

HUBUNGAN PAPARAN INFORMASI KESEHATAN MENTAL MELALUI MEDIA SOSIAL (TIKTOK ATAU INSTAGRAM) DENGAN TINGKAT LITERASI KESEHATAN JIWA PADA KELOMPOK DEWASA MUDA

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ABSTRAK

Latar Belakang : Kesehatan mental dewasa muda menghadapi tantangan psikososial besar pada fase transisi. Ketidakmampuan menyaring informasi di era digital berisiko memicu *self-diagnosis* keliru, kecemasan, dan menghambat pencarian bantuan profesional. Penelitian ini bertujuan menganalisis hubungan paparan informasi kesehatan mental di media sosial (TikTok/Instagram) dengan tingkat literasi kesehatan jiwa dewasa muda. **Metode :** Metode penelitian berupa *Literature Review*. Dari total 308 artikel yang diidentifikasi, dilakukan skrining menggunakan PRISMA diagram dan *Critical Appraisal* dari Joanna Briggs Institute (JBI) hingga diperoleh 10 jurnal ilmiah (60% kuantitatif *cross-sectional*, 40% kualitatif) terbitan 2021–2026. Telaah difokuskan pada efektivitas promosi kesehatan digital terhadap pengetahuan, sikap, dan perilaku *help-seeking*. **Hasil :** Hasil evaluasi menunjukkan hubungan positif yang signifikan. Paparan konten edukasi terstruktur dari akun profesional efektif menurunkan stigma negatif dan meningkatkan *self-awareness*. Sebaliknya, durasi paparan tidak terkontrol (adiksi) berkorelasi negatif karena memicu *social comparison* dan kelelahan kognitif. **Kesimpulan :** Paparan informasi melalui TikTok atau Instagram efektif meningkatkan literasi kesehatan jiwa jika bersumber dari edukasi yang kredibel. Platform visual ini menjadi fondasi penting bagi dewasa muda dalam mengambil keputusan perawatan diri psikologis yang tepat, meski penggunaannya harus bijak untuk menghindari dampak psikologis negatif.

Kata Kunci: Paparan Media Sosial, TikTok, Instagram, Literasi Kesehatan Jiwa, Dewasa Muda.

**THE RELATIONSHIP BETWEEN MENTAL HEALTH INFORMATION
EXPOSURE VIA SOCIAL MEDIA (TIKTOK OR INSTAGRAM) AND THE
LEVEL OF MENTAL HEALTH LITERACY AMONG YOUNG ADULTS**

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ABSTRACT

Background: Young adults face major psychosocial challenges regarding mental health during critical transition phases. Inability to filter information accuracy in the digital era risks leading to misaligned self-diagnosis, increased anxiety, and barriers to seeking appropriate professional help. This study aims to analyze the relationship between exposure to mental health information through social media (TikTok or Instagram) and the level of mental health literacy among young adults.

Methods: This study employed a Literature Review method. From a total of 308 identified articles, screening was conducted using the PRISMA diagram and the Critical Appraisal tool from the Joanna Briggs Institute (JBI), yielding 10 final scientific journals (60% quantitative cross-sectional and 40% qualitative) published between 2021 and 2026. The analysis focused on the effectiveness of digital health promotion messages and their impact on knowledge, attitudes, and help-seeking behavior.

Results: The evaluation results indicated a significant positive correlation, where exposure to structured educational content from professional accounts proved effective in reducing negative stigma and increasing self-awareness. Conversely, uncontrolled exposure duration (addiction) was negatively correlated as it triggered social comparison and cognitive fatigue.

Conclusion: Exposure to information through visual platforms like TikTok or Instagram is effective in improving mental health literacy if based on credible educational sources. These visual platforms serve as an important foundation for young adults in making appropriate psychological self-care decisions, provided that usage is managed wisely to avoid negative psychological impacts.

Keywords: Social Media Exposure, TikTok, Instagram, Mental Health Literacy, Young Adults.