

Psychoeducation Outreach to Families Through The Live Instagram Of The Family Learning Center (PUSPAGA) Surabaya City

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Abstract: The family, as the primary source of a child's education, plays a crucial role in the child's growth and development. Particularly for adolescents who face mental health challenges as they transition from childhood to adulthood. To address these issues, psychoeducation for both parents and children is essential. This study examines the effectiveness of the PUSPAGA psychoeducation outreach program via Instagram Live in Surabaya. Utilizing qualitative research methods, data were collected through interviews to understand the program's impact. The findings indicate that the program successfully raises awareness about mental health and family well-being, leveraging the broad reach of social media. Despite challenges such as technical limitations and varying audience engagement, the program has been positively received, highlighting the potential of digital platforms in delivering psychoeducational content. Recommendations for future program development are provided to enhance the effectiveness and reach of similar initiatives.

Keywords: *Family education; Instagram Live; mental health; psychoeducation; PUSPAGA*

1 INTRODUCTION

As the primary and fundamental source of a child's education, the family represents the first environment a child knows. Therefore, the family is expected to provide the foundation for the child's growth and development according to their physical, cognitive, and psychosocial stages. Problems within the family do not only originate from the parents but also from the children. During adolescence, children are particularly vulnerable to mental health issues, as this period marks the transition from childhood to adulthood, wherein they are in the phase of seeking their identity. According to Unicef data from 2019, it is estimated that one in seven adolescents globally, approximately 166 million experience mental health disorders. Additionally, data from SehatNegeriku in 2023 shows that 6.1% of Indonesians aged 15 and above experience mental health disorders (Tarmizi, 2023). To address these issues, both parents and children need to receive psychological education to be more aware and conscious of mental health issues and to gain deep knowledge and understanding of these topics.

In the current digital era, psychoeducation plays a crucial role in supporting well-being. Easy and unlimited internet access allows instant information dissemination, and the growing presence of social media has become an inseparable part of people's lives. Surabaya as major city in Indonesia, leverages social media to improve the quality of life for its residents through innovative programs. One such program is the Family Learning Center (PUSPAGA) of Surabaya, which provides psychological counseling, education, and psychosocial support to families. PUSPAGA faces challenges in reaching all societal segments due to limited access to direct counseling and psychological support services. According to Sari et al., (2020), Indonesia's geographical structure as an archipelago and its widespread population pose challenges, as access to mental health resources remains minimal compared to the overall population. Therefore, utilizing digital technology is an effective solution to expand the reach of services. This aligns with recent research by Kruzan et al., (2022) demonstrates that recruiting individuals from diverse backgrounds can be efficiently accomplished through social media. One of PUSPAGA's flagship programs is psychoeducation outreach through Live broadcasts on the social media platform Instagram. According to a report by We Are Social and Hootsuite in 2024, Instagram is one of the most frequently used platforms in Indonesia with 167 million active social media users and over 85.3% monthly active users, highlighting its potential to disseminate information and education widely (Riyanto, 2024). The PUSPAGA

psychoeducation outreach program via Instagram Live aims to provide education on mental health, stress management, effective parenting strategies, and healthy family communication. Research by Yanuar et al. (2021) indicates that online psychoeducation is effective in raising awareness about the importance of mental health. This study examines the PUSPAGA psychoeducation program through Instagram Live, presenting data and analysis that offer a comprehensive overview of the program's effectiveness and recommendations for the development of similar programs in the future.

2 MATERIALS AND METHODS

This study employs a qualitative research methodology. In qualitative methods, theory is often utilized merely to give perspective or approach, therefore qualitative research results strive to achieve an understanding from a deep and comprehensive perspective while accepting the subjectivity of both the researcher and the participants. using unstructured interviews conducted directly with speakers, hosts, and the audience to collect data. Participants were asked to express their opinions on the criteria for speakers, how hosts create an interactive atmosphere during live Instagram sessions, what attracts viewers to participate, the benefits gained from attending the live sessions, and the strengths and weaknesses experienced during the live broadcasts. Relevant questions were prepared to understand the dynamics and effectiveness of the psychoeducation outreach program through Instagram Live by PUSPAGA Kota Surabaya, carefully listening and taking detailed notes on participants' responses. Data collection took place from May 15 to May 17, 2024, with interview durations of approximately 10-15 minutes for each participant.

3 RESULTS

Psychoeducation outreach through PUSPAGA's Live Instagram in Surabaya City is an interactive program aimed at increasing public awareness of the importance of family well-being and the pivotal role of families in child development. Specifically designed as a preventive measure, this program aims to provide understanding through social media platforms to the community. It reaches all age groups from children to adults, ensuring broad community participation. Held every Friday, the program involves contributions from various parties including speakers, moderators, and the viewers. Speakers or presenters are typically psychologists or counselors from PUSPAGA and volunteer psychologists. Additionally, PUSPAGA frequently collaborates with the Student Organization (ORPES), consisting of all Student Council Chairpersons from junior high schools across Surabaya. Moderation is handled by PUSPAGA staff or internship students assigned to PUSPAGA.

The implementation process of psychoeducation through Live Instagram by PUSPAGA Surabaya City involves several stages designed to ensure the event runs smoothly and effectively. The first stage is planning and preparation, where topics relevant to family well-being such as parenting, mental health, and child education are selected. These topics are chosen based on current issues that are actively discussed to meet the needs and interests of the audience. Next, invited speakers need to be competent and experienced in their respective fields.

Interviews conducted by researcher with one of the speakers who has presented on PUSPAGA's Live Instagram outlined the criteria a speaker should possess. According to the participant, speakers invited to the Live Instagram program can come from various backgrounds as long as they have competence in the relevant field and understand the topics to be discussed. However, they tend to prioritize speakers who are professionals as psychologists to ensure the quality and credibility of the information provided. The participant also added that if a topic is deemed less understood, it will be redirected to colleagues who are more knowledgeable about that topic. This indicates that the selection of speakers is not based on specific criteria; PUSPAGA Surabaya City provides opportunities for individuals from various backgrounds who have competence in related fields to contribute. PUSPAGA Surabaya City strives to ensure that each Live Instagram session is guided by competent individuals ready to provide accurate information, while maintaining flexibility to present various perspectives from different professions. This system also demonstrates PUSPAGA's dedication to ensuring that the audience gains clear and profound understanding of the topics discussed.

On the day of the event, technical aspects and technology preparation take center stage. A stable internet connection and properly functioning technical equipment such as cameras and microphones are crucial to ensure the smooth running of the event. The moderator plays a pivotal role as the event facilitator, starting with a brief introduction about PUSPAGA, the event's objectives, and introducing the speaker. The speaker then delivers the main content according to the predetermined topic, using clear and engaging language. Following the presentation, a Q&A session is opened allowing the audience to ask questions directly through the comment section, which are answered by the speaker in real-time. Active interaction and discussion with the audience are also encouraged to enrich the conversation. In building an active and interactive atmosphere during the event, the moderator plays a crucial role. Here are findings obtained through interviews conducted by students with two participants who have served as moderators on Live Instagram:

"If it's not interactive enough, you have to cleverly liven up the atmosphere by asking questions or using icebreakers to get feedback from the Live Instagram participants." (AH, May 16, 2024)

"To attract the audience, communication techniques are essential; intonation when speaking needs to be considered. As much as possible, encourage the audience to interact by writing comments so that viewers feel actively involved in the event." (MP, May 16, 2024)

Both participants provided their views on enhancing interactivity during Live Instagram sessions. AH emphasized the importance of creating an engaging atmosphere by asking questions or using icebreakers to stimulate feedback from participants. Meanwhile, MP highlighted communication techniques as key to attracting the audience. According to MP, intonation during speech should be noted, and audience engagement should be encouraged by inviting them to write comments, thereby making them feel more involved in the event. Preparation of strategies for Live Instagram is crucial, especially for PUSPAGA Surabaya City moderators, as these strategies can help create a more engaging and beneficial experience for the audience, ensuring they feel engaged and gain value or insights from each session.

The closing stage involves summarizing the key points discussed during the Live session. Information about the next Live Instagram session or other activities organized by PUSPAGA is also provided to the audience at the end of the event. Additionally, the event recording is saved and uploaded to Instagram's reels feature, making it accessible for viewers who couldn't join live. Finally, details of the execution of this Live Instagram session will be compiled into a report format, useful for evaluation purposes and for planning future activities.

The Live Instagram program also received positive responses from the audience. The number of viewers obtained during the sessions indicates the audience's enthusiasm in supporting this program. The fluctuation in the number of viewers joining the Live Instagram sessions varies, depending on the topic presented. If the topic discussed does not align with the audience's interests or needs, they may lose interest and not derive maximum benefit from the session. Based on interviews with a participant who is an audience member of Live Instagram PUSPAGA, it was revealed that: *"I don't regularly participate in this activity; only when the material or theme presented is interesting and relevant to life." (RA, May 17, 2024)*

Participants explain that they do not always participate in Live Instagram activities regularly. The participant revealed that they only join when the topic or material presented is interesting and relevant to their life. In addition to the above interview results, based on the recap of Live Instagram Education by PUSPAGA from February to April below, the most popular theme was OCSEA (Online Children Sexual Exploitation and Abuse) with a recorded audience of 2243 accounts. The lowest number of viewers was for the theme "Moment Lebaran, Moment memperkuat Ikatan keluarga" (Eid Moments, Strengthening Family Bonds) with only 97 accounts. This demonstrates that audience interest depends on the themes presented.

Table 1. Recap of Instagram Live Education by PUSPAGA Surabaya City

Month	Date	Theme	Number of Participants
February	16 February 2024	Building a Fun Relationship with Mom and Dad	348 account
	23 February 2024	Fun Ways to Boost Learning Motivation, Generation Z Style	293 account
March	01 March 2024	Not Just Wallets that Matter, Mental Health Also Needs Attention	167 account
	08 March 2024	Prevention and Eradication of Drug Abuse and Illicit Trafficking	357 account
	15 March 2024	Self-diagnosis? Seriously? That's a Loss!	206 account
April	22 March 2024	Getting to Know OCSEA Better	2243 account
	05 April 2024	Eid Moments: Strengthening Family Bonds	97 account
	19 April 2024	Strategies for Managing Emotions for Mothers	118 account

From the interview results with participants, it is known that themes that are interesting and relevant to daily life have their own appeal. Furthermore, participants also expressed the benefits gained after attending the Live Instagram sessions, where they acquired valuable new insights. The information and knowledge they obtained can be applied in

their daily lives. Participants also mentioned that these activities provided another perspective from experts on various issues, complete with solutions.

Through this process, PUSPAGA Surabaya has successfully conducted effective, informative, and beneficial Instagram Live Education sessions for the community in Surabaya. This program not only provides useful information but also strengthens social support and community engagement, thereby creating an interactive platform that supports the overall well-being of families and individuals. Students also had the opportunity to speak and gain further insights into the strengths and weaknesses during the implementation of the Live Instagram program with participating audiences. Participants also shared their views on the strengths and weaknesses of the Live Instagram activities. Participants highlighted that the main strength of Live IG is its flexibility, as it can be conducted from anywhere using a smartphone, allowing interaction with people from various places even if not in person. However, participants also mentioned some technical drawbacks such as signal problems or devices that can cause poor camera quality or intermittent sound. Additionally, participants also revealed that the material discussed often repeats, making Live sessions sometimes boring and less interactive.

The psychoeducational outreach program through Live Instagram by PUSPAGA Kota Surabaya offers several significant advantages. One of the main advantages is its wide accessibility. By using Instagram as a platform, this program can reach a broader audience, including those who may not be able to attend face-to-face sessions due to geographical or time constraints. The ease of access is also a plus, as audiences can participate in Live sessions from anywhere using a phone or computer device. However, the program also has some drawbacks that need to be considered. Technical limitations are one of the main challenges, where the success of Live sessions heavily relies on stable internet connections. Technical issues such as buffering or connectivity interruptions can disrupt the session. Additionally, the quality of devices such as cameras and microphones can affect the audience's experience. There are also other concerns regarding the lack of variety in content and Live activities that may become boring due to lack of interactivity. These factors could potentially reduce audience interest in joining Live activities.

Overall, the psychoeducational outreach program through Live Instagram by PUSPAGA Kota Surabaya offers significant benefits in terms of accessibility, interactivity, and content flexibility. However, there are challenges that need to be addressed to ensure the program runs effectively and delivers maximum value to the audience. By overcoming these shortcomings, the Live Instagram program by PUSPAGA can continue to evolve and become a valuable resource for families and communities in Surabaya.

4 DISCUSSIONS

Psychoeducation programs are currently being actively promoted on social media. Psychoeducation itself is an initiative aimed at providing psychological education to prevent various issues, particularly mental health problems. Kurniawati & Lestari (2021), as cited in Lestari & Wahyudianto (2022), explain that the purpose of psychoeducation for the community is to help individuals resolve the problems they face in their daily lives. The rising issues related to mental health disorders among teenagers have become the main focus of the Psychoeducation Outreach Program. Hurlock (2002) stated that adolescence is often likened to a period of 'storm and stress,' a time when individuals undergo physical and psychological transitions (Anggadewi, 2020). Therefore, to raise awareness and provide insights on psychological or mental health issues within the family context to the community, PUSPAGA participates in this effort by conducting outreach programs utilizing Instagram Live.

Psychoeducation outreach is an effort in learning that involves cognitive processes. This aligns with Albert Bandura's social cognitive theory, which posits that individuals act based on their observations of others. In the context of psychoeducation outreach through Instagram Live, individuals gain insights from the observed activities related to the presented material. Based on the results of an interview with one of the audience members, it was stated that relevant Instagram Live material applicable to their current situation and condition will be implemented in their daily life. By observing, individuals acquire knowledge, rules, skills, strategies, as well as beliefs and attitudes (Yanuardianto, 2019). This means that individuals act according to the learning outcomes they gain from their environment, forming the expected actions. This theory involves three important components: personal factors in the form of internal stimuli (cognition), social environmental factors (observing others' behavior), and the behavior itself (Adhiti, 2023). These three components constitute a triadic reciprocal determinism that occurs when individuals are in a social environment and the consequences that follow their behavior. Personal factors (cognition) include an individual's thoughts, feelings, and beliefs. In this context, PUSPAGA's Instagram Live program involves the understanding and knowledge viewers gain from the material presented during the broadcast. Meanwhile, social environmental factors are derived from the interactions between the presenters and viewers, such as leaving comments and asking questions. Behavior refers to how viewers apply the knowledge they acquire from PUSPAGA's Instagram Live outreach in their daily lives. Through

continuous exposure, meaning regularly participating in Instagram Live sessions, individuals are more likely to gain knowledge that will change their behavior. This insight is a result of observational learning.

An outreach program certainly involves two-way communication between the presenter and the audience. Communication is also a crucial part that can indicate the success of an outreach activity. Laswell, as cited in Yanti (2021), explains that communication can be defined as the activity of delivering messages by a communicator to a communicant through media that generates certain effects. The process where the communicator uses media to disseminate messages broadly, continuously, and meaningfully to influence a large audience in various ways is referred to as mass communication (Kustiawan et al., 2022). In her book "Psychology of Communication," Yanti (2021) describes three effects of mass communication as follows:

1. Cognitive Effect
The cognitive effect is closely related to knowledge. The psychoeducation outreach through PUSPAGA's Instagram Live provides the audience with new insights on the mental health topics presented.
2. Affective Effect
Mass communication induces an affective effect that leads to changes in individual attitudes and values.
3. Conative Effect
This effect relates to the behavioral patterns that become habitual for the audience. After participating in PUSPAGA's Instagram Live psychoeducation outreach, two possibilities may occur: the audience may develop either aggressive or prosocial behavior.

Besides utilizing social media as a means of mass communication, an individual's interpersonal communication skills when engaging with the audience are also crucial. Interpersonal communication itself is defined as communication between individuals, allowing each participant to directly capture the reactions of others, both verbally and nonverbally (Ritonga, 2019). According to Ritonga (2019), there are three techniques in communication: informative communication, persuasive communication, and instructive communication. Therefore, it is important for individuals, especially those involved in PUSPAGA's Instagram Live program, to apply these techniques. Additionally, other techniques such as voice intonation, the use of easily understood language, and friendly facial expressions are essential components used by presenters to attract and retain the audience's attention. These communication techniques help overcome the limitations of physical interaction on online platforms, creating a more personal and enjoyable experience for the audience.

As an online-based psychoeducation outreach medium, the Instagram Live program has been widely conducted and easily accessed. In line with this, research by Jafar & Rezky (2023) titled "The Effectiveness of Online Psychoeducation for Improving Mental Health Literacy" found that providing psychoeducation online is highly beneficial for increasing individuals' knowledge about mental health concepts. Additionally, research by Jones et al., (2018) shows that psychoeducational interventions (PI) also have a positive impact on various aspects such as knowledge about depression, behavior, attitudes, treatment adherence, and mental health outcomes. By enhancing parental and child understanding, these interventions improve communication, conflict resolution, and problem-solving, which are crucial in managing and preventing depressive symptoms in adolescents. The success of the program is marked by the audience's enthusiasm in participating. Based on research conducted by Lidiawati (2021) titled "Online Parenting Psychoeducation and Mental Health During the Pandemic," the results obtained from online psychoeducation activities in the form of talk shows indicated significant enthusiasm from parents to ask questions during the activities, discuss related themes, or have personal conversations related to the themes, as well as requests for the program to continue.

Apart from that, the success of the event also depends on the communication strategies employed by the presenters and moderators in building an interactive Instagram Live session. Persuasive communication that incorporates humor has been shown to reduce anxiety and enhance the recipients' level of happiness (Dolinšek et al., 2024). Additionally, effective humor can strengthen the relationship between the communicator and the audience, making the message more easily accepted and reducing tension in interactions. This approach often increases engagement and positive responses from the recipients. Findings by (Saptandari et al., 2022) indicate that the two-way communication process occurs interactively and can motivate viewers to engage. Furthermore, this built interaction can motivate individuals to actively participate in the Instagram Live sessions while feeling understood and receiving psychological support.

5 CONCLUSIONS

The Psychoeducation Outreach Program through PUSPAGA's Instagram Live serves as an effort to provide the public with insights on mental health issues. PUSPAGA effectively utilizes social media platforms, especially Instagram, to achieve this goal, considering the increasing number of active social media users in Indonesia every day. The topics presented on Instagram Live always take into account the current hot issues in society, adding an extra point of interest

for the audience. This program helps raise public awareness of the importance of psychological knowledge that can be applied in daily life to build a prosperous family and create a quality generation. Despite the challenges and shortcomings in the Instagram Live program, the successful implementation of PUSPAGA's Instagram Live program is due in no small part to the contributions of various parties who continually collaborate to create an effective and interactive outreach program.

ACKNOWLEDGEMENTS

We would like to express our sincere gratitude to the Department of Population Control, Family Planning, Women's Empowerment, and Child Protection (DP3APKB) of Surabaya City for their support and cooperation during this research. Special thanks to the PUSPAGA team for their valuable insights and assistance in the implementation of the psychoeducation outreach program.

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