

The Theory of Inoculation Practice: Content Analysis of Instagram @socialconnect.id to Counter Mental Health Misinformation

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ABSTRACT

The inoculation theory explains that early exposure to weak arguments and their refutations can build cognitive antibodies that make individuals more resistant to misinformation attacks in the future. Thus, the inoculation theory acts as a protective mechanism that prepares audiences to proactively combat misinformation. This study aims to analyze the application of inoculation theory in combating misinformation in mental health campaigns on Instagram @socialconnect.id. Using a qualitative approach through content analysis, this study examines how the elements of threat and refutational preemption are applied in the campaign strategy. The results show that @socialconnect.id consistently presents stigma and common misconceptions as a form of threat, then refutes them with systematic counterarguments based on scientific data and expert opinions, delivered in an empathetic manner. This strategy has proven effective in building the audience's cognitive resilience, making them better prepared to reject misinformation while increasing their critical awareness of mental health issues. This study concludes that the application of inoculation theory in the @socialconnect.id campaign is effective in reducing the impact of misinformation, combating stigma, and improving mental health literacy among the public. Despite its limitations in terms of the scope of the study and the number of informants, this study provides conceptual and practical contributions to the development of a digital media based mental health campaign.

Keywords: *Instagram, Inoculation Theory, Misinformation, Mental Health Campaign, Social Media.*

INTRODUCTION

Amidst the rapid development of technology and digital communication, social media has become an integral part of everyday life. Various platforms such as Instagram, TikTok, and X not only serve as a means of entertainment, but also an important medium for sharing information. However, this development has also led society to a condition known as communicative abundance, which is a state where information is abundant, characterized by a surge in the capacity and volume of public communication, making interactions more complex and filled with diverse voices (Mendonça & Castelfranchi,

2022). In this condition, the information circulating is not only valid and verified content, but also a lot of information whose truth is unclear.

This abundance and diversity of information is driven by the emergence of new media, which is the result of developments in digital technology. New media brings innovation in the delivery of information, has the advantage of providing easier access, and offers interactive features that allow users to not only receive information passively, but also interact directly with content and service providers (Rusyana, 2024). This has caused the public to become more familiar with the use of new media. Based on data from 2024, as many as 143 million Indonesians are active social media users, or 50.2% of the total population. This number shows that half of Indonesia's population uses social media with an average usage time of 3 hours and 8 minutes per day (We Are Social, 2025). Social media users engage in various activities, such as searching for information, producing content, and distributing available content. This situation creates a scenario where the public is highly vulnerable to exposure to misinformation and hoaxes, as a result of the abundance of information that cannot always be filtered and understood properly.



Figure 1 Overview of the Implementation and Use of Connected Devices and Services.

Source: We are Social, 2025

Misinformation related to mental health issues has become a widespread phenomenon in the digital space. Much of the content circulating on social media presents inaccurate information about the symptoms, causes, and treatment of mental disorders. One example is the tendency to oversimplify diagnoses, or the indiscriminate use of mental health terms without scientific basis (Suarez-Llendo & Alvarez-Galvez, 2021). This situation has the potential to create new stigmas, misunderstandings, and inappropriate self-diagnosis practices among the public. In Indonesia, the phenomenon of misinformation in mental health campaigns is still commonly found. For example, simplifying depression symptoms as merely “being ungrateful,” or the false claim that mental health disorders can be cured solely through self-motivation or specific spiritual practices.

Additionally, campaigns that are not based on scientific data, in fact, it has the potential to reinforce stigma, such as the assumption that people with mental disorders are dangerous or unable to contribute to society. This kind of misinformation not only causes public confusion, but can also prevent individuals from seeking professional help.



Figure 2. Prevalence of Mental Health Among Adolescents in Indonesia
Source: Kol.id, 2025

Mental health is an important issue in the field of global public health. Data from the World Health Organization shows that 1 in 5 people worldwide experience mental health disorders (World Health Organization, 2022). Meanwhile, the Indonesian Ministry of Health reports that around 30% of Indonesia's total population of 280 million, or around 84 million people, experience various mental health disorders, including depression, anxiety, and other disorders (Kementerian Kesehatan Republik Indonesia, 2025). The high prevalence of mental health disorders, both globally and nationally, underscores the importance of comprehensive management, ranging from prevention, information management in the media, to public education based on scientific data.

According to the Ministry of Health of the Republic of Indonesia 2025, mental health is a condition in which an individual feels well-being in managing life's pressures, enabling them to function productively and participate actively in society. This definition emphasizes that mental health is not only related to the absence of psychological disorders, but also includes an individual's capacity to live a full life. In line with this, Saputra & Lubis (2025) define mental health as the main pillar of human personality integrity, which includes emotional and social aspects in daily life. This definition emphasizes the importance of emotional stability and the ability to establish healthy social relationships as indicators of good mental health. Thus, mental health can be understood as a state of overall well-being, which is not only characterized by the absence of psychological disorders, but also by an individual's ability in managing life's

pressures, maintaining emotional stability, and building healthy and productive social relationships.

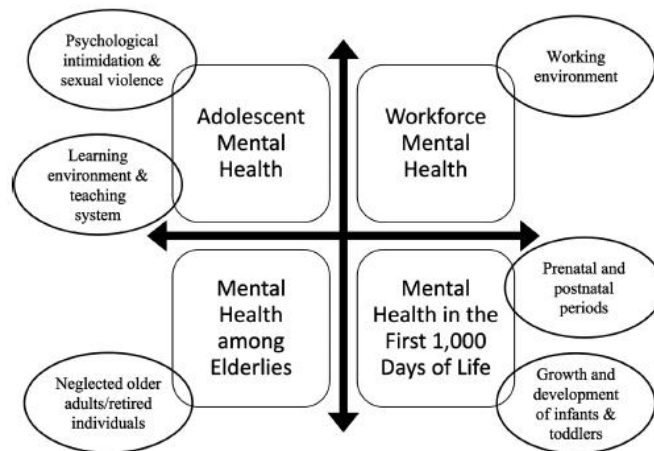


Figure 3. Six major mental health priorities in Indonesia across four high-risk population groups.

Source: Basrowi et al, 2024

From the figure 3, comprehensive understanding forms the basis for examining the communication strategies used in mental health campaigns, particularly on social media, which has a wide audience reach and plays an important role in shaping public perceptions and responses to mental health issues (Basrowi et al., 2024). Various collective efforts have been made through social media platforms, including campaigns focused on raising awareness and disseminating accurate information. Mental health issues are generally conveyed through data-based education and the sharing of personal experiences, for example through storytelling content aimed at reducing negative stigma in society.

However, there are still gaps in building the audience's cognitive resilience to misinformation and stigma that could potentially damage positive perceptions of mental health. This is because campaign approaches are often reactive and purely informative, thus failing to provide the cognitive protection needed to prevent the impact of exposure to inaccurate messages. In this context, Inoculation Theory offers a relevant framework by encouraging audiences to anticipate and counter misinformation and negative stigma through early exposure to weakened counterarguments (Littlejohn et al., 2021). This theory explains that by introducing counterarguments in a weakened form, audiences can develop “cognitive antibodies” that are useful for resisting stronger persuasive efforts in the future. Thus, the application of inoculation theory not only serves as a means of conveying information, but also as a form of active resistance and a proactive step to strengthen the effectiveness of mental health campaigns (Sathianathan et al., 2025).

In raising public awareness about mental health, many communities and institutions in Indonesia are actively engaged through social media. This platform is considered effective because it can reach a wide audience and, when combined with

interesting content, can build emotional engagement through narratives so that messages are more easily accepted by the audience (Laer et al., 2019). Persuasive communication plays an important role in encouraging individuals to seek support related to mental health. To be more effective, messages must be designed to be as interesting as possible in order to attract the audience's attention. Perloff (2021) defines persuasive communication as a symbolic process to influence individuals' thoughts, attitudes, and behaviors through messages designed to shape or reinforce responses. This persuasive nature can make someone who was initially reluctant become willing to accept and even seek further information.

In the context of mental health, digital platforms contribute greatly to raising awareness while reducing individuals' fear of seeking help assistance. Social media not only conveys narratives, but also engages audiences in collective efforts to combat stigma (Green & Brown, 2021). Instagram, for example, has proven to be capable of building emotional connections with audiences (Miles, 2020). In addition to expanding the reach of stories, social media also encourages active audience engagement to provide constructive views, thereby creating a more meaningful dialogue (Smith & Sinha, 2021).

There are various other communities that also advocate for mental health issues, such as @kesehatmental.id, @piblicenter, and @mudahbercerita. Most of these accounts tend to adopt an informative communication strategy, focusing on disseminating psychoeducational content through infographics, quotes from experts, or formal question and answer sessions. Although effective in increasing literacy, this approach is often one-way communication and places the audience as passive recipients of information. The content presented is generally informative and preventive, but does not explore the dynamics of audience interaction in dealing with stigma or misinformation directly.

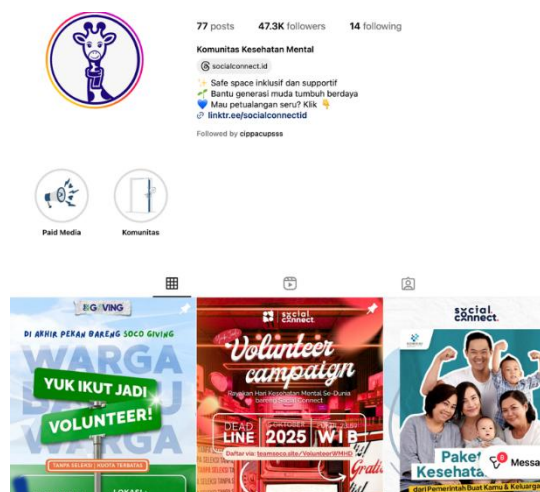


Figure 4. Instagram profile @socialconnect.id
Source: Social Connect, 2025

With the rapid development of digital technology and social media, Instagram has grown to become one of the main platforms for disseminating information and a public forum for discussing various issues, including mental health. One account that stands out in this regard is @socialconnect.id, which since its inception has served as a support platform for mental health survivors through an anonymous story-sharing space. As it has grown, Social Connect has become one of the largest mental health communities in Indonesia. This can be seen from the number of followers reaching 47,300 in September 2025, 23,000 active community members, and the reach of digital campaigns that have successfully penetrated more than 5 million individuals through various initiatives such as webinars, online campaigns, and educational content. These activities demonstrate Social Connect's significant contribution to building mental health literacy, expanding public awareness, and supporting individuals in their recovery and search for meaning in life.

This study focuses specifically on Instagram feed content in carousel format. This format was chosen because it has systematic message delivery characteristics by combining complementary text, visuals, and illustrations, enabling a more comprehensive discussion of mental health issues. The carousel content on @socialconnect.id often highlights stigma, common misconceptions, and misinformation that are still prevalent in society, then provides clarification based on scientific data, expert opinions, and empathetic explanations that are easy to understand. Thus, the carousel becomes the main medium that not only conveys educational information but also builds critical awareness among the audience in dealing with the flow of digital information.

The scope of research on carousel feed content was defined so that the analysis could be conducted in a more focused and in-depth manner. This limitation allowed researchers to examine in detail how the main elements of inoculation theory, namely threat and refutational preemption, were implemented in @socialconnect.id posts. The threat element is manifested through the presentation of stigma or false claims that are still commonly circulating, while the refutational preemption element is presented in the form of systematic, data-based rebuttals, packaged in empathetic language. Thus, this study focuses on how the inoculation process is consistently applied through the carousel as the main communication channel, while avoiding the expansion of data to other formats such as Stories, Reels, or Live, which have different interaction patterns.

The main reason for choosing @socialconnect.id in this study is because their communicative approach shows consistency with the principles of Inoculation Theory, which is not only to convey information, but also to present weakened counterarguments implicitly in the form of narratives, thereby encouraging the audience to think critically and develop cognitive "antibodies" against stigma and misinformation. Their content is not one-sided or merely formal education, but rather builds emotional connections and a sense of belonging through a supportive online community. This makes Social Connect relevant for analysis as a case study in the context of social media-based mental health campaigns. Considering the urgency of

mental health issues, the wide reach of digital platforms, and the communication characteristics used by Social Connect, this study aims to analyze the application of Inoculation Theory in mental health campaigns conducted through the Instagram account @socialconnect.id. Thus, this study seeks to identify how the principles of Inoculation Theory are applied in the content of @socialconnect.id and its contribution to the understanding of digital information delivery in mental health campaigns. To achieve this objective, this study will use a qualitative approach by analyzing Instagram content, in-depth interviews, and user engagement.

With this approach, this study does not intend to examine all communication strategies carried out by Social Connect, but rather highlights how carousel feed content is used as a means of applying inoculation theory in practice. This study is expected to provide a more focused and indepth understanding of the delivery message mechanisms by Social Connect in combating mental health misinformation, as well as to offer a conceptual contribution to the development and application of Inoculation Theory in the context of mental health misinformation on social media.

LITERATURE REVIEW OR RESEARCH BACKGROUND

a. *Inoculation Theory*

Inoculation Theory, first introduced by William J. McGuire, explains that exposure to weakened counterarguments combined with refutations can build resistance to future persuasive attacks. This theory works analogously to a medical vaccine, where individuals are exposed to a mild form of a threat to develop “cognitive antibodies.” According to Stephen W. Littlejohn et al. (2021), inoculation involves two core elements: threat and refutational preemption. The threat element creates awareness of vulnerability, while refutational preemption equips individuals with counterarguments to resist misinformation. Recent studies by A. Johnson and J. K. Madsen (2024) further highlight the relevance of this theory in digital environments, particularly in addressing misinformation at scale.

b. *Digital Media and Communicative Abundance*

The rapid development of digital technology has led to a condition known as communicative abundance, where the volume and accessibility of information increase significantly. R. F. Mendonça and Y. Castelfranchi (2022) describe this condition as an environment filled with diverse voices and complex communication flows, which increases the risk of misinformation. The emergence of new media, as explained by R. Rusyana (2024), allows users not only to consume but also to produce and distribute information, making audiences more active yet more vulnerable to inaccurate content. Data from We Are Social (2025) supports this by showing the high penetration and usage of social media in Indonesia.

c. *Social Media and Mental Health Communication*

Social media platforms play a significant role in shaping public understanding of mental health. According to World Health Organization (2022), mental health is a global concern that requires effective communication strategies to promote awareness and reduce stigma. In Indonesia, Kementerian Kesehatan Republik Indonesia (2025) highlights the high prevalence of mental health issues, emphasizing the need for accurate information dissemination. However, misinformation remains a major challenge, often leading to stigma and inappropriate self-diagnosis.

d. *Misinformation and Mental Health Stigma*

Misinformation about mental health often simplifies complex conditions and spreads misleading narratives. This can reinforce stigma and discourage individuals from seeking professional help. A. Saputra and S. A. Lubis (2025) emphasize that mental health should be understood holistically, including emotional and social well-being. Therefore, communication strategies must go beyond information delivery and actively counter false beliefs.

e. *Digital Storytelling and Persuasive Communication*

Digital storytelling has emerged as an effective approach in mental health campaigns. R. M. Perloff (2021) defines persuasive communication as a symbolic process aimed at influencing attitudes and behaviors. Meanwhile, J. Smith and A. Sinha (2021) highlight that storytelling on social media empowers individuals by making messages more relatable and engaging. Similarly, T. van Laer et al. (2018) explain that narrative transportation can increase emotional involvement, making audiences more receptive to messages.

f. *Instagram as a Platform for Campaigns*

Instagram has become a powerful platform for delivering persuasive and visual-based communication. According to J. G. Miles (2020), Instagram enables brands and communities to build emotional connections through visual storytelling. Additionally, M. C. Green and T. Brown (2021) argue that narrative-based communication can influence health behavior by increasing engagement and empathy. This makes Instagram particularly suitable for mental health campaigns that aim to both inform and emotionally connect with audiences.

METHODOLOGY

This study uses a qualitative approach with Content Analysis to analyze how persuasive communication is applied through storytelling on the Instagram account @socialconnect.id to address issues in the research. This qualitative research attempts to interpret phenomena in their natural setting, where the researcher acts as the main instrument. In qualitative content analysis, researchers examine the symbolic content of media forms and interpret meanings, themes, or patterns (McGuire, 1961). This study implements a single case study, with the research object focused on the content and

information uploaded by the Instagram account @socialconnect.id during the period from June 2025 to September 2025. The unit of analysis in this study is each post on the Instagram account @socialconnect.id that uses a storytelling format to convey mental health messages, including text, visual, and video elements.

Primary data collection was conducted entirely through content analysis techniques. This technique was applied to systematically examine the messages contained in various forms of communication media uploaded by the @socialconnect.id account, including text (descriptions/captions), images, and videos, in order to reveal implicit and explicit meanings. This analysis specifically focuses on elements in storytelling content related to mental health messages, with the aim of understanding how these messages are designed to shape audience understanding and raise awareness of mental health.

To increase the reliability and depth of the data, this study applied data triangulation. Triangulation was carried out by analyzing and comparing various forms of data found in the @socialconnect.id account posts, such as textual data in the caption column, visual data (image and video designs), and available public interaction data (relevant comments from followers). This multi-faceted approach to data allows for a more comprehensive and in-depth understanding of how persuasive communication through storytelling is applied.

The data analysis process in this qualitative study is systematic, covering the organization of content analysis documents and other relevant sources, which enables researchers to report findings effectively. This process includes the selection, extraction, and transformation of data to simplify it for easier understanding. Research data is presented systematically to provide a clear picture and facilitate the drawing of conclusions. Conclusions are drawn from the data that has been collected and analyzed to produce new findings. This study specifically focuses on persuasive communication through storytelling on the Instagram account @socialconnect.id regarding mental health, with the elements analyzed including the use of narrative, the use of visual elements, and call to action, as well as the concepts of threat and refutational preemption in Inoculation Theory. This research was conducted from October 2024 to April 2025. The limitations of this research include its subjective nature due to the researcher's interpretation, as well as its inability to be generalized statistically, given the qualitative research focus on a deep understanding of a specific context rather than a representation of a broader population.

RESULTS AND DISCUSSION

The analytical process began with a systematic examination of the Instagram account @socialconnect.id, specifically focusing on carousel posts published between June and September 2025. This investigation aimed to identify consistent patterns in message delivery rather than observing isolated incidents. Through this comprehensive content analysis, it was observed that the account strategically incorporates the principles of inoculation theory within its mental health campaigns. The findings suggest that the

message architecture is intentionally designed to proactively present weakened counterarguments, thereby cognitively preparing the audience to recognize and eventually reject false narratives common in society.

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The first element that stands out and forms the foundation of @socialconnect.id's content strategy is threat. Within the framework of inoculation theory, this element serves as an essential psychological trigger. The goal is to shake the audience's confidence in their existing beliefs, thereby creating awareness that their positive views on mental health are actually vulnerable to outside attacks. Content analysis shows that @socialconnect.id effectively executes this element by explicitly presenting stigma or misconceptions in the initial slides of their carousel format. The use of provocative statements or rhetorical questions that reflect common misconceptions serves as a cognitive “shock” that successfully captures the audience's attention in the fast-paced environment of social media, and most importantly, motivates them to seek the justification and rebuttal that will be presented in the next slide.



Figure 5. Instagram account post on Social Connect
Source: Social Connect, 2025

The first carousel post criticizing the #TherapyTok phenomenon clearly implements elements of threat. The threat is presented bluntly on the first slide through statistical data: “83.7% of mental health advice on TikTok is misleading!” This serves as a cognitive

‘shock’ that immediately shakes the audience's belief in the validity of TikTok content. This threat is reinforced on slide 4, which serves as a specific warning that “Self-diagnosis from TikTok... labels can hurt not heal.” The use of factual data and direct warnings effectively creates awareness of vulnerability to misinformation, preparing the cognitive groundwork for the audience to accept the rebuttal that will be presented.

After the threat element successfully triggered audience awareness, analysis showed strong and systematic implementation of the second element of inoculation theory, namely refutational preemption. This element is a core component that functions as a cognitive “vaccine” or “antibody.” Unlike simply presenting correct information, this refutation is specifically designed to counter the false arguments that have been introduced earlier.



Figure 6. Instagram account post on Social Connect

Source: Social Connect, 2025

Analysis of the carousel content flow shows that after one or two initial slides presenting the threat, the following slides are consistently dedicated to providing structured counterarguments. This process ensures that the audience is not left in confusion; instead, they are guided through a process of deconstructing misinformation and reconstructing accurate understanding, thereby strengthening their mental defenses. The form of rebuttal presented by @socialconnect.id is evident in its proactive methodology of presenting counterarguments.

After presenting the threat “Most people are taught to suppress their emotions... AND THAT IS THE TRAP”, the core rebuttal is presented through the call to “Change the Narrative” on slide 4. This is a form of refutational preemption that directly challenges misconceptions. The content specifically refutes the stigma that “Strong = indifferent” and replaces it with a new, empowering definition: “Strong = honest with oneself.” This

rebuttal not only provides facts, but also equips the audience with a healthy alternative narrative. This counterargument strategy is further reinforced in the following image.



Figure 7. Instagram account post on Social Connect
Source: Social Connect, 2025

This post explicitly refutes the false argument that self-help is sufficient. It lists weakened arguments (“Support from friends, TikTok tips, and journaling”) and immediately counters them with the statement “it’s not enough.” The rebuttal concludes with clear guidance: “...you need help from a trained mental health professional.” This pattern demonstrates how rebuttals are used systematically to correct specific misconceptions and guide the audience toward the right course of action. The consistency in applying rebuttal elements is an important finding that underscores the strategic nature of the @socialconnect.id campaign. The pattern of presenting threats that are always followed by systematic rebuttals in the content flow shows that this approach is a consciously designed communication strategy, not a series of random posts. This consistency has a crucial pedagogical function: by accustoming the audience to this pattern, @socialconnect.id effectively trains them to automatically seek rebuttals whenever they encounter dubious claims. This gradually builds a habit of critical thinking. The main goal is to achieve a preventive effect, where the audience is not only corrected after being exposed to misinformation, but also “vaccinated” to be immune to future exposure, a fundamental goal of inoculation theory.

From an analysis of the overall content pattern, it can be concluded that the communication strategy implemented by @socialconnect.id is strongly oriented towards prevention, which is in line with the core objectives of inoculation theory. The

narrative structure in each post is designed to proactively build “cognitive antibodies.” The “antibody” metaphor is very precise, as the content introduces flawed arguments in a ‘weakened’ form (threats), which is sufficient to trigger the audience's cognitive defense system without actually “infecting” them with false beliefs. This defense system is then reinforced by “rebuttals” that serve as nutrients for these antibodies. Thus, the audience is not only given fish (facts), but also taught how to fish (critical thinking), so that they are prepared to deal with misinformation independently.

The effectiveness of this strategy is confirmed through analysis of how the content is inherently designed to change the way audiences interact with information on social media in general. The content pattern presented not only provides new knowledge, but also implicitly trains media literacy skills. By consistently presenting claims and counterarguments, @socialconnect.id encourages the audience to adopt a more skeptical and analytical attitude. They are encouraged to always question sources, look for supporting evidence, and not easily accept mental health claims that do not have a strong scientific basis. This shift from passive information recipients to active information evaluators is one of the most significant impacts of the inoculation campaign they are running.

Thus, the results of this study confirm that the application of inoculation theory by @socialconnect.id, as evidenced by an in-depth analysis of the structure and substance of their content, not only plays a role in building a correct understanding of mental health issues. More than that, this strategy effectively and systematically shapes the cognitive resilience of the audience. Their campaign successfully equips followers with a set of mental tools necessary to independently identify, evaluate, and ultimately reject stigma and misinformation they encounter in an increasingly complex and challenging digital ecosystem. Their contribution is not only informative but also transformative in empowering audiences to become smarter and more resilient consumers of information.

The findings from this content analysis significantly show that the application of inoculation theory in mental health campaigns through the Instagram account @socialconnect.id contributes significantly to the formation of the audience's cognitive resilience against stigma and misinformation. The proven implementation of a systematic analysis of their posts is not merely the dissemination of information, but rather a sophisticated message architecture. The use of two key elements, namely threat and refutational preemption, which are consistently packaged through visual storytelling in carousel format, has proven to be an effective strategy. Analysis shows that this narrative structure inherently strengthens message acceptance, increases audience emotional engagement through attractive visuals, and gradually encourages the audience to adopt a more critical attitude towards information about mental health in the complex digital space.

The results of this content analysis are consistent with and reinforce the basic concept proposed by McGuire (1961), which states that controlled exposure to weak arguments accompanied by strong rebuttals can foster individual resistance to stronger

persuasive attacks in the future. What @socialconnect.id does through its content is a modern and practical manifestation of this fundamental principle. Furthermore, this study confirms the findings of Johnson & Madsen (2024), which emphasize the effectiveness of inoculation theory when adapted to digital media, especially when packaged in the form of narratives that are relevant to the personal experiences of the audience. Compared to conventional persuasive approaches that are often merely informative, content analysis shows that the visual storytelling strategy used by @socialconnect.id is more effective in building personal identification and empathy, a view consistent with Smith & Sinha (2021) regarding the potential for long-term attitude change through digital narratives.

In addition, this study adds a new dimension to the inoculation theory literature by highlighting the crucial role of visual design and aesthetics in supporting the effectiveness of inoculation messages, a finding that stems purely from visual content analysis. From this analysis, it was found that it is not only the narrative content of the text that influences this process of “cognitive vaccination.” The synergistic combination of empathetic illustrations, a soothing color palette, easy-to-read typography, and an overall structured visual layout has been proven to reinforce the meaning and emotions being transmitted. These visual aspects serve to make the threat element feel more real and relevant, while the refutational preemption element becomes easier to digest and remember. This expands on previous studies that tended to focus more on verbal content, thereby providing a relevant conceptual contribution to the development of studies applying inoculation theory on highly visual social media platforms such as Instagram.

Practically, while noting the limitations in the study's scope and the number of informants, the findings from @socialconnect.id provide a substantial contribution to the strategic design of digital media-based mental health campaigns. The analysis shows that their strategy fundamentally shifts the paradigm from a reactive approach (refuting misinformation after it has spread widely) to a proactive approach (preparing audiences before they are exposed). The relevance of this approach is particularly high in an era of communicative abundance, where the speed of false information often outpaces manual verification efforts. By “vaccinating” audiences through strategically structured content, similar campaigns can effectively reduce public vulnerability to harmful narratives and build more digitally resilient communities.

In conclusion, this discussion confirms that combining inoculation theory with visual storytelling techniques, as evidenced by the content analysis of @socialconnect.id, is a very powerful and adaptive persuasive communication approach in the digital age. The contribution of this study lies not only in providing empirical evidence of the success of an account's content strategy, but also serves to establish a conceptual and practical framework for digital media-based mental health campaigns. Despite its limitations in terms of the scope of the study and the number of informants, this study provides conceptual and practical contributions to the development of a digital media based mental health campaign.

CONCLUSION

This study concludes that the implementation of inoculation theory by the Instagram account @socialconnect.id represents a highly effective strategy for combating mental health misinformation and stigma in the digital space. The findings from the systematic content analysis demonstrate that the campaign consistently applies the core elements of inoculation, specifically utilizing the threat component to trigger awareness of prevailing stigmas while employing refutational preemption to offer logical and scientifically grounded rebuttals within an empathetic narrative structure. This approach functions as a protective mechanism that goes beyond simple education by actively training audiences to distinguish valid information from misleading claims, thereby fostering greater cognitive resilience. Although the scope of this research focuses solely on the content analysis of a single account and suggests that future studies should employ quantitative methods to measure direct audience impact, the results confirm that social media is a viable strategic platform for building critical awareness. Ultimately, the successful application of this theory proves that proactively structured digital campaigns can significantly reduce the influence of harmful narratives and strengthen public mental health literacy in the digital age.

BIODATA

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