services itself that involves barcode-based screening questionnaires using the PHQ-4 as the screening instrument and individual's psychological condition assessment

***B. Promotion***

Promotion is a part of marketing activities aimed at influencing buyers or potential buyers to maintain consumer loyalty toward products produced by the company. The role of promotion

as a form of communication is to convince potential consumers about the products or services offered (Radji & Kasim, 2020). The concept of promotion in social marketing is essentially similar to commercial marketing, encompassing activities such as advertising, personal selling, public relations, and sales promotion. However, in the social context, the form of promotion has now evolved to include direct marketing, social media, and various other new technologies. Promotion aims to convey messages that can influence awareness, attitudes, and target audiences to be willing to change behavior according to the expected social goals (Eagle et al., 2013).

In this campaign, the promotion element includes the development of a key message as the core message to be communicated, which is: 'Lelah Mental itu Wajar, Berani Periksa Diri itu Hebat.' Considering the high public concern about negative stigma related to mental health, this message emphasizes that feeling mentally exhausted is normal and a natural part of life, so it should not be feared or seen as taboo. The message also highlights that taking action through mental health screening is a courageous step and a form of responsibility for one's well-being. It is hoped that this will support Dinas Kesehatan Kota Semarang mission to improve the equity and quality of services, while also aligning with their efforts to promote early detection of mental health disorders through screening activities.

Table 1.3 Messages for each Stages of Changes

Pre Contemplation	<p>At this stage, the target audience is not yet aware of the importance of mental health and does not feel that it is relevant to them. This stage focuses on raising awareness of one's own mental condition while introducing the availability of mental health screening services at Puskesmas</p> <p>Message : “Merasa lelah, stres, dan pusing karena banyak pikiran? Tenang, ini hal yang manusiawi, tapi jangan diabaikan! Kesehatan mentalmu sama pentingnya dengan kesehatan fisik,”</p>
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Contemplation	At this stage, the target audience begins to realize the importance of recognizing their own mental state. At this stage, the communication message encourages the audience to reflect on their mental state and begin to consider mental health screening.
	Message : “Bila rasa lelah datang secara terus menerus, saatnya berhenti sejenak dan merefleksikan keadaan dirimu!”
Preparation	At this stage, the audience shows readiness to start adopting the behavior, but still needs further explanation. Messages are directed at providing information about mental health screening services.
	Message : “Mau mencoba memahami kondisi dirimu tapi bingung mulai dari mana? Layanan skrining kesehatan mental sudah tersedia di puskesmas terdekat sebagai langkah awal kecil dengan dampak yang besar.”
Action	This stage is marked by audiences who have begun to make changes. This phase is aimed at maintaining the behaviors that have been formed by continuing to provide information about mental health screening services, CTAs, and ongoing support.
	Message : “Lelah itu wajar, periksa diri itu hebat! Yuk, lakukan skrining kesehatan mental di puskesmas terdekat!”

### C. Price

. In this campaign, the model used is the PESO model (Paid, Earned, Shared, Owned) so that all media used can be well integrated, ensuring the message delivered remains consistent. In social marketing, price does not only cover financial costs, but also various forms of non-material sacrifices such as money costs, opportunity costs, energy costs, and psychic costs. Other non-material sacrifices may include time, effort, love, power, prestige, pride, friendship, and abstinence that individuals give up in the process of behavior change. Thus, price in social marketing is part of the exchange process that needs to be considered when encouraging society to make behavior changes (Eagle et al., 2013).

The concept of cost in behavior change includes both entry costs and exit costs. Entry cost is the cost or barrier faced by someone before making a behavior change, whereas exit cost is the cost or barrier that makes people reluctant to leave old habits. The following are entry and exit costs in mental health screening.

Table 1.4 *Entry Cost dan Exit Cost*

Entry Cost	Exit Cost
<ul style="list-style-type: none"> <li>- The time and effort required to go to the screening location.</li> <li>- The fear or anxiety of finding out the mental condition experienced.</li> </ul>	<ul style="list-style-type: none"> <li>- The loss of a false sense of security due to avoiding discussions about mental health issues.</li> <li>- Worries about being judged by close ones regarding one's mental condition and losing social acceptance.</li> <li>- Pressure from society that considers mental health a taboo subject.</li> </ul>

**D. Place**

Place is an activity that seeks to ensure products are available and easily reachable by the target audience. Place relates to the distribution process, which is a series of interconnected activities aimed at making products ready for use (Ulandari, 2023). According to Kotler and Zaltman, the intangible nature of a product can be an obstacle, so a clear distribution channel is necessary for people to easily access the product and fulfill the element of place. Distribution channels are a series of parties or operational institutions that perform various functions to deliver products from sellers to buyers (Karundeng et al., 2018).

The places involved in this activity refer to public spaces where behavioral change occurs. These locations serve as key access points for the community to receive education, engage in comfortable discussions, and consider the decision to undergo mental health screening.

**1.5.3 Transtheoretical Model**

Based on the Transtheoretical Model of Behavior Change developed by James O. Prochaska and Carlo C. DiClemente (1983), behavior change is understood as a process involving individual development through several stages, known as stages of change. This concept shows that individual behavior change can move gradually from a state of not being ready to change to finally taking concrete action. Each stage has different characteristics;

1. Pre-Contemplation is the stage where individuals have no interest whatsoever in the desired change.
2. Contemplation is the stage where individuals begin to show interest in the behavior but have not yet taken concrete action to do so.
3. Preparation is the stage where individuals have the intention to take action and begin to seek information to start performing the behavior.
4. Action is the stage when individuals take steps to change their habits into new, desired habits.
5. Maintenance is the stage where individuals can maintain their newly adopted habits to prevent old behaviors from returning.

When linked to the findings in the pre-survey stage, the results show that the community is interested in mental health screening, but the level of participation is still relatively low. This condition shows that the majority of respondents are in the contemplation stage, which is the stage when individuals have realized the importance of a behavior but have not yet taken concrete action to do so (Krebs, et al.). Therefore, the communication messages conveyed in the campaign need to be designed to encourage the audience to move from the contemplation stage to the action stage.

Table 1.5 *Stages of Changes*

<p><b>Pre Contemplation</b></p>	<p>The target audience is still in the ignorant phase of the significance of mental health as a component of general health at this point. People at this stage typically do not see the need for mental health screenings because they do not believe that mental health is a problem that requires attention. They also do not think about doing anything because they lack access to information about mental health and are unaware of the screening services that are available. Additionally, people at this stage prefer to avoid mental health-related activities due to the strong negative stigma associated with mental health in society.</p>
<p><b>Contemplation</b></p>	<p>During this stage, the target audience is slowly coming to understand the importance of mental health. They are learning how their productivity, as well as their quality of life, can be influenced by their mental health. They are also learning about mental health screening programs that can be used to assess their mental well-being. However, they have not yet taken</p>

	any action to undergo the screening, as they are still at the consideration stage. Their decision-making is being influenced by their doubts, anxiety of the test results, as well as fears of social stigma in society.
<b>Preparation</b>	At this stage, the target audience has begun to show their readiness to undergo mental health screening. They have begun to seek further information regarding mental health screening. At this stage, people's attitudes towards mental health generally become positive as they begin to see it as an important preventive measure in the early detection of mental health conditions.
<b>Action</b>	At this stage, individuals have begun to take concrete actions to change their behavior. They have begun to actively use the mental health screening services provided to know their mental health conditions. All these activities show that people have become aware of the importance of maintaining their mental health.

## **1.6 Communication Strategy**

### **1.6.1 Communication Strategy**

#### **a. Communication Program for Increasing Awareness**

The program to increase awareness will be divided into six parts, and will be carried out using Educational Information Materials, Media Partners, User-Generated Content (UGC), Informative Content, Events, and Roadshows. The explanation for each program is as follows:

##### **1. Education Information Materials**

Materials regarding the definition, importance, and how to conduct mental health screenings will be explained in leaflets and posters, which will later be distributed to 7 Puskesmas in the Banyumanik and Tembalang districts, which are Puskesmas Spondol, Puskesmas Pudukpayung, Puskesmas Ngesrep, Puskesmas Padangsari, Puskesmas Bulusan, Puskesmas Rowosari, and Puskesmas Kedungmundu.

##### **2. Media Partner**

Collaboration will be carried out by Banyumanik and Tembalang districts to share information on how to access mental health screening services. This is done to achieve the

desired goal and strengthen the message credibility, which is to raise awareness among the community in these two areas.

### **3. User-Generated Partner (UGC)**

At the *Tilik Jiwa: Inside Out Your Mind* event, participants were encouraged to share photos of the activities they took part in during the event, presented as enjoyable activities. This was done to help spread information about mental health screening services.

### **4. Informative Content**

The official Instagram account @dkksemarang and the Instagram account @tilikjiwasemarang were used to share information about the availability of mental health screening services and the steps to access these services.

### **5. Event**

A series of mental health screening services provided by community health centers will be presented to the public through the *Tilik Jiwa: Inside Out Your Mind* event in a new form, using a warmer and more comfortable approach. This is done to increase awareness while also leaving a positive impression on the community.

### **6. Roadshow in public spaces**

*Tilik Jiwa: Sapa Masyarakat* will be held to disseminate information in public spaces in Banyumanik and Tembalang subdistricts so that information about mental health screening services can be widely and evenly distributed in the two subdistricts.

## **b. Communication Program for Increasing Knowledge**

Communication activities that will be carried out to increase the knowledge of the productive age community in Semarang regarding mental health screening services are divided into three categories, namely informative content, events, and roadshows in public spaces. The explanation of each activity is as follows:

### **1. Informative Content**

Promote mental health screening services at community health centers using the official Instagram account @dkksemarang and the Instagram account @tilikjiwasemarang to share educational content.

### **2. Event**

Information wall (providing all information on how to access mental health screening services at community health centers) at the *Tilik Jiwa: Inside Out Your Mind* event.

### **3. Roadshow in public spaces**

Interact with the community during roadshow activities to provide explanations about services through direct conversation and leaflets.

## **c. Communication Program for Reducing Stigma**

The communication program that will be implemented in this campaign to reduce the level of negative stigma, which hinders public participation in mental health screening, is as follows:

### **1. Roadshow in public spaces**

Explaining mental health screening services in the most understandable terms and tailoring them to the characteristics of the target audience allows mental health to be discussed naturally and not as a taboo subject.

### **2. User-Generated Content (UGC)**

Encouraging event participants to share documentation of their experiences at the *Tilik Jiwa: Inside Out Your Mind* event on social media to normalize mental health screening as an activity that does not need to be feared.

## **d. Communication Program for Behavioral Change**

The communication program to be carried out in this campaign to encourage behavior change for increased public participation in mental health screening is as follows:

### **1. Event**

A series of mental health screening activities using the standard PHQ-4 instrument. This event includes mental health screenings and interactive booths at the Tilik Jiwa: Inside Out Your Mind event, presented in a warm and comfortable approach to the public.

### **2. Event Activation**

The series of mental health screening events will include giving prizes to participants who attend the mental health screening services.

### **3. User-Generated Content (UGC)**

Encouraging event participants to share their photos or videos on social media during the Tilik Jiwa: Inside Out Your Mind event and normalizing mental health screening services among the community to attract a wider audience to participate in mental health screening.

## **1.6.2 Segmentation**

Dinas Kesehatan Kota Semarang continues to strive to expand the reach of its services to all layers of society, including the productive age group, students, university students, the elderly, vulnerable communities, as well as residents in areas that require affordable and quality health services. Proper segmentation is needed to achieve the campaign's goals effectively. Market segmentation can be carried out by distinguishing market segments based on four main variables, namely geographic, demographic, psychographic, and behavioral variables (Reken et al., 2024). Based on these four variables, this campaign is then further grouped as follows.

#### **a. Geography**

- Banyumanik and Tembalang District

#### **b. Demography**

- Gender : Male and Female
- Age : 18 – 25 years old

**c. Psychography**

- A community that is concerned about mental health issues and critical of related matters.
- Having an interest in using social media as a source of information or entertainment.
- Living daily routines with a high level of pressure or stress.

**d. Behavioral**

- Not aware of the availability of the free mental health screening services available at Puskesmas.
- Afraid of the negative stigma from society.
- Actively seeks information and mental health support online before deciding to use professional services.

**1.6.3 Positioning**

**1.6.3.1 Positioning**

Dinas Kesehatan Kota Semarang holds a position as a local government agency responsible for carrying out governmental affairs in the field of health in a reliable, responsive, and innovative manner. Not only provide health services to the people of Semarang City, but Dinas Kesehatan Kota Semarang also aims to be known as an institution that actively provides education, is open to collaboration, and is close to the community. As part of strategic planning, the goals and objectives of Dinas Kesehatan Kota Semarang development are set by referring to the vision and mission of the RPJMD, so that it can make a tangible contribution to the achievement of development in the health sector. The purpose of the 2021–2026 strategic plan is "To Improve the Quality and Equity of Health Services," which is elaborated through four main objectives: increasing access to affordable, quality, and equitable services, enhancing the capacity of health resources, empowering and increasing community independence, and improving the performance of regional service agencies." This

commitment emphasizes that Dinas Kesehatan strives to reach all layers of society without exception, both in city centers and peripheral areas. Dinas Kesehatan aims to be recognized as an active, approachable partner of the community who consistently advocates for equitable health services, contributing to the realization of Semarang City as a Healthy City. Therefore, mental health screening services are expected to strengthen the image of Dinas Kesehatan Kota Semarang as an institution that not only focuses on physical health but also cares about the mental health of the community, particularly among the productive-age population that forms the backbone of the city's development.

#### 1.6.4 Media Strategy

The use of media strategies is essential in any communication activity. This aims to ensure that the message or information intended to be conveyed reaches the target audience accurately according to the objectives to be achieved. In carrying out this campaign, the chosen media has been tailored to the characteristics of the target audience and the information to be conveyed to the people of Semarang City. The use of media strategies in this campaign aims to expand public awareness regarding mental health services provided by Dinas Kesehatan Kota Semarang, as well as to deepen the public's knowledge about mental health.

Table 1.6 *Media Strategy*

Media Type	Activity Description	KPI
<b>Public Relations</b>	Creating educational content about mental-health screening services for the Instagram account @tilikjiwa in collaboration with @dkksemarang.	Minimum of 14 collaborative posts on @tilikjiwa account and @dkksemarang.
	Expanding the reach of the campaign message through a strategy of collaborative publications with relevant community Instagram accounts, (puskesmas), and district offices.	Collaborating with a minimum of 5 media partners.
	Real-time publication of ongoing activities (roadshows and	Live report publications reaching a total of 1,000

	screening events) on the Instagram accounts @tilikjiwa and @dkksemarang.	views on both Instagram accounts.
	Post-event publication by participants on their personal social media platforms after completing the mental-health screening process to increase audience exposure to the service.	A minimum of 15 individuals upload documentation content from the mental health screening event on their social media.
<b>Advertising</b>	The placement of event posters in strategic public areas functions as a visual communication medium to enhance exposure to the mental health screening message and to guide the audience toward the event's registration link.	A minimum of 10 poster installation spots.
<b>Printed Materials</b>	Educational leaflets containing information on the purpose, benefits, procedures, and locations of the screening. These are distributed through Puskesmas and directly to the audience during roadshows/events.	100 leaflets distributed through Puskesmas, Roadshow, and Event.
<b>Personal Selling</b>	Roadshows for the public in public spaces, to provide education related to mental health screening.	Reach 100 audience.

## 1.7 Tactics

### 1.7.1 Program Activities

#### 1.7.1.1 Tilik Jiwa: Inside Out Your Mind (Mental Health Screening)

This free Mental Health Screening activity aims to provide early access for the community to recognize their mental health conditions. The activity uses validated standard instruments such as the PHQ-4, in the form of a digital questionnaire (via a QR code that directly links to an online form). Participants can immediately see their screening results and receive a brief consultation on-site with professionals such as psychologists, counselors, or mental health nurses. In addition to the Mental Health Screening activity, the event also includes:

- **Promotion through Poster**

Posters will be distributed in strategic areas of Banyumanik and Tembalang subdistricts as well as through digital platforms. The posters serve as a means to

attract attention and provide brief information about the event, including the date, venue, time, and benefits. With attractive visuals, the posters are expected to arouse curiosity and encourage the community to come and participate.

- **Interactive Booth**

Alongside the series of free mental health screening activities, the committee also provided a booth with a series of fun interactive activities. This booth was set up so that participants could express their feelings in a simple way, without pressure, and in a supportive atmosphere. Some of the activities available at the booth include:

**a. Post-It Wall “*How are you feeling today?*”**

Participants are invited to write their feelings on colorful post-it notes and then stick them on the provided board. This activity serves as a symbol that every feeling is valid to express, while also creating a collective visual of the participants' diverse emotions.

**b. “*Draw Your Feelings Today!*”**

The committee provides blank white paper where participants are free to draw to express their feelings. The resulting drawings can include emojis such as sad, happy, angry, or crying, giving participants a creative space.

**c. Coloring Therapy**

Coloring sheets with specific patterns are available and can be used as a form of relaxation therapy. This activity helps participants calm their minds while reducing stress in an easy and enjoyable way.

- ***Mood booster pack as an appreciation for the participants***

Every participant who takes part in the interactive booth will receive a small snack as a token of appreciation. This simple gift is hoped to provide a pleasant experience that makes participants feel valued and more interested in joining the main activities of this offline campaign.

With this series of activities, it is hoped to create an inclusive atmosphere that encourages the audience to be more open about their emotional well-being, while also raising awareness about the importance of maintaining mental health.

Table 1 7 *Tilik Jiwa: Inside Out Your Mind Rundown*

<b>Time</b>	<b>Details Of Activities</b>
07.30	Preparation and re-checking of event equipment
08.15 - 13.00	Opening of registration
08.30 - 13.00	Writing post-it notes <i>“How are you Feeling Today?”</i>
08.30 - 13.00	Sub-event <i>“Draw your Feelings Today!”</i>
08.30 - 13.00	Mental Health Screening
09.30 - 13.00	Distribution of mood booster packs to participants who have completed the screening
13.01 - 13.30	Event closing

**1.7.1.2 Tilik Jiwa: Sapa Masyarakat (Roadshow)**

Roadshow activities on mental health screening services were conducted directly in public spaces, neighborhood associations, campuses, and schools with the aim of raising public awareness about the importance of mental health screening services. The series of activities included:

- ***Mood Board or Expression Board***

The audience, located in places such as universities, schools, and public spaces, were asked to express their

feelings in a lighthearted and fun way by attaching emojis that represented their emotional state at that moment.

- **Distribution of Informational Leaflets**

Leaflets were distributed to audiences in every public space to promote mental health screening services at community health centers so that the public could continue to undergo regular checkups. These informative leaflets were also distributed to all community health centers in Semarang as an effort to introduce mental health screening services to the public and inform them of the availability of mental health screening services that can be accessed at all puskesmas in the city of Semarang.

- **Socialization of Mental Health Screening Services**

Socialization to the audience regarding the availability of mental health screening services. This socialization activity will be carried out in public spaces.

Table 1.8 *Tilik Jiwa: Sapa Masyarakat*

Location	Audiences Characteristics	Activity Type	Targeted number of Audiences
Public Activity Area 1. CFD Sikatak 2. Taman Tirto Agung	General public, including local residents, incoming students, across all age groups.	Moodboard completion and leaflet distribution	10 people in each area exposed to the information
Tembalang and Banyumanik café areas 1. Tomoro Ngesrep 2. Hoop 3. Parjo Klentengs ari 4. Parjo Mulawarman 5. Ka.Ma 6. Palette 7. ON7	University students, early workers, fresh graduates, freelancer, etc	Socialization about mental health screening service, moodboard completion, and leaflet distribution	10 people in each area exposed to the information

### 1.7.1.3 Instagram @dkksemarang dan @tilikjwasemarang

As an effort to increase brand awareness regarding the availability of mental health screening services and to enhance public knowledge about mental health, as well as to strengthen audience engagement with this topic, this activity will be supported through an online campaign on social media, particularly Instagram. Content will be uploaded through the @tilikjwasemarang account in collaboration with the official @dkksemarang account.

The campaign will include carousel posts, single posts, reels, and interactive stories that can quickly capture the audience's attention. Interactive features available, such as polls, countdowns, and Q&A on Instagram stories, can increase engagement with the audience while providing an opportunity for the target audience to interact directly. Instagram also supports more specific audience targeting through the use of hashtags. Through this strategy, it is expected that the campaign message can be effectively conveyed to the public, as well as enhance knowledge and engagement regarding mental health issues in Semarang City.

### 1.7.2 Strategy Matrix and Tactical Steps

In an effort to achieve the planned objectives, this campaign implements a series of strategies and tactical steps that can convey the message about the importance of mental health screening services to the public. Through an integrated combination of approaches, it is hoped that each objective can be achieved optimally. The following are the details of the tactics used in this campaign:

Table 1.9 *Tactics*

<i>Objectives</i>	<i>Tactics</i>	
Increasing awareness of the availability of mental health screening services	<b>Education Information Materials</b>	Distributing leaflets and posters both offline and online that provide information about mental health screening services at

from 12.08% (29 people) to 60% (142 people).		Puskesmas Pudukpayung, Puskesmas Ngesrep, Puskesmas Bulusan, Puskesmas Kedungmundu, Puskesmas Padangsari, and Puskesmas Rowosari.
	<b>Media Partner</b>	Collaboration with Instagram posts on the Banyumanik and Tembalang District accounts in the form of a poster ' <i>Tilik Jiwa: Inside Out Your Mind</i> '.
	<b>User-Generated Content (UGC)</b>	Encouraging event participants to share their photos on social media after completing the mental health screening process to increase audience exposure to the service.
	<b>Informative Content</b>	Using @dkksemarang official account and @tilikjiwa semarang account to share informative content about the availability of mental health screening services.
	<b>Event</b>	A series of mental health screening activities using the standard PHQ-4 instrument. The event includes mental health screenings and interactive booths at the <i>Tilik Jiwa: Inside Out Your Mind</i> event.
	<b>Roadshow conducted in public spaces</b>	<i>Roadshow Tilik Jiwa: Sapa Masyarakat</i> with leaflets that provide information about the availability of mental health screening services.
Increasing knowledge about mental health screening services from the previous public survey results of 49.52% to 68%.	<b>Informative Content</b>	Promoting mental health screening services at Puskesmas using the official Instagram account @dkksemarang and the Instagram account @tilikjiwasemarang to share educational content.
	<b>Event</b>	Informative wall (Providing all information on how to access mental health screening services at Puskesmas) at the <i>Tilik Jiwa: Inside Out Your Mind</i> event.
	<b>Roadshow conducted in public spaces</b>	Interact with community members during local meetings to provide explanations about services through direct conversations and flyers.

<p>Reducing the level of negative stigma that hinders community participation in mental health screening from 58.1% to 42% and Encouraging changes in community behavior to undergo mental health screening at least 14% from the previous number 5.1%.</p>	<p><b>Event</b></p>	<p>A series of mental health screening activities using the standard PHQ-4 instrument. This event includes mental health screening and interactive booths at the <i>Tilik Jiwa: Inside Out Your Mind</i> event.</p>
	<p><b>Roadshow conducted in public spaces</b></p>	<p>Explaining services in the most understandable terms during community visits, allowing mental health to be discussed naturally, encouraging residents to participate in screening.</p>
	<p><b>User-Generated Content (UGC)</b></p>	<p>Encourage event participants to share their photos or videos on social media during the <i>Tilik Jiwa: Inside Out Your Mind</i> event and normalize mental health screening services in the community.</p>
	<p><b>Event Activation</b></p>	<p>Giving real-life experience and gifts to participants who attends mental health screening events.</p>

### 1.7.3 Media Plan

#### 1.7.3.1 Instagram

Instagram was chosen as the primary platform for the campaign because survey data showed that most respondents are frequently active on this platform. The Instagram campaign will be carried out on the @tilikjiwasemarang account and the official @dkksemarang account using interactive visual content that is informative and engaging to maximize the effectiveness of the public approach. The content format to be uploaded will be in the form of Feeds, Reels, and interactive Stories with 3 content pillar categories detailed as follows:

Table 1.10 Content Plan

<i>Timeline</i>	<i>Kategori</i>	<i>Bentuk</i>	<i>Judul konten</i>
16/12/2025	Information	Carousel Post	Tips Rutinitas Tidur Sehat Untuk Kamu!
27/12/2025	Information	Single Post Picture	Yuk kenali layanan kesehatan jiwa disekitarmu!
30/12/2025	Entertainment	Carousel	Caraku mengisi tanki cinta kepada diri sendiri setiap hari!

31/12/2025	Entertainment	Interactive Story	“Apa Saya yang Kamu Syukuri di tahun ini?”
3/1/2026	Information	Reels	6 hal yang membuat fisik & mental menjadi lebih sehat
4/1/2026	Engagement	Interactive Story	Stress meter Quiz
6/1/2026	Information	Reels	Stress language
10/01/2026	Information	Carousel	Cara sederhana kelola overthinking
13/1/2026	Entertainment	Reels	A day in my life
17/1/2026	Information	Reels	Latihan grounding 5-4-3-2-1 ketika kamu merasa cemas
20/1/2026	Engagement	Reels	Kata afirmasi untukmu hari ini
24/1/2026	Engagement	Reels	From anxious to secure girl energy
27/1/2026	Information	Story Informatif	Mitos atau Fakta
31/1/2026	Engagement	Reels	One day or Day one

### 1.7.3.2 Media Partner

Building cooperation with media partners is one of the main tactics because it not only serves as an information distribution channel but also strengthens the credibility of the message in the eyes of the audience. According to Grunig & Hunt (1984), the two-way symmetrical communication model is key in establishing mutually beneficial relationships between organizations and the media, allowing the message delivered to be received more effectively and to impact public perception.

In an effort to strengthen publicity and increase community participation in Banyumanik and Tembalang Districts for the Mental Health Screening event, we use a collaborative strategy through media partners from unpaid channels. This collaboration is expected to build enthusiasm and broaden awareness about the importance of maintaining mental health, as well as increase participation in the series of mental health screening service activities.

Table 1.11 *Media Partner*

No	Media Partner	Goals	Contact Person	Reason
1	Info Event Semarang	Expanding the reach of information about activities to the people of Semarang, especially young people who actively participate in events.	Intagram : @infoevent _semarang	This account regularly shares information about local events in Semarang, so it has an audience that is interested in entertainment and educational events.
2	HMPS Ilmu Komunikasi	Expanding the reach of the publication to Communication Science students at Diponegoro University.	Instagram : @hmpscom m_undip	The HMPS Communication Science UNDIP account is active in publishing social activities, making it effective in increasing the reach of campaign messages, especially since many communication science students live in Banyumanik and Tembalang.
3	BEM POLINES	Expanding the reach to all Politeknik Negeri Semarang students.	Instagram : @bem_poli nes	The Instagram account of BEM POLINES has 20.2 thousand followers, which can serve as a strategic channel to reach students from various study programs.

4	Puskesmas Padangsari	Enhancing public credibility and trust in the Tilik Jiwa campaign through educational and informative content.	Instagram : @puskesma spadangsari	Healthcare facilities in the Banyumanik area, this Instagram account has an audience that is interested in health information. The involvement of the Padangsari Community Health Center can increase public trust in the messages conveyed.
5	ON7	Expanding reach to students and early workers groups, fresh graduates, freelancers, or those with other professions in the Banyumanik and Tembalang Districts.	Instagram: @on7.alwayson	On 7's Instagram account has 2,462 thousand followers with a content style aimed at the younger age group and the majority of its visitors are students and freelancers.
6	HOOP	Expanding reach to students and early worker groups, fresh graduates, freelancers, or those with other professions in the Banyumanik and Tembalang Districts.	Instagram: @hoop.kopi	Hoop's Instagram account is a relevant publication channel for reaching young age groups such as students and early workers.
7	Parjo Mulawarm an	Expanding reach to students in the Banyumanik and Tembalang Districts	Instagram: @parjo_semarang	The high mobility of visitors from various backgrounds, especially students, makes the Instagram account with 5,771 followers,

				strategic for expanding exposure of activities to young age groups.
8	Parjo Klentengs ari	Expanding reach to students in the Banyumanik and Tembalang Districts	Instagram: @parjo_semarang	The high mobility of visitors from various backgrounds, especially students, makes the Instagram account with 5,771 followers, strategic for expanding exposure of activities to young age groups.
9	Palette	Expanding reach to students and early workers groups, fresh graduates, freelancers, or those with other professions in the Banyumanik and Tembalang Districts.	Instagram: @palettespace__	Palette's Instagram account can reach a more specific campaign target because the audience is mostly students.
10	Ka.Ma	Expanding reach to students and early workers groups, fresh graduates, freelancers, or those with other professions in the Banyumanik and Tembalang Districts.	Instagram: @ka.ma.srg	With different audience characteristics ranging from students, fresh graduates, early workers, and others who are active on social media, the Instagram account with 3,884 thousand followers has the potential to help disseminate information related to a series of activities to the

				appropriate targets.
11	Indoraya News	Reaching the wider community through local news media.	Website : <a href="https://indoraya.news">https://indoraya.news</a>	As a local news media outlet, Indoraya News can help reach readers to increase public awareness of the Tilik Jiwa series of activities.

### 1.7.3.3 Print Media

Print media is a collection of information produced by a printing machine in the form of writing accompanied by images that are distributed to readers and can be directly touched or experienced through human senses (Mursalina et al., 2019). Print media serves to reach a wider audience beyond the distribution of information online. In this campaign, print media will be implemented in posters containing information about the Tilik Jiwa: Inside Out Your Mind event, which will be displayed on notice boards in several public facilities, as well as in leaflets containing information about mental health and available mental health screening services throughout Puskesmas in Semarang City. The leaflets will be distributed during the *Tilik Jiwa: Sapa Masyarakat*.

Table 1.12 *Print Media*

Print Media	Description	Quantity	Distribution Plan
Education Leaflet	Contains information about mental health screening service to increase the public's basic knowledge about it.	200	Will be distributed during the events and Puskesmas around Kecamatan Tembalang and Banyumanik.

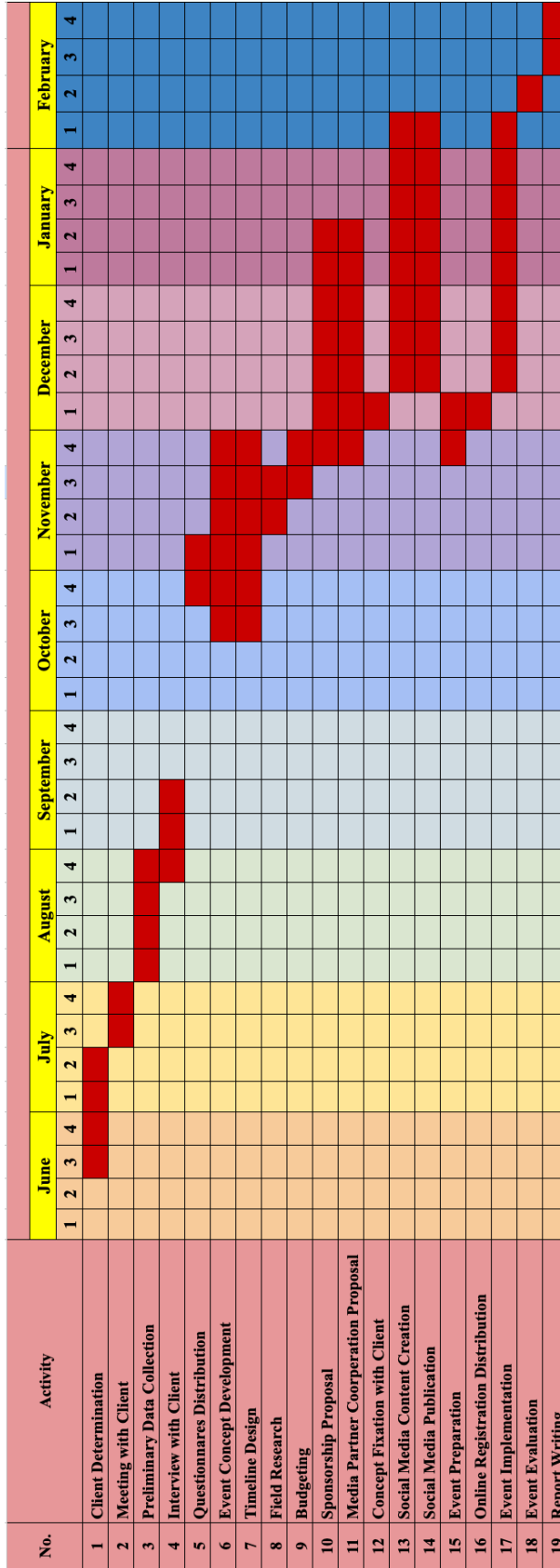




OBJECTIVES	TACTICS	WEEK 1							WEEK 2							WEEK 3							WEEK 4							WEEK 5							WEEK 6							WEEK 7																								
		December							January							February							March							April							May							June																								
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
<p>Reducing the level of negative stigma that hinders community participation in mental health screening from 58.1% to 42% and encouraging behavioral change to achieve a minimum community participation rate of 14% (33 people) from the previous rate only 5.1% (12 people)</p>	Event	A series of mental health screening activities using the standard PHQ-4 instrument. This event includes mental health screening and interactive booths at the Tilik Jiwa: Inside Out Your Mind event.																																																																		
	Roadshows conducted in Public Spaces	Explaining services in the most understandable terms during community visits, allowing mental health to be discussed naturally, encouraging residents to participate in screening.																																																																		
	User Generated Content (UGC)	Encourage event participants to share their photos or videos on social media during the Tilik Jiwa: Inside Out Your Mind event and normalize mental health screening services in the community.																																																																		
	Event Activation	Giving real-life experiences and gifts to participants who attends mental health screening events.																																																																		

1.8.2 Minutes

Figure 1.11 Minutes



### **1.8.3 Task Management**

#### **1.8.3.1 Azizah Charis Hanifah**

##### **A. Program Manager**

1. Ensuring that coordination with Dinas Kesehatan Kota Semarang as the client runs smoothly 100%.
2. Developing campaign plans, including internal job descriptions, timeline design, and aligning campaign objectives with campaign implementation strategist.
3. Ensuring smooth coordination and team management, including regular internal coordination meetings, mutual understanding among team members, internal progress monitoring, and maintaining stable communication among members.
4. Ensuring coordination with external parties runs according to agreement and maintaining professional relationships with those involved.
5. Implementing Operational Risk Mitigation to minimize operational obstacles during the campaign activities.
6. Monitoring and evaluating program performance by overseeing established KPIs and using designed tools.

##### **B. Creative Manager**

1. Developing creative direction for campaigns includes determining a visual style that is in line with the creative concept and strategic objectives of the campaign.
2. Developing the visual identity of the campaign, which includes determining the color palette, finalizing the logo, and ensuring visual consistency.
3. Overseeing the production process of digital creative content to ensure it is in line with the characteristics of the target audience.
4. Overseeing the offline media design production process, including providing design format guidelines and

controlling production output quality to minimize quality degradation.

5. Ensuring content is produced and delivered according to the timeline so that the content approval process can be completed before the publishing timeline.
6. Ensuring visual documentation of the campaign activities is documented in the form of photos and videos.

### **1.8.3.2 Bilghis Savita**

#### **A. Strategist Manager**

1. Conducted an analysis of 236 respondents regarding the situation, audience, and media consumption patterns using survey results and secondary data, then determined 1 relevant campaign medium.
2. Developed and designed structured campaign activities, including 1 screening event, 15 educational roadshows, and planning the amount of online content on the selected campaign medium.
3. Formulating a campaign strategy framework by determining the campaign name, main message, and communication objectives to be achieved
4. Developing campaign monitoring and evaluation indicators through pre-post surveys of 236 respondents while ensuring that the campaign objectives have been achieved.

#### **B. Strategist Manager**

1. Conducting 80% of event concept planning based on the objectives and characteristics of the audience, including determining the theme, flow of activities, and placement of mental health screening services in the event series.
2. Developing technical and production plans for the event, such as logistics, layout, decoration, and coordination with the venue.

3. Organizing and coordinating the event team, including health workers and task distribution to the internal team, as well as ensuring that all elements of the event run according to the assigned roles and responsibilities.
4. Developing an offline activity timeline and supervising implementation in the field from the preparation stage, technical meetings, to the day of the event to ensure that the event runs according to the specified schedule.
5. Conducting post-event satisfaction and feedback evaluations of 236 participants as data for evaluation and measurement of achievements.

### **1.8.3.3 Sonia Nazwa Auranti**

#### **A. Media Planner**

1. Conduct research and mapping of target audiences to select the right media channels to reach target audiences.
2. Determine the most effective media together with the Strategist Manager.
3. Determine media usage together with the Strategist Manager.
4. Develop media plans that support campaign objectives, such as creating budgets and schedules for media partners.
5. Follow up on cooperation with media partners together with the Account Executive.
6. Follow up on User Generated Content (UGC) on shared media.
7. Distribute offline event posters at several public locations.
8. Distribute leaflets during the Tilik Jiwa: Inside Out Your Mind event and the Tilik Jiwa: Sapa Masyarakat event.

#### **B. Social Media Specialist**

1. Creating an Instagram account @tilikjwasemarang.
2. Creating a content plan and progress tracker for the Instagram account @tilikjwasemarang.

3. Coordinating content with the client's social media team.
4. Collaborating with the Creative Manager to follow up on content publication on the @tilikjiwasemarang social media account.
5. Creating interactive content for the Tilik Jiwa campaign together with the Creative Manager.
6. Real-time publication strategy or use of live reports as documentation of the Tilik Jiwa series of activities on the Instagram story of the @tilikjiwasemarang account.
7. Creating captions for posts on the @tilikjiwasemarang account.
8. Monitoring the performance of the Instagram account @tilikjiwasemarang.

#### **1.8.3.4 Nailahsana Rafifah Putri**

##### **A. Account Executive**

1. Submitting cooperation proposals and initial pitches to Dinas Kesehatan Kota Semarang
2. Aligning client needs with campaign strategies. Managing communication and regular meetings with clients.
3. Coordinating campaign implementation with community health centers (Puskesmas).
4. Coordinating with media planners in initiating cooperation with media partners.
5. Serving as a liaison for external parties in campaign activities.
6. Preparing documentation and minutes as accountability to clients.

##### **B. Data Executive**

1. Preparing and distributing pre-survey questionnaires
2. Analyzing data and compiling insights with the strategist manager
3. Sorting and validating registration form data

4. Preparing and distributing post-surveys
5. In-depth qualitative data analysis through participant interviews

#### 1.8.4 Detailed Task Management

Table 1.13 Detailed Task

Goals	Name	Role	KPI
Awareness Knowledge Negative Stigma reduction Behavioral change	Azizah Charis Hanifah	<ul style="list-style-type: none"> <li>• Program Manager</li> <li>• Creative Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that 100% of the campaign plan is prepared before the execution stage</li> <li>• Achieve a minimum of 90% of internal coordination meetings on schedule with a minimum of 10 internal meetings</li> <li>• Ensure that 100% of coordination with clients runs as required</li> <li>• Ensure that 100% of the campaign activities have been carried out.</li> <li>• Achieve a minimum of 90% of the overall strategic objectives.</li> <li>• Establishing a minimum of 2 main colors as the color palette for the creative campaign design</li> <li>• Producing a minimum of 14 pieces of digital creative content in accordance with the predetermined content strategy.</li> <li>• Producing a minimum of 3 pieces of offline media design.</li> <li>• Ensuring that a minimum of 80% of content is produced according to the timeline.</li> <li>• Ensuring that 100% of the visual documentation of the Tilik Jiwa campaign activities is documented systematically.</li> </ul>
Awareness Knowledge Negative Stigma reduction Behavioral change	Nailahsana Rafifah Putri	<ul style="list-style-type: none"> <li>• Account Executive</li> <li>• Data Executive</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of a 100% cooperation agreement with the Semarang City Health Office</li> <li>• Ensuring that the campaign strategy is 90% aligned with the client's needs and directions</li> <li>• Implementation of coordination with Dinas Kesehatan Kota Semarang through at least 5 meetings during the campaign planning and implementation process</li> <li>• Implementation of at least 1 technical coordination meeting with the community health center</li> <li>• Establishment of cooperation with at least 5 media partners</li> </ul>

			<ul style="list-style-type: none"> <li>• 100% of research and interview documents compiled</li> <li>• Achieving a minimum of 200 valid respondents in the pre-survey</li> <li>• Compiling data analysis and key insights as well as campaign strategy formulations based on research results</li> <li>• Compiling a system for collecting and managing campaign participant data</li> <li>• Achieving a minimum of 200 valid respondents in the post-survey</li> <li>• Obtaining a minimum of 2 qualitative findings through follow-up interviews during the campaign</li> </ul>
<p>Awareness Knowledge Negative Stigma reduction Behavioral change</p>	<p>Sonia Nazwa Auranti</p>	<ul style="list-style-type: none"> <li>• Media Planner</li> <li>• Social Media Specialist</li> </ul>	<ul style="list-style-type: none"> <li>• Ensuring that 90% of the selected media is relevant to the characteristics of the campaign's target audience</li> <li>• Ensuring that 100% of media usage is in accordance with the agreed plan</li> <li>• 90% of media plans are implemented according to the predetermined schedule</li> <li>• Establishment of cooperation with at least 5 media partners</li> <li>• Achievement of UGC content publication by 15 people</li> <li>• Distribution of 10 event posters in public spaces</li> <li>• Distribution of 100 leaflets during the Tilik Jiwa campaign activities</li> <li>• Achievement of 14 collaborative posts on the @tilikjiwasemarang and @dkksemarang accounts</li> <li>• 95% of posted content is published in accordance with the designed content plan</li> <li>• 85% of posted content is published in accordance with the planned timeline</li> <li>• Achievement of live report publication reaching a total of 1000 views</li> </ul>
<p>Awareness Knowledge Negative Stigma reduction Behavioral change</p>	<p>Bilghis Savita</p>	<ul style="list-style-type: none"> <li>• Strategist Manager</li> <li>• Event Manager</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze the situation of 236 survey respondents</li> <li>• Identify the main issues of the audience and identify at least 4 insights.</li> <li>• Determine at least 1 campaign media based on the data</li> <li>• Formulate 1 campaign name and 1 main message</li> </ul>

			<ul style="list-style-type: none"> <li>• Monitor the implementation of at least 1 main screening event</li> <li>• Monitoring the implementation of at least 15 educational roadshows</li> <li>• 100% monitoring of content quantity</li> <li>• Ensuring a 60% increase in participants' awareness of mental health screening services</li> <li>• Ensuring a 68% increase in participants' knowledge of mental health screening services</li> <li>• Ensure a decrease in negative stigma as a barrier to mental health screening to 42%</li> <li>• Ensure an increase in participants' behavioral change towards mental health screening services to 33 people</li> <li>• The event concept must be 100% in line with the campaign objectives.</li> <li>• Logistics and technical readiness with 0 major obstacles and a maximum of 1 minor obstacle</li> <li>• Coordinate 4 team members and health workers</li> <li>• Timeliness of implementation must be 100% in line with the rundown and timeline.</li> <li>• Ensuring 80 participants attend Tilik Jiwa: Inside Out Your Mind</li> <li>• Ensuring 10 participants participate in each Tilik Jiwa: Sapa Masyarakat roadshow.</li> <li>• Ensuring participant satisfaction is at least 80%</li> </ul>
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### 1.8.5 Budget Plan

Table 1.14 Budget Plan

No	Needs	Qty	Price	Total
<b>Event</b>				
1	X-Banner	2	70.000	140.000
2	Banner 3x1,5	2	95.000	190.000
3	Event Poster A5	30	1.000	30.000
4	Informative Poster	5	5.000	25.000
5	Leaflet	300	2.500	750.000

6	Venue		500.000	500.000
7	Consumes	15	10.000	150.000
8	HVS	1	20.000	20.000
9	Post-it	2	7.000	14.000
10	Crayon	2	17.000	34.000
11	Stationary		100.000	100.000
12	Decoration		500.000	500.000
13	Paticipant Incentive	100	3.000	300.000
14	Snack	160	5.000	800.000
Other				
13	ID Card	4	15.000	60.000
14	Urgent funds			500.000
<b>TOTAL</b>				<b>4.113.000</b>

## 1.9 Control and Evaluation

At the end of a campaign, monitoring and evaluation are needed to determine the overall success of the campaign. All strategies used in this campaign are expected to achieve the desired objectives. Therefore, monitoring and evaluation also become very important in a campaign.

### 1.9.1 Evaluation Method

The purpose of evaluation is to provide informative criticism that can improve and develop a program, thereby ensuring its effectiveness in the future or in subsequent programs (Fox et al., 2016).

Table 1.15 *Evaluation Method*

No	Evaluation Method	Description
1	Publics Analysis	Analyzing survey results before and after the campaign using pre-tests and post-tests designed on digital platforms such as Google Forms to measure the increase in audience awareness and knowledge using non-probability sampling.
2	Data Analysis	Collecting and analyzing data from social media (Instagram) before and after the campaign takes place to

		measure increased insights and shares from the audience.
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### 1.9.2 Key Performance Indicator (KPIs)

KPI or Key Performance Indicator is the use of metrics to measure the evaluation of performance in a job, both for individuals and groups, to achieve predetermined targets (Rahmatunnisa et al., 2024). In the course of this campaign, KPIs are used in the process of measuring how effectively the communicated messages can reach and engage the audience according to the set targets. Any objective overview of the campaign's success can be obtained through planned KPI measurements. Therefore, to assess the improvement in awareness, knowledge, and participation in mental health screening services, KPIs will be applied as follows:

Table 1.16 Key Performace Indicator

Objectives	Tactics		KPI	PIC
Increasing awareness of the availability of mental health screening services from 12,08% (29 people) to 69% (142 people).	<b>Education Information Materials</b>	Distributing leaflets and posters both offline and online that provide information about mental health screening services at Puskesmas Pudukpayung, Puskesmas Ngesrep, Puskesmas Bulusan, Puskesmas Kedungmundu, Puskesmas Padangsari, and Puskesmas Rowosari.	200 Leaflets have been distributed through community Puskesmas, roadshows, and events	Nailahsana Rafifah Putri
	<b>Media Partner</b>	Collaboration with Instagram posts on the Banyumanik and Tembalang District accounts in the form of a poster <i>'Tilik Jiwa: Inside Out Your Mind'</i> .	Collaborating with a minimum of 5 media partners.	Sonia Nazwa Auranti
	<b>User-Generated Content (UGC)</b>	Encouraging event participants to share their photos on social media after completing the mental health	A minimum of 25 individuals upload documentation content	Azizah Charis Hanifah

		screening process to increase audience exposure to the service.	from the mental health screening event on their social media.	
	<b>Informati ve Content</b>	Using @dkksemarang official account and @tilikjiwa semarang account to share informative content about the availability of mental health screening services.	14 collaborative posts on @tilikjiwa account and @dkksemarang.	Sonia Nazwa Auranti
	<b>Event</b>	A series of mental health screening activities using the standard PHQ-4 instrument. The event includes mental health screenings and interactive booths at the Tilik Jiwa: Inside Out Your Mind event.	Reaching the target of 80 participants who took part in mental health screening services.	Bilghis Savita
	<b>Roadshow conducted in public spaces</b>	<i>Roadshow Tilik Jiwa: Sapa Masyarakat</i> with leaflets that provide information about the availability of mental health screening services.	Reaching 220 audiences	Nailahsana Rafifah Putri
Increasing the knowledge of mental health screening services from the previous public survey results of 49,52% to 68%.	<b>Informati ve Content</b>	Promoting mental health screening services at Puskesmas using the official Instagram account @dkksemarang and the Instagram account @tilikjiwasemarang to share educational content.	Minimum of 14 collaborative posts on @tilikjiwa account and @dkksemarang.	Sonia Nazwa Auranti
	<b>Event</b>	Informative wall (Providing all information on how to access mental health screening services at Puskesmas) at <i>the Tilik Jiwa: Inside Out Your Mind</i> event.	Reaching the target of 80 participants who took part in mental health screening services.	Bilghis Savita

	<b>Roadshow conducted in public spaces</b>	Interact with community members during local meetings to provide explanations about services through direct conversations and flyers.	Reaching 220 audiences	Nailahsana Rafifah Putri
Reducing the level of negative stigma that hinders community participation in mental health screening from 58.1% to 42% and Encouraging behavioral change to undergo mental health screening at least 14% (12 people) from the previous number 5.1% (12 people).	<b>Event</b>	A series of mental health screening activities using the standard PHQ-4 instrument. This event includes mental health screening and interactive booths at the <i>Tilik Jiwa: Inside Out Your Mind</i> event.	Reaching the target of 80 participants who took part in mental health screening services.	Bilghis Savita
	<b>Roadshow conducted in public spaces</b>	Explaining services in the most understandable terms during community visits, allowing mental health to be discussed naturally, encouraging residents to participate in screening.	Reaching 220 audiences	Nailahsana Rafifah Putri
	<b>User-Generated Content (UGC)</b>	Encourage event participants to share their photos or videos on social media during the <i>Tilik Jiwa: Inside Out Your Mind</i> event and normalize mental health screening services in the community.	A minimum of 25 individuals upload documentation content from the mental health screening event on their social media.	Azizah Charis Hanifah
	<b>Event Activation</b>	Giving real-life experience and gifts to participants who attends mental health screening events.	80 People receiving snacks and drinks.	Azizah Charis Hanifah

### 1.9.3 Control Process and Procedure

In general, an institution needs to build a well-planned and coordinated system in every operational aspect. The presence of an effective system is an important element in the implementation of

internal supervision. Optimal internal supervision can be realized through continuous monitoring processes, a controlled work environment, open communication and information channels, and proper risk assessment. The control processes and procedures implemented include stages ranging from formulating work plans to preparing final reports, which involve analysis of activity results, providing feedback, and development recommendations for the implementation of subsequent activities.

Table 1.17 *Control Process and Procedure*

<b>No</b>	<b>Procedure</b>	<b>Description</b>
1	Development of Detailed Work	Developing a work plan that includes an activity timeline, the division of responsibilities for each member, as well as the preparation stages for the implementation of each event.
2	Routine Coordination Meeting	Conduct weekly meetings to monitor activity progress, discuss any issues or obstacles that arise, and determine the necessary follow-up actions.
3	Regular Budget Monitoring	Conduct evaluations and supervision of budget usage periodically to ensure that expenditures are in accordance with the established plan.
4	Continuous feedback collection	Encouraging team and participant involvement to consistently provide input throughout the activity in order to identify problems and make improvements.
5	Final Report	Prepare a final report containing the results of activity evaluation, feedback analysis, and development recommendations for the implementation of future activities. This report is submitted to the relevant parties as a form of accountability.