

## ABSTRACT

*The dissemination of information about mental health and emotional regulation carried out through Instagram social media allows the information shared to spread quickly, widely and reach a much larger audience. Therefore, it is important to understand how content presentation can influence individual awareness of the psychological well-being of the audience as consumers of the content. The Emotion Releasing Process proposed by @jiemiardian is one of the useful contents in the dissemination of emotional regulation. This study aims to analyze the influence of social media content Emotion Releasing Process on the psychological well-being of followers. Quantitative research method with a survey approach with a questionnaire. Sampling using a non-probability sampling method with purposive sampling of 160 who are followers of the @jiemiard. The results of the study showed that in the analysis of the dimensions of clear, concise, correct, concrete, coherent, complete and courteous have a significant influence on the psychological well-being of followers @jiemiardian Instagram account. Based on the results of the study on the partial hypothesis test (t-test) this study found the influence of social media content on the psychological well-being of @jiemiardian followers on Instagram with a value of 16%. While the remaining 84% are influenced by other factors not included in this study.*

**Keywords:** *Instagram, Psychological Well-being, Social Media Content*

