ABSTRACT

As a medium of communication, social media has the main objective of connecting between users and spreading information widely in an effective and efficient manner. There are many types of social media used by Indonesian people, one of the most widely used is Instagram. Not only as a means to communicate and share information, many agencies or certain institutions use Instagram as a promotional medium. As was done by the account @petualanganmenujusesuatu which utilizes Instagram to promote and spread mental health awareness through digital comic content. This research was conducted with the aim of knowing the effect of content on the social media Instagram account @petualanganmenujusesuatu on followers' mental health awareness. This study used quantitative method which data collected through distributing questionnaires. The objects studied in this study were followers from the account @petualanganmenujusesuatu with total population of 71,300 and a total sample of 400 respondents. The data analysis technique used is descriptive analysis, method of successive internal transformation, normality test, heteroscedasticity test, simple linear regression analysis, hypothesis testing, and coefficient of determination test. The results obtained from the research are that Instagram social media content @petualanganmenujusesuatu (X) has a significant influence on followers' mental health awareness (Y) of 83.7%, while the remaining 16.7% is the influence by other variables outside of this study.

Keywords: *Content, Social Media, Instagram, Mental Health Awareness*