

ABSTRACT

Changes in the environment and lifestyle suddenly can trigger mental health problems, especially for people who are unfamiliar with mental health awareness. Socialization related to mental health awareness and mental health education in this digital era is widely available on new media such as YouTube. YouTube channel “Satu Persen – Indonesia Life School” is a YouTube channel that has content discussing mental health literacy. This study aims to find out how effective digital storytelling on the YouTube channel "Satu Persen - Indonesia Life School" is in increasing mental health literacy among its subscribers. The type of research used is quantitative research with survey methods. The population of this study is the subscribers of the YouTube channel "Satu Persen - Indonesia Life School" with a sample size of 100 people. The results of the study show that the effectiveness of digital storytelling in increasing mental health literacy is 63.2%. It can be said that the digital storytelling of the YouTube channel “Satu Persen – Indonesia Life School” is effective in increasing the mental health literacy of its subscribers.

Keywords: *effectiveness, digital storytelling, youtube, mental health literacy*