

INFLUENCE OF EXPOSURE AND INSTAGRAM CONTENT OF @HALOIBUIDTOWARDS MOTHERS' ATTITUDE REGARDING MENTAL HEALTH

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ABSTRACT

The vast improvement of technology opened opportunity for everyone to build community, including mothers. Women's transition in playing their role as mother is challenging for mental health. Halo Ibu Community is providing media and space for mothers to support each other, one of it is @haloibuid. This study aims to find out whether there is influence of exposure and content of Instagram @haloibuid towards the attitude of mothers regarding mental health. The concepts used on this research are namely stimulus response theory, social media exposure, Instagram content, attitude and mental health. The population of this research is followers of @haloibuid. This research is conducted by distributing the questionnaire to 100 mothers who have become the followers of @haloibu.id and the active member of community. The result shows that all hypotheses were accepted. There is significant, positive and quite strong influence simultaneously of exposure and content of Instagram @haloibuid, as well as separately of exposure and of content. When both independent variables tested together, coefficient correlation and influence are slightly stronger than when exposure and content are tested separately. The result indicates that the work of community in educating women regarding maternal mental health through exposure and content of Instagram was worthwhile. Community should keep on improving the content and optimizing their exposure. Other recommendation for community is to expand their target to mothers from lower social economy because these group also required information about mental health.

Keywords: Exposure, Instagram Content, Attitude, Mental Health