

**ANALYSIS OF COMMUNICATION STRATEGY IN SOCIAL MEDIA CONTENT MANAGEMENT
FOR EDUCATIONAL PURPOSES BY TITIK PUTIH TO SUPPORT EDUCATIONAL
PSYCHOLOGY**



FINAL THESIS

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Universitas Islam Indonesia

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International Program of Communications

Faculty of Socio-Cultural Science

Universitas Islam Indonesia

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AGREEMENT SHEET

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FOR EDUCATIONAL PURPOSES BY TITIK PUTIH TO SUPPORT EDUCATIONAL

PSYCHOLOGY

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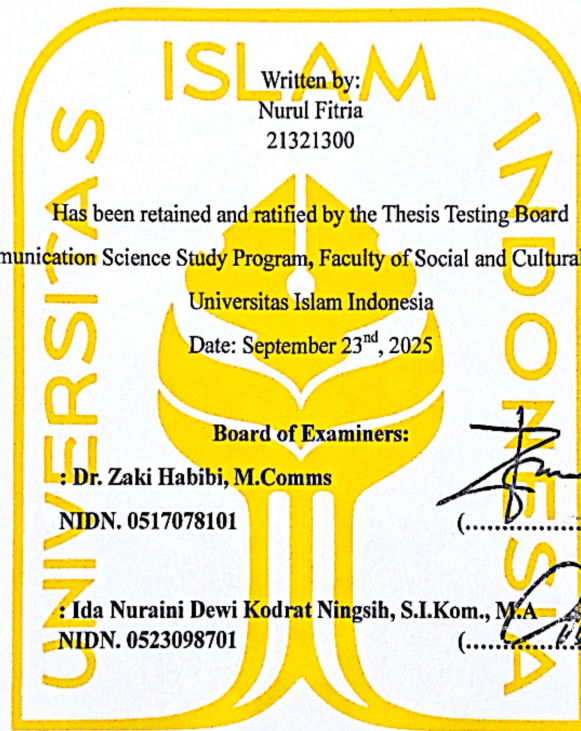
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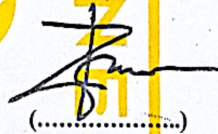
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STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirrahim

The undersigned, I hereby:

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Through this letter, I stated that:

1. During all the processes in completing this thesis research, with full confidence, the researcher did not commit academic fraud in any form, be it plagiarism, involving other parties in the process of completing this thesis, or other violations that are contrary to the academic ethics upheld by the Universitas Islam Indonesia.
2. Therefore, this thesis is purely the result of my scientific work as a student and researcher, without involving other people or parties.
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Hence, this statement is truly sincere.

Yogyakarta, March 25th 2025



Nurul Fitria

MOTTO

“Tidaklah mungkin bagi matahari mengejar bulan dan malam pun tidak dapat mendahului siang. masing -masing beredar pada garis edarnya.”

Q.S. Yasin: 40

When you get what you want, that's Allah's direction. When you don't get what you want, that's Allah's protection.

DEDICATION

I dedicate this final project to my beloved parents, without whose prayers I would not have been able to complete this research and finish my education.

FOREWORD

Assalamu 'alaikum Warahmatullahi Wabarakaatuh

Alhamdulillah rabbi 'aalamiin, All praise is to Allah SWT, the most gracious and merciful. With his permission and help, the author completed the thesis entitled "Analysis of Communication Strategy in Social Media Content Management in Educational Purposes by Titik Putih to support Educational Psychology." Blessings and greetings are always poured out to the Prophet Muhammad SAW, may we all receive his intercession on the last day.

Feelings of happiness and emotion that are very worthy of gratitude for being able to go through every process in completing this thesis. Going through various obstacles and mistakes really drains the time and energy that have been spent a lot to complete this thesis. However, all the processes can still run with all my strength because of the support of the best people in the researcher's life, so this thesis can be completed. Therefore, the researcher would like to express gratitude to these best people.

My beloved parents, Ibu Nelly Azizah dan Ayah Cecep Saefuddin thank you for always sincerely giving your best prayers so this thesis can be completed with excellent results. Thank you for always trying the little things to get both from everything I want and need.

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Thank you to Ka Afra, the social media specialist team, Titik Putih by Intan Erlita, who has been willing to take the time to share the information for data in this thesis. And thank you to Titik Putih by Intan Erlita, who has permitted to be the object of this thesis.

Thank you to all my beloved friends that I cannot mention one by one but your support means a lot. Thank you for your availability in providing time to listen to complaints during the process of this thesis, for all the jokes and laughter, and for all the very meaningful help. I am very grateful to have you on this journey.

I realize that this thesis is still far from perfect. Various constructive criticisms and suggestions are expected to improve in the future. Hopefully, this thesis will provide many benefits for readers and contribute to the field of communication science. In the end, everything happened because of the help of Allah SWT, and I pray that all efforts made in this thesis are accepted as acts of worship and receive the pleasure of Allah SWT.

Wassalamualaikum warahmatullahi wabarakatuh.

Yogyakarta, April 25th 2025

A handwritten signature in black ink, appearing to read 'Fitria', with a long horizontal stroke extending to the right.

Nurul Fitria

ABSTRACT

Fitria, N (2025). ANALYSIS OF COMMUNICATION STRATEGY IN SOCIAL MEDIA CONTENT MANAGEMENT FOR EDUCATIONAL PURPOSES BY TITIK PUTIH TO SUPPORT EDUCATIONAL PSYCHOLOGY. Communication Studies Program, Faculty of Social Culture, Universitas Islam Indonesia. 2025.

Mental health is a serious issue in the world. According to a report by the World Health Organization, approximately 1 billion people worldwide suffer from mental disorders, and every 40 seconds, a person dies by suicide. Data from the Indonesian Ministry of Health indicate that 20% of the population is vulnerable to mental disorders, and more than 19 million individuals aged 15 years and older experience mental and emotional disorders. These conditions have been associated with an approximate 47.7% increase in suicide cases. Parenting patterns identified as a significant contributing factor. As evidenced by the report of the BKKBN (National Population and Family Planning Agency) in 2023, as many as 4 out of every 100 young children in Indonesia receive inappropriate parenting patterns from their parents, contributing to an increase in child abuse cases. Family well-being is fostered through healthy parent-child relationships. Preparation for parenthood may serve as an effective strategy to reduce the number of suicides caused by mental health problems. Social media offers a valuable platform for delivering long-term educational interventions that can affect a person's cognition. Titik Putih by Intan Erlita is presented on social media as a resource supporting educational psychology and actively disseminates information on mental health and parenting. Through its content, the platform aims to promote healthier mental states and positive behavioral changes. This study aims to determine the communication strategy used by Titik Putih by Intan Erlita in managing psychological education content on social media. The study employs a qualitative research approach involving in-depth interviews. The results of this study indicate that Titik Putih by Intan Erlita implements an eight-stage communication strategy that integrates educational and personal branding processes. The communication program is grounded in emotional engagement and incorporates two-way interaction with followers, aiming to contextualize content within daily experiences to enhance understanding and application.

Keywords: Communication Strategy, Social Media, Educational Psychology Content, Social Cognitive.

ABSTRAK

Fitria, N (2025). ANALYSIS OF COMMUNICATION STRATEGY IN SOCIAL MEDIA CONTENT MANAGEMENT FOR EDUCATIONAL PURPOSES BY TITIK PUTIH TO SUPPORT EDUCATIONAL PSYCHOLOGY. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Budaya, Universitas Islam Indonesia. 2025.

Kesehatan mental masih menjadi isu serius di dunia. Berdasarkan laporan Organisasi Kesehatan Dunia 1 miliar orang di dunia mengalami gangguan mental, setiap 40 detik satu orang meninggal karena bunuh diri. Berdasarkan data kementerian kesehatan indonesia masyarakat rentan mengalami gangguan mental mencapai 20% dari jumlah penduduk dan Lebih dari 19 juta penduduk dengan usia 15 tahun ke atas mengalami gangguan mental dan emosional yang mengakibatkan kasus bunuh diri meningkat hingga sekitar 47,7%. Pola asuh orang tua menjadi faktor utama dalam kasus ini, Dibuktikan dengan laporan Badan Kependudukan dan Keluarga Berencana Nasional di 2023, sebanyak 4 dari 100 anak usia dini di Indonesia mendapatkan pola asuh yang tidak tepat dari orang tuanya yang menyebabkan kasus kekerasan pada anak meningkat. Padahal kesejahteraan hidup tercipta dengan pola hubungan yang baik antar manusia orang tua dan anak. Mempersiapkan diri menjadi orang tua menjadi tepat dilakukan untuk menekan angka bunuh diri yang disebabkan masalah kesehatan mental. Media sosial memberikan peluang besar untuk menjadi sebuah solusi dalam memberikan edukasi jangka panjang yang dapat berpengaruh pada cognitive seseorang. Titik Putih by Intan Erlita yang hadir di media sosial sebagai Supporting Educational Psychology yang aktif memberikan edukasi mengenai kesehatan mental dan parenting. Melalui konten yang dibagikan, mereka berharap dapat mengubah perilaku seseorang menjadi lebih baik dengan keadaan mental yang sehat. Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi yang digunakan Titik Putih by Intan Erlita dalam memajemen konten edukasi psikologi di media sosial. Dengan Menggunakan metode penelitian kualitatif wawancara mendalam. Hasil penelitian ini menunjukkan bahwa Titik Putih by Intan Erlita menggunakan 8 tahapan strategi komunikasi yang unik dengan menggabungkan proses mengedukasi dan personal branding. Program komunikasinya di dasari dengan feeling and emotion dengan two-way communication dari followers dengan harapan dapat menjadikan konten terasa lebih related dengan kehidupan sehari-hari sehingga dapat dengan mudah dipercaya untuk dipahami dan dipraktikkan.

Kata Kunci: Communication Strategy, Social Media, Content Educational Psychology, Social Cognitive.

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CHAPTER I

INTRODUCTION

A. Study Background

Well-being is determined not only by physical health but also by mental health, which is essential for a prosperous life. The World Health Organization states that mental well-being is essential for overall health, requiring individuals to be largely free from mental distress to achieve a fulfilling life. Mentally healthy humans can easily overcome every pressure in life, which, as a productive human being, can be carried out as well as possible. However, mental health is still a very serious issue in the world. According to the World Health Organization report titled *World Mental Health Day: An Opportunity to Kick-Start a Massive Scale-Up in Investment in Mental Health* (who.int, August 27, 2020), nearly 1 billion worldwide are affected by mental disorders, and one person dies by suicide every 40 seconds. The next report from the World Health Organization (who.int, March 2, 2022), *The COVID-19 Pandemic Triggers a 25% Increase in the Prevalence of Anxiety and Depression Worldwide*, indicates that anxiety and depression increased globally by 25% during the first year of the pandemic. Both reports illustrate that nearly 1 billion people in the world experience mental health disorders.

Stress and depression are still the most common mental problems in society, especially during the COVID-19 pandemic. The unprecedented nature of public health regulations such as social distancing and isolation imposed new lifestyle changes, leading individuals to adapt rapidly to a new lifestyle. Fear of infection, feelings of loneliness due to being left behind by loved ones, unemployment, and financial strain contributed to heightened stress levels, which then caused excessive anxiety and depression in the community during the COVID-19 pandemic. Social distancing and isolation measures restricted access to mental health services during the COVID-19 pandemic, causing cases of mental disorders to increase in the first year of the COVID-19 pandemic.

Based on data from the Ministry of Health (Kemkes.go.id, October 7, 2021), approximately 20% of Indonesia's population remains vulnerable to mental disorders. More than 19 million people in Indonesia aged 15 years and older experience mental and emotional disorders. The Indonesian Ministry of Health reported that suicides in Indonesia

increased to 826 cases in 2022 (Ugm.ac.id, October 13, 2023). Notably, approximately 47.7% of those who died by suicide were individuals between the ages of 10 and 39, comprising adolescents and working-age adults. (Tirto.id, October 10, 2023). This statistic is particularly concerning given that young people represent Indonesia's future leadership demographic, yet they are increasingly affected by suicide linked to mental health problems. Study by Ayu Andira Sihombing (2021) found that mental disorders in a person can affect various aspects of life, such as emotional disorders, developmental disorders, social disorders, and other disorders. It appears that many young individuals resort to suicide as depressive conditions contribute to challenges that hinder their growth and development.

There is a lack of hospital facilities that people with mental disorders can access to receive appropriate treatment. Widespread stigma and trivialization surrounding mental illness lead to discrimination, preventing affected individuals from accessing necessary care. Individuals with mental disorders require psychosocial support and appropriate interventions to facilitate recovery and reintegration into a normal life. These barriers contribute to the persistence and growing prevalence of untreated mental disorders in Indonesia.

The Indonesia National Adolescent Mental Health Survey (I-NAMHS) a joint research effort involving collaboration between several institutions from Indonesia, Australia, and America, (theconveraation.com, December 16, 2022), conducted the first survey regarding adolescent mental health diagnoses in Indonesia. The survey was administered to 5,664 parents of children aged 10–17 years. The results found that only 4.3% of reported needing help with mental health issues, while 43.8% stated they did not require assistance or mental health services. by finding low mental health literacy in parents and caregivers in Indonesia, ranging from symptoms of mental health disorders, communication methods and confusion in seeking help. Many parents appear to underestimate the importance of mental health, potentially contributing to the rising prevalence of mental disorders in Indonesia. Many children do not feel confident discussing their mental disorders with their parents. Because many parents choose to continue using previous methods or understanding, they do not advise their children to visit

experts for treatment. Mental disorders require professional intervention to develop effective strategies for managing psychological distress.

On her Instagram account, Dr. Yuliana CHT, a physician and hypnotherapist (@dr.yuliana.cht), shares a statement indicating that sometimes the cause of suicide comes from the relationship with parents. This may stem from feelings of hopelessness rooted in childhood experiences such as when childhood was experienced with verbal, physical violence, excessive criticism, or lack of attention from parents. During adolescence, individuals may encounter similar patterns of mistreatment from peers, mirroring the abusive behaviors they experienced from their parents during childhood. In this situation, adolescents often feel helpless, as they expect parents whom they should trust most to serve as role models in identifying appropriate solution. Finally, adolescents becomes unable to identify viable solutions or articulate their emotional distress. Overwhelmed by unresolved distress, the individual may finally resort to suicide as an escape from persistent suffering.

This is evidenced by a case that occurred in Bekasi (kumparan.com, May 13, 2020), reported by psychologist Henline Muliani, M.Psi., in which a father resorted to physical abuse by hitting his five-year-old child due to frustration over the child's inability to complete school assignments correctly. A similar incident occurred in Surabaya, where a mother physically abused her child by striking them with a broomstick after the child spilled a drink on the floor of the house. From these two cases, it can be interpreted that the parents lack mental readiness and knowledge of positive parenting. Understanding positive parenting equips parents to better face every challenge in educating children, such as maintaining composure when addressing difficult behaviors. It is well-documented that childhood exposure to parental violence can result in long-term consequences, including trauma, emotional disturbance, and social development disorder when they become adults. Such experiences may lead to both physical injuries and psychological injuries to the child, including compromised mental health in children. Parents, who are meant to be a child's primary source of trust, may instead inflict deep emotional trauma over minor incidents. This early hardship can hinder the child's ability to develop self-confidence and form healthy relationships later in life. Consequently, individuals exposed to childhood trauma caused by parental abuse may experience mental health issues or depression in adulthood.

Based on a report from BKKBN (National Population and Family Planning Agency) in 2023 ,(rri.com, November 10, 2023) as many as 4 out of every 100 young children in Indonesia experienced inappropriate parenting from their parents. This data suggests that Indonesia is facing a crisis in parenting practices. Children will not learn what their parents teach them, that children are imitators and parents serve as primary role models. Therefore, a child's behavior often mirrors what they observe in their parents. Never expect to make children intelligent in receiving information if parents are not intelligent in receiving information. Similarly, it is unjust to blame children for behaviors they have learned from observing their parents. For instance, exposure to parental violence during childhood may manifest later in adolescence as aggressive behavior toward peers.

A child's birth results from the mutual desire of parents, and with this intention comes the responsibility to provide proper care and education. Rather than blaming, it is more constructive to focus on learning how to become parents prepared to love and educate children properly. When individuals choose to have a child, they assume a new and significant life role: parenthood. However, prior to becoming parents, they had both carried out the role of a child. Therefore, the awareness to learn how to be a positive parent and developing effective parenting skills is essential to prevent the intergenerational transmission of unwanted experiences from one's own childhood.

To overcome various mental health cases in Indonesia and also emergency parenting cases in Indonesia, social media is one way to overcome parenting crises in Indonesia, social media can serve as an effective intervention strategy. Social media has become a preferred communication platform due to its accessibility across time and space. The benefits of using social media are not limited to providing health information, they can also enhance public access to health information and encourage positive behavioral change. Mental health is among the most frequently discussed health topics on social media. The ease of access offered by social media enables more efficient dissemination and acquisition of knowledge, including prevention strategies, intervention methods, and treatment options for mental health concerns efficient if done on social media because there are no restrictions on access (Febrianti & Huda, 2020).

According to an article from SOA - Parenting & Education Support Center which discusses Indonesia's parenting emergency (soa-edu.com, June 3, 2024) These include

encouraging parents to participate in parenting communities to develop essential skills such as stress management, emotional regulation, and psychological support through counseling. Additionally, strengthening child protection laws to safeguard children from parental violence and conducting awareness campaigns via mass media, social media, and influential community figures can promote the importance of evidence-based parenting education. In an increasingly sophisticated era, digital media plays an essential role in disseminating parenting education. Observational data indicate that numerous social media accounts actively share educational content on parenting practices.

Advancements in the digital age have significantly expanded access to information and learning opportunities. Based on the Good Stats report records, Indonesia's total number of social media users in 2023 has increased rapidly, with 212.9 million (datareportal.com, February 9, 2023). Almost the total population of Indonesia uses social media, which means that social media is very influential in the communication activities of the Indonesian population. Through social media, education about mental health, handling services, and treatment can be easily obtained. For individuals with mental disorders who lack parental support, face stigma around disclosure, or encounter limited access to professional care, social media provides valuable educational content and accessible online support services, including online counseling services. Social media offers many new features for sharing information widely, such as Instagram, TikTok, YouTube, and others. The same is the case with parenting education that is disseminated on various social media. Given the time constraints faced by working parents, digital platforms provide flexible access to parenting resources at any time and place. This eliminates common barriers for learning how to be good are reluctant to learn to be good parents in educating and caring for children. As a result, the prevalence of child-rearing challenges stemming from inadequate parental preparation in Indonesia will be reduced gradually.

The presence of the Titik Putih by Intan Erlita as a digital platform focusing on Educational Psychology, supports sustainable mental health education and positive transformation. Titik Putih serves as a digital educational space dedicated to supporting Educational Psychology by offering guidance to individuals seeking emotional recovery. Over time, it aims to foster a supportive community where users can engage in ongoing

self-improvement through scientifically grounded mental health education shared via its social media platforms (Instagram of Titik Putih by Intan Erlita, September 5, 2023). The presence of Titik Putih on various social media platforms such as Instagram, TikTok, and YouTube supports Educational Psychology by conveying information and education about mental health and parenting. As one of the Instagram followers of Titik Putih by Intan Erlita, the researcher observed that the platform utilizes diverse video-based content tailored to different themes, allowing users to easily get the information provided just by listening to what is conveyed through a video.

What draws the researcher's attention to Titik Putih by Intan Erlita, not only focus on mental health education but also in parenting guidance. This approach allows individuals who are not yet parents to acquire foundational knowledge when they become parents in the future. Motivated by these observations, the researcher aims to investigate this phenomenon through a study titled Analysis of the Communication Strategy in Social Media Content Management for Educational Purposes by Titik Putih as Supporting Educational Psychology. This study focuses on analyzing the communication strategies employed in developing mental health and parenting education content to increase public awareness about the importance of mental health and parenting education.

Compared with previous studies that largely focused on content aimed at raising awareness of mental health and Instagram social media plays an important role in the two previous studies. this research explores the new potential of digital media as an intervention platform to address global challenges in mental health and parenting through various social media platforms, not just Instagram. novelty in this research it offers new insights into the application of digital communication strategies for psychological educational content, focusing not only on increasing mental health awareness but also on parenting education, while considering key factors that influence the chosen communication strategy by ensuring that educational content is credible information.

B. Research Question

Based on the background described above, the problem formulation is "what communication strategies are used in managing mental health and parenting educational content" in dealing with the increasing number of cases of mental health disorders and also parenting cases in Indonesia. The problem statement has been formulated into the following specific research questions:

1. What communication strategy does "Titik Putih by Intan Erlita" employ as a platform supporting educational psychology in managing psychological educational content on social media?
2. What factors influence the communication strategy used by "Titik Putih by Intan Erlita" in its role as a platform supporting educational psychology?

C. Research Purpose

The aim of this research is to identify the communication strategies in managing educational content on social media carried out by Titik Putih and Intan Erlita. This study not only explores the communication strategies involved in managing educational content on social media, but also investigates the challenges associated with delivering mental health educational content and parenting educational content.

D. Research Benefits

1. Theoretical benefits.

This research aims to contribute to the theoretical understanding of communication strategies in social media content management, particularly in the context of health-based content delivery.

2. Practical benefits.

This research aims to offer practical value by empowering individuals with mental health disorders to improve their well-being through self-development resources available via content on social media. Additionally, it provides insights into effective methods for managing educational content appropriately.

Furthermore, this study serves as a resource for both novice and experienced parents seeking to adopt evidence-informed parenting and mental health approaches.

E. Literature Review

1. Previous Research

- a. Previous research focused on communication strategies for increasing mental health knowledge.

Two prior studies are examined together due to their shared focus on how communication strategies are used in increasing followers' mental health knowledge on social media. The first research, conducted by Michell Audry Ndolu (2023), is titled Communication Strategy of Instagram Account @apdcindonesia in Increasing Followers' Awareness Regarding Mental Health. The second research, conducted by Haifa Zahrah Amalia (2023), is titled Persuasive Communication Strategy of Bincang Jiwa Instagram Account in Increasing Followers' Mental Health Knowledge. Both of them focus on the communication strategies used by the Instagram accounts @apdcindonesia @bincangjiwa to improve followers' mental health awareness. Both use descriptive qualitative research methods and share a common objective: to identify the communication strategies used in increasing the mental health knowledge of followers of the Instagram accounts @apdcindonesia and @bincangjiwa.

The study focusing on the Instagram account @bincangjiwa applies persuasive communication strategy theory to mental health education and services, showing how content on social media can successfully persuade followers to increase mental health knowledge. The results of this study indicate that the communication strategy techniques used were successfully carried out, with a rate of 70% of followers successfully increasing the mental health knowledge of followers in the scope of mental health of family, friends, and the workplace. The other study focused on the Instagram account @apdcindonesia. The results of this study were analyzed using the (4 C) for social operating systems, which are an important part of operating social media, namely context, communication, collaboration, and connection. The study found that @apdcindonesia, a professional psychology consulting agency that actively

disseminates mental health education via Instagram, achieved success through high audience engagement and active participation in its programs and services.

A similarity between this study and previous research lies in the focus on psychology oriented social media accounts specifically, Titik Putih by Intan Erlita as platforms for delivering psychological education. The difference lies in the communication strategy theories applied in content development and the range of social media platforms examined. Unlike prior studies, this research analyzes various social media, including TikTok, YouTube, and Threads, in addition to Instagram.

b. Previous research focused on analyzing educational content on social media.

Three prior studies are reviewed together due to their shared focus on the analysis of educational content on social media. The first study, conducted by Ayu Andira Sihombing (2021) from the Uhamka, is titled Mental Health Educational Content on Social Media: A Qualitative Content Analysis of the Instagram Account @iBunda.id. The second study, by Khairina Nur Afifah (2021), is titled Microblogging on Instagram as a Medium for Self-Development Information: A Content Analysis of the Instagram Account @satupersenofficial. The third study, conducted by Reza Putri, Ari Sulistyanto, and Imaddudin (year unspecified), is titled Analysis of Fun-Fact Educational Content on the TikTok Account @buiramira.

The purpose of these studies was to find out more about the management systems behind the presentation of educational content and to enhance audience understanding of how such content is effectively communicated. All three studies employed qualitative methods using a descriptive approach. The first and second studies focused on Instagram as the platform of analysis, whereas the third study examined TikTok as its primary research context.

The results of each study show that the educational content management system carried out using an attractive design is important. For example, the Instagram account @satupersenofficial presents educational content using carefully selected typography, symbols, illustrations, and colors. The Instagram account @iBunda.id provides educational content with a visualization concept

that depict individuals experiencing psychological disorders. TikTok account @buiramira disseminates educational content and fun facts in an engaging and entertaining format. Although these accounts differ in their content management approaches, they all aim to deliver educational value to their audiences. Similarly, the current study focuses on educational content, specifically examining how communication strategies in content creation and dissemination can address relevant social phenomena. The study employs qualitative research methods.

c. Previous research focused on content management systems in social media.

In addition to those studies discussed previously, there are three other studies that must be discussed individually, as each offers unique insights into how social media content management systems can inform and guide the development of this current research. The first study, authored by Janek Benthaus, Marten Risius, and Roman Beck (2015), is titled *Social Media Management Strategies for Organizational Impact Management and Their Effect on Public Perception*. The second study, conducted by Maria Giovanna and Alfonso Siano (2018), is titled *Social Media Content: A Management Framework*. The third study, authored by Siti Muslichatul Mahmudah and Muthia Rahayu (2020), was published in the *Indonesian Journal of Communication* under the title *Corporate Social Media Content Management on Instagram in a Shopping Center*.

The purpose of these three studies is to introduce a social media management model that focuses on the strategic and operational levels, which will serve as a guide for companies to manage marketing content on social media. These researches employ mixed method and qualitative method involving interviews with social media experts and analysis of organizational data to generate complementary insights. The findings indicate that effective social media management supports organizations in cultivating a positive public image. Key steps include careful decision-making and strategic planning to prevent redundant content and ensure consistent messaging. Developing a

content posting schedule and leveraging Instagram's platform-specific features were also examined as part of this study.

A key similarity between the current study and previous researches lies in the shared focus on social media management as the central research subject. While prior studies primarily examined general social media management practices, the current study extends this scope by examining both the management of mental health and parenting education content and the communication strategies employed by the Titik Putih by Intan Erlita social media account, as an educational psychology platform.

Therefore, all of these studies discuss content management systems or strategies on social media. The social platforms selected in each prior study differ, with some focusing on Instagram and others on TikTok. To date, only three studies have been identified that focus specifically on educational content delivered via social media, covering topics such as academic writing, self-development, and mental health. This research focus on psychology education, which is not only about mental health content but also on parenting education to solve mental health and parenting problems in Indonesia. This research will not only identify the structure and linguistic patterns of educational content, but also provide an in-depth examination of the communication strategies used in developing psychological education on social media, starting from finding issues, finding topics or themes of educational content, how the concept of content formed, what kind of content planning system and how the implementation of psychological educational content to the community and how effective psychological educational content is to its followers.

2. Theoretical Framework

This section outlines several theoretical frameworks relevant to the current study on communication strategies in social media content management.

a. Social Media

According to McQuail (in Panjaitan 2020: 24), media are defined as means of communication characterized by the format they employ: for example, newspapers represent print media, while television functions as an audiovisual medium.

Fahri I. Engine defines "social" as the inherent human tendency to maintain connections, despite differing views on the nature of interpersonal relationships. Combining these definitions clarifies that social media refers to communication platforms that facilitate relationship-building among individuals.

Kotler and Keller (2012: 569) define social media as a platform for exchanging information through text, images, video, and audio.

As defined by B.K. Lewis (2010) in *Social Media 101: Tactics and Tips to Develop Your Business*, social media refers to digital technologies capable of connecting individuals through pre-produced communication interactions and message sharing.

Social media satisfies individual needs for connection by enabling relationship-building among users, while also exerting significant influence on user behavior and perception. Individual goodwill can be used to share information and influence others. According to Grover et al. (2020), information sharing is influenced by relational, structural, and cognitive dimensions. The spread of a post depends on a characteristic and frequency for users. After the content is posted or published, other users may interpret and learn from the information.

Drawing on the theoretical perspectives discussed, particularly on the conceptualization of media and the definition of social, social media can be defined as a digital communication tool used by humans to connect with other humans through text, images, video, or audio, which is carried out through digital media. These interactions are facilitated via digital tools such as the Instagram, which

represents both the technological medium and the relational patterns inherent in human communication.

b. Communication planning strategy model by Assifi and French (1982)

This is the main theory in supporting the research, the initial objective of this research not merely to understand the communication strategies used in psychology educational content, but rather to explore not only the selection of appropriate messages and channels but also the process behind strategy to development content educational through a problem analysis process which is the main point in every communication strategy carried out and produces a clear objective from the ongoing communication process with the main objective to solving the problems found and factors that influence the success of the communication strategy used.

In a book entitled *Communication Planning Model*, written by Budiman Purba (2020), it is explained that a model is a representation of an object, thing, or idea in a form that has previously been simplified from a phenomenon.

The model is built to assist in identifying, categorizing, and describing the relevant components of a phenomenon's search process. The perfect model comprehensively captures the characteristics of the object or process under study, enabling the depiction of relationships between one element and other elements in real terms.

According to Cutlip, Center, and Broom (as cited in Priambodo, 2021, p. 2), strategy refers to a set of deliberate actions aimed at determining the main goals and objectives in the long term, determining the steps that must be taken, and what resources must be allocated in achieving these goals.

According to Budiman Purba (2020: p.36), communication planning is a systematic activity that processes planning and implementation and requires several important stages that must be applied in accordance with predetermined goals, including promoting awareness and engagement in community development, advancing media industry growth, and managing organizational crises or social conflicts.

According to Assifi and French (1982), 8 stages must be fulfilled to produce appropriate and good communication planning. The following are several stages of communication planning that have been formulated and sequentially (Purba, B. 2020, p, 37).

1) Problem analysis

A problem serves as the beginning of the planning process used to solve the problem. The solution to the problem becomes a goal that must be achieved.

Therefore, problems identification is essential in the communication planning process because this is a form of effort to achieve change. If the problem can be resolved, the objectives of the communication planning process can be achieved, such as changes in the behavior of the people involved in the communication planning process.

2) Audience analysis

Audience analysis is critical to the success of this communication planning process. Effective communication planning and program implementation depend on accurately identifying and targeting the intended audience (Siahaan.F & Lubis.L.A. 2020, p. 4).

Audience analysis is carried out to know who the target audience is for the implementation of the communication planning process and who is most appropriate to be the target of the program. This analytical process helps ensure that the communication program reaches its intended audience effectively, thereby increasing the likelihood of achieving the desired outcomes.

3) Formulating objectives

This stage describes how a communication planning process is carried out based on clear objectives. All those involved in this planning process must clearly know and understand the ultimate goal.

An objective is a desired change when implementing the communication planning process. Therefore, all stakeholders should be

informed and engaged in defining the strategies needed to reach the stated objective.

4) Selecting communication channels or media

In analyzing media or selecting media channels, the primary consideration should be the purpose or objective of the implementation of the communication planning process. The selection of channels and media must be appropriate in accordance with the objectives of the program that has been determined. The target audience's characteristics should guide the choice and use of appropriate communication media.

If the selected media has high credibility in the eyes of the community, the planned communication and its message are more likely to be received positively. Choosing the right media is the main prerequisite for the successful delivery of information, and the expected feedback from the communication planning process carried out.

According to McQuail (as cited in Purba, 2020, p. 42), audience media selection is influenced by several underlying motivational needs, which include:

- a) Information (the need to get information from the surrounding environment).
- b) Personal identity (the need to highlight or show something important in one's life).
- c) Integration and social interaction (the urge to use the media to maintain relationships with other individuals)
- d) Entertainment (the need to relax, enjoy leisure time, and temporarily escape from stress or routine pressures).

5) Developing the message

In designing a message, it is essential to consider the attitudes and expectations of the pre-identified target audience. Conveying the intent of the message content must be clearly aligned with the communicator's source credibility, ensuring that the message effectively influences and persuades the target audience.

In planning the content of the message, several factors must be considered based on the type of communication that will be carried out. For informative types of communication, the content of the message must be clear and concise, delivered using simple and clear language, supported by factual data and engaging visual or textual elements.

In addition, during message development, key considerations include identifying the target audience, focusing on specific issues, using action-oriented language, crafting simple and direct sentences tailored to the audience, and ensuring the message is both understandable and engaging.

6) Media production planning

After everything has been determined from the problem, objectives, strategy, media selection, and messages have been determined, the next step is to formulate a media production plan. Media production planning is the stage where media is developed, starting from the process of developing key messages, developing content, developing content visualization, layout, testing, and releasing content in the media.

Each type of media chosen will greatly affect the communicator in producing media. This process differs substantially depending on whether the communicator produces print or digital media, as each format requires different tools, strategies, and production timelines (Priambodo, 2021, p. 17)

7) Planning program management

Implementing a program requires good management with the aim that all elements in the program can run accordingly and be coordinated properly. For example, assembling a competent team ensures the continuity of the communication process, while creating a detailed activity schedule helps coordinate the implementation of an activity (Priambodo, 2021, p. 18)

8) Monitoring and evaluation plan

Every program must monitor the activities carried out by continuously observing any changes that occur. A change can also affect the effectiveness and efficiency of communication activities. Without a mechanism for

monitoring and managing information, a program will have difficulty making adjustments when necessary.

Evaluation serves as a method to assess and measure the level of success achieved, determine how effectively the program met its predefined goals, and understand the processes that contributed to those outcomes (Priambodo, 2021, p. 18).

The planning process requires important stages that must be carried out to avoid mistakes or failures from unwanted things. Therefore, the planning process must be carried out in stages while still following the steps that have been set. The planning model strategy can be used to achieve predetermined goals by going through stages systematically and thoroughly.

c. Educational Content on Social Media.

According to the Kamus Besar Bahasa Indonesia (KBBI), content is defined as information shared via electronic media. Content can be shared face-to-face (FTF) or through computer-mediated communications (CMC) via the internet. Content can be shared in text, audio, video, and visual form.

According to Diamond (in Panjaitan 2020, p. 28), social media content is all information shared by users in visual form, such as videos, photos, and infographics.

Mubarok & Chatayin (2009) explain the essential characteristics that define the concept of education. Basically, education is often perceived as a process of exchanging material or theoretical information, but in reality, it involves more than just conveying information from one person to another. In the exchange of information, there is also a process of behavior change, where the change occurs because of the awareness of individuals who want to do something based on what is conveyed by the sender of the information. (Putri,R.et al., 2022, p. 4).

Educational content or educational information is information that is useful for increasing a person's knowledge. Developing educational messages or information is a complex process that requires careful planning and expertise. Therefore, it

requires communicators with both theoretical knowledge and practical experience (Siahaan.F & Lubis.L.A. 2020, p.5).

Describe a structured learning process involving both formal and informal instruction, aimed at delivering knowledge to foster personal, group, and societal development ultimately facilitating behavior change rooted in individual awareness..

According to Shannon Hilson (2022), educational content is defined as is any type of content that aims to provide value to the audience by teaching something new. From the explanation above, the author concludes that educational content can be interpreted as information that is specifically designed and delivered through various formats, aiming to enhance knowledge and change a person's behavior based on the individual's own awareness. The information provided can be in visual form, such as videos, photos, text, and infographics, which are distributed via the internet or digital media.

d. Social Cognitive Theory

In his work published in February 2024, Albert Bandura explains the Social Cognitive Theory, which posits that human behavior arises from the dynamic interplay between personal factors that are influenced by the environment and behavioral patterns. Bandura further emphasized the importance of observational learning, social experience, and reciprocal determinism in human behavior, highlighting how individuals both influence and are influenced by their environment.

Cognitive changes have bidirectional effects on emotional health, which may exacerbate or mediate findings from studies examining social media's emotional and behavioral effects (Pretz et al., 2010). This has implications for clinical assessment and treatment. Social media is becoming a pervasive part of many people's lives that can hinder or facilitate therapeutic progress depending on the effects on cognition and mood. Additionally, if social media influences cognition negatively or positively, it would be prudent to assess and make treatment recommendations regarding its use (Zhuang et al., 2017).

In the book *Methods for Stress Management*, Allen Ulrich (2017) argues that the environment in which an individual grows up plays an equally significant role in shaping personal behavior and cognitive development. According to the theory, individuals learn through observation of others, environmental influences, and behavioral modeling, with cognition serving the main factor in influencing development in a reciprocal triadic relationship. For example, every behavior witnessed or seen in the environment they choose to grow up in can change a person's way of thinking (cognition). Likewise, the environment in which a person is raised can influence behavior later in life, just as a father's mindset (cognition) can determine the environment in which his children are raised.

According to SBCC implementation resources, the Social Cognitive Learning Theory is based on the dynamic interactions between individuals and their environment, both structural and social, which can shape behavior. The following are three personal cognitive factors that are influenced by the environment and can influence behavior:

- 1) **Observational learning:** Individuals tend to perform a desired behavior after they observe others, then model the behavior and experience rewards or positive impacts.
- 2) **Outcome expectancy:** Individuals are likely to practice a desired behavior if they believe there are greater benefits from performing the behavior than the costs.
- 3) **Self-efficacy:** Individuals are more likely to practice desired behavior if they feel they have the necessary skills and capacities when doing so (Bandura, 2001; Glanz & Rimer, 2005).

This theory aligns with the current study, which examines how educational content extends beyond textual formats to include raising public awareness about mental health and effective parenting practices. The Social Cognitive Theory offers a useful framework for understanding how individuals learn things from an environment where social media has become an important factor in human life and changes in behavior.

F. Research Methods.

This study employs a qualitative method with a descriptive approach. The qualitative method is a process of collecting data on research objects that have been determined to be used as a reference for searching for meaning or significance of observed phenomena. In this method, the researcher serves as the primary instrument for data collection and interpretation (Anggito & Setiawan, 2018, p. 8).

A qualitative approach was selected to enable an in-depth exploration of mental health social problems in detail. By knowing how the process or management of creating educational content related to psychology, mental health, and parenting is, the researcher chose a qualitative method to get in-depth into the real-world practices of content creation. According to Morissan (2019), qualitative research is characterized by its in-depth nature. Therefore, researchers chose qualitative research methods as it enables a comprehensive investigation.

A descriptive approach was employed to provide a detailed account of the social issues under study, enabling the presentation of findings in a narrative format (Anggito and Setiawan, 2018, p. 11). In this research, the researcher analyzed the Titik Putih by Intan Erlita social media to obtain data related to mental health educational content and also parenting content. Semi-structured interviews were conducted with the social media specialist responsible for managing Titik Putih, focusing on the communication strategies used in content creation and audience engagement. Subsequently, all collected data, drawn from observations and interview transcripts, were synthesized into a narrative format, emphasizing textual and visual elements over numerical analysis.

1. Data collection:

This study utilized both primary and secondary data. Interview data serve as the primary source of information in the data collection process. Data obtained through observation and documentation were used as supplementary sources to support the theoretical development of the study (Creswell, 2013, p. 163).

Interview data constitute the primary data in this study, providing new insights into the research topic based on the informant's understanding and experiences. Observational and documentary data serve as secondary sources that pre-exist and are used to complement and contextualize the primary data collected. According to Harahap (2020, p. 56), data collection techniques are divided into several parts that can be implemented in data collection in qualitative research, including:

a. Interview.

Interviews are one way of collecting data, which is carried out through verbal communication activities. This study employed a semi-structured interview, in which the discussion follows a set of pre-determined directions. A set of guiding questions was prepared based on the research objectives and context. However, the semi-structured format also allowed the researcher to ask additional questions during the conversation, enhancing the depth and relevance of the data collected.

In this research, interviews were conducted in two ways, offline interview with Social Media Specialist and Psychologist expert and online interview via zoom with 2 followers of social media Titik Putih by Intan Erlita.

b. Observation.

In this research, the researcher focused on collecting factual data from the Titik Putih by Intan Erlita social media account, excluding personal interpretations or subjective opinions. Focusing on psychological educational content on visual content, text, and engagement patterns—without incorporating personal interpretation.

Specifically, this study employed digital observation to examine educational content delivered through online platforms, particularly the Titik Putih by Intan Erlita on social media by taking screenshots of psychological educational content on Titik Putih by Intan Erlita social media accounts, which analyzed to gain deeper insight into the communication strategies used.

c. Documentation.

In this research, the documentation method involves collecting various forms of documented materials relevant to the research topic, including academic journals and books relevant to the research topic. These secondary sources were used to support primary findings and provide context based on existing literature and prior studies.

2. Research informant:

In this research, the researcher used a purposive sampling technique to determine the sources for this research. The purposive sampling technique is a sampling technique based on certain characteristics or criteria. This approach ensures that informants possess diverse perspectives and expertise relevant to the research objectives (Campbell S, et al. 2020).

The researcher selected a purposive sampling technique to ensure that participants met specific criteria relevant to the study. Those key criteria include familiarity with the research subject, to obtain detailed data based on the character of the source in accordance with the research objectives of exploring communication strategies in mental health and parenting education content. This selection strategy ensures that the collected data is diverse and can be analyzed in detail. Several names of informants selected according to the purposive sampling technique include:

- a. Afra Firda Kahar as Social Media Specialist Titik Putih, The main data source is an interview with Afra Firda Kahar, directly understands Titik Putih by Intan Erlita and its communication strategy for managing psychological educational content.

- b. Fadilah as Followers Social Media Titik putih, Followers of Titik Putih's social media were studied to assess the success of its educational content strategy. The first source is Fadilah, a young parent focused on parenting education, making her a fitting choice to evaluate the parenting content.
- c. Sherly Followers Social Media Titik Putih, has been experiencing mental health issues for almost three years, making her a perfect fit to evaluate Titik Putih's mental health educational content.
- d. Eneng Iviq Hairo Rahayu, S.PSI., M.M, Cht. As Psychologist, The final source is psychologist Eneng Iviq Hairo Rahayu, a counselor at the Bekasi Ar Riyadh Insan Scholar Model Education Foundation, who provides parenting seminars. Her expert insights ensure the research's credibility.

3. Research Schedule:

- a. Research location

In this research data collection to facilitate face-to-face interviews. However, the interview location was adjusted based on the preferences and availability of the resource persons online and offline.

- b. Research time

This research was conducted from October 2024 to April 2025. This timeframe was selected to allow the researcher opportunity to gather and analyze in-depth data, thereby aligning with the research objectives.

4. Data analysis:

According to Creswell (2013: 182), in the process of analyzing data in qualitative research, researchers enter an analytical circle (data analysis activity procedure) to move through the data analysis process in stages rather than having to use a constant linear approach. This iterative process allows researchers to revisit earlier stages of analysis if inconsistencies or ambiguities are found during later phases.

According to Huberman and Miles (1994), qualitative data analysis is an iterative process conducted in stages, involving continuous refinement and re-examination of data to develop meaningful interpretations. In this study, the researcher applied Creswell's spiral model of data analysis to systematically

interpret the collected data.

The data analysis process began with the researcher examining raw textual and visual data. From this examination, narratives and explanations were developed based on the patterns identified in the collected materials. Creswell's spiral data analysis consists of 5 steps, including:

a. Organizing the data.

Following data collection, the researcher carry out the first round of the data analysis process by organizing the data. by making transcripts from the results of interviews conducted with the guidance of voice recording results.

b. Reading and memoing

After the data has been clearly organized, the researcher proceeded to engage deeply with the material by systematically reviewing and rereading the content to understand the data. To support the next stage of analysis, the researcher created notes and memos alongside the transcripts to document emerging insights and interpretations in the form of short keyword phrases based on the researcher's understanding of the data text.

c. Describing, Classifying, and Interpreting Data Into Codes and Themes.

This is followed by assigning codes or themes and providing interpretations based on the researcher's views or literature perspectives. The researcher assign codes and themes to the text data based on the researcher's views and the theoretical perspective that has been determined.

d. Interpreting the Data.

Data interpretation combines researcher observations with literature to find broader meaning. Initial themes from literature are refined with the researcher's insights and theories to produce detailed interpretations.

e. Representing and Visualizing the Data.

The researcher provide a visual description in the form of a illustrations image containing a communication strategy used by Titik Putih by Intan Erlita. This easier for readers to see the results of data analysis visually in the form of a table containing words. By applying Creswell's spiral model,

the researcher systematically analyzes the data, allowing for deeper exploration and clearer interpretation of findings. As Creswell's spiral model outlines five iterative stages of analysis, it enables a structured and thorough examination of the collected data. In this way, the results of the research will be appropriate if the data analysis process is carried out slowly and carefully.

CHAPTER II

OVERVIEW OF THE RESEARCH OBJECT

A. Overview of Titik Putih by Intan Erlita

1. General description of Titik Putih

The social media of Titik Putih by Intan Erlita is the main focus of this research, including Instagram, TikTok, Threads, and YouTube. This is in line with how Titik Putih itself began to dive and join the digital world to transform psychological education through various digital platforms. In this chapter, the researcher will describe Titik Putih by Intan Erlita.

Titik Putih was built by a well-known Indonesian psychologist, Intan Erlita, M.PSI., who is also an artist, presenter, and a famous model in Indonesia. When viewed from various social media platforms, the beginning of Titik Putih's presence in the digital world was in 2022.

Intan Erlita, M. PSI. With her profession being a psychologist and having knowledge about psychologists that Intan Erlita, M.PSI. is committed to sharing her knowledge with the public through educational content on social media and also as a speaker in seminars or workshops. Titik Putih is here to be a place for Intan Erlita, M.PSI, can do her role as a psychologist.



Figure 2.1. Intan Erlita as CEO of Titik Putih.

(Source: screenshot of https://www.instagram.com/share/_mrj9Hy4F)

Titik Putih is an educational platform or place in digital media that focuses on positive transformation regarding sustainable psychological education by engaging in mental health. This is in line with the explanation in the Instagram bio or account summary of Titik Putih, which is “all about mental health, Building Sustainable education and positive transformation”.

Based on observations on various Titik Putih by Intan Erlita social media, the content shared has a variety of topics and Titik Putih by Intan Erlita shares more educational content about parenting where the topic of parenting is also closely related to mental health. So this is an aspect of differentiating psychology social media accounts that discusses mental health, but with the discussion of parenting education based on psychological aspects, can be different from other psychology social media accounts.



Figure 2.2. Profile Picture Titik Putih.

(Source: screenshot of https://www.youtube.com/@titikputih._/videos)

In a video shared by Titik Putih in the Instagram media platform Intan Erlita, M.PSI. as the founder of Titik Putih explains the meaning of Titik Putih itself. Titik Putih was built based on the experience of Intan Erlita, M.PSI. who rose from a period of confusion, Intan Erlita, M.PSI. thinks that everyone has the right to get a chance to be better in the future, regardless of past events that may be bad. With that everyone has the opportunity to start over from point 0 and through the White Point which is a

good name to be used as a spirit for everyone to return to being better despite the bad past.

Apart from the meaning of Titik Putih, Titik Putih also has a goal of creating a community to join hands with those who want to rise from their slump and want to make their lives better and become stronger people with a healthy mental condition, through the mental health knowledge provided at Titik Putih. Whether or not Intan Erlita, M.PSI. will be there, we hope that Titik Putih can be a useful place for many people to grow together through the psychological education provided.

Digital platforms present social media and provide facilities for users to be able to interact with each other or share content in the form of writing, photos, videos. Social media also provides facilities to carry out social activities to socialize with each other and is carried out boldly which allows humans to interact with each other without being limited by space and time. (djkn.kemenkeu, 2024).

This is in line with Titik Putih's presence on social media, as they are committed to transforming psychological education information to the public through social media, which is provided in various forms of content. Through information exchange activities between the public who receive the educational information and the white point that provides the educational information, which means that interaction activities between them occur, and this is called the social activity process that occurs in social media.

In the process of social activity on social media, there is also an interaction process with a question-and-answer process between the recipient of information and the sender of information. Likewise, educational content is built based on problems that are being discussed by the public, then Titik Putih shares educational content, where the goal and hope is that the presence of educational content provided through Titik Putih's social media can help people who may be in the same situation as the problems that occur.

Titik Putih by Intan Erlita focuses on being a place for psychological education on social media on positive transformations regarding sustainable psychological education that is committed to mental health. How the educational content shared by Titik Putih by Intan Erlita on various social media becomes a tool for the communication process in receiving psychological educational information that the public can use to learn. This can be further explained into the various educational content provided by Titik Putih in

various media because based on digital observations conducted, Titik Putih has various types of digital platforms used in transforming psychological educational information to the public through social media and also the type of topic.

2. Content education in social media Titik Putih

a. Instagram @titikputih._

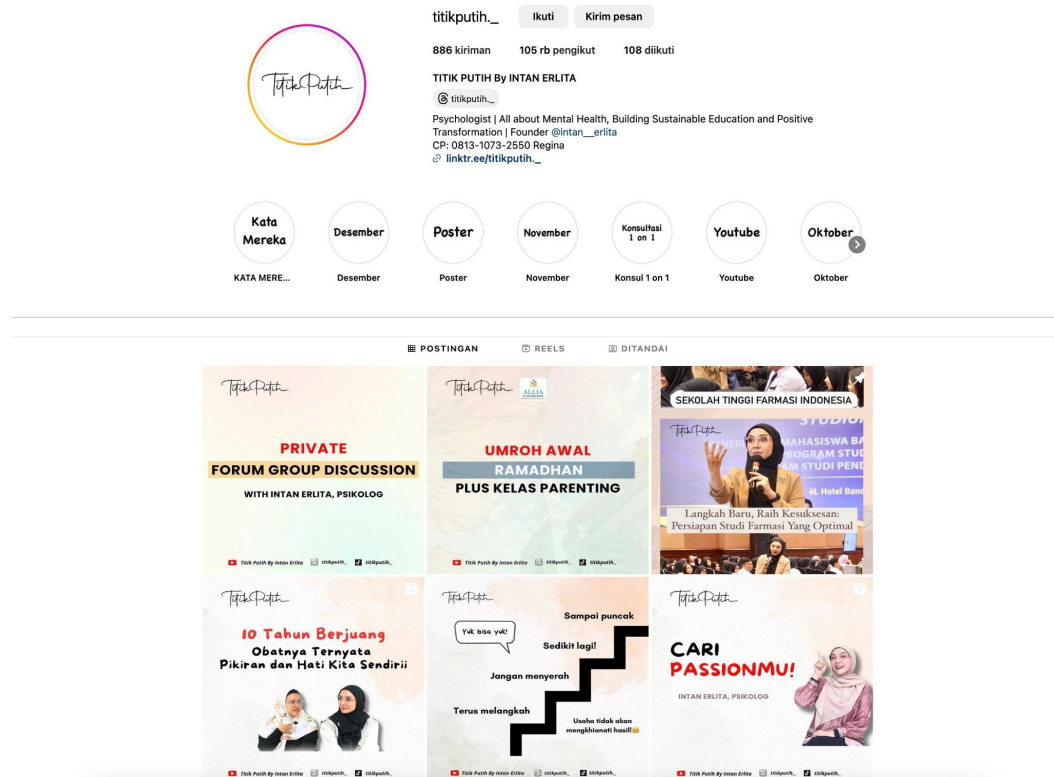


Figure 2.3. Instagram Account Titik Putih.

(Source: screenshot of https://www.instagram.com/titikputih._/)

Titik Putih officially joined Instagram in October 2022. In approximately 3 years since the first day Titik Putih started joining Instagram, at the end of 2024, Titik Putih has 105 thousand followers on her Instagram social media. With 886 posts up to 3 years since Titik Putih joined Instagram. Titik Putih utilizes all the facilities provided by Instagram social media, and when viewed from every content posted, it really utilizes all the features provided by Instagram.

Every post by Titik Putih on her Instagram account shows that the post's content is very diverse. In a post on her feed, Titik Putih uploads many photos with educational words, video pieces containing important points, and Intan Erlita. became a speaker at

a forum or seminar, as well as other educational videos in the form of a video containing answers to questions from Titik Putih followers and then answered directly through a video content by Intan Erlita.

In addition, Titik Putih is also quite active in uploading content on Instagram stories. In the story featured on Instagram, Titik Putih shares a lot about Intan Erlita, M.PSI's activities when she is a speaker at a forum or webinar on parenting and mental health. Every post on the story, Titik Putih, also always adds a song. Other than that, Titik Putih is also quite active in adding songs to feed posts.

When viewed through posts on social media, Instagram, Titik Putih by Intan Erlita is committed to providing education through content that is shared by using all that Instagram provides. Starting from the form of videos and also photos with words on the Instagram carousel feature, where in one upload can accompany several photos, which is usually done by Titik Putih by Intan Erlita in sharing psychological educational content in detail using quite long words. Which is where a lot of content is shared that directly conveys the core and important points.

b. Tik Tok @titikputih._

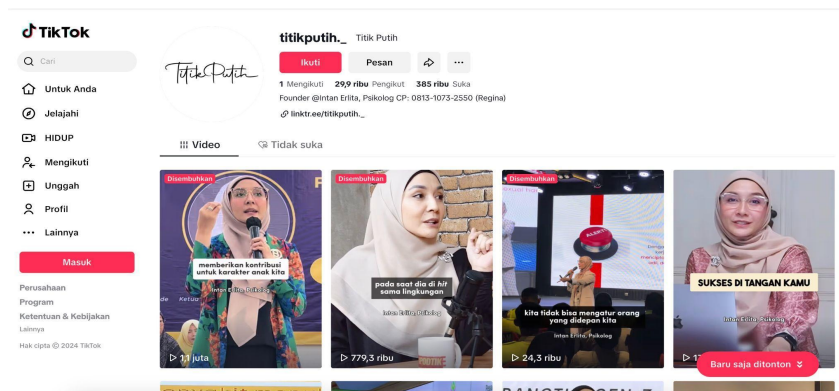


Figure 2.4. TikTok account Titik Putih.

(Source: screenshot of https://www.tiktok.com/@titikputih._)

The TikTok platform is a social media platform closely related to video and audio. Which is where almost all content posted on TikTok social media is in the form of videos. A distinctive feature of the TikTok platform is the content scroll feature, or scroll from one video to the next.

In the previous explanation, it was also said that Titik Putih posts a lot of educational content in the form of videos on Instagram social media, so the same thing with TikTok social media, which is a platform for sharing information in the form of short videos.

On the TikTok social media platform, Titik Putih has 29.9 thousand followers. Since Titik Putih first started joining TikTok until now, the results of the posts made by Titik Putih can be seen in the total number of likes from all content posted via TikTok social media, with the total average number of likes from all content reaching 385 thousand. Based on this, the overall content is liked by many of its followers with the number of likes exceeding the number of followers.

c. You Tube “Titik Putih by Intan Erlita”

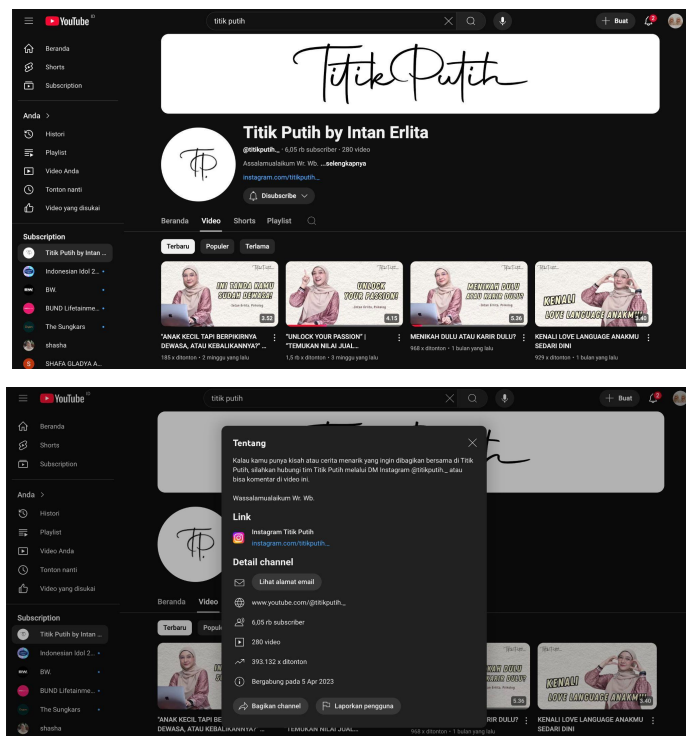


Figure 2.5. YouTube account Titik Putih.

(Source: screenshot of https://www.youtube.com/@titikputih_/videos)

Titik Putih officially joined YouTube on April 5, 2023. Since the first day Titik Putih was present on YouTube social media, Titik Putih has had a total of 6.05 billion subscribers. When viewed based on digital observations on the current YouTube channel, Titik Putih has uploaded videos with a total of 280 videos.

The duration of the videos uploaded by Titik Putih on her YouTube channel varies. Starting from videos with a duration of 2 minutes to 45 minutes. The duration of 2-5 minutes is in Intan's room educational video, where the education is directly delivered by Intan Erlita as a psychologist. Then, videos with a duration of 45 minutes are educational content videos wrapped in interesting stories from several people who can be used as inspiration and also education from other experts, such as doctors, who later, through this collaboration video, can be used as education by followers of the YouTube channel Titik Putih by Intan Erlita.

When viewed from some of the content shared by Titik Putih by Intan Erlita, through videos uploaded by Titik Putih on this YouTube channel, collaboration videos with people who have inspirational stories, and also these experts, become content that is considered to provide education to its subscribers. Which is where this YouTube channel becomes a channel that focuses on videos, with a fairly long duration, and the focus for its audience is to watch the videos.

d. Threads @titikputih._

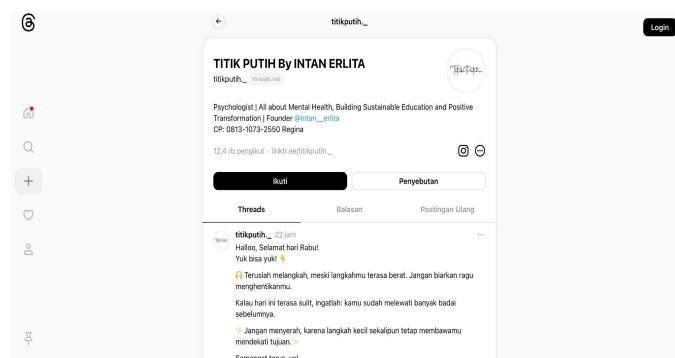


Figure 2.6. Threads account Titik Putih.

(Source: screenshot of https://www.threads.net/@titikputih._)

When viewed from the characteristics of the Threads social media platform, which is different from other social media platforms. Threads focus on writing or can be said to be a platform for various posts in the form of writing.

This Threads social media platform basically connects with Instagram social media. As it is known that, one cannot access social media threads without registering yourself on Instagram social media. If you look at the difference between Threads and

Instagram, this can be seen in the form of content where Threads focuses on text, in contrast to Instagram, which focuses on photos and videos, and can also be accompanied by text. Instagram is more widely recognized as a platform for sharing photos and videos.

On the Threads social media platform, to date, at the end of 2024, Titik Putih has a total of 12.3 thousand followers. The content posted by Titik Putih through the Threads platform is mostly posted in the form of “quotes,” which contain words about psychological education or motivation. Which may be if seen on content posted via social media, Instagram and TikTok in the form of videos, but in this Threads platform, Titik Putih posts it in the form of words or what is commonly called “quotes”.

Based on the explanation of Content education in social media, it can be said that Titik Putih has joined almost all social media digital platforms that are present today to provide education. If we look at the differences from the various social media used by Titik Putih, perhaps it can be seen from the form of content itself, how Titik Putih utilizes every feature provided by the social media platform and Titik Putih also appropriately uses and adapts to what the platform provides.

CHAPTER III

FINDINGS & DISCUSSIONS

In this chapter, the researcher will present the results of the research and the discussion that have been carried out in accordance with the research title, Analysis of Communication Strategy in Social Media Content Management in Educational Purposes by Titik Putih as Digital Supporting Educational Psychology. This research focuses on one of the psychology education accounts on social media, namely Titik Putih by Intan Erlita. Data collection in this study was carried out using qualitative methods, namely interviews with sources related to the research topic, digital observation with various social media used by Titik Putih by Intan Erlita in sharing educational content and documentation using several sources in the form of journals and books that are closely related to the research discussion to support the data obtained.

The interview method was carried out using various methods, both offline, face-to-face, and online, using technology. The researcher used purposive sampling techniques in selecting sources by selecting sources that have characteristics or criteria that are in accordance with the research topic. With that, all interviewees have been selected based on the needs of the research title, including:

Interviewee's Identity:

No	Full name of informants	The Relation with Titik Putih	Date of interviews
1.	Afra Firda Kahar	Social Media Specialist Titik Putih	25 November 2024
2.	Fadilah	Followers Social Media Titik Putih	16 December 2024
3.	Sherly	Followers Social Media Titik Putih	29 December 2024
4.	Eneng Iviq Hairo Rahayu, S.PSI.,M.M,Cht.	Psychologist	12 January 2025

The selected Interviewee includes Social Media Specialist Titik Putih by Intan Erlita, namely Afra Firda Kahar, as the main source, who was chosen because she has knowledge, understanding, and experience of the object of research, Social Media Titik Putih by Intan Erlita. The interview with Afra Firda Kahar, as a social media specialist of Titik Putih by Intan Erlita was conducted to find out how the communication strategy is used by Titik Putih in building and managing psychological education content on social media.

I'm currently a social media specialist at Titik Putih. I graduated with a degree in English literature, but I have quite a lot of experience with the world of social media. In social media, Titik Putih has a team, and I am in charge of handling everything in the sense that I am the head of the Titik Putih social media team.

(Interview with Afra as social media Specialist Titik Putih by Intan Erlita, 25th November 2024)

Afra Firda Kahar as a social media specialist of Titik Putih by Intan Erlita who has the task of handling the entire social media used by Titik Putih by Intan Erlita. Thus, the researcher made Afra Firda Kahar the main source of this research. To find out the communication strategy used by Titik Putih by Intan Erlita in building and managing psychological educational content, finding data through interviews with Afra Firda Kahar is appropriate because she directly knows the whole object of research Titik Putih by Intan Erlita.

Then, the sources of the followers of the Titik Putih by Intan Erlita's social media account were examined to prove the success of the strategy used by Titik Putih in building educational content on its social media. The first source of followers of the Titik Putih by Intan Erlita social media account is a resource person who focuses on parenting educational content, namely Fadilah, who is currently living her new role as a young parent. As the educational content shared by Titik Putih by Intan Erlita is diverse, and one of them is parenting educational content, choosing a follower resource person with a parenting background is appropriate to prove the success of parenting educational content.

My name is Fadilah, usually called by me, my age is 24 years old, female, my current activities are teaching at the Islamic boarding school and taking care of my 1-year-old first child and husband at home. Profession as a teacher at the Daarus Shofwah Al-Qur'an Islamic boarding school as a 4th grade homeroom teacher.

(Interview with Fadilah as social media follower of Titik Putih by Intan Erlita, December 16th, 2024)

The second follower of the Titik Putih by Intan Erlita social media account is a resource person who focuses on mental health education content, Sherly, who currently has mental health problems because she has suffered from GAD or Generalized anxiety disorder for almost 3 years. Choosing a resource person with this background is appropriate and suitable to prove the success of mental health education content.

Because I happen to be a sufferer of GAD, or Generalized anxiety disorder, for almost 3 years, it makes me want to continue learning about personal psychological problems by being determined to foster a sense of awareness of myself.

(Interview with Sherly as a social media follower of Titik Putih by Intan Erlita, December 29th, 2024)

Then the last resource person is Eneng Iviq Hairo Rahayu as a psychologist who is an expert in the field of psychological education. Currently working as a counselor at the Bekasi Ar Riyadh Insan Scholar Model Education Foundation. His current job is not only to help but also to help parents of students in assisting students by providing parenting material through seminars at schools and others. This study was conducted with the aim of obtaining credible insights or statement from experts in the field of psychology. The results of interviews conducted with psychologists will be used to check the trustworthiness of the research.

In 2018 I received a hypnotherapist license from the USA, my current profession is counseling at an Ar Riyadh Insan Scholar Bekasi Model Education Foundation, my job is to help teachers and students in the learning journey process and also help parents of students through parenting seminars, so I am quite familiar with parenting material.

(Interview with Eneng Iviq Hairo Rahayu as Psychologist, 12th January 2025)

A. Findings

1. Social media Titik Putih by Intan Erlita.

Based on the results of interviews and digital observations, the researcher found that Titik Putih by Intan Erlita is a forum or place for sustainable psychological education that is committed to mental health. Based on the background of the formation of Titik Putih, is the experience of Intan Erlita, M.PSI. As a CEO who rose from a period of confusion, where everyone deserves the opportunity to be better in the future,

returning to Titik Putih is a good name to be used as a spirit for everyone to return to being better despite a bad past.

With this background, the presence of Titik Putih by Intan Erlita on social media indirectly becomes a Digital Supporting Educational Psychology. As social media is an open and broad media that can be accessed anywhere and anytime so that the educational content shared becomes widely accepted by all Indonesian people. To further clarify, the researcher found several points about social media Titik Putih by Intan Erlita, including:

a. Purpose of Titik Putih by Intan Erlita

Through the educational content shared on her social media, Titik Putih by Intan Erlita aims to educate the public at large through followers on her social media, with the hope that every educational content shared can be accepted and applied by the community to grow for the better, despite the bad past. And with this, Titik Putih can also be said to be a Digital Supporting Educational Psychology to support the community in studying all aspects of psychology, which is expected to make the community closer to psychology so that problems regarding mental health will continue to decrease.

The various educational content shared by Titik Putih by Intan Erlita and the different materials used make the main goal of educating people who use social media. So the success of educational content shared on social media is how educational content can be used to support growth for the better by learning through educational Psychology content on social media.

Titik Putih aims to educate followers through content shared on each of its social media. Every content that is shared by Titik Putih tries to enter or be accepted by the audience.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

b. Titik Putih social media by Intan Erlita as a medium for psychological education.

Titik Putih by Intan Erlita is present on various social media, including Instagram, Tik Tok, YouTube and Threads as a Digital Supporting Educational

Psychology. This is in line with the target of Titik Putih by Intan Erlita's presence on social media, namely to expand its interaction with the community in Indonesia. So that the educational content distributed on its social media will be widely accepted by the community, and more and more people will receive mental health and parenting psychology education. The community will become closer and more familiar with new sciences and new knowledge about health and parenting psychology. Of the four social media used by Titik Putih by Intan Erlita, it is the most dominant social media used by the community in Indonesia.

The reason Titik Putih chose to dive into Instagram, TikTok, YouTube, and Threads social media can be said to be Titik Putih's target. Currently, the 4 social media accounts are the most dominant social media used by the community. So the hope is that Titik Putih can be searched on any social media, so that people will know Titik Putih according to the social media they use.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, 25th November 2024)

As stated by one psychologist in an interview, with psychological education on social media through its educational content, Indonesian people are more familiar and closer to the science of psychology. Social media is the right place for people to receive information openly. By raising awareness of the importance of mental health for all people who use social media, negative statements or negative images about psychologists will continue to decline as people become more aware and open about the importance of mental health.

The researcher observed that the involvement of psychologists, such as Intan Erlita, who focuses on transforming mental health and parenting psychology education, plays a valuable role in bridging the public with to the science of psychology, which is closely related to the development of behavior in oneself. This increased familiarity with psychological concepts may encourage those who are hesitant or unwilling to discuss their personal struggles to seek support and engage in meaningful conversations about mental well-being.

Social media has become a place to provide information about psychological education, making society closer to psychology. Society has become less taboo and uncomfortable when in contact with psychological science and information. Previously, society

considered psychology to be taboo and uncomfortable to talk about, but with the existence of social media where everything is clearly open, previously our society closed itself off or did not want to comment on it, in the end society is brave and aware of the importance of mental health through psychological education content. (Interview with Eneng Iviq Hairo Rahayu as Psychologist, January 12, 2025)

Among the social media, Instagram, TikTok, YouTube, and Threads, each of these social media has a distinguishing character for its users. Such as the difference in the dominant age of each social media user. According to statistical data, the dominant age of TikTok users is younger than the minimum age of Instagram users, which is 16 - 24 years, in contrast to Instagram social media, whose minimum age of users is 18 - 24 years. (diksi.co.id, October 2, 2025).

This shows that users of both social media are not only for teenagers but also quite interesting for Generation Z and the millennial generation. With the difference in dominant age and interest for social media users in choosing social media, where it is likely that generation Z prefers TikTok social media over Instagram, as well as the millennial generation who knew Instagram social media before TikTok social media so that the millennial generation is more familiar with using Instagram social media. With that, Titik Putih social media by Intan Erlita has quite high potential to be known by all people in Indonesia by adjusting the social media used.

The dominant age insight of Titik Putih's followers is 25-40. On the other hand, Instagram has a more general target user age, so the content shared can be generally accepted. Unlike TikTok, whose followers are mostly from Generation X and Generation Z, TikTok Titik Putih also wants to embrace the younger generation. But it does not rule out the possibility of embracing audiences other than Generation Z, such as mothers who are also TikTok users.

(Interview with Afra as Titik Putih's social media specialist by Intan Erlita, November 25, 2024)

c. **Titik Putih by Intan Erlita's social media as a medium for branding.**

In the search process, the researcher found that in addition to Titik Putih by Intan Erlita utilizing social media as a medium for education through educational content for psychologists, Titik Putih by Intan Erlita also utilizes its presence on social media to carry out psychologist branding from Titik Putih CEO, Intan Erlita. The branding process was carried out by Titik Putih by Intan Erlita by utilizing the upload story feature on Instagram social media to carry out branding for Intan Erlita as a psychologist, through a video with a visualization of Intan Erlita, who was a speaker at a seminar.

There are other benefits besides being able to educate through the content shared. Mrs. Intan's branding as a Psychologist is also increasing and becoming better known to the public. As is known, there are many Psychologists in Indonesia and through Titik Putih we want to highlight Mrs. Intan as a Psychologist who focuses on parenting and mental health.

(Interview with Afra as a social media Specialist, Titik Putih by Intan Erlita, November 25, 2024)



Figure 3.1. Content branding Intan Erlita.

(Source: screenshot of

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODU3MjAxNTQ1MjU4MTc4?story_media_id=3514664413607810424&igsh)

Based on the results of the interview, the researcher found that Titik Putih chose Instagram as a place for branding Intan Erlita as a social media psychologist. It can be said that Instagram social media has more serious user characteristics when viewed based on the features that Instagram has. Each user can choose content to view, so that they consciously have the intention or desire to choose content that they like and then view. So from this statement, the researcher concluded that compared to Tik Tok social media which has almost the same features as Instagram but does not have the opportunity for users to choose what kind of content they want to see like on Instagram, this is what makes Instagram social media users more serious than Tik Tok social media users who will not be separated from the fast Scroll technique.

Instagram is more dominant and also becomes the main social media of Titik Putih to educate and branding Mrs. Intan as a Psychologist.

(Interview with Afra as a social media Specialist, Titik Putih by Intan Erlita, November 25, 2024)

The branding process carried out by Titik Putih by Intan Erlita on her social media indirectly occurs simultaneously with educating the public through educational content shared through her social media. Titik Putih by Intan Erlita shares educational content that always presents Intan Erlita, a psychologist, in delivering the educational content. How Intan Erlita, a psychologist, is visualized in content that delivers the contents of the psychology material. Indirectly, the public gets to learn from the content. The public will also know and recognize Intan Erlita as a psychologist by seeing Intan Erlita directly in the content shared by Titik Putih by Intan Erlita.

Titik Putih's content contains a lot of educational content that is visualized when Mrs. Intan is a speaker at an event.

(Interview with Afra as a social media specialist at Titik Putih by Intan Erlita, November 25, 2024)



Figure 3.2. Content branding & educational Intan Erlita.

(Source screenshot of <https://www.instagram.com/share/BBMMvHWJE>.)

With the process of how the public sees the educational content delivered by Intan Erlita, a psychologist, and then the public knows Intan Erlita as a psychologist, the branding process for Intan Erlita as a psychologist on her social media has been successful. Her success can be seen in how Intan Erlita, as a psychologist, plays her role as a psychologist in Indonesia who is invited to several big events by becoming a speaker on mental health psychology and parenting materials.

Another benefit of Titik Putih social media is that Mrs. Intan, who is a psychologist at Titik Putih, is often called as a speaker or presenter of psychology education materials at big events such as when Mrs. Intan invited the vice president and this is the greatest achievement of Mrs. Intan and also Titik Putih as an institution or organization that is committed to providing education to the community. (Interview with Afra as a social media specialist at Titik Putih by Intan Erlita, November 25, 2024)



Figure 3.3. invited by the 7th Mrs. Vice President of Indonesia.

(Source screenshot of <https://www.instagram.com/share/7HS47qET>)

The researcher found that the branding process carried out through visuals in each of its contents is how Titik Putih by Intan Erlita makes people who use social media and see or hear various kinds of educational content on social media used by Titik Putih by Intan Erlita easily accepted because the person who delivers the material in the educational content of the psychologist is an expert in his field is a psychologist who makes people believe in the content of the educational content.

According to one psychologist who is an expert in his field and also has the same role and educational background. The researcher found that the process of branding psychologists on social media is not just about being known by the wider community, but also about how people easily believe and accept information obtained from content and then apply it because people get knowledge from the right sources and experts, namely a psychologist. So that educational content can be successful because of the trust of the community, by applying the knowledge gained in everyday life from the shared psychological educational content.

A psychologist also needs branding to be better known to the wider community, The goal is not only to be known by the community but the hope is that with the community knowing ourselves as psychologists, the community will not hesitate to listen and accept what we convey at an event, for example. Similarly, when we deliver

education on social media, the public does not hesitate to accept what they hear to be implemented because they already know and recognize that the person delivering it is a psychologist.

(Interview with Eneng Iviq Hairo Rahayu as Psychologist, 12th January 2025)

The researcher, Currently, there are many social media accounts that similarly discuss the educational content of mental health and parenting psychologists. In this study, researchers found that Titik Putih by Intan Erlita does not provide counseling services as other social media accounts do, especially on social media accounts in previous studies APDC Indonesia and Bincang Jiwa, which in addition to using social media as a medium for providing psychological education is also used as a form of promotion of the counseling services provided. In contrast to Titik Putih by Intan Erlita, which focuses on making social media a place for psychologist education, more specifically on psychologist parenting education.

If you look at Mrs. Intan as a psychologist, she also opens a counseling service practice, but this service is only open to people close to her. So through Titik Putih, Mrs. Intan is committed to providing psychological education to the wider community so that Mrs. Intan is more branded as a psychologist.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

Enthusiasm from the public about parenting education makes parenting education content appear more on Titik Putih's social media. From the researcher's perspective, it is essential for the community to be able to distinguish from other social media accounts with the same focus on psychological education. For users or followers who really want to focus on receiving education about parenting, following the Titik Putih by Intan Erlita social media is very appropriate, to get parenting education quickly and accurately, from the source of the material. As part of its mission, Titik Putih by Intan Erlita remains open to expanding its outreach through offline engagement, such as participating as a speaker in training sessions and mental health seminars, because basically psychology is a broad science and does not only discuss parenting. It's just that in this case, the selection of speakers is important to adjust to the educational background to ensure the source of information provided is a clear source of accuracy.

But indeed, in the parenting aspect, Titik Putih has great enthusiasm because Mrs. Intan, as a psychologist at Titik Putih, is often invited to be a speaker at various events for parents, so that parenting psychology education is more widely displayed on our social media. However, we do not rule out the possibility of other psychology education because we also receive many invitations from several companies to be speakers for hospitality skill training or self-development for company employees to solve problems in the company.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

In this case, the researcher found that indeed a psychologist needs branding with the aim that the more people who know, the wider a psychologist can convey their knowledge and the more people become closer to psychologists. However, between one psychologist's social media account and another, there are differences in branding. Some psychologists employ direct marketing strategies—such as hard selling or explicit promotion of their counseling services—while others adopt a softer branding approach. Titik Putih by Intan Erlita, for instance, utilizes an educational content strategy that subtly reinforces personal branding by consistently featuring Intan Erlita as a licensed psychologist through visual storytelling. This method allows followers seeking psychological education to receive valuable information while simultaneously recognizing the expertise behind the content, thereby strengthening audience trust and brand credibility.

d. Educational content of psychology combined with discussions of Islamic religious knowledge.

Compared to other mental health education accounts such as @apdcindonesia and @bincangjiwa, which were examined in prior studies, Titik Putih by Intan Erlita distinguishes itself through its integration of psychological concepts with Islamic teachings. This unique approach reflects a distinctive communication strategy that sets it apart from similar platforms focused solely on secular psychological education. This makes each psychologist's educational content from Titik Putih by Intan Erlita different from other content, especially on psychologist educational accounts in previous studies APDC Indonesia and Bincang Jiwa.

Indonesia is a country with the majority of its population adhering to Islam. From the researcher's perspective, having a difference in the content of the discussion that combines psychology with religious science is the right thing to do. When viewed based on the results of digital observations on social media, it is still rare for psychologists accounts to discuss psychology combined with religious science.

According to data in 2024, Indonesia is known as the largest Muslim country, with the majority of people who are Muslim in the Islamic country reaching 87.08%, with a total of 245,973,915 people. (Databoks, 2024). With the presence of Titik Putih by Intan Erlita, which provides psychological educational content combined with discussions of religious knowledge, it is tantamount to providing what is needed by the people in Indonesia. As with mental health cases and parenting cases that are high in Indonesia, the majority of the population in Indonesia is Muslim. Titik Putih by Intan Erlita is here to be an effort to overcome these cases by providing psychologist education combined with religious knowledge on social media to be the right thing to be a solution that directly combines the science of behavioral psychologists in accordance with religious science so as to make educational content more related to the lives of Indonesian people.

In addition, Mrs. Intan is also a psychologist who has a discussion of psychology with a discussion of religion. (Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

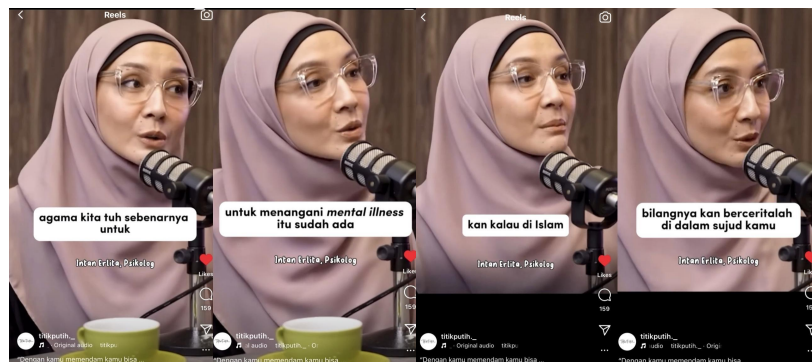


Figure 3.4. Psychological educational content combined religious knowledge.
(Source screenshot of <https://www.instagram.com/share/BAIvj5eFtJ>)

The findings reveal that the integration of psychological and Islamic knowledge is not limited to Titik Putih 's social media content; it is also consistently reflected in Intan Erlita's offline engagement as a seminar speaker. During speaking events, she continues to incorporate religious perspectives into psychological discussions. This consistency reinforces brand identity and enables the public to recognize and associate Titik Putih by Intan Erlita with its unique approach to mental health and parenting education when they see and hear the material delivered both through social media content and at seminars. The more prominent characteristics through the discussion of psychology combined with religious knowledge, the public will easily distinguish psychologist Intan Erlita and also Titik Putih from other psychologists accounts.

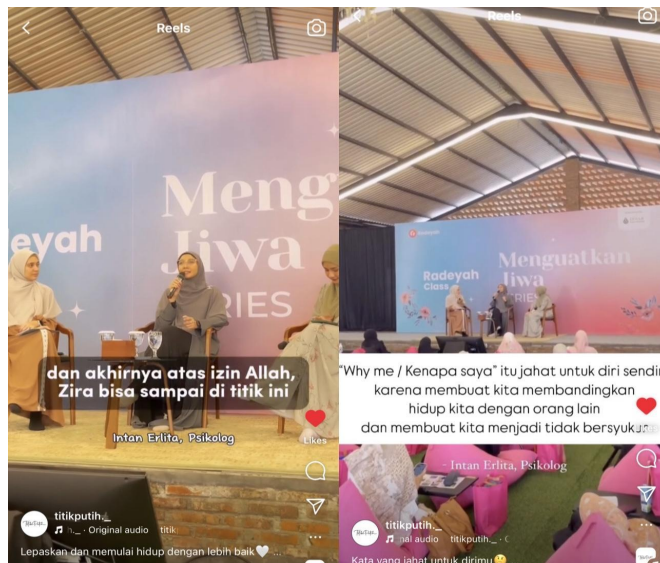


Figure 3.5. Psychologist seminar event combined religious knowledge.

(Source screenshot of <https://www.instagram.com/share/BACHA5bpyV> & https://www.instagram.com/share/_f22_O6Tu)

Based on the results of digital observation, the researcher also found that it was proven by a review in the highlights on social media Instagram from a public figure, Dhini Aminarti, who invited Intan Erlita as a speaker at one of the Radeyah class events with the theme “menguatkan jiwa series” related to religion. The Radeyah Class is a place for those who want to continue learning about religion. Which is where the discussion of the soul is closely related to psychology, as a strong soul is based on strong mental health. So, with that, Dhini Aminarti, as the

creator of the event, said that choosing Intan Erlita as a speaker at the event became the right thing because the discussion always combines psychology with religion. With the evidence of these public figures, the characteristics of Titik Putih by Intan Erlita are increasing and visible to the public both on social media and in the real world.

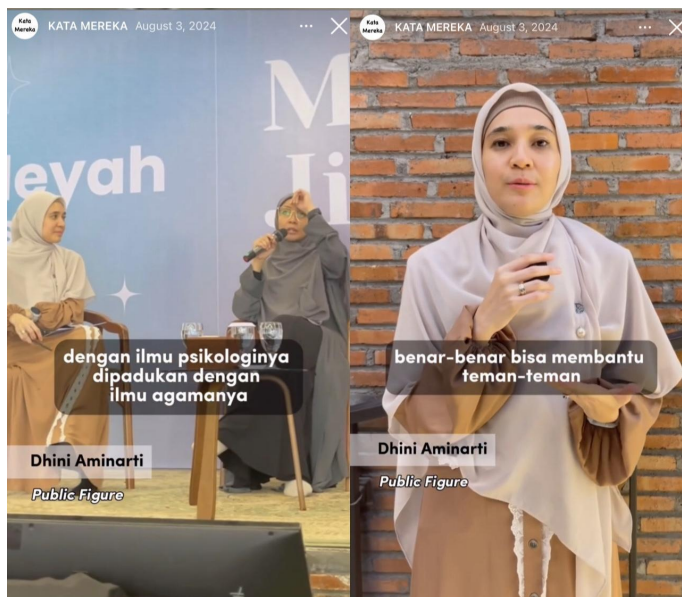


Figure 3.6. Review psychologist seminar event combined religious knowledge.

(Source screenshot of

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTI3MzM2NTAxNzk2ODc5?story_media_id=3426205132986544419&igsh=dHFqZnlyOWIsdHRs)

In addition to reviews from public figures, reviews from the community prove that Titik Putih by Intan Erlita conveys psychological science combined with religious science. One of the Islamic elementary schools, Al-azhar 61 Tangerang, invited Intan Erlita as a speaker at a parenting seminar. In his review, she said that it was true that Intan Erlita always shared her parenting knowledge not only from the psychologist's side but also with religious knowledge, such as parenting knowledge combined in the science of manners in Islam. So this can also be said with the evidence of reviews from the community that Titik Putih by Intan Erlita succeeded in being a differentiator from other psychologists, namely delivering psychological science material by combining religious knowledge.



Figure 3.7. Review psychologist seminar event combined religious knowledge.

(Source: https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTI3MzM2NTAxNzk2ODc5?story_media_id=3561323532615740983&igsh=dHFqZnlyOW1sdHRs)

2. Communication Strategy of Titik Putih by Intan Erlita in Psychological Educational Content on Social Media.

In undergoing a successful communication process on social media, it requires a strategy in carrying out a successful communication process. The communication planning strategy model is used for the sustainability of the planned communication process. Everything must be planned to make a successful communication process. The purpose of Titik Putih by Intan Erlita is to educate followers on social media. There is a process of communication and interaction between Titik Putih by Intan Erlita as a communicator or messenger with the public as the recipient of the message.

To achieve the acceptance of the message and be able to affect the community, the communication planning strategy model needs to be used to avoid errors in the running of the communication process by determining the right steps in accordance with the objectives of the communication process. This strategy is an important stage that must be followed in the communication process carried out, there are several stages that must be fulfilled to produce good communication planning, therefore the researcher use the theory of the communication planning strategy model from Assifi and French (1982) in developing the strategy used by Titik Putih by Intan Erlita in building its content on

social media. The communication planning model strategy from Assifi and French (1982) is very detailed by providing 8 stages that must be fulfilled to produce good communication planning, including:

a. Problem analysis based on Feeling and emotion.

Based on the results of digital observations conducted on Titik Putih by Intan Erlita's social media. The researcher find the background to the establishment of Titik Putih. Intan Erlita, as CEO, said that Titik Putih was established based on problems that often occur in society. Currently, many people are in a downward spiral, but are confused about how to get out of it and get back to being better. Downturns make mental health conditions unstable, resulting in an unpleasant life. Feelings of confusion, hesitation, loss of direction, not knowing how to get better, and unstable emotional state. Therefore, Titik Putih by Intan Erlita is presented on social media to become a Digital Supporting Educational Psychology for people to learn to grow better with a stable mental health condition.

I started building Titik Putih by Intan Erlita when I was at a confusing point.

(Instagram Titik Putih by Intan Erlita, 24th August 2023)

With the conditions of those who want to rise again from their downturn, and those who have problems that keep them down in their lives.

(Instagram Titik Putih by Intan Erlita, September 5th, 2023)

As you know, parenting educational content is increasingly spread on social media. And many who deliver the educational content are not experts in their fields. This can lead to confusion over what is received by those who see the content. Mistakes in what is understood from educational content that is not an expert in the field will result in mistakes in entrusting something, which will then cause new problems in educating children for parents. So that this is an opportunity for Titik Putih by Intan Erlita, who is committed to sharing psychological education on social media based on the right source of material from experts in the field of psychology, to present to solve this problem. With the hope that people will no longer be mistaken for getting information about parenting education.

Nowadays, when it comes to mental health, parenting, etc., many people are not experts. I'm afraid it's confusing, which in the end, parents and many people will believe the wrong thing.

(Instagram Titik Putih by Intan Erlita, December 26th, 2024)

With the presence of Titik Putih by Intan Erlita on social media, it gives great hope to help those who are in a slump, because basically they have the right to return to being good, it's just that they don't know what steps to take to solve the problem and get out of the slump. The same is true for those who are new to the role of parent and first-time parenting who really need the knowledge. Therefore, Titik Putih is present on social media to provide the right knowledge and in accordance with experts in their fields, which can help them to get better and get back to being better with a healthy mental condition through mental health psychology educational content on social media Titik Putih by Intan Erlita.

Until finally I felt that actually everyone deserves to have a better chance, regardless of what happened in the past. Everyone deserves to rise from their lowest point and start from point 0.

(Instagram Titik Putih by Intan Erlita, 24th August 2023)

Hopefully Titik Putih can be a place to join hands and start a better day and make us stronger people with a healthy mentality.

(Instagram Titik Putih by Intan Erlita, 5th September 2023)

Titik Putih is our form to be able to provide the right knowledge about the world of parenting, psychology, mental health and people development. And we believe that everyone can return to being white, no matter how damaged we were in the past there is always a turning point to be better.

(Instagram Titik Putih by Intan Erlita, 26th December 2024)

Based on the explanation above, the existence of various problems is an opportunity that is the beginning for Titik Putih by Intan Erlita to be present on social media as Digital Supporting Educational Psychology and start the process of communication or interaction with its followers on social media through psychological educational content. Psychologists' educational content is presented on social media in the hope that it can solve these problems, by means of which the social media followers of Titik Putih by Intan Erlita can learn important things from the educational content that is shared and then applied in life. Therefore, in the

process of solving the problem, it really requires other strategies to make the communication process successful.

b. Audience analysis with a commitment to embrace the wider community

Analyzing the audience is needed for the success of the communication program to be planned. By analyzing the audience, a messenger who conveys the content of the material in the message will arrive precisely if it has the right target in accordance with the content of the message to be conveyed. Therefore, analyzing the audience to find the right target is important for the success of the communication program.

Based on interviews and digital observation, the researcher found that Titik Putih by Intan Erlita does not have a specific target audience. Titik Putih by Intan Erlita has a commitment to embrace the community at large. As we know, on Titik Putih by Intan Erlita's social media, there is some parenting education content, and those who will be more related to the content are those who are already parents. When viewed from the results of digital observations on social media Titik Putih by Intan Erlita, parenting education content and also story content from seminar invitations are more numerous and dominated by parenting knowledge. However, based on the results of interviews conducted, Titik Putih by Intan Erlita does not rule out the possibility that people who are not parents can learn from it and use it as knowledge when they later become parents.

Titik Putih is committed to embracing all ages in society, so we do not have a specific target audience for our target audience. So it's not just content that focuses on parenting for parents, but how the content shared can be accepted by Generation Z or young people.

(Interview with Afra as a Titik Putih social media specialist by Intan Erlita, November 25, 2024)



Figure 3.8. Parenting education content.

(Source screenshot of <https://www.instagram.com/reel/DC1Ts5dzFpb/?igsh=MWNuMXlzNWZibDBscg==> & <https://www.instagram.com/reel/DC1HCddTZP9/?igsh=MXRhZHAwc3Byc29wYw==>)

Based on this, it does not mean that Titik Putih by Intan Erlita does not conduct audience analysis to find the right target audience, but with the presence of Titik Putih by Intan Erlita on various social media, including Instagram, TikTok, YouTube, and Threads. This makes the target audience of Titik Putih by Intan Erlita very broad, namely people who use the four social media. So that the communication process carried out will reach widely, in accordance with the initial purpose of the communication process, which is to educate through content on social media.

- c. Formulate objectives by highlighting all aspects of psychology education and embracing all generations

In accordance with the background of the presence of Titik Putih by Intan Erlita on social media to become a forum or place for Digital Supporting Educational Psychology about mental health, parenting, and others. How the content shared on Titik Putih by Intan Erlita's social media, from each message delivered, can educate the public. In accordance with the initial goal, those who follow social media Titik Putih by Intan Erlita can become closer to the science of mental health psychology,

parenting, and others because of the acceptance process and the learning process when seeing and hearing from educational content shared on social media.

So, for those social media followers of Titik Putih by Intan Erlita, who are not but become social media users who act as parents, will not only get parenting educational content but also mental health educational content. Vice versa, those who are not yet parents and follow Titik Putih by Intan Erlita's social media to get mental health/self-development education will also get parenting education by following Titik Putih's social media. Therefore, Titik Putih by Intan Erlita's goal to educate the public at large through psychological educational content on social media is achieved by expanding its presence on various social media and different user characters.

Titik Putih is concerned with educating followers about mental health and psychology, as is known in Titik Putih, Mrs. Intan Erlita is a psychologist. We want to highlight all aspects of psychological education, be it mental health, parenting, or self-development. We strive to provide all of this education to embrace all generations.

(Interview with Afra as a social media specialist at Titik Putih by Intan Erlita, November 25, 2024)

d. Choosing a communication channel or media with the 4 most dominant social media used by the public

As stated earlier, Titik Putih by Intan Erlita chooses to be present on various social media platforms to expand its audience. Among them are Instagram, TikTok, YouTube, and Threads. The four social media have different user characteristics, such as the dominant age of the social media users. Therefore, the researcher found that to achieve the goal of educating the public at large, Titik Putih by Intan Erlita is committed to being present on various social media, which is the most dominant social media used by people in Indonesia. So that the acceptance of its educational content increases among the public on social media.

If you look back at the 4 social media accounts chosen, Titik Putih can also be said to be the most dominant social media used by the public. So the hope is that the Titik Putih can be searched on any social media, so that people will know the Titik Putih by adjusting the social media used.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

However, when viewed from the four social media used by Titik Putih by Intan Erlita, be it social media Instagram, TikTok, YouTube, and Threads. Based on the results of the interview, Titik Putih by Intan Erlita chose Instagram as the most effective medium for sharing psychological educational content. When viewed from the target age of Instagram media users, it is wider with the character of people who are serious when receiving content with various features provided by Instagram, not only content in the form of videos but also photo content with words that must be read, where the technique is not only scrolling videos but we as users can choose what kind of technique to use.

In contrast to TikTok social media, when viewed from the features provided by TikTok social media, which focuses on video content and fast scroll techniques, is no stranger to TikTok social media. With that they Tik TikTok social media users are definitely familiar and definitely apply fast scroll techniques. With the fast scroll technique, it can be said that TikTok users are not serious about receiving content, but again, this goes back to the original character of the user. Because basically every person/user is not the same and must have differences with one another so that it cannot be equalized.

If seen from the age target on Instagram social media, it is broad and also has a serious character, unlike TikTok whose character scrolls quickly from one video to the next, so it can be said to be less serious. So it can be said that Instagram social media is more dominant.

(Interview with Afra as social media Specialist Titik Putih by Intan Erlita, 25th November 2024)

As revealed in interviews with two social media followers of Titik Putih by Intan Erlita , one primarily engaged with the platform through Instagram, while the other preferred TikTok. This variation in platform preference highlights the importance of multi-platform content adaptation to meet diverse audience needs. This is motivated by the purpose of using the social media they choose.

The follower who chose to follow social media Titik Putih by Intan Erlita is Fadillah as a follower with a background as a new parent who has limited time to use social media. Based on this, it can also be said that Fadilah chose Instagram social media because when viewed in the dominant age for Instagram users,

Fadilah's current age is 24 years old, which is the lowest dominant age of Instagram social media users, so this is the biggest factor why Fadilah chose Instagram. According to the researcher, this also happened on the basis of how the presence of Instagram social media preceded Tik Tok social media so that for those who choose Instagram social media even though currently many are using Tik Tok media with its various advantages, it cannot be denied that those who continue to use Instagram social media because they first recognized and used Instagram social media before the presence of Tik Tok social media.

I just use Instagram more often because it's easier, because all the content I get is a video of the core pieces of parenting education. It makes it easier for me, who has limited time to open social media.

(Interview with Fadilah as social media followers Titik Putih by Intan Erlita, December 16, 2024)

Fadillah also said that using social media and getting information in the form of education can be used as new learning. She also said that social media can be a medium that provides entertainment to refresh the brain. With that, it can be concluded that Fadillah uses social media as a medium based on personal goals to get new information that can be used as learning in educating and caring for her child and also as entertainment.

When viewed from the impact, there are many, in addition to refreshing the brain as a moment of entertainment while the child is sleeping, and an addition for me to learn new knowledge.

(Interview with Fadilah as social media follower of Titik Putih by Intan Erlita, December 16th, 2024)

The next social media follower is Sherly, who chooses TikTok as a social media platform that provides psychological education. Which, when viewed from her current profession, is still a student, and when viewed from age, Sherly is also included in generation Z, where the dominant age of TikTok users is younger than the dominant age of Instagram users.

According to Sherly, using TikTok media as a psychologist's educational media can help her to get new information that can increase knowledge and new learning about psychological education, especially her personal psychological problems.

Sherly chose TikTok social media because of its features that use video and audio images with clear visualization and make the information fun when seen and heard.

I want to continue learning about personal psychological problems through TIK TOK social media, because Tik Tok is a platform that can provide education in the form of video or audio images, so the visualization is very clear and fun.

(Interview with Sherly as social media follower of Titik Putih by Intan Erlita, December 29th, 2024)

So when viewed based on the results of the interview, the researcher found that Titik Putih by Intan Erlita chose the communication media channel based on the purpose of how the social media user was successful with the appropriate reasons and objectives of the followers.

- e. Developing messages that always presenting Intan Erlita as a Psychologist in delivering the message content

In terms of message development on each social media, based on the results of interviews and observations, the researcher found that Titik Putih by Intan Erlita chose to focus on Intan Erlita as a psychologist who delivered messages directly in each psychology educational content on social media, especially on educational content in the form of videos.

This is done by Titik Putih by Intan Erlita to ensure every message is delivered, and can make its social media followers have the right trust to receive and then apply the messages conveyed through the psychologist's educational content. Intan Erlita's background as a psychologist will also increase trust for social media followers of Titik Putih by Intan Erlita because the messages that will be received are messages that are directly delivered by an expert in their field, namely a psychologist.

So actually because Titik Putih focuses on Mrs. Intan as a psychologist, Titik Putih is committed to always presenting content with the presence of Mrs. Intan as a psychologist who has expertise in discussing mental health education, parenting.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

- f. Planning media production by Listening to the followers and the Concerns of the followers felt

In planning its media production, the researcher found that Titik Putih by Intan Erlita has important aspects in producing media that must be run. This can be said as a reference for Titik Putih by Intan Erlita in producing educational content carried out by Titik Putih by Intan Erlita on its social media. Some important aspects include:

- 1) Research interesting and good issues that are closely related to the world of psychology to be used as topics for educational content. This is done by Titik Putih by Intan Erlita to make the educational content that is formed attract the attention of people who are interested in the issue. Interesting and new issues will produce psychological educational content that can be adapted to people's lives today.

The first thing to do is research what content is good and interesting to broadcast. Which of course must be related to psychology, mental health and parenting. For example, on Instagram, currently, people are generally interested in what kind of content.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

- 2) Linking educational content with issues that are currently being discussed by the public (viral issues).

which are then used as educational content topics that will be elaborated on widely to be used as diverse psychological educational content. By ensuring that content is built on issues that are currently being discussed, the content will be closer to the public so that it can be easily accepted by the public.

Titik Putih by Intan Erlita believes that by ensuring that content is built by paying attention to content that is liked by the public, Titik Putih by Intan Erlita is the same as providing information through content that they really need because they really like the content so that the public's interest is getting higher to pay more attention to the content.

Knowing the content that is currently viral and what people like will be the same as giving them what they need. So, later, our content will get more attention because of the viral element.

(Interview with Afra as social media specialist Titik Putih by Intan Erlita, November 25, 2024)

Educational content that is related to viral issues, Titik Putih by Intan Erlita, ensures that the educational content they create can be used as a learning from events that are currently viral in society, from a psychological aspect. This makes the shared educational content able to provide something new to learn, and how educational content is adjusted to the viral issue, so that the discussion becomes fresh to study, because the content is still in people's daily lives. This can increase people's closeness to psychology with its discussions concerning everyday life.

must be adjusted, because we cannot possibly get off the path that we have taken and have been seen by many people. For example, there is a viral gossip; later, we will look for what we can learn from this gossip, which includes its psychological aspect.

(Interview with Afra as social media specialist Titik Putih by Intan Erlita, November 25, 2024)

- 3) The educational background of a psychologist is essential in determining the topic of psychological education content.

In this case, the researcher found that this point is significant. Creating content by looking for an interesting issue is not enough because the issue obtained must be able to be done with a psychological aspect. And this requires people who are experts in their fields. This can make the psychological education content clear regarding the source and accuracy. With someone who is an expert in their field, the topic of the content that is formed can be by the direction of the educational content that can be used as learning content.

Indeed, we also look for ideas from viral content, but when it comes to linking it to the psychological aspect and having to link it to the topic of everyday life psychology, it is also quite difficult. So in this aspect, it really requires high concern. The process of discussing a team of experts in the field of psychology will help me determine the right topic in creating content.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

The research process is very important to determine topics that can attract the attention of followers from each content. To make educational content close to the community, finding things that are close to people's lives is important. So the process of uniting everyday issues with psychological aspects requires the right sources to produce content that can be trusted to be studied. This is also used to minimize the negative impact on society, errors in the educational material delivered, and insensitive words that can lead to people being wrong in accepting information from the psychological educational content.

4) Changing the background color tone on each post

Based on the results of the researcher's observations, they found differences in the background color of the content. After conducting interviews, the researcher found that Titik Putih by Intan Erlita changes the background color of posts every month without changing the character of Titik Putih by Intan Erlita. This is done to make the content published on Titik Putih by Intan Erlita's social media always present a new atmosphere and remain fresh when viewed, so that Titik Putih by Intan Erlita's social media is not too monotonous when viewed by its followers.

This is also important in attracting more attention from followers because with a new atmosphere, even just in color, followers will get a new atmosphere just by looking at the color of the content so that to read or listen to the contents of the content, followers will also do it because of the greater attention from the color change.

In the Instagram feed posts in terms of color, Titik Putih will change the background color of the feeds every month. This is done to change the atmosphere of the post so that it is not too monotonous, in other words, we change it but still do not leave the character of Titik Putih itself.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, 25th November 2024)

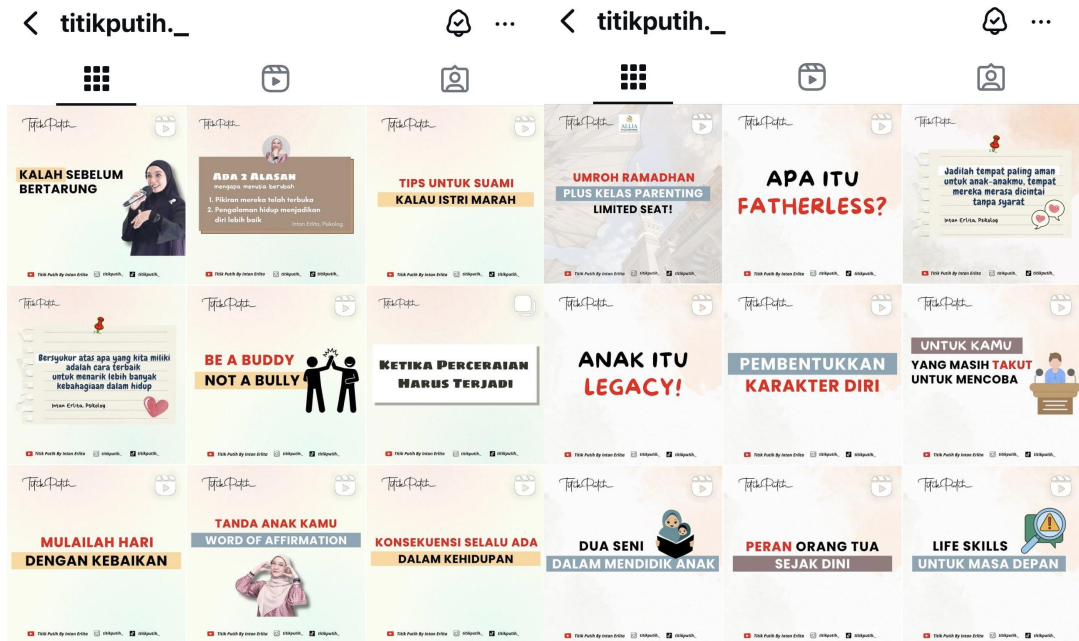


Figure 3.9. Educational content in November.

Figure 3.10. Educational content in December

(Source screenshot of https://www.instagram.com/titikputih._/)

5) Creating captions for every educational content on social media.

Based on the results of the interview, the researcher found that Titik Putih by Intan Erlita chose to create captions one day before the distribution process of educational content on social media. This was done by Titik Putih by Intan Erlita in an effort to make the content distributed complete and well-structured, so that the next day nothing needs to be added. This was done by Titik Putih by Intan Erlita in order to minimize errors in words and also repetition of words in previous content.

Captions are formed on D-1 before the content is uploaded, so the captions are available one day before the content distribution day. This is done so that the content to be shared tomorrow is ready and structured to avoid deficiencies or errors in words in the caption or synonyms with previous content.

(Interview with Afra as social media specialist Titik Putih by Intan Erlita, November 25, 2024)

6) Selection of songs to continue to get positive responses and impacts from the educational content shared.

In the researcher's perspective, songs in written content can make the content feel more enjoyable/relaxed when read and studied, but sometimes sound can also interfere with a person's concentration, and the meaning of a song that uses English can provide different meanings.

In the selection of Western songs, we must be more careful to avoid sensitive and negative words. In a quote post on our Instagram feeds, we will provide a song with the hope that the song given can also provide a positive meaning from the song we have chosen after reading the quotes.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

As a result, Titik Putih by Intan Erlita places careful attention on music selection, considering both rhythm and lyrical meaning, to avoid any negative connotations or unintended emotional responses from followers. The strategic use of background music also enhances engagement by creating a more dynamic and less monotonous experience when consuming text-based content.

The researcher also found that the song chosen by Titik Putih by Intan Erlita in her post was a song that was closely related to the educational content, as in the example in the image below. How the content that discusses reminders for parents to be the most comfortable and loved place for their children is combined with a song entitled "Home".

So in this music selection, we are also very concerned about the selection of songs to provide the right meaning and potentially provide a good impact, only based on the selection of songs.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)



Figure 17 Figure 3.11. Educational content with songs.

(Source screenshot of <https://www.instagram.com/p/DDg6JaWzp9F/?igsh=MTRqMnJscGVvazdzOA==>)

In the selection of songs for educational psychology content, it is also approved by experts in the field, namely psychologists. Psychologist Eneng Iviq Hairo Rahayu said that by choosing music, the audience will receive the material presented. Because if you only focus on music that is currently popular and used to increase the audience's attention, it will not work because reading material requires sufficient concentration so that attention to sound or music really needs to be considered more deeply in the selection of music.

Maybe educational content accompanied by music that is currently viral, with the aim of attracting the attention of followers, makes followers not focus on the content but only on the music that is currently viral. Just use classical music or music that makes you feel calm, because with that, what is conveyed will be easier for followers to accept.

(Interview with Eneng Iviq Hairo Rahayu as Psychologist, January 12, 2025)

7) Distribution of content according to the schedule that has been set.

As widely recognized, effective content delivery relies on the expectation that it will be received and understood as intended. Therefore, making a content plan is very important. This is done to make the content that is shared successfully received by the target audience. Therefore, the researcher found that the selection of the upload schedule was done by adjusting the right day and time to make the distribution of content carried out by Titik Putih by Intan Erlita on her social media more organized and orderly, and successfully received by the audience.

For the hours themselves, every day we will upload at 16:30 and also at 18:30, the selection of time at certain hours is because we see the busiest time for people to use social media when viewed in our social media insights, most people see our content at that time.

(Interview with Afra as a social media specialist for Titik Putih by Intan Erlita, November 25, 2024)

As stated by Afra as a social media specialist team for Titik Putih by Intan Erlita, who said that the selection of content distribution hours is by the insights on Titik Putih by Intan Erlita's social media. This makes Titik Putih by Intan Erlita continue to exist and be present on social media every day, and makes Titik Putih by Intan Erlita not disappear from the audience's attention.

In the interviews, the researcher found that Titik Putih by Intan Erlita has several special psychological education programs on its social media, which were formed specifically to mediate the relationship between Titik Putih by Intan Erlita and its followers. In the researcher's opinion, this program was formed basically to make educational content on social media, Titik Putih by Intan Erlita, more developed, such as collaboration by showing several other experts and other content concepts that make academic content less monotonous. Thus, educational content on social media Titik Putih by Intan Erlita is increasingly developing and diverse in various social media, including:

1) Ie-Talks (Instagram)

The first program specifically formed and posted on social media Instagram is the Ie-Talks program, which is a question and answer program with Intan Erlita as a psychologist. The message content of the educational content of this program is a program based on questions about the concerns felt by followers through comments or DM (Direct message) which then these questions will be answered by Intan Erlita as a psychologist through content in the form of videos which later this content becomes psychological educational content for other followers on social media.

The researcher can conclude that the Ie-Talks Program, apart from being educational content, can also be said to be a program to engage other social media users to become new social media followers of Titik Putih by Intan Erlita. Those who have serious questions about mental health or parenting issues will only receive appropriate answers, and this can only be done by experts in their field, namely psychologists, and this can be done through the Ie-Talks program. As a result, those who don't know and follow the social media Titik Putih by Intan Erlita can get to know and follow because of the program.

Ie-Talks is a program on Instagram social media that aims to educate and engage our social media followers. Several questions in the comments column from followers will then be answered by Mrs. Intan, CEO and psychologist, through psychological education content on Instagram social media. The same is true for the program of answering questions from the comments column or in DM (Direct Message).

(Interview with Afra as a social media Specialist, Titik Putih by Intan Erlita, November 25, 2024)

The Ie-Talks program, which focuses on questions and answers with its followers, can be said to be a two-way communication program because of the reciprocal relationship of the communication process carried out. With this two-way communication program for followers who ask questions on social media, Titik Putih by Intan Erlita directly achieves its goals with the answers given by Intan Erlita as a psychologist. Likewise, the purpose of

Titik Putih by Intan Erlita can expand to be known by the public at large, and Intan Erlita, as a psychologist, can also share her knowledge widely as an expert in the field of psychology.

This content can also be said as reciprocal content or two-way content that is not one-way or only focuses on providing psychological education, but we can also answer questions from followers who definitely have questions to be answered by an expert psychologist Mrs. Intan. Where in this question and answer program we also choose questions that can be used as two-way educational content.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

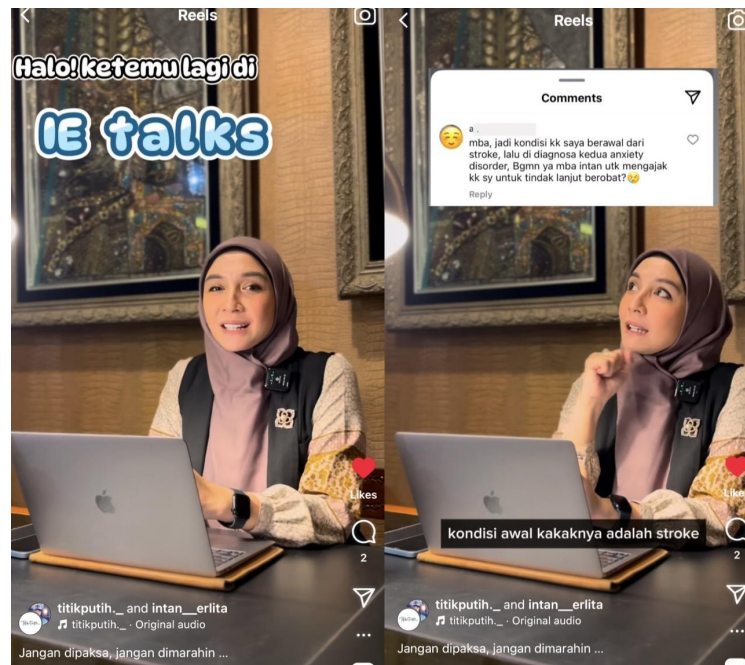


Figure 3.12. Ie-Talks content on Instagram

(Source screenshot of <https://www.instagram.com/share/BAJKIOSYe5P>)

The Ie-Talks program can also be said to be a way that Titik Putih by Intan Erlita can maintain its relationship with followers on social media. Which in this program, as well as Titik Putih by Intan Erlita provides the things needed by her followers in the form of answers to the confusion raised by her followers which is then used as educational content in the Ie-Talks program. Indeed, all other educational content posted by Titik Putih by Intan Erlita comes from the right source, namely Intan Erlita as a psychologist,

but in this Ie-Talks program, Intan Erlita directly answers and is present in the video content of the Ie-Talks program. So that, in addition to being able to educate other followers, Titik Putih by Intan Erlita also indirectly maintains a relationship with its followers. Or in this case, it can be said that Titik Putih by Intan Erlita still makes her followers participate in providing education to other followers through the questions she asks, so that her followers feel recognized, and the reciprocal relationship or give and take in the two-way communication process is maintained.

This is done to maintain relationships with Titik Putih social media followers, to maintain these relationships we create two-way content where they ask questions, we also have a psychologist who is an expert in her field, namely Mrs. Intan, who will answer questions to solve the problems of followers who ask.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

The Ie-Talks program can be considered successful based on its initial implementation. The high level of follower engagement, evidenced by the large number of questions submitted at the program's launch, demonstrates strong audience interest and active participation. This makes the Ie-Talks program successfully carried out by Titik Putih by Intan Erlita.

The researcher, found that Titik Putih by Intan Erlita conducts mutually beneficial communication activities. Titik Putih by Intan Erlita has a psychologist expert who certainly has the right knowledge and experience, according to the source of the material, making people who have questions about mental health or even parenting, and don't have the money to visit or consult a psychologist. With the Ie-Talks program, at least people can be aware and start studying first. It could be that the problems discussed are or have happened to them, because if someone asks a non-expert about a problem, it will only cause new problems, because they have learned the wrong thing.

even at the beginning of the Ie-Talks content program which had just been introduced to social media, the enthusiasm of Titik Putih followers was very large through their comments which reached 20 comments which we think is quite a lot only when we introduced the Ie-Talks program, so here

we think that content like this is very well received by Titik Putih social media followers with the large number of questions in the comments column.

(Interview with Afra as Titik Putih social media specialist by Intan Erlita, November 25, 2024)

Moreover, the Ie-Talks program is also a program that lasts in the long term because every Ie-Talks content is published, surely in the content of Intan Erlita psychologist as the delivery of messages from the Ie-Talks content will directly provide a new invitation to submit other questions from other followers, so that the Ie-Talks program will continue to run with this invitation. And directly there is a display of how a question is answered directly by an expert in the field and then displayed in an educational content, this is what makes users or other followers who have questions but are confused about who to ask and the presence of this program makes people more courageous to ask, or if not asking, at least people can learn from the educational content.

Through this Ie-Talks content, after the content is uploaded, we will also ask followers to write questions again if they want to ask through the comments column or DM.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

Therefore, this Ie-Talks program requires quite high attention. Because basically the beginning of the Ie-Talks program was based on questions from followers in the comments column or DM (Direct Message) so that the social media team had to be more diligent to double-check. In addition, the Ie-Talks program is also a reference for other educational content, where the content will take important points from the Ie-Talks content, which will then be used as educational content, as well as a program to maintain relationships with social media followers, Titik Putih by Intan Erlita.

From the observation, it was found that, the selection of questions from the social media followers of Titik Putih by Intan Erlita was carried out by the social media specialist team, with the aim of avoiding questions that were not too sensitive or the answers to these questions had to be based on personal consultation sessions.

The researcher also found that the success of the program formed by Titik Putih by Intan Erlita on its social media, namely Ie-Talks, was because it was still running until the process of preparing this research was carried out. How enthusiastic are the followers who keep asking questions, even though, according to the researcher, the questions from the followers will be selected by the social media specialist team before they are answered and then made into educational content that is discussed widely, allowing knowledge on mental health or parenting issues become more accessible.

checking DM and comments on social media is quite important to maintain relationships with Titik Putih followers because again, Titik Putih is an educational media used to educate followers and to establish relationships with them, it is very necessary to diligently check DMs and comments because by answering their questions, it is the same as us making an effort to maintain our relationship with followers to produce reciprocity and two-way communication.

(Interview with Afra as Titik Putih social media specialist by Intan Erlita, November 25, 2024)

This is also in accordance with what psychologist Eneng Iviq Hairo Rahayu said, that content with a two-way communication method is effective content because of the question-and-answer process. Because of that, followers who have questions will not be wrong in guessing the diagnosis by themselves without an expert who can provide an accurate answer. Therefore, the content of the Ie-Talks program provided by Titik Putih by Intan Erlita is effective content in accordance with what Eneng Iviq Hairo Rahayu said as an expert psychologist.

Similar to how reciprocal communication or give and take both are mutually beneficial, followers or users get answers to their questions then Titik Putih by Intan Erlita gets new followers through this program who previously had not followed her social media accounts with the question and answer program and have questions then decide to follow and ask so that with that Titik Putih by Intan Erlita can be known by the public at large.

Content with two-way communication methods will also be more effective because there is a question and answer session between the content provider and the content recipient, in this case it is certainly very necessary to be assisted by psychologists. That way, when other followers who have problems with the same questions and have been answered by viewing the two-way communication content or questions and answers

will feel helped because there are definite and accurate answers from the experts, so that the followers do not guess by themselves.

(Interview with Eneng Iviq Hairo Rahayu as Psychologist, January 12, 2025)

It can be concluded that the Ie-Talks Program is carried out by selecting several questions in the comments column or DM (Direct message). The selection is done to make the educational content of this question into content that can be widely learned in the community. Therefore, the process of selecting questions is important in the Ie-Talks program, to make the discussion understandable to the wider community.

2) Intan's Room (YouTube)

The second program that is specifically disseminated through YouTube social media is a program called Intan's room, which is a psychologist's educational program that is different from the educational content on social media. The Intan's Room program has a fairly long video duration of approximately 4-10 minutes. The Intan's Room program is a program that specifically provides psychological education information with a fairly long duration. This program contains material that is specifically discussed in detail. YouTube social media focuses on content in the form of videos so that YouTube social media users will receive information by watching the video, no more scrolling and reading techniques on the content.

The researcher found that the Intan's Room program is a form of how Titik Putih by Intan Erlita introduces to the public at large. Because basically, among the public, there are some who only use YouTube social media, or even use all social media. Therefore, being present in the eyes of the public on various social media is essential. To be present on social media, a program is also important to differentiate the content on YouTube from other social media.

In addition, there are several other psychology education programs, namely Intan's Room, which airs on YouTube.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

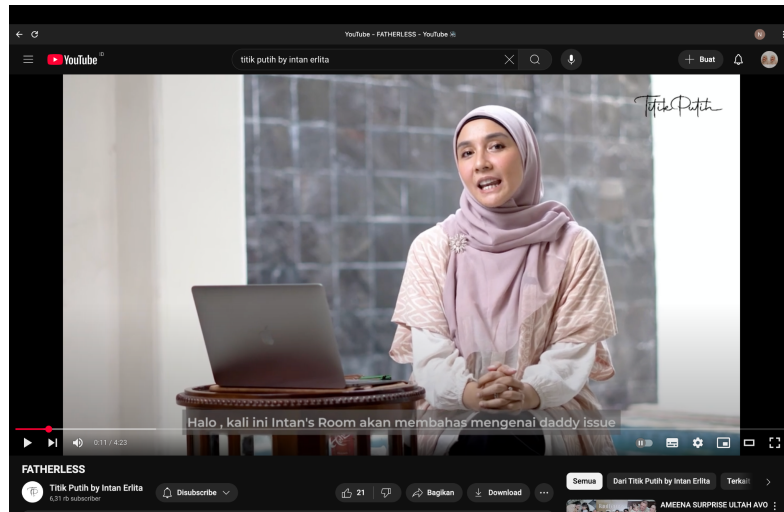


Figure 3.13. Intans'Room content.

(Source screenshot of https://youtu.be/mu-0mxGm_8Y?si=6MqAoarlaJfwwNn7)

Likewise, other educational content in the Intan's Room program, which is specifically published on YouTube social media, is educational content that is carried out in collaboration between Intan Erlita as a psychologist and an expert or someone who is an expert in their field. To discuss the material in detail and discuss it from two views. Like the collaboration with Windy Juwita, who is an expert in the field of childbirth. This discusses a case that at that time was viral because many new mothers gave birth and were exposed to undetected baby blues, and as a result, their mental health conditions began to suffer when caring for their children. In the video, Intan Erlita, as a psychologist, and Windy Juwita, as an expert on childbirth, shared some tips on how to handle and prevent these cases.

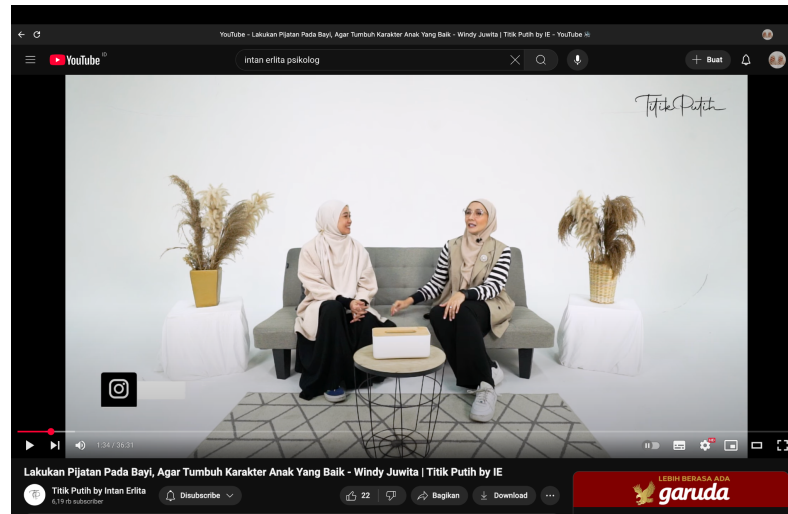


Figure 3.14. Intan's Room collaboration content.

(Source screenshot of <https://youtu.be/R0EhrG9muhQ?si=ZF3YV13mZV7WL7pA>)

With the two content concepts of the program Intan's Room on Youtube social media, it can directly produce followers of Titik Putih by Intan Erlita with different characters, as it is known that people who watch videos on YouTube tend to be more serious because indirectly they have to watch the video until it is finished with a long duration enough to get comprehensive information so that the learning process from the video becomes understood by knowing the content of the information message as a whole.

3) Psychology education program in word form (Instagram & Threads).

In the process of digital observation, the researcher found that in addition to posting in the form of videos, Titik Putih by Intan Erlita also posts content in the form of words, or what is commonly referred to as educational content, in the form of pictures or photos that are given words. Which is published on social media Instagram through one of its features, namely the Instagram carousel feature, where in one upload, there will be several photos or images. In this post, Titik Putih by Intan Erlita provides psychological education such as detailed tips or education from Intan Erlita as a psychologist, requiring quite a lot of words to explain tips or education in detail, therefore, using this feature can help Titik Putih by Intan Erlita explain the contents of her material clearly and in detail.

With the various features provided by Instagram, Titik Putih by Intan Erlita utilizes all of its features. The existence of content in the form of carousels makes Titik Putih by Intan Erlita closer and then known by audiences who like content in the form of words, and have the character of social media users who like to read. This makes Titik Putih by Intan Erlita known to more people by maximizing various forms of content.



Figure 3.15. Instagram carousel educational content.

(Source screenshot of https://www.instagram.com/p/DCYxZ7_zltz/?img_index=2&igsh=aHMVb3VrdzU0aWx4)

Titik Putih also posts psychology education content material through social media Threads, which are still related to Instagram social media. Where the focus on social media Threads is content in the form of words so that it can be said to be the same thing as what is done on social media Instagram in the carousel feature, but the difference is in how it is posted on social media Threads in the form of short words “Quotes” that are straight to the point. This is done by Titik Putih by Intan Erlita to expand its audience. So that people on various social media can learning from the psychologist's educational content shared by Titik Putih by Intan Erlita.

On social media Threads, focuses on educational content in the form of psychological material or quotes.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)



Figure 3.16. Threads quotes educational content.

(Source screenshot of https://www.threads.net/@titikputih_/post/DDQqcPGS2TD?xmt=AQGz2QAoDSag3MCBtdZ I-5t5sX9YKkFI3UIaWQwgB3Uw)

4) Short video educational content with important points.

In interviews, the researcher found that Titik Putih by Intan Erlita is committed to expanding its target audience by being present on various existing social media, therefore to expand the audience, Titik Putih by Intan Erlita also presents a program that is specifically published on YouTube social media in the form of videos.

Titik Putih by Intan Erlita is republished on social media Instagram and TikTok, by cutting videos on YouTube into short videos that contain important points. With that, people who are followers of social media Instagram and TikTok Titik Putih by Intan Erlita also know that there is psychological education content on YouTube, so that this content becomes widely known by the Indonesian people. Other than that, Titik Putih by Intan Erlita also does the same thing when Intan Erlita, as a psychologist, becomes a speaker at an event or seminar on parenting, self-development, and others.

Some of the content uploaded on Instagram or on TikTok Titik Putih also has content that we do as a result of cutting from videos to take important points or educational quotes from Intan's Room educational content videos that air on YouTube and also cutting important points from videos of Mrs. Intan when she was a seminar speaker.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024).

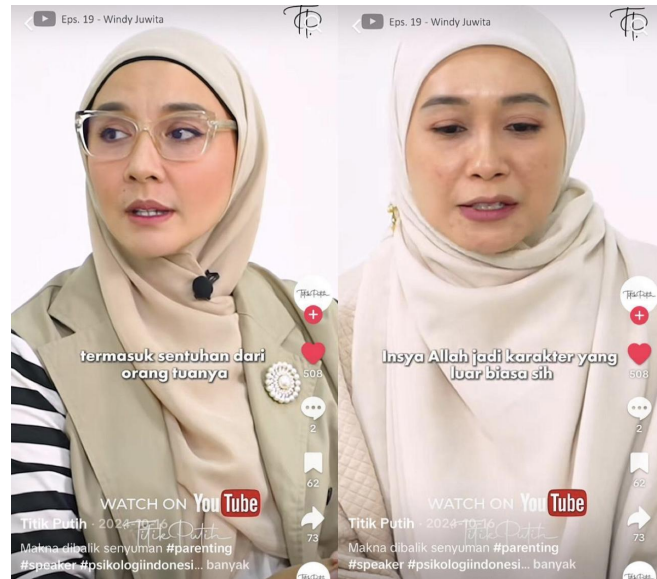


Figure 3.17. Short video content of key points Intan's Room.

(Source screenshot of <https://vt.tiktok.com/ZSMrJP4bu/>)

In this case, short video content containing points can be said to be a form of promotion carried out by Titik Putih by Intan Erlita by introducing each content on its various social media. Especially in the Intan's Room program, which is specifically only broadcast on YouTube social media, to make followers from other social media users know or even be able to watch Intan's Room content, posting short video content containing important points is important to expand and increase the audience. Similar to how short video content provides important points when Intan Erlita as a psychologist becomes a speaker at a parenting event or seminar, indirectly Titik Putih by Intan Erlita does branding to introduce Intan Erlita as a psychologist who has the right knowledge and experience from the right

sources so that she can be a speaker to deliver material at an event or seminar on mental health, parenting and others.

- g. Planning program management through an educational psychologist background and someone's expertise.

In this stage, Titik Putih by Intan Erlita also conducts planning in program management through a team formed to ensure the running of each program that has been planned.

In the interview, it was discovered that Titik Putih by Intan Erlita has a social media team in charge of handling Titik Putih by Intan Erlita's social media. The social media team is tasked with determining interesting topics to be used as educational content, the filming process, design, and also the process of editing content is carried out by a social media team that has expertise in this field.

Because in this aspect of psychology, it really needs someone who is an expert in their field, but it does not rule out the possibility that I have experience in handling social media, so in the material stage it will be assisted by a team of psychologists, but in the editing stage I am greatly helped by experience.

(Interview with Afra as social media specialist Titik Putih by Intan Erlita, November 25th, 2024)

In the process of forming educational content, it definitely requires psychologist material that has a clear source because as we know that educational content is educational content so it requires an accurate source, therefore Titik Putih by Intan Erlita runs this stage with a team that does have a psychologist educational background to produce psychological educational content that is in accordance with the content of the message material that has a clear source and accuracy.

Yes, I am included in the team, but assisted by other teams who work as psychologists or have psychological knowledge. Because I am not a psychology major, I am very unfamiliar with the knowledge of psychologists therefore, I am assisted by a team in making content material.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

In every stage carried out by the Titik Putih by the Intan Erlita team, psychologist Intan Erlita, as CEO and also an expert in the field, also plays her role. From the

beginning, the selection of topics, concepts, and materials for each content must be based on approval from Intan Erlita. This is done to minimize misunderstanding in the delivery and negative feedback from the public.

According to the researcher, this is important because basically educational content is content that can be used as learning by those who receive it and has a significant effect on changing one's life. Similar to the main purpose of Titik Putih by Intan Erlita to educate the public to be able to grow together for the better, therefore in this case maintaining the accuracy of the material in each content by maintaining the involvement of a CEO and also experts in the field of psychologists in every process of forming educational content to minimize missing information or receive misinformation from the audience.

After research and discussion, it will be submitted first to Mrs. Intan as the founder of Titik Putih, and also a psychologist who is an expert in her field, whether an idea like this can be used as content or not. After being approved, we will enter the content creation stage.

(Interview with Afra as a social media specialist at Titik Putih by Intan Erlita, November 25, 2024)

The approval process from Mrs. Intan is very important to avoid negative feedback from the public.

(Interview with Afra as a social media specialist at Titik Putih by Intan Erlita, November 25, 2024)

In addition to the content concept search stage, Intan Erlita as CEO and an expert in her field, namely psychologists, also participated in the design process of the educational content formed. Intan Erlita is responsible for making every educational content that is formed, ensuring that her followers feel an atmosphere that is always new and not monotonous by changing the background color on her feed posts. This is an important effort to make educational content on social media, Titik Putih, by Intan Erlita less monotonous, and will always be different when viewed by followers and users of social media Titik Putih by Intan Erlita. The researcher also found that this was done to maintain the characteristics of Titik Putih by Intan Erlita which must be in accordance with what is expected. As a CEO who is fully responsible for the entire Titik Putih by Intan Erlita, this is important.

So, later in each month, I will ask for approval from Ms. Intan regarding changes in the color of the feeds.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

Intan Erlita also participates in the selection of songs in the content, this is done to minimize the negative meaning of the songs used. Because sometimes songs with different languages also have a lot of negative meanings, as well as music with strains that are too fast or busy, which can make the content fail to be conveyed because it is inferior to the sound of music. Therefore, this is a concern for Intan Erlita, who is directly involved in song selection to ensure that educational content remains in a positive realm and atmosphere.

In the selection of songs in the content of this story, Mrs. Intan herself gave input to use music that is not too musical, so if possible, more classical music, and the atmosphere becomes more peaceful and peaceful when viewing the content.

(Interview with Afra as social media specialist of Titik Putih by Intan Erlita, November 25th, 2024)

- h. Planning, monitoring with content planning schedule, and evaluation with a number of likes and shares on each content.

In this category, Titik Putih by Intan Erlita conducts monitoring planning by making a schedule for publishing educational content on each of its social media, as well as content on special programs carried out by the Titik Putih by Intan Erlita social media team. This is done to monitor and ensure that the content shared can be well-received by the target audience.

Therefore, Titik Putih by Intan Erlita created the right publication schedule to ensure the content was successfully received by the target audience. In one week, Titik Putih by Intan Erlita distributes content for six days starting from Monday to Friday, publishing two content greetings one day on Instagram and TikTok social media. On Sundays, it is carried out for the publication of content from the program on Youtube, namely Intan's Room.

In distributing Titik Putih content, there is a schedule, namely in one week we share content from Monday to Friday and in 1 day we will share 2 contents on social media Instagram and TikTok.

(Interview with Afra as social media specialist Titik Putih by Intan Erlita, November 25, 2024)

By choosing the hours that adjust to the free time of the Indonesian people, when viewed from the social media insight of Titik Putih by Intan Erlita, namely 16:30, where most people have finished their activities, and also 18:30, where the majority of people have arrived at their respective homes. By choosing the hours that adjust to the time that people have, the content has a great opportunity to be seen more by people who use social media in their spare time.

Another thing is that we also see that the hours are the hours when people have finished their daily activities, such as at 16:30, where many people have finished their work and school, then on the way home, most of them use their time to play social media. The same is true at 18:30, where people have arrived at their respective homes and are still on their break time.

(Interview with Afra as social media Specialist Titik Putih by Intan Erlita, November 25, 2024)

In the evaluation stage of each content on each social media, whether the content has been successfully received by its audience. Titik Putih by Intan Erlita evaluates each content by means of the number of likes and shares on each content on its social media. Titik Putih by Intan Erlita considers that the number of shares on the content reaches a fairly large number, then it can be said that the content has been seen and understood by the audience, so they decide to share it because they know the important points of the content.

People will share something because they have seen the entire content and know the important points that are good from the content and are very interesting to share, to learn, which then in the end they decide to share it with their friends, for example.

(Interview with Afra as social media Specialist Titik Putih by Intan Erlita, November 25, 2024)

This also makes the shared content into content that can be viewed continuously because of the sharing process on the content. It allows followers to distribute it across their own networks. This increases the reach of Titik Putih by Intan Erlita's content and enables the platform to evaluate the performance of each post and assess how well it is received by the audience.

Reflecting on this aspect, the researcher found that shareability plays a crucial role in content effectiveness. It confirms that users are more likely to share content

after they have viewed, understood, and emotionally connected with its message—highlighting the importance of clarity, relevance, and emotional resonance in educational content design.

Sharing educational content with others via Instagram social media is the same as after being seen by one person, then he shares the content again, and then it is seen by other users again, which will make the educational content continuously viewed by Instagram users. And that's what makes me see the success of Titik Putih's educational content: the more people share educational content, the more people see and watch the educational content.

(Interview with Afra as a social media specialist Titik Putih by Intan Erlita, November 25, 2024)

3. Social media is an educational place to learn new things.

As previously discussed, Titik Putih by Intan Erlita is present as a place for psychological education that is presented on various social media through the content formed. Being present on social media is closely related to building communication with people who use social media. Titik Putih by Intan Erlita builds this communication through psychological educational content that is published or shared on various social media. Because educational content is content that can educate, it requires the right communication strategy to present information with a message that can educate its followers.

Success in educational content is how the content can be used as learning and then applied or used in everyday life to make life better. This is closely related to how the purpose of Titik Putih by Intan Erlita is present as an educational medium on social media, namely to become a place of psychological education that can be used for those who are trying to get better with a healthy mental condition.

The researcher found that media can be used as a new environment that can provide opportunities as a learning medium that can change a person's previously poor behavior and have an impact on mental health for the better because there is a place that provides psychological education as a form of a person's effort to change themselves with better behavior.

This is evidenced by interviews with social media followers of Titik Putih by Intan Erlita, namely Fadillah, whose current profession is a new parent with all her struggles

to raise children who follow the times and fulfill her role as a wife and also an elementary school teacher at an Islamic boarding school far from her parents. Fadilah gave the reason why she did not ask about parenting to her parents because she felt embarrassed to ask and also Fadillah considered that the upbringing of children today and in the past was different, which made Fadilah decide to utilize social media which became a new media that was very close to being used as a place for learning.

It really helps, because sometimes we are also embarrassed to ask our parents, not to mention that educating children nowadays is different from the past.

(Interview with Fadilah as social media followers of Titik Putih by Intan Erlita, December 16, 2024)

The era that is increasingly sophisticated and makes every generation in Indonesia very close to social media makes Fadillah utilize social media by following social media accounts that are committed to sharing educational content of parenting psychologists who can help Fadillah in living her new role as a parent using only a cellphone with the help of the internet. So that Fadillah can become her new role as a parent while remaining in a healthy mental state, because parenting education is not only learning how to take care of children, but also how to manage emotions to ensure the process of educating children appropriately, so that unwanted things in children will disappear.

Yes, I am quite active in following parenting education social media accounts, because that way, I can increase my insight in taking care of children today. Where currently technology is increasingly sophisticated it makes it easier for me to access it just by using a cellphone then opening a social media platform and just scrolling without having to bother opening a book.

(Interview with Fadilah as a social media follower Titik Putih by Intan Erlita, December 16, 2024)

Fadilah also said that by following the Titik Putih by Intan Erlita parenting social media account makes an effort for Fadillah to be still able to fulfill her role as a parent who can educate her children according to the times, take care of the household and fulfill her role as a teacher while remaining mentally healthy, because that way unwanted things and negative impacts will be reduced. Physical health is not enough. Therefore, mental health to maintain emotional stability in educating children is important because, basically, human health and well-being in human life are in mental

health, as said by WHO Both are very important; therefore, maintaining physical health is as important as maintaining health in the soul and mentality.

Very helpful, because of the parenting education on social media, I understand how to handle children without using emotions while maintaining my mental health so that I don't do things that can have a negative impact on my child's development.

(Interview with Fadilah as social media follower of Titik Putih by Intan Erlita, December 16th, 2024)

The behavioral changes made by Fadillah after seeing parenting education from Titik Putih social media by Intan Erlita which is proven by how Fadillah changed the way he raised his child based on the advice given through his psychological education content.

Because there is quite a lot of parenting education content that discusses how to deal with children when they are in a stage where previously I also did not understand what to do by following the educational content and seeing the content I understand what I should do.

(Interview with Fadilah as social media followers Titik Putih by Intan Erlita, December 16th 2024)

The same is true for followers whose background is not as parents but as students. Sherly is of the generation Z, which is included in the dominant age that uses social media, so that its closeness to social media is unquestionable. Sherly who follows Titik Putih by Intan Erlita's social media with a background that wants to continue to learn about the condition of mental health problems (GAD or Generalized anxiety disorder), which she hopes by following Titik Putih by Intan Erlita's social media that can help Sherly to continue to learn about the problems in her mental health.

Not always, but it is quite helpful for my knowledge of the world of psychology.

(Interview with Sherly as social media follower of Titik Putih by Intan Erlita, December 29th, 2024)

Using social media can help Sherly learn new things about the world of psychology education. After getting an education about psychology and then studying it, Sherly felt a change in her life. The researcher found that through social media, they can find out how to respond to mental health problems in the right and good way when in a condition that can affect their mental health, so that people get a better and more prosperous life.

The thing that decided me to apply it is that it is important for us and also in the social environment.

(Interview with Sherly as social media followers Titik Putih by Intan Erlita, December 29, 2024)

Sherly also said that by following social media that focuses on psychological education such as Titik Putih by Intan Erlita, which has the potential to help increase knowledge about mental health in the community, especially the younger generation who are very close to social media. It can be said that the presence of social media accounts that focus on psychological education has a high potential to reduce the phenomenon of mental health problems that exist in Indonesia and the world.

Because some people still don't understand how important mental health is for themselves, and when the educational content is included in social media platforms that young people and teenagers widely play, it will be very useful for their new knowledge, don't want to be inferior to uneducated content that will damage the younger generation.

(Interview with Sherly as social media follower of Titik Putih by Intan Erlita, December 29th, 2024)

In the interview process, the researcher found that this can also be said with the presence of social media accounts such as Titik Putih by Intan Erlita, which focuses on psychology education, has a high potential for change, which can reduce the phenomenon of mental health problems in Indonesia and the world.

Psychology knowledge can be very easy for me to learn just by opening social media, about the importance of mental health, so that the generation understands better and cannot carelessly self-diagnose.

(Interview with Sherly as social media followers Titik Putih by Intan Erlita, December 29th 2024)

This was also clarified by an expert in psychology Eneng Iviq Hairo Rahayu, that the presence of social media accounts that focus on psychological education allows people to learn new things that people may not have known before through social media. So that people get new learning that can make life better, so that people can live a life with a healthy mind.

Like psychologists who interact with their followers through their social media, this becomes a new environment for people to express what they feel, what they experience, or for example express the trauma they feel, which then

psychologists provide input on how to overcome this through interactions carried out by psychologists on social media. So that people or their followers will gain new knowledge through interactive content.

(Interview with Eneng Iviq Hairo Rahayu as Psychologist, January 12, 2025)

In the aspect of changing one's behavior, the researcher found that the accuracy of information on social media is correct; therefore, in this case, it really requires an appropriate source so as to produce the right information. This is done to avoid mistakes in believing the wrong information, and resulting in a negative impact on society. Therefore, someone who is an expert in their field to convey this information is needed. A degree with a psychologist background is one way to avoid negative impacts. In addition to making information from psychological educational content on social media a clear source, this is also important to foster trust from followers to gain knowledge to change their behavior for the better.

Trust, because sometimes there are names and listed in the bio that make me believe that the advice is right to do because those who convey it are psychologists who are experts in their fields.

(Interview with Fadilah as social media follower of Titik Putih by Intan Erlita, December 16th, 2024)

In this case, Titik Putih by Intan Erlita is on the right track as CEO Intan Erlita is fully responsible for the account, as well as being a psychologist, Intan Erlita also delivers messages directly in every educational content on Titik Putih by Intan Erlita's social media. So gaining trust from followers is no longer in doubt because of Intan Erlita's presence as a psychologist.

So it can be concluded that the existence of social media that focuses on psychological education will directly teach the public new things that they did not know previously about education. The presence of social media, with all its benefits, greatly helps the public get psychological education very easily.

Nowadays, almost all aspects of people's lives are digital, with a total inseparable from media and also a generation that is very close to social media which then makes social media a new place to learn about the world of psychology through educational content distributed by accounts that focus on psychological education, one of which is

Titik Putih by Intan Erlita which is present on various social media to provide education widely for the Indonesian people.

This also makes the presence of Titik Putih by Intan Erlita on social media have a very high potential for change, namely to reduce the phenomenon of mental health problems in Indonesia with the presence of psychological education content received by the community who follow psychological education social media accounts.

B. Discussions

As is known in this study, it aims to find out how the communication strategy used by Titik Putih by Intan Erlita in building psychological educational content on social media. And how this educational content can influence the public to increase education about mental health and parenting. It is hoped that the presence of Titik Putih by Intan Erlita on social media will be part of the efforts to overcome mental health cases and parenting cases in Indonesia. Based on the results of the findings through interviews and digital observations that have been discussed, the researcher found several things that are important to discuss using the theoretical framework.

1. Social media is a place for Digital Supporting Educational Psychology to learn all about psychology

Based on the results of interviews, it was found that Titik Putih by Intan Erlita is present on social media to become an online educational platform on mental health psychology, parenting, and self-development, committed to the right source of information. With a focus on sharing psychological educational content that can provide knowledge with the right sources and according to experts in their fields to help their followers overcome problems in their lives to return to being a better person, regardless of a bad past. Then this significantly affects how a person's behavior changes.

As stated by Kotler and Keller (2012: 569), social media is a means of sharing information through text, images, video, and audio. This is in line with how Titik Putih by Intan Erlita is present on social media, which provides information about psychological education through content shared on social media in the form

of text, images, video, and audio. Basically, social media becomes a tool used to provide or disseminate information about psychological education.

The good intentions of individuals can be used to share information and influence others. Sharing information depends on relational, structural, and cognitive dimensions (Grover.P. et al. 2020, p 8). The goal of Titik Putih by Intan Erlita is to become a place for psychological education to help people overcome problems in their lives. This is a good intention of an individual, from a CEO and a Psychologist, Intan Erlita, who wants to make it easier for people to get information about psychological education related to their lives through social media. So that people who are very dependent on changes in a person's behavior every day, with the good influence of social media, can receive information openly. Making a person's behavior that was previously less good after getting psychological educational content on social media makes that behavior change for the better. This is in accordance with the results of interviews with Titik Putih social media followers, which were carried out because some of them considered that the educational content was a place to learn and could provide them with new knowledge about psychologists that could help with their life problems in psychological aspects. This is an effort for society to become closer to the science of psychology, which previously was very taboo in society, becoming more familiar and closer to it and then using it as a science in living their lives, because it is very closely related to behavior.

As also said by Mubarok & Chatayin (Putri, R. et al., 2022, p. 4), who said that basically, education is only seen as a process of exchanging material information or theory, but in reality, education is not just giving material information or theory from one person to another. In the exchange of information, there is also a process of behavior change, where these changes occur because of the awareness of individuals who want to do something based on what is conveyed by the sender of information. This is also in line with how followers of Titik Putih by Intan Erlita's social media have a desire to continue to learn how to properly educate children as new parents and with the existence of parenting education information on Titik Putih by Intan Erlita's social media delivered by psychologists

is very helpful in doing good and appropriate behavior in parenting their children today based on the right sources. This is done by followers with the aim for themselves so that they can still manage their emotions stably in parenting, so that their mental condition as parents is maintained and the negative impact on children can be reduced over time.

According to Siahaan.F & Lubis.L.A. (2020, P.5), educational content or educational information is information that is useful for increasing one's knowledge. And in the process of preparing messages or information that is educational in nature, it is not an easy thing. Therefore, it requires communicators who have knowledge to be used as a reference, accompanied by experience. In this case, it can be seen that Titik Putih by Intan Erlita has a CEO with a background as a psychologist, which makes it clear that any information formed into psychologist educational content is based on the right source, because as a psychologist, he must have quite a lot of knowledge and experience and is very familiar in psychology. So with this, Titik Putih by Intan Erlita has succeeded in making her social media account a place to learn psychology with the right source. When the content makes people consciously desire to change their behavior, it can be said that this is a good step because it is based on the right source through the information received. Clear source and accurate.

So it is clear that Titik Putih by Intan Erlita is the right place for psychologist education based on all the theories employed this study. Although Titik Putih by Intan Erlita does not provide a definite statement regarding the aim of reducing the number of mental health cases in Indonesia, the researcher confirm with various arguments in interviews and also digital observations that the presence of Titik Putih by Intan Erlita on social media makes one of the efforts to reduce mental health cases and negative cases of parenting because of the aim to help someone get better regardless of the new past which can be considered a bad mental health condition to make a good mental health condition. With various communication programs Titik Putih by Intan Erlita.

2. Social media is a branding tool for psychologists.

In this case, Titik Putih by Intan Erlita really utilizes social media for various needs. Based on what McQuail said, there are several motives for needs that are the reason audiences decide to use the media (Purba, B. 2020, p. 42), one of which is personal identity, which uses social media as a need to highlight or show something important in one's life. As it is known that the CEO of Titik Putih, Intan Erlita, is a psychologist, who certainly has knowledge about psychologists with various experiences. By sharing her knowledge, Intan Erlita, as a psychologist, also wants to highlight herself as a psychologist so that later the knowledge shared will become widely known as a psychologist, not only in online media but also offline media (invited to be a speaker at a seminar or webinar).

According to researchers, the branding process is not only to highlight Intan Erlita as a psychologist, but in this case, it can also be used as a source of trust in someone from followers of Titik Putih by Intan Erlita's social media when viewing educational content on Titik Putih by Intan Erlita's social media. The presence of Intan Erlita's figure directly in each content is accompanied by a psychologist's educational background, which is clearly widely known by many people, so the trust to receive this information gets a big enough chance. because if the information on social media is clearly visible as the source of information, it is also clear that the accuracy of the information is because the one conveying the information is in accordance with experts in their field psychologist.

Several other social media accounts that focus on psychologists and discuss mental health and parenting, many of which provide educational content while offering counseling services or seminar programs provided directly by the account or service owner. This is proven in previous research, Communication Strategy of Instagram Account @apdcindonesia in Increasing Followers' Awareness Regarding Mental Health. How educational content has succeeded in increasing awareness of mental health, as evidenced by the enthusiasm of the audience to participate in counseling programs and services provided by APDC Indonesia.

This is different from Titik Putih by Intan Erlita which does not open general counseling services or separate seminar programs, with other benefits of

social media besides being able to educate the public through educational content of psychologists. Intan Erlita as a CEO and psychologist who was invited as a speaker at a big event is not only to make herself better known then the public enthusiastically invites her back, but based on the results of the study, with this branding process, the public becomes more confident in receiving information about mental health psychology and parenting with light discussions that can motivate someone to change for the better. So it can be proven that other benefits of social media to make Intan Erlita better known as a psychologist are not just to be better known. Following the primary purpose of Titik Putih by Intan Erlita, it is here to educate the public widely through educational content on social media. Titik Putih by Intan Erlita is an account that focuses on psychological education. Intan Erlita, as a psychologist who is increasingly well known and more and more people invite her to be a speaker to provide psychological knowledge, is a plus point from the presence of Titik Putih by Intan Erlita on social media.

As is widely recognized, the branding process requires a unique element or differentiating factor that sets the brand apart from others in the same field. Based on the results, the researcher found that the difference in the Titik Putih by Intan Erlita account is the existence of psychological educational content combined with discussions of Islamic religious science. Not only in psychological educational content on social media but also in the real world through offline seminars, where Intan Erlita, as CEO and psychologist, was invited to an event to conduct seminars by delivering psychologist seminar material combined with religious science. With that, it is easier for people to know the presence of Titik Putih by Intan Erlita as a place for psychologist education that has a clear source of material and is significantly related to the lives of Indonesian people. Because in the delivery of psychologist material such as parenting or mental health which is combined with religious knowledge which is a daily discussion and is needed by Indonesian people are the largest Islamic country in Asia with a majority of 87.08% being Muslim. (databoks, katadata.co.id, August 8, 2024).

In the concept of Islamic psychology, as stated by Djamaluddin Ancok (cited in Wantini et al., 2024, p.1), the study of Islamic psychology can be explained

into three substances. First, psychology is used as a knife to analyze every psychological problem for Muslims. Second, the Islamic paradigm is used as a knife to analyze psychological studies. Third, it is used to build a new psychological concept based on Islamic values.

As we know, in Islam, learning about something is already in the Qur'an and hadith. The same thing as studying human behavior in Islamic psychology. How to study a person's behavior based on the Qur'an and hadith. Therefore, uniting the discussion of psychology with religious science is something that can be used as a tool to analyze psychological problems for Muslims who can then build sustainable human resources based on values in Islam.

3. Communication strategies in psychological educational content use eight stages of a unique communications strategy, combining the process of educational and personal branding.

Based on the findings of the research, supported by collected data, interviews, and digital observation, it was found that any information disseminated or shared on her social media is a way of how Titik Putih by Intan Erlita, which focuses on the transformation of continuous learning information about mental health, parenting and self development, makes a communication process occur by conveying messages about the importance of mental health that a person has through psychological educational content disseminated on her social media.

Therefore, to make a message that can make people aware of the importance of mental health successful by using a communication strategy, every stage of the process is carried out in accordance with the objectives. The theory of social media is based on how the information provided can influence someone. Likewise, with the theory of educational content on social media, information in educational content can educate because of the knowledge that is used as a learning tool to gain new knowledge. As is widely recognized, education influences changes in behavior based on awareness in someone who has a desire to learn from the information provided through educational psychology content on social media. Titik Putih by Intan Erlita which focuses on disseminating information about psychological education through content in accordance with the objectives of Titik Putih by Intan

Erlita which can make a place where someone can become better by learning through educational content on social media Titik Putih by Intan Erlita.

Focusing on providing educational content that can educate someone who affects changes in one's behavior, a communication strategy that focuses on how information can affect a person's behavior, on behavior change, is needed. In addition to making the communication process carried out by Titik Putih by Intan Erlita run effectively, it can also make the information from educational content broad and diverse.

Based on previous research, each strategy can be different from the others. However, several points from the various strategies successfully achieve their goals. Therefore, strategies are used to determine the steps to be taken on social media by minimizing mistakes that may occur and striving to achieve the goal of raising awareness about the importance of mental health.

Researchers used the Assifi and French Communication Planning Strategy Model (1982), which provides eight planning stages that create a very detailed communication strategy to achieve predetermined goals. These stages are carried out systematically and are considered important, so they are necessary to achieve the goal, namely raising public awareness of the importance of mental health from mental health phenomena that occur through the communication process. This is in accordance with the theory put forward by Budiman Purba (2020, p.36). Researchers found several important things from several stages through the Assifi and French Communication Planning Strategy Model (1982) used by Titik Putih by Intan Erlita, which can be discussed, including:

- a. Problem analysis based on Feeling and emotion.

Problem analysis is appropriate to determine the purpose of the communication process to be carried out. The problem found by observation of Titik Putih by Intan Erlita is that many people are feeling confused and lost, causing unstable emotions and mental health. It is the same with today's new parents who need knowledge according to their era, as well as education to restore or maintain mental health for a peaceful and prosperous life.

In a book entitled *Contagious: The Secret Behind Viral Products and Ideas*, written by Jonah Berger (2023), which provides 6 formulas on how content can go viral, one of which is how content contains Emotion to attract attention and become contagious quickly. The problem found based on emotions and feelings in a person is the way in which the information or message conveyed becomes more related to a person's life. This information makes it very easy for people to be able to feel the emotions or feelings in the information because the information is very close to life, so it is very easy to feel it. This can also be an engagement process how followers or the public can feel the emotions or feelings of the information shared. It is the same as how Titik Putih found a problem based on a person's emotions and feelings that made someone accept content that contained emotions and feelings that would be quickly conveyed when they saw it and felt it because many of them felt the same thing so that the information became closer and easier to accept.

The purpose of Titik Putih by Intan Erlita is to be a place for psychological education, be it mental health education, self-development, and parenting based on the right sources, making someone try to learn new knowledge about themselves and not be mistaken in seeking the right education. This goal aligns with the background of the problem found by Titik Putih by Intan Erlita. This is in accordance with the theory of problem analysis expressed by Assifi and French (1982) that by analyzing the problem, the purpose of implementing communication planning becomes appropriate to solve the problem. So that the next stage becomes clear, after knowing the problem, we will know what to do to solve the problem.

- b. Audience analysis with a commitment to embrace the wider community.

The right communication process really needs the right target audience. This is used to make communication planning successful according to the target. Similarly, when we give something that is most needed by someone, then that person will be very receptive to what they

need. Therefore, analyzing the audience can help us determine the target audience of the communication that will be carried out.

As the background of the problem of the presence of Titik Putih by Intan Erlita, it will be difficult to determine the specific target audience. Based on the findings, this is in accordance with the theory of audience analysis expressed by Assifi and French (1982). Suppose it is said that the target of the information message is people who are in a downturn, have unstable mental health, and are confused about taking steps to change. In that case, it becomes very broad because it cannot determine whether the person is a woman or a man, a child or an adult. Therefore, Titik Putih by Intan Erlita is committed to embracing the community at large, more precisely those who are experiencing a down period, so that the communication process carried out becomes successful because the target audience is in accordance with the background of the problem of the presence of Titik Putih by Intan Erlita on social media.

- c. Formulate objectives by highlighting all aspects of psychology education and embracing all generations.

Formulating objectives is done to make the communication process clear and in accordance with the intended direction, as with the background of the problem that made Titik Putih by Intan Erlita to be present on social media. Therefore, the goal was created because Titik Putih by Intan Erlita has determined the purpose of its presence on social media to become a place for mental health psychologist education, self-development, and parenting with the right source of material. So the purpose behind the presence of Titik Putih by Intan Erlita as an educational place on social media is to solve the previously found problems.

Therefore, it can be concluded that the purpose of the communication process carried out by Titik Putih by Intan Erlita, which is presented on social media as a place for psychological education, is for someone to try to solve problems in the worst period of his life. By learning to try to change for the better with a stable mental health condition despite

a bad past. With that, over time the community becomes closer to psychologists who can be used as a guide in behaving in society. By having a clear goal, the communication process carried out by Titik Putih by Intan Erlita will run in accordance with the predetermined objectives with the process of change from the implementation of communication.

- d. Choosing a communication channel or media with the 4 most dominant social media used by the public.

Choosing a communication channel or media is a planning of the communication process that is carried out, which is done to determine what kind of media is used to convey the message that has been formed to the public. Determining the communication media needs to be done to make the communication process run properly. This is in line with how the target of the established audience is, to make the information conveyed right on target.

Based on the findings that Titik Putih by Intan Erlita has a wide target audience, the communication carried out can be widely accepted by using various communication media or social media as the right way. Because each communication medium has a different background from the users of the communication medium and the characteristics of the features of the communication medium itself. Although various social media have the same content material, this is still done by adjusting the features of the social media such as Tik Tok which focuses on video, Threads social media which focuses on communication in the form of words and Instagram which has a focus on both, which are used to make educational content acceptable and learned by the public through various social media used.

So it can be concluded that in this way Titik Putih by Intan Erlita expands its audience. This is also in accordance with the theory issued by McQuail (Purba, B. 2020, p. 42) that there are various motives of need that are the reason someone uses social media, in the point of information motive, which is a need to get information from the surrounding environment. It is proven in Titik Putih by Intan Erlita's social media

followers who have a motive of need to get information about learning from the surrounding environment, namely social media that can be accepted and understood, and points in the entertainment need motive to be entertained and escape from a life filled with tension and pressure.

When viewed from the features provided by social media as a communication medium used by Titik Putih by Intan Erlita, namely Instagram, TikTok, YouTube, and Threads social media, with different usage features, such as TikTok, which has a fast scroll technique from one video to the next. Different from Instagram media, which has various features and various techniques. Based on the findings, it is found that Instagram media is the most effective communication media used by Titik Putih by Intan Erlita because in addition to having a wide dominant age target and various techniques, so that users can choose the desired technique and adjust the content they want to see, making message recipients more serious because users consciously have the desire to determine in terms of receiving and obtaining new information, especially on educational content.

- e. Developing a message by always presenting Intan Erlita as a Psychologist when delivering the message content to gain more trust.

In the stage of developing a message, it is very necessary to pay attention to the attitude of the target audience that has been determined previously. As in conveying the intent, the content of a message must be based on the source of the communicator. With that, the message conveyed can influence and then convince the target audience.

In this case, Titik Putih by Intan Erlita focuses on always presenting Intan Erlita as CEO and also a psychologist to directly convey the message content on social media. Based on the findings, social media followers of Titik Putih by Intan Erlita become more trusting when they know that the one who conveys the message in the content is an expert in their field, namely a psychologist who has his knowledge based on understanding and experience.

Titik Putih by Intan Erlita always presents Intan Erlita, with her background as a psychologist, in each of its content as a way to develop messages that can influence someone and increase the sense of trust in the audience, who then become convinced to change someone's behavior with the communication process carried out.

In addition, in this case, with the characteristics of Titik Putih by Intan Erlita, namely providing a discussion of psychological science combined with religious science in each content, the process of creating messages in educational content becomes more different from the others. because of the process of combining words based on psychological science with words based on religious science.

f. Planning media production by listening to followers and their concerns.

After the entire content is planned, the next step is how the content is produced. Based on the theory that each type of media chosen is different in its production stage, production in print media will be very different when producing electronic media. How educational content is started to be developed, not only that, but also how messages are developed, and then how the visualization of the content will be used. At the stage of developing content and message content in its communication process, Titik Putih by Intan Erlita runs through several programs to make diverse educational content so that the education delivered is not monotonous. Some of the programs include:

1) Ie-Talks (Instagram)

A program that focuses on two-way communication, listening to the followers, and addressing the Concerns of the followers. There is a question about the concern of the follower's field and answer session, with listening to the questions of its followers, and the occurrence of a reciprocal relationship from the communication process carried out. This program is based on questions from followers, which are then answered by psychologists, and used as educational content that can be studied

by the wider community. The existence of two-way communication and a reciprocal process makes both of them get what they want, followers who ask can achieve their goals by getting the right and appropriate answers given by Intan Erlita as a psychologist and the goal of Titik Putih by Intan Erlita can be known by the wider community, get a new audience and Intan Erlita can share her knowledge as an expert in the field of psychology. With this program, not only does the education process occur, but also the engagement process of other followers occurs, and the relationship between communicators and followers will be maintained by the reciprocal relationship process by giving and receiving what is really needed.

This is in accordance with what was expressed by McQuail that there are several motives of need that are the reason why the audience decides to use the media, (Purba, B. 2020, p. 42). In the point of integration and social interaction motives which is an encouragement to use the media to maintain relationships with other individuals. Where in this program is a program that is used to maintain relationships with its followers, because as a psychological education media that sometimes the audience has questions, therefore to maintain the existence of followers on social media answering questions becomes an effort to maintain the existence of followers and relationships are maintained, presenting an audience is important to maintain relationships.

2) Intan's Room (YouTube)

A program that focuses on providing education with fairly long material and a fairly long video duration. In this program, Intan Erlita directly delivers the material, but not only by providing educational material about psychology, but in this program, there is also collaboration with an expert, with the aim of making the educational content more extensive in its discussion, not only

discussing psychology but also other sciences. This program actually focuses on providing educational content with long duration which is done by listening to public voices such as viral news and others and discussing psychological aspects. And the discussions in educational content will be done personally or collaboratively with other experts.

As one of the experts, Windy Juwita, who is an expert in the field of childbirth, is present at the Intan's Room program with a discussion of mothers who have just given birth, experiencing undetected baby blues, and resulting in their mental health conditions starting to be disturbed. This is a discussion that can be explained broadly how Windy Juwita can provide an understanding of baby blues and Intan Erlita will provide an understanding of how to maintain mental health with tips that are based on clear and precise sources of knowledge to be done to avoid cases of baby blues that can have an impact on the health of the baby and also the mental health of the mother. Combining the two materials takes quite a long time, so the duration of one video also takes approximately 30 minutes.

With a fairly long video duration, it makes a program that is very suitable to be published on YouTube social media with serious user characteristics because to get clear information, it requires concentration to watch the video to the end, so that the information obtained is clear and understandable. Through this program, Titik Putih by Intan Erlita can expand its audience because it directly gets an audience that prefers YouTube social media in receiving educational information.

- 3) Psychology education program in word form or short cut video (Instagram, TikTok and Threads).

Titik Putih by Intan Erlita is also republished on social media Instagram and TikTok, by cutting videos on YouTube into short videos whose message is directly to the important point. With that, people who are followers of social media Instagram and TikTok Titik Putih by Intan Erlita will find out about psychological education content on YouTube, so that the content becomes widely known by Indonesian people, who can increase their curiosity just by looking at short videos. The same is the case with short video content containing education from important points, when Intan Erlita is a speaker at a seminar.

The psychology education program in the form of detailed psychology education content posts that require quite a lot of words, so using the Instagram carousel feature, where in one upload there will be several photos or images, can help Titik Putih by Intan Erlita in explaining the contents of her material clearly and in detail. In addition, the social media threads used by Titik Putih by Intan Erlita to share content in the form of daily "Quotes" containing psychology education material.

Planning program management through an educational psychologist background and someone's expertise.

To ensure the communication process runs appropriately and to achieve the objectives of its implementation, the right management system is really required. The hope is that all elements in the program or communication process that have been planned run accordingly and are well coordinated.

In this case, Titik Putih by Intan Erlita formed a team to handle all social media. How each content will be published, the social media team is in charge of starting the topic search on the content, the filming process, the design process and the editing process. As it is known that every content

will affect the audience and must create more attention, it really takes time and energy in the process of executing each content.

Titik Putih by Intan Erlita, which focuses on psychological educational content, must be able to educate and influence a person's beliefs in making a change. The creation process requires an accurate source through collaboration with someone who is close and understands psychology. In this case, the Titik Putih by Intan Erlita social media team has a team with a psychologist education background to produce educational content that is in accordance with their knowledge.

In this case, Titik Putih by Intan Erlita not only focuses on how to create educational content that can attract the attention of the audience with a team that does have more skills in executing content as good as possible, but Titik Putih by Intan Erlita also wants to continue to create psychologist educational content that has a clear source, therefore the psychologist's educational background is very important to make the content clearly visible and recognized as content that can educate.

In addition to the process of creating educational content, it requires a team that has a psychologist background, as CEO and also an expert in the field of psychology, Intan Erlita plays a full role in this. How the process starts from planning the selection of topics, the process of finding material, the design process, the filming process, and the editing process, Intan Erlita is fully responsible for every educational content that will be published on her social media. This is done to minimize negative feedback and misunderstandings from her audience. Every detail of the content must be seen, cross checked, and the final must be basically approved by Intan Erlita as CEO and expert in the field of psychology, so that the content can be said to be content that is worthy of being used as a guide for the public to learn psychology.

- g. Planning, monitoring, and evaluation with content planning, schedule, and evaluation with a number of likes and shares on each content.

Evaluation is used to assess and measure the success of a project. The program carried out can achieve the goals that have been set previously, and the process of achieving them. (Priambodo, 2021, p.18). After everything has been planned, it is necessary to monitor to process towards success and evaluate to find out whether it is successful or not.

In this case, it was found that Titik Putih by Intan Erlita carried out monitoring by creating a publication schedule to ensure that the content shared was appropriately received by the target audience. The schedule chosen was adjusted to the time available to the community and in accordance with the highlights of social media.

Using 6 days in one week to publish content with 2 content every Monday-Friday on social media Instagram, TikTok, and Trends. Then Sunday is specifically for the YouTube program, namely Intan's Room. This is done continuously so that Titik Putih by Intan Erlita does not disappear and remains present in the eyes of the public. If we don't have a content distribution schedule every week, the level of public attention to Titik Putih by Intan Erlita will decrease and disappear if it is done continuously. Because the more Titik Putih educational content by Intan Erlita is viewed continuously, the more people have the potential to learn about what is conveyed through the educational content so that the problems that you want to solve are resolved properly.

To make the content published right on target, apart from determining the day, determining the time is also important to produce educational content that is successfully seen and understood by the target audience. Titik Putih by Intan Erlita determines the time to publish content, seen from Titik Putih by Intan Erlita's social media insights, namely 16:30 is the time when all outside activities are finished, and 18:30 is the time when the majority of people have arrived at their respective homes. The selection of hours is done by adjusting people's time so that the published

educational content has a great chance of being seen more by people who use social media in their spare time.

After monitoring the distribution schedule, which is an effort for the success of the content, evaluating the results of the monitoring becomes something that needs to be done to prove the real success. Based on the findings, Titik Putih by Intan Erlita evaluates content through the number of shares of the content. By looking at the number of shares, it can be ascertained that the content has been successfully received and understood by the audience because, in terms of shares, someone will share something about what they have seen and understood before, which is then shared with others because the content is believed to be learned.

The number of shares also has an impact on the number of viewers, which directly means that the content that is shared will be continuously re-viewed, which increases the number of viewers. So for those who don't share anymore, it is certain that they see and try to understand what their friends share. Sometimes, many of us are curious about what our friends share, so we have to see, hear, and then understand the educational content.

In planning the program, Titik Putih by Intan Erlita has important aspects which are the factors that influence the communication strategy used by Intan Erlita as a guide to follow in producing educational content on its social media. Some important elements include:

In planning of the program communications, Titik Putih by Intan Erlita has important aspects which are the factors that influence the communication strategy used by Intan Erlita as a guide to follow in producing educational content on its social media. Some important elements include:

- 1) Exploring engaging topics closely tied to psychology education helps capture public attention. Selecting issues connected to daily life also makes the material easier for people to understand.

- 2) Linking educational content to trending or widely discussed issues keeps psychology topics fresh, relevant, and easier for the public to accept, strengthening their connection to psychology.
- 3) A psychologist's academic background is crucial for choosing reliable and relatable content themes. Careful research ensures everyday issues are integrated with psychological aspects to create trustworthy material.
- 4) Updating the background color tone each month while maintaining Titik Putih by Intan Erlita's signature style keeps the visual presentation fresh and prevents monotony, drawing followers' interest.
- 5) Music selection is handled thoughtfully to support the reading atmosphere without distracting concentration. Rather than simply following trends, songs are chosen for their flow and meaning to create a positive impact.
- 6) Content is released on a set schedule so the target audience consistently receives it, ensuring Titik Putih by Intan Erlita remains visible and present in the public eye.

4. The relationship between social media as a place of education and social cognitive.

Social media influences a person's behavior to learn and do new things. Albert Bandura (2024) explains that social cognition is human behavior that results from a production process of interaction between personal factors influenced by the environment and behavioral patterns. Social media is basically used to share information that can influence others. Based on the findings of the activities carried out by Titik Putih by Intan Erlita on social media, it has become a place for psychological education by providing information about the science of mental health psychology, self-development and parenting through various psychological educational content that can influence a person's behavior. By making a change in behavior for the better, based on the information provided. Basically, educational content is content that provides educational information to increase a person's knowledge, which can influence a person, and there is a change in behavior based on self-awareness.

The existence of a two-way communication process or interaction that influences each other between followers of Titik Putih by Intan Erlita's social media

as recipients of educational information and also the owner of the Titik Putih by Intan Erlita social media account as the sender of educational information, results in behavioral changes that occur in recipients of information due to the production process of personal factors influenced by educational content on Titik Putih by Intan Erlita's social media which is considered a new environment in learning something about psychology, resulting in new behavior.

The increasingly developing era makes people's lives also grow and develop along with the development of technology and social media. Basically, the environment where someone grows will have an impact on someone's behavior in the future. Before social media was present in people's lives, the learning process could only be done in a room face to face or directly, but now with the development of the era and technology, social media provides convenience for learning anywhere and anytime with various features provided that make learning more diverse and easy to use.

Based on the findings that information on social media greatly influence a person's behavior and educational content becomes content that not only occurs an exchange of messages on information on psychological educational materials that can provide new knowledge, but also changes in behavior on self-awareness to make these changes because they are considered positive and good to achieve a better life. As Titik Putih by Intan Erlita, which is present on social media as a psychological education media, is an effort to help someone return to being good regardless of the slump that disrupts their mental health.

As found in this study, the community who are followers of Titik Putih by Intan Erlita's social media are based on how they grow along with the development of social media so that social media becomes a necessity to be an effort to avoid problems that will and have occurred. Followers also consider that Titik Putih by Intan Erlita's social media is the right place for education for today's young generation, who are very close to social media. It can be an effort to reduce mental health cases in Indonesia and the world by understanding the psychological sciences that exist on social media.

However, apart from the positive impacts, people who choose to follow Titik Putih social media by Intan Erlita as an educational media about psychology, this is based on the needs and uses in using social media. SBCC implementation kits acknowledge that Social Cognitive Learning Theory occurs because of the interaction between individuals and their environment, both structural and social, which can shape behavior (Bandura, 2001; Glanz & Rimer, 2005). There are 2 personal cognitive factors that are influenced by the environment and can influence behavior, that are discussed based on the results found:

- a. Observational learning: tends to do a desired behavior after observing others, then models the behavior and gets a positive impact. Based on the findings that people who follow Titik Putih social media by Intan Erlita consider that it can have a positive impact because the message content of the information is related to the life that is being lived parenting and the person who delivers the message is a psychologist expert in his field, which makes them believe that the information conveyed can have a positive impact when doing what is suggested through its educational content, by observing all of the information, making them decide to do the behavior to get a positive impact, namely becoming better at playing the role of new parents with better mental health conditions.

The same is true for those who follow Titik Putih social media by Intan Erlita because it is considered to help gain new knowledge about mental health problems that are being experienced so that the knowledge can be used as a healing effort. With that, Titik Putih by Intan Erlita is considered to be able to have a positive impact because the behavior observed through her psychological educational background allows them to decide to make behavioral changes to get a positive impact.

- b. Expected results: Individuals tend to practice a desired behavior if they believe there are greater benefits when doing the behavior than the costs. Based on the findings also for those who follow Titik Putih social media by Intan Erlita who not only focus on mental health education/self-development also focus on parenting education which is very helpful for

new parents who have very limited time because they have to take care of their children so they can't attend parenting seminars, then the cost is quite a lot for registering for the seminar. They believe that this is very good to do to gain new knowledge to educate children and as new parents but because of time and cost constraints, they choose social media as a place to learn and to increase knowledge about parenting where they think that both will get the same results only the learning media is different, even by using social media as a learning media will also get more benefits such as more time with children and saving time and costs that can be used for other needs for their children.

5. Psychology educational content in the realm of globalization.

As previously explained, the communication strategy used by Titik Putih by Intan Erlita in managing educational content on psychology, be it mental health, parenting, etc. The content produced not only discusses psychology but is also combined with discussions on Islamic religious knowledge. Intan Erlita, as an expert in the field of psychology, delivers the material in each of her pieces of content. Educational psychology content on social media, Titik Putih by Intan Erlita, constantly strives to be able to change a person's behavior for the better, which is closely related to mental health, by highlighting feelings, emotions, and concerns of the felt and always listening to the followers to build the content or program. In this case, it needs to pay close attention to every step of the process. Every stage carried out by the social media team must always include the approval of a psychologist as an expert on Intan Erlita and CEO of Titik Putih, from the planning stage of educational content to the final stage of content evaluation.

The communication strategy used by Titik Putih by Intan Erlita goes through several important stages that must always be carried out in order to minimize the delivery of incorrect material and the negative impacts received by the community. How to find issues that are being widely discussed becomes important to be discussed psychologically to attract more attention from the audience, the feeling of confusion felt by someone when facing life problems. This is answered through several programs that are specifically formed and focused on

the communication process, "two-way communication" (Ie-Talks). The occurrence of a reciprocal relationship with always listening to the followers makes the community feel helped because of the question-and-answer process between the community that asks questions based on life problems that have an impact on mental health, and then a psychologist, as an expert in this field, answers based on the psychology he has. Through the process, the community becomes more accustomed and feels closer to psychology, because indirectly by following the psychology account, not only do they receive content to learn, but also get what they want to learn. This provides an opportunity for efforts to reduce cases of mental health impacts and parenting cases in Indonesia.

If viewed globally, this can also be used by other experts widely. The sophistication of technology makes it easy for all creatures in the world to access information openly through social media. Based on the digital report published in February 2025, social media users worldwide reached around 5.24 billion. This number increased by around 206 million users, or grew 4%, compared to the number of users in 2024. (databoks, 2025). So with that, this is a very big opportunity for a psychologist or expert closely related to mental health to contribute digitally through educational content on their social media to help them deal with their mental health cases. At least people who use social media can see and know that there is educational psychology content, which then, over time, people will receive educational content more often, start to get used to being closer to psychology, and then can change their behavior for the better because of self-awareness.

There is one account that, if seen from his biography, he is a clinical professor of psychiatry from the United States. Which is present on various social media platforms, including Instagram, TikTok, and YouTube, which provides mental health care education with Islamic discussions. She is Dr. Rania Awaad, MD, who is a Clinical Professor of Psychiatry and Behavioral Sciences at Stanford University School of Medicine, who also holds the position of Director of the Stanford Muslim Mental Health & Islamic Psychology Lab as well as Stanford University's Affiliate Chaplain. Through a community partnership formed by the

Stanford Department of Psychiatry, Dr. Rania Awaad serves as Director of Psychiatry at El Camino Women's Medical Group, which is where she pursues her interest in the field of Muslim women's mental health. Dr. Rania Awaad is also a director at one of the non-profit organizations, The Rahmah Foundation, which is a place to educate Muslim women and girls. At Stanford University and Cambridge Muslim College and The Islamic Seminary of America, Dr. Rania Awaad teaches medical students, psychiatry residents, and clinical psychology trainees with a pioneering course in Islamic psychology that focuses on integrating culture and religion in medical care. (Stanford Medicine, 2025)

Dr. Rania Awaad has a high focus on the roots of the history of mental health care in accordance with the heritage of Islam, which is expressed through several of her books, including "Applying Islamic Principles to Clinical Mental Health Care" published in July 2020 (Islamic Seminary, 2024). The presence of social media makes Dr. Rania Award take her role to actively share educational content on how to care for mental health in accordance with Islamic teachings. Educating through social media provides a great opportunity for social media users around the world to find out and learn about educational content. Like in one of Dr. Rania Awaad's YouTube videos entitled "Prophet Muhammad's Approach to Mental Health," which discusses the Prophet's guidance in dealing with mental health challenges. This is very closely related to how the psychological educational content discussed not only uses psychological knowledge but is also combined with a discussion of Islamic religious knowledge.

If we look back, Dr. Rania Awaad has a focus on psychiatry or can be said to be an expert in the field of clinical mental health care, which is also closely related to psychology or the science of a person's behavior. Intan Erlita does the same thing as a psychologist who has knowledge of psychology and is committed to building a digital psychology education place that is presented on social media with the name "Titik Putih" with the aim of becoming a place that can educate the Indonesian people widely about mental health and parenting, which is not only discussed based on psychology but also with a discussion of Islamic religious knowledge. Both can be said to be digital supporting educational psychology

because, if seen from each content, it is learning that can support people in behaving to live a prosperous life.

This proves that a communication strategy in planning educational content for mental health psychologists that is closely related to human behavior is needed to make educational content successfully accepted by the community worldwide. Every educational content that is closely related to a person's behavior requires experts to deliver the content. Because basically, if there is an error in the content, the public will receive the wrong information, and have fatal consequences for a person's behavior. Between the social media accounts of Titik Putih by Intan Erlita and Dr. Rania Awaad's accounts, both have similarities in how the messages are developed in the educational content on their social media. As experts in their fields, Intan Erlita and Dr. Rania Awaad are directly present in every educational content in delivering the material. Both of them discuss the material on mental health psychology, which not only uses psychology or psychiatry but also combines the discussion with Islamic religious knowledge. And this is an effort to gain the audience's trust in receiving information, studying, and then applying it in their lives because the source of the information received is clearly visible to the human senses.

The difference, Dr. Rania Awaad focuses on using her name on each of her social media accounts, unlike Intan Erlita who uses the name "Titik Putih" intending to become a symbol as an agency or place for a community that wants to continue to grow to be better from its lowest point with a healthy mental condition. This is also a place where Intan Erlita's personal branding develops. The second difference is in the focus of discussion in each content. Dr. Rania Awaad focuses on discussing how to care for mental health based on Islamic religious guidance. Unlike Intan Erlita, every educational content on Titik Putih social media by Intan Erlita focuses on discussing psychological science, be it mental health, parenting, and others, which are also combined with broad religious knowledge, such as manners science in Islam, Islamic parenting, and others, where parenting science is more dominant.

In the researcher's opinion, Dr. Rania Awaad could adopt strategies similar to those used by Titik Putih under Intan Erlita's communication strategy to enhance the diversity and effectiveness of the communication process. The content of "two-way communication" (Ie-Talks) or the occurrence of "reciprocal relationships" that focus on the question-and-answer process based on questions asked by her social media followers, which are then answered by Dr. Rania Awaad through content on her social media. With that, followers or audiences become more courageous to ask questions because there is space to ask questions, and the relationship with their followers is increasingly maintained. Not only that, this can also invite new audiences to become part of the social media followers because of their interest in the reciprocal content. Moreover, when viewed from the focus of Dr. Rania Awaad's content material, which is how to guide mental health care based on Islamic religious guidelines, it is a great opportunity for Muslims who have questions about what they feel when carrying out the guide or are confused about starting the treatment.

Between Dr. Rania Awaad and Intan Erlita, both of them often become speakers at an event that is held face-to-face or online. Then they use social media to make the knowledge shared at the event more widely studied by many people and support digital psychology education through their short video content, containing important points when becoming a speaker at an event. The existence of social media, with its increasing number of users every year, greatly helps them to commit to providing psychological education about mental health widely, both in their own country and globally. With the presence of Dr. Rania Awaad on social media, she will become increasingly known by the wider community, not only in her own country, the United States, but also throughout the world with the help of social media. The presence of social media helps experts to make their knowledge or works such as their books increasingly known worldwide so that it can be said that psychology education content can be done globally with the help of social media

According to the detailed findings and full discussion, the social media strategy as part of the communication strategy planning and execution “Titik Putih by Intan Erlita” is actually following such a unique model. The main key to this is about the focus of personal branding, but also which directly occurs with the process of psychological education combined with discussions of religion, which is the difference. The following image is used as an illustration of the overall detailed findings and full discussion in this research:

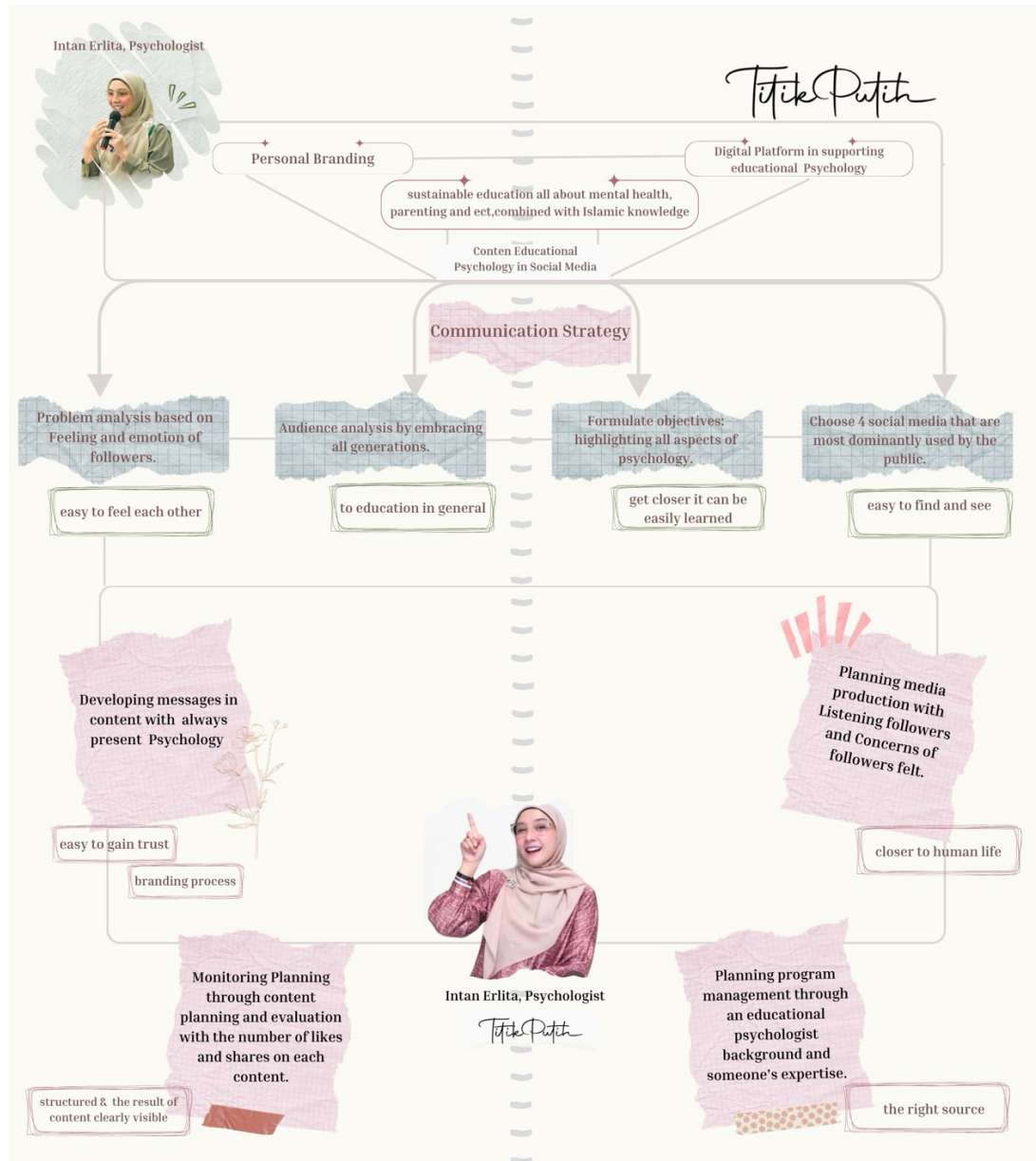


Figure 3.18. Illustration of unique model communication strategy “Titik Putih by Intan Erlita”

CHAPTER IV

CONCLUSION

A. Summary

Mental health is a major global issue, and in Indonesia social media helps address it. In today's digital era, media use brings both benefits and risks. Titik Putih by Intan Erlita leverages social platforms to share mental health and parenting content that combines psychological principles with Islamic values, using credible communication strategies to encourage positive behavior change.

The study found that Titik Putih by Intan Erlita applies the eight-stage Communication Planning Strategy Model (Assifi & French, 1982) to create effective mental-health and parenting content and also to provides detailed guidance at every stage to produce credible content that remains difficult to find today. Its strategy develops emotionally engaging, real-life topics and responds to follower feedback. Key programs include Ie-Talks, an interactive Instagram Q&A with Intan Erlita, and Intan's Room on YouTube, which offers long, in-depth psychological discussions with expert guest by prioritizing analysis of problems that need to be solved based on feelings, emotions and addresses real-life concerns.

Based on the research's findings, it can be concluded that developing psychology-focused educational content requires careful strategic considerations, as demonstrated by Titik Putih by Intan Erlita in managing psychological education content. Engaging the audience emotionally is essential to get an immediate response and establish connection between the audience's experience and the message being delivered. By actively engaging with follower feedback on content creation, the platform produces material that is relatable and relevant, as opposed to overly technical or abstract content. Content ideas often come from common emotional issues, such as confusion or anxiety, experienced by the target audience, enabling faster engagement and better understanding due to the relevance and familiarity of the themes presented.

To assess the effectiveness of Titik Putih by Intan Erlita 's educational content, this research examined cognitive changes among its followers, guided by two key cognitive factors identified in the SBCC implementation kit based on the results of research findings, including:

1. Observational learning involves adopting new behaviors after observing them through psychological educational content. Followers may emulate these behaviors if they perceive positive impacts from implementing the strategies presented in the content message.
2. Outcome expectancy is the hope of the results of performing the desired behavior based on the belief that performing the behavior from psychological educational content on social media is more beneficial than spending money and energy to go somewhere.

B. Research Limitations

1. One limitation of this study is the restricted access to key informants during the data collection. While it was intended to conduct an interview with Intan Erlita, the founder and psychologist behind Titik Putih , the interview could only be conducted with members of the social media specialist team. Despite this limitation, the perspectives provided by the team were deemed sufficient for understanding the communication strategies employed in managing psychological educational content on social media.
2. Other limitation concerns with the limited number of audience participants involved in the study. Given the diversity of Titik Putih 's educational content, which covers mental health, parenting, and personal development, and its broad audience base, only two follower categories were selected using purposive sampling to represent the wider audience. This small sample size may limit the generalizability of findings.

C. Recommendations

1. The researcher suggest further research should focus on the study of communication psychology on other psychological educational content on social media to enable comparative analysis and broaden understanding of effective practices in digital educational content delivery.
2. Conduct further research with a focus on studying how communication strategies are used in delivering Titik Putih Islamic psychology content, as well as making comparisons with other objects in the same field and focus.

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Figure Intan Erlita as CEO of Titik Putih https://www.instagram.com/share/_mrj9Hy4F

Dr. Rania Awaad. Content educational psychology mental health in islam

Psyhttps://youtu.be/pokegnJPD8w?si=qtXEYBxV_seTRBZg

ATTACHMENTS

APPENDIX #1 - List of Interview Questions

List of Interview Questions Informant Social Media Specialist "Titik Putih"	
CATEGORY A: Informant Profile Coverage and General Aspects of social media Titik Putih by Intan Erlita.	Regarding the history or origin of involvement with Titik Putih, duties as a social media team, explain more detail about this?
	Experience as a social media team at Titik Putih, what is the background or reason for Titik Putih to enter digital media or social media?
CATEGORY B: Scope of Professional Practice of Social Media Specialist.	Titik Putih shares a lot of educational content, does Titik Putih have other types of content that it shares through its social media?
	Titik Putih uses several social media platforms to deliver its educational content, either through social media Instagram, Tik Tok, and YouTube. From Titik Putih itself, is there a reason for using various social media in this realm?
	From each content shared through various media platforms, where is the difference between each content?
	Of the four social media platforms, is there a social media that is most effective in sharing educational content?
	currently many accounts that are also committed to spreading educational content and how does Titik Putih handle this? Does Titik Putih have a character that differentiates it in social media? If so, what is the reason for the character to be used as a differentiator between Titik Putih and the others?
CATEGORY C: Social Media Content Production and Distribution.	Content planning Does Titik Putih have a target audience? If so, how does Titik Putih determine the target audience, if not, what is the reason?

	<p>In the early stages of the educational content creation process is the preparation stage, what is the most crucial thing and must always be done in the content creation process? does every content come from an idea, how do you get the idea? And how do you ensure that the content ideas you get are interesting and different from your competitors?</p>
	<p>Is Titik Putih committed to always ensuring that the content to be created must be in accordance with the latest trends such as those that are currently viral, for example?</p>
	<p>If so, how do you adjust the content to the trend without losing the characteristics of Titik Putih?</p>
	<p>Content production</p>
	<p>As I know that every educational content shared on Titik Putih social media, there is an internal team that prepares the material for the educational content, are you involved in this area?</p>
	<p>At the content design stage, does Titik Putih have a specific color, and a writing style that is specifically chosen and must always be done, is there a specific reason and why must it always be done?</p>
	<p>In the process of executing educational content, does the Titik Putih team use several important strategies that must always be done, such as choosing a video tone, photo color tone, choosing music or instruments, and so on? Why is it done and why is it not done?</p>
	<p>Are there any challenges or obstacles in every educational content creation? What strategies does Titik Putih use in dealing with the challenges of the content creation process?</p>
	<p>Content distribution From Titik Putih itself, does it have a schedule for distributing content, for example a schedule for posting content on certain days and also at certain times each week? What is the reason for making the content distribution schedule?</p>
	<p>In the distribution of content on social media Instagram and Tik Tok, basically every content has a caption. At what stage is the caption formed? Is it at the stage of creating the content design or at the stage when the content will be distributed?</p>
	<p>Are there any challenges or obstacles in every content distribution? What strategy does Titik Putih use in dealing with challenges in every content distribution?</p>
	<p>Reflection on the success of the content. educational content is content that must be able to successfully educate others through the content. How does the Titik Putih team see that the content is successful in accordance with its objectives? Does it use data on the number of viewers, likes, and comments in determining the success value of each content?</p>
	<p>What strategy is used if the results of the content do not match the initial expectations and objectives?</p>

	What communication strategy does Titik Putih use to maintain relationships with followers on social media? Are there any challenges in maintaining relationships with followers on social media and how does Titik Putih overcome this?
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List of Interview Questions Informant Expert Psychologist	
CATEGORY A: Scope of Informant Profiles and General Understanding of Psychological Content on Social Media	General profile includes full name, educational background, current activities, and what profession are you currently pursuing and where?
	What do you think about the role of social media in the dissemination of psychological information, which until now has increased psychological educational content on social media, and various psychologists who are also present on social media to provide education through various forms of content?
	How effective is social media as a platform for disseminating psychological education to the general public?
CATEGORY B: The Impact of Psychological Content on Social Media	Can social media become a new environment that can be used as a means of learning psychological knowledge for its followers?
	Are there risks from consuming psychological content on social media that is not validated by professionals? And how to deal with it.
CATEGORY C: Psychological Educational Content Delivery Strategies	What methods or formats are most effective for delivering psychological education on social media? And how important is the role of visuals in explaining psychological concepts on social media?
	How to ensure that psychological educational content remains interesting without reducing its scientific essence? Are there any tips for presenting complex psychological concepts but still accurately even though they are delivered in a short format on social media?
	How important is the role of psychologists in ensuring the quality of psychological content on social media? For example, a content creation team must collaborate with psychologists in producing psychological educational content.
CATEGORY D: Ethics and Professional Responsibility	What are the ethics that should be considered and adhered to by the creators of psychological educational content on social media?
	How to convey the limitation that the content provided does not replace professional consultation?
CATEGORY E: Long Term Impact	How can content creation teams ensure that psychological educational messages can provide long-term benefits for the mental health of the audience?
	Are there any suggestions on strategies that can be used to avoid the spread of psychological trends or terms that are misinterpreted by the public?

List of Interview Questions Informant Social Media Followers Parenting Education

<p>CATEGORY A: Scope of Informant Profiles and General Aspects of Psychological Education Content.</p>	<p>Why do you often actively follow parenting education social media accounts?</p>
	<p>What social media do you use when getting parenting education content? Why did you choose that social media?</p>
	<p>Explain about when you start following the parenting education social media account? Is there a specific reason for deciding that?</p>
	<p>What is interesting about the parenting education content that finally made you decide to follow the parenting education account?</p>
	<p>Of the many forms of educational content on social media, what form of content do you get most often? Is it educational content in the form of videos or photo posts with words?</p>
	<p>Of the two forms of educational content, which form of educational content is the most interesting in your opinion? What is your reason for choosing this form of educational content and making it an interesting form of content for you?</p>
<p>CATEGORY B: The Impact of Psychological Content on Social Media.</p>	<p>Did you get something new or the latest information from each educational content?</p>
	<p>Do you feel helped to solve your problems in carrying out your role as a young parent with this parenting educational content?</p>
	<p>How often do you use social media every day? What impacts do you get when using social media?</p>
<p>CATEGORY C: The Relationship between Social Media as a Place for Psychology Education with Social Cognition.</p>	<p>Do you consider social media as a new environment for you that is useful for learning something through this social media account?</p>
	<p>Do you feel helped by the presence of social media through the delivery of educational content and changing your life for the better?</p>
	<p>By following the parenting educational content, do you feel that your mental health condition is better because of the help from this parenting educational social media account?</p>
	<p>Do you trust every parenting education that you get? In what ways can you trust the parenting education content, is it because there is a listing in my bio that this account is verified with psychology?</p>
	<p>How influential is educational content in increasing your self-awareness to be a good parent, for example?</p>
	<p>Is there anything from the educational content that is an example and then you do it in your daily life?</p>
	<p>What is your impression of being a follower of educational social media? And maybe there are any hopes or input for educational social media accounts in building educational content in the future?</p>

List of Interview Questions Informant Social Media Followers Parenting Education	
CATEGORY A: Scope of Informant Profiles and General Aspects of Psychological Education Content.	Reason why you often actively follow psychology education social media accounts? And what kind of psychology education do you often get on social media?
	What social media do you use when getting psychology education content? Why did you choose that social media?
	Since when did you start following the psychology education social media account? Is there a specific reason for deciding this?
	According to you, what is interesting about the psychology education content that finally made you decide to follow the parenting education account?
	Of the two forms Video or Photo of educational content, which form of educational content is the most interesting in your opinion? What is the reason you chose this form of educational content and made it an interesting form of content for you?
CATEGORY B: The Impact of Psychological Content on Social Media.	Do you get something new or the latest information from each educational content?
	Do you feel helped to solve your problems in carrying out your current role with this psychological educational content?
	How often do you use social media every day? What impacts do you get when using social media?
CATEGORY C: The Relationship between Social Media as a Place for Psychology Education with Social Cognition.	Do you consider social media as a new environment for you that is useful for learning something through this social media account?
	Do you feel helped by the presence of social media through the delivery of educational content and changing your life for the better?
	How influential is educational content in increasing your self-awareness to become a better person?
	Is there anything from the educational content that you then apply in your daily life? If so, what made you decide to implement the activity?
	By following the parenting educational content, do you feel that your mental health condition has improved because of the help from this parenting educational social media account?
	Do you trust every parenting education that you get? In what ways can you trust the parenting educational content, is it with the inclusion in my bio that this account is verified with psychology?
	In your opinion, how important is the existence of accounts on social media that discuss psychological education?

	What is your impression of being a follower of educational social media? And maybe there are any hopes or input for educational social media accounts in building educational content in the future?
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APPENDIX #2 - Interview transcripts

- 1. Informant Social Media Specialist "Titik Putih"
 - Offline interview at The Gade Coffee Kramat Raya
 - Monday, November 25, 2024

CATEGORY A: Informant Profile Coverage and General Aspects of social media Titik Putih by Intan Erlita.	
Profile (full name, nickname, age, gender, profession, etc.).	My name is Afra Firda Kahar. I'm 23 years old, female, and I'm a social media specialist Titik Putih. I graduated from English literature but I have quite a lot of experience with the world of social media. In social media Titik Putih has a team and I am the one who is in charge of handling everything in the sense that I am the leader of the Titik Putih social media team.
Regarding the history or origin of Ka Afra's involvement with Titik Putih, Ka Afra's duties as a social media team, maybe you can explain in more detail about this?	During my time in Titik Putih, Titik Putih is concerned with educating followers about mental health and psychology as it is known in Titik Putih, Mrs. Intan Erlita is the psychologist. My involvement in Titik Putih is a social media specialist who is tasked with holding Titik's social media accounts, namely Instagram, Tik Tok, YouTube and Threads as well as handling Titik Putih's social media accounts and also creating Titik Putih's social media content plan. So later after getting an idea, then editing, later the finale I will post it on Titik Putih's social media account. In addition, I also have the task of handling Titik Putih's social media team, and how I maintain all activities on Titik Putih's social media.
As far as Ka Afra's experience as a social media team at Titik Putih, what is the background or reason for Titik Putih to choose to enter digital media or social media?	As is known, Titik Putih aims to educate followers through content shared on each of its social media. Every content shared by Titik Putih tries to enter or be accepted by the audience. In addition, there are other benefits from Titik Putih's social media, namely Mrs. Intan, who is a psychologist at Titik Putih, is often called as a speaker or presenter of psychology education materials at big events such as when Mrs. Intan invited the vice president and this is the greatest achievement of Mrs. Intan and also Titik Putih as an institution or organization that is committed to providing mental health education to the community. So more precisely, through digital media, there are other benefits besides being able to educate through the content shared, Mrs. Intan's branding as a Psychologist is also increasing and becoming better known by the public. As is known, there are many Psychologists in Indonesia and through Titik Putih we want to highlight Mrs. Intan as a Psychologist who focuses on parenting and mental health. Apart from that, Mrs. Intan is also a psychologist who has discussions about psychology with discussions about religion.

CATEGORY B: Scope of Professional Practice of Social Media Specialist.	
As far as I know, Titik Putih shares a lot of educational content, but does Titik Putih have other	The first is the Titik Putih Content, which has a lot of educational content that is visualized when Mrs. Intan is a

<p>types of content that it shares through its social media?</p>	<p>speaker at an event. In addition, there are several other educational programs, namely Intan's Room which airs on YouTube. Some of the content uploaded on Instagram or TikTok Titik Putih also contains content that we do from cutting videos to take important points or educational quotes from the Intan's Room educational content video that airs on YouTube as well as cutting important points from Mrs. Intan's video when she was a seminar speaker. Then there is also the Ie-Talks program on Instagram social media which is carried out with the aim of educating as well as a program to engage our social media followers through several questions in the comments column from followers on social media which will then be answered by Mrs. Intan as CEO and psychologist through psychological education content on Instagram social media. The same is true for the program of answering questions from the comments column or in DM (Direct Message). This content can also be said to be reciprocal content or two-way content that is not one-way or only focuses on providing psychological education, but we can also answer questions from followers who definitely have questions to be answered by an expert, namely psychologist Mrs. Intan. Where in this Q&A program we also choose questions that can be used as two-way educational content. On social media Threads we focus on educational content in the form of psychological material or quotes.</p>
<p>Titik Putih uses several social media platforms to deliver its educational content, either through social media Instagram, Tik Tok, and YouTube. From Titik Putih itself, is there a reason for using various social media in this realm?</p>	<p>The reason Titik Putih chose to dive into social media Instagram, Tik Tok, YouTube and Threads can be said to be Titik Putih's target. If you look at the dominant age insight of Titik Putih's followers, it is 25-40. On the other hand, why use Instagram social media because Instagram has a more general target age of users, so it can be said that the content shared can be generally accepted. Unlike TikTok, whose followers are mostly from under generation x and generation z, so through Tik Tok Titik Putih also wants to embrace the younger generation. But it does not rule out the possibility of embracing audiences other than generation z such as mothers who are also Tik Tok users. so more precisely, in branding Mrs. Intan as a Psychologist and Titik Putih, this can be searched on all social media. Currently, the 4 social media accounts can be said to be the most dominant social media used by the public. So the hope is that Titik Putih can be searched on any social media, so that people will know Titik Putih according to the social media used.</p>
<p>From each content shared through various media platforms, where is the difference between each content?</p>	<p>If you look at Titik Putih's Instagram, there is educational content in the form of educational quotes from psychology materials and educational content videos. Unlike Tik Tok which only focuses on sharing educational content in the form of videos. If YouTube is because we have a special program called Instan's Room, therefore there is a special team tasked with handling the program on YouTube. So if asked about the differences between the four social media, the differences are in the material and also the form of the content itself. The</p>

	material for Instagram, TikTok and Treeds social media is the same and for YouTube social media it is different.
Of the four social media platforms, is there a social media that is most effective in sharing educational content?	In my opinion, Instagram social media, when viewed from the target age on Instagram social media, is broad and also has a serious character, unlike TikTok whose character scrolls quickly from one video to the next, so it can be said to be less serious. So it can be said that Instagram social media is more dominant and is also the main social media for Titik Putih to educate and brand Mrs. Intan as a Psychologist.
As is known, there are currently many accounts that are also committed to spreading educational content and how does Titik Putih handle this? Does Titik Putih have a character that differentiates it in social media? If so, what is the reason for the character to be used as a differentiator between Titik Putih and the others?	So actually because Titik Putih focuses on Mrs. Intan as a psychologist, Titik Putih is committed to always presenting content with the presence of Mrs. Intan as a psychologist who has expertise in discussing mental health education, parenting wrapped in religious discussions. If you look at the way Mrs. Intan dresses and also the way Mrs. Intan delivers the material, you can see the characteristics of Titik Putih itself, how the discussion of the material will not only focus on psychological education but also there will be Islamic discussions such as the delivery of Islamic parenting material.

CATEGORY C: Social Media Content Production and Distribution.	
Content planning	
Does Titik Putih have a target audience? If so, how does Titik Putih determine the target audience, if not, what is the reason?	Titik Putih is committed to embracing all ages in society, so for the target audience we do not have a specific target audience. So it's not just content that focuses on parenting for parents but how the content that is shared can enter or be accepted by generation Z or young people.
In the early stages of the educational content creation process is the preparation stage, what is the most crucial thing and must always be done in the content creation process? does every content come from an idea, how do you get the idea? And how do you ensure that the content ideas you get are interesting and different from your competitors?	The first thing to do is research what content is good and interesting to broadcast. Which of course must be related to psychology, mental health and parenting. For example, on Instagram, people are generally interested in what kind of content. For example, what is currently popular is parenting for fathers, later we will increase the content and also elaborate or expand the topic to several other things that are still related to father parenting. After research and discussion, it will be submitted first to Mrs. Intan as the founder of Titik Putih and also a psychologist who is an expert in her field whether an idea like this can be used as content or not after being approved, then we enter the content creation stage. At this stage, we also determine the shooting date for Intan's Room content on YouTube, for example, which requires taking a video, different from video content on Instagram and TikTok which do not need to determine a shooting date.
Is Titik Putih committed to always ensuring that the content to be created must be in accordance with the	Yes, because by knowing the content that is viral and what people like, it will be the same as us giving them what they

latest trends such as those that are currently viral, for example?	need. So later with our content we will get more attention because of the viral element.
If so, how do you adjust the content to the trend without losing the characteristics of Titik Putih?	Yes, it must be adjusted, because we cannot possibly get out of the path that we have been on and has been seen by many people. For example, there is a viral gossip, later we will look for what we can learn from this gossip which includes its psychological aspects.
Content production	
As I know that every educational content shared on Titik Putih social media, there is an internal team that prepares the material for the educational content, are you involved in this area?	Yes, I am part of the team, but assisted by another team who are psychologists or have psychological knowledge. Because I am not a psychology major, I am very unfamiliar with psychological knowledge, so I am assisted by the team in creating content materials. And in the content material, Mrs. Intan also plays a full role in creating the material, so we are the ones who are looking for ideas for what kind of content to look for psychological aspects, assisted by a team in the field of psychology, then the final decision will be made by Mrs. Intan. After being approved, I will produce the content. As is known, the discussion of psychology is also a bit sensitive because it concerns people's personalities, so it really requires experts in the field in the discussion so that there is no wrong delivery.
At the content design stage, does Titik Putih have a specific color, and a writing style that is specifically chosen and must always be done, is there a specific reason and why must it always be done?	In the Instagram feed posts in terms of color, Titik Putih will change the background color of the feeds every month. So later every month I will ask for approval from Mrs. Intan regarding the change in the color of the feeds. This is done to change the atmosphere of the posts so that they are not too monotonous, in other words, we change but still do not leave the character of Titik Putih itself.
In the process of executing educational content, does the Titik Putih team use several important strategies that must always be done, such as choosing a video tone, photo color tone, choosing music or instruments, and so on? Why is it done and why is it not done?	In fact, in choosing songs in this story content, Mrs. Intan herself gave input to use music that is not too musical, so if possible, more classical music and the atmosphere becomes more peaceful and calm when viewing the content. So in choosing this music, we are also very concerned about choosing songs to provide the right meaning and have the potential to provide a good impact based only on the selection of songs. Where the selected song will be closely related to the content shared. This is done so that it does not contain unwanted things such as in choosing western songs which must be more careful to avoid sensitive and negative words. For example, in a quote post on our Instagram feeds, we will provide a song with the hope that the song given can also provide a positive meaning from the song we have chosen after reading the quotes.
Are there any challenges or obstacles in every educational content creation? What strategies does Titik Putih use in dealing with the challenges of the content creation process?	The challenge lies in finding content topics, indeed we also look for ideas from viral content but when it comes to linking it to psychological aspects and having to link it to everyday life psychology topics, it is also quite difficult. So

	<p>in this aspect it really requires high concern. How the approval process from Mrs. Intan is very important to avoid negative feedback from the public. In the editing process, because this has become my main job description, it can be handled very well. In handling it, I had a discussion with the psychology team before it was submitted to Mrs. Intan, I think this is very helpful, the discussion process with a team of experts in psychology will help me determine the right topic in creating content. Because in this psychological aspect, it really requires someone who is an expert in their field, but it does not rule out the possibility that I have experience in handling social media, so in the material stage I will be assisted by a team of psychologists but in the editing stage I am very helped by experience.</p>
<p>Content distribution</p>	
<p>From Titik Putih itself, does it have a schedule for distributing content, for example a schedule for posting content on certain days and also at certain times each week? What is the reason for making the content distribution schedule?</p>	<p>In distributing Titik Putih content, there is a schedule, namely in one week we share content from Monday to Friday and in 1 day we will share 2 contents on Instagram and TikTok social media. For videos we focus on TikTok and also Instagram then for quotes we also share on Threads. For Saturday we have no posting schedule. Then for Sunday we share Intan's Room program content on YouTube social media. For the hours themselves, every day we will upload at 16:30 and also 18:30, the selection of time at this particular hour is because we see the busiest time for people to use social media when viewed in our social media insights, most people see our content at that hour. Another thing besides that, we also see that the hour is the hour when people have finished their daily activities such as at 16:30 where many people have finished their work and school then on their way home most of them use their time to play social media. It's the same at 18:30 when people have arrived at their respective homes and are still on break time.</p>
<p>In the distribution of content on social media Instagram and Tik Tok, basically every content has a caption. At what stage is the caption formed? Is it at the stage of creating the content design or at the stage when the content will be distributed?</p>	<p>The caption is formed on D-1 before the content is uploaded, so the caption is available one day before the content distribution day. This is done so that the content that will be shared tomorrow is ready and arranged to avoid any shortcomings or errors in the caption or synonyms with previous content.</p>
<p>Are there any challenges or obstacles in every content distribution? What strategy does Titik Putih use in dealing with challenges in every content distribution?</p>	<p>Actually, the difficulty lies in choosing the right content to upload on what day, for example, light content can be uploaded on Friday. Like light motivational content that can be uploaded on Friday where Friday has a relaxed impression because it is close to the weekend so when viewed from work and study activities, it doesn't seem too busy.</p>
<p>Reflection on the success of the content.</p>	

<p>Basically, educational content is content that must be able to successfully educate others through the content. How does the Titik Putih team see that the content is successful in accordance with its objectives? Does it use data on the number of viewers, likes, and comments in determining the success value of each content?</p>	<p>In this case, Titik Putih looks more at the share and like aspects. Because if you look at it from the viewers aspect, it can be seen from everyday life where people just scroll. Unlike the share aspect, people will share something because they have seen the entire content and know the important points that are good from the content and are very interesting to share to learn, which then in the end they decide to share it with their friends, for example. By sharing educational content with others through Instagram social media, it is the same as after being seen by one person, then he shares the content again and then it is seen by other users again, which will make the educational content continue to be seen again by Instagram users. and that is what makes me see the success of Titik Putih's educational content, the more people share educational content, the more people see and watch the educational content.</p>
<p>What strategy is used if the results of the content do not match the initial expectations and objectives?</p>	<p>None at all, because previously we had gone through a long process in creating this educational content and had also gone through a process of discussion and approval with experts in the field. This is what has made it so far that there has been no educational content that does not match the objectives.</p>
<p>What communication strategy does Titik Putih use to maintain relationships with followers on social media? Are there any challenges in maintaining relationships with followers on social media and how does Titik Putih overcome this?</p>	<p>Through one program that Titik Putih created, namely the Ie-Talks program on Instagram social media, where this program is a program to educate and engage our social media followers through several questions in the comments column and also DM (Direct Message) which will then be answered by Mrs. Intan as CEO and psychologist through educational content of the Ie-Talks program on Instagram social media. This is done to maintain relationships with Titik Putih social media followers, to maintain this relationship we create two-way content where they ask us here who have psychologists who are experts in their fields, namely Mrs. Intan will answer questions to solve the problems of the followers who ask. Through this Ie-Talks content, after the content is uploaded, we will also ask followers to write questions again if they want to ask through the comments column or DM. even at the beginning of the Ie-Talks content program which had just been introduced to social media, the enthusiasm of Titik Putih followers was very large through their comments which reached 20 comments which we think is quite a lot only when we introduced the Ie-Talks program, so here we think that content like this is very well received by Titik Putih social media followers with the large number of questions in the comments column. In the end we decided that through this Ie-Talks program we hope to be able to maintain relationships with Titik Putih social media followers with the hope that through this program both will get equal reciprocity.</p> <p>Checking DMs and comments on social media is quite important to maintain relationships with Titik Putih</p>

	<p>followers because again this Titik Putih is an educational media used to educate followers and to establish relationships with them it is very necessary to diligently check DMs and comments because by answering their questions it is the same as us making an effort to maintain our relationship with followers to produce reciprocity and two-way communication.</p> <p>In Titik Putih, we actually want to highlight all aspects of psychological education, be it mental health, parenting, self-development. We try to provide all of these education to embrace all generations.</p> <p>However, in the parenting aspect, Titik Putih has great enthusiasm because Mrs. Intan as a psychologist at Titik Putih is often invited to be a speaker at various events for parents so that parenting psychology education is more widely displayed on our social media. However, we do not rule out the possibility of other psychological education because we also receive many invitations from several companies to be speakers for hospitality skill training or self-development for company employees to solve problems in the company.</p> <p>If you look at Mrs. Intan as a psychologist, she also opens a counseling service practice, but this service is only open to people closest to her, so through Titik Putih, Mrs. Intan is committed to providing psychological education to the wider community so that Mrs. Intan is more branded as a psychologist.</p>
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2. Informant Interview Transcript Expert Psychologist
- Offline interview at Hotel Santika Harapan Indah Bekasi
 - Sunday, January 12, 2025

CATEGORY A: Scope of Informant Profiles and General Understanding of Psychological Content on Social Media.	
<p>General self-profile includes full name, educational background, current activities, and what profession are you currently pursuing and where?</p>	<p>Assalamualaikum wr. Wb. I am Eneng Iviq Hairo Rahayu, for my undergraduate degree I graduated in Psychology, then at the beginning of my Masters I majored in Human Resources, after that I continued my studies in psychology. In 2018 I got a hypnotherapist license from the USA, my current profession is counseling at a Model Education Foundation Ar Riyadh Insan Cendekia Bekasi, my job is to help teachers and students in the learning process and also help parents through parenting material seminars, so I am quite familiar with parenting materials.</p>
<p>What do you think about the role of social media in the dissemination of psychological information, which until now has increased psychological educational content on social media, and various psychologists who are also</p>	<p>In my opinion, the role of social media today greatly influences several aspects of our society's life, why? Because almost 90% or even 99% of our society, especially urban society, almost all have social media, even social media now not only reaches urban society but also reaches rural areas. The role of social</p>

<p>present on social media to provide education through various forms of content?</p>	<p>media itself is one of them by conveying information, especially information that many people may get unique, strange or taboo information if discussed, one of which is education about psychology.</p> <p>Many psychologists become content creators by creating content with the aim of being closer to the community to provide information related to child development and growth, emotions, mental health. When social media plays a very important role in disseminating information, it only depends on how our society absorbs that information more wisely. For example, content that is emotionally influential where society must be wiser in the sense that when there is a display, caption or explanation that leads to people's psychology, we as social media users or as ordinary people should not swallow the information that is spread for free, which of course must be consulted with an expert.</p> <p>The positive value is that our society becomes more aware of science, which previously considered psychology to be taboo and uncomfortable to talk about, but with the existence of social media where everything is clearly open, which previously closed off our society or did not want to comment on it, in the end society is brave and aware of the importance of mental health through educational content on psychology, for example about myself like this or it turns out that my child's development is like this, with this awareness, it is very certain and necessary for society to also consult directly with experts on how to deal with what they are aware of properly and correctly. Because in essence, every information or news about psychology is not recommended to be directly accepted for free without consulting an expert, because what society decides could be wrong.</p>
<p>How effective is social media as a platform for disseminating psychological education to the general public?</p>	<p>Actually, if you look at whether it is effective or not, it can be said to be effective but it goes back to the generation of parents who are currently serious about using technology to learn. If it were for parents in the past, it would probably be very rare to use social media to learn. But it is different from the current generation of parents who are very close to digital media, access is easier anytime, anywhere and does not need to take a long time. So for those who have other activities, they can use social media wisely to learn to be good parents in raising children.</p> <p>The same is true for psychologists, when some people talk about mental health, mental disorders or anxiety on social media, it will definitely lead to a statement that requires people with these conditions to consult a psychologist as an expert to resolve it. Some people feel scared and even paranoid about this statement. In fact, with the existence of social media, psychology is increasingly developing so that people will get to know it better and make people not afraid to come to a psychologist to consult a psychologist about themselves, which may be because they realize that there are mistakes in themselves that must be resolved by consulting an expert, namely a psychologist. so that</p>

	<p>the image of psychologists who are quite famous for taking care of people with mental disorders will disappear with the existence of content that makes people aware of the importance of psychology.</p> <p>So regarding this matter, I think it is quite effective because with the existence of social media, at least the image of psychologists is built, which previously people were afraid to consult psychologists, but now they are not afraid. With this psychological education, people become more open. And I think this is also quite effective in providing knowledge or education to the public so that people have the desire to come to psychologists whose goal is to recover and be healthy both emotionally.</p> <p>So in essence, social media is a place to provide information about this psychological education, the result is that people become closer to the science of psychology, people become less taboo and uncomfortable when they come into contact with the science and information of psychology.</p> <p>As a psychologist, we also need branding to be better known to the wider community, the goal is not only to be known by the public but the hope is that with the public knowing ourselves as psychologists, people will not hesitate to listen and accept what we convey at an event, for example. It's the same as when we convey education on social media, with that people do not hesitate to accept what they hear to be applied because they already know and recognize that the person conveying it is a psychologist.</p>
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<p>CATEGORY B: The Impact of Psychological Content on Social Media.</p>	
<p>Can social media become a new environment that can be used as a means of learning psychological knowledge for its followers?</p>	<p>In addition, it can also be new knowledge and a new environment for both parties, why is that? Because I think when there are some things that are happening right now in society, this may not or has not happened before and has not been studied in the world of psychology, for example, this rare case or psyche will be new knowledge and a task for psychologists to study the cases they encounter on social media to examine the truth.</p> <p>When psychological educational content is scattered on social media and has an extraordinary impact on society which can be positive or negative if the content is not interactive for both parties, both followers and psychologists who provide content, it could be that every content that is shared will only be received for free and there will be no interaction or no feedback given by followers to content creators. Because if the content makes it an interactive process by providing feedback in the form of questions that must then be answered by the content creators, this psychologist will be a new lesson for psychologists to study new cases that may be rare, have never been handled because they are too complicated and have only been found on social media. I think this is a new environment for learning new knowledge not only for psychologists but the community will also feel something like that.</p>

	<p>Regarding this, of course it depends on whether professional psychologists who want to share educational content on social media must also remain careful in the sense that they must first cross-check the content to be shared regarding whether it is appropriate or not, and whether the content is true or not when shared. Therefore, cross-checking with an expert is very important before uploading content on social media to avoid unwanted things.</p>
<p>Are there risks from consuming psychological content on social media that is not validated by professionals? And how to deal with it.</p>	<p>In this case when not accompanied or validated by an expert, which is like the content of the content contains material from a book or from other content creators without being validated by an expert, this will be very dangerous. Why is it like this because later the people who receive it will indirectly receive it for free, especially for people who only read or see the content briefly. This allows people to decide for themselves what they are currently experiencing by diagnosing their children carelessly, which will later become a burden for people who diagnose carelessly. The burden that people bear because of this will have an impact on their mental health and psyche. Therefore, it would be better if every psychological content that is built must be accompanied by an expert, namely a psychologist, to validate the contents of the content that will be disseminated in order to avoid unwanted things from happening.</p>

CATEGORY C: Psychological Educational Content Delivery Strategies

<p>What methods or formats are most effective for delivering psychological education on social media? And how important is the role of visuals in explaining psychological concepts on social media?</p>	<p>In the concept of method or format in my opinion, for example when explaining about anxiety, the first thing to do is a clear explanation of the concept such as the characteristics of anxiety that must be clearly described using words, not just with a display that is so fast that followers cannot read clearly, or maybe educational content accompanied by viral music with the aim of attracting the attention of followers, this makes followers not focus on the content but only on the viral music. In addition, content with a two-way communication method will also be more effective because there is a question and answer session between the content provider and the content recipient, in this case, of course, assistance from psychology experts is also needed. That way, when other followers who have problems with the same questions and have been answered by seeing the two-way communication content or questions and answers will feel helped because there are definite and accurate answers from the experts, so that the followers do not guess by themselves.</p>
<p>How to ensure that psychological educational content remains interesting without reducing its scientific essence? Are there any tips for presenting complex psychological concepts but still accurately even though they are delivered in a short format on social media?</p>	<p>In my opinion in this case, when discussing quite sensitive content it is highly discouraged to use viral music. Just use classical music or music that makes you feel calm because with that what is conveyed will be easier for followers to accept. Then also in the writing section there is no need to be long-winded, use words that are easy to understand.</p>
<p>How important is the role of psychologists in ensuring the quality of psychological content on social media?</p>	<p>I think it is important to collaborate between content creators and psychologists. Because many of these content creators may be smarter in strategizing in producing content with all the skills they have, such as creative and innovative content concept ideas.</p>

<p>For example, a content creation team must collaborate with psychologists in producing psychological educational content.</p>	<p>Collaboration with psychologists will make the content of the psychological education content that will be produced more accurate because it has been validated by experts because it is possible that content creators do not have psychological knowledge so they need psychologists to produce accurate material or content.</p> <p>In delivering parenting education, many of those who deliver parenting education on social media are not psychologists, psychologists should be the experts who are allowed to enter the world of parenting because psychologists study parenting science starting from the basic science of child development and others.</p>
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<p>CATEGORY D: Ethics and Professional Responsibility.</p>	
<p>What are the ethics that should be considered and adhered to by the creators of psychological educational content on social media?</p>	<p>The ethics that must be considered are theoretical references from the process of creating this psychological educational content. In this case, reading and studying the theory of a psychological educational material is important because the content that is built must be educational, so the theory used must be precise and accurate so that the content is worthy of being given and received by followers.</p>
<p>How to convey the limitation that the content provided does not replace professional consultation?</p>	<p>In this case, the most important thing is how the content that is built can build and lead public opinion to continue consulting with experts through the content that is built. Indeed, the initial concept of educational content is to educate with the aim of fostering awareness of the importance of maintaining mental health. followers will feel educated by the existence of psychological educational content by realizing this then they become brave to consult further with experts, this is what must be done.</p>

<p>CATEGORY E: Long Term Impact.</p>	
<p>How can content creation teams ensure that psychological educational messages can provide long-term benefits for the mental health of the audience?</p>	<p>As is known that every content will have good and bad impacts on its followers. and what about the long-term impact or benefits, this is closely related to how good the visual appearance is, the concept of language that is easy to understand and the way of delivery is different from others so that followers conclude that the content is good.</p> <p>So that later each content will get certain characteristics that will be remembered by followers so that it can be easily recognized and understood by its followers so that a long-term positive impact will occur. Apart from that, the most important thing is the accuracy of this psychological educational content, how this content has been validated with the assistance of a psychological expert.</p>
<p>Are there any suggestions on strategies that can be used to avoid the spread of psychological trends or terms that are misinterpreted by the public?</p>	<p>My most appropriate suggestion for the future is to maintain two-way communication or Q&A sessions with followers. With this, there will be a significant reciprocal relationship between account owners who do not close access for their followers to be open to consulting or coming to a psychologist with account followers who receive this psychologist's educational content.</p>

	Strengthen the opinion that consulting with an expert is the best way, so that this psychologist's educational content does not simply make people guess for themselves, therefore leading the opinion that consulting with a psychologist is the best way because guessing will only burden yourself, so through consultation, followers will get more precise answers.
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3. Informant Social Media Followers Parenting Education

- Online Interview
- Monday, December 16, 2024

CATEGORY A: Scope of Informant Profiles and General Aspects of Psychological Education Content.	
General Profile	My name is Fadilah, usually called Dilah, I am 24 years old, female, currently I am teaching at a boarding school and taking care of my first child who is 1 year old and my husband at home. My profession is as a teacher at the Al-Qur'an Daarus Shofwah boarding school as a 4th grade homeroom teacher.
As seen, you often actively follow parenting education social media accounts, right? Why do you often actively follow parenting education social media accounts?	Yes, I am quite active in following parenting education social media accounts, because that way, I can increase my insight in taking care of children today. Currently technology is getting more sophisticated so that it makes it easier for me to access it just by using a cellphone then opening a social media platform and just scrolling without having to bother opening a book.
What social media do you use when getting parenting education content? Why did you choose that social media?	There are 2 applications that I often use, Instagram and YouTube. I only use Instagram more often because on YouTube the average video duration is quite long, while on Instagram it's easier, because every content I get is in the form of core pieces of parenting education.
First, maybe you can explain first about when you start following the parenting education social media account? Is there a specific reason for deciding that?	It started when I was pregnant, maybe because I liked to see content about baby supplies, then after that, parenting education content also appeared.
According to you, what is interesting about the parenting education content that finally made you decide to follow the parenting education account?	The interesting thing about parenting education content is probably because the content contains the same topic as what is being experienced, for example, right now my child Salim is in a phase where he likes to hit his child, so suddenly parenting education content appears that talks about that along with why it happens and the solution. So that's what makes me interested in following parenting education accounts.
Of the many forms of educational content on social media, what form of content do you get most often? Is it educational content in the form of videos or photo posts with words?	More often and prefer content in video form if only photos like that rarely appear in my place.
Of the two forms of educational content, which form of educational content is the most interesting in your opinion? What is	In video form, because if it's in video form we just have to listen, no need to read and that makes it very easy for me who has limited time to open social media.

your reason for choosing this form of educational content and making it an interesting form of content for you?	
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CATEGORY B: The Impact of Psychological Content on Social Media.	
Did you get something new or the latest information from each educational content?	Yes, of course it is very helpful, because that way we can increase our insight and knowledge even deeper.
Do you feel helped to solve your problems in carrying out your role as a young parent with this parenting educational content?	It is very helpful, because sometimes we are also embarrassed to ask our parents, not to mention educating children in this day and age is different from the past.
How often do you use social media every day? What impacts do you get when using social media?	Only when you are free, when the child is sleeping, I sneak in to play on my cellphone hehe. The impacts are many, besides refreshing the brain as a momentary entertainment when the child is sleeping, it is also an additional way for me to learn new knowledge.

CATEGORY C: The Relationship between Social Media as a Place for Psychology Education with Social Cognition.	
Do you consider social media as a new environment for you that is useful for learning something through this social media account?	It could be, because we don't need to open a book or go to the library to find ideas and also education about parenting.
Do you feel helped by the presence of social media through the delivery of educational content and changing your life for the better?	Very helpful, besides being educational, it can also be for entertainment so that my mental condition is also good and safe to continue to be able to play the role of a young parent.
By following the parenting educational content, do you feel that your mental health condition is better because of the help from this parenting educational social media account?	Very helpful, because with parenting education on social media, I understand how to handle children without using emotions while still maintaining my mental health so that I don't do things that can have a negative impact on my child's development.
Do you trust every parenting education that you get? In what ways can you trust the parenting education content, is it because there is a listing in my bio that this account is verified with psychology?	Trust, because sometimes there is a name and title listed in the bio which makes me believe that the advice is right to do because the person delivering it is a psychologist who is an expert in the field. or sometimes there are those who share pamphlets about parenting and are tagged.
How influential is educational content in increasing your self-awareness to be a good parent, for example?	The influence is, sometimes when a child is having a tantrum, we know what to do and what not to do. Because there is quite a lot of parenting education content that discusses how to deal with children when they are at a stage where previously I also didn't understand what to do by

	following the educational content and seeing the content I understand what I should do.
Is there anything from the educational content that is an example and then you do it in your daily life?	There are several things, for example, if a child cries, just leave him alone until he calms down while giving him positive affirmations and we tell him that he is crying because he is upset that he is not allowed to do something, while we also give him reasons why he is not allowed to do it. I do this based on my own good and also how I want to be a parent who educates children properly so that my personal condition is good because my child's condition is also good.
What is your impression of being a follower of educational social media? And maybe there are any hopes or input for educational social media accounts in building educational content in the future?	The impression is very helpful, even I am grateful for sharing the educational content so that it can be accessed by mothers at home without having to go to seminars that take a long time.

4. Informant Social Media Followers Education Psychology or Mental Health

- Online Interview
- Sunday, December 29, 2024

CATEGORY A: Scope of Informant Profiles and General Aspects of Psychological Education Content.	
General Profile	My name is Sherly, I am currently studying at a university in Yogyakarta, and am undergoing an internship at a company in Yogyakarta
Reason why you often actively follow psychology education social media accounts? And what kind of psychology education do you often get on social media?	Because I happen to be a sufferer of GAD or Generalized anxiety disorder for almost 3 years, it makes me want to continue learning about personal psychological problems, the psychological education that I often get is about human emotions or terms and names of emotions in psychology
What social media do you use when getting psychology education content? Why did you choose that social media?	TIKTOK, because TikTok is a platform that can provide education in the form of video or audio images, so the visualization is very clear and fun
Since when did you start following the psychology education social media account? Is there a specific reason for deciding this?	Since 2020, since I was diagnosed, I have been determined to grow a sense of awareness of myself.
According to you, what is interesting about the psychology education content that finally made you decide to follow the parenting education account?	very detailed explanations and content with visualizations that are not boring
Of the two forms Video or Photo of educational content, which form of educational content is the most interesting in your opinion? What is the reason you chose this form of educational content and made it an interesting form of content for you?	In the form of videos, Because I feel that video content makes us feel like we are interacting directly.

CATEGORY B: The Impact of Psychological Content on Social Media.	
Do you get something new or the latest information from each educational content?	Yes, that's right, you always get new inside
Do you feel helped to solve your problems in carrying out your current role with this psychological educational content?	Not always, but it is quite helpful for my knowledge of the world of psychology
How often do you use social media every day? What impacts do you get when using social media?	3-5 hours a day, the positive impact is that I feel more informative than outside news, the negative impact is that I feel like I forget the time, and can overthink with the amount of information that is also unclear where the source comes from.

CATEGORY C: The Relationship between Social Media as a Place for Psychology Education with Social Cognition.	
Do you consider social media as a new environment for you that is useful for learning something through this social media account?	to be used as learning, it can be said that it can, by using social media which is a tool in today's life that is a new environment for learning something through digital media.
Do you feel helped by the presence of social media through the delivery of educational content and changing your life for the better?	Very helpful, with new insights so that it makes you continue to learn to be better.
How influential is educational content in increasing your self-awareness to become a better person?	Approximately 40% of the experiences that I have gone through until now.
Is there anything from the educational content that you then apply in your daily life? If so, what made you decide to implement the activity?	Yes, there is, for example in communicating with other people or new people, understanding the types of characters of people who are very different, the thing that decided me to implement it because it is important for ourselves and also in the social environment, we must understand the importance of understanding others and not being selfish.
By following the parenting educational content, do you feel that your mental health condition has improved because of the help from this parenting educational social media account?	It is enough to bring change because of the learning process from a content that is seen or can be said to be more motivated to change.
Do you trust every parenting education that you get? In what ways can you trust the parenting educational content, is it with the inclusion in my bio that this account is verified with psychology?	I trust the content if it is clear where it comes from, or shows research by an expert or doctor

<p>In your opinion, how important is the existence of accounts on social media that discuss psychological education?</p>	<p>It is very important, because some people still do not understand how important mental health is for themselves, and when educational content enters a social media platform that is widely played by young people and teenagers, it will be very useful for their new knowledge, don't want to lose to content that is not educational which will actually damage the younger generation</p>
<p>What is your impression of being a follower of educational social media? And maybe there are any hopes or input for educational social media accounts in building educational content in the future?</p>	<p>The impression is very pleasant, even though I am not studying in that field, but I feel that psychological knowledge can be very easy for me to learn just by opening social media, the hope is maybe to increase educational content accounts about the importance of mental health, so that the generation understands better and cannot carelessly self-diagnose</p>