The Influence of Community's Instagram Exposure and Content Towards Mothers' Attitude on Mental Health (Study of followers of @haloibu.id)

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Abstract

Digital techology has opened opportunity for people to build community, including mothers. Transition to motherhood is challenging for women's mental health. Halo Ibu Community is providing media and space for mothers to support each other via @haloibuid. This study aims to know whether there is influence of exposure and content of Instagram @haloibuid towards the attitude of mothers regarding mental health. The framework of this research is stimulus response theory, social media exposure, Instagram content, attitude, and mental health. The population is followers of @haloibuid. The data collected through the questionnaire-response of 100 mothers who are followers of @haloibu.id and the active member of community. The result noted that exposure and content simultaneously contribute to the attitude of mothers on mental health. The T-test result showed that exposure and content have partially significant influence towards attitude for respectively. Moreover, data analysis shown the linear influence and positive direction which means if the exposure of Instagram's increasing linearly, then the attitude of mothers is increasing as well. If the content Instagram's increasing, then the attitude of mothers' increasing accordingly. These results illustrate that exposure and content of Instagram @haloibu.id have positive and significant influence over the followers' attitude regarding mental health.

Keywords: *Exposure, Content, Instagram, Attitude, Mental Health*

INTRODUCTION

The presence of digital-based communication technology and its increasingly massive utilization brings several implications. On the bright side, the development of digital media has positive impacts, such as providing easy access to information, facilitating communication without worrying about distance and time constraints, and contributing to the growth of democracy (Ott & Mack, 2020).

Women has become part of community that reap benefits from the advancement of digital media. The research noted that mothers are one of the most active social media users nowadays. Based on the survey conducted by The Asian Parents, mothers in Indonesia spend average of three hours per day on social media. They use various social media platforms, but the majority access Instagram (95%), Facebook (85%) and YouTube (83%). The Asian Parent conducted this survey among 670 mothers in Jabodetabek, Bandung Surabaya, Medan, and several other cities. The majority of respondents already

have 1-3 children (Lidwina, 2021). The use of social media helps them connect with each other due to time and space constraints given by their role as primary caretaker of their children.

The dynamic changes of social and economic presented challenges for women to be able to find support from their fellow in regards with motherhood. In previous research about mothers in several areas in Indonesia in 1990s, there was positive correlation between the participation of mothers with lower level of education and economy who are members of community with their children health (Nobles & Frakenberg, 2009). Based on that research, the more mothers are involved in community called PKK (*Pemberdayaan Kesejahteraan Keluarga* or Family Well-being Empowerment Group), the better their children's health status. Another earlier research in Australia showed that through the participation of single mothers in community, they could build external protector factor in which in the end could assist them to adapt better and be more resilient (Cheeseman Sharon et al., 2011). Both of these researches indicated that mothers' involvement in community have brought betterment for the family.

The nature of modern society that values individuality provides less room for mothers to socialize with their peers. This situation was in contrast with the fact that the most fundamental human needs is the urge to affiliate with others. Human beings have been part of social networks from earliest days. People connect with each other through networks formed by kinship, language, trade, conflict, citation, and collaboration (Sarinastiti et al., 2022). On this case, the existence of community could serve people's need of social connection. Community could provide significant contribution toward the current social challenge by sharing knowledge and helping people to connect with those who share similar purpose and goals (Handayani, 2020).

Being one of the most active groups in using social media, currently mothers started to build online community on their own. Each community has specific focus while some others choose to be more general. From researchers' observation, there are some communities that focus on child rearing for example *Wajah Bunda Indonesia, Sahabat Ibu Pintar oleh Blibli.com, SmartMums ID, Fairy Good Indonesia* dan *Cerita Ibu Cerdas*. Some others focused on supporting mothers in breastfeeding such as *Asosiasi Ibu Menyusui Indonesia (AIMI), Exclusive Pumping Mama Indonesia, Tambah ASI Tambah Cinta, Pejuang ASI Indonesia*, and *Sentra Laktasi Indonesia* (Prasetyo, 2020)*.* These communities provide rooms for mothers to talk about the issues that concerns them the most, without having to see each other face-to-face.

Currently, mental health issue has attracted attention in society. At the global level, mental health problem has contributed about 23% to the health (Novianty & Hadjam R, 2017). On this case, women have been included to the vulnerable group. Data from WHO noted that mental issue like depression globally happened to women with higher tendency than men (4.6% compared to 2,6%). The current data indicates that about 10% pregnant women and 13% postpartum women experience mental problem, especially depression. The number is relatively higher in developed country, which are 15,6% during pregnancy and 19,8% during

postpartum (Kusumawati & Zulaekah, 2020).

Nowadays social media plays a great role in disseminating information on mental health. Based on survey from the Association of Indonesia Internet Network User (Asosiasi Pengguna Jaringan Internet Indonesia - APJII) in 2017, people showed high interest in information about mental health in social media. Earlier research on the use of Instagram content about mental health indicated that millennialwelcomed the content in positive way and have used them based on their personal motives (Gahsya & Alamiyah, 2019). This previous study highlighted that content about self-love, self-harm, body positivity, and meditation were top favorite topics by the followers. Several motives mentioned by the informants were to find information about mental health issues, to see educative content and attractive designs, to find information about events or internships at Riliv, and to support Surabaya local start-ups (Gahsya & Alamiyah, 2019). However, earlier studies have not discussed about social media and mental health issues for mothers.

In accordance with mothers' mental health issue, there are numbers of online communities concerned about this issue, they are *Sadar Ibu, Mother Hope* and *Halo Ibu*.
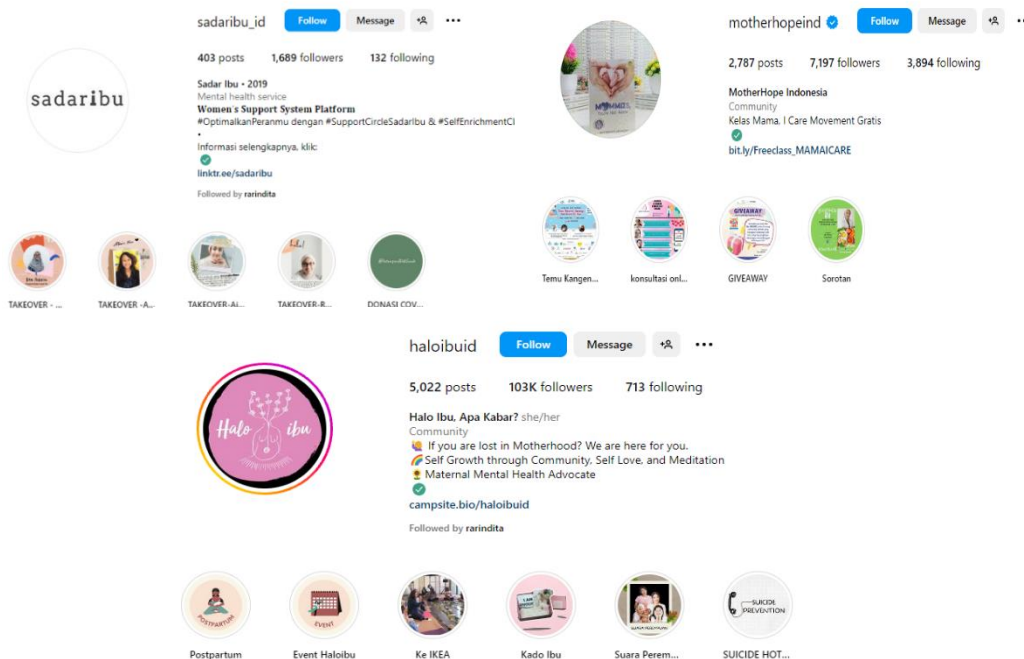

Figure 1. The Instagram account under study

Among them, researcher found that *Halo Ibu* was the pioneer as this community has existed since 2015 and also the one with largest number of followers. *Sadar Ibu* community's Instagram (@sadaribu) currently has 1,689 followers, *Mother Hope Indonesia* (@motherhopeind) has 7,197, and *Halo Ibu* (@haloibuid has 103,000 followes. While other communities tend to show the serious side of mothers' mental health, *Halo Ibu* chooses to frame the issue with various ambience, from serious and grim to funny and light. In their effort to educate women about maternal mental health, @haloibuid continuously post many rubrics withcertain themes, work together with the brands, celebrity, or even other communities. In the hope that the more stories they share, the more mental health awareness they can raise among mothers and women in general.

This study intends to find out the influence of exposure and content of social media towards mothers' attitude regarding mental health. Authors are trying to fill in the gaps of previous studies on this area. There were researches about the influence exposure and content towards the attitude of social media follower. The first study was about the influence of the exposure of vlog information in media towards teachers' attitude and the impact to students' perception. The result of her study showed positive relations between exposure of vlog and the attitude of teachers (Kholisoh, 2018). Another study was about the influence of content of Instagram story and usefulness of perception towards zodiac's belief of Instagram followers @amrazing. This earlier study resulted that all independent variables of Instagram content and usefulness of perception simultaneously and significantly influence dependent variable of belief (Chyntia & Rahmadanita, 2021). Present research is trying to find the influence of both exposure and content towards followers' attitude with the context of mental health for mothers.

This article also has crossing background with other discipline such as public health and psychology. Past study from the public health discipline discussed about mental health knowledge among pregnant women in Surakarta (Kusumawati & Zulaekah, 2020). The study emphasized the importance for pregnant women to have knowledge about the mental challenges of motherhood so they can prepare themselves better. While earlier research from perspective of psychology has explored about the connection of mental health literacy and community attitude as predictors in help seeking to professional treatment (Novianty & Hadjam R, 2017).This one highlighted the importance of mental health literacy and involvement in community for individual's perspective about seeking professional help when they have some mental issues.

Previous communication researches about mental health and communication still focused on young generation, like the one discussed about how millennial use mental health service on Instagram @riliv (Gahsya & Alamiyah, 2019) and the one that talked about the meaning construction of self-love and mental health awareness on the song and campaign by Korean boyband BTS (Yasmin & Fardani, 2020). Another research on mental health and community from the perspective of communication has aimed to

reveal differences in mental health literacy levels between young people in Jabodetabek who participate and those who do not participate in Into The Light Indonesia community's activities, reveal the relationship of effective communication with the delivery of mental health literacy related materials, and figure out the communication strategy of Into The Light Indonesia community (Grace et al., 2020). For the concern of maternal health on communication study focused on the usage of social media for communication about pregnancy and birth (Sarasati, 2020), there was no previous research discussed about maternal mental health from communication framework especially on the context of online community. There has not been any prior researches to see simultaneously the influence of both exposure of social media and content of social media of online community towards mothers' attitude on mental health. Thus, this research aims to know the influence of exposure and content of Instagram of online community towards mothers' attitude regarding mental health.

The concept of media exposure on this study refers to Rosengren in which he identified five dimensions that can be used to assess an individual's media exposure. There are intensity, range, comprehension, discrimination and involvement (Oliver et al., 2020). According to Rosengren the use of media consisted of the number of times spent on various media or the content of media consumed and many kinds of relations between individual and the content of consumed media. Exposure can be in a form of frequency or how often someone is using Instagram and/or watching a post. On this paper, the dimension used are intensity which then divided into frequency and direction, and comprehension, discrimination and involvement which is translated into attention.

The interest towards mental health issues largely relies on the quality of Instagram content. According to Kingsnorth, there are seven indicators of good Instagram content, they are: credibility, how easy one content can be shared, the advantage for audience, significance, relevance,uniqueness, strong identity (Kingsnorth, 2016). Earlier study about the impact of social media content towards the audience's attitude indicated positive relations between the two variables (Kholisoh, 2018).

Secord and Backman noted that attitude is the certain orderliness on the case of feeling (affection), thoughts (cognitive), and predisposition of action (conative) of someone towards one aspect in his/her life. This definition is based on the triadic consideration that attitude is the constellation of cognitive, affective, and conative component that interact in understanding, feeling, and acting towards an object (Azwar, 2010). Thus, on this study, researcher would like to whether the exposure and content of Instagram @haloibuid would influence the cognitive, affective, and conative of mothers who are followers of this account, regarding mental health issues.

The transition towards motherhood for women has never been easy. Earlier research noted thatone of the challenges facing motherhood is the process of making sense of individual experiences considering expectations for motherhood (Gattoni, 2013). This situation would make mothers as vulnerable group in term of mental health issues. World Health Organization stated that mental health can be described as the

condition of conscious personal wellbeing in which there are several capabilities required to manage life's stress proportionally. Someone with healthy mental state is capable to: (1) feel happy about themselves, (2) feeling comfortable to connect with other people and (3) fulfil the life demands (Putri et al., 2015).

Based on the conceptual framework above, this research would like to test these following hypotheses:

    H1: There is influence between the exposure of Instagram account @haloibu.id (X1) and the content of Instagram account @haloibu.id content (X2) simultaneously towards the attitude of mothers about mental health (Y).

    H2: There is influence between the exposure of Instagram account @haloibu.id (X1) towards the attitude of mothers about mental health (Y).

    H3: There is influence between the content of Instagram account @haloibu.id social media (X2) towards the attitude of mothers about mental health (Y).

METHODOLOGY

This research uses quantitative method to answer the research questions or test the hypothesis proposed based on the empirical data on the fields. Data collection on this study conducted by using the questionnaire as the research' instrument. Design of this research is cross-sectional, by collecting related data in one period of time from the relevant population (Neuman, 2014).

Concerning the fund and time allocation, therefore this study gathered the data from several people or social media followers of @haloibu.id. The followers chosen as respondent or sample for this study are be those who know or follow the content of @haloibu.id especially those that related to mental health. Researchers determine samples by choosing members of community who have joined Halo Ibu WhatsApp Group. Those who can join the WhatsApp Group are only the followers of Instagram @haloibuid and paid certain amount of one-time membership fee (IDR 50,000). These members are usually the active one and more engaged with community. They check and read the content regularly as well as discuss topic about mother mental health often. From there, samples are collected from population by the sampling technique relevant to scientific approach. The total followers of @haloibu.id as per this study conducted on July last year was 93.7 thousand followers. The number of research population are decided by the following formula:

    $n=93700/(1+(93700 \times 0.1^2)n = 100$

    notes:

    n = a number of research samplee = degree of reliability or error N = total population

As of now in July 2023 the total followers have reached 103,000 people as shown on the Figure 1.

The confidence level is 90%, it means that there is 10% probability of error in sampling. Survey was conducted with certain adjustment to the policy of physical distancing by government concerning Covid-19 pandemic in 2021. Therefore, the

questionnaire was shared through the WhatsApp Group of Halo Ibu community and through Direct Message of @haloibuid. Data processing was done with the SPSS software. From there, the researcher then make analysis with the purpose to test the hypothesis proposed on the data collected. Statistical analysis was inclusive of descriptive and inferential analysis. Descriptive analysis inclusive of data from each variable, while inferential analysis shows correlation result between variables of research namely variable of exposure, content of Instagram and the attitude of mothers on mental health. The inferential statistic would indicate the result of data testing towards the statistical hypothesis which came from the research hypothesis proposed on this study. Below is the table of concept operationalization of variables on this research.

Table 1: Concept Operationalization

Variable X1		Variable X2		Variable Y	
The exposure of Instagram account @haloibu.id		The content of Instagram account@haloibu.id		The attitude of mothers about mental health	
Dimension	**Indicator**	**Dimension**	**Indicator**	**Dimension**	**Indicator**
Exposure	Frequency	Photo		Attitude	Cognitive Affective Conative
	Duration Intensity	Video	Caption	Convenience Useful Credibility Interesting Relevance Unique Strong Identity	

Source: Researcher's result of data processing (2022)

RESULTS AND DISCUSSION
Characteristic of respondents
The survey to followers of community Instagram account @haloibu.id shows that from 100 respondent, almost all of them (97%) have been the followers of @haloibuid for more than 3 months. When they were asked how long they have used the Instagram application, 96.1% said that they have used it more than 3 years. These results demonstrate that respondents are aware of the account and very familiar with the media of Instagram. As of their involvement in the community, 77.7%of them are also member of other communities. This suggests that joining community is common thing for the mothers. On education background, majority of respondents (77.7%) graduated from universities,

15.5% has master's degree and the rest 5.8% are high school graduate. These numbers implies that most of the followers of @haloibu.id are well-educated mothers. On average household monthly spending, almost half of respondent said that their monthly spending is more than 7 million rupiahs and the rest vary in between 1 – 6 million rupiahs. On the number of children they have, majority respondents are mother with one child (47.6%), followed by mother with two children (34%) and only 1.9% have more than 3 children. On their occupation, the survey showed that more than half of respondents are housewives (65.7%) and the rest works in public sector (34.3%). On the time spent in accessing social media, more than half of respondents (58.3%) said they spend 1-3 hours per day on social media, while 37% of them spend more than 3 hours per day and only 4.9% spend less than an hour a day on social media. This demonstrates that most of respondents spend considerably long time to access social media daily.

Descriptive Statistics
Below is the descriptive statistics of this research's result.

Table 2 Descriptive Statistics

Statement	N	Minimum	Maximum	Mean	Std. Deviation
Exposure of Instagram HaloIbu (X1)	104	15.0	43.0	**29.000**	4.2632
Content of Instagram Halo Ibu (X2)	104	20.0	40.0	**29.135**	4.1244
Attitude towards Mental Health (Y)	104	17	44	**32.86**	5.174
Valid N (listwise)	104				

Based on the table above, mean for variable X1 (exposure of Instagram @haloibu.id) is 29, mean for variable X2 (content of Instagram @haloibu.id) is 29.135 and mean for variable Y (mothers' attitude regarding mental health) is 32.86. These numbers say that there is no respondent's answer in any variable that is below the median number (2). These numbers indicate that respondents show agreement on almost all the statements given on the questionnaire. The standard of deviation on each statement of all variables are below the mean number, this means that the variety of answer is low. Most of the respondents have relatively the same answer that reflect agreements for each statements given.

Regression Test
Before researcher conducted the regression test, there is Residual Normality Kolmogorov Smirnov Test by SPSS. This is part of classic assumption test that aim to know whether residual score has normal distribution or not. A good regression model is the one with normal distributed residual score.
    If sig value > 0,05, then residual score is normally distributed
    If sig sig < 0,05 then residual score is not normally distributed

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	6.00369880
Most Extreme Differences	Absolute	.119
	Positive	.058
	Negative	-.119
Kolmogorov-Smirnov Z		1.187
Asymp. Sig. (2-tailed)		.119

a. Test distribution is Normal.

b. Calculated from data.

The result of this research data with sig value (2-tailed) 0,119 > 0,05 then it means that the residual score is normally distributed.

Regression Test Result

Determination coefficient indicates how much dependent variable (attitude towards mental health) is influenced by independent variables of exposure and content of Instagram @haloibu.id. Below is the regression test of determination coefficient R^2 for variables X1 (exposure of Instagram) and X2 (content of Instagram) toward variable Y (attitude of mothers toward mental health):

Model	Variables Entered	Variables Removed	Method
1	X2, X1[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Table 4. Model Summary of Regression Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677[a]	.458	.447	3.90960

a. Predictors: (Constant), X2, X1

Based on table 3, the result of determinant coefficient score is 0.677, this means that there is positive relations between exposure and content towards attitude regarding mental health for 67.7% while the rest 32.3% is under the influence of other factors outside this research. The R-square score is 0.458x100% = 45,8%. This indicates that variable X1 (exposure)'s and X2 (content)'s contribution simultaneously toward the attitude of mothers on mental health (Y) is 45,8%   Meanwhile the rest contribution (100%-45.8% =54.2%) is under influence of other variables outside this research.

Hypothesis Test

F-test was conducted to know the influence of independent variable of exposure and content of Instagram @haloibu.id simultaneously towards the dependent variable of attitude of mothers regarding mental health. Below is the output of annova test:

Table 5 ANOVA^a Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1253.468	2	626.734	41.003	.000^b
	Residual	1482.642	97	15.285		
	Total	2736.110	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Based on the data above, F-count > F-table. The F-count number is 41.003 and this is above the F-table ($\alpha=0,1$) = 2.754. This number indicates that variable X1 (exposure) and X2 (content) both simultaneously have influence on variable Y (attitude). From the table it is seen that Sig score is 0.00 < 0.005. This number means that X1(exposure) and X2 (content) have significant influence on variable Y (attitude).

Coefficient Test

Below is the result of coefficient test (T-test):

Table 6 Coefficients^a Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.724	2.896		2.322	.022
	X1	.389	.118	.355	3.294	.001
	X2	.468	.135	.374	3.469	.001

a. Dependent Variable: Y

T-test is used to partially test each variable.
X1 has partially significant influence towards Y for 35.5%
X2 has partially significant influence towards Y for 37.4%
X1. X2 simultaneously has significant influence towards Y

Multiple Linier Regression Analysis

This analysis aims to know about the linier relation between two or more independent variables (X1, X2) with dependent variable (Y). This analysis is to know the direction between independent variable with dependent variable whether they have positive or negative direction as well as to predict the value of dependent variable if the value of independent variable is increasing or decreasing. Below is the formula of multiple linier regression analysis:

$Y = \alpha + \beta_1X_1 + \beta_2X_2$
$Y = 6.724 + 0.389\,X_1 + 0.468\,X_2$
Notes:
Y = dependent variable
X1 and X2 = independent variable
a = intercept
b1 and b2 = constant

The multiple linier regression analysis above can be explained as follows: The constant number of 6.724 indicates that if the variable of exposure and content of Instagram @haloibu.id are scored zero, the attitude of mothers regarding mental health is scored 6.724, with the assumption that other elements are constant. Furthermore, the regression coefficient 0.389 indicates that if the exposure of Instagram @haloibu.id is increasing 1 score, then the attitude of mothers regarding mental health is increasing for 0.389 score, with the assumption other elements are constant. The last one, the regression coefficient 0.468 indicates that if the content Instagram of @haloibu.id is increasing 1 score, then the attitude of mothers regarding mental health is increasing for 0.468 score, with the assumption that other elements are constant.

Earlier research about the exposure of online media regarding certain attitudes mostly showed positive influence. For example, past research noted that there was positive and strong influence of exposure of vlog in social media towards the attitude of teachers (Kholisoh, 2018). The more exposure of vlogs, the more positive attitude towards the teacher. Another research indicated that in overall the exposure of research information via the website www.ppet.lipi.go.id significantly affected the telecommunication engineering student's attitude of Telkom University towards research (Umniyati et al., 2017).

The findings of this current research are in line with previous studies, the exposure of community's Instagram influences the attitude of mothers toward mental health. Most of the mothers who are followers of this community check their Instagram on daily basis. When they open Instagram, the community account @haloibuid is one of the top priorities of search. Some of the mothers said that they read @haloibuid every day, while some others surf on this Instagram post during weekend and the rest said that they read the post occasionally without any time schedule. As for the intensity, when these mothers read the posts on @haloibuid they put their attention fully on the content they are reading. They only focused their attention on the post itself, rather than skimming to other posts from another account or juggling with other activities. Even some of them said they allocated special time to check on @haloibuid post during their children's nap time to minimize distractions. All of this is reflected well on the coefficient test on SPSS, the exposure of Instagram (X1) partially influences the attitude for 35,5%.

Previous research about the influence of social media content towards the attitude of

its followers regarding certain issues also indicated positive strong result. Past study concluded that there was strong and positive correlation between the vlog content on YouTube towards the attitude of university students regarding the vlog itself (David et al., 2017). Another earlier research noted that there was positive and significant influence of Instagram story content @amrazing perception of benefits to zodiac beliefs (Chyntia & Rahmadanita, 2021). This current study also has confirmed that content has significant and positive influence towards the attitude of followers of Instagram with the result of coefficient test 37.4%. The influence of content is slightly higher compared to influence of exposure. Based on the research's findings on the content of Instagram @haloibuid, majority of mothers agreed that the content fulfilled the requirements of good Instagram content (Kingsnorth, 2016).

From researcher's observation, there are some contents that attracted mothers the most. Mothers who are followers of @haloibuid usually look for information regarding maternal mental health and find the "mother-peers" sharing stories as the most relevant content on this account. According to them variety of contents posted on @haloibuid have attracted them to read the post. Some of them said that the content called "Pengakuan Ibu" (mother's confession) as the most relevant topic to their daily life. On this post, mothers are sharing their life's most challenging moments. Some of the stories portrayed on that content are issues like harsh treatment from their spouse, conflicts with in laws, dilemma of working or stay at home mother, hard adjustment to motherhood, or even their children's health issues. This content somehow expresses the mothers' story in such honest and authentic manners in which followers find resemblance to their very own story of life.

Furthermore, concerning researcher's observation on @haloibuid account, looking from the number of comments and "likes" given by the followers to the post, another content that captured the attention of audience is called "Kuping Ibu" (mother's ear). This post presented scripts of daily conversation between mothers and is framed in a funny yet sometimes sarcastic way. The topic chosen for this post is something closely related to mothers' life.

Other than "Pengakuan Ibu" and "Kuping Ibu" contents, mothers give the most reactions and comments on the *reels video* at @haloibu. The reels video content displayed parody of mothers' daily life in entertaining and satirical way. Most of the comments on these *reels video* showed mothers' agreement and self-identification over the stories posted on the content. These kinds of funny contents are also what differentiate the content of Halo Ibu community with other community with the same focus of maternal mental health.

When the two variables of influence of exposure and content of Instagram @haloibuid simultaneously tested towards mothers' attitude regarding mental health through the regression test, the result indicates that variable X1 (exposure)'s and X2 (content)'s contribution simultaneously toward the attitude of mothers on mental health (Y) is 45,8%   From the number of determinant coefficient, it demonstrates that when exposure and content are simultaneously being improved together, it will influence

mothers' attitude about mental health better. Based on the multiple regression analysis, the direction between independent variable with dependent variable is positive. The value of attitude of mothers able is increasing for 0.389 score, if the exposure of Instagram @haloibu.id is increasing 1 score. Mothers' attitude towards mental health is also increasing for 0,468 score, when the content of Instagram @haloibu.id is increasing 1 score.

With regards to mental health issues, previous studies on the topic of maternal mental health came from the perspective of psychological and health studies. First was the study by Kusumawati and Zulaekah which noted that only small part of pregnant women has the knowledge on mental health can be included in "excellent category" (13%). The other third quarter women only belong to "average category" (77%). The implication of this study was that there was a need to improve the level of knowledge of pregnant women by giving them education about mental health in the Antenatal Care Primer (Kusumawati & Zulaekah, 2020). This result suggested that the existence of online community that focus on maternal mental health like Halo Ibu is needed by many women in Indonesia. The more exposure and the better content the community provide might help women all over the country to have better understanding regarding mental health issue. The reliable information provided on online media can serve as basic knowledge for pregnant women before they can access mental health education service on site.

The second previous study was from psychological perspective which concluded that people who are well literate in mental health issues and have positive community in their environment can affect their help-seeking attitude to professional treatment (Novianty & Hadjam R, 2017). This result is in line with the finding of this study that mothers who are well aware of mental health issues shows positive attitude regarding mental health. Based on researcher observation in the conversation in the community's WhatsApp Group, mothers are aware that when they have unsolved emotional problems, they would seek professional help like psychologist or psychiatrics. They even share info on recommendation of psychology expert based on their domicile. The topic of mental health has become something normal to talk about on daily conversation. There was no judgmental comment from other group member when someone asked about recommendation of psychologist. These mothers even give financial support to fellow member of community so she can consult her problems to the expert.

Recent communication study concerning literacy on mental health indicated that statistically, there is no significant difference between the mental health literacy levels of participants and non-participants in the *Into the Light* Indonesia community activities (Grace et al., 2020). However, the results of the study show that effective communication significantly increases the level of mental health literacy. *Into The Light* participants also showed awareness and interest in finding out more mental health related information. The result of study on *Into the Light* was also in accordance with study on *Halo Ibu* Community especially about the awareness and interest in

finding out more about mental health related information. The content related to maternal mental health.

Earlier study about Halo Ibu community indicated that the community has played a great role in defining mothers' new identity post motherhood. The mothers who were observed were the founder, co-founder and one member of community. There was a simultaneous dialectic process between internalization, objectivation, and externalization about the community's values which are self-love, self-awareness, and non-judgmental support. This process was present during the phase of mother identity construction. Even though it is an online community, the construction of reality regarding community and identity concepts is based on experiences, interactions, and information searched by individuals both online and offline (Arindita et al., 2021). This current study of the same community implies that an online community can also provide sufficient information about certain issue that matters for the member.

Other than serving the function of constructing women identity post motherhood (especially for the founder, co-founder and the main member of community), community can educate their members through the exposure and content of community's social media. The more and better exposure and content of community social media, the better the attitude of followers or member community toward the mental health issue. However, the general and specific attitude will be come into the more complex area that usually consider as the general law while the specific law that refer to individual root of character could be the thing related to the attitude. The communication elements as communicator aspect, message, channel and social-individual aspects related to audiences obviously proper bring about many or several probability realities exist around us, including in community stuff as this case of research.

CONCLUSION
With subject to data analysis, there are number of conclusions: (1) there is influence simultaneously of exposure and content of Instagram @haloibuid towards mothers' attitude regarding mental health; (2) there is positive and significant influence of exposure of Instagram @haloibuid towards mothers' attitude regarding mental health; (3) there is positive and significant influence of Instagram content @haloibuid towards mothers' attitude regarding mental health.

With reference to result and discussion, the exposure and content of social media have proven to be influential to direct the attitude of Instagram follower. This finding is valuable in terms of choosing the right media option for any attitude changing purpose from any community or organization. With the right amount of exposure and the good quality of content, the attitude of Instagram followers regarding particular issue can be influenced.

On the issue of mothers' mental health, it currently starts to receive the attention it

deserves. The role of community in educating mothers regarding mental health should be appreciated. Their concern and effort to present the information online however should always be improved because this study has proven that exposure and content are influential in affectingthe attitude towards mental health. The more positive one's attitude towards the matter, the more they are willing to preserving their mental health. Mothers' mental health is essential matter for the wellbeing of children and family. Thus, all efforts to educate them regarding this issue should be supported and valued. Other, communication verbal non-verbal, values also need and interesting to be explored to elaborate further what this research explains.

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