CREATIVE AND COPYWRITER ROLE IN INCREASING AWARENESS AND DRIVING SALES GROWTH OF SOBAT SAMBAT PRO PAID COUNSELING SERVICE BY PERKUMPULAN KELUARGA BERENCANA INDONESIA (PKBI) CENTRAL JAVA

Angelita Valencia Turangan, Nurist Surayya Ulfa
angelitavlncia@gmail.com

Program Studi S1 Ilmu Komunikasi

Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro

Jl. Prof. Soedarto, SH, Tembalang, Semarang | Kotak Pos 1269 | Telepon (024) 746407 Faksimile (024) 746504 | Laman: https://fisip.undip.ac.id/ | Email: fisip@undip.ac.id

ABSTRACT

Sobat Sambat Pro is a paid counseling service by PKBI Central Java that supports youth mental health, especially among university students. Despite three months of promotion from December to February, the awareness and the sales of Sobat Sambat Pro remained low, with only one sale recorded by February 2025. To address the problem, this capstone project implemented an Integrated Marketing Communication (IMC) strategy using five tactics: advertising, content marketing, sales promotion, event marketing, and public relations. The objective of this project was to increase both awareness and counseling registrations.

Content marketing, supported by Instagram advertising, proved most effective in driving engagement. Meanwhile vouchers, events, and persuasive Instagram content successfully converted interest into actual counseling registrations sales. The brand was also strengthened with the value proposition of youth-friendly, affordable, and inclusive, communicated with the message tone of #ASpaceWhereYOUthBelong. This project successfully shifted audience behavior, showing that combining emotional appeal with persuasive messaging and trending content can effectively turn interest into action.

Keywords: Capstone Project, Integrated Marketing Communication, Sobat Sambat Pro, Counseling, Youth-Friendly, Content Marketing, Copywriter

INTRODUCTION

In the past 2 years, there have been many incidents where university students are dealing with mental health struggles and they seek professional help when they face mental issues. This is also in line with several researches on mental health awareness in Indonesia. Based on the results of descriptive analysis of 227 active students at Sebelas Maret University Surakarta, it was found that 26.9% (61 people) experienced mild depression, 18.5% (42 people) experienced moderate depression, and 9.3% (21 people) experienced severe depression. In addition, as many as 86.8% (197 students) were reported to experience very high levels of anxiety (Setyanto, 2023).

Students' awareness of the importance of mental health is growing, as evidenced by their increasing interest in accessing professional help. Research by Putri at the Syarif Hidayatullah State Islamic University in Jakarta revealed that more than half of students expressed a desire to consult in which 64.1% were interested in counseling services, 55.6% were open to the option of seeing a psychologist, and 68.3% showed a tendency to seek psychiatric help (F. L. N. Putri, 2023).

Additionally, in the realm of education, mental health support has now been integrated as an essential part of school health service programs in Indonesia (Indonesian Ministry of Education, 2024). In Jakarta, 86.67% of public schools provide mental health education, 53.3% implement mental health screening, and 80% offer counseling services (Yani et al., 2025). The prevalence of depression among young individuals is notably higher in urban areas (2.5%) and among those from higher socioeconomic backgrounds (2.2%) (BKPK, 2023). This trend also occured in Semarang City as the administrative capital of Central Java. As an administrative capital with a fairly growing economy, potentially influencing mental health awareness and service accessibility.

Educational institutions are now beginning to realize the urgency of mental health issues, as students are increasingly opening their eyes to the importance of professional help. In a study involving 101 students from the first to the last semester at various campuses in Indonesia, 69 females and 32 males, a new pattern is reflected where students no longer hesitate to seek help from counseling to treat their psychological conditions. Most of the respondents, namely 70.3%, were students of Sultan Ageng Tirtayasa University.

Meanwhile, the remaining proportion was spread across various other campuses such as Semarang State University (8.9%), Padjadjaran University

(6.8%), and several other universities (Mirawati et al., 2023). The study results revealed varying levels of student understanding of the cost aspect of app-based counseling services. As many as 25.7% of respondents were not aware of the operational costs, while the majority which is 75.2%, were aware of them. Interestingly, the decision to contribute financially was greatly influenced by the extent to which the service was directly related to their personal problems. Only 17.8% stated that they were ready to donate without further consideration, while the other 82.2% would consider contributing based on how relevant the service was to their own needs.

Furthermore, students preference for professional mental health services was clear, with 61.4% of respondents choosing paid counseling that offered a quick response indicating a high demand for services that are responsive and accessible. Meanwhile, 32.7% were more likely to choose free services despite potential delays, and another 6.9% made their choice based on the urgency of their problem. While financial considerations remained a factor, the majority of students indicated a preference for quality and timeliness of services. These findings underscore the growing awareness and real demand for professional mental health support among students.

In a survey conducted in Semarang on 54 respondents aged 18–24 years regarding preferences for counseling services, the majority of participants with 38.9% placed their interest at level 4, while 27.8% showed very high interest at level 5 in seeking professional mental health services. This pattern reflects a positive signal, where increasing awareness of mental health issues goes hand in hand with the growing desire to actively access professional help.

The results of the client preference survey among university students in Semarang showed that the majority expressed a significant desire to seek counseling services, with 36 out of 54 respondents indicating interest in addressing mental health issues.
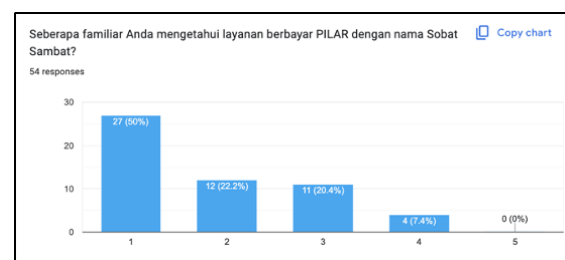

Figure 1.1. Survey on Awareness of Sobat Sambat

Source: Questionnaire Preference Survey of Counseling Service in Semarang

This suggests a demand for counseling services, but Sobat Sambat Pro still lacks visibility, with only four

respondents aware of the service. Over the past decade, PILAR has built a strong reputation through Sobat Sambat Free, offering peer counseling via trained PKBI counselors. In December 2024, PKBI launched "Sobat Sambat Pro," a paid counseling service with professional psychologists. However, by February 2024, it had only secured one client. Based on these analysis, it can be concluded that:

1. There is low awareness of Sobat Sambat Pro counseling service
2. Despite being established from December 2024, Sobat Sambat Pro still has low sales because it only gained one client.

OBJECTIVES

1. Increase awareness of the Sobat Sambat Pro program by 25% among 54 university students in Semarang who are engaged with the campaign treatment
2. Increase the number of clients of the Sobat Sambat Pro paid counseling program by 12 clients in 2 months

CONCEPTUAL FRAMEWORK
Integrated Marketing Communication (IMC) Mix

Sobat Sambat Pro's marketing approach aligns with the principles of Integrated Marketing Communication (IMC), incorporating its fundamental components. IMC is a research-driven, audience-specific communication strategy designed to achieve clear, measurable results. Its primary goal is to develop and execute a brand communication plan that ensures clarity and consistency in brand positioning over time (Ang, 2021).

This approach is achieved by integrating various communication tools and platforms, while maintaining consistent and adaptable creative messaging across media to create a balanced impact. The primary goal of the marketing strategy was to generate revenue for PKBI Operation while also building long-term brand equity. However, executing an effective marketing communication strategy also meant overcoming audience differences. Major obstacles can include low product interest, minimal brand recognition among target consumers, and a lack of motivation that hindered their progression toward engagement or purchase.

In marketing, this journey is known as the sales funnel, where numerous barriers can disrupt the transition from awareness to purchase. A successful Integrated Marketing Communication (IMC) strategy typically involves five essential tactics: (1) selecting marketing tools that complement each other, (2) utilizing cost-effective channels with broad

reach, (3) ensuring a consistent visual and verbal identity across platforms, (4) developing engaging, shareable content, and (5) coordinating all marketing efforts for smooth and unified execution (Ang, 2021).
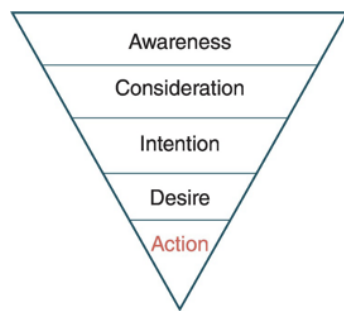

Figure 1.2. Sales Funnel

Source: Ang, 2021

Integrated Marketing Communication (IMC) plays a vital role in overcoming barriers within the sales funnel, especially those that hinder consumers from moving beyond the awareness stage to making a purchase.

Integrated Marketing Communication (IMC) addresses this problem by clearly and consistently communicating a brand's unique selling proposition (USP) across multiple platforms. By leveraging advertising, experiential marketing, and compelling brand storytelling, IMC reinforces brand positioning, shapes positive consumer perceptions, and builds a strong, recognizable identity driving both engagement and purchase intent.

Moreover, the complexity of decision-making can hinder consumers from completing a purchase, often due to information overload, lack of trust, or perceived friction in the buying process. IMC addresses these challenges by integrating tools such as sales promotions, influencer partnerships, and multi-touchpoint marketing to create a more in depth and seamless customer journey from initial awareness to final conversion. By maintaining consistent messaging, enhancing engagement across platforms, and utilizing consumer behavior personalization, IMC delivers a strategic and measurable communication approach that strengthens brand equity and accelerates sales growth. In this project, IMC tactics were applied through channels such as promotions, public relations, advertising, event marketing, and social media campaigns.

DESIGN PLANNING OF WORK OBJECTS

This planning is strategically arranged in three stages: pre-event, main event, and post-event, by combining offline and online approaches to create an interesting experience.

Creative

1. Preparation

The author and team analyzed PILAR PKBI's communication needs by reviewing previously produced content and the results of the survey conducted. The author also coordinated with the PILAR PKBI Central Java social media team via WhatsApp regarding the management of social media accounts. In addition, the author determined the visual branding concept by applying two types of fonts, namely Open Sans and Nunito, and determined the color palette to be used in PILAR PKBI's Instagram uploads. Furthermore, the author compiled the content format and timeline, which was agreed upon with an upload schedule of around three times a week at 19:00 as the main upload time.

2. Execution

In the Execution stage, the author designed infographic materials and produced five infographic designs and two posters, one for the event and one for the promotion of Sobat Sambat Pro discount vouchers. The author also produced eight video reels for content needs. In supporting event journaling activities, the author was responsible as the PIC for documentation and designed one X-Banner, one opening video bumper, one visual template for live reporting, and one aftermovie video as a summary of the event. The author also collaborated with five external KOLs as talents in video production. During the content publication process, the writer actively communicates with the social media admin to ensure that the content is revised according to input and published according to schedule and engagement targets.

3. Post-Execution

In the Post-Execution stage, the writer analyzes the uploaded content to find the most interesting and effective format in terms of editing. The results of the content revision are consulted with the client and get useful input. All documentation archives are then stored in an organized manner via Google Drive to facilitate centralized team collaboration.

Copywriter

1. Preparation

In the Preparation stage, the author analyzed the communication style that had been built by PILAR PKBI and found that 66.7% of respondents from the customer preference survey preferred content with a storytelling approach. In addition, it was found that academic pressure was a relevant content direction because 28 respondents felt less accomplished than others. Based on these findings, the author

coordinated the message and tone of copywriting by examining content that had previously been produced by PILAR PKBI Central Java management. The message and language style were then adjusted to the Sobat Sambat Pro brand association as a safe, stigma-free, affordable, and inclusive counseling service for teenagers.

2. Execution

In the Execution stage, the author planned a storyboard and script for video content and generated copywriting ideas for seven infographic content, nine Instagram Reels content, and three Instagram Story content related to the Sobat Sambat Pro service and had been uploaded via the PILAR PKBI Central Java Instagram account. The author also created 16 engaging captions for all Sobat Sambat Pro marketing content uploaded to the account.

3. Post-Execution

In the Post-Execution stage, the author evaluated the feedback given by the PILAR PKBI Central Java team and analyzed the engagement of the content that had been shared. From this process, the author gained important lessons on how to write inclusive content, not be sensitive to vulnerable issues, and use a language style that is relevant and relatable to the main audience, namely university students in Semarang.

SEGMENTATION

1. Demographic

a. Age: 18-24 years old
b. Gender : Male, female, and others
c. Job: University Students
d. Economic Status: SES C (Rp2.000.000-Rp4.000.000) Middle to upper class

2. Geographic

a. Location: Semarang

3. Psychographic

a. Interest: Education, mental health, self-development, and academic achievement.
b. Lifestyle: Focuses on maintaining a balance between academics and mental well-being, open to counseling but prefers services that are inclusive and free of stigma, actively uses social media, and looks for content relevant to student life

4. Behavioral

a. Have a tendency to seek psychological assistance.
b. Find information and support online before seeking professional services.
c. Interested in premium services if offered with a relevant, youth-friendly approach.
d. Prioritizing counseling with youth-friendly and inclusive psychologists.

RESULT AND DISCUSSION

Creative

As a Creative for Content Marketing in the Sobat Sambat Pro Capstone Project, various achievements have been achieved in accordance with the targets set. This role focuses on planning creative ideas, developing visual and video materials, and compiling communication strategies that are in accordance with the characteristics of university students in Semarang as the target audience.

1. Achieved and posted a total of 20 content according to the initial content plan. Those contents include 7 Infographics, 9 Instagram Reels, 4 Instagram Story on PILAR PKBI Central Java's Instagram Account.
2. Increased 59,56% total engagement rate by reach
3. Increased 317.33% total content reach from 18,369 (January-February) to 76,669 (March-April)
4. Increased 5.13% of Followers, from 5653 to 5943 Followers
5. Achieved 1 community partner for collaboration content. This community partner for the collaboration is with Her Sphere as Women Empowerment Non-Governmental Organization for International Women's Day Campaign
6. Achieved 14.3% new sales through content promotion from the total sales achieved during the campaign

Copywriter

The author is also directly involved in the content execution process on social media, ensuring that every published material is able to convey campaign messages persuasively and consistently with the Sobat Sambat Pro brand identity which is friendly, inclusive, and free of stigma.

1. The author successfully managed to create 7 copywriting content briefs for infographic content, 9 Instagram Reels content, and 4 Instagram Story content related to Sobat Sambat Pro that have been uploaded on Instagram PILAR PKBI Central Java.
2. The author also created 16 captions for all Sobat Sambat Pro marketing content that has been uploaded on Instagram PILAR PKBI Central Java, resonated with the key message of #ASpaceWhereYOUthBelong that contains youth-friendly safe space without stigma, inclusivity, and affordability.

SOBAT SAMBAT PRO

The Capstone Project has successfully achieved various objectives that have been set since the beginning of its implementation.

1. This program has successfully achieved this main target, with an awareness achievement of 85.19% of the total 54 respondents who stated that they had known Sobat Sambat Pro after being exposed to the campaign.

2. The initial target of getting 12 new clients was not only met but also exceeded with a total of 14 clients who registered and underwent counseling sessions during the period March to April 2025. This number continues to grow, even after the official campaign ended, indicating the long-term effect of the campaign on audience awareness and interest in the counseling services offered.

MEDIA STRATEGY

Paid Media: Advertising

Paid advertising is an essential element of the online media strategy, utilizing platforms such as Instagram Reels, Instagram Stories, and teaser campaigns to connect with a specifically targeted audience. The primary purpose of these advertisements is to shape consumer behavior. In a business context, they are designed to encourage purchases by persuading potential customers to buy particular products or favor certain brands (Durkin et al., 2018). A 4-day paid teaser ad campaign on Instagram Stories and Reels introduced Sobat Sambat Pro, reaching an audience of 1,400 until 1,500 people at a cost of Rp135,000. This paid advertising strategy has boosted brand visibility and engagement, guiding potential clients toward the platform's services.

Owned Media: Instagram Social Media Content

Owned media is all the ways that brands can use their own assets, either for free or through paid agreements (Katz, 2022). A brand can control a range of media types, such as influencers, sponsorships, product placements, and brand integrations. These owned media platforms provide effective ways to enhance a brand's visibility across different contexts.

For Sobat Sambat Pro, the Instagram account of @pilar_pkbi produced relevant and engaging content, including mental health tips, educational entertainment, and psychologist insights. The social media strategy on Instagram focused on delivering high-quality, consistent content that was engaging,

relevant, and aligned with the interests of the audience, thereby fostering interaction and increasing brand awareness. By consistently posting informative content and videos, Sobat Sambat Pro successfully maintained ongoing conversations with its audience.

Earned Media: Public Relations (PR)

Earned media, particularly in the form of public relations efforts, have leveraged in enhancing credibility and trust in Sobat Sambat Pro. Due to growing concerns about consumer skepticism toward marketing communications, public relations (PR) strategies have emerged as a compelling alternative to advertising for influencing customer decisions (Skard & Thorbjørnsen, 2014). Sobat Sambat Pro has also collaborated with some media partners and some publications to raise awareness and generate more media coverage about the importance of accessible mental health services in which the audience can choose Sobat Sambat Pro.

Offline Media Strategy

Event Marketing titled "Writing from Within – *Kelola Stres dengan Menulis*" Offline event marketing is a powerful way to connect and engage with the consumers on a deeper level and enhance more community connections.

According to Ang (2021), "experiential marketing through live events allows consumers to interact with a brand in a meaningful and memorable way" (p. 292). Sobat Sambat Pro finally held a journaling event titled "Writing from Within – *Kelola Stres dengan Menulis*", and through this event, the team has encouraged participants to explore therapeutic journaling and writing as a stress management tool. The event managed to provide an increase to brand experience, strengthening emotional connections with potential clients and reinforcing the importance of professional psychological support. During this event, there was also the Sobat Sambat Pro booth in which some of the participants came and asked questions about Sobat Sambat Pro furthermore in person with the PILAR PKBI Central Java team.

EVALUATION

Creative

As a Creative, the author encountered several challenges during the project. Content production required flexibility, quick thinking, and coordination with different parties. Despite good planning, unexpected changes, technical issues, and reliance on others sometimes disrupted the workflow and timeline.

One major challenge happened during the International Women's Day campaign video. Some KOLs requested last-minute schedule changes and tight editing deadlines, so the author had to work quickly to finish the video while maintaining its quality.

Another issue that happened was not having direct access to the Instagram account. This meant the author had to rely on the client to upload and revise content, which sometimes led to delays due to the client's busy schedule. To address this, the author sent regular reminders to keep things on track.

The author also had difficulty managing Instagram Stories, making it hard to maintain consistent audience engagement. However, the PILAR PKBI Central Java social media team supported this by re-sharing content to Stories and adding interactive features like polls to keep the audience engaged.

Copywriter

While creating copy, the author often felt challenged by the fear of using the wrong words, especially on sensitive topics, which required extra creativity and critical thinking. Delays in revision feedback from PKBI also caused some content to be posted late. Despite this, the author adapted by focusing on Sobat Sambat Pro's core values: youth-friendly, affordable, and inclusive. However, each copy included a CTA (Call To Action) to boost audience interaction and interest in the service. To manage delays, the author prepared alternative drafts in advance, helping speed up the approval process once feedback arrived.

CONCLUSION

During the implementation of this capstone project, which aimed to increase awareness and sales of the Sobat Sambat Pro paid counseling service, the strategies used were successful and even exceeded the initial goals. The main objective was to raise awareness of Sobat Sambat Pro by 25% among 54 university students in Semarang who were involved in the campaign, and to gain 12 new clients between March and April 2025. The target audience was upper-middle-class university students in Semarang, with the brand positioned as Youth-Friendly, Affordable, Supportive, and Inclusive.

To support this goal, various tactics were used: Instagram ads, partnerships with media, voucher-based promotions and booths, content marketing through the

PILAR PKBI Central Java Instagram account, and events like journaling sessions. As the project's creative and copywriter, the author played a role in increasing engagement through content that aligned with the brand's values.

The results showed that these strategies worked well. In the post-campaign survey, 85.19% of respondents said they were familiar with Sobat Sambat Pro. The sales goal was also surpassed, with 14 new clients registering for counseling. These outcomes suggest that a mix of persuasive messaging, youth-friendly visuals, and clear positioning effectively met the audience's needs and strengthened Sobat Sambat Pro's image as a trusted counseling service. Among all tactics, content marketing and Instagram ads were the most effective for boosting engagement, while voucher promotions proved best for increasing sales.

SUGGESTIONS

As an individual who plays a direct role in the creative process as a Creative & Copywriter, the author provides several suggestions for optimizing future content marketing strategies:

1. Beyond merely conveying information, the messaging should be strategically crafted to inspire the audience to take specific actions, such as accessing counseling services or sharing campaign content. Persuasive techniques such as emotional appeal and the creation of a sense of urgency should be applied contextually, aligning with the theme of each content pillar to maximize impact.
2. Adopting a Trend-Responsive Approach to be more responsive to dynamic social media trends by applying a "riding the wave" strategy. By linking campaign messages to currently popular issues or topics, the content is more likely to capture the attention of digitally active youth audiences.
3. Establishing collaborative posts with NGOs or other communities that share similar values and visions is strongly recommended. Such partnerships can extend the campaign's reach to new audiences, enhance organizational credibility, and reinforce the brand identity as part of a broader, inclusive, and connected movement.
4. Increasing the frequency of content production in the Instagram Reels

format is recommended, given its proven effectiveness in driving visual appeal, algorithmic reach, and audience interaction. Instagram Reels serve as a powerful medium for delivering campaign messages in a dynamic, relatable, and accessible manner.

The implementation of these four strategies is expected to enhance the effectiveness of future content marketing efforts, increase deeper audience engagement, and contribute to the long-term sustainability of the campaign's objectives.

BIBLIOGRAPHY

Ang, L. (2021, February 23). *Principles of Integrated Marketing Communications: An Evidence-based Approach*. Higher Education from Cambridge University Press; Cambridge University Press. https://doi.org/10.1017/978110862866 2

Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-2 21-juta-orang

BKPK, K. (2023). *Fact Sheet Survei Kesehatan Indonesia (SKI) 2023—Badan Kebijakan Pembangunan Kesehatan | BKPK Kemenkes*. https://www.badankebijakan.kemkes.g o.id/fact-sheet-survei-kesehatan-indon esia-ski-2023/

Corcoran, A. (2023, April 13). *Integrated Digital Marketing in Practice*. Higher Education from Cambridge University Press; Cambridge University Press. https://doi.org/10.1017/978100920432 3

Durkin, S., Bayly, M., Brennan, E., Biener, L., & Wakefield, M. (2018). *Fear, Sadness and Hope: Which Emotions Maximize Impact of Anti-Tobacco Mass Media Advertisements among Lower and Higher SES Groups? - PubMed*. https://pubmed.ncbi.nlm.nih.gov/2970 2038/

Fill, C., & Turnbull, S. (2019). *Marketing Communications*. Pearson UK.

Katz, H. (2022). *The Media Handbook: A Complete Guide to Advertising Media Selection, P.* https://www.routledge.com/The-Media -Handbook-A-Complete-Guide-to-Ad vertising-Media-Selection-Planning-R esearch-and-Buying/Katz/p/book/9780 367775568?srsltid=AfmBOoqTnMlqx dkgbttTi8I955oRDov-G8NFTolH2dLn B4z_fvGjhZNj

Kemp, S. (2024). *Digital 2024: Indonesia—DataReportal – Global Digital Insights*. https://datareportal.com/reports/digital

-2024-indonesia?rq=INDONESIA%20 DIGITAL%20REPORT%202024

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15. ed). Pearson.

M Le, D. (2013). *38092806—Content Marketing Duc Le M Bachelor's Thesis DP in International Business View metadata,*. Studocu. https://www.studocu.com/in/document /srm-institute-of-science-and-technolo gy/human-resource-management/3809 2806/89282438

Mirawati, I., Wirakusumah, T. K., & Rahmawan, D. (2023). *Exploring Students' Financial Willingness for Online Mental Health Counseling Services* (SSRN Scholarly Paper 4650631). Social Science Research Network. https://papers.ssrn.com/abstract=4650 631

Putri, A. K., Gustriawanto, N., Rahapsari, S., Sholikhah, A. R., Prabaswara, S., Kusumawardhani, A. C., & Kristina, S. A. (2021). Exploring the perceived challenges and support needs of Indonesian mental health stakeholders: A qualitative study. *International Journal of Mental Health Systems*, *15*(1), 81. https://doi.org/10.1186/s13033-021-00 504-9

Putri, F. L. N. (2023). *Analisis Determinan Intensi Pencarian Pelayanan Kesehatan Mental pada Mahasiswa Fakultas Ilmu Kesehatan Universitas Islam Negeri Syarif Hidayatullah Jakarta Tahun 2023* [bachelorThesis, UIN Syarif Hidayatullah Jakarta-FIKES]. https://repository.uinjkt.ac.id/dspace/h andle/123456789/75549

Setyanto, A. T. (2023). Deteksi Dini Prevalensi Gangguan Kesehatan Mental Mahasiswa di Perguruan Tinggi. *WACANA*, *15*(1), Article 1. https://doi.org/10.20961/wacana.v15i1 .69548

Skard, S., & Thorbjørnsen, H. (2014). Is Publicity Always Better than Advertising? The Role of Brand Reputation in Communicating Corporate Social Responsibility. *Journal of Business Ethics*, *124*(1), 149–160. https://doi.org/10.1007/s10551-013-18 63-3

Yani, D. I., Chua, J. Y. X., Wong, J. C. M., Pikkarainen, M., Goh, Y. S. S., & Shorey, S. (2025). Perceptions of Mental Health Challenges and Needs of Indonesian Adolescents: A Descriptive Qualitative Study. *International Journal of Mental Health Nursing*, *34*(1), e13505. https://doi.org/10.1111/inm.13505