

ABSTRACT

Generation z is a group highly vulnerable to mental health challenges and is greatly influenced by media and digital communication. Insan-Q, as a psychological institution, plays a crucial role in disseminating educational information and addressing stigma through various communication channels. The PR team at Insan-Q goes beyond merely providing information; they conduct research, analyze trends, and apply psychological principles. This study employs a qualitative approach with an interpretive paradigm, collecting data through media observation, in-depth interviews, and documentation to understand how Insan-Q's PR designs and implements successful mental health campaign. The findings are expected to provide a comprehensive overview of the PR's contribution to increasing awareness and understanding of mental health among generation z.

Keywords: *Generasi Z, Kampanye Komunikasi, Kesehatan Mental, Public Relations..*