

ABSTRACT

Mental health issues among Generation Z at risk of suicide have become increasingly urgent, especially regarding the low rate of seeking professional help. This study aims to analyze the influence of attitude, subjective norms, and perceived behavioral control on mental health help-seeking behavior using the Theory of Planned Behavior, and to examine the moderating role of Instagram use in the relationship between intention and behavior. This research employed a quantitative approach using Partial Least Squares analysis, involving 400 Generation Z respondents who had experienced mental health problems and actively used Instagram. The findings show that attitude, subjective norms, and perceived behavioral control simultaneously explain 87% of the variance in help-seeking behavior and 84.4% in help-seeking intention. However, the moderation test shows that Instagram use does not significantly moderate the relationship between intention and behavior ($p = 0.321, >0.05$). This study contributes theoretically to the development of the Theory of Planned Behavior in the context of mental health in the digital era and offers practical implications for more effective mental health communication strategies relevant to Generation Z.

Keywords: *Theory of Planned Behavior, mental health, Generation Z, Instagram, help-seeking behavior*