

## Analysis of Counseling Services and Mental Health Campaign Model Through Social Media: (Case Study of The Ibunda.Id Digital Platform)

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### Abstract

Mental health is very influential in the welfare of life both physically and socially. People who are said to be mentally healthy are when they are free from various symptoms of mental illness. Symptoms of mental disorders include depression, fear, anxiety and so on. Mental health disorders can be prevented. Preventive action is by providing knowledge and awareness to the community, one of which is through social media. Mental Health Digital Platform Ibunda.Id campaigns for mental health using social media. This study aims to determine the technique of the Ibunda.Id digital platform in campaigning for mental health to the public through social media. The method used in this research is literature study and observation. This research uses a qualitative case study approach. The results of the discussion found that the ibunda.id Digital Platform in campaigning for mental health applied Collaborative Techniques with various parties and utilized social media including Instagram, Youtube, Facebook, and Websites. A verified Instagram account is one of the techniques for campaigning for mental health through social media using cool and unique content so that information can be easily conveyed clearly and accepted by the public. Mental health campaigned by the Ibunda.Id Digital Platform through social media is quite successful and has a good impact on the community.

### KEYWORDS:

Mental Health, Campaign Techniques, Social media, Media Partners.

## **Abstrak**

Kesehatan Mental mempunyai dampak dalam kesejahteraan hidup baik secara fisik maupun social. Orang yang dikatakan sehat secara mental adalah ketika orang tersebut terhindar dari berbagai macam gejala penyakit mental. Gejala gangguan mental meliputi depresi, ketakutan, kecemasan dan lain sebagainya. Penyakit gangguan kesehatan mental dapat dicegah Tindakan preventif yakni dengan memberikan pengetahuan dan kesadaran terhadap masyarakat salah satunya melalui media social. Platform Digital Kesehatan mental Ibunda.Id mengkampanyekan Kesehatan mental menggunakan social media. Penelitian ini bertujuan untuk mengetahui Teknik platform digital Ibunda.Id dalam mengkampanyekan Kesehatan mental kepada masyarakat melalui media social. Metode yang digunakan dalam penelitian ini menggunakan studi kepustakaan dan observasi. Penelitian ini menggunakan pendekatan studi kasus kualitatif. Hasil pembahasan ditemukan bahwa Platform Digital ibunda.id dalam mengkampanyekan Kesehatan mental menerapkan Teknik Kolaborasi dengan berbagai pihak dan memanfaatkan media social meliputi Instagram, Youtube, Facebook, dan Website. Akun Instagram yang sudah terverifikasi menjadi salah satu teknik mengkampanyekan Kesehatan mental melalui media social menggunakan konten-konten yang keren dan unik sehingga informasi dapat dengan mudah tersampaikan dengan jelas dan diterima masyarakat. Kesehatan mental yang di kampanyekan oleh Platform Digital Ibunda.Id melalui media social cukup berhasil dan memberikan dampak yang bagus kepada masyarakat.

## **KATA KUNCI:**

Kesehatan Mental, Teknik Kampanye, Media Sosial, Media Partner

## 1 | Introduction

Communication is the process of sending messages and receiving (replying / feedback) from the sender of the message. The ability to communicate is very influential on the content or intention of delivering an individual to another individual, because communication can have a negative effect on the recipient if it is wrong in interpreting the content and intent of the message. The process of changing times that is growing has resulted in communication patterns being easier to do, not only face-to-face communication, even communication can be done online, this is marked by the number of sites, applications, and social media (Platforms) that are spread in the community.

The many platform/social media features that are served such as whatsapp, instagram, line, facebook, twitter, youtube make it easier for the public to communicate, besides that internet-based social media is also able to reach the wider community so as to allow the formation of information exchange, creation and as a medium promotion of a company (a product). Social Media has a

functional value, so it can be used by companies and organizations to carry out promotional activities. Social media is considered capable of reducing the burden of promotional costs that cost a lot of money to market the products and services offered.

The development of online media supported by internet speed has created opportunities for new companies and organizations or called companies (startups). A startup is a company or business that has just developed (operated) by utilizing technology and the internet [1]. One company (Platform) that utilizes, for example, Ibunda.Id. The Ibunda.Id platform is a company engaged in online counseling services, where the Ibunda.Id platform is a consulting medium and a psychology-based online vent, with a focus on self, friendship, love, and family problems. In addition, the Ibunda.Id platform also uses social media to campaign for a positive activity, namely the importance of maintaining mental health.

In fact, there are so many digital platforms that are concerned with mental health. Among them are Riliv, Kalmselor and Psikologiku and similar

applications. Some of these platforms have even been transformed into several applications that can be downloaded on the Google Playstore and App Store. The rationale for choosing the Ibunda.id platform is because this platform is one of the pioneer mental health platforms in Indonesia with thousands of clients and hundreds of thousands of wide reach. An important point in this description can be drawn assumptions about the prevalence and importance of mental health in society. Especially when the Covid-19 pandemic emerged.

Mental health is a condition where individuals feel prosperous and healthy psychologically, physically and socially, so that in carrying out daily activities or activities they can be optimal, and individuals are also able to accept and take advantage of their own shortcomings, so they are not easily stressed, anxious and depressed. not afraid to fail [2].

Phenomena related to mental health have made people think about their vulnerability in facing life with various miseries, sorrows and challenges [3]. Various incidents of stress, depression to suicide are examples of the

phenomenon of mental health vulnerability in society which can become a certain dynamic or pattern. Therefore, campaigns related to mental health are one of the efforts that can be made to increase literacy and public awareness related to mental health [4].

The purpose of the Ibunda.Id platform is to campaign for mental health through social media, namely the Ibunda.Id platform to use social media to spread positive values (services) widely and easily (affordably), and to make the public aware that mental health needs to be treated and maintained properly. Many people are less concerned about their mental health so that indirectly their productivity or performance decreases, because they often think negatively, are unable to control their emotions and tend to blame themselves, it is a sign that mental health is disturbed.

The use of social media by the Ibunda.Id platform to campaign for mental health is by creating creative content on Youtube, Whatsapp, Twitter, Line, Website and especially on Instagram, as well as collaborating with several media partners, organizations and agencies, so as to attract the wider

community. and easy to understand mental health. Creative content published on the Ibunda.Id platform, such as video updates, words and narratives that build, and explain symptoms, the impact of disturbed mental health, and solutions to maintain and care for mental health properly and correctly. Collaboration and collaboration with media partners, organizations and other institutions, namely by holding joint activities such as online and offline seminars, live Youtube, live Instagram with content creators, YouTubers.

## 2 | Literature Review

### a. Mental health

The World Health Organization (WHO) defines: “mental health is defined as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community” (Mental health is defined as a state of well-being in which each individual realizes his or her own potential, (so) can cope with the normal stresses of life, can

work productively and well, and is able to make a contribution to his community)

Frank LK as quoted by Notosudirdjo and Latipun [5] argues that mentally healthy people are people who continue to grow and mature in life, accept responsibility, find adjustments (without paying too much for themselves or the community) in participating in maintaining the rules. social and cultural actions. Meanwhile, according to Mustafa Fahmi [6], mental health has many definitions and limitations. He put forward two meanings; The first definition states that mental health is free from symptoms of mental illness and mental disorders. This definition is widely used in the field of psychiatry (psychiatry). The second definition of mental health is to be active, broad, complete, not limited; it relates to the ability of people to adapt to themselves and to the society of their environment, it leads to a life of silence from shock, full of vitality. He can accept himself and there are no signs that indicate social incompatibility, he also does not do unnatural things, but he behaves naturally which shows stability of soul,

emotion and mind in various fields and under the influence of all circumstances. .

Zuhdiyah [7] suggests five mental health formulations that are commonly adopted by experts. The five formulations are arranged from specific to more general formulations, so that from that sequence it is illustrated that the last formulation seems to include the previous formulations, including:

1. Mental health is the avoidance of people from symptoms of mental disorders (neurose) and from symptoms of mental illness (psychose). This definition is widely adopted in psychiatry (psychiatry) which views humans from the point of view of health or illness.
2. Mental health is the ability to adjust to oneself, with other people and the society and environment in which he lives. This definition seems broader and more general than the first, because it relates to social life as a whole. The ability to adapt is expected to lead to peace and happiness in life.
3. Mental health is the realization of true harmony between the functions of the soul, and having the ability to deal with common problems, and avoiding anxiety and inner conflict (conflict). This

definition shows that the functions of the soul such as thoughts, feelings, attitudes, views and beliefs must support each other and work together so as to create a harmonious life, which keeps people away from doubts and doubts, and avoids anxiety and inner conflicts.

4. Mental health is knowledge and action aimed at developing and utilizing existing potential, talents and traits as much as possible, so as to bring happiness to themselves and others, and to avoid mental disorders and diseases.

From the definitions above, it can be understood that psychologists define mental health with various definitions but still focus on the emphasis on human behavior problems. In general, they define mental health as a person's maturity at the level of emotional and social maturity to make efforts to adapt to himself and the environment, as well as his ability to carry out life responsibilities and be ready to face all the problems. With mental health a person can live with feelings of pleasure and happiness.

As for Uthman Najati [8], an expert in Islamic psychology cites several opinions of psychiatrists about indicators

that indicate that a person has achieved good mental health, including Maslow's opinion which states that "an indicator of a person having achieved mental health is his relationship with several values such as honesty of a person to himself and to others, having the courage to reveal the truth, being responsible in doing something he does, daring to admit who he really is, what he wants and likes, and willing to admit which things are good. even if it doesn't come from it, at the same time willing to accept the good thing without intending to hold a self-defense in order to damage the nature of the existing truth."

#### b. Campaign Techniques

According to Gregory [9], the process of delivering messages or information in campaign communications is carried out through three processes, namely as follows: Awareness, the public is involved in cognitive processes at a new level of understanding. This level can be regarded as an initial promotion to get public attention by providing information and knowledge that can attract the public to think further about an issue. Attitudes

and Opinion, forming certain habits or views on a subject or problem. Attitude focuses on the reactions caused in receiving information, this is related to affective abilities (feelings involving emotional aspects) and can lead to interest, acceptance, or rejection. Behavior, attracting the public to take an action, is commonly referred to as conative [10].

#### c. Social media

*New media* is a medium that offers digitization, convergence, interactivity, and development of networks related to message creation and message delivery. Its ability to offer interactivity allows users of new media to have a choice of what information is consumed, while controlling the output of information produced and making the choices they want. This ability to offer interactivity is the central concept of understanding new media. Flew [11] The emergence of virtual reality, a virtual community of virtual identities is a phenomenon that appears a lot along with the presence of new media. This phenomenon arises because new media allows users to use the widest possible space in new media,

expand the network as wide as possible [12].

The term new media or *media baru* is a term to describe media characteristics that are different from those that have existed so far. Media such as television, radio, magazines, newspapers are classified as old media or *media using*, and internet media that contain interactive content are classified as new media or *media baru*. So that this term does not mean that the old media will disappear and be replaced by new media, but this is a term to describe the characteristics that appear. Social media or also known as social networking is part of new media. It is clear that the interactive content in new media is very high. Social media, quoted from Wikipedia, is defined as an online media, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world (Social, nd).

#### d. Media partners

Media partners are basically a reciprocal process that is mutually

beneficial. Because the media need a broad means of promotion to the general public. When the media is often mentioned as the organizer of the event and the logo is printed on the event banner, the potential for the media to be known to many people is even greater. People or companies that already have media partners will tend to be better known and remembered by the public. So that with the media frequently reporting or informing them it will be very easy for them to steal hearts and create new phenomena. There are several approaches that can be applied to conduct research on the effect of the number of Instagram followers to attract companies to place advertisements. Among them are: Current need approach[13].

### 3 | Method

One type of descriptive qualitative research is in the form of research with a case study method or approach. This research focuses intensively on one particular object which is studied as a case. The case study method allows the researcher to remain holistic and significant. According to Arikunto [14],



research method is the method used by researchers in collecting research data. The research conducted by the author with the title Process Development Analysis of Concept Design Micro Elements in Start Up Companies is a qualitative descriptive study with a case approach. Qualitative research is a research that produces descriptive data (a description in the form of written and spoken words of each behavior of the people observed). suggests that "case study data can be obtained from all parties concerned, in other words the data in this study were collected from various sources". As a case study, the data collected comes from various sources and the results of this study only apply to the cases being investigated. Furthermore, Arikunto [15] suggests that "the case study method as a type of descriptive approach, is research that is carried out intensively, in detail and in depth on an organism (individual), institution or particular symptom with a narrow area or subject".

In qualitative research, knowledge is built through the interpretation of various diverse perspectives from the input of all

participants involved in the research, not only from the research alone. The data sources vary, such as observational notes, history, and interview notes. While this article the data source is from the interview results. The interview technique was used because it was considered the most useful for obtaining information from respondents. Through interviews, respondents are given the opportunity to explain their opinions and share their own experiences and observations [16].

## 4 | Discussion Results

### 4.1 Contents of Results and Discussion

The following are the results and discussion of the mental health campaign technique through the social media of the Ibunda.Id Digital Platform.

1. Mental Health Campaign Techniques Through Social Media  
Ibunda.Id's mental health campaign technique to introduce the importance of mental health to the community is to use various social media. There are several social media used, namely the website www.ibunda.Id, Instagram

@ibunda.id, Youtube Ibunda.id, line @ibunda, whatsapp bit.ly/ibundacs and twitter ibunda\_id. This Ibunda.Id Digital Platform has the following logo:



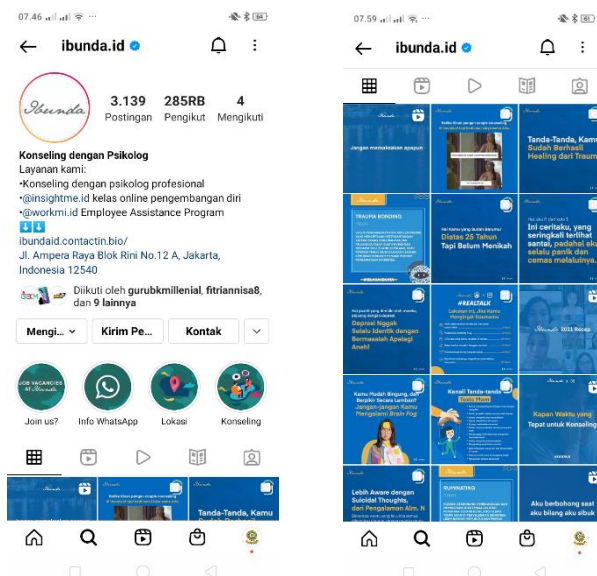
Figure 1. Logo of Ibunda.id's Digital Platform

#### a. Instagram

One of the media used for mental health campaigns at ibunda.id is Instagram, ibunda.id has started campaigning for mental health on Instagram since March 25, 2015. Ibunda.id as a mental health platform also has twists and turns in the work process, especially in the early days of your ibunda.id career at that time Instagram had just been grounded in Indonesia, but there were not as many enthusiasts as

now. Instagram APAC Brand Development Lead Paul Webster said that since its launch in 2010 the Instagram application has had more than 400 million active users from around the world. Indonesia itself is one of the countries with the highest number of Instagram users with 89% of Instagrammers aged 18-34 years accessing Instagram at least once a week. The majority of Instagrammers are young, educated, and established. Remaja K [17] From this data, it can be concluded that the target of Ibunda.id's mental health campaign on social media through Instagram is the right target and has great opportunities, considering that the target audience who often experience mental health disorders are teenagers, early adults and adults. using Instagram. Ibunda.id chose Instagram as a mental health campaign media not without reason, but the many features on Instagram that make it easier for clients (all levels of society) to

understand what mental health is and learn how to manage mental health properly and correctly. The advantages of various features on Instagram are able to capture all ways of learning Indonesian people, both visually in the form of images or writing that can be seen and read,



Picture 2. Instagram Account of Digital Platform Ibunda.Id

The stages of the design and distribution of the ibunda.id social media campaign are divided into several parts, namely [18]:

a) Pre-campaign with media that aims to raise awareness of the

target first and inform the solutions offered. The mental health campaign at ibunda.id does not only work with psychologists, or counselors, but also all levels of society such as artists, artists, and even Ibunda.id's recent collaboration with a musician, namely Kuntoajiw. which indirectly makes people aware that mental health belongs to everyone regardless of social status, culture, gender, and even profession.

b) The campaign has been carried out for the past 6 years starting from 2015, with topics discussing mental health itself such as how to avoid mental health disorders, how to early realize the symptoms of mental health disorders, how to treat mental health disorders, and how to take action if you experience mental health disorders. . And this campaign uses video reels, pictures, and even text.

c) Post-campaign

Giving Instagram audience a sense of comfort in the form of continuing to carry out mental health campaigns on a regular basis by frequently posting feeds or reels every day, and reposting from followers so that Instagram audiences feel not only cared about but also seen as a client/counselee.

b. Youtube

Youtube is a popular video sharing website application that was founded in February 2005 by three former PayPal employees, namely Chad Hurley, Steven Chen, and Jawed Karim. Who does not know this social media, in which there are many videos to watch from health, business, games, beauty, and even culture and religion. Youtube has the advantage of showing videos with a longer duration and allowing detailed and detailed explanations, Brad & Debra also define YouTube as "a community

where people are entertained, informed, educated, and inspired through the sharing of video". can get entertainment, information, education, and inspiration through videos shared by the uploader) Ibunda. id started his career as a mental health platform since 29 January 2015 which has been running for 6 years with 5,78 thousand subscribers. This figure is quite a lot considering that there are still many people who are ignorant about mental health, and even seem not to care about mental health.

Youtube as a media for mental health campaigns for ibunda.id has provided 141 videos since the creation of this platform, the use of English in several YouTube videos indicates that the targets of your Ibunda's campaign are not only internal to Indonesia but also externally such as abroad, but even in videos. YouTube using English does not reduce the ease for Indonesian people to access it because subtitles are provided to make it easier. The topics

discussed were not purely from ibunda.id, but from other video clips, and were given a more detailed explanation from ibunda.id, however, all uploaded videos support mental health campaigns [19].

### c. Website



Along with the development of the digital era, information is presented through an online-based information system so that it is easy to be accessed by users. Mental health information can also be developed through the website in order to facilitate the community and become a solution for mental health services. The Ibunda.Id Digital Platform is a technology-

based mental health innovation platform that facilitates the public to access mental health services professionally.

In conducting online counseling, the company must provide a website address that can be used for online counseling practices. So that counsees who want to do online counseling can visit the site. (1) To be able to have a website, counselors can work together with companies and or experts in the field of web developer. Counselors can choose the desired form of web design from html, php and websites that use CMS (Content Management System). (2) Telephone or mobile phone. Telephone or handphone can be used as a medium to connect counselor and counselee through audio or voice. (3) Emails. Email is an abbreviation of Electronic Mail or can be called electronic mail. Email is a system that allows text-based messages to be sent and received electronically via a computer or mobile phone connected to the

internet. More specifically, email is defined as a way of sending data, text files, digital photos, or audio and video files from one device to another. (4) Chat, Instant Messaging and Social Networking. Chat can be interpreted as chat in the internet world. Conversations or chats can be done by interacting with each other via text, voice, or video. There are various applications that can be used to chat, including skype, messenger, google talk, window live messenger and also through social networks such as facebook, twitter and of course there are many other chat media. (5) Video conferencing. Video conferencing or video meetings assisted by various network media such as telephones or other media used for video data transfer. The alternative for counselors to do this video conference is to use a messaging application that provides video call facilities (Dini Duniawati, Ucin Muksin 2020).

The digital platform Ibunda.Id uses the website as a

means to connect the public to professional psychologists. Before looking at the services and about ibunda.id the client is presented with a slogan from ibunda.id which contains Someone to talk to, talk to a professional psychologist, a safe and comfortable place to share worries, with experienced psychologists. In addition, at the beginning of the client's website display is presented about a belief that when conducting counseling, either face-to-face or virtually, it is certain that it is safe and comfortable because mental health practitioners are licensed and verified.

The services provided through this website are:

1. Counseling Corner

Counseling corner is the name for ibunda.id to meet psychologists face to face directly. The time is 60 minutes/session. In this counseling corner, you can get counseling, help clients to solve problems and if needed,

there will be therapy. However, for face-to-face meetings, it is still only in the Jakarta area. At Ibunda.Id's office, when clients enter the waiting room, they will be presented with various pleasures, such as having a place for karaoke, relaxing and so on. The goal is that when this client has a problem or burden it can be minimized and not getting bored or bored. Because the fun way will make the client feel happy too.

## 2. E-Counseling

E-Counseling is counseling that is done online by utilizing various kinds of social media such as WhatsApp, line and so on.

## 3. Couple Counseling

Couple Counseling is counseling specifically designed to solve problems in a couple's special relationship. "Find a way, not disperse". When you meet challenges or problems in your relationship,

invite your partner to jointly consult with an experienced psychologist. The Couple Counseling service consists of Pre-Mariage Counseling and Marriage Counseling.

## 4. Article

Articles are articles written by the Ibunda.Id team or various parties related to mental health or related to the Ibunda.Id digital platform. The function of this article is to convey ideas and facts with the intention of convincing, educating and entertaining socially.

## 5. Psychological Test

On the ibunda.id website there is a psychological test, the function of this test is when friends want to know whether they are in a very good position, good enough or fine and so on.

## 2. Media Partner Ibunda.Id

Ibunda.Id has a media partner as a support system to introduce through various content interesting contexts as a mental health

campaign technique. Gita Savitri is a media partner for the digital platform Ibunda.Id.

Gita Savitri and Social Media Gita Savitri Devi, better known as Gita Savitri, is a teenager from Indonesia who received a scholarship to study in Germany. Gita Savitri received the spotlight from many audiences for her thoughts, both as a blogger, youtuber, and celebrity. This study focuses more on the use of Instagram social media in the formation of Gita Savitri's personal branding. As a celebgram, Gita has a strong character. This is shown by its high consistency in the content of posts that are shared with their followers.

With a large number of followers, namely 560,000 followers, Gita can reach many audiences in spreading their ideas and thoughts. Not a few of Gita's posts have received positive responses and are able to influence the mindset of other teenagers to be wiser in their actions. Through her social media accounts, Gita shares writings containing moral messages

wrapped in stories. This makes what is said not seem patronizing because it emphasizes the relaxed impression typical of young people's style. Relaxed, fun, and interesting, are things that reflect the nature of the Gita. That's what gives him more value so that many moral messages in each post are well received by his followers.

For example, when Gita Savitri conveyed her thoughts not to just give to beggars. Gita shared on her social media account when she was on the train that took her to a city in Germany. When the beggar asked for some money, Gita firmly refused. This was not done without reason.

Gita said that according to his observations and experiences, the beggars he often met often spent time drinking alcohol in the station area. Gita doesn't want to give the money to the beggar because that would be tantamount to supporting the beggar to return to drinking alcohol. Gita added that physically, the beggars were still young and fit. In that story, Gita ends her writing with an invitation and motivation for



teenagers to be more enthusiastic in using time to do positive things. From this story, not a few followers have agreed with Gita's thoughts [20].

## 5 | Conclusion

From the results of the above discussion, it can be concluded that the Mental Health Campaign Technique through social media on Ibunda.Id is to use social media as an introduction and remind of the importance of mental health. The technique of utilizing social media on Instagram is by uploading daily content related to mental health education. Through Youtube, various motivational and inspiring videos are presented.

The website, in this case is the advice to connect and choose the type of services and psychologists according to their needs, complete with the registration method until they are ready to start counseling. The convenience provided by the Ibunda.Id Digital Platform makes people happy and comfortable.

Ibunda.Id's success certainly doesn't work alone. Ibunda.Id

collaborates with Gita Savitri for the branding of the Ibunda.Id Digital Platform. Commitment and persistence in creating awareness content for the community through social media is quite helpful and makes them aware of the importance of maintaining mental health, this is proven by the verification of Ibunda.Id social media accounts such as Instagram. Several times Ibunda.Id has also become a company as a place to learn from various universities, especially IAIN Kudus, the BKPI Study Program to study there with the Ibunda.Id team.

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