

**THE ROLE OF PROGRAM MANAGER AND CREATIVE MANAGER IN “TILIK  
JIWA” CAMPAIGN STRATEGY TO INCREASE AWARENESS AND  
PARTICIPATION IN MENTAL HEALTH SCREENING SERVICES BY DINAS  
KESEHATAN KOTA SEMARANG**

*Azizah Charis Hanifah<sup>1</sup>, Lintang Ratri Rahmiaji<sup>2</sup>*

Email: [charishanifah@gmail.com](mailto:charishanifah@gmail.com)

**International Undergraduate Program of Communication Science Study  
Faculty of Social and Political Science, Diponegoro University**  
Jl. Prof. Soedarto, Tembalang, Kota Semarang, Central Java Zip Code 50139 Phone (024)  
746504 Page: <https://fisip.undip.ac.id> Email: [fisip@undip.ac.id](mailto:fisip@undip.ac.id)

**ABSTRACT**

*This project was designed against the background of the high prevalence of mental health disorders in the community, while public awareness and participation in mental health screening facilitated by Dinas Kesehatan Kota Semarang remains low. This situation indicates a gap between the need for and use of services. Therefore, the Tilik Jiwa communication campaign was designed using a social marketing approach to increase awareness and knowledge and encourage community participation in utilizing these services. In addition, it aims to reduce the negative stigma surrounding mental health in the community. The campaign evaluation results show an increase in awareness of 87.79 percentage points, an increase in knowledge of 89.33 percentage points, a decrease in stigma of up to 12.3%, and an increase in community participation in the use of mental health screening services of 36%. In this campaign, the Program Manager is responsible for coordinating the entire campaign and ensuring alignment between planning and implementation of activities. The Creative Manager ensures that the development of creative concepts and key messages to be conveyed in the campaign are in line with the characteristics of the younger generation, especially those aged 19-25 as the main target audience of Tilik Jiwa campaign.*

**Keywords:** *Campaign, Mental Health, Awareness, Social Marketing, Program Manager, Creative Manager, Dinas Kesehatan Kota Semarang, Mental Health Screening Services.*

## BACKGROUND

Mental health is a fundamental component of overall well-being, influencing individuals' emotional stability and daily functioning. In Indonesia, mental health issues have become increasingly critical, with 16.4% of the population aged over 15 estimated to be at risk of mental disorders. Despite this high prevalence, many cases remain unreported, and incidents such as student suicides further highlight the urgency of addressing this issue. The high number of mental health cases in Indonesia demands the availability of services that can provide solutions. However, as of May 2025, Indonesia only has around 3,059 active mental health professionals, indicating that in terms of quantity, these professionals are not yet sufficient to meet the needs (Afriyanti et al., 2025). With this number of mental health workers, the Indonesian government is making efforts to provide solutions. One of the solutions provided by the Indonesian government is the launch of mental health screening services available in every Puskesmas since 2022 (Nasution, 2025). Mental health screening is a way to assess mental health at an early stage. Mental health screening is carried out by answering questions that will be provided, and the answers will help determine a person's mental condition (MedlinePlus).

Dinas Kesehatan Kota Semarang plays an important role in providing information and

education related to mental health screening services for the community in Banyumanik and Tembalang subdistricts. However, data from Dinas Kesehatan Kota Semarang reveal a significant gap between the need for and use of mental health screening services. In Banyumanik District, participation in screening services remains at zero despite a large population, while Tembalang District recorded 357 mental health cases within nine months in 2025. These conditions indicate low public engagement with existing services. This condition is evidenced by the results of a public survey conducted on 236 respondents who are residents of Banyumanik and Tembalang districts. The results show that:

1. Only 12,08% of respondents were aware of the mental health screening services provided by Dinas Kesehatan Kota Semarang at Puskesmas.
2. The level of public knowledge about mental health screening services remains low at 49.52%.
3. The barriers to participating in mental health screening services that still exist among the public are 58,1% due to negative stigma.
4. Only 5,1% (12 respondents) out of 236 respondents had ever undergone mental health screening.

Based on this data, it can be concluded that the public has not yet fully grasped the importance of being aware of the mental health screening

services provided by Dinas Kesehatan Kota Semarang. Therefore, this campaign was designed using an integrated, creative, and relevant communication strategy so that Dinas Kesehatan Kota Semarang can once again fulfill its role as an institution tasked with promoting the well-being of its citizens, both in terms of physical and mental health.

## **GOALS**

The campaign aims to increase public awareness and knowledge of mental health screening services at Puskesmas in Semarang, reduce negative stigma toward mental health in society, and encourage behavioral change by boosting community participation in mental health screening services.

## **OBJECTIVES**

To achieve the goals above, this campaign will carry out all of its activities over a period of four months, starting from December 2025 to March 2026. It is equipped with the following objectives:

### **a. Awareness**

Increasing awareness of the availability of mental health screening services from 12.08% (29 people) to 60% (142 people).

### **b. Knowledge**

Increasing knowledge about mental health screening services from the previous public survey results of 49.52% to 68%.

### **c. Attitude**

Reducing the level of negative stigma that hinders community participation in mental health screening from 58.1% to 42%.

### **d. Behavioral Change**

Encouraging changes in community behavior to undergo mental health screening at least 14% (33 people) from the previous number 5.1% (12 people).

## **CONCEPTUAL FRAMEWORK**

### **1. Social Marketing**

Social Marketing is a strategic approach used to encourage voluntary behavior change for the benefit of individuals and society. The Social Marketing approach is implemented by the government, non-governmental organizations, and various parties in efforts to improve health, prevent disease, reduce accidents or criminal acts, and foster environmental responsibility. This approach involves psychology, sociology, and communication in order to create effective and sustainable social interventions (Eagle et al., 2013).

### **2. Marketing Mix**

The marketing mix is a strategy of blending marketing elements or components to achieve optimal results (Sundari & Hanafi, 2023). The four elements included in the marketing mix are known as the 4Ps (Product, Price, Place, and Promotion).

### **A. Product**

Product is the most fundamental marketing mix tool and is one of the aspects that companies need to pay attention to. In social marketing, the product is a key element that can take the form of services or behavioral change. It is viewed at three levels: core, actual, and augmented product (Kotler & Keller, 2021).

- Core Product

The core product is the primary benefit sought from the promoted behavior. The core product gained from engaging in mental health screening, including improved understanding of one's mental condition, increased sense of security, peace of mind, and enhanced self-awareness to recognize signs of stress or anxiety.

- Actual Product

The actual product is the tangible form of the product or service being offered. In the context of mental

health screening services, the actual product refers to the act of the individual doing the mental health screening.

- Augmented Product

The Augmented Product is the added value or supplementary element that accompanies and supports the actual product in the process of behavioral adoption and helps reduce any barriers that may arise. In mental health screening, the augmented product includes mental health screening services itself that involves barcode-based screening questionnaires using the PHQ-4 as the screening instrument and individual's psychological condition assessment

### **B. Promotion**

Promotion is a part of marketing activities aimed at influencing buyers or potential buyers to maintain consumer loyalty toward products produced by the company. The role of promotion as a form of communication is to convince potential consumers about the products or services offered (Radji & Kasim, 2020). However, in the social context, the form of promotion has now evolved to include direct marketing, social media,

and various other new technologies. Promotion aims to convey messages that can influence awareness, attitudes, and target audiences to be willing to change behavior according to the expected social goals (Eagle et al., 2013). In this campaign, the promotion element includes the development of a key message as the core message to be communicated, which is: 'Lelah Mental itu Wajar, Berani Periksa Diri itu Hebat.', which aims to normalize mental exhaustion, reduce stigma, and encourage mental health screening as a responsible and courageous action, supporting early detection efforts and improving service accessibility.

#### **C. Price**

In social marketing, price does not only cover financial costs, but also various forms of non-material sacrifices such as money costs, opportunity costs, energy costs, and psychic costs. Thus, price in social marketing is part of the exchange process that needs to be considered when encouraging society to make behavior changes (Eagle et al., 2013). The concept of cost in behavior change includes both entry costs and exit costs.

- Entry Cost

The time and effort required to go to the screening location and the fear of anxiety of finding out the mental condition experienced.

- Exit Cost

The barriers to mental health engagement include the loss of a false sense of security when avoiding mental health discussions, fear of judgment and potential loss of social acceptance from close relationships, and societal pressure that frames mental health as a taboo topic.

#### **D. Place**

Place is an activity that seeks to ensure products are available and easily reachable by the target audience. Place relates to the distribution process, which is a series of interconnected activities aimed at making products ready for use (Ulandari, 2023). The places involved in this activity refer to public spaces where behavioral change occurs. These locations serve as key access points for the community to receive education, engage in comfortable discussions, and consider the decision to undergo mental health screening.

### **3. Transtheoretical Model**

Based on the Transtheoretical Model of Behavior Change developed by James O. Prochaska and Carlo C. DiClemente (1983), behavior change is understood as a process involving individual development through several stages, known as stages of change. This concept shows that individual behavior change can move gradually from a state of not being ready to change to finally taking concrete action. Each stage has different characteristics;

- Pre-Contemplation is the stage where individuals have no interest whatsoever in the desired change.
- Contemplation is the stage where individuals begin to show interest in the behavior but have not yet taken concrete action to do so.
- Preparation is the stage where individuals have the intention to take action and begin to seek information to start performing the behavior.
- Action is the stage when individuals take steps to change their habits into new, desired habits.
- Maintenance is the stage where individuals can maintain their newly adopted habits to prevent old behaviors from returning.

Linked to the findings in the pre-survey stage, the results show that the

community is interested in mental health screening, but the level of participation is still relatively low. This condition shows that the majority of respondents are in the contemplation stage, which is the stage when individuals have realized the importance of a behavior but have not yet taken concrete action to do so (Krebs, et al.). Therefore, the communication messages conveyed in the campaign need to be designed to encourage the audience to move from the contemplation stage to the action stage.

## **COMMUNICATION STRATEGY**

The communication strategy for this campaign is designed as an integrated approach to achieve all the established objectives namely, awareness, knowledge, attitude, and behavioral change, that includes the following activities.

### **1. Education Information Materials**

Educational materials includes the material regarding the definition, importance, and how to conduct mental health screenings were distributed via leaflets and posters. Leaflets were distributed at community health centers (Puskesmas) in the Banyumanik and Tembalang subdistricts areas, while posters were placed in strategic

locations and on informational walls during the events. These materials serve as a basic source of information that is easily accessible and informational to the public.

## **2. Media Partner**

Collaboration will be carried out by Banyumanik and Tembalang districts to share information on how to access mental health screening services. This is done to achieve the desired goal and strengthen the message credibility, which is to raise awareness among the community in these two areas.

## **3. Informative Content**

The official Instagram account @dkksemarang and the Instagram account @tilikjiwasemarang were used to share information about the availability of mental health screening services and the steps to access these services.

## **4. User-Generated Content (UGC)**

Participants are encouraged to share their experiences during the campaign activities on social media. This strategy aims to expand the reach of information, normalize mental health screenings, reduce negative stigma in society, and build trust through real-life experiences.

## **5. Tilik Jiwa: Inside Out Your Mind Event**

This event is the campaign's flagship activity, serving as an offline initiative to

encourage behavioral change among the public. The event offers free mental health screenings using a digital PHQ-4 assessment tool in public spaces, delivered with a friendly approach. Participants can immediately receive their screening results and a brief consultation with a professional. Additionally, there are also event activation that are available, which are:

- Interactive booth (post-it, draw your feelings, and coloring therapy)
- Informational wall
- Mood booster pack

This event serves as the primary conversion point for all established objectives namely, raising awareness, increasing knowledge, and reducing stigma—leading to action.

## **6. Tilik Jiwa: Sapa Masyarakat Event**

The “Tilik Jiwa: Sapa Masyarakat” initiative is a roadshow held in potential public spaces in the Banyumanik and Tembalang subdistricts. This approach allows mental health issues to be discussed more openly, thereby helping to reduce the stigma that still persists in society. The series of activities in this roadshow includes several activations:

- Outreach on mental health screening services

Through direct communication in public spaces to raise awareness about

the importance of mental health screening and the availability of services at community health centers. The message is conveyed in simple language tailored to the audience's characteristics to ensure it is effectively received.

- Filling out the Mood Board

The audience is invited to express their emotional state by writing down how they feel today and placing emoji stickers on the expression board. This activity aims to build initial engagement in a lighthearted way, normalize the expression of emotions, and encourage greater openness about one's own feelings.

- Distribution of Informational Leaflet

Leaflets were distributed to the public as a source of more detailed information about mental health screening services at community health centers, including their benefits and procedures.

## SEGMENTATION

Dinas Kesehatan Kota Semarang aims to expand healthcare access across diverse groups, including productive-age individuals, students, the elderly, and vulnerable communities. To achieve campaign effectiveness, proper market

segmentation is applied using geographic, demographic, psychographic, and behavioral variables (Reken et al., 2024).

a. **Geography:** Banyumanik and Tembalang District

b. **Demography:** Male and Female gender with age range of 18 until 25 years old.

c. **Psychography:** A community that is concerned about mental health issues and critical of related matters, having an interest in using social media as a source of information or entertainment, and living daily routines with a high level of pressure or stress.

d. **Behavioral:** Not aware of the availability of the free mental health screening services available at Puskesmas, afraid of the negative stigma from society, and actively seeks information and mental health support online before deciding to use professional services.

## IMPLEMENTATION PHASE AS PROGRAM MANAGER AND CREATIVE MANAGER

### *Program Manager*

As Program Manager of the "Tilik Jiwa" campaign, the author was responsible for strategic planning, overall program execution, stakeholder coordination, and resource management, including budget allocation. The

role also involved monitoring implementation, ensuring alignment with campaign objectives, and facilitating decision-making to address challenges, with the goal of delivering the campaign effectively and efficiently in line with Dinas Kesehatan Kota Semarang's objectives.

During the pre-execution phase of the "Tilik Jiwa" campaign, the Program Manager prioritized strategic coordination, internal alignment, and operational planning to ensure effective implementation. This involved collaborating with the Dinas Kesehatan Kota Semarang to align objectives through adaptive communication, as well as conducting a kick-off meeting to define goals, assign tasks, and develop structured work plans despite limited human resources. Additionally, the Program Manager established adaptive timelines, monitoring tools, budget prioritization, and risk mitigation strategies to support efficient execution and maintain alignment with campaign objectives.

During the execution phase of the "Tilik Jiwa" campaign, the Program Manager ensured effective implementation through continuous coordination, monitoring, and adaptive decision-making. This included conducting regular meetings with internal teams and stakeholders, managing daily tasks through structured communication, and monitoring progress to maintain timeline adherence and operational efficiency. Additionally, quality control measures

were applied to ensure consistency and standards, while challenges were addressed through responsive problem-solving and decision-making, enabling the campaign to remain aligned with its objectives.

During the post-execution phase of the "Tilik Jiwa" campaign, the Program Manager conducted a comprehensive evaluation to assess performance, effectiveness, and alignment with campaign objectives. This included reviewing team coordination, timeline adherence, execution quality, and communication processes. Campaign outcomes were analyzed by comparing targets with actual results using supporting data, alongside an evaluation of budget efficiency and resource use. The phase also highlighted key lessons and challenges, emphasizing the importance of adaptive planning, strong coordination, and responsiveness, which informed improvements for future campaign strategies.

### ***Creative Manager***

As Creative Manager of the "Tilik Jiwa" campaign, the author was responsible for planning, developing, and overseeing all creative aspects, including formulating communication concepts, refining key messages in collaboration with the strategist, and ensuring alignment between visuals, narratives, and target audience characteristics. The role also involved coordinating content production, maintaining

message consistency across channels, and ensuring quality control, with the aim of enhancing audience engagement, understanding, and overall campaign effectiveness.

During the pre-execution phase of the “Tilik Jiwa” campaign, the Creative Manager established a strong creative foundation by developing strategic briefs, concepts, and visual direction aligned with campaign objectives. This included creating creative guidelines, formulating the campaign narrative with stakeholders, and designing a cohesive visual identity to ensure consistency and recognition. Additionally, a structured content strategy was developed to guide content production, scheduling, and distribution, ensuring all outputs effectively supported campaign goals and engaged the target audience..

During the execution phase of the “Tilik Jiwa” campaign, the Creative Manager oversaw the implementation of all creative outputs to ensure alignment with established concepts and objectives. This involved managing digital content production and publication, supervising visual creation, and handling offline media design while maintaining consistency and timely delivery. The Creative Manager also ensured effective coordination and content approval with Dinas Kesehatan Kota Semarang, as well as managing visual documentation to support

campaign visibility and audience engagement through social media.

During the post-execution phase of the “Tilik Jiwa” campaign, the Creative Manager evaluated the performance and effectiveness of creative outputs by analyzing their alignment with initial concepts, visual quality, content formats, and audience engagement. Adjustments made during execution were reviewed to identify strengths and areas for improvement. The evaluation also assessed message clarity, consistency, and impact on audience understanding and behavior, with findings showing that consistent messaging and strong storytelling enhanced engagement and overall communication effectiveness.

#### **TILIK JIWA CAMPAIGN ACHIEVEMENT**

Based on the campaign results and data analysis, the Tilik Jiwa campaign successfully achieved its four main objectives which are, awareness, knowledge, attitude, and behavioral change among the target audience aged 18–25 in the Banyumanik and Tembalang subdistricts. The campaign’s structured strategy, selection of relevant messages, and use of appropriate media proved effective in reaching the audience, building engagement, and amplifying the campaign’s impact.

Based on the results from 236 respondents, there was a significant change indicating that the targets for each objective indicator were achieved. For the awareness indicator, there was

an increase of 87.79 percentage points, from 9.92% to 97.71%, indicating the campaign's success in guiding the audience to the initial cognitive stage in the hierarchy of effects, specifically, awareness of mental health screening services. Moreover, for the knowledge indicator, there was an increase of 89.33 percentage points, from 6.60% to 95.83%, reflecting the cognitive learning phase where the audience not only knows but also understands the benefits and procedures of the service.

Furthermore, regarding the attitude indicator, the percentage of fear of stigma decreased significantly from 85.6% to 12.3%, reflecting success at the effective stage in fostering more positive perceptions. Regarding the behavioral change indicator, participation in screening increased from 5.1% (12 people) to 36% (86 people), indicating the campaign's success in achieving the conative stage that is, prompting concrete action among the audience. Those four indicators were assessed using pre- and post-questionnaires in order to measure the effectiveness of the outcomes following the implementation of the Tilik Jiwa campaign.

## **JOB ACHIEVEMENT AND EVALUATION**

### ***Program Manager***

The author served as Program Manager of the Tilik Jiwa campaign, overseeing all operational

aspects from planning to evaluation to ensure integrated execution and achievement of campaign objectives. This role involved coordinating strategic planning aligned with client needs, facilitating internal team collaboration, and leading decision-making processes throughout the campaign implementation. Moreover, In fulfilling the role of program manager, the author successfully achieved all of the role's established KPIs, namely:

1. Successfully designed strategic planning including campaign concepts, implementation timelines, timelines, and operational monitoring tools prior to the campaign execution phase.
2. A total of approximately 38 internal coordination meetings were recorded, exceeding the minimum of 10 internal meetings.
3. All coordination with clients has been carried out according to the set targets, with a total of 10 coordination meetings with Dinas Kesehatan Kota Semarang as the client having been held.
4. Two series of campaign activities have been successfully carried out, which are Tilik Jiwa: Inside Out Your Mind and Tilik Jiwa: Sapa Masyarakat, and out of 101 activities based on KPIs, only 1 did not meet the target.

5. The campaign results show that 100% of the objectives set out in the strategic plan have been successfully achieved.

Following the achievement of campaign objectives, the evaluation shows that coordination and approval processes were time-intensive due to complex procedures. As Program Manager, the author maintained team alignment and communication to ensure smooth implementation. This reflects the importance of collaborative, two-way communication, with a need to improve coordination efficiency in future execution.

### ***Creative Manager***

As Creative Manager of the Tilik Jiwa campaign, the author successfully translated strategic communication goals into consistent and impactful creative outputs aligned with the target audience. This achievement is reflected in the development of a cohesive visual identity, including the campaign logo and color palette, as well as clear and engaging visual concepts and narratives. The author also effectively managed the creative production process, exceeding targets with 18 digital and 17 offline outputs while maintaining alignment with key messages and design guidelines. Additionally, most productions were completed on schedule, and comprehensive documentation of campaign activities further supported reporting needs, demonstrating strong coordination and execution

in the creative role. Moreover, In fulfilling the role as creative manager, the author successfully achieved all of the role's established KPIs, namely:

1. Successfully determined a color palette consisting of three main colors as the visual identity of the campaign and established a logo that has been adapted to the institution, the key message to be conveyed, and the predetermined color palette.
2. Successfully produced 18 digital creative content created to align with the messages to be conveyed to the targeted audience.
3. Successfully produced 18 offline media design outputs in accordance with the requirements of the campaign activities.
4. Achieved 90% production timeliness during the campaign based on the production timeline.
5. Successfully ensured that 100% of the campaign activities carried out were documented in the form of photos and videos stored in Google Drive and live reports on Instagram @tilikjiwasemarang.

The evaluation of the Creative Manager role shows that while the implemented creative strategies effectively supported the achievement of campaign objectives, further refinement is needed to adapt to the dynamic nature of audience preferences and evolving trends. A key challenge was maintaining consistency in the campaign's

creative identity while accommodating shifts in audience behavior and institutional directions from the client. Therefore, it is recommended that future campaigns adopt an agile marketing approach, enabling more flexible and responsive adjustments to communication strategies, ultimately improving efficiency and sustaining audience engagement.

## **CLOSING**

Based on the campaign results and data analysis, the Tilik Jiwa campaign successfully achieved its four main objectives—awareness, knowledge, attitude, and behavioral change among young adults aged 18–25 in Banyumanik and Tembalang, Semarang. Through a structured communication strategy utilizing relevant messaging, integrated online and offline approaches, and the effective use of Instagram as a key platform, the campaign was able to reach and engage its target audience. Significant improvements were observed across all indicators: awareness increased from 9.92% to 97.71%, knowledge from 6.50% to 95.83%, and negative stigma-related fear decreased from 85.6% to 12.3%, reflecting successful cognitive and affective impact. Furthermore, behavioral change was evident as participation in mental health screening rose from 5.1% to 36%. These outcomes demonstrate that the campaign effectively influenced not only awareness and

understanding but also attitudes and real actions, confirming its overall success in driving meaningful behavior change.

## **SUGGESTION**

For upcoming campaigns focused on mental health, it is recommended to maximize peer influence through collaboration with relevant communities, as well as diversify communication platforms. Additionally, the use of explicit language in promotional materials needs to be clarified so that the audience understands the information accurately. On the other hand, Dinas Kesehatan Kota Semarang is advised to develop sustainable mental health innovation programs, consistently optimize educational content on social media, tailor program approaches to the characteristics of the younger generation through more interactive activities, and enhance the capacity of mental health professionals to support more optimal and effective services.

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