The Effectiveness of Youtube Channel @Menjadi Human in Providing Understanding of Mental Health for Communications Students of UIN North Sumatera

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Article Info	ABSTRACT

Mental health is very important in human life because it is the main foundation that will determine how a person can accept and be accepted in his environment. This makes understanding mental health issues very important for every individual. In an effort to provide education on mental health issues, there is information about mental health that is packaged through narrative content on the YouTube channel "Being Human". This study aims to see how the effectiveness of the YouTube channel Being Human S is in providing an understanding of mental health issues for Communication Studies students at UIN North Sumatra. This study uses a qualitative approach with a type of field research (field research). The subjects in this study were 8 students of Communication Studies at UIN North Sumatra, taken using a purposive technique with predetermined criteria. The theory used is the theory of communication effectiveness by (Subagyo, 2010) which looks at communication effectiveness through six dimensions, namely the dimensions of the recipient, timeliness, message content, channel, message format and source. The results of the study show that the YouTube channel "Being Human" is effective in providing an understanding of mental health for Communication Studies students at UIN North Sumatra.

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1. INTRODUCTION

Mental health is very important in human life because it is the main foundation that helps individuals adapt to their environment. Currently, mental illness or disorder is still a problem that is still difficult to overcome in the world. Likewise in Indonesia, based on Basic Health Research (Riskesdas), which was conducted in 2018 there were more than 19 million people aged over 15 years suffering from mental and emotional disabilities, and more than 12 million people aged over 15 years suffering from mental pressure or depression. (Rokom, 2021). Mental disorders

are usually caused by several feelings, such as anxiety, sadness, envy, low self-esteem and loss of confidence in oneself and others (Daradjat, 1996).

Problems regarding mental health are widely discussed in various media considering the lack of public awareness regarding mental health issues. This is supported by the existence of inappropriate actions against people with mental problems.

Added to this is the negative stigma from society which causes discriminatory attitudes such as shackling, exclusion and mistreatment when a family member has a mental disorder. Things like this make many people with mental disorders reluctant to seek help for treatment and choose to end their lives.

This stigma arises due to public ignorance regarding early detection and appropriate treatment for people with mental disorders. Even though problems regarding mental health should be handled seriously and appropriately so as not to hinder government programs in creating superior human resources. The right effort to reduce and change the negative stigma from society is to provide information and education about mental health issues that are correct and reliable. So that people will develop the right attitude in responding to sufferers and maintaining their mental health. Society must have trust and confidence that mental illness can be overcome and even if it has to come to professional staff.

Littlejohn, Foss and Oetzel (2017) said that to address health problems, as well as treat and prevent them, health communication is needed. With the hope that problems related to mental health can be handled properly and appropriately. In this case the YouTube channel @Being Human can be used as an alternative in addressing and solving problems regarding mental/mental health. Based on dataindonesia.id research results released in May 2022, YouTube application users in Indonesia reached 127 million by January 2022. Of these, Indonesia is the third largest country with the most YouTube users in the world (Mahmudan, 2022). YouTube is a social media that provides various videos and can be watched by anyone. Apart from watching, this site also provides a sharing feature.

The YouTube channel "Being Human" was founded in July 2018 by Rhaka Ghanisatria together with two of her friends, Levina Purnamadewi and Adam Alfares. Currently, this channel has 875 subscribers, this channel was founded through the personal experience of the founder who had experienced a mental disorder and conducted various therapy sessions with his psychiatrist. The content presented on this channel is in the form of narrative or story telling for various perspectives through stories delivered by sources and addressed to people who want to listen to these experiences.

The purpose of the content on this channel is to provide motivation and encouragement for people who have had bad experiences in life, feel alone, as well as a place for someone to be able to tell about the difficulties they are facing and take lessons from stories told by other sources.

In addition, this channel is expected to become a medium of information that provides an understanding of mental health issues for many people. The YouTube channel "Being Human" is interesting to study because this channel provides information and education on mental health issues using YouTube's social media. Research on the effectiveness of YouTube as a medium for providing a lot of information has been demonstrated by several previous researchers, namely as follows. According to Ali Akbar's findings (2018) that YouTube is very effectively used for media in disseminating information. Other research findings were also carried out by Amaliya Mufarroha (2020), that learning PAI through videos on YouTube is considered effective in helping students understand material online.

According to the KBBI, effectiveness comes from the word effective which means effect, effect, influence, benefit, effectiveness, bringing results (KBBI online). Effectiveness will show

how successful the goals previously set are. If the results of the activities are close to the goals, it will be said to be effective (Siagian, 2002).

Communication Effectiveness

In general, the notion of effectiveness is how far the goals that have been previously set are achieved. Where if the closer to these goals, the more effective a program is implemented. This is in accordance with the notion of effectiveness put forward by Siagian (2002) who argues that effectiveness will show how successful the objectives of a program that have previously been set are. If the result of the activity is close to the goal, it will be said to be effective.

Based on the explanation above, if it is related to communication, it can be interpreted that how far a communication message conveyed by one person to another can be received and well understood by the recipient of the message. Wilbur Schramm argues that there are two things that affect effectiveness in communication, namely the frame of reference and experience (field of experience).

It can be interpreted that if the greater the level of similarity regarding these two things, then a communication will be easier to do and its effectiveness will be achieved (Mulyana, 2005). However, if there is no similarity between experiences and references from sources and recipients, it will be difficult to convey the meaning of communication. Because the difference between the experience of the source and the recipient is very different.

Hardjana (2000) says that there are six dimensions to see the effectiveness of a communication, namely the dimensions of the receiver of the communication (receiver), the dimension of timeliness (timing), the dimension of the message content (content), the dimension of the channel (media), the packaging format (format), and the dimension source (source).

New Media

New media is a form of shifting from traditional media to digital media, some examples are the internet, websites, and multimedia computers. While TV programs, magazines, newspapers, books, other print media are not included in the new media (Flew, 2005).

New media can be interpreted as an intermediary with the aim of connecting interactions that occur between humans and computer technology, especially the internet (Fachruddin, 2019). In this new case, what is meant can be seen in terms of time, production, and benefits. This includes websites, blogs, social media, and so on.

New media is an innovation that occurs in the digital era and has facilitated all aspects of communication. Due to new media, audiences have been able to reach each other at great distances but without having to meet face to face.

Understanding of Mental Health

Understanding is an individual ability to be able to understand and know something and then remember it (Sudjino, 2011). Understanding is a state when a person can connect the information he has learned into a complete picture in the brain (Widiasworo, 2017). Of course understanding can be obtained through a process, namely learning. Through this process, someone will be able to remember and understand something he learns.

The definition of mental health according to WHO is a state when individuals are able to recognize their abilities, cope with stress, and can adapt and contribute to the environment and society. Mental health is a condition for the realization of a harmonious relationship between the functions of the soul and the individual and having the ability to deal with various problems that

usually occur, so that they are able to feel happiness well and understand their own abilities (Daradjat, 1996).

An understanding of mental health is a condition in which a person understands matters relating to mental health. includes symptoms, causative factors, how to detect early, and types of mental disorders. An understanding of mental health issues will help a person to recognize himself and help to act appropriately towards people with mental disorders.

2. RESEARCH METHODE

In this study, researchers used a qualitative approach to the type of field research (field research). Muri Yusuf (2014) said that qualitative research is a type of research that tries to explore a phenomenon related to human life. Qualitative data collection was carried out by research in stages, then the data was processed by describing and then giving conclusions on the data obtained from the beginning of the study (Yusuf, 2014).

This research was conducted at the Faculty of Social Sciences, State Islamic University of North Sumatra, Medan. The data collection techniques used by the author were observation, interviews, and documentation studies. The subjects in this study totaled 8 people who were students of Communication Studies at UIN North Sumatra who were selected using a purposive technique based on specific criteria that had been determined according to the objectives of the study.

The data analysis technique used refers to the data analysis technique of Miles and Huberman (2003) which divides the technique into three strands, namely data reduction, data presentation, and drawing conclusions. Checking the validity of the data was carried out using data triangulation techniques. Namely, data source triangulation, technical triangulation, and time triangulation with the aim that the data obtained is more precise and accurate.

3. RESULT AND ANALYSIS

YouTube Account Effectiveness @Being Human

The results of the research will explain the effectiveness of the YouTube account Become Human in providing Understanding of Mental Health for UINSU Communication Science Students guided by the six indicators to see the effectiveness of communication put forward by Hardjana (2000), namely the dimensions of the receiver of communication (receiver), the dimension of timeliness (timing), the dimensions of the message content (content), the dimensions of the channel (media), the packaging format (format), and the dimensions of the source (source). Questions about the effectiveness of the Become Human YouTube account in raising awareness about mental health. The researcher gave 15 questions to 8 sources who had previously been determined. Questions related to the effectiveness of the YouTube Become Human account which refers to the six dimensions of an effective communication, namely as follows:

1. Receiver Dimensions

   The recipient dimension is the object expected to receive the message. In this case it is seen through the accuracy of the audience who received the message. In this study, the purpose of the communication message was Communication Studies students at UIN Sumatra Utara regarding the understanding of mental health.

   Based on the theory regarding the effectiveness of communication put forward by Hardjana (2000), on the dimensions of the recipient of the message it is effective and on target. This is based on research findings from several informants, namely Communication Studies students at UIN North Sumatra. And reinforced by the opinion of informants who said that understanding mental health issues is important for everyone because it will help individuals

to understand themselves and others, so that a productive life and good adaptability with others will be realized.

2. Timeliness Dimension (timing)

    The timeliness dimension is a situation where the object receives a message from the communication at the right time. In this case, it can be seen through the time when the audience watched the content uploaded on the Being Human channel.

    Based on the theory put forward by Hardjana (2000), the timeliness dimension is in accordance with the circumstances of the audience. This can be seen through the relevant opinions of several informants who said that the content they uploaded and watched was very related to some of the problems they faced.

3. Message Content Dimensions

    The content of the message is the exposure of the information given to the audience. In this case, information about mental health issues through the YouTube channel Being Human.

    Based on the findings in the research and referring to the theory put forward by Hardjana (2000), the dimensions of the message content are in accordance with the objectives of the Being Human channel, which is to provide an understanding of mental health. So that the dimension of the message is considered to have been effective seen through the delivery of the contents of the message and the message conveyed to the audience.

4. Message Source Dimension (source)

    Message source is a form of message source that can be received and trusted by the audience. In this case seen through the use of YouTube media.

    Based on the theory of communication effectiveness put forward by Hardjana (2000), the internal message source dimension is effective. This is reinforced by the opinion of informants who are the audience on this channel who say that the source of the messages they receive through content on YouTube Becomes Human can be trusted because they have gone through a lot of research before uploading.

5. Dimensions of Communication Media

    Media communication is a channel or media used to disseminate information to the audience. In this case the sender uses YouTube media.

    Based on the theory of communication effectiveness put forward by Hardjana (2000), the use of YouTube media has been effective. This is relevant to the opinion of informants who say that YouTube is appropriate as an educational medium because the content presented in it uses audio and visuals that can be easily understood by various groups.

6. Format Dimensions

    The format dimension is the similarity between the message format of the sender and the recipient. In this case the format of the message is in the form of content presented in the form of sharing perspectives.

    Based on the theory of communication effectiveness put forward by Subagyo Hardjana (2000), the dimensions of the message format are considered effective. This can be seen through the opinions of informants who like the format and form of presenting content on the YouTube Become Human channel.

YouTube Account Barriers @Being Human in Using YouTube

Obstacles according to the Big Indonesian Dictionary (KBBI) are obstacles or obstacles. Obstacles will result in disruption of a performance or program that is being worked on. Based

on the results of research conducted through interviews, several obstacles were found in using YouTube, namely:

1. Problematic YouTube Servers

   The occasional obstacle experienced by the Being Human team was traffic jams when uploading videos to the YouTube channel. This is usually also caused by the network. said that if server disruptions like this continued, the team would usually spread their video content to other social media, namely through Facebook.

2. Network Connection

   Another obstacle experienced by the Being Human team was the internet network connection. Because when uploading videos, you need a fast internet connection. Delays in uploading videos will make viewers wait, because before uploading content on YouTube, the team usually gives prime time through the Instagram account Being Human.

   This is resolved by waiting for the network to stabilize again so that content can be uploaded to the channel smoothly. Based on the results of interviews with viewers, it was also found that a poor network connection is also an obstacle when watching content on the "Being Human" YouTube channel.

4. CONCLUSION

The results of the study show that based on the theory of the effectiveness of communication on the Become Human YouTube channel in providing an understanding of mental health for Communication Studies students at UIN North Sumatra. So the authors can conclude that the YouTube channel "Becoming Human" in providing an understanding of mental health for students of the State Islamic University of North Sumatra Medan has been effective.

This is proven through the findings of the six dimensions which are of value in viewing the effectiveness of communication put forward by Hardjana (2000), namely, the dimensions of the communication receiver (receiver), the dimensions of timeliness (timing), the dimensions of message content (content), the dimensions of the channel (media), packaging format (format), and source dimensions (source). Assessed already effective in accordance with the purpose of the communicator.

Meanwhile, the obstacles experienced by the Become Human team in using YouTube were the disruption of team performance when the YouTube server had problems, then the delay in uploading the latest content when the network was bad. However, from these obstacles, the team took the initiative to first disseminate content through other social media such as Facebook. So that after the server and network are back to normal, the content will be uploaded.

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