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Analysis of the Utilization of Digital Media as a Means of Public Communication: A Case Study at the Cattleya Mental Health Center

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ABSTRACT

Digital media has affected various aspects of life, including in the field of mental health. Mental health services are an important part of efforts to improve the quality of life of individuals and society as a whole. By analyzing the use of digital media as a means of public communication in mental health services, it is hoped that useful insights and recommendations can be found to improve access, quality, and the positive impact of mental health services in this digital era. This research is qualitative research that explores and describes in detail a situation or phenomenon of the research object studied by developing concepts and gathering existing facts. Raw data is analyzed and organized by data collection date, data source, data type, data description, and data nature. All data must be read in order to find out what data has been obtained, the source of the data, and its meaning. Through this platform, individuals can access information about various mental disorders, stress management, relaxation techniques, and other resources that can help them deal with mental health problems. In addition, digital media can also provide discussion forums and community support for individuals experiencing mental health problems. Through online discussion groups, community forums, or social media channels, individuals can share experiences, get emotional support, and feel that they are not alone in their struggles. Interaction with others who are experiencing similar problems can increase self-understanding, strengthen a sense of hope, and provide inspiration for recovery.

1. Introduction

In this increasingly advanced digital era, the use of digital media as a means of public communication has become an unavoidable phenomenon. Digital media has affected various aspects of life, including in the field of mental health. Mental health services are an important part of efforts to improve the quality of life of individuals and society as a whole. Therefore, an analysis of the use of digital media in the context of mental health services is an interesting matter to study. Digital media can be used as a means of public communication in mental health services. This is important because of the stigma and negative

stereotypes associated with mental health problems, which often prevent individuals from seeking help. Digital media can be an effective tool for providing information, support, and education about mental health widely to the public (Bucy, 2019).

Digital media takes many forms, such as websites, social media platforms, mobile apps, and so on. When used wisely and responsively, digital media can facilitate two-way communication between mental health service providers and the community. Through this platform, individuals can access information about various mental disorders, stress management, relaxation techniques, and other resources that can



help them deal with mental health problems. In addition, digital media can also provide discussion forums and community support for individuals experiencing mental health problems (Chadwick, 2017). Through online discussion groups, community forums, or social media channels, individuals can share experiences, get emotional support, and feel that they are not alone in their struggles. Interaction with others who are experiencing similar problems can increase self-understanding, strengthen a sense of hope, and provide inspiration for recovery (Couldry, 2017; Dijck, 2013).

However, it is necessary to pay attention to the challenges and risks associated with the use of digital media in mental health services. Gaps in access to technology, inaccurate information, data privacy, and security, and the risk of addiction to social media. Therefore, it is important to consider appropriate strategies in optimizing the use of digital media as a means of public communication in mental health services while maintaining a balance between the benefits and risks involved (Ess, 2014; Gil de Zúñiga, 2017).

By analyzing the use of digital media as a means of public communication in mental health services, it is hoped that useful insights and recommendations can be found to improve access, quality, and the positive impact of mental health services in this digital era. In the face of the challenges and opportunities offered by digital media, we can forge an inclusive, informed, and supportive culture that supports the mental health of individuals and society as a whole (Hasebrink, 2010; Hinton, 2013).

2. Literature Review

Public communications

Public communication refers to the process of conveying information, messages, and ideas to a wide audience or the public in general. The purpose of public communication is to influence people's perceptions, attitudes, and behavior on various issues

or certain topics. Public communication involves various elements, including the use of mass media, digital platforms, public meetings, advocacy campaigns, and two-way communication between organizations or the government and the public. Basically, public communication aims to convey relevant, accurate, and useful messages to the public in a way that can be understood and responded to (Livingstone, 2007; Papacharissi, Z. 2010).

One important aspect of public communication is information management. Organizations or governments must be able to collect, process, and disseminate the information needed by the community. Information conveyed through public communication must be clear, easily accessible, and accountable. Using language that is easily understood by a wide audience and avoiding technical jargon is also an important aspect of effective public communication. In addition, public communication also involves the use of effective communication strategies. This includes identifying target audiences, tailoring messages according to audience needs and interests, and selecting appropriate communication channels. In the digital age, social media, websites, and mobile applications have become important channels for public communication, as they enable direct interaction with the public and extend the reach of messages conveyed. Public communication also involves feedback or two-way communication between organizations or the government, and the public. This means listening to feedback, questions, or feedback from the community and responding quickly and effectively. In two-way communication, the community also has an active role in sharing information, broadening understanding, and participating in decision-making (boyd, 2007; Hampton, 2003).

There are several relevant theories for understanding public communication. Here are some theories that are often associated with public communication: 1) Sender-message-receiver model: This theory is the foundation of public communication



and states that communication involves sending messages from a sender to a receiver. This model emphasizes the importance of selecting and delivering effective messages so that they can be understood by the recipient. 2) Agenda setting theory: This theory states that the mass media has the power to determine the public agenda by emphasizing certain topics or issues. The mass media can influence what is considered important by the public through intense and repeated coverage of the topic. 3) Persuasion theory: This theory focuses on trying to influence a person's attitudes, beliefs, and behavior through communication. This theory involves an understanding of psychological and social factors that can affect persuasions, such as trust, credibility, emotion, and logic. 4) Innovation diffusion theory: This theory explains how innovation or new ideas are propagated in society. This theory pays attention to the factors that influence the adoption of innovations, such as perceived benefits, compatibility with existing values, and the level of complexity of the innovation. 5) Framing theory: This theory emphasizes the importance of the way messages or stories are presented to influence people's perceptions and interpretations. Framing involves selecting certain aspects of an issue to be emphasized, as well as using language, viewpoints, and contexts that can influence the way people understand and respond to messages. 6) Reception communication theory: This theory emphasizes the important role of the receiver in the communication process. This theory recognizes that recipients are not only passive in receiving messages but are also active in interpreting and interpreting messages based on their own experiences, values, and backgrounds. 7) Cultivation theory: This theory focuses on the long-term influence of the mass media on people's perceptions and views. This theory states that long-term exposure to mass media, especially television, can shape people's worldviews and beliefs about social reality.

Digital media

Digital media is a form of media that uses digital technology to convey, disseminate, and access information. This media involves the use of digital devices, such as computers, smartphones, tablets, and internet networks. Examples of digital media include websites, mobile apps, social media platforms, blogs, podcasts, online videos, and more. Digital media has changed the way we interact, consume information and communicate. With the existence of digital media, information can be quickly and easily accessed by many people in various locations. In addition, digital media allows active participation from users, both in consuming and creating content. The advantage of digital media is its ability to provide wider and faster access to information. Through digital media, people can find information about the latest news, special topics, products, services, and much more. In addition, digital media also enable two-way interaction and user participation through comments, reviews, and content sharing (Jenkins, 2006; boyd, 2014).

Digital media has a significant role in facilitating public communication. Digital media allows broad access to information and messages conveyed publicly. Through websites, blogs, social media platforms, and mobile applications, people can easily search for and access a variety of relevant information, news, and content. This allows messages to be delivered directly to a wider audience and allows citizens to gain access to multiple sources of information (Livingstone, 2008). Digital media facilitates two-way communication between organizations or individuals and the public. Through comments, feedback, direct messages, or online discussion forums, the public can provide feedback, ask questions, or share their opinion about the messages conveyed. This creates an opportunity for direct interaction between the message provider and the audience, enabling a more open and interactive dialogue (Marwick, 2011; van Dijk, 2012).



Digital media also facilitates social interaction between individuals in society. Through social media platforms, community forums, online discussion groups, and messaging apps, people can interact, share experiences and discuss issues related to public communications. This allows the creation of online communities that support each other and share knowledge. Digital media allows the dissemination of messages quickly and widely. With the share and retweet features, for example, relevant messages or information can easily be spread by social media users to their networks. This allows important messages or public communications campaigns to reach larger audiences quickly (Hargittai, 2010; boyd, 2012).

Through digital media, messages can be personalized and targeted according to individual preferences and needs. (Wellman, 2008). For example, through customized online advertising or content recommendation algorithms, digital media can display messages that are more relevant and interesting to individual users based on their interests, demographics, or behavior. Digital media provides an opportunity for the public to be actively involved in public communication. Through user-generated content, such as videos, blogs, or reviews, individuals can become active contributors in spreading information, influencing public opinion, or supporting certain issues. This strengthens community participation in the public communication process.

3. Methods

This research is qualitative research that explores and describes in detail a situation or phenomenon of the research object studied by developing concepts and gathering existing facts. This research was conducted online by utilizing various online communication features to obtain information from informants. The informants in this study were Cattleya Mental Health Center management and users of Cattleya Mental Health digital media services who were over 17 years old, the informant's contact

number had been obtained by the researcher through a legal process and did not violate applicable regulations, and the informant had agreed to participate in this study. The sampling process was carried out until data saturation occurred from the informant interview process. Cattleya Mental Health Center is a company engaged in the field of mental health consulting and education services. This company was established in 2018 and is based in Palembang, South Sumatra, Indonesia.

To collect data from information sources (informants), research requires assistance instruments, namely screening forms, informant data, interview guidelines, and recording equipment. In this research, primary data and secondary data are needed. Primary data is data directly from the original source. This data was collected at the time of conducting interviews through cellular communication channels or through various other communication media. While secondary data is data obtained through a review of documents and literature sources, journals, and research reports related to the theme of this study. The raw data to be analyzed is organized based on the data collection date, data source, data type, data description, and data nature. All data must be read in order to find out what data has been obtained, the source of the data, and its meaning. After collecting data, researchers must know what information each informant conveys and compare it with other informants. By understanding all the data, the researcher will be able to select/reduce important, new data and data related to the research question. Furthermore, researchers can also classify or group, or create themes for the selected data. Coding is the process of marking the data that has been grouped. Groups of similar data are given the same code. Through coding, researchers can produce new categories or themes. Through coding, researchers produce themes or categorizations of research data which are findings. Based on the resulting themes, the researcher then makes brief and



systematic descriptions so that the themes found become clearer. The next step is to look for relationships between one theme and another. The results of the construction of relationships between themes or categories then need to be interpreted so that other people understand them.

4. Results and Discussion

A total of 5 informants from the Cattleya Mental Health Center management team and 32 informants from Cattleya Mental Health Center digital media service users participated in this study. The qualitative analysis in this study shows some interesting findings regarding the use of digital media in public communication for mental health services at the Cattleya Mental Health Center. Through the official website of the Cattleya Mental Health Center Service, relevant information about services, programs, and resources related to mental health can be conveyed clearly and easily accessible to the public. The website may describe the types of services offered by Cattleya Mental Health Center Services, such as individual counseling, group therapy, family counseling, or mental rehabilitation programs. A brief description of each service and its benefits can help people understand what they can expect from a visit to the center. The website may display an up-to-date consultation schedule, including business hours, holidays, or special times for certain services. This information helps the public to know when they can arrange an appointment or visit Cattleya Mental Health Center Services. The website may display a brief profile of the professional staff working at the Cattleya Mental Health Center Services. This includes their qualifications, expertise, and specialization in the mental health field. This information gives people confidence that they will receive care from trained professionals. The website may provide easily accessible contact information, such as a telephone number, email address, or the Cattleya Mental Health Center Service's physical address. This allows the

public to contact the center directly to make an appointment, ask a question, or get more information about the services offered. In addition, the website can also provide space for feedback from clients or testimonials from those who have used Cattleya Mental Health Center services. This helps build public trust and provides more credible information about the quality and effectiveness of the services provided. By presenting information clearly and easily accessible through the official website, the Cattleya Mental Health Center Service can provide better access for the public to get help and support for their mental health.

Cattleya Mental Health Center services may utilize social media platforms such as Facebook, Instagram, or Twitter to share information, mental health tips, and news related to mental health. Through regular postings, the Cattleya Mental Health Center Service can share important information about mental health, including the causes, symptoms, and treatment of mental disorders. They can also provide helpful tips and coping strategies for people in managing stress or maintaining their mental health. By presenting useful and informative content, they can build trust and attract public interest. Cattleya Mental Health Center services can use social media platforms to share motivational quotes, inspirational stories, or successful experiences in mental recovery. This can provide encouragement and hope to people who may be facing challenges in their mental health. Posts of this kind can also spark positive discussions and interactions among their social media followers. Social media is an effective platform for launching awareness campaigns about mental health. Cattleya Mental Health Center services may use social media to promote mental health month awareness campaigns or highlight specific issues such as depression, anxiety, or stigmatization related to mental health. By using hashtags (#) or using special features on social media platforms, their messages can be easily found and followed by the public. Through social media platforms, Cattleya Mental Health Center Services can



interact directly with the community. They can answer questions, provide support, or provide suggestions via comments, private messages, or live chat. This kind of interaction builds closer relationships with users and shows active involvement in helping the community. Social media allows the use of interesting multimedia content such as pictures, short videos, or illustrations related to mental health. This visual content has greater appeal and can quickly grab people's attention. (van Dijk, 2012). Cattleya Mental Health Center services can create short videos explaining relaxation techniques or presenting inspirational stories from their clients. This kind of multimedia content can have a positive impact and trigger further discussion on social media. By utilizing social media platforms effectively, Cattleya Mental Health Center Services can expand the reach of its messages, build closer relationships with the community, and create wider awareness about the importance of mental health.

Digital media allows for online consultations between clients and mental health professionals. Online consultation removes geographic and time constraints. Clients do not need to physically come to the service center, so they can access help or counseling more easily. This is especially beneficial for those who live far from service centers or have limited mobility. Online consultations provide greater privacy to clients. They can communicate with mental health professionals without worrying about privacy or the stigma associated with an in-person visit to a service center. Clients can also choose to remain anonymous if required, which can make them feel more comfortable and open about sharing their experiences and concerns. With online consultations, clients have the flexibility to schedule according to their convenience. They can arrange the consultation time to suit their daily schedule without having to consider travel time or other limitations. This is especially beneficial for those with busy schedules or other commitments that limit their time. Online consultations allow continuity of care for clients who

may not be able to attend sessions physically. If there is a situation where the client cannot visit the service center in person, they can still continue the counseling session online. This ensures that their care continues without interruption. Online consultation can reduce costs associated with trips to service centers. Clients do not need to incur additional transportation or accommodation costs, which can make treatment more affordable and more accessible for those with limited finances. However, it is also important to note that online consultations have limitations and are not suitable for every situation. Some mental health conditions or problems may require in-person interaction or more in-depth assessment. In this case, online consultation can be used as an adjunct or as an alternative in certain situations.

Cattleya Mental Health Center services can facilitate online forums or communities that focus on mental health. Forums or online communities can be safe and inclusive spaces for individuals who wish to share their experiences regarding mental health. This creates an opportunity for them to get emotional support from fellow users who may be in a similar situation or have valuable insights. Through forums or online communities, Cattleya Mental Health Center Services can provide educational information about mental health to clients and the general public. They can share articles, resources, or other educational materials to increase understanding of mental disorders, coping strategies, or effective treatment measures. Forums or online communities can be places where users can ask questions of mental health experts or connect with professionals from Cattleya Mental Health Center Services. Through discussions and questions, they can get valuable guidance and advice to solve their problems. Online forums or communities can help break down the stigma associated with mental health. By providing space for sharing experiences and voicing challenges faced, people can gain a better understanding of mental health issues. This can reduce stigma and help create



a more inclusive and empathetic environment for individuals with mental health problems. Forums or online communities can also encourage collaboration between users and help them feel heard and empowered. Through discussion, collaboration, and sharing of resources, users can support each other and strengthen their experiences in dealing with mental health challenges. It is important to monitor and moderate online forums or communities closely to ensure a safe and supportive environment. Facilitating a space like this can be a valuable adjunct in providing social support, education, and assistance to clients and communities who need it.

5. Conclusion

Digital media allows wide and fast access to information and public communication. Digital media provide opportunities for individuals to actively participate in public communications. Digital media enables real-time public communication. The latest news, events or information can be quickly disseminated and accessed by the public. Digital media provides ample space for creativity and individual expression. Digital media provides space to hear a variety of voices and perspectives. Individuals from different backgrounds, minority groups, or marginalized communities can use digital media as a tool to voice their experiences and fight for social justice.

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