

ABSTRAK

Isu kesehatan mental semakin mendapat perhatian global, terutama di tengah meningkatnya tekanan sosial di era digital. Media sosial berperan ganda sebagai ruang ekspresi sekaligus pemicu stres, khususnya bagi generasi muda. Kampanye digital dipilih karena mampu menjangkau audiens luas dan membangun koneksi secara langsung. Penelitian ini bertujuan menganalisis strategi komunikasi empatik lima brand global, Dove, Maybelline, Asics, Adidas, dan Rare Beauty dalam kampanye kesehatan mental di media sosial. Kelima brand dipilih karena konsisten menyuarakan isu ini. Menggunakan pendekatan kualitatif dengan metode studi komparatif dan analisis wacana multimodal (Kress & van Leeuwen), penelitian ini mengkaji narasi visual-verbal serta efektivitasnya dalam membangun keterlibatan emosional audiens. Data diambil dari kampanye yang dipublikasikan oleh brand antara Desember 2024 hingga Mei 2025. Proses analisis mencakup dokumentasi konten (komentar dan tangkapan layar), tabel identitas konten (judul, tanggal, durasi, dll), analisis multimodal tiap brand, tabel perbandingan strategi komunikasi empatik, dan efektivitas berdasarkan engagement dan sentimen komentar. Hasil menunjukkan bahwa Dove paling berhasil membangun resonansi emosional melalui narasi personal tentang body image dan ruang partisipatif audiens (ER 1,33%; sentimen positif 45%). Strategi komunikasi yang dikembangkan oleh Dove menekankan pada narasi yang dekat dengan pengalaman nyata audiens, penggunaan visual yang berwarna cerah dan interaktif, serta penerapan prinsip komunikasi dua arah (Grunig & Hunt, 1984) yang mendorong keterlibatan aktif dari audiens. Temuan ini menegaskan pentingnya kampanye digital sebagai instrumen strategis dalam menyampaikan isu sosial secara etis, partisipatif, dan berdampak secara emosional pada audiens.

Keywords: Multimodal Analysis, Komparatif Studi, Kampanye Digital, Kesehatan Mental, Publik Relasi Digital

ABSTRACT

Mental health issues are increasingly gaining global attention, especially amidst increasing social pressures in the digital age. Social media plays a dual role as a space for expression and a trigger for stress, especially for the younger generation. Digital campaigns are chosen because they can reach a wide audience and build direct connections. This study aims to analyze the empathetic communication strategies of five global brands, Dove, Maybelline, Asics, Adidas, and Rare Beauty, in their mental health campaigns on social media. These brands were selected for their consistent advocacy on mental health issues. Using a qualitative approach with a comparative study method and multimodal discourse analysis (Kress & van Leeuwen), this study explores visual and verbal narratives and their effectiveness in building emotional engagement. The data were drawn from campaigns published between December 2024 and May 2025. The analysis involved content documentation (screenshots and comments sentiment), content identity tables (title, date, duration etc), multimodal analysis for each brand, comparative tables of communication strategies, and effectiveness tables based on audience engagement and comment sentiment. The findings show that Dove was the most successful in creating emotional resonance through personal narratives about body image and encouraging audience participation (ER 1.33%; 45% positive sentiment). Dove's communication strategy stood out for its authenticity, emotionally relevant narrative, visually engaging content, and use of two-way communication (Grunig & Hunt, 1984). These results highlight the importance of digital campaigns as a powerful tool to communicate social issues in ways that are ethical, emotionally impactful, and genuinely participatory.

Keywords: Multimodal Analysis, Comparative Studies, Digital Campaign, Mental Health, Digital Public Relations