

Mental Health Community Campaign Strategy at Ruang Tenang Sanustra

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ABSTRACT

Keywords

Campaign Strategy; Mental Health;
Generation Z; Activating the Five Senses

The communication of the mental health campaign within the Ruang Tenang Sanustra's Community plays a crucial role in raising Generation Z's awareness of the importance of maintaining mental health. This study aims to describe the campaign strategies implemented through the five-senses activation method to build a reflective experience for the audience. This research uses a descriptive qualitative approach. The data collection techniques used are in-depth interviews and documentation. This research applies purposive sampling techniques to obtain informants who align with the research objectives, specifically the internal community and Gen Z, directly involved in the five senses activation installation. Data validity was tested through sources and methods triangulation. The research results show that the campaign strategy was implemented through audience-based planning, clear goal setting, segmentation of the Gen Z audience, and the use of social media and direct activities, such as attending Gen Z events, as communication channels. The types of campaigns implemented include ideologically or cause-oriented campaigns, and using the Icing Technique, which engages the audience through multisensory experiences that can be seen, touched, felt, heard, and smelled. This strategy can increase audience engagement and foster self-awareness about mental health through direct experience. This approach also aligns with the characteristics of Gen Z, who tend to prefer interactive, personal, and experience – based experiences, thereby relating to the process of engagement, meaning, and the internalization of message by the audience.

1. Introduction

Mental Health is just as important as physical health, yet in social practice, it is often viewed as a sensitive, taboo issue. In society, mental health disorders are often associated with negative stigma, such as the assumption that individuals experiencing them lack faith or are unable to control themselves. This perception leads to individuals experiencing mental disorders feeling afraid ashamed, and reluctant to share their condition with others (Purnomosidi et al., 2023). This social stigma then reinforces barriers to raising awareness and seeking help for mental health issues.

According to Merriam-Webster, mental health is a state of psychological and emotional well-being that enables an individual to function optimally in daily life. This condition includes the ability to utilize emotional and cognitive potential, participate in social life, and meet needs adaptively. Karl Menninger explained that mentally healthy individuals are characterized by the ability to control themselves, to behave without hurting others' feelings, to demonstrate intelligence, and to have a positive and happy attitude towards life (Pengembangan et al., 2012). In this context, mental health is also closely related to an individual's ability to consciously understand, manage, and reflect on their emotional state. Therefore, a communication approach is needed that is not only informative

but also capable of providing a reflective experience, as attempted through Ruang Tenang Sanustra's community-based campaign strategy.

Generation Z, born between 1997 and 2012 and growing up in a digital environment, faces a high risk of mental health problems that can impact social and economic aspects if not addressed early. Generation Z's stress levels are higher than those of other generations, and only a small proportion are in good or excellent mental health. They are susceptible to depression, anxiety, ADHD, and bipolar disorder (Arrahmi Thahir et al., 2023). Academic pressure, social media competition, cyberbullying, and the fear of missing out exacerbate these conditions (Al et al., 2024). Generation Z requires a more relevant and adaptive approach to raising mental health awareness, particularly through communication strategies tailored to their characteristics. Community-based mental health campaigns with a participatory, experience-based approach, such as those conducted by Ruang Tenang Sanustra, are crucial for reaching and engaging Generation Z more effectively.

Mental health disorders in Generation Z have the potential to develop into serious problems that pose a social burden if not addressed appropriately. Lack of awareness and limited access to mental health services, both medical and non-medical, are barriers to treatment (Ningrum et al., 2022). To overcome this stigma, the presence of communities offers an alternative source of social support, as communities are groups built on togetherness, mutual sharing, and ongoing interactions to strengthen knowledge and support among members (Saputra et al., n.d.). Communities serve not only as spaces for social interaction but also as communication channels that foster a sense of security and openness, enabling individuals to express their emotional states. Developing community-based mental health campaign strategies is relevant as an effort to bridge the gap in access to formal services while raising awareness and concern for mental health among Generation Z.

Furthermore, the intensity of social media use as Generation Z's primary interaction space significantly impacts mental health. High social media exposure not only shapes self-perception but also influences an individual's emotional state through dynamics such as social comparison, the need for validation, and the pressure to project an ideal self-image in the digital space. Continuous interactions in this fast-paced and open environment have the potential to trigger anxiety, stress, and even decreased self-confidence, especially when individuals cannot filter information and manage emotions adaptively. Therefore, digital literacy is understood not only as the technical ability to use media but also as a critical awareness of the psychological impacts it causes, which needs to be balanced with the implementation of healthy, supportive, and non-judgmental communication patterns as a preventative measure to maintain sustainable mental health (Purnamasari et al., 2025).

Communication practices carried out by the Ruang Tenang Sanustra's Community not only serve as a conduit for mental health messages but also facilitate empathetic communication experiences through a participatory and reflective approach. Through interactions built into the five-senses activation installation, the audience not only receives information but also feels the presence of a supportive, non-judgmental space, thereby encouraging emotional openness and self-reflection. Empathetic interpersonal communication is also an important factor in supporting individual mental health. Empathetic communication can help individuals recognize emotions, obtain social support, and reduce psychological stress experienced. In the context of a digital society, the ability to build supportive communication is becoming increasingly relevant to creating a healthy and inclusive social environment (Faridah et al., 2025).

Several previous studies have examined mental health campaign strategies to raise public awareness, particularly among adolescents. Research conducted by (Della Fitria & Syifa Astasia Utari, 2024) examined the #BraveTogether Public Relations campaign. It demonstrated that community-based campaign strategies can raise awareness, reduce mental health stigma, and create a safe space for adolescents to share their experiences. Furthermore, another similar study was conducted by (Dwi Agustini et al., 2022) who analyzed mental health campaigns through memes and social media, finding that the use of innovative visual media and a participatory approach was effective in increasing mental health literacy and encouraging active student engagement.

Furthermore, research by (Ni Made Ayu Dinda Githaswari, 2024) specifically examined the Self Love Warrior digital campaign on Instagram, demonstrating that the use of interactive messages

and participatory invitations expanded the campaign's reach and encouraged audiences to engage directly in spreading mental health messages.

The aforementioned studies demonstrate that digital-based, participatory campaign strategies are effective in building awareness and increasing audience engagement around mental health issues. However, these studies have not yet detailed how experiential or experience-based campaign strategies, particularly through the five-senses activation approach, can create deeper emotional engagement. Therefore, research on the Mental Health Campaign Strategy at Ruang Tenang Sanustra is crucial to fill this gap by presenting a more holistic, immersive campaign approach to raise mental health awareness.

Ruang Tenang Sanustra's Community developed a campaign strategy using the five-sense activation method as an experiential approach. This strategy presents mental health messages through visual, audio, tactile, aroma, and taste stimuli to create a reflective experience for participants. This approach is interesting to analyze because it offers a campaign model that is not only informative, but also participatory and sensory in increasing mental health awareness of Generation Z. This study aims to analyze the mental health campaign strategy through the five-senses activation method implemented by the Ruang Tenang Sanustra's Community in increasing mental health awareness of Generation Z.

2. Method

This study uses a descriptive, qualitative approach grounded in postpositivism, with the researcher as primary instrument, to examine the communication campaign strategy of the Ruang Tenang Sanustra's Community through the activation of the five senses to increase mental health awareness. Data were collected through triangulation via in-depth interviews, and documentation, using a purposive sampling technique to include core administrators and Generation Z participants in 2024. Then, they were analyzed inductively to obtain in-depth meaning (Sugiyono, 2022). Data analysis refers to the interactive model proposed by Miles and Huberman (Alam & Lasiyono, 2024), which includes data reduction, display data, and conclusion drawing conducted continuously, while credibility is tested through triangulation of sources and methods to ensure the accuracy and validity of the findings.

3. Result and Discussion

This section will present the result of in-depth interviews and archival documentation of feedback on activities during the festival's implementation and the installation of the five senses activation. It will analyze them to identify the audience's experience in following the five senses activation method to increase mental health awareness.

3.1. Presenting the Results

a. Interview Result

Tabel 1. Interview Results

Informant	Strategy and Implementation	Success Factors	Campaign Type	Campaign Techniques
Iyus, Andika, Asya, Anty, Azra, Fadiah, Aisyah	Situational analysis and audience research, followed by team collaboration and integration of social media and offline events are then implemented through specific segmentation	Ruang Tenang Sanustra conducts audience research to align goals, messages, and media, using Instagram,	Ideologically or cause-oriented campaigns are beneficial because they focus on long term social goals to build self-awareness, emotional management,	Icing Technique is implemented through a five-sensory activation installation that is designed to be visually, attractively, sensorially,

	and relevant direct experiences.	events, and live installations.	and more mindful behavioral changes towards mental health.	and emotionally appealing to strengthen audience memorability and engagement.
Ghaida	There is clear, relevant goal-setting for Gen Z, with appropriate media and direct experiences that support understanding of the message.	There is alignment between the goal, message, and media because the community conducts audience research to ensure the message is easily accepted and understood by the audience.	Ideologically or cause-oriented campaign because it is focused on changing awareness and behavior, with a greater emphasis on mental health.	Association techniques involve linking campaign messages to relevant issues to make them more easily accepted and have an emotional impact.
Destri and Sarah	Audience research ensures the campaign has a specific, relevant purpose for Gen Z, with a sensory activation approach that feels distinct and tailored to young audiences' needs.	Audience research has been conducted to ensure there is a purpose, that the media and message are aligned, and that the message is easy to understand because it is packaged visually and aesthetically, and through direct experience.	Ideologically or cause-oriented campaign because it focuses on changing the awareness, attitudes, and behavior of participants after participating in a series of activities.	Audience participation techniques are actively incorporated into installations and reflective activities so that the message feels more personal and memorable, and helps increase self awareness.

Source: Researcher Documents

The interview findings indicate that the campaign strategy implemented by Ruang Tenang Sanustra is systematically planned and grounded in audience-centered principles. The integration of clear goal setting, appropriate media selection, and multisensory techniques reflects a structured communication approach tailored to Generation Z. In addition, the use of participatory and experiential elements strengthens audience engagement beyond cognitive understanding. These results confirm that the campaign is designed not only to deliver messages but also to create meaningful and reflective experiences.

b. Archival Documentation Result

Tabel 1.1 Archival Documentation Result

Bestari Festival	URUP 2024	Tau – Tau Festival	Idea Fest	Avo Restation	Ruang Tenang Installation at Sudirman Central Business District
After entering the Quiet Room, participants felt calmer, more relaxed, and relieved, as their mental stress decreased, which had a positive impact on their mental well being.	Feeling more at peace, able to reflect on oneself, recognize one's feelings, and love oneself.	Feel calmer, more at ease, and truly at peace within myself	Feeling calmer, more at peace, and refreshed after leaving the room.	Feeling calmer, more self-aware, and have a clearer understanding of my feelings.	Feel calmer, more relaxed, and free from the burden of thoughts and the hustle and bustle around us.
This method helps participants become more self-aware and self-accepting, forgive the past, and live a more peaceful and mindful life.	Creating space to calm your mind, process your emotions, and identify areas for improvement .	This experience helps release emotions, making them feel lighter.			This experience makes me know, accept, forgive, and appreciate myself better now.
Participants experience the Quiet Room as a personal and profoun experience that fosters reflection and a sense	Become more confident in facing the future without fear and take things in stride.	Learning to love and value, more while continuing to improve your self.	Be able to find oneself, feel relieved, and express emotions more calmly		Able to express feelings, release pent-up energy, and feel relieved afterward.

of wonder through calm and mindfulness.					
					Some experiences bring back old moments, sharpen focus, bring calm, and recharge mental energy in unique ways.

Source: Tiktok @ruangtenang.sanustra 2024

The archival documentation further reinforces the effectiveness of the campaign by highlighting consistent audience responses across different events. Participants reported feelings of calmness, emotional relief, and increased self-awareness after experiencing the five-senses activation installation. These responses demonstrate that the campaign successfully creates emotional engagement and facilitates personal reflection. Therefore, the multisensory approach proves to be impactful in enhancing mental health among Generation Z.

3.2. Create a Discussion

Based on Table 1, Ruang Tenang Sanustra's Community demonstrates that its campaign strategy was developed systematically and in a planned manner, utilizing audience research as the primary foundation before formulating objectives and developing messages. This audience-centered approach is important because it can increase the relevance of messages to the characteristics of the target audience, particularly Gen Z, who have specific social media consumption patterns. Understanding audience characteristics before implementing activities that address them can enhance message delivery by aligning content with the audience's needs and preferences (Siti Fatima & Mad Sa'i, 2025). This indicates that Ruang Tenang Sanustra's campaign was not spontaneous or incidental, but rather designed through strategic stages that took into account audience characteristics, the campaign's social objectives, and the desired experience.

Ruang Tenang Sanustra's Community integrates social media with offline experiences to strengthen audience emotional engagement. Ruang Tenang Sanustra's use of platforms, which primarily use visual and interactive social media channels like Instagram, TikTok, helps it reach Gen Z more effectively by delivering relevant visual messages and narratives, thereby reaching its target audience (Anugrah Imsa et al., n.d.). Ruang Tenang Sanustra's offline experiences, including attendance at several major annual events and collaborations predominantly comprising Gen Z, have also enabled the public to learn about the unique methods employed in the Ruang Tenang Sanustra campaign. This pattern demonstrates that the campaign strategy is not solely focused on disseminating information but also on fostering reflective experiences.

Furthermore, audience engagement in campaign activities demonstrates that the community places participation as a crucial element in delivering the message. The campaign is not positioned as a one-way communication process, but rather as a space for dialogue and shared experiences that enable audiences to construct personal meanings regarding mental health issues. Thus, the campaign strategy in this study serves not only as a means of public communication but also as a mechanism for fostering social and emotional awareness. Ruang Tenang Sanustra's Community is oriented toward causes and values, not only delivering informative messages but also designed to build social awareness and encourage behavioral change in the community regarding mental health. Campaigns like this are conducted to foster new social values and meaningfully

change public behavior. Ruang Tenang Sanustra's Community uses this campaign orientation, aligned with its initial goals: building self-awareness, managing emotions, and changing behaviors toward a more mindful, caring approach to mental health (Jannah et al., n.d.).

Based on interviews with internal community informants, the mental health campaign strategy implemented by the Ruang Tenang Sanustra's Community demonstrates a consistent pattern across four key indicators: audience centered strategy, formative audience research, campaign type orientation, and the use of multisensory message presentation techniques.

a. Audience Centered Strategy as Campaign Strategy and Implementation

Informants stated that the campaign was designed with Gen Z as the primary target, considering that Gen Z is vulnerable to mental health issues. Communication channels used to activate the campaign included social media platforms such as Instagram and TikTok, the WhatsApp Community, and face-to-face activities through events with a predominantly Gen Z audience. The message was delivered not only informatively but also through unique installations that activated the five senses, reinforced by the involvement of public figures and inspirational figures relevant to their fields. According to (Saptadi et al., 2025), an appropriate, well-planned strategy that is relevant to the situation and target audience is essential for the campaign to achieve its objectives.

b. Formative Audience Research as Campaign Success Factors

In its implementation, the community demonstrated adequate planning and preparedness through audience understanding, clear goal-setting, and media selection appropriate to Gen Z characteristics. This demonstrates that the planning process, which encompasses campaign success factors, was structured through strategic stages that enabled messages to be more relevant and easily accepted by Gen Z. According to Rogers and Storey in (Firdaus Nazila, 2025), a successful campaign is determined by formative audience research, clear and realistic goals, appropriate segmentation, and the integrated use of mass and interpersonal media. These four factors form the strategic foundation for a campaign that is not only conveyed effectively but also effective in achieving the desired impact.

c. Ideologically or Cause – Oriented Campaign as Campaign Type

The campaign conducted by Ruang Tenang Sanustra focuses on raising awareness, behaviorchange, and self-reflection regarding mental health. This orientation is evident in the message's emphasis on emotional experiences, self-awareness, and understanding of psychological issues that are often overlooked. Thus, the campaign serves as both an educational tool and a space for social reflection for the audience. Based on this, Ruang Tenang Sanustra's campaign is considered an ideologically or cause-oriented campaign, as such campaigns focus on a cause or ideology. It is also known as a social campaign, due to its focus on social issues and the hope of changing the attitudes and behaviors of the communities that support it.

d. Icing Techniques as Campaign Techniques

The campaign conducted by Ruang Tenang Sanustra utilizes the five-sensory activation method, packaging mental health messages into experiences that participants can see, hear, touch, taste, and smell. This approach is a key characteristic of the campaign strategy, creating stronger emotional engagement to build mental health awareness by enabling the audience to understand the message not only cognitively but also affectively. Based on this, Ruang Tenang Sanustra's campaign technique uses the ice sculpture technique (Icing Technique) to convey campaign messages in a way that is engaging to see, read, feel, hear, and so on. This is evident in the unique implementation of Ruang Tenang Sanustra's campaign method (UMRAN et al., 2024).

The implementation of the five-senses activation method reflects a strong alignment between the campaign strategy and the characteristics of Generation Z, as it utilizes sensory experiences that are inherently closest to human daily life. This method involves visual elements through the display of calming visuals of Indonesian nature such as the sound of waterfalls in Indonesian regions, auditory stimulation through calming Indonesian natural sounds or audio guides, olfactory elements through the aroma of carefully selected herbal teas, tactile interaction through physical objects or installations, namely beach sand that can be touched while enjoying the method, and taste through specially prepared herbal teas that complete the overall experience. By activating all five

senses, the campaign transforms abstract mental health messages into concrete and immersive experiences that can be directly felt by the audience. This approach is particularly relevant for Generation Z, who tend to prefer practical, non-complicated, and experience-based interactions rather than purely informational communication. As a result, the multisensory strategy not only simplifies message reception but also strengthens emotional engagement and encourages deeper self-reflection, making the campaign more meaningful and impactful.

In line with the discussion above, the documentation result show that Bestari Festival, Idea Fest, Avo Restation, URUP 2024, and Tau – Tau Festival, the majority of Gen Z audience members stated that the presence of Ruang Tenang Sanustra's Installation made them feel calmer and more relaxed, able to reflect on themselves, recognize their emotions, and unburden their minds amidst the festival's dynamic atmosphere. This indicates that festivals are perceived not only as entertainment but also as meaningful personal experiences that help change perceptions and stigmas surrounding mental health. This feedback confirms that the festival's appeal also lies in its emotional experiences, which resonate with young audience's needs. Integrating events with social media platforms like TikTok and Instagram as a campaign strategy has been shown to have a positive, significant impact on visit decisions, thereby strengthening audience interest in attending and experiencing the events firsthand (Manajemen dan Dinamika Bisnis., et al 2025).

In addition to its presence at various events, Sanustra's Calm Room features a permanent installation of the five-senses activation method in Sudirman Central Business District as part of its campaign strategy. Audience feedback indicates that this multisensory experience effectively enhances mindfulness, characterized by a sense of calm, self-reflection, and the ability to recognize and accept emotions, all of which have a positive impact on mental health. This personalized, demand-free, and individual-controlled multisensory experience aligns with the principles of multisensory therapy described by (Baillon., et al 2002), in which structured sensory stimulation has been shown to reduce anxiety and agitation and aid emotional regulation through a sense of safety and relaxation. Furthermore, (Retno Ningsih, n.d.) emphasizes that mindfulness plays a crucial role in increasing self-awareness, emotional management, and mental balance. Therefore, the Sanustra installation serves not only as an aesthetic or relaxation space but also as an embodied experiential medium that bridges mindfulness practices and multisensory approaches, enabling audiences to experience emotional release, deep reflection, and tangible mental health recovery through the spatial experience.

The application on of the Ruang Tenang Sanustra's method in various events is in line with the characteristics of Generation Z, who tend to actively attend and engage in these experiential spaces because Sanustra is usually present at Gen Z events, such as music concerts, and this is relevant to Gen Z who are more responsive to experiential, personal, and meaningful messages than conventional one-way communication. Gen Z's tendency to seek authentic experiences makes approaches that emphasize sensory experiences and emotional reflection effective means of conveying mental health messages. Their sensitivity to context and need for depth of experience make the Sanustra method a relevant communication strategy for more effectively supporting mental well-being (Puspitasari & Fitria, 2026). Audience reflections also demonstrate that Sanustra can facilitate the development of self-care, a crucial component of mental health. Increased awareness of emotional needs, self-forgiveness, and the development of positive thought patterns after participating in the Ruang Tenang Sanustra's Installation experience demonstrate that this method not only provides temporary relaxation but also helps participants build internal skills that support long-term well-being. Gen Z needs an interactive, experiential approach to mental health education, as they favor reflective, participatory, and contextual activities (Javier Ramadhan Nahari, 2026).

Thus, integrating strategies, multisensory techniques, and a social campaign orientation not only enhances message comprehension but also strengthens changes in audience attitudes and behavior (Amara Pasha et al., n.d.).

4. Conclusion

The mental health campaign strategy implemented by the Ruang Tenang Sanustra Community through the five-senses activation method aims to increase mental health awareness among Generation Z through a multisensory experience featuring experience featuring visual,

auditory, olfactory, tactile, and movement elements. This approach allows the audience not only to understand the message informatively but also to engage in an emotional experience that encourages self-reflection and increased self-awareness related to mental health. This approach also aligns with the characteristics of Gen Z, who tend to prefer interactive, personal, and experience – based experiences, thereby relating to the process of engagement, meaning, and the internalization of messages by the audience. The experience presented also creates a calming atmosphere and supports emotional regulation by stimulating various senses that are the closest reach of everyone, especially Gen Z. In addition, Ruang Tenang Sanustra's collaboration with various events whose market segmentation is Gen Z also makes it one way to attract Gen Z's interest and makes this strategy effective in reaching Gen Z. The experiences presented also create a calming atmosphere and support emotional regulation by stimulating various senses. The ideologically or cause-oriented campaign strategy packaged through this sensory approach is aimed at fostering awareness and attitude change in the context of mental health. However, Ruang Tenang Sanustra is advised to expand collaboration and cooperation with festivals or larger – scale activities beyond internal relations so that the methods used can reach a wider audience, as well as develop follow up from the experiences provided, such as reflection rooms or further educational activities, so that the relationship between the campaign's impact can be sustainable.

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