

ABSTRACT

The purpose of this research is to find out about communication to educate mental illness through events. It is qualitative method research with descriptive analysis approach. This study used the constructivism paradigm. Data collection techniques were performed using a series of in-depth interviews with core informants from Raven is Odd and expert informants (psychologists). The results of the study show that communication to educate mental illness in the Raven is Odd event could increase public awareness about the importance of mental health in individuals. Education was done by presenting educators who have knowledge related to mental illness and are competent in the field of Psychology to be able to provide mental illness education to students. The form of delivery of messages in providing verbal mental illness education was delivered through talk shows and counseling, while the non-verbal one was delivered through an installation. The communication carried out at the Raven is Odd event used simple language where communication was also supported by the use of Instagram social media. Communication between students and educators was interactive by giving students freedom in obtaining information about mental illness

Keywords: Communication, Education, Mental Illness, Event.