JURNAL CMHP
(Journal Of Community Mental Health And Public Policy)

SURVEY OF THE INFLUENCE OF SOCIAL MEDIA ACTIVISM ON STUDENTS' PERCEPTIONS REGARDING POOR HYGIENE OF PEOPLE WITH MENTAL ILLNESS IN INDONESIA: A CROSS-SECTIONAL STUDY
Survey Pengaruh Aktivisme di Media Sosial Terhadap Persepsi Mahasiswa Mengenai Poor Hygiene Penderita Mental Health Illness di Indonesia: Studi Cross-Sectional

Nathania Alma Cintanya Lalisang, Benazir Bona Pratamawaty, Kunto Adi Wibowo
Faculty of Communication Sciences, Universitas Padjadjaran, Indonesia
Corresponding Author : benazir.bona@unpad.ac.id

ARTICLE INFO

ABSTRACT

Background: In this digital era, there is a huge activism taking place on social media. One of the issues that is frequently discussed on social media is mental mental illness, such as anxiety and depression which are the most common disorders. People with mental illness often receive a negative stigma from society regarding their hygiene. **Purpose:** This research aims to see the influence of activism on students' perceptions regarding poor hygiene of people with mental illness in West Java province. **Methods:** This research used quantitative research methods and obtained 391 respondents through distributing questionnaires using Google Forms. **Results:** From 391 respondents, it was found that 75% of respondents were male and 25% were female. The results of other research also produced good validity tests ($R_{count} > R_{table}$), reliable reliability tests (Cronbach's Alpha > 0.700) but small regression tests (0.3% < 0.5%). **Conclusion:** Based on the research result, it can be concluded that students' perceptions of poor hygiene to people with mental illness are not only influenced by social media activism, but also by direct knowledge and experience with people mental health.

Keywords: social media activism, mental illness, hygiene, stigma

ABSTRAK

Latar Belakang: Di dunia yang serba digital ini, ada banyak aktivisme yang terjadi di sosial media. Salah satu isu yang sering dibicarakan dalam media sosial adalah mengenai mental health illness atau penyakit mental yaitu dengan penyakit seperti gangguan kecemasan dan depresi yang paling umum. Mental health illness sering mendapat stigma negatif oleh masyarakat terhadap kebersihan penderitanya. Tujuan: Penelitian ini bertujuan untuk melihat pengaruh aktivisme atas presepsi mahasiswa mengenai poor hygiene penderita mental health ilness di provinsi Jawa Barat. Metode: Penelitian ini mengacu pada metode penelitian kuantitatif dan berhasil mendapatkan 391 responden yang didapatkan melalui penyebaran kuisioner dengan Google Forms. Hasil: Dari hasil penelitian oleh 391 responden, didapatkan 75% responden yang berjenis kelamin Laki-laki dan 25% yang berjenis kelamin perempuan. Hasil penelitian lainnya juga menghasilkan uji validitas yang baik ($R_{hitung} > R_{tabel}$), uji realibilitas yang reliable (Cronbach's Alpha > 0,700) namun uji regresi yang kecil (0.3% < 0,5%). Kesimpulan: Berdasarkan hasil penelitian diatas, dapat disimpulkan bahwa persepsi mahasiswa terhadap poor hygiene penderita mental health illness tidak hanya dipengaruhi oleh aktivisme media sosial, namun oleh pengetahuan dan pengalaman langsung dengan objek penderita kesehatan mental.

Keywords: aktivisme media sosial, penyakit mental, kebersihan, stigma

INTRODUCTION

In this digital era, social media has an effective means of raising social issues and mobilizing actions for change. This act of change is undertaken through activism on social media. Acts of activism refer to all types of human activity, whether individual or collective, institutional, or informal, which aim to encourage change in people's lives. This act of activism produces activities, ranging from survival strategies, resistance, to influencing a group or individual to take collective action (Baruh & Hawks, 2015)

Activism undertaken through social media helps provide support to parties who want to voice and seek change regarding certain issues (Shi, 2016). Social media activism utilizes media as a forum for communicating, disseminating, and interacting, as well as a battlefield from a global perspective on the issues being faced. Through social media, it becomes easier for people with the same goals and thoughts to join in a group and launch collective action in bringing change to social problems that exist in society, known as digital activism. (Chon & Park, 2020).

One issue that is frequently discussed on social media is mental illness. Mental illness is experienced by many people. According to the World Health Organization (in (Prihatini *et al*., 2022), 1 in 8 people, or 970 million people worldwide, have mental illness, with anxiety and depression being the most common disorders. For severe levels of mental illness, it is difficult to undertake and complete daily activities. These activities can include self-care (Birken *et al*., 2021) and maintaining hygiene.

Due to the difficulty in doing this, people with mental illness often receive negative social stigma from the surrounding community. The word stigma in mental health issues refers to negative attitudes and beliefs that make people feel afraid, avoid, discriminate, and even reject the presence of people with mental illness (Saha, 2021). One of the most frustrating problems for people with mental illness is the negative social stigma that often accompanies the illness. Some people report that stigma can be more debilitating and more difficult to overcome than the mental illness itself.

Similar research was conducted by (Nawaz & Jahangir, 2017), regarding correlation between cleanliness and a person's physical appearance and schizophrenia. This is since schizophrenia is frequently described in the form of abnormal behavior patterns in terms of daily hygiene patterns. The results showed that 53% of the 25 randomly selected respondents agreed that people with schizophrenia did not maintain good hygiene. The next result obtained from professional practitioners was that 92% of them agreed with the statement above. Therefore, it can be concluded that all groups in this study agree that people with mental health illnesses do not maintain their cleanliness. However, the results of a literature review show that similar studies have only been conducted on populations in southern countries, such as Pakistan. This research was conducted to fill in the gap of similar studies on the population in Indonesia, especially students. Therefore, the hypothesis of this research is listed as follows:

H1: Activism on social media influences students' perceptions about poor hygiene in people with mental illnesses.

H0: Activism on social media does not affect students' perceptions about poor hygiene in people with mental illnesses.

In this mental health issue, the concept of activism was developed to promote the rights of people with mental illness, for them to be free from stigma and

negative discrimination from society. For this reason, a correct perception needs to be developed in society, especially towards students, regarding the good and correct way to deal with it in society. Thus, this study was undertaken with the title "The Influence of Social Media Activism on Student Perceptions Regarding the Hygiene in People with Mental Illness in West Java Province". With mental health activism on social media, it is expected that there will be changes in a more positive direction in students' perceptions regarding the hygiene of people with mental illness.

METHOD

This research referred to quantitative research methods. Quantitative research is a series of methods related to the systematic investigation of social phenomena using statistics/numerical data (Watson, 2015). Quantitative research assumes that all phenomena studied can be measured. According to Albers (2017), numerical data collected in quantitative research is analyzed to find conclusions from a study to determine patterns and correlation in a contextual situation.

Population is the total of each element to be studied which has the same characteristics as a group (Handayani, 2020). The population selected in this research were students living in West Java province. This is since it is estimated that 2-3% of people or around 1 to 1.5 million Indonesians suffer from mental illness (Kusumawati & Hartono, 2015). Meanwhile, West Java province is one of the provinces with the highest prevalence of mental disorders in Indonesia (12.1%) (Directorate General of Public Health, 2018) with an age range of 15-24 years.

The population chosen by the researchers were also students who were active in social media. This was because there were 88% of children aged 18-29 years who used social media (PEW Research Center, 2018) which showed that this generation represented the heaviest social media users (Dookhoo *et al.*, 2019). The media and digital environments that permeate practically every part of the lives of today's millennial generation shaped them in significant ways. Considering this, it was critical to shape attitudes toward the present millennial generation, beginning with students.

In this research, the sampling technique used was convenience sampling. The convenience sampling technique is a non-probability type sampling technique, where researchers approach samples that meet certain criteria, such as geographic proximity, ease of access, or willingness to participate in research (Etikan, 2016). This convenient sampling technique was used because the population taken did not have a sampling frame due to limitations in accessing data.

To determine the required sample size, researchers used Survey Monkey software which was adapted to predetermined population criteria. According to the calculation results in the Survey Monkey software, the minimum sample size was 384 students. Researchers have gathered 391 responses from people living in different parts of the province of West Java.

The data collection technique used in this study was through surveys or data collection in the form of questionnaires which were distributed to respondents online. Questionnaires were one of the most widely used tools for collecting data, especially in social science research, with the aim of obtaining relevant information in the most reliable and valid way (Taherdoost & Lumpur, 2016). This questionnaire was distributed via Google Forms to populations that met the research criteria.

The questionnaire instrument used was to measure how much influence social media activism (X) has on students' perceptions regarding poor hygiene for mental health illness sufferers (Y). The influence of social media activism was measured in 5 items. These items were used to measure respondents' behavior in using social media such as "I have shared or retweeted posts about Mental Health on social media" and "I have signed online petitions regarding Mental Health issues on social media."

Furthermore, the perception of poor hygiene for mental health illness sufferers was measured in 4 items. These items were used to measure students' perceptions of poor hygiene in people with mental health illnesses, such as "In my opinion, people with Mental Health Illness tended to ignore their appearance" and "In my opinion, people with Mental Health Illness do not take care of themselves properly." All questionnaire items were measured using a 1-5 Likert scale with 1 = strongly disagree to 5 = strongly agree.

The questions given refer to the variables you wanted to test, consisting of the independent variable, such as social media activism, and the dependent variable, namely student perceptions regarding poor hygiene. The data from distributing the questionnaire was analyzed using a simple regression test to determine the effect of the independent variable (X) on the dependent variable (Y).

Researchers did not use ethical permission through the university ethics commission in this study because the study population was in the age category above 17 years. However, informed consent or approval was still carried out by researchers and was taken from each respondent who was requested. The statement of consent was stated on the first page of the questionnaire form which was distributed in written form when filling out the questionnaire.

RESULT

In conducting the research, the researchers succeeded in distributing and searching for 391 respondents. The details were 293 respondents (75%) were male and the other 98 respondents (25%) was female. All respondents have met the exact population criteria, namely students who were active on social media who lived in West Java. Each item from the demographic aspect of this research has been categorized well and was valid, as presented in Table 1 below.

Table 1. Respondent Demography Profile (n = 391).

Demography Factor	Category	Frequency	%
Gender	Male	293	75%
	Female	98	25%
Average Income	<Rp.1.000.000	141	36%
	Rp1.000.000 - Rp2.000.000	137	35%
	Rp.2.000.001 - Rp.3.000.000	59	15%
	Rp3.000.001 - Rp.4.000.000	21	5%
	Rp.4.000.001 - Rp.5.000.000	18	5%
	> Rp.5.000.000	15	4%

Continuation of Table 1. Respondent Demography Profile (n = 391)

Demography Factor	Category	Frequency	%
The duration of social media everyday	1-3 hours	57	15%
	4-6 hours	164	42%
	7-9 hours	109	28%
	10-12 hours	49	13%
	> 12 hours	12	3%

Source: Primary Data, 2023

Researchers conducted validity and reliability tests on each question item in the research instrument on 30 respondents from the research population prior to conducting additional testing regarding the impact of social media activism on students' perceptions about poor hygiene of mental illness sufferers in West Java province. Out of 391 respondents were tested as a result of research. Validity tests were used to measure the truth of what was being measured. As for data processing, researchers used the IBM SPSS Statistics 26 software application and Jeffrey's Amazing Statistics Program or JASP. The data validity test results for each question item in the questionnaire were declared valid if the $R_{count} > R_{table}$ value. Based on the validity table, the R_{table} value with a total of N=391 at a significance level of 0.05 or 5% was R=0.361 so that the questionnaire question items were claimed valid if the assumption $R_{count} > R_{table}$ is met.

Table 2. Validity Test

Variable	Value of R_{count}	Notes
X	0.828	Good validity
	0.821	Good validity
	0.603	Good validity
	0.800	Good validity
	0.720	Good validity
Y	0.862	Good validity
	0.909	Good validity
	0.884	Good validity
	0.715	Good validity

Source: Primary Data, 2023

Based on table 2 of the validity test results that have been carried out, all question items in the variable X questionnaire are declared valid because all values show that $R_{count} > R_{table}$. Furthermore, for all question items in the Y questionnaire, all of them are also declared valid where the value shows that $R_{count} > R_{table}$.

Table 3. Reliability Test

Variable	Cronbach's Alpha (α)	Description
X	0.813	Reliable
Y	0.864	Reliable

Source: Research Results 2023

The reliability test results based on table 3 show that Cronbach's Alpha value for variable X or social media activism was 0.813> 0.700. Then for Cronbach's Alpha value of variable Y or student perceptions of poor hygiene was 0.864> 0.700. This shows that the measuring instrument used by researchers is declared reliable.

Sugiyono (2017) in Ruslan & Kurbani (2020) explained that simple linear regression analysis is a test carried out to determine the relationship or linear influence between the independent variable and the dependent variable. In this study, simple linear regression analysis was used by researchers to determine how much influence social media activism (X) has on student perceptions of poor hygiene for mental illness sufferers (Y). This test analysis was also used to determine the effect of variable X and variable Y in a linear manner.

Table 4. Model Summary

Model	R	R^2	Adjusted R^2	RMSE
H_0	0.000	0.000	0.000	4.741
H_1	0.054	0.003	0.000	4.740

Source: Primary Data, 2023

Based on the results of the regression analysis test in table 4, it is stated that H0 of this study is rejected, while H1 is accepted with a Regression value (R^2) of $R^2 = 0,3\%$.

DISCUSSION

According to the data collected and categorised in Table 1, it was found that most of the respondents, or 36% of the respondents, had an average monthly income of <Rp.1,000,000. This was followed by respondents who had a monthly income of Rp1,000,000 - Rp2,000,000 with 137 or 35% of the respondents. The least monthly income of the respondents was >Rp.5,000,000, with 4% of the respondents choosing it.

For the duration of daily social media use (Table 1), 42% of respondents use social media for an average of 4-6 hours each day. This is the highest average social media usage of the respondents. For the least average use of social media, only 3% of respondents use social media for an average of 12 hours in one day.

Then, the researcher will discuss further the findings that have been presented in the previous section. The validity test results in table 2 show that all question items in the questionnaire that have been distributed are considered valid, because the value of $R_{count} > R_{table}$, with the result of the R_{tabel} value of 0.361. The reliability test results in table 3 show that all reliability coefficients were > 0.700, this interprets that each statement item in the questionnaire is considered reliable.

The results of the simple linear regression test for the hypothesis testing process using the IBM SPSS Statistic 26 software application are presented in table 4. Based on the results of the hypothesis testing that has been carried out, the Regression (R^2) value was obtained at 0.003 or 0.3% <0.5%. With that, a conclusion can be drawn that social media activism does not affect students' perceptions of poor hygiene of mental illness sufferers.

The results of this study suggest that hygiene is not a factor that best describes people with mental illness. Hygiene or cleanliness is a factor that is less compatible with people with mental illness. Experts also explained that the perception of the public

(including university students) towards mental health problems varies greatly, depending on the basic attitude of the mental health problem (Rohmi, 2018). To have a good understanding and judgement on how to perceive the underlying attitudes of mental health problems, one must have knowledge and experience related to the object or individual suffering from the mental problem.

CONCLUSION AND SUGGESTION

Based on the results of the research above, it can be concluded that students' perceptions of poor hygiene of mental illness sufferers are not only influenced by social media activism. However, the perceptions that students have of mental illness sufferers, namely poor hygiene, can also be influenced by knowledge and direct experience with the object of mental illness sufferers.

The suggestion for future researchers is to look for new reference journals that can support variable X and variable Y well. The mistake made in this study is that journals that support variable X and journals that support variable Y lack correlation in the regression test. Apart from that, future researchers can follow and continue research that has been conducted by other researchers.

ACKOWLEDGMENT

FUNDING SOURCE

AUTHOR CONTRIBUTION

Nathania Alma Cintanya Lalisang was responsible for data collection, data analysis, manuscript writing, literature review, and references used in the research. Miss Benazir Pona Pratamawaty served as corresponding author and second author in this research. Mr Kunto Adi Wibowo is the third author of this research.

CONFLICT OF INTEREST

The researcher has no conflict of interest.

REFERENCES

Albers, M. J. (2017). Quantitative Data Analysis-In the Graduate Curriculum. *Journal of Technical Writing and Communication*, *47*(2), pp. 215–233. doi: 10.1177/0047281617692067

Baruh, L., & Hawks, B. (2015). *New Media Politics: Rethinking Activism and National Security in Cyberspace*. United Kingdom: Cambridge Scholars Publishing.

Birken, M., Wong, H. T., McPherson, P., & Killaspy, H. (2021). A systematic review of the published literature on interventions to improve personal self-care for people with severe mental health problems. *British Journal of Occupational Therapy*, *84*(4), pp. 200–211. doi: 10.1177/0308022620979467

Chon, M.-G., & Park, H. (2020). Social Media Activism in the Digital Age: Testing an Integrative Model of Activism on Contentious Issues. *Journalism & Mass Communication Quarterly*, *97*(1), pp. 72–97. doi: 10.1177/1077699019835896

Direktorat Jendral Kesehatan Masyarakat. (2018). *Hasil Utama Riskesdas 2018*. Access from https://kesmas.kemkes.go.id/assets/upload/dir_519d41d8cd98f00/files/Hasil-riskesdas-2018_1274.pdf

Dookhoo, S. R., Senior, M. A., Executive, A., & Dodd, M. D. (2019). *Slacktivists or Activists? Millennial Motivations and Behaviors for Engagement in Activism*. Access from https://instituteforpr.org/slacktivists-or-activists-millennial-motivations-and-behaviors-for-engagement-in-activism/

Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, *5*(1), pp. 1. doi: 10.11648/j.ajtas.20160501.11

Taherdoost, H, A., & Lumpur, K. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. In *International Journal of Academic Research in Management (IJARM)*, 5(3). doi: 10.2139/ssrn.3205040

Handayani, R. (2020). *Jangan Remehkan Kesehatan Jiwa.* Metodologi Penelitian Sosial.

Kusumawati, F., & Hartono, Y. (2015). *Buku Ajar Keperawatan Jiwa*. Jakarta: Salemba Medika.

Nawaz, N., & Jahangir, S, F. (2017). Physical Appearance and Poor Hygiene Patterns: Evidence of Schizophrenic Illness. *J Postgrad Med Inst [Internet]. 31*(2).

Prihatini, Z., Sumartiningtyas, H., & UN News. (2022). *WHO: Hampir 1 Miliar Orang di Dunia Alami Gangguan Kesehatan Mental*. Access from https://www.kompas.com/sains/read/2022/06/20/193000823/who--hampir-1-miliar-orang-di-dunia-alami-gangguan-kesehatan-mental?page=all

Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: ALFABETA.

Rohmi, F. (2018). Pengaruh Penyuluhan Dengan Media Elektronik Terhadap Stigma Masyarakat Pada Orang Dengan Gangguan Jiwa. *Jurnal Ners Lentera*, *6*(2). Pp. 139-146.

Ruslan, & Kurbani, A. (2020). Pengaruh Pengawasan Dan Kemampuan Kerja Terhadap Kinerja Pegawai Kejaksaan Tinggi Sumatera Selatan. *Jurnal Manajemen dan Investasi (MANIVESTASI)*, *2*(1). Pp. 94-111. doi: 10.31851/jmanivestasi.v2i1.4740

Saha, G. (2021). Advocacy in mental health. *Indian Journal of Psychiatry*, *63*(6), pp. 523. doi: 10.4103/indianjpsychiatry.indianjpsychiatry_901_21

Shi, B. (2016). Success of Digital Activism. *Roles of Structures and Media Strategies. Scholar Commons*, *14*, pp-1-30.

Watson, R. (2015). Quantitative research. *Nursing Standard*, *29*(31), pp. 44–48. doi: 10.7748/ns.29.31.44.e8681