

ABSTRAK

Kesehatan mental menjadi masalah mendesak di seluruh dunia. Definisi WHO menekankan kesejahteraan holistik individu, dari kesehatan mental positif hingga masalah kesehatan mental. Upaya pencegahan dan teknologi, seperti telemedicine, memainkan peran penting dalam intervensi dini. Peran pemerintah dan hukum juga penting dalam promosi kesehatan mental. Fokus pada pendekatan preventif dan inovasi teknologi dalam pengembangan layanan dukungan kesehatan jiwa. Metode penelitian ini menggunakan pendekatan kualitatif.

Metode pengumpulan data yang digunakan adalah purposive sampling melalui wawancara dan kuesioner, wawancara akan dilakukan kepada 3 orang calon mitra. Kuesioner akan disebarakan kepada minimal 40 orang calon pengguna layanan kesehatan mental. Data yang berhasil dikumpulkan kemudian akan disusun kedalam 9 blok Kanvas Bisnis Model (BMC), Peta Empati, dan *User Acceptance Testing* (UAT). Hasil dari analisis data *User Acceptance Testing* (UAT) menunjukkan bahwa sebagian besar pengguna berpendapat aplikasi mymental health sudah baik dan dapat digunakan. Hasil analisis kelayakan Finansial menunjukkan bahwa bisnis dapat memberikan keuntungan pada skenario moderat dengan NPV positif sebesar Rp 145.349.964, IRR 25% dan *payback period* dalam jangka waktu 3 tahun. Kesimpulan dari NPV, IRR, dan *Payback Period* bisnis mymental health layak untuk dijalankan.

Keyword: Kesehatan Mental, Aplikasi, Upaya Preventif, Penerimaan Pengguna

ABSTRACT

Adolescent mental health is a pressing issue worldwide. Data from the Ministry of Health shows that 1 in 3 adolescents, or equivalently, 15.5 million adolescents in Indonesia, experienced mental health problems in the last 12 months, and 1 in 20 adolescents experienced mental disorders. Based on the same data, only 2.6% of adolescents who experience mental disorders can access mental health services. Prevention efforts and technology, such as telemedicine, play an important role in the early intervention of mental health problems. The role of government and law is also important in mental health promotion.

Focus on preventive approaches and technological innovations in the development of mental health support services. This research method uses a qualitative approach supported by quantitative. The data collection method used is purposive sampling through interviews and questionnaires. Interviews will be conducted with three potential partners and questionnaires will be distributed to 49 potential users of mental health services. The results of the User Acceptance Testing (UAT) data analysis show that most users think the mental health application is good and can be used. The results of the financial feasibility analysis show that the business can provide benefits in a moderate scenario with a positive NPV of Rp 145,349,964, an IRR 25%, and a payback period of 3 years. The conclusion from the NPV, IRR, and payback period of the mental health business is that it is feasible to run.

Keywords: Mental Health, Application, Preventive Efforts, User Acceptance