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Covid-19:
Mental health awareness to society through platform Instagram in Malaysia

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Abstract

Corona Virus is a new virus strain that has caused a pandemic effect on the world. Based on South China Morning Post, on March 13, 2020, the first Covid-19 case was detected on November 17, 2020, in Wuhan, China, and it spread widely in the year 2020, causing many casualties and losses. Using the social media platform Instagram to spread new awareness is a great idea because it can be viral widely and makes it easier to reach a society that needs help with mental health issues during this pandemic. This study would allow the researcher to discover critical areas that many researchers have not been able to explore in the educational process. Besides, a new theory can on selecting the best medium on Instagram. Future designers also gain a better understanding of the importance of Instagram in raising awareness of campaigns.

Keywords: Instagram, mental health, covid-19

1.0 Introduction

Corona Virus is a new virus strain that has caused a pandemic effect on the world. Based on South China Morning Post, on March 13, 2020, the first Covid-19 case was detected on November 17, 2020, in Wuhan, China, and it spread widely in the year 2020, causing many casualties and losses. This new virus strain has impacted many people worldwide because it affects people's health, leading to death and economic collapse (Zhejiang Yuexiu, 2021). The inner impact of the Covid-19 virus is that many people have experienced mental health problems caused by economic pressure, living in fear, and losing someone they love. This effect will cause total burnout and lead to many mental health diseases such as anxiety and depression. In this new everyday life, people attach to social media more than real life because society has been advised to reduce physical contact (Roslan & Yusoff, 2021). This will be a great platform to spread awareness about mental health to society during this pandemic. Suitable with the research title to create mental health awareness regarding Covid-19 issues in the society using platform Instagram.

World Health Organization (WHO), on December 31, 2020, came out with a statement saying that this new virus had infected more than 80 million people in December 2020 and killed more than 1 million people in 2020. Have been expected by the World Health Organization number of people who get infections by this virus will keep rising until 2021. The government has informed people to live in the new normal because it can help reduce the number of infected people (The Star, November 5, 2021). Unfortunately, this new normal has affected a lot of society's mental health, will lead to depression, stress, and anxiety, and will be caused suicide if not monitored. There were a few suicide cases in Malaysia because of pressure to live in this pandemic fear. A mental health awareness regarding this issue must be done to make sure people are taking care of each other mental health during pandemics (AS Bahar Moni, 2021).

The Malaysian government has presented society with a new Standard Operating Procedure (SOP). The main point of the Standard Operating Procedure is to make sure people keep their distance and care about their hygiene to diminish the number of infected people. The society also had been advised to work from home and stay at home (K Ganasegeran, 2020). This new procedure has increased the number of people using social media because people need to contact each other virtually rather than face to face. The Harris Poll report on July 2020 found that there is increasing between 46% and 51% in adult usage of social media since the Covid-19 outbreak. This shows us that people are living and attached to social media during this pandemic. Using social media platforms to spread new awareness is a great idea because it can be spread widely and makes it easier to reach a society that needs help with mental health issues during this pandemic.

2.0 Literature Review

This section of the paper will discuss several past studies related to the impact of Covid-19 on mental health, awareness on Instagram, and theories that can be used to explain and connect with the topic. This study literature review primarily extracts from past articles and research papers from local and international. The literature review's purpose is to research the past literature relevant to this paper's subject and to identify a difference between past studies and this current paper. Thus, creating the paper's meaning.

2.2 Coronavirus 2 (SARS-CoV-2) Covid-19

Malaria and other contagious illnesses are dangerous for humans. While some only spread to a few specific geographical areas, the recent Coronavirus (Covid-19) outbreak in practically all of the world's regions caused it to become pandemic. Although clinical research and development have advanced in the contemporary era, a proven and effective cure for the condition has yet to be discovered (ZS Abd Rahman, 2022). Nevertheless, Covid-19 has significantly impacted society in terms of economy and lifestyle.

The SARS-CoV-2 virus is the infectious illness known as coronavirus disease (COVID-19). The majority of virus-infected individuals will have mild to severe respiratory disease and will recover without the need for special care. However, some people will get severe illnesses and need to see a doctor. COVID-19 can cause anyone to get ill or pass away at any age. Knowing about the illness and how the virus spreads is the most excellent method to avoid and slow transmission. When an infected person speaks, sneezes sings, or coughs, the virus can be disseminated through their lips or nose in tiny liquid particles.

The World Health Organization declared Novel Coronavirus (2019-nCoV) a pandemic on March 11, 2020. As of April 25, 2020, at 2:00 a.m. CEST, 2,719,897 confirmed cases and 187,705 fatalities were recorded worldwide. Of these, 5,742 confirmed cases and 98 deaths were reported in Malaysia. The unexpected Coronavirus brought the state of the world's health to an emergency level, harming the global economy and the social welfare of humanity.
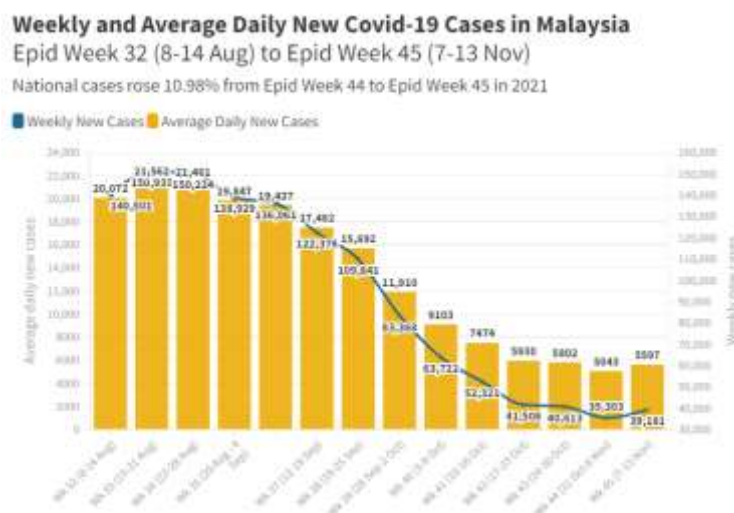

Figure 2.1: Weekly and Average Daily New Covid-19 Cases in Malaysia

The International Monetary Fund (IMF) predicts that the worldwide recession brought on by the coronavirus pandemic in 2020 will be more severe than the one brought on by the global financial crisis of 2008–2009. This pandemic has brought significant issues on so many factors. One of them is the rising mental health problems in society because of stress, pressure, sadness, and rapid lifestyle changes.

2.3 Mental Health

Throughout history, there has been fervent debate on the nature of the mental disease. The phrase "mental health," which was considered a reason supported by temper and dominating over passion, was initially used by Plato in ancient Greece to promote a mentalist definition of mental disorder (A Malla,2015). As a result, more than ten mental disorders have been detected, such as anxiety, bipolar, depression, paranoia, schizophrenia, and many more.

The majority of people do not develop psychopathology after calamities such as Covid-19. Some people do. However, post-traumatic stress disorder (PTSD) brought on by exposure to trauma is a significant worry in "traditional" natural catastrophes, technical mishaps, and deliberate acts of mass devastation. The current criteria for trauma necessary for a diagnosis of PTSD are not met by medical diseases from natural causes, such as life-threatening viral infection. However, other psychopathology, such as depression and anxiety disorders, may result (B Pfefferbaum,2020). Covid-19 has given an enormous impact on society until many of them develop symptoms of having mental disorders.
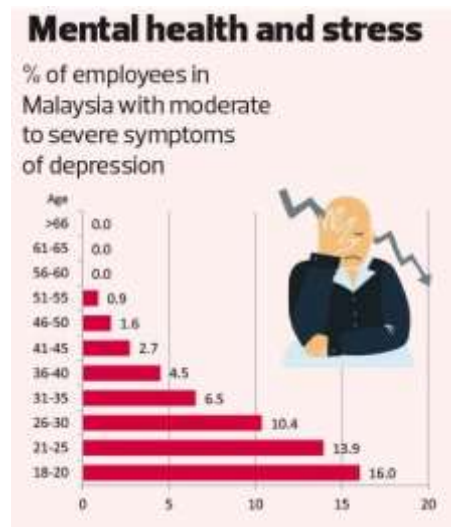

Figure 2.2: Percent of Employees in Malaysia with Moderate Symptom of Depression

A press statement on September 28, 2016, from Minister of Health Malaysia, Datuk Seri Dr. S. Subramaniam, said that more than 450 million individuals worldwide suffer from mental illnesses. 13% of the worldwide illness burden was caused by mental, neurological, and drug use disorders. According to the World Health Organization (WHO), 1 in 4 persons experiences mental illness at some time. One of the leading causes of disability globally and representing 4.3% of the global illness burden is depression.

Due to lifestyle, poverty, and lack of understanding, 1 in 3 Malaysians suffers from mental health disorders, with rural and urban areas having the highest frequency (Dr. S. Subramaniam, 2016). This is a very serious issue, and society must play its role in detecting and helping the person who is in need because society is a big community that can help each other and sees something from many perspectives.

2.4 Society

Figure 2.3: Statistic from Department of Statistic Malaysia (DOSM)

Department of Statistic Malaysia (DOSM) said that Malaysia's population is expected to reach 32.7 million in 2021, up from 32.6 million in 2020, with a 0.2% annual growth rate. However, because there were 2.7 million fewer non-citizens in 2021 than there were in 2020, the percentage of population growth rate decreased. This was in keeping with the closing of international borders and the repatriation of immigrant nationals under the Movement Control Order (MCO) enacted after the COVID-19 epidemic swept over the world. Therefore, with a population rise from 29.7 million in 2020 to 30.0 million in 2021, the growth rate of Citizens stayed constant at 1.0%.

Out of 30.0 million Citizens, 69.8 percent were Bumiputera in 2021 compared to 69.6 percent in 2020, an increase of 0.2 percentage points. However, the Chinese population's proportion decreased to 22.4% (2020: 22.6%), while Indians and Others stayed at 6.8% and 1.0%, respectively. These numbers show that Malaysia has a variety of cultures, races, and diversity of society in a community. A variety of communities can bring many benefits in terms of progress for a country. Covid-19 has caused most people to develop symptoms of mental disorders. A good society will be aware and do their best to help each other to stop mental health problems from happening.
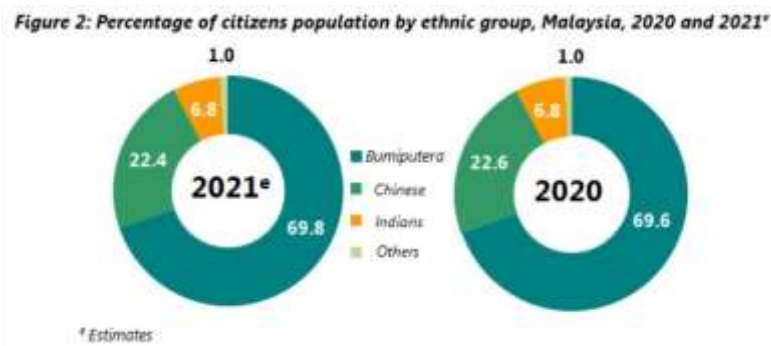

Figure 2.4: Statistic from Department of Statistic Malaysia (DOSM)

Mental health cases are rising in Malaysia because most of the society is unaware or has knowledge about these issues. The stigmatization of a vulnerable community can have an impact not just on that population but also on society as a whole. The stigma among the broader public can lead to discrimination, anxiety, and mistrust of the vulnerable group. They may even use violence against this stigmatized group of individuals in severe circumstances (Dr. D. Pillai, 2019). Society has a bad impression of mental health issues. Awareness must be done using a platform that can reach a broad audience and spread more information about mental health issues.

2.5 Instagram

Instagram is a free picture and video-sharing app available on iPhone and Android. Instagram explains itself as a service that allows users to post photographs and videos they may share with their followers or a small group of friends. They may also browse, comment on, and like the Instagram posts that their friends have posted. Registering an email address and choosing a username, anybody over 13 may establish an account. 69% of Malaysians use the internet regularly to read news, watch videos, and keep in touch with friends via social media. Malaysia, too, is a mobile-first country, with 88% of Malaysians owning a smartphone.

Figure 2.5: Social Media Behaviors, 2020

Everyone knows that Instagram is among today's most significant, practical, and profitable social media networks. Instagram is particularly beneficial for connecting with millennials because it has over 300 million active monthly users, more than 90% of whom are under 35 (C Kates, 2015). In addition, social media activism is becoming a growing trend because of the usage of hashtags on Instagram. With hashtags, millennials are spreading awareness of the causes they identify.

Figure 2.6: Instagram User in Malaysia

In January 2021, there were 13 563 000 Instagram users in Malaysia, representing 40% of the country's total population. 53.9 percent of them were women, making up the majority. The largest user group was between the ages of 25 and 34. (4 800 000). Women outnumber males by 880 000 in the age group of 35 to 44, where there is an enormous gender difference. Based on figure 2.6, we can conclude that Instagram has various types of users in terms of age and gender. That variousity is needed to ensure awareness can be spread evenly and all the targeted audience can be reached. There will be a few theories that must be prepared, studied, and understood so the awareness can succeed.

2.6 Research Theory
Conceptual definitions, domain restrictions, relationship-building, and predictions are the four fundamental requirements of the theory. The creation of theories is essential for the field's effective growth, the framework they give for study, and their relevance to practical issues in the real world (JG Wacker, 1998).

2.6.1 Human Consciousness Theory
In a biological sense, human consciousness seems to be a characteristic linked to how the brain works. This fact does not, however, indicate that there can be a comprehensive scientific explanation of consciousness (A Gierer, 2008). Although it is a type of activity that, like other behaviors, is regulated by the brain, consciousness is not a process that occurs in the brain. Three aspects of evolutionary biology, play, and tool form the basis of human awareness (B Kotchoubey, 2018).
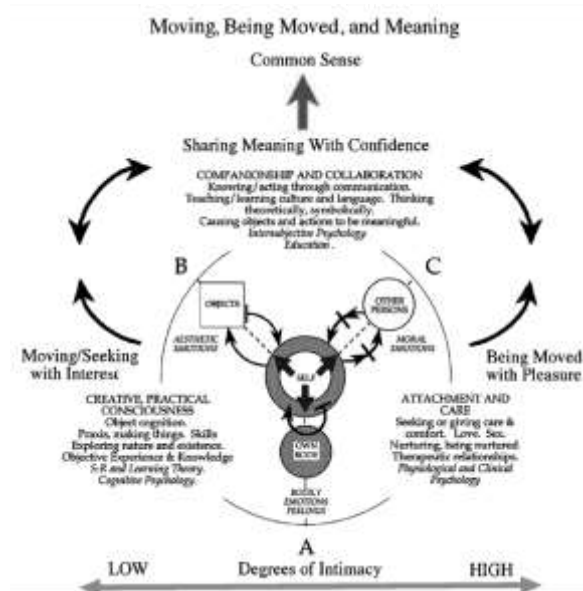

Figure 2.6.1: The Circle of Attachments of Human Consciousness

The distinctive awareness of own ideas, memories, feelings, sensations, and surroundings is called consciousness. The knowledge of oneself and the outside environment is consciousness. This awareness is personal to humans and subjective. Something is a part of someone's awareness if they can verbalize their feelings (A Morin, 2020). To create an awareness that makes people believe, take part, and understand is by triggering their consciousness. After the conscious, the audience will persuade to understand more about the awareness that has been made.

2.6.2 Persuasion Theory

Understanding mass-mediated persuasive communications have become essential to comprehending political and social change due to the development of mass media and the widespread use of propaganda during both World Wars. Understanding the effectiveness of persuasive communications is more crucial than ever in the modern world. The average American will spend three years of their lives watching television commercials, according to Kilbourne (1999), who estimates that they are exposed to at least 3,000 advertisements daily. We are constantly exposed to messages of influence and persuasion in every sphere of our lives.

Figure 2.6.2: William McGuire's Model of Persuasion

Six output factors are identified by McGuire's (1989) model, which is assessed by gauging how the general public responds to the sources, messages, channels, receivers, and purpose. The output variables serve as campaign endpoints and may be used to gauge how successful the campaign was. A communications campaign's core objectives are message exposure, attention, and comprehension. They talk about communicating to a large audience with clarity, attractiveness, and comprehension.

Long-term changes in beliefs, attitudes, and actions result from learning new abilities, altering one's mindset, memorizing and retrieving knowledge. The long-term changes that communication efforts frequently aim for include behavior modification, decision-making, and decision reinforcement. Any communication effort has to consolidate the outcomes. A campaign planner can only assess the effectiveness of a communications effort by looking at the results (McGuire, 1989). After studying the theory of persuading, advertising the awareness to the audience would be a critical part of every campaign because it will determine whether the campaign is fully achieving its objective or not.

2.6.3 Advertising Theory

Figure 2.6.3: Theories of Advertising

Sending out a message and then hoping for a response is insufficient for advertising to be effective. Customers today are exposed to more commercials daily, which they may find bothersome. Customers today tend to see advertising more negatively, which makes it more difficult for businesses to connect with their target market—because of all of this, developing a solid advertising plan is becoming increasingly important for businesses (Zanot, 1981). Many people would think that making advertising is only about coming up with the best message and picking the best media outlet, but there is so much more to it than that. The appropriate strategies must be developed, and an advertising strategy must be implemented. Today, there are several ideas and models for how businesses might develop effective advertising campaigns (Jobber, 2004)

Figure 2.6.3: Theories of Advertising
The advertising theories explain how and why advertising successfully changes consumer behavior and achieves its goals. There are several ideas about advertising, and most of them promote the idea that the critical tactics used, such as regular brand exposure and repetitive promotion, ultimately determine if an advertisement is successful.

2.6.3.1 The Mediation of Reality
Ads cannot be understood apart of the various media and surroundings in which they are embedded. They only function in these contexts. Marshal McLuhan pointed out that advertisements' persuasive power is not due to their substance. Instead, it's the way they combine the world of deeds with the world of fictions through the usage of media. When the movies arrived, the entire American way of life appeared on the screen as a continuous advertisement, according to McLuhan. All advertisements in publications and the press had to resemble movie sequences as a consequence of everything that any actor or actress used, wore, or consumed (Understanding Media, 1964). The distinction between a true noteworthy occurrence and a fake news event, such as a PR stunt, is difficult to tell apart, according to historian Daniel J. Boorstin, who explains how news and advertising have merged together to such an extent in popular media.

2.6.3.2 Shifting Loyalties
Ads take advantage of and mirror conflicting, shifting loyalties. Advertisements encourage people to switch loyalties, try new things, and repudiate an old devotion in favor of a new product while simultaneously attempting to foster a strong feeling of brand loyalty. Media historian Hazel W. Warlaumont contends in Advertising in the 1960s (Praeger, 2001) that advertisements altered from the 1950s to the 1960s. While being created and disseminated by massive businesses supporting the current quo and capitalist interests, many advertisements looked to embrace the anti-authoritarian hippie counter-culture.

2.6.3.3 The Magic of the Meaning
Ads do more than only sell items; they also give the users of those products a purpose. Ads affect our morals and fundamental ideas in this way. The quack has become God, said Carlyle in the 19th century. Cultural theorist Raymond Williams argues that advertising "has passed the frontier of the selling of goods and services and has become involved with the teaching of social and personal values; it is also rapidly entering the world of politics" in his seminal essay, "The Magic System," published in 1962.

In a way, advertising is also the official art of contemporary capitalist society because it is what "we" place in "our" streets. Moreover, it solicits the assistance of what may be the most significant organized group of authors and artists in society, along with their managers and advisors. Williams continues by stating that advertising is a type of organized sorcery that hides the actual nature of consumerism and its consequences on societal aims and public attitudes. Advertising "is a real component of the culture of a confused society" since it keeps the people away from unsatisfied inquiries.

2.6.3.4 The Hidden Message
Sociologist Vance Packard introduced the notion that advertisements deceive consumers and subtly affect them in his best-selling book The Hidden Persuaders in 1957. Advertising, according to Packard, is risky because it uses psychology to produce emotionally charged concealed messages. As a result, the viewer's critical resistance is limited and avoided since the message is concealed.

Cartoons, advertising, music videos, and even movies all include subliminal messages, said S Borovac Zekan in his "Subliminal Messages in Advertising: Do They Really Work?". These are hidden messages included within advertisements that are conveyed to a specific audience in an effort to affect their subconscious behavior. Such advertising is frequently viewed as immoral, and in some instances, it may even be against the law.

According to the majority of studies conducted to date, people do, in some capacity, notice subliminal inputs that may influence their behavior. The employment of subliminal signals to influence customers is widespread. However, the majority of experts who study the human mind continue to hold the belief that it is impossible to influence someone's unconscious behavior (S Borovac Zekan, 2022)

2.6.3.5 Imitative Desire
Ads take advantage of people's propensity to want what other people want. René Girard, a French theorist, said that humans frequently want to change into someone else (when the other is powerful, famous, or beautiful). Being a different person, however, is not feasible. Our desire is maintained by this impossibility. In "Sociological Propaganda" by Kathleen M. Vandenberg, Girard's concepts are well described. Ads, according to Vandenberg, serve as participatory rituals rather than as one-way communications. Through mental projection toward others, humans establish themselves in communities as part of rituals.

3.0 Methodology

Planning and carrying out specialized research is the study's goal. In essence, this was a summary of the task the researcher was expected to do at the conclusion of the introduction (Punch, 2014). The methodology, the conceptual background, who and what to examine, and the techniques and procedures to be employed for data collection and analysis are the four crucial aspects that make up the research structure, which is a crucial component of the study.

The researcher used a mixed method in this study. The National Institutes of Health state that using mixed methods intentionally mixes or integrates exacting quantitative and qualitative research techniques to capitalize on the advantages of each. Through a complementary strategy that maximizes the strengths of each data type and promotes a more thorough understanding of health issues and potential solutions, mixed method approaches enable researchers to use a variety of methods, combining inductive and deductive thinking and offsetting the limitations of exclusively quantitative and qualitative research. To effectively describe and analyze the data, to understand the wider significance of small-sample qualitative findings, and to make quantitative results more understandable, mixed techniques may be used.
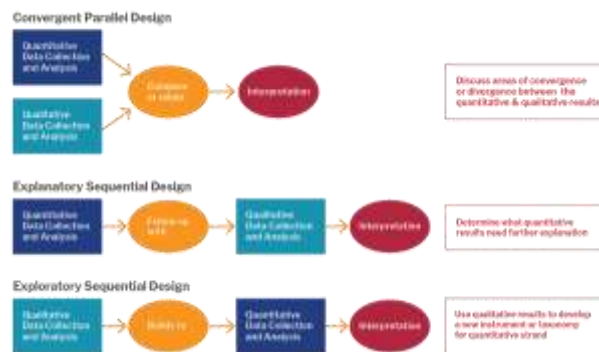

Figure 3.1: Basic Mixed Method Research Design Structure

Observational research is used for this study to collect data before the analysis process. Based on the book Qualitative Methodologies in Organization Studies, 2018, in the field of social sciences, observation is one of the most vital and diverse research techniques. The decision must be tailored to the study topic and the scientific setting because the word comprises a variety of styles, strategies, and approaches that may be challenging to compare in terms of execution and anticipated outcomes. In reality, most people's daily social interactions may be said to be based on their keen observation of others' behavior and their immediate environment (M Ciesielska,2018). We observe interactions and relationships, assess them, come to judgments, and offer commentary.

The goal of this study is to collect bits of information obtained from observing specific Instagram page that has a relation to spreading awareness regarding mental health problem. The observation also will observe how their conduct awareness and how the awareness has affected the individual who engages with posting that has been done. The researcher also observed a few posters from international and local regarding mental health awareness that has been done before. This poster will be analyzed to provide clear findings on how impactful the poster has done and did the poster achieve its target of delivering awareness to its audience.

3.3 Research Methodology

The idea behind research technique is how analysis is carried out. According to Walliman, the study technique (2011), is a collection of techniques used for various types of inquiry. The argument serves to illustrate how important it is to select a reliable approach that is appropriate for the study aim. Data collection and the process of data analysis will be divided into two parts for this section by the researcher.

3.3.1 Data Collection Method

More than merely gathering data or composing a description, research is a highly specialized activity. It entails the focused collecting of data, which is then extensively analyzed to yield answers to research questions and assess the outcomes. Regardless of the subject matter, data collecting is the core of any research strategy. Every research project starts with a set of questions that must be addressed. Data collection is the act of carefully acquiring the desired information with the least amount of distortion possible so that the analysis can provide conclusions that are reliable and make sense (Sapsford & Jupp, 2006).

Although in qualitative research it should be kept in mind that these will alter throughout the process, the methods utilized to obtain data, as mentioned in prior chapters, are largely dictated by the study questions and objectives. Generally speaking, data collecting in the subject of language education takes place in settings that attempt to mimic real-life communication events, where participants provide oral or written contributions that are helpful for research while also being helpful to their own learning (Canals, L. (2017).

3.3.1.1 Library Research

A means of assessing facts, such as those found in historical records and papers, is through library research (Babu, 2008). The same goes for gathering information from scholarly publications like journals and theses, as well as published and unpublished textbooks and library resources. Work on libraries was also found through web searches.

The information gathered for library work is all classified as secondary data. Existing data is referred to as secondary data. It is done to make the analysis more generally beneficial. Other than scholars, anybody may utilise it because it has been compiled and simplified and is easily accessible. It shows that secondary data are derived from public or unpublished sources rather than being gathered originally. The researcher has collecting data from many sources such as books, articles, online reading, thesis writing and news. This research help researcher a lot in finding data that suitable to support create analysis and present the best recommendation at the end of this paper. The secondary data is used in chapter two of the literature review in this research. The view of the literature consists of data collected from numerous journals about the meaning behind these terms 'mental health'. In turn, to find out about the usefulness of Instagram.

One of the most popular data gathering techniques in social science research is secondary data analysis, which is the term used for the reanalysis of previously acquired and analyzed data (Punch:2005). Great social scientists including Durkheim, Karl Max, and Max Weber were among the first to employ it. Secondary data gathering is a crucial data collection approach with a long history of usage in social science research, but it is not without detractors. One of the main criticisms is that it should only be used by researchers with extensive expertise. It is impossible to envisage any sort of study that does not benefit from secondary data analysis, according to Curwin and Slater (2007).

3.3.1.2 Observational Research

Participant observation and nonparticipant observation are the two main methods for monitoring behavior. As the researcher is an important part of the environment being examined, participant observers perform their observations "from the inside." Nonparticipant observers watch "from the outside"; the researcher does not engage the subjects of the observation. The following passage details Jane Goodall's habituating methods for observing mountain gorillas in their natural environment. According to Jane Goodall's methods, she may have just been an outside observer. But if you are familiar with her work with gorillas, you are aware that they not only became accustomed to her presence but also eventually started to communicate with her. She then changed from a participant to an observer.

The frequency, length, and time of day for scheduling observations must be decided. These choices are based on the objectives that the observations are meant to achieve. Researchers could just be interested in a short, specific time frame or they might be interested in a longer, more representative time frame. It is required to watch during several distinct time periods and over multiple days if you are interested in a representative account of naturally occurring behavior. Jane Goodall's portrayal of ape behavior under natural settings is a good example.

The experiment is conducted every day for an hour or more at the same time during laboratory research, which frequently adhere to a strict schedule. In this instance, the observation period is limited to the duration of the laboratory session. A programmed that is applied would use a different strategy. Observations in each situation where the disturbances take place are necessary for a behavior modification programmed dealing with disruptive and unruly conduct in social contexts. Individual observation sessions should be lengthy enough to produce a sufficient sample of the response of interest, regardless of the objective of the observations.

3.3.1.2.1 Mental Illness Awareness & Support Association

Figure 3.1: Logo of MIASA

In this paper, the researcher would like to observe on how the society react on mental health topic at specific Instagram account, MIASA Malaysia. MIASA stand for Mental Illness Awareness & Support Association is non-government that organize an organization to help those who in need when it comes to mental health. Through its many programmers and support activities, MIASA seeks to raise awareness of the value of mental health, address and dispel common misunderstandings about mental health problems and disorders, and offer assistance to peers and caregivers. MIASA has a solid base and a clear aim because it was peer-initiated. It provides a

comprehensive approach, emphasizing the crucial necessity of the rehabilitation model concentrating on empowerment, autonomy, and a right-based approach, as well as the importance of spirituality as a fundamental component.
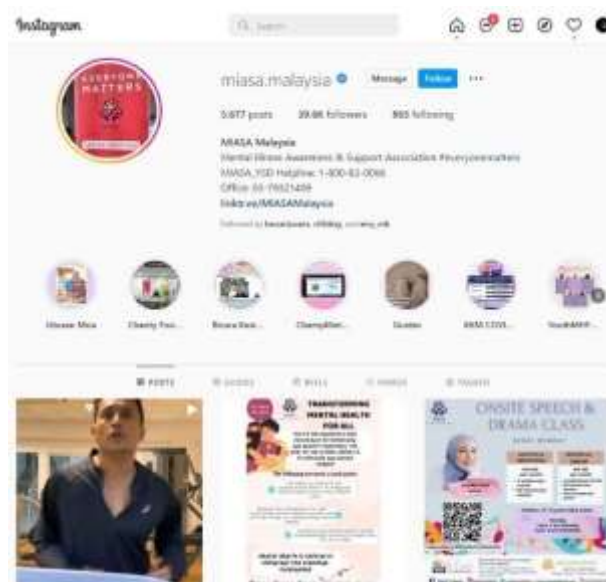

Figure 3.2: Instagram page of MIASA

Figure 3.3: Latest event that been organize by MIASA

3.3.1.2.2 Local and International Mental Awareness Digital Poster

Girdhar (2021) describe a digital poster is basically a print poster that is shown on a screen. The design process is the same whether you are creating a poster for a print publication or a digital platform. He also said in his article that a digital poster may be a fantastic visual tool for presenting technical work or promotional materials for professional presentations or for conducting campaigns for your services and products. Digital posters are pretty similar to printed posters in appearance (Girdhar, 2021).

Platforms for social media are becoming into a powerful tool for public communication. Using social media to raise mental health awareness may be an excellent idea to quickly connect with a huge number of individuals. M Brenner said in his research paper on 2012, On every social media, people will be using digital poster as medium to spread awareness. Social media is becoming a potent tool for educating people about a variety of socially relevant concepts and conducting activities, online courses, and classes more successfully than face-to-face direct communication thanks to the ongoing development of technology and other factors influencing social media. Social media websites like Instagram enable many-to-many communication rather than the more conventional one-to-one and one-to-many personal conversation (Brenner, 2021).

To create an impactful poster and aware people about some topic, competitive analysis must be done between poster that had been made before this. Doing this method enable us to communicate awareness more effectively as well as to be able to evaluate by our target audience. Comparison between local and international digital poster can make us evaluate the weakness of every poster well and improve to be better at the end of this research paper.

3.3.2 Analysis of the Qualitative Data

A substantial part of research involves data analysis. More detrimental than any other single step in the study process, a qualitative research data review (Drew et al., 2008). This could be explained by the fact that qualitative research often collect data in the form of words rather than numbers, justifications, ideas, or feelings. Additionally, Donald et al. (2006) explained that the technique that most differs between quantitative and qualitative investigations is data analysis. Data analysis is a technique used by researchers to conduct searches, arrange them, and communicate their findings to others in order to better comprehend the data. The information gleaned from the interview will be categorized and condensed into the previously mentioned categories of understanding, acceptance, and body shaming aspects. The researcher then assessed and analyzed the data supplied by the informants in accordance with the study's goals.

5.0 Conclusion

The main purpose of this study is too aware about mental health issues that happened to the society in Malaysia since pandemic Covid-19 using social media platform, Instagram. The Harris Poll report on July 2020 found that there is increasing between 46% until 51% adult usage of social media since Covid-19 outbreak. This shows us that people living and attached with social media along this pandemic. The idea to use social media platform to spread new awareness is a great idea because it can be spread widely and easier to reach society that need help in mental health issues along this pandemic.

Covid-19 has the imposition of unfamiliar public health measures that infringe on personal liberties, large and growing financial losses, and contradictory messages from authorities are among the major stressors that will undoubtedly contribute to widespread emotional distress and an increased risk of psychiatric illness associated with Covid-19 (Pfefferbaum, 2020). Mental health has been a great issue lately since Covid-19, there is a lot of people had been diagnosed has mental disorder. In Malaysia, this topic is still not frequently regarded as being as essential as physical health, treating it will require greater knowledge and acceptance. The administration is under fire for not doing enough to address the issue as public knowledge of it grows (S Raaj, 2021). Awareness needs to be done and let people know about mental disease so that they can help or reach for help when needed.

Pandemic has brought social media audience increase rapidly. Along with other media elements, social media is extremely important to Malaysians as they deal with the Covid-19 epidemic. It cannot be disputed that audiences' uses and satisfactions were changed by technology. Social media has a clear edge over traditional media because of its distinctiveness and the smartphone (A Meri, 2022). Awareness using social media will be effective at this moment because of social media user increase in society. As of 2022, Malaysia has a total of 15,700,000 Instagram users. Males use 47% of the users at 7,100,000, while females use 53% of the users at 8,300,000 (Meta Business Suite,2021). With this number of users, we can create impactful awareness about Covid-19 mental health awareness to society through platform Instagram and reach wide target audience in Malaysia that we need.

To overcome this before things getting worse by time, preventive measures must be plan. An awareness about mental health care must be create in order to remind people about taking care their mental health is important. Dr Timothy Legg, a doctorate in clinical psychology had said in the article at Healthline on 11th December 2019, a victim mentality can be cure and overcome by help of a therapist and a lot of help in their circle. With a proper awareness plan, we can aware victim and society about taking care of each other mental health because with a good care, we can save a lot of people life.

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