

ABSTRACT

This research was conducted to find out the results of the influence of the love yourself campaign by Unicef on the mental health of BTS fans. The sample of the research is BTS fans who take part in the UNICEF campaign. Judging from the sample you want to use, the number of population in this study is not known with certainty, so the calculation of the number of samples uses the Cochran formula, and the minimum sample to be used is 385 people. The data analysis technique used is descriptive analysis technique and uses the T test method.

Based on the results of the descriptive analysis, the results of the 385 responses echoed the campaign that the love my self campaign by BTS together with UNICEF and mental health fans was in the pretty good category. It is stated that the intense love my self campaign carried out by BTS together with UNICEF will further improve the mental health of fans.

Based on the results of research on "the influence of the love my self campaign by UNICEF on the mental health of BTS fans", it can be concluded, the love my self campaign by BTS with UNICEF has had an impact on the mental health of BTS fans. With the suggestion that the love yourself campaign emerged because of the many cases of violence, bullying and vandalism that have occurred in recent years. The campaign initiated by BTS and in collaboration with UNICEF prohibits young adults from appreciating and accepting themselves properly. The word love my self does not only cover cases of violence, bullying, and weakness, but also includes problems of mental illness and depression that cannot be detected by the human senses directly.

Keywords: Campaign, love myself, mental health, depression, young adults