

ABSTRACT

This study examines the influence of Instagram content @mentalhub.id on changes in the behavior of Gen Z people. Based on the Indonesia National Adolescent Mental Health Survey (I-NAMHS) in 2022, approximately 34.9% of Indonesian adolescents reported experiencing mental health problems in the past year. Instagram content presented by mentalhub.id account is considered the main factor in building audience trust, forming critical attitudes, subjective norms, and behavioral control, especially in controlling one's own mental health. This study uses the Uses and Gratification theory approach and the Theory of Planned Behavior. The study used a quantitative method with 384 subjects of Generation Z aged 12-27 years who watched or followed the Instagram content @mentalhub.id who participated in this online survey. The researcher used a questionnaire through a Google Form and analyzed it with the help of SPSS Version 30. This study analyzed data through various stages including normality tests, correlation coefficients, hypothesis tests, simple regression tests, determination coefficients, and descriptive analysis. The results showed that there was an influence of Instagram content @mentalhub.id (X) on changes in the behavior of Gen Z (Y) people in using self-control of their health, the influence obtained from data processing results of 56% on behavior change and the remaining 44% was influenced by other factors that were not studied in this study.

Keywords : *Content, Planned Behavior Change, Gen Z, Mental Health*