

ABSTRACT

The high rate of mental health disorders in Indonesia has not been matched by adequate literacy. I-NAMHS data (2022) shows that 1 in 5 people experience mental health problems, yet most do not seek professional help due to negative stigma. On the other hand, social media presents an opportunity for mental health education to be more open and accessible. One account that shares content about mental health is @jiemiardian on Instagram. This study aims to determine the extent to which exposure to mental health content on the account affects health behavior trends based on the Health Belief Model (HBM) theory. The approach used is quantitative with a survey method of 400 followers of the @jiemiardian account. The results of multiple linear regression analysis show that content exposure has a significant influence on all components of the HBM, indicated by a significance value < 0.005 and $t\text{-count} > t\text{-table}$. The cues to action sub variable has the highest influence with an R^2 of 28.4%, while perceived benefits show the lowest influence with an R^2 of 4.25%. These findings suggest that social media exposure to mental health content can influence perceptions and encourage individuals to take positive health actions. Therefore, Instagram has the potential to be an effective medium in shaping better health behaviors.

Keywords: *Media Exposure, Mental Health, Health Behavior, Health Belief Model, Instagram*