Mental Health Promotion: Stop Self-Diagnosing Through Social Media

Sry Adhe Muhtya Gobel✉[1], Elnovani Lusiana[2], Susanne Dida[3]

[1-3] Faculty of Communication Sciences, Padjajaran University, Bandung Indonesia
✉Email: sry21001@mail.unpad.ac.id

ABSTRACT

Background: Mental health is increasingly being recognized as a severe problem. While there has been an increasing awareness of mental health and psychological wellbeing for economic and social development over the past two decades, there has not been a corresponding increase in mental health investment. Social media platforms allow healthcare practitioners to take full advantage of the potential of social media. However, this good thing is followed by a bad thing, where more and more information is accessible; people use that information to benchmark that they also have a "mental disorder" while not consulting a professional (psychologist/psychiatrist). Incidents like this are commonly referred to as self-diagnosis. Method: Therefore, this study will discuss the existence of information and promotion through accurate and explicit content related to self-diagnosis, using qualitative research with a case study approach. Results: The results obtained are that this accessibility allows the public to seek information about the symptoms they are experiencing, thereby facilitating early detection of mental health disorders. The power of social media to engage audiences to improve communication and expand the capacity to promote programs, products, and services should be valued in health promotion. Conclusion: Social media platforms, regardless of time or location, allow practically infinite opportunities to interact and communicate with others. This ease of use of on-demand communication may be critical in increasing social connection among people suffering from mental illnesses who have difficulty interacting in person.

Keyword: Health Promotion, Mental Health, Self-Diagnosis, Social Media.

INTRODUCTION

The Global Burden Research of Disease, conducted by IMHE (The Institute for Health Metrics and Evaluation), states that global health has continued to improve over the last 30 years as measured by the aged standard of Disability-Adjusted Life Year (DALY). After accounting for population growth and aging, the absolute number of DALYs remained stable. As stated in 2019, the primary health concerns in adolescents aged 10-49 years are HIV/AIDS, headache disorders, walking injuries, low back pain, and depressive disorders, which differ significantly between age groups. In contrast, ischemic heart disease, stroke, and diabetes are health issues that significantly contribute to health difficulties in adults aged 50 and up (Murray, 2020). Data reveals that mental health is also a disease that needs treatment. Mental health has been one of the most discussed topics in the last few years. Mental health disorders affect people's daily lives by limiting their ability to carry out daily activities such as household chores and active social participation. However, many mental illnesses are not treated because of stigma, fear of discrimination, and self-stigma (Hebben, 2019). As a result, mental health is increasingly recognized as a severe problem. Awareness of mental health and the importance of economic and social development has increased over the last two decades, but investment in mental health has not increased correspondingly. According to the World Health Organization news release in 2020, 1 billion people live with mental illness, 3 million die each year from alcohol use disorders, and one suicide every 40 seconds. Despite a significant decline in productivity worldwide, 75% of people with mental illness in low- and middle-income countries are not treated for mental illness. Without attempting to understand it, mental health issues have a worldwide and national influence on ill health,

premature death, human rights violations, and economic losses. Dr. Tedros Adhanom Ghebreyesus, Director-General of WHO, has chosen mental health as a priority for the 13th General Work Program (GPW13) covering 2019-2023. According to the definition, community and individual empowerment are measured to obtain the best health. This requirement can only be met if their mental health and well-being are protected, and their rights are upheld. WHO has a Special Initiatives for Mental Health Vision, which strives to achieve the highest mental health and well-being for all people (World Health Organization, 2019). According to the Republic of Indonesia's Ministry of Health's Basic Health Research 2018, the prevalence of emotional disorders in the population aged 15 and above increased from 6% in 2013 to 9.8% in 2018. In 2018, 6.1 percent of the population was depressed. According to Basic Health Research data, suicide rates in adults aged 25 and up were 0.8 percent (women) and 0.6 percent (men) in 2013. (men). The frequency of major mental diseases such as schizophrenia has increased from 1.7 percent in 2013 to 7% in 2018.

People in Indonesia need to be more aware of mental health issues, and their mental health literacy needs to improve. Many still regard mental health issues or diseases as a disgrace that should not be mentioned. Frequently, this negative stigma makes mental health issues appear to be untreatable. People with mental illnesses began to talk about what was happening as science and technology advanced, and mental health experts began to use social media to deliver and promote mental health.

Researchers and healthcare professionals are becoming interested in the social media platforms they utilize for various objectives. This comprises physician professional development and continuing education, the establishment of medical networks and self-help organizations, the funding of medical facilities, the cooperation and coordination of work promotion in medical systems, and the monitoring of infectious illnesses. While social media platforms provide many great possibilities and benefits for public health practitioners, they also present certain obstacles. Detecting contagious disease outbreaks, monitoring emergencies, predicting illness trends, and assessing public awareness and response are the most critical. There has also been research into the possible applications of social media platforms for public health communication.

Regarding the social media platform, Huebsch et al. have suggested that healthcare professionals can build direct relationships with their clients. Health promotion planners need to integrate their social media platforms into their strategies and use their best creativity to maximize the potential of social media in marketing health products and services (Al-Dmour et al., 2020). The social media context is vast and constantly evolving, and new communication methods are emerging rapidly. Social media is an internet-based tool that allows individuals and communities to come together, communicate, share information, ideas, private messages, and images, and sometimes collaborate with others in real-time (Lee, 2018). But this good thing was followed by the wrong something that more and more information was available. People use this information to measure a "mental disorder" when a professional (psychologist/psychiatrist) does not assess the condition. Such an event is commonly referred to as self-diagnosis. Self-diagnosis is a long-standing problem, but it is becoming increasingly familiar with increasing public access to information via the internet and mobile phone technology. Online self-diagnosis also refers to those who make their medical diagnosis using their knowledge and skills without specialists in medical care, especially mental health (Robertson, Polonsky and McQuilken, 2014). One of the main reasons for not seeking mental healthcare is the social stigma towards mental illness and society's negative attitude towards mental illness and people with mental illness (Lee, 2018).

Of course, this is a discussion about health communication. Healthcare communication occurs at different levels, including individuals, groups, organizations, communities, and the mass media. Healthcare communications are the same as communications limited to transaction processing. The main difference in health communication is that it focuses on health information rather than general health information. Kreps summarizes adding "health" to the definition of communication. This allows

health messages (prevention, risk, awareness, etc.) to be used for education and disease avoidance.

Health communication, in general, can be defined at several levels and embodies the overall approach to health promotion (Corcoran, 2007). Health promotion is critical in public health practice, but its definition is contentious. According to the World Health Organization, health promotion is the process of assisting people in managing and improving their health (Gardner, 2014). According to the Ministry of Health of the Republic of Indonesia, health promotion is an attempt to enhance the capacity of the community, in this case, to manage several factors related to health, community-based education, communities, and districts. This is a way people can help themselves. Based on the community's social culture, we can develop activities that need to include community resources that need to be supported by public policies related to health knowledge. This is stipulated in Health Minister Ordinance No. 1114/2005 (Nurmala et al., 2018).

Health promotion is a program related to the health of the Indonesian people and is expected to play a role in realizing Indonesia's vision for health development. Health Law No. 36 of the Republic of Indonesia in 2009 has a vision from the viewpoint of health development, raising awareness. Each individual's desire, willingness, and ability to lead a healthy life to improve public health is an investment in socially and economically productive talent (Susilowati, 2016). Health promotion is H. According to Leavell and Clark, it was brought to Indonesia by Indonesian public health experts by interpreting the five levels of prevention. Immediate treatment, disability-related restrictions, and implementation of rehabilitation measures (Harahap and Putra, 2019). Health is not only physical health but also mental health. Individuals or groups can now work on mental health-related health promotion.

METHODS

Qualitative research is a research activity that places the researcher or observer in the world under study. This type of research is in the form of practice to create a theoretical view of the world. Researchers or observers in qualitative research get information or data through notes in the field, conduct interviews, discussion/focus group discussion, and documentation in photos, recordings, or small notes to expand the results obtained. In qualitative research, researchers can use interpretive and naturalistic approaches, which means that researchers can study, explore, and interpret phenomena. Qualitative research begins with assumptions and how to use a framework, either interpretive or theoretical, in informing a study related to research problems that discuss the meaning of each individual or group who thinks related to social events or problems. Learning about a problem or event, in qualitative research, the researcher will conduct an investigation, collect data that is sensitive to one or more persons, and the location under study, as well as in conducting data analysis inductively/inductively, and also assign a determination to a pattern and themes. When making a presentation, in the end, it will summarize all the results of the opinions of research participants, reflections from researchers, comprehensive descriptions, and interpretation of the problem or event being studied, and some literature on a change (Creswell and Poth, 2018). Therefore, this study uses a qualitative research method with a case study approach. The case study approach is expected to make it easier for researchers to explore the existing reality. To produce the targeted data, the researcher collected some data in the form of posting photos/videos on several social media platforms discussing mental health, especially the discussion regarding self-diagnosis. To determine which social media to use, that is, by applying the desired social media characteristics and the intended amount of social media use. From the results of observations, materials that have been/heard, several data reports, and research related to the problems observed, the researchers set four social media platforms as data sources, including Instagram, YouTube, TikTok, and Twitter, with posting periods ranging from November (in 2021) to May (in 2022).

JURNAL PROMKES

RESULTS AND DISCUSSION

According to the 2017 Indonesian Internet Service User Association (APJII) survey, 54.68% of Indonesia's population uses the internet, an increase of 10.56 million from 2016. The growth is due to the extraordinary public interest in the internet. The age group with the most internet access in 2018 is the young age group between 19-34 years, which is 49.52 percent of the total usage. According to the same survey, 97% of internet users have accessed social media content. (Siswandari, Gayatri, and Rachmawati, 2021). The media dramatically benefits public health by disseminating health information and encouraging preventive behavior (Hong and Kim, 2020). "Media is the message," according to Marshall McLuhan, indicates that the channel used to deliver a message also provides information and influences how the message is seen and received by the recipient. Sources that are not seen as trustworthy or credible are less likely to influence specific actions. Similar to attitudes toward messages, attitudes toward the media that transmits messages may impact whether people self-diagnose and want to act (Hebben, 2019).

Based on the findings, social media has become an essential tool in the life of every individual who is facing the challenges of mental illness. Previous research states that people can use social media platforms to connect with others via virtual networks (such as Twitter, Instagram, Facebook, Snapchat, or LinkedIn) to share, co-create, or exchange various digital materials. Examples include data, text, images, and movies (Naslund et al., 2020). Several researchers have investigated message recipients' dynamic, communicative behavior and usage of various communication channels. This implies that campaign studies should focus on information sources or how to influence individual behavior change through campaign messaging. Because of the unique characteristics of social media, three variables are particularly essential in this study: subjective norms of information, relevant channel beliefs, and social media efficacy (Yoo, Kim and Lee, 2016).

Similar to how people with mental diseases may use online forums to discuss their mental health, mentally ill people may resort to self-diagnosis without the support of a medical specialist. According to Lansing and Andreassen, if expert medical health opinions were available online, customers would seek a diagnosis online rather than seeing a doctor. Self-diagnosis, on the other hand, is problematic because people may overlook essential facts or be misled about the cause of their symptoms. Some of the responsibilities of a professional diagnosis are ignored in the self-diagnosis of mental illness. Before diagnosing a person with a mental disease, trained practitioners go through numerous processes. Practitioners, for example, analyze an individual's background to understand behaviors that may result from a psychiatric diagnosis. Practitioners are trained to judge whether a set of symptoms a person displays satisfies the criteria for a specific disorder (Roberts, 2018).

When individuals experience mental health difficulties and seek help for mental health problems, they have hostile career, social, and health outcomes. It was also discovered that barriers and facilitators of getting treatment for mental health issues, such as statements from public health campaigns and peers, may shape attitudes and beliefs about getting help (Greenwell, 2018).

Many studies have found that people with mental disorders use social media platforms at about the same rates as the general population. Use ranges from about 70% among middle-aged and older people. From older to over 97% of younger (Naslund et al., 2020). Moreover, the use of social media is not limited to individuals with mental health disorders. Mental health practitioners, such as psychologists and psychiatrists, use different platforms to promote mental health, different types of illnesses, preventative measures, and medical services. The entire community needs help.

Who needs assistance? Hospitals, health systems, professional associations, pharmaceutical companies, patient advocacy groups, and pharmaceutical benefit corporations use social media for various reasons. Some of its applications include communication with the general public and patients, increased organizational visibility, marketing products and services, creating a forum for news about activities, promotions, and

fundraising, providing a channel for resources and patient education, and providing customer service and support. It is estimated that 70 percent of healthcare facilities in the United States use social media, with Facebook, Twitter, and YouTube being the most popular (Lee Ventola, 2014). The presence of social media divides media users because social media use is tailored to users' needs and desires, rather than just the features of social media that attract the attention of active users.

According to Nasrullah, six characteristics exist in social media, namely Network (*Network*), Information (*Information*), Archive (*Archive*), Interactivity (*Interactivity*), Social Simulation (*Simulation of society*), and content by users (*User-generated content*) (Kurnia, Johan and Rullyana, 2018). A network is a computer infrastructure (*hardware*) connecting one computer to another. That is, social media has a character that can form a network among its users. The existence of this network is what ultimately builds social ties, not only nationally but can reach an international scale. On the other hand, networks are formed through technological devices, not just *tools*.

Information is an essential characteristic of social media; social media is able to represent information in different ways. The content produced is also able to reach many audiences. Information on social media is easily exchanged, and consumed by anyone, anytime and anywhere. Information in social media has the characteristic that information is encoded (encoding), which is then distributed through various devices until it can be accessed by users (decoding) (Widada, 2018). The archive is a character of social media that can store information and be used and searched at any time. All information disseminated on social media will not just disappear because there are features that can keep information in any form. Interaction is the most fundamental characteristic of social media. The existence of social media means that all networks in the world are interconnected. It doesn't take long to interact with other users; interaction through social media is not hindered by space and time. Gane and Beer say that "interaction is a process that occurs between users and technology devices." The existence of technology and its devices has become a very close and inseparable part of everyday life (Kurnia, Johan and Rullyana, 2018).

Simulation of society is a condition of interaction with the same picture as interactions in the real world. Although not realistic, that is what happens on social media. Interaction on social media must require a *login* to connect with other users. Users must also be open with their identities; information about users can be accessed by anyone if allowed and not in *privacy*. The existence of communication and interaction does not rule out the possibility that one user will meet another user face to face and even understand each other's character in the real world. User-*generated content* and information in any form on social media are the responsibility of the owner of the social media account content *uploaded* may be reproduced by other users. In social media, content producers (people who produce it) and content consumers (people who consume content) exist (Widada, 2018).

Based on the characteristics above, several platforms were chosen to be a forum for discussing health information such as *self-diagnosis*. The results of the four social media (Instagram, YouTube, TikTok, and Twitter) are that each media has a different character in disseminating information about *self-diagnosis*. Some features on Instagram have been In addition, users can also share content in the form of photos, short videos (15 seconds) to videos that are 60 seconds long. There are 2,200 characters available in sharing posts as a caption for a seat on Instagram. Compared to some social media applications, active Instagram users must have a strategy for promoting or conveying messages/content to get the attention of other users.

The number of Instagram accounts worldwide has reached 1 billion, with the number of reports in Indonesia as many as 61,610,000. Five things can affect the Instagram algorithm: interests, relationships, time, frequency of use, and *following*. Every minute the posts on the Instagram homepage are constantly vying to be seen.

Therefore, Instagram has become a social media that has its charm in promoting, doing business, or just as a forum for *content creators* (Wijayanti, 2021). In regard to promotions related to

mental health, according to the findings, it turns out that not only certain activists or communities are promoting it, but professional practitioners such as psychologists and psychiatrists are also discussing it.

In the Ottawa Charter, health promotion action means; Developing public health policies; Creating environmental conditions that support health; strengthening community action for health; Developing personal skills; Reorientation of health services; and building mediation and advocacy with various strengths within the community to mediate and also advocate for the entire community, both individuals and groups/communities (Liliweri, 2018).

Figure 1. Instagram @jiemiardian, content about Self-Diagnosis

Health promotion actions are those carried out with data found by researchers, among other promotional activities carried out by Dr. Jiemi Ardian, in his post using the Instagram reels feature, discusses self-diagnosis. Self-diagnosis is addressed from the point of view of a psychiatrist. The position provides a new perspective for the people who watched the video. This video is an education that self-diagnosis is not a form of self-labeling but should be used as a basis for seeking appropriate treatment assistance. The existence of content concerning a self-diagnosis can boost the intention to seek help, such as treatment or advice from others.

Previous research has revealed that stigma makes it more challenging to seek help. People are afraid of other people's adverse reactions to requesting help and report anticipating being shamed. Others appear terrified of doctors' negative responses. However, since this was discussed and went viral on social media, mental health issues have grown more widespread. Previous research has demonstrated that sharing thoughts and experiences with people through online social networks may be beneficial to one's health. Online communities have been recognized as the most crucial feature of the internet, with the most significant impact on health outcomes. Research has found that social media platforms are helpful for networking. Because people are more comfortable interacting on their trusted networks, social networking sites (SNSs) (such as Facebook, Twitter, and Instagram) outperform digital media platforms explicitly designed for research projects (such as webpages and apps), including the site in their daily routine is easy because they are already using it (Santarossa and Woodruff, 2018)

TikTok is a social networking tool that allows users to create and share videos that were previously limited to 15 seconds but can now be up to 3 minutes long, with the ability to use various filters and BGM (background music). TikTok, a rapidly growing mobile video service with millions of users worldwide, has used lip-syncing templates since its inception to connect with its audience community. Social media platforms such as TikTok had 150 million daily active users in June 2018 out of 500 million monthly active users. This application was downloaded 48.5 million times in the first quarter of 2018. This application has the appeal of an application that has the ideological and technological environment of Web 2.0, where users are allowed to exchange messages.

Figure 2. TikTok account @Ekida (Medical Student)

User-generated content (UGC) and social media are integrated forms of communication, allowing people to create content by building their networks. This has become the norm for internet/social media users who self-publish (Omar and Dequan, 2020). The data processed by researchers explain that TikTok is the right platform for health promotion programs, especially mental health. It provides information about mental health knowledge and describes preventive measures to deal with mental health problems. The long duration makes it easy for content creators to explain to other users, as has been done by the content creator on TikTok, namely Ekida Rehan, a medical student who always shares physical and mental health information. The video explains that it should not be labeled that we have mental health disorders because the information we get is the same as how we feel. The form of information provided is one way to promote mental health by presenting information that is more youthful and inspiring.

Instagram and TikTok already have nearly identical functionalities. People can get access to a variety of information, stories, and news. Most people who come from people with mental disorders or mental illnesses have the emotional and social context that these experiences provide. Stories told from another person's point of view, in particular, were proven to be an effective persuasive tactic since these stories were deemed more acceptable. Furthermore, there is evidence that personal tales improve memory by making information more salient and easier to process and inspiring message recipients to digest information. Social media has also been demonstrated to aid in modifying health-related habits. Social media has a two-way effect, which is a form of relaxation. Simultaneously, specific other goals may raise stress, which refers to the pressure caused by excessive use of information and communication technologies (Charalambous, 2019).

The rise of user-generated medical information broadcast via YouTube, the largest video-sharing social media platform, has the potential to bridge this gap by delivering knowledge in a rich visual format that is easier to understand and demonstrate. Over 100 million videos on YouTube provide information on the pathogenesis, diagnosis, treatment, and prevention of many medical diseases. Healthcare advice in video format can make complex medical information more understandable and practical for individuals with chronic illnesses, enhancing treatment efficiency (Liu et al., 2019).

Social media such as YouTube is an effective means of promoting preventive action against mental disorders to the entire community because the message will be able to be reached by all social media users. This helps the community. Based on statistical data, YouTube is the most popular media platform in Indonesia, aged 16-64 years. The percentage of YouTube usage is 88%, WhatsApp 84%, Facebook 82%, and Instagram 79%. This percentage increased social media use in Indonesia by 160.0 million users in January 2020 (Junawan and Laugu, 2020). The use of YouTube credibility from each account is so important, affecting the accuracy and objectivity of the information submitted to the public. Content performance that provides knowledge, skills, and confidence measures an account's credibility.

Figure 3. Discussion of Self-Diagnosis with Doctor Tirta via Volix Media on YouTube)

On YouTube, users are given the freedom to produce content which, of course, is always under YouTube's supervision. Content on YouTube has different durations, content can be created for more than 1 hour, so this is the right choice if there is information and education about health. The research results explain that health information requires forums such as YouTube to clarify information on other social media. Although only a little discussion on YouTube Volix Media with Dr. Tirta, but it can be concluded that the community still needs much information and education about mental health disorders. This is

JURNAL PROMKES

indicated by the many people who carry out self-diagnosis, especially among young people.

The importance of health promotion carried out by individuals/groups, government agencies, and mental health service institutions because it can positively impact the community. Community involvement is also crucial in preventing behavior and understanding mental health's importance. Every message given on social media has many positive impacts where early treatment can be done if they have complaints about their mental health. Still, information overload also leads many people to misunderstand, making the trend of self-diagnosis commonplace.

Exposure to campaign messaging can also directly impact people's attitudes and intentions to change their behavior without relying on other indirect channels (Jeong and Bae, 2018). As a result, despite the tiny effect size, the overall conclusion of the study results should be that campaign-generated dialogues positively improve campaign-targeted health outcomes. Previously, the public could obtain information on diagnosing and managing the illness through leaflets and books. However, technological and communication improvements make it simpler for self-diagnosis to differ for various reasons.

This accessibility enables people to obtain information regarding the symptoms they are experiencing, aiding the early detection of mental health illnesses (Ryan and Wilson, 2008). For example, with the use of Twitter. Twitter is a social media that allows users to exchange information with only 140 characters. Twitter is one of the social media that is still popular among certain people. On July 1, 2017, Twitter was ranked third on social networking websites, with 400 million monthly visits. In early 2017, users reached 328 million, increasing by 14%. Productive users totaling 77% come from Indonesia. Therefore, Indonesia is mentioned as one of the countries with the most significant number of users worldwide (Junawan and Laugu, 2020).

For this reason, using social media such as Twitter to discuss *mental health* is the right choice to facilitate users to share opinions. The most important thing about Twitter is that every idea in the form of

hashtags can invite many users to get that information. Health information such as *self-diagnosis* on Twitter is still being discussed. In other words, knowledge about mental health can also be obtained, and freedom of opinion is given.

Figure 4. Discussion of Self-Diagnosis on Twitter

In addition, Twitter is a social media platform that globally invites users from various countries to discuss, share opinions, and exchange knowledge from the community's point of view and from different professional parties who provide their arguments. Of course, this freedom is essential for Twitter to promote health about self-diagnosis. That's what Payung Jiwa does by sharing information about mental health via Twitter. This social media account is known as a platform that departs from the anxiety of psychology students about mental health problems in Indonesia. Payung Jiwa is a platform that cares and becomes a platform for sharing individual psychological issues.

Compared to ordinary social media users' secondary privacy education, healthcare professionals' engagement in social media-based communication has been more restricted and regulated. This could explain why people are increasingly sharing health information via social media. Many healthcare professional organizations have developed policies to protect patients' privacy when talking with physicians via social media. Several observations were made about the relationship between public stigma and self-diagnosis. First, while the diagnosis'

JURNAL PROMKES

legitimacy is still being questioned, the stigma may be reduced if the public is aware that someone is self-diagnosing. Second, because of the ubiquity of self-diagnosis on internet forums, new approaches for examining stigma were developed, focusing on how self-diagnosed persons convey the fact that they have (or believe they have) a mental illness. If the individual is not demonstrating particular symptoms associated with their sickness or the indicators are not visible, society may think there is no reason to treat the self-diagnosed individual differently.

Many people do not seek mental healthcare due to socioeconomic or geographic barriers; many do not experience these issues and continue to avoid treatment. This suggests that even when a person is experiencing distressing symptoms that interfere with daily functioning, behavioral barriers may still prevent them from seeking treatment. As a result, increased mental health literacy in the general public is required. If this is accomplished, self-diagnosis may improve due to a better understanding of mental health conditions. This increase in self-diagnosis may encourage more people to seek treatment (Atlas, 2018).

The use of social media for digital promotion, mainly through social media, directly impacts increasing access to healthcare. The ability of social media to engage audiences and expand the capacity to promote programs, products, and services should be valued in health promotion. This strategy enables more direct engagement with stakeholders through multimedia channels that can track real-time feedback on material and themes. However, it raises concerns about data security, patient privacy, trustworthiness, and information coverage in underserved areas (Pinto, Antunes and Almeida, 2021). When providing information, it is vital to pay attention to the truth, especially when discussing disease diagnosis and symptoms connected with health problems, particularly mental health diseases. The situation will worsen if social media users use existing health information to self-diagnose.

CONCLUSION

The above findings indicate that the use of social media to share health information continues to increase. The growing popularity of social media among patients and healthcare professionals could provide an excellent opportunity for researchers to create social media-based health promotion initiatives and reduce social disparities in healthcare. Social media platforms such as Instagram, TikTok, YouTube, and Twitter offer almost endless opportunities to connect and interact with others, regardless of time or place. The ease of such on-demand communication could be critical for increasing social connection among people with mental illness who have difficulty interacting in person. As seen in promoting mental health, social media can improve communication and relationships, especially when it comes to self-diagnosis due to interactions between users who may exaggerate and think they are sick, despite not having a medical evaluation.

These applications make it easier for users to share information more freely since there are fewer technical constraints. Several studies have examined the notion of collaborative behavior in forming online health knowledge. Further research is needed to fully understand the significance of social media technology for health promotion, its usefulness, and ways to use online social media (Santarossa and Woodruff, 2018). Online communication and the opportunity to connect with others anonymously may be critical features of social media, particularly for people suffering from highly stigmatizing health problems like severe mental illness. The media is an essential source of knowledge regarding mental health, especially when stigma keeps the subject hidden in interpersonal encounters. The media generally works hard to educate the public about mental illness by delivering information from numerous sources.

Some data can be trusted, while others may disseminate lies. The critical health concern is to help people recognize their vulnerability to illnesses and get them the expert care they need if they are indeed ill. People use self-reports of their behavior to determine if they are depressed or not. The three stages a person takes to accept risk and seek therapy are as follows: (1) accurately identifying behavioral symptoms, (2) believing that symptoms are diagnostic of depression, and (3) believing that the intervention may address symptoms. All three stages can be influenced by the

JURNAL PROMKES

design of the self-diagnosis depression inventory (Raghubir and Menon, 2005). Many people who meet the diagnostic criteria for mental disorders do not seek professional help. It is the responsibility of all parties, both the sender and the recipient of the message, to filter all health information that is shared so that there are no misunderstandings in interpreting any information. However, valuable lines of research have emerged in the field of health promotion; not only physical health but mental health is also a concern of almost all walks of life. Further research is needed to identify that using social media makes it easier to promote mental health throughout society. Not only that, but it also requires the role of patients in social media-based health interventions and how to encourage the dissemination of current, accurate, high-quality, evidence-based medical knowledge.

REFERENCES

Al-Dmour, H. *et al*. (2020) 'Influence of social media platforms on public health protection against the COVID-19 pandemic via the mediating effects of public health awareness and behavioral changes: Integrated model', *Journal of Medical Internet Research*, 22(8), p. 15. doi: 10.2196/19996.

Atlas, S. (2018) 'Lay Perceptions of Self-Diagnosis as a Barrier to Mental Health Treatment-Seeking', 7(2), pp. 44–68.

Charalambous, A. (2019) 'Social media and health policy', *Asia-Pacific Journal of Oncology Nursing*, 6(1), pp. 24–27. doi: 10.4103/apjon.apjon-60-18.

Corcoran, N. (2007) *Communicating Health: Strategies for Health Promotion*. Edited by N. Corcoran. London: Sage Publications, Inc.

Creswell, J. W. and Poth, C. N. (2018) *Qualitative Inquiry & Research Design*. Fourth. Edited by J. W. Creswell and C. N. Poth. United States of America: Sage Publication, Inc.

Gardner, J. (2014) 'Ethical issues in public health promotion', 7(1), p. 4. doi: 10.7196/SAJBL.268.

Greenwell, M. R. (2018) 'Memorable Messages from Family Members About Mental Health: Young Adult Perceptions of Relational Closeness, Message Satisfaction, and Clinical Help-Seeking Attitudes', *Health Communication*, 34(6), p. 10. doi: 10.1080/10410236.2018.1431021.

Harahap, R. A. and Putra, F. E. (2019) *Buku Ajar Komunikasi Kesehatan*. Jakarta Timur: Prenamedia Group.

Hebben, L. (2019) *The Effect of Influencer Messages On Burnout Self-Diagnosis and The Intention To Act*. University of Twente.

Hong, Y. and Kim, S. (2020) 'Influence of Presumed Media Influence for Health Prevention: How Mass Media Indirectly Promote Health Prevention Behaviors through Descriptive Norms', *Health Communication*, 35, p. 12. doi: 10.1080/10410236.2019.1663585.

Jeong, M. and Bae, R. E. (2018) 'The Effect of Campaign-Generated Interpersonal Communication on Campaign-Targeted Health Outcomes: A Meta-Analysis', *Health Communication*, 33(8), pp. 988–1003. doi: 10.1080/10410236.2017.1331184.

Junawan, H. and Laugu, N. (2020) 'Eksistensi Media Sosial , Youtube , Instagram dan Whatsapp Ditengah Pandemi Covid-19 Dikalangan Masyarakat Virtual Indonesia', *Baitul Ulum: Jurnal Ilmu Perpustakaan dan Informasi*, 4(1), pp. 41–57.

Kurnia, N. D., Johan, R. C. and Rullyana, G. (2018) 'Hubungan Pemanfaatan Media Sosial Instagram Dengan Kemampuan Literasi Media Di Upt Perpustakaan Itenas', *Edulib*, 8(1), p. 17. doi: 10.17509/edulib.v8i1.10208.

Lee, S. Y. (2018) 'The Effect of Media Coverage of Celebrities With Panic Disorder on The Health Behaviors of The Public', *Health Communication*, 34(9), p. 12. doi: 10.1080/10410236.2018.1452093.

Lee Ventola, C. (2014) 'Social media and health care professionals: Benefits, risks, and best practices', *P and T*, 39(7), pp. 491–500.

Liliweri, A. (2018) *Dasar-Dasar Komunikasi Kesehatan*.

Liu, X. *et al*. (2019) 'Go to YouTube and Call Me in the Morning: Use of Social Media for Chronic Conditions', *SSRN*, p. 47.

Murray, P. C. (2020) *The Lancet: Latest global disease estimates reveal perfect storm of rising chronic diseases and public health failures fuelling COVID-19 pandemic*, *IMHE (The Institute for Health Metrics and Evaluation)*.

Naslund, J. A. *et al*. (2020) 'Social Media and Mental Health: Benefits, Risks, and Opportunities for Research and Practice', *Journal of Technology in Behavioral Science*, 5, p. 13. doi: 10.1007/s41347-

020-00134-x.

Nurmala, I. *et al*. (2018) *Promosi Kesehatan*. Edited by Zadina. Surabaya: Airlangga University Press.

Omar, B. and Dequan, W. (2020) 'Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage', *International Journal of Interactive Mobile Technologies*, 14(4), pp. 121–137. doi: 10.3991/IJIM.V14I04.12429.

Pinto, P. A., Antunes, M. J. L. and Almeida, A. M. P. (2021) 'Public health on instagram: An analysis of health promotion strategies of Portugal and Brazil', *Procedia Computer Science*, 181, p. 8. doi: 10.1016/j.procs.2021.01.142.

Raghubir, P. and Menon, G. (2005) 'Depressed or just blue? the persuasive effects of a self-diagnosis inventory', *Journal of Applied Social Psychology*, 35(12), pp. 2535–2557. doi: 10.1111/j.1559-1816.2005.tb02113.x.

Roberts, A. M. (2018) *Public Stigma Towards The Presentation of Self-diagnosed Mental Illness*.

Robertson, N., Polonsky, M. and McQuilken, L. (2014) 'Are my symptoms serious Dr Google? A resource-based typology of value co-destruction in online self-diagnosis', *Australasian Marketing Journal*, 22(3), p. 11. doi: 10.1016/j.ausmj.2014.08.009.

Ryan, A. and Wilson, S. (2008) *Internet healthcare: Do self-diagnosis sites do more harm than good?*, *Expert Opinion on Drug Safety*. doi: 10.1517/14740338.7.3.227.

Santarossa, S. and Woodruff, S. J. (2018) '#LancerHealth: Using Twitter and Instagram as a tool in a campus wide health promotion initiative', *Journal of Public Health Research*, 7(1), pp. 9–13. doi: 10.4081/jphr.2018.1166.

Siswandari, N. I., Gayatri, R. W. and Rachmawati, W. C. (2021) 'Hubungan Penggunaan Platform Instagram dengan Masalah Kesehatan Mental Remaja', *Sport Science and Health*, 3(11), pp. 872–883. doi: 10.17977/um062v3i112021p872-883.

Susilowati, D. (2016) *Modul Bahan Ajar Cetak Keperawatan; Promosi Kesehatan, Kementerian Kesehatan Republik Indonesia*. Jakarta Selatan: Pusat Pendidikan Sumber Daya Manusia Kesehatan; Badan Pengembangan dan Pemberdayaan Sumber Daya Manusia Kesehatan.

Widada, C. K. (2018) 'Mengambil Manfaat Media Sosial Dalam Pengembangan Layanan', *Journal of Documentation and Information Science*, 2(1), pp. 23–30. doi: 10.33505/jodis.v2i1.130.

Wijayanti, N. I. (2021) 'STRATEGI PENGEMBANGAN INSTAGRAM PERPUSTAKAAN UGM KAMPUS JAKARTA SEBAGAI SARANA KOMUNIKASI DAN INFORMASI LAYANAN KEPADA PEMUSTAKA', *Media Informasi*, 30(2), p. 20.

World Health Organization (2019) *The WHO Special Initiative for Mental Health (2019-2023): Universal Health Coverage for Mental Health*, *The WHO special initiative for mental health (2019-2023)*.

Yoo, S. W., Kim, J. and Lee, Y. (2016) 'The Effect of Health Beliefs, Media Perceptions, and Communicative Behaviors on Health Behavioral Intention: An Integrated Health Campaign Model on Social Media', *Health Communication*, 33(1), pp. 32–40. doi: 10.1080/10410236.2016.1242033.