Edutainment's effectiveness by social media utilization to increase adolescent's mental health awareness

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Abstract

Mental health awareness is important by increasing knowledge, belief, and prevention. The edutainment method by utilizing social media can be a means of mental health education for adolescents, considering the existence of the massive need for mental health education as indicated by increases in digital literacy users through social media with mental health. The objective of this research is to know the effectiveness of the edutainment method in the form of using social media as a strategy to increase the mental health awareness of adolescents. This study uses a literature review method with descriptive explanations with sources of articles published in the last 10 years. Sources of articles used from any database. Social media platforms provide various "online services" such as informative posters, room chats, to consulting services which have a positive impact on adolescent mental health. Mental health literacy through social media is in demand and needed by teenagers. The availability of informative mental health literacy accounts with a large number of followers indicates that good mental health education can be done through social media. Mental health education using social media is considered effective because it can increase awareness related to mental health in a short time and a wide range.

Keywords: adolescent mental health, edutainment, social media

INTRODUCTION

According to World Health Organization (WHO), Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Through this definition, it is known that mental health is a determinant of whether a person is said to be healthy. According to Riskesdas 2018 data, the prevalence of mental-emotional disorders as indicated by symptoms of depression and anxiety for ages infirmity 15 years and over is around 6.1% of the total population of Indonesia or the equivalent of 11 million people. Adolescence is identified with a 'storm' of psychological changes. At this time, teenagers experience many new challenges that make them have to adapt. This process experienced by adolescents causes adolescents to have a high risk of facing mental health problems (Soeroso,2016).

Mental health problems become a serious problem every year. The Director of Prevention and Control of Mental Health Problems at the Ministry of Health revealed that 1 in 5 people in Indonesia experience mental disorders (Kemenkes RI, 2021). Mental health can be caused by many factors. The impact of someone experiencing a mental health disorder is not being able to overcome their own potential, and being unable to work productively and less than optimally in contributing to activities (Fakhriyani, 2019). Bad stigma is also often obtained by people who are affected by mental disorders so that they seem more closed (Putri, et al. 2015).

In the past several decades, the prevalence of mental health disorders has been studied in a number of different countries, providing estimates on how common these disorders are (Furnham & Swami, 2018). Mental health education is an approach by empowering individuals to

be able to prepare their mental health in the face of the era of disruption or the era of the industrial revolution 5.0. The industrial revolution in addition to many positive impacts also has negative impacts such as high unemployment, the emergence of deviant behavior, consumptive lifestyle, immorality, hedonism, individualism, depression, stress, high tension, anxiety, to suicidal behavior. Urgency of mental health education is needed to prevent mental health disorders in this era of disruption. Family, school, and community-based mental health education need to be implemented and integrated as early as possible (Agustina, 2019).

In mental health, it is very necessary to prevent efforts to reduce the number of mental health disorders caused by the above factors. Prevention is a deliberate effort made to prevent disturbance, damage, loss to a person or society. The principle of prevention in mental health can be done with indirect services, such as mental health education and counseling through the media, one of which is through social media with the edutainment method (Latipun & Moeljono, 2015).

The current young generation, called Generation Z, was born into the reality of social media platforms. Therefore, for this generation, who has never known a world without technology, social networks act as a means to promote social connections, entertainment, and education (Boniel-Nissim, et al., 2021). Social media offers many opportunities to make and maintain friendships, gain social support, reduce social isolation, and provide opportunities for learning and creativity. However, the growing popularity of social media use is raising concerns about its impact on adolescent health and well-being (Boniel-Nissim, et al., 2021).

Online mental health interventions have been shown to be effective among adolescents, and low adherence and high dropout rates are important issues limiting the effectiveness (ie, ability to achieve improvements in psychological outcome variables) of online health interventions. In reviewing online mental health interventions in the general population, previous research found that intervention content, personalization, and level of guidance (e.g., intervention. Similarly, user interaction with mental health apps was reviewed. Factors leading to low user engagement, including 1) the application is not made for the user, 2) the application does not solve the problem the user is interested in, 3) the application does not respect privacy, 4) the application is not considered trustworthy, 5) the application is useless in an emergency situation (Oti and Pitt, 2021).

This research is crucial to do considering the fact that people mostly spend their time on social media and social media is one of the proofs that we live in the advancement of technology. The use of social media is not something that we should avoid as long as we can use it wisely and can optimize the benefits of using social media.

Research on how the use of social media can increase adolescent's mental health awareness is very beneficial in positively affecting parents in how they see their children's use of social media. In this case, this study will broaden parents' point of view that social media can also be used as an educational medium, especially for mental health. This can certainly have implications for the wiser parents in looking at the activities of using social media. In academia, research on this subject also plays an important role in how teachers provide learning resources for their students. This emphasizes that social media can also be used as a learning medium for students, especially in increasing their knowledge about mental health.

RESEARCH METHOD

This article was written using the literature review method with descriptive research. Literature review is described as a systematic way of collecting and synthesizing previous research. An effective review can provide a solid basis for developing a theory. By integrating various findings and empirical perspectives, research questions will be able to help researchers to answer questions in their research. The literature review provides an overview of the research field. Through this research method, researchers will be able to uncover the areas needed in research

in building a theoretical framework and conceptual model (Snyder, 2019). The author focuses on the study of the effectiveness of mental health edutainment for adolescents. The study was conducted by looking for articles that match the research objectives. Descriptive research is intended to determine the effectiveness of social media in increasing awareness of mental health. The data collection technique used by the author is to collect data through Google Scholar, Science Direct, PubMed, and PsycInfo. The sources of data sought by the authors are the majority of articles with qualitative research with the keywords of social media, mental health, and adolescent. Keywords are used by adding a Boolean search, namely "AND" or "OR" between the keyword searches used. Articles found through keywords in the abstract, title, and discussion are collected and then reduced to articles that have inclusion criteria according to the author's determination. In addition, the author also looks at the criteria for the research subjects in the article by specifically focusing on adolescents aged 11-24 years. The articles used by the author are articles published in the last 10 years at least with the latest published articles in 2011 and the latest in 2022. The results of collecting articles according to keywords were obtained, 350 were then re-screened based on the research objectives, there were 127. The authors set 18 articles as the main reference in literature review writing.

RESULTS AND DISCUSSION

To answer the research question, we charted information from the included studies and grouped them into a table. The data characteristics for all included studies are presented in Table 1.

Table 1. Results of included studies

Author(s)	Title	Method	Result
Christine Greenhow & Cathy Lewin (2015)	Social media and education: reconceptualizing the boundaries of formal and informal learning	Theoretical Study	The two studies offer a different perspective on young people's social media use. The European study focuses entirely on the embedding of social media in school classrooms. In contrast, the US study illustrates a community-initiated and overseen by 'experts', but whose content, purpose, and actions were driven largely by contributions from the network members.
Oti and Pitt (2021)	Online mental health interventions designed for students in higher education: A user-centered perspective	Peer-review	The themes identified include convenience, personalization, improved user interface, changes to the format of the intervention, improved content, ensure anonymity/privacy/safety, add peer engagement, include access to professionals, and make it more engaging.
Lattie, E. G., et al. (2022)	Uptake and effectiveness of a self-guided mobile app platform for college student mental health	Mixed-methods	Thus, mental health apps can provide students with additional tools to support their mental health and wellbeing that are easily accessible and offset some of the barriers associated with in-person services. Future work should investigate how to best promote the use of mental health apps on college campuses given the widespread need for student mental health support.

Author(s)	Title	Method	Result
Boniel-Nissim., et al. (2022)	International perspectives on social media use among adolescents: Implications for mental and social well-being and substance use	Mixed-methods	More nuanced understanding of associations between social media use and wellbeing within a large, cross-national adolescent population and support the goldilocks hypothesis by highlighting potential risks to very low social media users on the one hand and problematic users on the other.
Lauchy Nabila (2021)	*Interaktivitas Akun Media Sosial Instagram @Ibunda.Id Sebagai Media Informasi Dan Edukasi Kesehatan Mental Di Indonesia*	Descriptive Qualitative	Instagram @*Ibunda.Id* is an account on social media that provides mental health services and provides mental health education through shared information. The interaction on the Instagram @*Ibunda.Id* social media account has three forms, namely user to a system, user to user, user to document. The dominant forms of interaction carried out by users are user to system and user to user.
Nita Rosita (2021)	*Hubungan Konten Self Disclosure Dengan Literasi Kesehatan Mental Pengguna Instagram (Studi Korelasi Pada Pengikut Akun Instagram @Menjadimanusia.Id)*	Quantitative	Instagram account @*menjadimanusia.id* is an account with content about mental health education provided to followers, this Instagram account presents posts in the form of visual, audio, and audiovisual. The content variable is divided into four sub-variables, namely the material/content of the message, the structure of the message, the format of the message, and the source of the message. Sub-variables will be correlated to the mental health literacy of account followers. Overall, the sub-variables have a significant effect (coefficient of determination = 51, 4%) on the mental health literacy of followers of the @*menjadimanusia.id* Instagram account with a positive influence.
Assyifa Nur Pratama (2021)	*Pengaruh Media Sosial Literasi Kesehatan Mental "Riliv" Terhadap Self-Diagnosis Mahasiswa FIP UPI*	Quantitative	Riliv is an Instagram account that focuses on mental health topics. Riliv also educates followers of Instagram accounts by providing information as material for digital literacy for account followers. Mental health literacy in the sample shows good mental health literacy with a score of 77.36%, while the self-diagnosis variable has a score of 68, 15%. The Riliv account itself gets a percentage of 77.05, this shows that there is an effect of mental health literacy on the Riliv account on Self Diagnosis.
Gisa Astania Sabiila.n (2021)	*Makna Kesehatan Mental di Media Sosial: Proses*	Qualitative	The Instagram account @petualanganmenujusesuatu is an account that focuses on mental health education. The process of interpreting messages by the audience on the topic

Author(s)	Title	Method	Result
	Pemaknaan Pesan Dalam Akun Instagram @petualanganm enujusesuatu Pada Mahasiswa di Universitas Gadjah Mada		of mental health is influenced by several factors, among the three major factors are frameworks of knowledge, relations of production, and technical infrastructure. The same message on the account @petualangan-menujusesuatu will be interpreted differently by the informants in the study. This depends on the tendency of factors as well as the perspective and way of interpreting the message @petualanganmenujusesuatu
Adinda Dea Nurafiani., et al. (2020)	*Pengaruh E – Konseling Akun Line @Curhatalpas Terhadap Kepuasan Pelayanan Kesehatan Mental Penggunanya*	Quantitative	Currently, mental health services can be done with e-counseling, one of which is using e-counseling on the LINE account @CurhatAlpas. The @CurhatAlpas e-counseling service has an influence on the satisfaction of users' mental health services with an effect of 48% and has a positive value.
Aksakal, Nalan (2015)	Theoretical View to The Approach of The Edutainment	Qualitative descriptive	The learning method must be adapted to the needs and desires of the target audience. Edutainment is an effective method because it can attract attention and increase student focus so that learning outcomes are optimal. There are several forms of edutainment, including simulation, narration, and role-taking or interaction.
Anam, Saeful (2017)	*Konsep Edutainment Method dalam Meningkatkan Pemahaman Belajar*	Qualitative descriptive	Edutainment can be defined as a learning process designed as educational and entertainment content that is combined harmoniously to create a pleasant learning atmosphere by emphasizing strategies and tactics.
Anikina, O. V., & Yakimenko, E. V. (2015).	Edutainment as a modern technology of education.	Qualitative descriptive	Edutainment is a form of applying technology in the concept of modern entertainment in traditional learning, classes, workshops and master classes. The media used include television, desktop, computer and video games, movies, music, websites, software which are media used in modern communication.
Sorathia, K., & Servidio, R. (2012).	Learning and experience: teaching tangible interaction & edutainment.	Qualitative descriptive	Edutainment involves emotion and motivation in promoting learning by combining educational content and entertainment activities. Through a learning process like this, students can more easily explore learning topics.
Latha, K., Meena, K. S., Pravitha, M. R., Dasgupta,	Effective use of social media platforms for promotion of	Qualitative	The use of social media as one of the edutainment methods to conduct mental health campaigns is an effective initiative as someone can reach out to several people over a short time period. There is an

Author(s)	Title	Method	Result
M., & Chaturvedi, S. K. (2020).	mental health awareness		increasing trend in the awareness of mental health with the effective use of digital media as a platform for disseminating information.
Sanchez, C., Grzenda, A., Varias, A., Widge, A. S., Carpenter, L. L., McDonald, W. M., ... & Rodriguez, C. I. (2020)	Social media recruitment for mental health research: A systematic review	Literature Review	Social media as one of the edutainment methods presents a tremendous opportunity to address some urgent challenges in mental health research. In some instances, social media cohorts may allow for a higher degree of generalizability without compromise of internal validity. Other benefits reported by investigators using these methods include: 1) low cost, 2) increased access, especially for harder-to-reach populations or rare disorders, 3) fewer staff hours, and 4) reduced time to meeting recruitment targets.
Abi-Jaoude, E., Naylor, K. T., & Pignatiello, use and youth mental health A. (2020).	Smartphones, social media use and youth mental health	qualitative, descriptive or cross-sectional	Indeed, for adolescents today, who have not known a world without social media, digital interactions are the norm, and the potential benefits of online access to productive mental health information — including media literacy, creativity, self-expression, sense of belonging, and civic engagement — as well as low barriers to resources such as crisis lines and Internet-based talking therapies cannot be discounted
Agustina, L. F. (2019)	*Urgensi Pendidikan Kesehatan Mental Pada Era Revolusi Industri 4.0*	Qualitative	The industrial revolution in addition to many positive impacts, but also has negative impacts such as high unemployment, the emergence of deviant behavior, consumptive lifestyle, immorality, hedonism, individualism, depression, stress, high tension and anxiety, to suicidal behavior. The urgency of mental health education is needed to prevent mental health disorders in this era of disruption.
Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., Irwin, A., & Hoving, C. (2013).	A New Dimension of Health Care: Systematic Review of the Uses, Benefits, and Limitations of Social Media for Health Communication	Systematic Review	Social media brings a new dimension to health care as it offers a medium to be used by the public, patients, and health professionals to communicate about health issues including mental health with the possibility of potentially improving health outcomes. Social media is a powerful tool, which offers collaboration between users and is a social interaction mechanism for a range of individuals.

Edutainment on social media

The development of information technology is currently increasing rapidly. Information technology is like social media, an application created to simplify our work as users. The results of information technology innovations in software development have previously shortened the technical and economic life of software or hardware. This fact directs users to always try to improve the latest technology. The rapid development of social media information technology is

slowly making users increasingly addicted to using social media. This fact has both positive and negative effects on users. The use of social media offers so many conveniences for its users. With all the possibilities that social networks have to offer. However, the ease of social media presence also brings disadvantages to the behavior of its users. The most obvious and damaging impact is that social media users can directly access moral and immoral contents that are easily accessible on the internet.

Piper Sandler's survey in the US found that the majority of teens use social media such as Instagram, TikTok, and Snapchat. These social networks used mobiles and web technologies to create interactive platforms where individuals and communities could share, co-create, discuss and edit user-generated content. It can be different communities with different interests, such as a culinary community, a trading knowledge community, and social activity. The early study explains the use of social media in education. The use of social media in education by people teaching and learning is rare, while use by users themselves for educational purposes appears to be abundant but also formal and informal. Advances in knowledge can come from anywhere. It can be formal education such as middle school or high school or even non-formal education such as within the family and even social media. Educators and researchers have extensively debated whether social media can be used as an infrastructure for formal or non-formal education. However, the focus of this article is on social media as an educational and entertainment means of raising mental health awareness.

Digital mental health interventions have been posited as a way of reducing the burden on the mental health of adolescents. However, low adherence and high attrition rates present a challenge that limits the effectiveness of these interventions. The included interventions targeted various areas of mental health including depression, anxiety, overall wellbeing, and mental health awareness. The interventions were commonly delivered through social media.

Some adolescents, although a minority, are fully engaged and embark on independent learning activities, using the full potential of participatory and collaborative technologies. Using the learning attributes of social media can enrich young people's learning experiences in institutional settings. However, the complexities of the learning landscape need to be thoroughly examined to understand how it challenges and disrupts institutional policies and practices while recognizing the need to avoid reproducing technology-based power structures.

Availability of mental health platforms on social media

Social media is currently developing to be part of the process of disseminating new information and existing information redistributed. The availability of the mental health platform on social media is one of the factors in increasing digital literacy regarding mental health. Some accounts that exist on social media networks will affect knowledge and attitudes and encourage one's actions on mental health. Accounts on social media can disseminate mental health information or provide mental health services online.

Interaction on social media accounts can take several forms depending on the concentration of communication taken or the purpose of creating the account. The Instagram account named @Ibunda.id is an account that provides mental health education and provides mental health services. In the ibunda.id account, the dominant interactions are user to system and user to user. User to system is done by clicking on the like, comment, views, and hyperlink features, and the user to user form is done by user interaction with admin or interaction between users in the comments column (Nabila, 2021).

Interaction on the account is also determined by the information contained on the upload of each account. The availability of mental health accounts will affect mental health literacy carried out digitally. @Menjadimanusia is an account that also provides mental health education on Instagram social media. The Instagram account @Menjadimanusia has an influence on

increasing mental health literacy with sub-variables that support uploads, namely message content/content, message structure, message format, and message source (Rosita, 2021).

Mental health education is also used to improve mental health literacy. One account on Instagram that also focuses on mental health education and counseling is @Riliv. The @Riliv account has a positive influence on mental health literacy as well as knowing the existence of self-diagnosis on account followers. In addition to mental health education, social media can also be used for mental health services. Mental health services provided online are also known as e-counseling. The @CurhatAlpas account available on LINE social media provides e-counseling services. The e-counseling service at @CurhatAlpas has a positive service satisfaction effect on users (Nurafiani, et all 2020)

Forms of mental health edutainment on social media

These days, there is a transition of learning methods to be more interactive and interesting, one method that is often discussed is edutainment. Edutainment comes from two syllables, namely education, and entertainment. Education can be interpreted as education and entertainment has the meaning of entertainment. Through these two meanings, it can be interpreted that edutainment is an entertaining or fun education. Hamid (2014) in Anam (2017) states that the term edutainment can be interpreted as a learning process that contains education and entertainment which is combined harmoniously to create a pleasant learning atmosphere. Edutainment emphasizes the order of methods, strategies, and tactics. Essentially, edutainment can be applied in any learning pattern. Because in its implementation, edutainment is transformed in various forms, both in the form of cooperative learning, active learning, accelerated learning, quantum teaching, and so on (Anam, 2017). Edutainment is used as a training concept that considers the target environment, information dissemination, and the use of mass media such as social media.

The use of social media in the promotion of health and public health continues to increase in popularity. The continued growth of the Internet as a means of accessing health information has created a unique environment for health promotion. Although online social networks have the potential to reach a large audience for health interventions, it is important to understand the general makeup of SNS users in order to understand when it is a viable media choice for health promotion. Youth or teenagers as the millennial generation are the toughest adopters and users of social media. They are born and grow up with pervasive information communication technology (ICT) and do not know how to live without using it. This is a common characteristic of the millennial generation. Millennials use social media for a variety of reasons, including communicating with friends and family members, seeking information, and maintaining social relationships (Gabarron & Wynn, 2016).

Edutainment provides opportunities for teenagers to expand their knowledge in a more fun way (Yakimenko & Anikina, 2015). Edutainment is a fun combination of learning content and learning methods in a technology context. The idea behind edutainment is the involvement of emotions and motivation in promoting learning by combining educational content and entertainment activities (Servidio & Sorathia, 2012). Buckingham and Scallon (2005) in Servidio & Sorathia (2012) is a hybrid genre that combines visual, narrative materials such as computer games, and other informal models. Edutainment can be implemented in various media such as video games, movies, music, websites, and computer software.

The main purpose of edutainment is basically to increase the attention and focus of the target on the material during learning. One form is to involve the target audience to take a role and participate in interacting in learning. This effort has an impact on learning outcomes related to learning activity and participation. Furthermore, edutainment can also be applied to the concept of a story or simulation. Through simulation, the target audience can learn about an event through practice on a realistically developed sample. The media used should be designed

as attractive as possible, the content conveyed is clear, and uses clear colors. A good learning atmosphere is also important to create to improve learning achievement (Aksakal, 2015).

The effectiveness of mental health's edutainment utilization on social media

Social media, which is one of the edutainment methods provides new opportunities for public health practitioners and other health advocates to engage, promote, and advocate for health issues such as mental health and substance use (Roman, 2014). Effective social media campaigns can potentially engage teens to spread health promotion messages in a way that influences health knowledge, awareness, and attitudes (Plaisime et al., 2020). Social media brings a new dimension to health care as it offers a medium to be used by the public, patients, and health professionals to communicate about health issues including mental health with the possibility of potentially improving health outcomes. Social media is a powerful tool, which offers collaboration between users and is a social interaction mechanism for a range of individuals (Moorhead et al., 2013).

Social media as one of the edutainment methods presents a tremendous opportunity to address some urgent challenges in mental health research. In some instances, social media cohorts may allow for a higher degree of generalizability without compromise of internal validity. Other benefits reported by investigators using these methods include: 1) low cost, 2) increased access, especially for harder-to-reach populations or rare disorders, 3) fewer staff hours, and 4) reduced time to meeting recruitment targets (Latha, Meena, Pravitha, Dasgupta, & Chaturvedi, 2020).

Nowadays, people use different types of technology to support their mental health. Each can serve a specific purpose. Although apps are the most widely used technology, mixing and matching different types of technology is also common. Technology should not be seen as a replacement for traditional psychotherapy, rather it offers new opportunities to support mental health as part of an overall ecosystem. People want technology to be more nuanced and personalized to help them plan informed actions. Future interventions should explore the use of multiple technologies and their combined effects on mental health support (Stawarz, Preist, & Coyle, 2019).

Indeed, for adolescents, today, who have not known a world without social media which one of the edutainment methods, digital interactions are the norm, and the potential benefits of online access to productive mental health information-including media literacy, creativity, self-expression, sense of belonging and civic engagement as well as low barriers to resources such as crisis lines and Internet-based talking therapies cannot be discounted (Abi-Jaoude, Naylor, & Pignatiello, 2020).

CONCLUSION

Social media is one of the edutainment media that is effective in conducting mental health education. The use of social media is considered effective in increasing youth awareness about mental health because it can educate with a broad scope and in a brief time. This is supported by the availability of mental health platforms on social media and the need for high mental health literacy. Edutainment is the right method because it collaborates educational content with entertainment so that the learning process can run more fun. The development of social media edutainment by paying attention to the needs and desires of teenagers is needed to support optimal learning outcomes.

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