

ABSTRACT

This study aims to understand how Gen Z perceives self-help content related to mental health. TikTok, as a rapidly growing social media platform, has become a digital space for young people to express themselves and seek solutions to their psychological issues. In this context, the emergence of self-help content that provides information and advice on mental health is particularly interesting to examine, especially considering that it often does not originate from licensed mental health professionals. This research employs a qualitative method with a phenomenological approach, involving ten Gen Z TikTok users and one expert informant from the field of psychology. The findings reveal that informants perceive self-help content as a form of emotional support that is easily accessible and relevant to their personal experiences. However, they are also aware of the risks of misinformation and the tendency toward self-diagnosis. This phenomenon indicates that social media platforms like TikTok not only function as sources of entertainment but also play a significant role in shaping mental health perceptions and behaviors among Gen Z.

Keywords: *Self-Help, Mental Health, Gen Z*