

ABSTRAK

Kesehatan mental merupakan hal yang sangat penting bagi manusia. Saat ini sudah terdapat beberapa media massa yang membahas tentang *mental health*. Salah satunya adalah sebuah drama korea yang berjudul "*It's Okay To Not Be Okay*". Penelitian ini dilakukan untuk mengetahui seberapa besar pengaruh intensitas menonton drama "*It's Okay To Not Be Okay*" Terhadap Kesadaran Isu *Mental Health* (Survei Terhadap Komunitas Pecinta Drama Korea Dan Kpop "Hangeul Area"). Penelitian ini menggunakan *Hypodermic Needle Theory* atau teori jarum hipodermik. Metode penelitian yang digunakan adalah metode kuantitatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah nonprobability sampling dengan tipe purposive sampling serta menggunakan Rumus Slovin. Hasil perhitungan koefisien determinasi (R Square) diketahui sebesar 44,0%. Hal ini menyatakan bahwa intensitas menonton drama "*It's Okay to Not be Okay*" dapat mempengaruhi tingkat kesadaran isu *mental health*. Sisanya 56,0% dipengaruhi oleh faktor lainnya. Selanjutnya diperoleh nilai 0,663 dari hasil perhitungan korelasi *product moment* yang berarti kedua variabel memiliki hubungan yang kuat. Selain itu, diperoleh nilai signifikansi sebesar 0,00 sehingga dapat dikatakan bahwa H_0 ditolak dan H_a diterima, karena angka $0,00 < 0,05$. Dengan demikian terdapat pengaruh antara intensitas menonton drama "*It's Okay to Not be Okay*" terhadap tingkat kesadaran isu *mental health*.

Kata kunci- Intensitas, Drama "*It's Okay to Not be Okay*", Isu *Mental Health*.

ABSTRACT

Mental health is very important for humans. Currently, there are several mass media that discuss mental health. One of them is a Korean drama entitled "It's Okay To Not Be Okay". This research was conducted to determine how much influence the intensity of watching the drama "It's Okay To Not Be Okay" has on awareness of mental health problems (Survey of the Korean Drama Community and Kpop Lovers "Hangeul Region"). The theory used in this research is the Hypodermic Needle Theory or the syringe theory. The research method used is a quantitative method. The sampling technique used in this study was nonprobability sampling with purposive sampling type and using the Slovin formula. The calculation result of the coefficient of determination (R Square) is 44.0%. This shows that the intensity of watching the drama "It's Okay to Not Be Okay" can affect the level of awareness of mental health problems. Meanwhile, the remaining 56.0% is influenced by other factors. Furthermore, the value of 0.663 is obtained from the calculation of the product moment correlation which means that the two variables have a strong relationship. In addition, a significance value of 0.00 is obtained, so it can be said that H_0 is rejected and H_a is accepted, because the number is $0.00 < 0.05$. Thus there is an influence between the intensity of watching the drama "It's Okay to Not Be Okay" on the level of awareness of mental health problems.

Keywords- Intensity, Drama "It's Okay to Not be Okay", Mental Health Issue.