

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

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ABSTRACT

Mental health remains a taboo topic in society. This is especially true for the younger generation, who still have low levels of awareness and knowledge, as well as stigma in society towards mental health screening services. In the city of Semarang, particularly in the Banyumanik and Tembalang districts, this has become one of the main causes of low community participation in mental health screening services. To overcome this particular obstacle, the Tilik Jiwa campaign was developed in collaboration with Dinas Kesehatan Kota Semarang to increase community awareness and participation in mental health screening services.

The strategy for the Tilik Jiwa campaign was designed based on 3 conceptual frameworks. This strategy was designed based on the situation analysis of 236 respondents. The implementation of the strategy increased awareness by 87.79 percentage points, knowledge by 89.33 percentage points, and reduced the level of stigma towards mental health screening services to only 12.3%. In addition, the Tilik Jiwa campaign succeeded in increasing overall participation by 36% or 86 people. These results indicate that the communication strategy and the implementation have become an integrated and effective communication strategy.

Keywords: Mental Health Campaign, social marketing, Strategist Manager, Event Manager, Dinas Kesehatan Kota Semarang, Mental Health Screening Services.

Background

Mental health is a condition in which a person's mind or feelings are in a state of peace and calm, allowing them to enjoy daily life. Disturbances in a person's mind or feelings are issues that create what is known as mental health problems (Siloam Hospitals Medical Team, 2024). Mental health problems today have become a crucial issue that requires serious attention (Ministry of Health, 2024). The high rates of depression in Indonesia even contribute to the increasing cases of suicide. Data from the Directorate General of Public Health, Ministry of Health of the Republic of Indonesia (2024) shows that 16.4% of the population over the age of 15 are at risk of experiencing mental health problems.

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). In each region of Indonesia, mental health screening services are coordinated by the Ministry of Health with the health offices of each region, including Dinas Kesehatan Kota Semarang.

As the authority responsible for health issues, including mental health, Dinas Kesehatan Kota Semarang regularly collects data on all mental health screening services at every Puskesmas in Semarang. From those data, it was found that in two sub-districts, Banyumanik and Tembalang, there are the following problems:

- Two community health centers (Puskesmas) in Banyumanik District, namely Puskesmas Ngesrep and Puskesmas Pudukpayung, recorded that the number of people using mental health screening

services is still at zero. This is very unfortunate considering that Banyumanik District has a fairly large population of 143,746 people (Datakelurahansemarang).

- Tembalang District shows a high number of mental health cases, evidenced by 357 cases during the period from January to September 2025, as detected by Dinas Kesehatan Kota Semarang

This issue can be proven by the answers obtained from a survey conducted from October 27 to November 9, 2025, among residents of Banyumanik and Tembalang subdistricts, with a total of 236 respondents. Based on the analysis, it was found that the level of public awareness of the availability of mental health screening services was still quite low, at 12.08%, the level of the knowledge was on 49.52%. After conducting a further survey to find out why the community has not undergone mental health screening, it was found that fear of receiving negative stigma from the community was confirmed by 137 respondents (58.1%) as the main reason.

OBJECTIVES

This campaign will carry out all of its activities over a period of three months, starting from December 2025 to February 2026. It is equipped with the following

objectives:

-Awareness

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

-Knowledge

Increasing knowledge about mental health screening services from 49.52% to 68% based on public survey results.

-Attitude

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

-Behavioral Change

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

The targets set for each of the above objectives are based on benchmarking and realistic campaign considerations drawn from previous health campaign studies, which indicate that increases in awareness typically range from 25% to over 60%, and even 100%, depending on the intensity and strategy of the campaign. Taking this empirical range into account, and adjusting for

reach, target audience, campaign duration, and the media plan we will use, the figure of 60% was selected as it remains within a realistic upper limit while still being achievable. Additionally, setting awareness as the highest target aligns with the Hierarchy of Effects Model, where awareness represents the initial stage with the broadest reach. As audience engagement increases through the stages of knowledge, attitude, and behavior, the audience size logically decreases. The target figures for knowledge, attitude, and behavioral change are set to decrease because not all individuals exposed to the campaign and made aware will progress to the next stage. This is also supported by health communication literature, which indicates that there is no fixed conversion rate but rather a decline at each stage.

CONCEPTUAL FRAMEWORK

This campaign will use three conceptual frameworks; social marketing, marketing mix and transtheoretical model that will be described in more detail below:

1. Social Marketing

Social Marketing is a strategic approach used to encourage voluntary behavior change for the benefit of individuals and society. Social Marketing is not only focused on sales or promotion aspects but is a

process aimed at influencing behavior through strategy based on theory and research results. 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. According to Kotler and Keller (2021), there are three levels of a product (core, actual, augmented). In this campaign, the core product is understanding one's mental health status, a sense of security after learning about one's mental health. The Actual product is the act of individual doing the mental health screening.

The last one, augmented is the mental health screening itself.

B. Promotion

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.'

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. In this campaign the entry cost is divided into two; The time also effort required to go to the screening location and The fear or anxiety of finding out the mental condition experienced. For the exit cost is divided into three; the loss of a false sense of security due to avoiding discussions about mental health issues, worries about being

judged by close ones regarding one's mental condition.

D. Place

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. There are five staged (pre-contemplation, contemplation, preparation, action, maintenance).

COMMUNICATION STRATEGY

1. Segmentation

The segmentation for Tilik Jiwa Campaign was divided into four:

- Geography: Banyumanik and Tembalang District
- Demography: Male and Female, Age 18-25 Years Old
- 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, Living daily routines with a high level of pressure or stress.

2. Positioning and Key Message

Positioning

Dinas Kesehatan Kota Semarang holds a position as a local government agency responsible for carrying out governmental affairs in the field of health in a reliable, responsive, and innovative manner. Dinas Kesehatan aims to be recognized as an active, approachable partner of the community who consistently advocates for

equitable health services, contributing to the realization of Semarang City as a Healthy City.

Key message

“Lelah Mental Itu Wajar, Periksa Diri Itu Hebat” was chosen to focus on the information that mental health screening services are an important preventive measure for every individual and are easily accessible.

3. Strategy

The use of media strategies is essential in any communication activity. This aims to ensure that the message or information intended to be conveyed reaches the target audience accurately according to the objectives to be achieved.

Online Media Strategy

This campaign will use Instagram as main social media platforms. In that platform, the media type that will be used is Public Relation, Advertising, Printed Materials and also Personal Selling.

Offline strategy

The event of mental health screening services “Tilik Jiwa: Inside Out Your Mind” and also roadshows in 15 public spaces “Tilik Jiwa: Sapa Masyarakat” was the heart of the offline

strategy. Inside Tilik Jiwa: Inside Out Your Mind Event several booths provided including; Post It Wall “How are you feeling today”, blank page where the participants can draw their feelings and coloring therapy. Other than that, the offline promotion for Tilik Jiwa Campaign used poster that distributed in strategic areas of Banyumanik and Tembalang subdistricts.

DESIGN PLANNING OF CREATIVE COMMUNICATION WORK OBJECT: Implementation Phase as Strategist Manager and Event Manager

Role as Strategist Manager

The process of executing the phases of the Tilik Jiwa campaign as strategist manager involved the implementation of the audience and situation analysis conducted in the past as a single integrated communication strategy. The communication platform selected for the target audience of young individuals aged between 18 and 25 years with high engagement in the online platform is Instagram.

The process of content development for the campaign has been conducted through various phases, such as the

introduction of the campaign, mental health, service, and events, in alignment with the audience preferences.

The campaign process was carried out in three stages: pre-event, during-event, and post-event. In the pre-event stage, the dissemination of teaser content and event information was carried out through both online and offline media channels, including Instagram posts and the use of posters in public areas to raise awareness. The main program, "Tilik Jiwa: Inside Out Your Mind," was carried out in cafes with a capacity of 80 people, while the roadshow program, "Tilik Jiwa: Sapa Masyarakat," was carried out to cover the wider community. All of the preparations were made in the pre-event stage to ensure the smooth execution of the program.

During the event stage, the dissemination of real-time content in the form of "live reports" was carried out on Instagram to increase the level of engagement. In the post-event stage, the real-time content was compiled into Instagram highlights to increase the campaign's impact. In addition, the development of the content plan/calendar was carried out by the campaign's strategist manager.

The campaign's identity was consistently implemented across all channels, where "Tilik Jiwa" was used as the main campaign branding. Both online and offline materials ensured the implementation of campaign visual identities to ensure recognition by the audience. The campaign's key message, "Lelah Mental Itu Normal, Berani Periksa Itu Hebat," was consistently promoted to ensure normalcy in mental issues and encourage audiences to take part in screening services. Monitoring and evaluation were carried out through a pre-post survey method, where participants were required to take part in filling out the survey at each event through QR code distribution. The entire process was supervised by all team members to ensure full participation in monitoring and evaluation.

Role as Event Manager

The event implementation phase, where all the planned concepts, operational events, and processes of evaluation would be executed, is the responsibility of the event manager. This phase ensured the effective implementation of all the technical, logistical, and experience-related aspects of the Tilik Jiwa campaign.

In the case of Tilik Jiwa: Inside Out Your Mind, the event took place in Tomoro Caffe. In this event, the event manager had the responsibility of preparing the event venue in terms of decorations and the implementation of the event plan. In the process of preparing the event decorations, the event team had the task of preparing the event decorations in advance and implementing them in stages. This involved the production of the event decorations and the implementation of the event plan in stages. One of the significant factors in the implementation of the event plan is the development of a floor plan.

After the main event, a series of activities are carried out through a roadshow called Tilik Jiwa: Sapa Masyarakat. These activities include explaining mental health services, engaging through a post-it board, and giving appreciation items like stickers and gifts. Roles and tasks are rotated among team members to ensure efficiency and prevent fatigue. The event manager has ensured that all visual identities are consistent across all offline executions. This is a positive attribute since all visual identities are aligned with the color palette and branding of the campaign. To ensure that all tasks are

executed properly, task monitoring is conducted by tracking all the tasks that need to be executed by each team member. In addition to this, the implementation of event rundown and timelines played a crucial role as guidelines for operation.

RESULT AND DISCUSSION

The Tilik Jiwa campaign used four major indicators to assess the level of the campaign's success; awareness, knowledge stigma reduction, and behavioral change, using the pre- and post-survey approaches with a total of 236 participants. In the awareness indicator, the Tilik Jiwa campaign used a target that was set at increasing the awareness of the community by 12.08%, since the pre-survey results revealed that the community was not aware of the mental health screening services, as the percentage of the community's awareness was only 12.08%. As a result, the Tilik Jiwa campaign set a target of increasing the awareness by 47.92 percentage points, as it was considered a reasonable increase that could be attained by the campaign. Using five indicators with a coding system ("yes" = 1, "no" = 0), the results revealed that the Tilik Jiwa campaign was successful in

increasing the community's awareness by 87.79 percentage points (885% growth) from 9.92% before the campaign to 97.71% after the campaign.

For the knowledge indicator, the target was set at an increase of 18.48 percentage points based on initial results that indicated low knowledge at 49.52%. Using the same coding system for six indicators, results were obtained that showed a tremendous increase from 6.50% to 95.83%, an increase of 89.33 percentage points or a growth of 1,374%.

For the stigma reduction target, the results were that the campaign aimed at reducing negative stigma that initially stood at 58.1%. Results obtained after conducting the post-survey showed that there is a decrease from 85.6% to 12.3%, a reduction of 73.3 percentage points.

In the context of behavioral change, the campaign was successful in the following ways: the campaign set a goal to increase the number of individuals participating in mental health screening services. Before the campaign, only 5.1%, or 12 respondents, reported ever having participated in the services.

However, after the campaign, the number rose to 36%, or 86 respondents.

According to the behavioral change, the majority of the respondents were in the contemplation stage, as most individuals in this stage are contemplating making a change. However, after the campaign, the respondents moved to the preparation and action stages, as shown by the increase in the number of individuals participating in the screening services.

Job Evaluation

Strategist Manager

It is recommended for future campaigns to conduct a more thorough audience analysis and prepare a more flexible strategy framework.

Event Manager

For future events, it is recommended to have a tighter time coordination team to minimize potential delays. In addition, the participant quota restriction was not explicitly announced in the promotional materials, so some of the audience could not participate in the Tilik Jiwa: Inside Out Your Mind event even though they had shown great interest. Based on this evaluation, the recommended suggestions for the implementation of future events are to provide written information about event participant

quotas in promotional materials and, if possible, to extend the duration of mental health screening events.

Suggestions

For upcoming campaigns focusing on mental health, here are some suggestions based on the experience of the Tilik Jiwa campaign, which we hope will be helpful for similar campaigns in the future; Optimizing peer influence and community, Use Several Communication Platforms, use (explicit) written for the campaign event quota through promotion in the media.

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