

Abstract

This study explores the use of music as a communication device to address mental health issues, focusing on the audience interpretation of Hindia's album *Lagipula Hidup Akan Berakhir*. Mental health awareness, particularly among Generation Z, has risen significantly in recent years, yet stigma and limited access to professional support remain prevalent barriers. This research examines how Hindia's music serves as a medium for emotional expression and connection, allowing listeners to find solace and understanding through relatable lyrics and melodies. Using McGuire's Communication-Persuasion Model, Stuart Hall's Encoding-Decoding Theory, and Audience Interpretation theories, qualitative interviews were conducted with listeners who have experienced mental health challenges. Findings highlight that Hindia's songs resonate deeply with the audience, fostering a sense of shared experience and providing emotional support. This study underscores the potential of music as an innovative communication tool in mental health discourse, bridging personal struggles with broader social conversations.

Keywords: Mental Health Communication, Music as Communication device, Audience Interpretation, Hindia, Generation Z.