

ABSTRAK

Penelitian ini mengeksplorasi strategi komunikasi digital yang diterapkan oleh *Love Yourself* Indonesia untuk meningkatkan kesadaran mengenai kesehatan mental melalui Circular Model of Some, yang terdiri dari empat tahap: *share*, *optimize*, *manage*, dan *engage*. Instagram dipilih sebagai platform utama karena fitur-fiturnya yang mendukung partisipasi, koneksi, dan pembangunan kepercayaan. Namun, ketergantungan pada satu *platform* dan algoritma Instagram membatasi jangkauan audiens. Optimalisasi dilakukan melalui *Dashboard* profesional untuk mengakses data *engagement*, jangkauan, dan demografi. Meski bermanfaat, fokus berlebihan pada data kuantitatif bisa mengabaikan aspek kualitatif dari interaksi audiens. *Monitoring* media dilakukan melalui fitur Instagram seperti *insight* dan penggunaan *hashtag*, serta interaksi dua arah melalui *Live* Instagram. Namun, algoritma Instagram tetap menjadi tantangan dalam mencapai jangkauan yang luas. Kolaborasi dengan komunitas kesehatan mental lainnya memperluas jangkauan dan pertukaran ide, meskipun bisa membatasi fleksibilitas dan inovasi konten internal. Untuk mengatasi batasan algoritma, *Love Yourself* Indonesia mendorong anggota untuk aktif membagikan konten dan meningkatkan keterlibatan komunitas. Secara keseluruhan, Instagram dipilih karena keunggulan fiturnya, meskipun ada beberapa kekurangan seperti algoritma yang membatasi jangkauan, keterbatasan konten panjang, dan fokus pada visual. Penelitian ini memberikan wawasan tentang tantangan dan peluang dalam penggunaan strategi komunikasi digital untuk meningkatkan kesadaran kesehatan mental di Indonesia.

Kata Kunci: Strategi Komunikasi Digital, *Love Yourself* Indonesia, Kesehatan mental. Circular Model of Some, Instagram, Engagement

ABSTRACT

This research explores the digital communication strategy implemented by Love Yourself Indonesia to increase awareness about mental health through the Circular Model of Some, which consists of four stages: share, optimize, manage, and engage. Instagram was chosen as the main platform because of its features that support participation, connection, and trust building. However, reliance on one platform and Instagram's algorithm limits audience reach. Optimization is carried out through a professional Dashboard to access engagement, reach and demographic data. While useful, an excessive focus on quantitative data can overlook the qualitative aspects of audience interactions. Media monitoring is carried out through Instagram features such as insights and hashtag use, as well as two-way interaction via Live Instagram. However, the Instagram algorithm remains a challenge in achieving wide reach. Collaboration with other mental health communities expands the reach and exchange of ideas, although it can limit the flexibility and innovation of internal content. To overcome algorithm limitations, Love Yourself Indonesia encourages members to actively share content and increase community engagement. Overall, Instagram was chosen for its superior features, although there are some drawbacks such as an algorithm that limits reach, limited content length, and a focus on visuals. This research provides insight into the challenges and opportunities in using digital communication strategies to increase mental health awareness in Indonesia.

Keywords: *Digital Communication Strategy, Love Yourself Indonesia, Mental health. Circular Model of Some, Instagram, Engagement*