

## MENTAL HEALTH LITERACY VIA @MENJADIMANUSIA.ID INSTAGRAM AND SELF-EFFICACY AMONG GENERATION Z IN MAKASSAR; A SOCIAL COGNITIVE APPROACH IN INDONESIAN YOUTH CONTEXT

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### ABSTRAK

Penelitian ini mengkaji pengaruh literasi kesehatan mental dari konten Instagram @menjadimanusia.id terhadap efikasi diri pengikut Generasi Z di Makassar menggunakan desain kuantitatif dengan 102 responden. Data dikumpulkan melalui kuesioner online via Google Forms mengukur literasi kesehatan mental dan efikasi diri menggunakan skala Likert lima poin. Analisis menggunakan regresi linier sederhana menunjukkan bahwa literasi kesehatan mental menjelaskan 73,7 persen varians efikasi diri dengan koefisien standar  $\beta=0,859$  ( $p<0,001$ ), menunjukkan hubungan yang signifikan dan kuat. Temuan ini mengonfirmasi bahwa konten Instagram yang berfokus pada kesehatan mental secara substansial meningkatkan keyakinan diri pengikut dalam mengelola tantangan psikologis. Penelitian mendukung prinsip Teori Kognitif Sosial melalui mekanisme pembelajaran observasional, persuasi verbal, dan regulasi emosional. Kontribusi penelitian mencakup validasi efektivitas platform media sosial dalam konteks kesehatan mental dan pengembangan literasi kesehatan pada populasi muda Indonesia, serta implikasi praktis untuk desain intervensi kesehatan mental di lingkungan digital. Temuan ini relevan untuk pembuat kebijakan dan praktisi kesehatan yang mengembangkan strategi promosi kesehatan mental teradaptasi secara budaya melalui platform media sosial.

### Kata kunci

*Efikasi Diri, Generasi Z, Instagram, Literasi Kesehatan Mental, Komunikasi Kesehatan*

### ABSTRACT

This study examines the influence of mental health literacy from @menjadimanusia.id Instagram content on self-efficacy among Generation Z followers in Makassar using a quantitative design with 102 respondents. Data were collected via online questionnaire measuring mental health literacy and self-efficacy using five-point Likert scales. Simple linear regression analysis revealed that mental health literacy explained 73.7 percent of self-efficacy variance with standardized coefficient  $\beta=0.859$  ( $p<0.001$ ), indicating a significant and strong relationship. Findings confirm that Instagram content focused on mental health substantially enhances followers' confidence in managing psychological challenges. The research supports Social Cognitive Theory principles through mechanisms of observational learning, verbal persuasion, and emotional regulation. Research contributions include validation of social media platform effectiveness for mental health contexts and health literacy development among Indonesian youth populations, with practical implications for culturally adapted mental health intervention design in digital environments. These findings are relevant for policymakers and health practitioners developing mental health promotion strategies through social media platforms.

### Keywords

*Generation Z, Health Communication, Instagram, Mental Health Literacy, Self-efficacy*

## Introduction

Generation Z in Indonesia increasingly depends on Instagram for mental health information and peer support, representing a fundamental shift in how young adults access health resources (Azaria et al., 2024). This demographic transformation coincides with rising mental health concerns, as nationally representative surveys reveal that approximately 15 percent of university students report clinically significant depressive or anxiety symptoms (Puspitasari et al., 2020). Mental health literacy comprising the ability to recognize, understand, and apply knowledge about mental health conditions has become essential in digital environments where information circulation accelerates but accuracy cannot always be assured (Campos et al., 2022).

Recent evidence demonstrates that excessive social media engagement correlates with heightened emotional distress, compulsive online behavior, and interpersonal difficulties that can undermine psychological adjustment, particularly during critical developmental transitions of late adolescence and emerging adulthood (Coelho et al., 2025; Woo et al., 2021). Conversely, strategically designed digital mental health interventions delivered through platforms familiar to youth populations can facilitate lasting behavioral change by providing accessible, low-cost alternatives to clinical services in resource-constrained settings (Ju et al., 2023; Tian et al., 2024). Indonesia's South Sulawesi region exemplifies these constraints: the 2023 Health Survey documented only 13 percent treatment coverage among individuals with diagnosed depression despite 1.7 percent population prevalence, signifying substantial gaps between psychological need and service utilization (Munira et al., 2023). Within this context, the Instagram account @menjadimanusia.id emerged as a locally rooted initiative employing culturally adapted storytelling and community engagement to disseminate mental health literacy to Indonesian youth.

Theoretical frameworks in digital health communication reveal important gaps. Uses and Gratifications Theory explains why individuals select specific media but inadequately accounts for how exposure transforms awareness into empowered action (Sundar & Limperos, 2013). The Theory of Planned Behavior predicts behavioral intention from attitudes and perceived norms but minimizes observational learning mechanisms where individuals vicariously acquire confidence through witnessing peers successfully manage challenges (Hussain et al., 2021). Social Cognitive Theory, conversely, integrates environmental influences, cognitive processing, and motivational pathways central to belief change, yet requires adaptation to Instagram's algorithmic curation, visual communication styles, and collectivist cultural contexts characteristic of Southeast Asian societies (Bandura, 1997; Schunk & DiBenedetto, 2021). This theoretical gap persists because systematic research examining whether culturally resonant Instagram campaigns enhance self-efficacy among Indonesian youth remains sparse.

The Instagram account @menjadimanusia.id, established in 2018, employs direct messaging, testimonial videos, interactive engagement features, and local community endorsements to deliver mental health literacy in formats aligned with Generation Z preferences. Unlike generic web-based interventions predominant in existing research, this platform leverages affordances including Stories, Reels, and threaded discussions that facilitate vicarious mastery experiences, peer reinforcement, and emotional validation through algorithmically personalized content delivery. Indonesia's collectivist cultural context emphasizing communal identity, respect for trusted community voices, and narrative-based learning further distinguishes this intervention from individualist

western models dominating the existing literature (Balamurugan & Vijayarani, 2025; Chen & Phanumartwiwath, 2025). Whether such culturally adapted, platform-specific campaigns substantively enhance self-efficacy not merely awareness represents the central research gap this study addresses.

This study seeks to answer: Does exposure to @menjadimanusia.id Instagram content influence Generation Z followers' mental health self-efficacy in Makassar? To address this inquiry, we advance two competing hypotheses: Hypothesis 1 (H1) posits that increased mental health literacy derived from engagement with @menjadimanusia.id significantly strengthens followers' self-efficacy, while the null hypothesis (H0) asserts that this relationship will not be statistically significant. By employing validated measurement instruments adapted for Instagram contexts, conducting rigorous statistical testing grounded in Social Cognitive Theory, and examining outcomes among a population experiencing documented mental health disparities, this research clarifies how digital health campaigns can transition from passive awareness provision to active psychological empowerment. The study thus contributes theoretically by extending Social Cognitive Theory into algorithmically curated social media environments and practically by providing empirical evidence to guide mental health promotion design in collectivist Southeast Asian contexts.

## Method

This research employed a positivist paradigm with quantitative cross-sectional design to examine the causal relationship between mental health literacy exposure via Instagram and self-efficacy levels among Generation Z followers. The positivist approach emphasizes objective measurement, systematic hypothesis testing, and identification of generalizable patterns (Neuman, 2014), appropriate for evaluating intervention effects within defined population parameters.

The population comprised approximately 1.2 million followers aged 17–28 years of the Instagram account @menjadimanusia.id, identified from Instagram Insights analytics dated February 1, 2025. These individuals represent digitally native young adults actively engaged with mental health content on social media platforms. Using Slovin's formula with 10 percent margin of error, the minimum required sample size was 100 respondents; 102 valid responses were ultimately obtained through systematic sampling procedures. Systematic sampling was employed as the probability sampling method, adapted to the context of Instagram's follower architecture wherein a fixed sampling frame does not technically exist. The procedure operated as follows: researchers manually accessed the followers list of @menjadimanusia.id and randomly selected a starting point between 1 and 12, then systematically contacted every twelfth follower ( $k=12$ ) at regular intervals. Contact was initiated through Instagram Direct Messages (DM) with personalized recruitment messages explaining research purposes, voluntary participation, and confidentiality protections. Following positive response indicating willingness, researchers transmitted Google Forms survey links via DM during the data collection period spanning February through May 2025. This systematic interval approach approximated probability sampling principles by ensuring regular spacing of selections and randomized entry points, thereby reducing systematic bias and attempting to enhance sample representativeness. While Instagram's dynamic follower population continually gaining/losing followers and researcher-mediated contact differ from traditional systematic sampling in fixed populations, the procedure preserved core

principles: every member had theoretically equal probability of selection given regular interval sampling, selection was non-arbitrary for every 12th follower, and starting position was random (1–12 randomization).

Data were collected through self-administered online questionnaires distributed via Google Forms, selected for accessibility and cost-effectiveness with geographically dispersed participants. The questionnaire comprised three distinct sections: (1) sociodemographic profiling and Instagram usage patterns (closed-ended questions), (2) Mental Health Literacy Questionnaire (MHLQ) items, and (3) Self-Efficacy Questionnaire (SEQ) items, all utilizing five-point Likert scales from 1 (strong disagreement) to 5 (strong agreement). MHLQ items were adapted from Campos et al. (2022), assessing knowledge of mental health conditions, beliefs toward information accuracy, help-seeking ability, and self-help strategy awareness. SEQ items derived from Frank et al. (2021), capturing stress management knowledge, symptom recognition capability, proactive recovery engagement, and encouragement toward professional care access. All items were culturally contextualized for Indonesian Generation Z respondents and adapted to reference @menjadimanusia.id content specifically. Validity testing employed Pearson correlation analysis; items exceeding  $r = 0.481$  threshold were retained. For MHLQ, 13 of 15 items achieved validity criteria (items X8 and X9 were excluded). For SEQ, all 10 items demonstrated validity ( $r = 0.539$ – $0.754$ ). Final scores were calculated using 13 items for MHLQ and 10 items for SEQ.

Data analysis employed IBM SPSS Statistics Version 26 following sequential analytical framework: (1) validity testing via Pearson correlation, (2) reliability assessment using Cronbach's Alpha (threshold  $\alpha \geq 0.60$ ), (3) classical assumption testing including normality (Kolmogorov-Smirnov test), (4) heteroskedasticity evaluation via scatterplot residual visualization, and (5) simple linear regression analysis. The regression model tested whether mental health promotion (X) significantly predicted self-efficacy (Y), generating coefficient of determination ( $R^2$ ), F-statistic, t-statistic, and significance values. Multicollinearity testing was not conducted as the model contained only one independent variable.

## Result and Discussion

### Sample Characteristics and Sociodemographic Profile

**Table 1** Respondent's Socio-demographic Characteristics

Variable	Category	Frequency (f)	Percentage (%)
Sex	Male	31	30.4%
	Female	71	69.6%
Age Group (years)	17–19	8	7.8%
	20–22	56	54.9%
	23–28	38	37.3%
Education Level	High School	53	52.0%
	Diploma (D3/D4)	2	2.0%

Variable	Category	Frequency (f)	Percentage (%)
	Bachelor (S1)	43	42.2%
	Master (S2)	4	3.9%
Employment Status	High school student	4	3.9%
	University student	75	73.5%
	Private employee	10	9.8%
	Civil servant	2	2.0%
	Other occupations	5	4.9%
Marital Status	Single	100	98.0%
	Married	2	2.0%
Monthly Income	<Rp1,000,000	47	46.1%
	Rp1,000,000–Rp 1,500,000	16	15.7%
	Rp1,501,000–Rp 3,000,000	23	22.5%
	>Rp3,000,000	16	15.7%

Source: Data Processed by Researchers (2025)

The research enrolled 102 Generation Z respondents from Makassar City who actively engaged with the @menjadimanusia.id Instagram account. Table 1 presents the demographic composition, revealing substantial female predominance (71 respondents, 69.6%) relative to male participants (31 respondents, 30.4%), consistent with well-documented gender patterns in mental health help-seeking and digital health engagement literature. Age concentration centered within the 20–22 years range (56 respondents, 54.9%), followed by respondents aged 23–28 years (38 respondents, 37.3%), with minimal representation from the 17–19 year group (8 respondents, 7.8%). This age distribution aligns with typical college-aged cohorts and reflects the peak period of emerging adulthood when identity consolidation, romantic relationships, and academic/career transitions generate heightened psychological demands.

Educational composition indicated that high school graduates constituted the largest category (53 respondents, 52.0%), followed by bachelor’s degree holders (43 respondents, 42.2%), with minimal diploma (2 respondents, 2.0%) or master’s level credentials (4 respondents, 3.9%). Employment status revealed that university students dominated the sample (75 respondents, 73.5%), reflecting the educational institution concentration in Makassar and accessibility of social media engagement among this population. Private sector employees represented 9.8 percent (10 respondents), high school students 3.9 percent (4 respondents), civil servants 2.0 percent (2 respondents), and other occupational categories 4.9 percent (5 respondents). Nearly universal unmarried status (100 respondents, 98.0%) with only 2 respondents married (2.0%)

reflects Generation Z's delayed marriage patterns characteristic of contemporary Indonesian youth, particularly those pursuing higher education.

Financial vulnerability emerged as a notable demographic feature, with nearly half the sample (47 respondents, 46.1%) earning less than Rp1,000,000 monthly, and an additional 15.7 percent (16 respondents) earning Rp1,000,000–Rp1,500,000. Combined, 61.8 percent of respondents earned below Rp1,500,000 monthly, indicating limited financial resources typical of student populations and entry-level employment. Higher income brackets (Rp1,501,000–Rp3,000,000 and >Rp3,000,000) each represented 22.5 percent and 15.7 percent respectively. This income distribution contextualizes intervention relevance for economically vulnerable populations with potential access barriers to formal mental health services, suggesting that scalable digital platforms may provide particularly valuable support for underserved demographic groups.

### Digital Engagement Intensity and Instagram Usage Patterns

**Table 2** Instagram Usage Patterns and Account Awareness

Variable	Category	Frequency (f)	Percentage (%)
Daily Instagram Duration	<1 hour	21	20.6%
	1-2 hours	38	37.3%
	3-4 hours	31	30.4%
	5-6 hours	11	10.8%
	≥8 hours	1	1.0%
Weekly Access Frequency	1-3 days	14	13.7%
	4-6 days	18	17.6%
	7 days (daily)	70	68.6%
Primary Usage Purpose	Personal account management	72	70.6%
	Content exploration	21	20.6%
	Business account	6	5.9%
	Other purposes	3	2.9%
Awareness of @menjadimanusia.id	Aware	81	79.4%
	Not aware	21	20.6%
Active Following Status	Following	63	61.8%
	Not following	39	38.2%

Variable	Category	Frequency (f)	Percentage (%)
Information Source	Algorithm recommendation	61	59.8%
	Friend recommendation	16	15.7%
	Other sources	17	16.7%
	Family referral	6	5.9%
	Community referral	2	2.0%

Source: Data Processed by Researchers (2025)

Table 2 illustrates substantial digital engagement, demonstrating that 68.6 percent of respondents (70 respondents) accessed Instagram daily throughout the week, while 17.6 percent (18 respondents) accessed four to six days weekly, and 13.7 percent (14 respondents) accessed one to three days weekly. This high-frequency access pattern reflects Instagram’s central role in daily life routines for Generation Z, establishing the platform as a meaningful context for mental health information dissemination.

Daily usage duration revealed that 37.3 percent of respondents (38 respondents) spent one to two hours daily on Instagram, followed by those spending three to four hours (31 respondents, 30.4%), less than one hour (21 respondents, 20.6%), five to six hours (11 respondents, 10.8%), and more than eight hours (1 respondent, 1.0%). Cumulative data showed that 67.7 percent of respondents spent one to four hours daily, indicating substantial but not excessive usage sufficient for meaningful content exposure while maintaining functional daily routines. Primary usage purpose was personal account management including status updates and social networking (72 respondents, 70.6%), followed by content exploration and consumption (21 respondents, 20.6%), business account maintenance (6 respondents, 5.9%), and other purposes (3 respondents, 2.9%). This usage pattern confirms Instagram’s role as social connection platform rather than exclusively information-seeking medium for this demographic.

Account awareness reached 79.4 percent (81 respondents), indicating substantial recognition of @menjadimanusia.id within the broader follower population, with 20.6 percent (21 respondents) demonstrating no awareness. Active following status revealed 61.8 percent of total respondents (63 respondents) actively following the account, indicating conversion from awareness to engagement among approximately 78 percent of those aware (63 aware-to-following proportion). This finding suggests that awareness to engagement leakage of approximately 17.6 percent where in 18 aware respondents do not actively follow reflects selective engagement patterns potentially related to content relevance, notification management, or initial curiosity without sustained interest.

Information source analysis demonstrated that algorithm-driven discovery represented the dominant pathway, with 59.8 percent of respondents (61 respondents) discovering @menjadimanusia.id through Instagram’s recommendation systems without researcher intervention or paid promotion. Friend recommendations accounted for 15.7 percent (16 respondents), other unspecified sources 16.7 percent (17

respondents), family referrals 5.9 percent (6 respondents), and community referrals 2.0 percent (2 respondents). The substantial algorithm-driven discovery (59.8%) demonstrates organic reach effectiveness the account achieves population penetration through platform prioritization mechanisms rather than explicit social network diffusion, suggesting that high-quality, engagement-generating content attracts algorithmic visibility within target demographics.

**Mental Health History and Baseline Risk Profile**

**Table 3** Mental Health History and Prevalence of Mental Disorders

Variable	Category	Frequency (f)	Percentage (%)
Personal Health History	Yes	23	22.5%
	No	79	77.5%
Family/Relative Mental Health History	Yes	30	29.4%
	No	72	70.6%
Mental Disorder Types (Respondent)	Anxiety disorder	19	18.6%
	Depression	5	4.9%
	Bipolar disorder	4	3.9%
	ADHD	2	2.0%
	NPD	1	1.0%
	None/Other	71	69.6%
Mental Disorder Types (Family)	Depression	12	11.8%
	Anxiety disorder	10	9.8%
	NPD	4	3.9%
	Bipolar disorder	2	2.0%
	ADHD	2	2.0%
	Schizophrenia	1	1.0%
	None/Other	71	69.6%

Source: Data Processed by Researchers (2025)

Table 3 delineates mental health prevalence patterns, revealing that 22.5 percent of respondents (23 respondents) reported personal mental health disorder history,

while 29.4 percent (30 respondents) reported family or relative mental health disorder experience. The higher family prevalence (29.4%) compared to personal history (22.5%) aligns with epidemiological understanding of genetic vulnerability, wherein family history represents established risk factor for mental disorder development among youth populations.

Among respondents with personal mental health histories, anxiety disorder predominated at 18.6 percent (19 respondents of the total 102), followed by depression (5 respondents, 4.9%), bipolar disorder (4 respondents, 3.9%), ADHD (2 respondents, 2.0%), and narcissistic personality disorder (1 respondent, 1.0%). Anxiety disorder dominance among Generation Z aligns with contemporary global mental health epidemiology documenting anxiety as the most prevalent mental health condition in youth populations. Depression and anxiety combined represented 23.5 percent (24 respondents) of the total sample, indicating substantial psychological distress prevalence within the study population.

Within family or relative experiences, depression emerged as the most common disorder type (12 respondents, 11.8%), followed by anxiety (10 respondents, 9.8%), narcissistic personality disorder (4 respondents, 3.9%), bipolar disorder (2 respondents, 2.0%), ADHD (2 respondents, 2.0%), and schizophrenia (1 respondent, 1.0%). The depression predominance among family members (11.8%) versus anxiety predominance among respondents (18.6%) suggests generational shifts in mental health presentation or potential environmental factors specific to Generation Z exacerbating anxiety relative to previous cohorts.

Combined personal and family mental health history prevalence reached 39.2 percent (40 respondents), indicating that approximately two in five respondents experienced either direct mental health challenges or family vulnerability. This elevated prevalence contextualizes intervention urgency, as populations with documented mental health burden represent high-need populations for whom evidence-based digital health promotion holds particular relevance and potential impact.

### Instrument Validity and Measurement Quality

**Table 4** Instrument Validity and Reliability Assessment

Instrument	No. of Items	Items Retained	Range of Pearson <i>r</i>	Cronbach's Alpha	Status
MHLQ (Mental Health Literacy)	15	13	0.481–0.795	0.916	Valid & Reliable
SEQ (Self-Efficacy)	10	10	0.539–0.754	0.939	Valid & Reliable

Source: Data Processed by Researchers (2025)

Table 4 presents the validity and reliability assessment results, demonstrating strong psychometric properties supporting measurement integrity. The Mental Health Literacy Questionnaire (MHLQ), originally comprising 15 items, retained 13 items following validity testing, with two items (X8 and X9) excluded due to Pearson correlation coefficients below the 0.481 retention threshold (X8:  $r=0.055$ ; X9:  $r=0.189$ ). Among retained items, validity coefficients ranged 0.481–0.795, with the strongest correlations found for items assessing help-seeking encouragement ( $r=0.795$ ), self-care

behavior importance ( $r=0.697$ ), and professional resource recommendations ( $r=0.678$ ). These high correlations validate that retained items effectively capture core mental health literacy dimensions including knowledge of when and how to seek professional assistance, emphasis on self-care practices, and awareness of available resources.

The Self-Efficacy Questionnaire (SEQ), comprising 10 items, demonstrated full item retention following validity testing, with all items achieving acceptable correlation thresholds (range:  $r=0.539-0.754$ ). Highest correlations appeared for items assessing action-oriented coping intentions ( $r=0.752-0.754$ ) and practical coping strategy application ( $r=0.740$ ), indicating that respondents recognized and endorsed these self-efficacy dimensions with strong consistency.

Reliability analysis via Cronbach's Alpha coefficient produced  $\alpha=0.916$  for the 13-item MHLQ and  $\alpha=0.939$  for the 10-item SEQ, both substantially exceeding the  $\alpha \geq 0.60$  criterion standard for acceptable social science measurement and approaching the  $\alpha > 0.90$  threshold indicating excellent internal consistency. These high alpha coefficients confirm that scale items cohere around unified latent constructs respondents answering consistently across items such that item responses predict one another substantially, reducing measurement error and strengthening inference validity.

### Classical Assumption Testing and Statistical Validity

**Table 5** Classical Assumption Testing and Regression Model Summary

Test	Result	Interpretation
Normality (Kolmogorov-Smirnov)	KS=0.117, $p=0.001$	Slight normality deviation acceptable with $n=102 > 30$
Multicollinearity	Not tested (single X variable)	N/A – unnecessary for simple regression
Heteroskedasticity	Scatterplot shows random distribution	Assumption satisfied; variance homogeneous
Sample Size	$n=102$ (exceeds minimum $n=100$ )	Adequate for parameter estimation
Regression Model Fit	$R^2=0.737$ ; Adjusted $R^2=0.734$	Excellent fit; 73.7% variance explained
Model Significance (ANOVA)	$F(1,100)=280.321$ , $p < 0.001$	Significant; model superior to null

Source: Data Processed by Researchers (2025)

Table 5 summarizes classical regression assumptions testing and overall model quality assessment. Normality testing via Kolmogorov-Smirnov test yielded  $KS=0.117$  with  $p=0.001$ , indicating statistically significant deviation from perfect normality. However, with sample size  $n=102$  substantially exceeding the  $n=30$  threshold, moderate normality departures do not substantially compromise regression validity, particularly given the large effect size observed. Visual inspection of residual distributions via Q-Q plots confirmed adequate approximation to normality for analytical purposes, with

residuals clustering reasonably near the theoretical normal line despite minor systematic deviations at distribution extremes.

Heteroskedasticity assessment via scatterplot examination of residuals plotted against fitted values (detailed visualization provided in Appendix Figure A1) revealed randomly distributed residuals above and below the zero-centered horizontal axis with no systematic patterns. This random scatterplot pattern confirmed satisfaction of the homogeneity of variance assumption, indicating that prediction error magnitude remains consistent across the range of predicted self-efficacy values rather than showing systematic heteroscedasticity that would violate regression assumptions.

The sample size (n=102) exceeded the minimum threshold of n=100 determined via Slovin's formula with 5 percent margin of error, ensuring adequate statistical power for parameter estimation and hypothesis testing. The regression model demonstrated excellent fit with  $R^2=0.737$  and adjusted  $R^2=0.734$ , indicating that mental health literacy exposure explained 73.7 percent of observed self-efficacy variance, with the adjusted coefficient confirming robustness when accounting for sample size and the single predictor variable. Model significance testing via ANOVA yielded  $F(1,100)=280.321$  with  $p<0.001$ , confirming that the regression model provides significantly superior prediction compared to the null model predicting self-efficacy from only the grand mean.

### Regression Analysis and Hypothesis Testing

**Table 6** Regression Analysis Result and Hypothesis Testing

Parameter	Value	Interpretation
Unstandardized Coefficient ( $\beta$ )	0.632 (SE=0.038)	Each unit increase in mental health promotion with 0.632-unit increase in self-efficacy
Standardized Coefficient ( $\beta$ )	0.859	Strong positive relationship; powerful predictor
t-statistic (Regression)	t=16.743, p<0.001	Statistically significant; highly unlikely by chance
F-statistic (ANOVA)	F(1,100)=280.321, p<0.001	Model significantly improves prediction vs. null
Coefficient of Determination ( $R^2$ )	0.737	Mental health promotion explains 73.7% of self-efficacy variance
Adjusted $R^2$ (Sample-adjusted)	0.734	Robustness confirmed accounting for sample size/variables
Hypothesis Testing	H1 Accepted; H0 Rejected	Mental health literacy significantly predicts self-efficacy (p<0.001)

Parameter	Value	Interpretation
Effect Size Benchmark	Exceeds prior research (R <sup>2</sup> >0.40)	Substantially larger than typical digital interventions (R <sup>2</sup> =0.20–0.40)

Source: Data Processed by Researchers (2025)

Table 6 presents the core regression analysis results and hypothesis testing conclusions. Simple linear regression analysis examined the effect of mental health literacy (MHLQ scores) on self-efficacy (SEQ scores), producing the following results: The unstandardized regression coefficient  $\beta=0.632$  (SE=0.038) indicates that each unit increase in mental health literacy corresponds to a 0.632 unit increase in self-efficacy, holding other factors constant. The standardized coefficient  $\beta^*=0.859$  demonstrates powerful predictive strength, indicating that a one standard deviation increase in mental health literacy corresponds to 0.859 standard deviations increase in self-efficacy. This substantial standardized effect magnitude aligns closely with Bandura’s (1997) theoretical predictions regarding the strength of observational learning and vicarious mastery influence on efficacy belief development.

Statistical significance testing yielded  $t(100)=16.743$  with  $p<0.001$ , indicating that the observed regression relationship is extremely unlikely to occur by random chance alone, providing robust evidence for genuine association between predictor and outcome. The model significance test via ANOVA produced  $F(1,100)=280.321$  with  $p<0.001$ , confirming that the regression model significantly improves prediction accuracy compared to null prediction using only the outcome variable mean.

The coefficient of determination  $R^2=0.737$  indicates that mental health promotion exposure via @menjadimanusia.id explains 73.7 percent of self-efficacy variance among respondents, with the adjusted  $R^2=0.734$  confirming this magnitude remains robust when methodologically adjusting for sample size and number of predictor variables. This effect size substantially surpasses typical outcomes from prior web-based mental health interventions documented in academic literature, where explained variance typically ranges 0.20–0.40. This substantial difference reflects synergistic contributions of multiple intervention design factors: platform-specific affordances including Stories and Reels visual storytelling capabilities, algorithmically personalized content delivery, interactive features facilitating peer engagement, culturally adapted messaging resonating with Indonesian collectivist values, and explicit operationalization of Social Cognitive Theory mechanisms through intervention content design.

Hypothesis testing confirmed rejection of the null hypothesis (H0) asserting no significant relationship between mental health promotion and self-efficacy, and acceptance of the alternative hypothesis (H1) predicting significant positive association. The extremely low p-value ( $p<0.001$ ) provides overwhelming statistical evidence supporting the research hypothesis that increased mental health literacy exposure via Instagram significantly strengthens followers’ psychological self-efficacy.

The observed  $R^2=0.737$  effect substantially exceeds outcomes in prior digital mental health intervention literature. Traditional web-based interventions and generic informational websites typically produce explained variance in the 0.20–0.40 range, suggesting that platform-specific design, cultural adaptation, and theoretical grounding substantially enhance intervention efficacy. This substantial elevation likely reflects

Instagram's affordances including visual storytelling, algorithmic relevance optimization, peer support features, and interactive engagement mechanisms creating psychological impact superior to static text-based web interfaces.

Common-method bias considerations arise from the cross-sectional design collecting all data from self-administered questionnaires at single timepoint. Potential social desirability bias could inflate responses wherein participants report higher self-efficacy to present favorably to researchers or questionnaire prompts referencing mental health. Several factors substantially mitigate these concerns: First, MHLQ and SEQ operationalize theoretically distinct constructs mental health literacy represents cognitive knowledge and factual understanding while self-efficacy represents psychological confidence and behavioral capability reducing conceptual overlap that typically inflates method-bias artifacts. Second, each scale independently demonstrates high internal consistency ( $\alpha > 0.90$ ), suggesting items cohere around unified latent constructs rather than reflecting method-artifact inflation. Third, the observed effect magnitude ( $\beta = 0.859$ ) aligns precisely with Bandura's (1997) theoretical predictions regarding vicarious learning and observational mastery influence on efficacy belief formation, supporting substantive rather than artifactual interpretation. Nevertheless, longitudinal prospective designs tracking self-efficacy trajectories and multimethod approaches integrating objective behavioral outcomes would strengthen causal inference claims in future research.

### **Findings and Theoretical Interpretation**

This study examined how culturally adapted Instagram content from @menjadimanusia.id influences self-efficacy among Generation Z followers in Makassar City. Regression analysis confirmed that mental health promotion explained 73.7 percent of self-efficacy variance with standardized coefficient  $\beta = 0.859$  and statistical significance at  $p < 0.001$ , supporting the hypothesis that mental health literacy significantly enhances self-efficacy. This effect size substantially surpasses outcomes from prior web-based mental health interventions, where explained variance typically ranges 0.20–0.40 (Calear et al., 2024; Tian et al., 2024). This substantial difference reflects platform-specific affordances, culturally adapted content strategies, and Social Cognitive Theory mechanisms operating within Instagram's interactive architecture rather than generic web portals.

### **Social Cognitive Theory and Three Efficacy Pathways**

Bandura's Social Cognitive Theory (1995, 1997) explains this robust effect through three synergistic pathways that @menjadimanusia.id deliberately activates within Instagram's digital environment. First, vicarious learning occurs when followers observe relatable peers describing successful navigation of mental health challenges through Stories and Reels, providing concrete behavioral models demonstrating that psychological difficulties are manageable and recovery is attainable. Such observational learning is particularly powerful when models share demographic and cultural similarity, increasing perceived applicability of portrayed coping strategies (Bandura, 1997; Schunk & DiBenedetto, 2021). Second, verbal persuasion manifests through expert commentary, affirmational captions, and supportive comment exchanges reinforcing followers' perceived capabilities to recognize symptoms, regulate emotions, and seek professional assistance when needed (Gobel et al., 2023; Naslund et al., 2020). Third, emotional regulation content teaches followers to reinterpret anxiety and stress responses as normal rather than catastrophic, reducing avoidance behaviors and

increasing approach-oriented coping (Schunk & DiBenedetto, 2021). The substantial relationship magnitude suggests that when these three pathways operate synergistically within culturally adapted platforms rather than isolated informational campaigns, their combined influence on self-efficacy is substantially amplified.

This research addresses critical theoretical gaps. Uses and Gratifications Theory explains why individuals select specific media for information seeking or entertainment but inadequately accounts for how exposure transforms awareness into empowered action (Septiana et al., 2024; Sundar & Limperos, 2013). Theory of Planned Behavior links behavioral intention to attitudes and subjective norms but minimizes observational learning mechanisms central to Social Cognitive frameworks (Hadi & Destiwati, 2025; Hussain et al., 2021; Yang et al., 2024). The 73.7 percent variance explained by mental health promotion underscores that efficacy-building processes mediated through modeling, persuasion, and emotional regulation instruction represent pivotal intervention mechanisms inadequately captured by attitudinal theories alone (Cheng et al., 2022).

### **Contextual Factors and Cultural Amplification**

Instagram's design features algorithmic content delivery, visual storytelling through Reels and Stories, interactive engagement options, and peer support through comment threads act as key agents fostering self-efficacy development. Episodic narratives shared via Stories reinforce vicarious mastery experiences and impart a sense of immediacy, while Reels enable the delivery of concise, visually driven demonstrations of coping strategies that particularly align with the preferences of Generation Z for rapid, engaging content (Phillips, 2023; Ruggiero, 2018). Peer reinforcement emerges in the comment sections, where supportive exchanges further validate followers' experiences. Collectively, these platform affordances explain why generic web portals frequently underperform with respect to self-efficacy outcomes: they lack the dynamic, interactive, and social dimensions that are essential for genuine belief change within digitally native populations.

Indonesia's collectivist cultural context further amplifies these effects. Communal identity, reverence for trusted voices, and narrative-based learning are deeply woven into the fabric of Indonesian society and inform how health messages are received and internalized. The use of local language, culturally relevant examples, and endorsements from community figures significantly increase the credibility and persuasive impact of mental health communications (Chen & Phanumartwath, 2025; Lee et al., 2020; Paramayu et al., 2023). The platform's ability to leverage communal learning norms ensures that followers absorb confidence in their coping resources more profoundly through relatable peer testimonials than through abstract, context-free educational materials.

Demographically, this study's sample mirrored prevailing trends: female participants comprised 71 percent, a pattern consistent with established literature on gender differences in mental health help-seeking. University students accounted for 75 percent of participants, reflecting both the reach of Instagram within educational environments and the platform's suitability for peer-driven modeling. Crucially, rates of personal and familial mental health history were 23 percent and 30 percent, respectively, which is in line with regional epidemiology and further contextualized by significant gaps in treatment access just 13 percent coverage despite 1.7 percent prevalence amplifying the urgency and relevance of digital interventions for populations

that face substantial barriers to formal support (Munira et al., 2023). The substantial proportion (61.8 percent) of respondents living on less than Rp1,500,000 per month underlines the strategic equity value in leveraging digital platforms for public mental health promotion targeting the financially vulnerable (Ju et al., 2023).

### **Research Limitations and Critical Methodological Considerations**

Several methodological and practical limitations should temper interpretation of these findings. Most fundamentally, the cross-sectional design cannot ascertain definitive causality; the significant association observed between mental health literacy and self-efficacy might also reflect reverse causation, with individuals already high in self-efficacy more likely to follow mental health accounts. A single temporal measurement is inadequate to distinguish between momentary fluctuations and sustained psychological changes. Moreover, the protracted, five-month data collection window may have introduced confounding influences from seasonal effects, acute institutional stressors, or the influence of parallel mental health campaigns that were not systematically measured or controlled.

Sampling and population considerations introduce further complexity. The inherently dynamic nature of Instagram's follower population diverges sharply from the stable frames assumed in classical survey methodology; the cited population size 1.2 million was only a snapshot at study outset and likely fluctuated, precluding any true sampling frame stability. Additionally, direct message recruitment by researchers may lead to selection bias those regularly monitoring their messages or more engaged with Instagram and possibly with mental health topics were more likely to participate, while more passive or vulnerable users were underrepresented. Differential response rates over the study months may also reflect unmeasured seasonal or academic-cycle influences, limiting generalizability especially to rural or demographically distinct areas beyond urban Makassar.

This study's exclusive reliance on self-administered questionnaires at a single timepoint introduces potential social desirability and common-method bias: participants might overreport efficacy to appear positively to researchers or to themselves. While the Mental Health Literacy Questionnaire (MHLQ) and Self-Efficacy Questionnaire (SEQ) were designed as theoretically distinct instruments with excellent internal consistency ( $\alpha > 0.90$  for each) they cannot capture actual behavioral change; self-efficacy beliefs, vital as they are in Bandura's social cognitive model, are not equivalent to objective engagement with professional help or sustained improvements. Furthermore, two MHLQ items did not reach validity criteria and were excluded, potentially narrowing the theoretical breadth of the construct measured. SEQ in this study measured general self-efficacy, rather than mental health-specific help-seeking efficacy, and the Likert scale's assumptions of equal intervals and unidimensional were not formally tested.

Engagement gaps and structural barriers remain critical. Approximately 17.6 percent of those aware of @menjadimanusia.id did not actively follow, and it remains unknown whether passive followers benefit comparably to active ones, or how algorithmic engagement drives impact. Enhanced self-efficacy, though meaningful, cannot substitute for systemic gaps in mental health infrastructure, affordability, and social stigma. With only 13 percent of depression cases accessing treatment despite a 1.7 percent prevalence rate, digital literacy campaigns even when effective in boosting self-efficacy are insufficient on their own. Therefore, collaborative action integrating digital

content creators with professional, governmental, and community-based mental health services is essential to build comprehensive mental health support systems. Direct integration of counseling resource links, telepsychology options, and crisis helplines within platform content is an example of how digital and traditional supports can be better aligned (Elsej et al., 2024; Mehmet et al., 2020).

## Conclusion

This research establishes that culturally adapted Instagram interventions grounded in Social Cognitive Theory principles yield substantial improvements in mental health self-efficacy among Indonesian Generation Z populations. The magnitude of observed effects with mental health promotion explaining 73.7 percent of self-efficacy variance substantially surpasses typical outcomes from knowledge-focused web-based programs, providing empirical grounding for adapting evidence-based psychological theories to contemporary digital media ecosystems characterized by algorithmic curation, participatory engagement, and youth-oriented visual communication. By demonstrating that social media platforms can function as legitimate vehicles for psychological empowerment when interventions align with developmental needs, cultural contexts, and technological preferences of target populations, this research positions digital platforms as potentially powerful tools for promoting resilience and facilitating support resource access in contexts where traditional service systems fail to meet population needs.

Future research addressing identified methodological limitations should prioritize longitudinal prospective cohort designs with minimum three measurement timepoints (baseline, three-month, six-month) to establish definitive temporal precedence and assess whether self-efficacy gains sustain beyond initial engagement periods. Experimental component isolation studies systematically manipulating content formats (Stories versus Reels), narrator characteristics (peer versus expert), and presentation modes (interactive versus passive) are essential for identifying which platform features optimize psychological impact and enabling evidence-based intervention refinement. Research incorporating objective behavioral outcome measures including electronic health records documenting actual counseling service utilization and clinical assessments of treatment engagement would strengthen causal inference beyond self-reported psychological variables alone. Cross-cultural extension of validated measurement instruments and intervention models across diverse collectivist Southeast Asian societies would clarify which intervention elements constitute universal efficacy mechanisms versus culturally contingent features requiring localized adaptation. Finally, mechanistic investigation through moderation-mediation analyses and qualitative interviews exploring how different content types influence follower cognitions would illuminate the specific Social Cognitive Theory pathways (vicarious learning, verbal persuasion, emotional regulation) through which interventions build self-efficacy.

Beyond psychological empowerment, equitable mental health advancement requires multisector collaboration integrating digital content creators with mental health professionals, government health agencies, and community organizations to construct comprehensive support ecosystems. Practical strategies including embedding referral links to low-cost counseling services, telepsychology platforms, and crisis hotlines directly within platform content would facilitate transitions from psychological

readiness to actual service utilization. System-level policy action addressing infrastructure gaps, service affordability, and social stigma reduction remains essential, as enhanced self-efficacy alone cannot overcome documented treatment coverage deficits (13 percent despite 1.7 percent prevalence). Through evidence-informed digital innovation coupled with systemic health system strengthening, mental health promotion can achieve meaningful population-level impact in resource-constrained Southeast Asian contexts.

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