

ABSTRACT

This study aims to determine the communication health activity made by Into the Light community to overcome mental illness through the #ReFest event. This research is a qualitative study by conducting observations and depth interviews with key informants and expert informants. Based on the results of the study, it was found that communication carried out by Into the Light community through the #ReFest event was a form of health campaign. Into the Light community communicates with their audience to encourage them to have healthy life choices, especially for those who are at risk of having a mental illness in order to have help seeking behaviour. However, the effectiveness of the #ReFest event to deal with mental illness has not yet been able to have a large impact, so an evaluation is needed for the Into the Light community to reach more people in Indonesia.

Keywords: *Health communication, Event, Community, Mental illness*