Exploring Language Used of Encouragement in the Mental Health Campaign on Instagram: Modality Meanings

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ABSTRACT

Mental health campaigns aim to educate sufferers about the importance of mental health and how to manage it. This study investigated how the functions of language and the meaning of modality were employed in @myselflovesupply's mental health campaign posts. In this study, the descriptive qualitative approach was used to evaluate the data. The data were gathered from the words written in the Instagram posts. According to the findings, the language functions discovered in the mental health campaign consist of conative, emotive, and referential, in accordance with Jakobson's theory. In addition, the use of modality in the mental health campaign by @myselflovesupply is extensive. Examined based on Halliday and Matthiessen's theory, the study found all the data used modality; modalization and modulation obtained the same amount of data, which includes obligation, possibility, usuality, and inclination. Encouragement language in mental health campaigns can motivate and encourage sufferers to find motivation, inspiration, comfort, and aspiration, which are crucial for their mental health. The researchers suggest that exploring multiple mental health campaigns to uncover more complex results beyond what was discovered in this current study would be beneficial in future studies. This would provide additional insights and broaden existing knowledge on this topic.

Keywords: *Campaign**; Instagram; Language Function; Mental Health; Modality*

ABSTRAK

Kampanye kesehatan mental bertujuan untuk mengedukasi para penderita mengenai pentingnya kesehatan mental dan cara mengatasinya. Penelitian ini mengkaji bagaimana fungsi bahasa dan makna modalitas digunakan dalam postingan kampanye kesehatan mental @myselflovesupply. Dalam penelitian ini, pendekatan kualitatif deskriptif digunakan untuk menganalisis data. Data dikumpulkan dari kata-kata yang ditulis dalam unggahan Instagram. Berdasarkan hasil temuan, fungsi bahasa yang ditemukan dalam kampanye kesehatan mental terdiri dari konatif, emotif, dan referensial, yang sesuai dengan teori Jakobson. Selain itu, penggunaan modalitas dalam kampanye kesehatan mental oleh @myselflovesupply sangat luas. Ditinjau berdasarkan teori Halliday dan Matthiessen, penelitian ini menemukan semua data menggunakan modalitas; modalisasi dan modulasi memperoleh jumlah data yang sama, yang meliputi kewajiban, kemungkinan, kebiasaan, dan kecenderungan. Penggunaan bahasa yang bersifat menyemangati dalam kampanye kesehatan mental dapat memotivasi dan mendorong penderita untuk menemukan motivasi, inspirasi, kenyamanan, dan aspirasi yang sangat penting bagi kesehatan mental mereka. Peneliti menyarankan bahwa mengeksplorasi berbagai kampanye kesehatan mental untuk mengungkap hasil yang lebih

kompleks di luar apa yang ditemukan dalam penelitian saat ini akan bermanfaat dalam penelitian di masa depan. Hal ini akan memberikan wawasan tambahan dan memperluas pengetahuan yang sudah ada tentang topik ini.

Kata Kunci: *Fungsi Bahasa; Instagram; Kampanye; Kesehatan Mental; Modalitas*

INTRODUCTION

Changing people's health behavior, and focusing on the positive objectives of health campaigns, differentiates health campaign communication from other communication domains (Rossmann, 2017). Nevertheless, Latha *et al.* (2020) stated that social media marketing could not be the only way to influence people's behavior. As a result, promoting mental health on social media pages is difficult. However, it is expected that through mental health campaigns, everyone can give more attention to mental health and be aware of its importance. It is further supported by the statement disclosed by Sampogna *et al.* (2017) that campaign awareness is one of the most significant aspects of campaign effectiveness.

In addition, many people suffer from mental illnesses because of the unclear conclusion of the outbreak. The study conducted by Duong (2021) of Vietnamese university students examined that COVID-19's fear and anxiety were highly associated with psychological suffering, sleep disruption, and satisfaction with life. As reported by World Health Organization (2021), the most recent edition of the Atlas, which contains data from more than 150 countries, demonstrates that the increased focus on mental health has yet to result in a scale-up of excellent mental health services that are matched with requirements. In other words, awareness through both written and visual media was conducted to prevent mental health from worsening for the sufferers.

Instagram, one of the social media, brings people together through pictures, allowing them to interact and exchange ideas (Serafinelli, 2018). It is also stated by Dewi (2021) that Instagram is unique in that it can be utilized not just as a communication platform but also as a promotional platform. As a communication platform, Instagram is a communication tool among users; they can video call, send messages, interact, and many more. Meanwhile, as a promotional platform, it is the same as a communication platform since it is one application so the features will be the same. However, what makes it different is that as the promotion platform, Instagram accounts will purposely research the audience, their topic, and their promotion strategy. The campaign on Instagram could be by providing public awareness of Instagram by utilizing various features in the application, such as Instagram posts, stories, and reels. It is also in line with what was revealed by Freeman *et al.* (2015) that social media can be a powerful tool for increasing awareness, attracting people, and inspiring them to take actual actions and change their behavior.

The scope of the mental health field is extensive; according to the study that examined the mental health posts on Instagram by Feuston & Piper (2018) shows that mental health campaigns covered self-restraint, revelation, support, identification, and prognosis of mental disease severity and the chance of recovery content, linguistic variants of hashtags, and visuals. Additionally, mental health

campaigns on Instagram are presented with various posts supported by visuals, text captions, or both. Although mental health campaigns are carried out through the media, which is conducted online, it does not make the campaign not run smoothly given the increasing number of social media users. It is in line with a study by Griffith *et al*. (2021), which found that higher levels of online involvement can raise mental health awareness and understanding of the functional and aesthetic qualities of creators who identify as having a mental illness.

In other words, the mental health campaign aims to educate sufferers about the importance of mental health and how to cope with it. It is in line with Dillard & Shen's (2013) statement that health campaigns aim to impact attitudes and behaviors in large groups of people by strategically developing and disseminating a variety of multichannel mass communication for the benefit of individuals and society. It is intended to survive and recover from their respective adversity zones slowly. Furthermore, Feuston & Piper (2018) added that people engaged in self-care, increasing awareness of mental health and sickness, attempting to heal, and coping with mental illness contribute to visualizations, layout, design, descriptions, and hashtags.

Language is crucial because it is closely related to everyday life and functions as a means of communication. Language can be seen from various views so that various meanings can be created. Roman Osipovich Jakobson explained that there are six language functions, namely referential function, emotive function, poetic function, conative function, phatic function, and metalingual function. Jakobson (1960) in Chandler (2007) stated that the referential function aims to convey information or a message. According to Tribus (2017), the referential function is the main task of many communications and involves descriptions or contextual information. This function aims to convey information (declarative or interrogative statements). As stated by Tribus (2017), in the emotive function, the addresser wants to convey a specific emotion, whether genuine or fake. This function aims to express the feelings of the speaker's attitude. In contrast, the poetic function is the function of language whose primary focus is the aesthetics of the language itself (Tribus, 2017). This function aims to focus on the message for its own sake. According to Kanaza (2020), the conative function involves influencing behavior, or in other words, the speaker is attempting to persuade someone as the receiver to perform something in response to his or her statements. Then, the phatic function aims to represent the social relationship with the oriented towards the contact. Meanwhile, metalingual function, according to Kanaza (2020), is intended to refer to the nature of the interaction and draw attention to the code to explain or renegotiate it. These equational statements provide information about the English lexical code; their role is metalingual.

Consequently, good communication will be successful if receivers and speakers alike can interpret the message conveyed. It is also in line with Setyawan & Wiraatmaja (2018) who stated that language users must comprehend those two to grasp comprehensive language use completely; they must know how to identify the underlying meanings, or the language would not be effective. Therefore, it is essential that the speaker and receiver can understand the intended message. For

example, the campaigners that post about the importance of zero waste, if they implement excellent communication based on the language function, there will be a huge possibility the listeners could get the message stated.

Santosa (2016) demonstrated that SFL allows a linguist to act as a combined linguist and sociologist to examine discourse critically. Besides, Fauziyah & Nurjannah (2019) reported that grammar is connected to both written and spoken forms of language. Functional grammar is one method for analyzing language interpretation. Systemic Functional Linguistics (SFL) is a long-evolving extensive descriptive model of language and language use (Adenan, 2001). While metafunction is one of the essential aspects of meaning in SFL, the functional components include ideational, interpersonal, and textual metafunction (Halliday & Matthiessen, 2004). Moreover, Fauziati (2016) stated that when it comes to language usage, SFL emphasizes language function (what it is used for) over language structure (how it is composed). Following the statement, Halliday & Matthiessen (2014) stated that the interpersonal function seeks to establish social relationships. Furthermore, according to Rui & Jingxia (2018), through interpersonal function, groups are differentiated from one another; people may communicate and determine themselves, deepen their relationships with others, and seek to influence the action and attitudes of others. Understanding interpersonal function will be necessary for maintaining relationships, influencing behavior, and conveying ideas (Darong, 2022). In order for the message to be easily conveyed to the followers, the campaigner employs interpersonal functions, one of which can be studied using modality.

In line with appraisal theory by Martin & White (2005), modality is defined as "all those locutions that provide the ways for the authorial voice to position itself about, and therefore 'engage' with, the other voices and alternative positions interpreted as being in play in the existing communicative context." It focuses more on the meaning of the message, for example by providing constructive words for mental health campaigns. To encourage sufferers to heal from mental illness by being optimistic, enthusiastic, and satisfied with life, positive psychology has its place in mental health campaigns. According to Csikszentmihalyi (2009), positive psychology can be conducted with two approaches: Direct (therapy) and Indirect (counseling). The message of the positive psychology field has been transformed by not relying on self-deception, wishful thinking, or hand-waving; rather, positive psychology attempts to apply the best of the scientific method to the mental illness of sufferers (Seligman, 2002). The field of positive psychology has explored the issue of how to live an exciting life (Slade, 2010). This can make positive psychology contained in mental health campaigns an attempt to approach the well-being issue. Furthermore, to enhance mental health literacy, there needs to be contact or interaction between the sufferers and the campaigners (Kelly *et al.*, 2007). In line with the purpose of mental health campaigns that provide knowledge, and promote mental health, the messages provided should be appealing to the sufferers.

In mental health campaigns, it is often found that the use of affirmations, positive words, and modal verbs, such as "*I can learn to make it work*," is taken from @myselflovesupply written posts. Likewise, Halliday & Matthiessen (2014) stated that modality refers to a speaker's judgments that arise on intermediate degrees,

various types of uncertainty that lie between the positive and negative sides, such as '*sometimes*' or '*maybe*.' The modality system constructs the zone of ambiguity between '*yes*' and '*no*.' Similarly, Rui & Jingxia (2018) argued that modality expresses a speaker's perception and ideas on the feasibility or necessity of a specific proposition or proposal, the intermediary basis of meaning that exists between absolute statement and denial, regulation, and restriction, and is referred to as a modal space.

Modality is used in mental health campaigns to persuade the sufferers as the audience to do the same thing or restate the statements conveyed by the campaigner. In line with this, Halliday & Matthiessen (2014) categorized the type of modality into two types: modalization/propositions and modulation/proposals. Modalization occurs when it contains information (which can be statements or questions) and a proposition (consistently realized as indicative). Further, modalization is classified into two types: possibility and usuality. Possibility implies that the information transmitted is accurate. Adverbs representing the degree of possibility include '*possibly*,' '*probably*,' '*certainly*, '*may*,' '*perhaps*,' and so on. Meanwhile, usuality relates to how frequently the related information is true, and the degree may be expressed using adverbs such as '*sometimes*,' '*usually*,' '*often*,' '*never*, '*seldom*,' etc. Modulation, on the other hand, is concerned with the information included in a 'goods-and-services', proposition, and imperative words. Commanding, offering, and suggesting are three examples of modulation. Moreover, modulation is divided into two types: obligation and inclination. Obligation refers to the receiver's obligation to perform something that the speaker has stated. The degree of obligation can be conveyed by terms such as '*allowed to*', '*supposed to*', '*required to*', '*should*', '*must*', and so on. Whereas, inclination indicates the speaker's willingness or readiness, having inclination and capability to perform an offer. The degree of inclination can be expressed as '*willing to*,' '*anxious to*,' '*determined to*,' '*will*,' '*would*,' etc.

Dewi *et al*. (2020) argued that communication could take place in a variety of ways, including spoken speech (utterances) and written text (statements). Considering that written statements on Instagram posts contain statements, it is worth investigating the functions of language and modality in a mental health campaign. Thus, this study aims to investigate how sedation words can influence the sufferers to heal and how the campaigner encourages sufferers to cope with mental illness in the @myselflovesupply mental health campaign on Instagram.

Many previous studies on this topic area have been conducted. The first study was conducted by Kanaza (2020), the study examined the sorts of functions of language utilized in the utterances, as well as the one that was most prominent in Meghan Markle's speech. The second is Tribus (2017), who completed research on the communicative function of Jakobson's language function theory in TESOL. The third, Aningsih *et al.* (2022) investigated the usage of language functions in an Agata Hospitality digital flyer during the COVID-19 outbreak. Lastly, Rui & Jingxia (2018) analyzed modality in micro-blogging English news discourse from the point of view of interpersonal functions.

Furthermore, from those previous studies, there are differences between the previous research and this research. Kanaza (2020), Tribus (2017), and Aningsih *et al.* (2022) studies investigated the language function in speech, TESOL, and hospitality advertisement. In addition, Rui & Jingxia (2018) observed modality used in micro-blogging English news discourse. Moreover, this study examined the use of language functions of sedation words that can influence the sufferers to heal in mental health campaign posts on the @myselflovesupply Instagram account and the use of modality to encourage sufferers coping with mental illness in the @myselflovesupply mental health campaign on Instagram. Therefore, the research questions were formulated as follows:

1) How does the use of language functions of sedation words influence the healing of sufferers in mental health campaign posts on the Instagram account @myselflovesupply?
2) How is the modality used to encourage sufferers coping with mental illness in the @myselflovesupply mental health campaign on Instagram?

METHOD

The study applied the qualitative approach since this study needs to analyze the content of written Instagram posts, which contains the purpose of the message and the functions of the language that can be expressed through statements. By using a qualitative approach, the data in this study were compiled primarily from textual data and investigated through annotative analysis.

The object of this study was social media, specifically Instagram, on an account under the mental health campaign posts at @myselflovesupply. The data of this study were sentences, and the source of the data of this study was obtained from Instagram posts by @myselflovesupply. Additionally, @myselflovesupply is one of the accounts that provide knowledge about mental health, especially on providing self-care, well-being, and self-love to their followers, according to their bio on their Instagram account. In other words, it could be interpreted that the campaigner also persuades people how they could be more self-love, provide words of sedation for the sufferers, increase public awareness about mental health, and help the public reduce anxiety disorder. With a total of 3.1 million followers, there are differences from other mental health accounts; they discuss the problems sufferers face instead of giving soothing words to sufferers. The campaigner uses language features such as solicitation, directly or indirectly, to appease the followers. The data were presented in sentences based on picture-based and written statements.

Besides, the data collection technique was documentation. According to Arikunto (2010) to support the researcher, research instruments were chosen as data collection tools that would help the research process. There are two instruments for this study, the primary instrument, and the secondary instrument. Moreover, the researcher was the primary instrument used in this study. The secondary instrument for this study is the tool used by the researcher to collect the data: a mobile phone, Instagram, and the internet. The instruments of this study were a laptop and the websites to open Instagram. A laptop was used to capture the intended posts and process the data. Meanwhile, websites were used to access Instagram to sort and select posts.

There were several data collection procedures used in this study. The first step is to access Instagram. The second step is to choose 30 posts images that contain self-care, self-love, and well-being posts from May, 23rd 2021 to June, 9th 2022. Lastly, classified the selected post-contained encouragement words which later are analyzed using language functions and modality. To facilitate data analysis, the data were provided with codes for each post type. Self-care posts are shortened as SC; Self-love is shortened as SL; and WB for well-being.

Therefore, the data analysis of this study followed some steps based on (Miles *et al.*, 2014). The data were analyzed by: *data reduction*, by selecting complete data of self-care posts, self-love posts, and well-being posts that contain encouragement words, then converting it to reduced data by selecting which data will be used or not; *data display*, by displaying and arranging in the form of descriptions and some of the tables to reach a justifiable conclusion; and *drawing conclusions*, by providing the final verification of data findings, interpreting the result, and concluding the result of data by supporting them with theory. These steps were carried out systematically by the researcher, and then analyzed the data based on Jakobson's theory for language functions and Halliday and Matthiessen's for modality.

FINDINGS

This section of the research provides a complete description of the data analysis. The two research issues relevant to this study are addressed in this section. The first research question addresses the language function employed in @myselflovesupply's mental health campaign.

Language Function Used in Mental Health Campaign by @myselflovesupply

Based on the data findings, the use of language functions used in mental health campaigns by @myselflovesupply, according to Jakobson's theory, are conative, emotive, and referential. The findings were delivered based on each post type: self-care, self-love, and well-being posts.

Self-care Posts

This post is about showing the followers how to care for themselves despite ignoring their preciousness. In the self-care posts, the data used emotive and conative types; the former is the most dominant type. Some of the samples of the result analysis are as follows:

Emotive function

This emotive function aims to transmit the campaigner's emotion or portray the speaker's attitude. The emotive function in self-care posts aims to show the feelings the campaigner wants to express to the followers by providing comforting statements and encouraging their empathy to care more about themselves. There are 6 data found that use the emotive function in self-care posts. Data [1], [2], and [3] are the sample of the statements that depicted about campaigner's feelings:

[1] *"**I won't let other people's opinion dictate** how I choose to live my life"*

SC2

[2] *"**I am still learning**. **I honour** the time required for this process*" SC3

[3] *"**I'm proud** of myself for trying, this is what courage looks like"* SC1

The campaigner invited and persuaded the followers to state the same statement as the campaigner stated. In datum [1], the campaigner encourages the followers not to let other people's opinions influence how they conduct their life by saying 'won't'. In addition, in datum [2], the campaigner motivated the followers to believe in themselves because they are still learning and appreciate the time involved in the process, which can be shown by saying 'still learning' that indicated as present continuous. Meanwhile, in datum [3], the campaigner invites the followers to show their confidence and pride in themselves.

From the data above, the campaigner invited the followers to care more about themselves by using the subject 'I' so it would be easier to reach followers' emotions. It shows that the emotive function aims to show the self-reflection of the followers as the campaigner wants. In order for the communication between the campaigner and followers to be successful, especially in the aspect of self-care, emotional feelings are also an important aspect to be involved in so that the interaction gets better. Atkinson (2011) in Tribus (2017) stated that people have a better possibility of engaging in effective turn-taking, comprehension, and appropriate reaction by adjusting to the others' tone, gestures, and perceived intents, enhancing the whole communication's quality.

Conative function

The conative function focuses on the speaker's statements; if it conveys to do something to the receiver, it is conative. In self-care posts by @myselflovesupply, the campaigner's conative function is commanding by discouraging, ordering, advising, and persuading them to care more about themselves. There are 4 data discovered that employ the conative function in self-care posts. Data [4] and [5] are samples of statements that demonstrate the campaigner's instructions:

[4] *"**Don't** blame yourself for how you're feeling"* SC7

[5] *"**Move** your body and **get** some fresh air"* SC8

The campaigner is trying to command the followers to do some actions regarding self-care. In the datum [4], the campaigner is discouraging the followers from taking a specific action, blaming themselves. While in datum [5], the campaigner tries to issue a command to the followers by moving their bodies and breathing some fresh air.

From data [4] and [5], it can be inferred that the conative function can be in the form of giving a direct order, persuading, and even forbidding doing something. Kanaza (2020) described conative as the ability to affect the audience's attitude through the speaker's statements. Since mental health campaigns serve to help-seeking behaviors in order to achieve better mental health, the campaigner has to encourage the followers to take actual actions.

Self-love Posts

This post contains posts about appreciating and loving oneself physically and mentally to achieve self-happiness. In the self-love posts, the data used conative, referential, and emotive types, which conative being the most common type. Some of the samples of the result analysis are as follows:

Conative function

Similar to the conative function in self-care posts, in self-love posts, the campaigner emphasizes the followers to do some actions concerning focusing on how to love themselves. There are 5 data identified in self-love posts that employ the conative function. Data [6], [7], and [8] are examples of statements that convey the campaigner's demands:

[6] *"**Know that** you are enough*
***Be gentle** with your feelings*
***Make** your inner peace a priority*
***Remember** to be kind of yourself"* SL2
[7] "***Be grateful** for where you are"* SL8
[8] "***Be proud** of yourself for fighting so hard for the person you want to become"* SL9

The campaigner instructs the followers and seeks to influence the followers' actions, as the campaigner stated. In datum [6], the campaigner endorses the followers to perform self-kindness by realizing they are enough, being gentle to their feelings, and making their inner peace a top priority. While in datum [7], the campaigner convinces and persuades the followers to be grateful for their situation. In addition, in datum [8], the campaigner persuaded the followers to be proud of themselves because they had worked hard to become the people they wanted to be.

According to the data above, the campaigner persuades their followers to do something as the campaigner instructs. It indicates that the conative function of self-love posts by @myselflovesupply is to encourage followers to care and love for themselves and their mental health.

Emotive function

Not much different from the emotive function in self-care posts, the emotive function in self-love posts is to convey the campaigner's feelings and empathy towards their followers. There are 4 data discovered that engage the emotive function in self-love posts. Data [9] and [10] are sample statements that express the campaigner's feelings:

[9] "***You did the best** you could today, and that is good enough"* SL4
[10] "*Being a good person means **being good to yourself too**"* SL7

The campaigner portrayed their feelings by comforting, complimenting, and acknowledging the followers' feelings. In datum [9], the campaigner expresses the feeling to emphasize the followers' action by comforting, praising, and entertaining them that they did the best they could today, which is good enough. Moreover, in datum [10], the campaigner expresses the feeling by trying to acknowledge the followers' feelings. The

campaigner wants to encourage the followers by recognizing and convincing them that being a good person means being good to themselves too.

From the data above, the emotive function in self-love posts suggests that the emotive function aims to express the campaigner's empathy and the campaigner's specific feeling toward the followers.

Referential function

The referential function in self-love posts aims to define the message the campaigner wants to convey; besides, it provides knowledge to the followers. There are 2 data discovered in self-love posts that employ referential function. Data [11] and [12] are statements that serve to share messages and insights on contextual information about self-love:

[11] "*Feeling sad about making the right decision, **does not mean that it wasn't** the right decision*" SL1

[12] "***Self-love is** also trusting your own process when nobody else does*" SL3

In datum [11], the campaigner wants the followers to know that feeling sad over making the correct decision does not imply that it was wrong. The campaigner engages the followers by recognizing the situation they faced and the validity of comforting words by saying "..***does not mean that it wasn't** the right decision*", which means the campaigner is trying to point out to the followers that they are not making the wrong decision and entertaining them. Then, in datum [12], the campaigner wants the followers to know that loving themselves also includes trusting their process when no one else does. Here, the campaigner defines self-love and its relation with self-trust.

Based on the data [11] and [12], the referential function in self-love posts is depicted to define acts of self-love by the campaigner toward the followers. It also shows that the referential function encourages awareness of embodied consciousness and social cognition. The campaigner follows the definition of the topic to strengthen the definition of self-love. Furthermore, they not only try to convey information and knowledge to their followers but also provide conforming words to transmit to followers easily.

Well-being Posts

This type of post contains posts about what the followers should do when facing mental health issues. Predominantly, this type of post presents a claim and notice to the followers of the importance of well-being and how to cope with it. Conative, referential, and emotive functions were employed in the well-being posts, with conative being the most prominent. Some of the samples of the result analysis are as follows:

Conative function

Like the conative function in self-care and self-love posts, conative gives commands and forbids followers from undertaking certain well-being-related acts. Five data were found that use the conative function in well-being posts. Data [13] and [14] are samples of conative attributions in well-being posts that are described to command and forbid actions:

[13] *"**Don't** let anything stand in the way of the person you want to become"* WB3

[14] *"**Remember** that your mental health is a priority, your inner peace is essential, and your self-care is a necessity"* WB10

In datum [13], the campaigner wants the followers not to let anything get in the way of becoming the people they want to be. The campaigner actively discourages the followers from performing certain acts for their well-being. Additionally, in datum [14], the campaigner ordered the followers to remember that their mental health is essential, inner peace is necessary, and self-care is required. The campaigner tries to give instructions to the followers by reminding them.

From all data above, the campaigner encourages the followers to perform and avoid some actions. Conative gives reverse instructions, such as order to do something indirectly and forbidding doing something. In well-being posts, it shows that the conative function aims to forbid and demand the followers from doing something, as the campaigner stated.

Emotive function

Same with the functions of emotive in self-care and self-love posts, here in the well-being posts, the campaigner depicted the feelings that the followers should have. There are 3 data found that use the emotive function in well-being posts. Datum [15] is a sample of the statements portrayed by the campaigner's thoughts:

[15] *"**Your inner peace is more important** than other people's approval"* WB4

According to datum [15], the campaigner wants the followers to know that their inner peace is more important than others' approval. It shows that the emotive function aims to express a feeling the followers will accept well.

Referential function

Similar to the functions of referential in self-care and self-love posts, the campaigner defines and offers information on well-being to the followers in well-being posts. There are 3 data found that use the referential function in well-being posts. Datum [16] is a sample of the statements portrayed definition in well-being posts:

[16] *"**Growth is** painful. **Change is** painful. **But nothing is as painful** as staying stuck in a place you don't belong"* WB6

In datum [16], the campaigner wants the followers to know that growth and change are both hard. However, nothing is as painful as being stuck somewhere they do not belong. It demonstrates that the referential function provides information to the followers by identifying their context and the legitimacy of reassuring statements.

The Use of Modality in Mental Health Campaign by @myselflovesupply

The second research question is on the modality employed in @myselflovesupply's mental health campaign. According to the findings, the use of modality based on Halliday and Matthiessen's theory appears in all types. It was

found that modalization and modulation got the same amount of data. Modalization consists of possibility and usuality; possibility has 13 data, and usuality has 2 data. Then, modulation consists of obligation and inclination; obligation has 14 data, and inclination has 1 data. Following are the explanations of the modality.

Modalization

The validity of information in a proposition clause (statements and questions) is called modalization, which is separated into probability and usuality (Rui & Jingxia, 2018). Consequently, modalization in the mental health campaign posts by @myselflovesupply can be further subdivided into possibility and usuality.

Possibility

The type of possibility found is in the form of a statement that contains information in the form of certainty, possibility, asserting, and denying. There are 13 data identified as statements that contain a degree of possibility, either using adverbs or indirectly. Data [17], [18], and [19] are sample statements of possibility:

[17] "*I **won't** let other people's opinion dictate how I choose to live my life*" SC2
[18] "***You did the best** you could today, and that is good enough*" SL4
[19] "***Maybe** the endings that you are struggling through are bringing about the beginnings that you have been hoping for*" WB1

Datum [17] showed that there is the possibility of showing denial by refusing to do something, which is shown by using the modal verb 'won't' = 'would not'. Meanwhile, in datum [18], the possibility is by giving certainty. The campaigner tries to convince and reassure the followers. On the other hand, datum [19] uses adverbs of possibility, 'maybe.'

Usuality

Usuality type is found in statements containing indirect time information to show the frequency of the information. There are two data identified as statements that contain degrees of usuality. Datum [20] is a sample statement of usuality:

[20] "*You don't have to be achieving something **all the time***" WB5

In datum [20], it uses the indirect adverb of time, 'all the time', which can be interpreted by the existence of things to constantly do something, for example, usually/always/often. It can also be concluded that the use of 'all the time' here means a repetitive or continuous description of time.

Modulation

In contrast to modalization, modulation contains statements that are propositions in order to fulfill offers and also commands. Modulation is divided into two, namely obligation and inclination. Furthermore, the findings of modalization in mental health campaigns by @myselflovesupply are subdivided into obligation and inclination.

Obligation

The type of obligation found is statements containing commands in the form of preventing to do actions, ordering, advising, and suggesting. There are 14 data identified as statements containing a degree of obligation, either using adverbs or indirectly. Based on the findings, obligation is the

most frequent type. Data [21], [22], and [23] are sample statements of obligation:

[21] "***Move*** *your body and* ***get*** *some fresh air"* SC8

[22] "***Decide*** *what kind of life you actually want, then* ***say*** *no to everything that isn't that"* SL10

[23] "***Don't*** *spend your time on Earth being a watered down version of yourself"* WB2

Datum [21] indicated the use of obligation type because the campaigner commands the followers to move their bodies and breathe fresh air. Moreover, datum [22] uses indirect directive words by ordering them to decide what kind of life they want by saying no to everything they do not want. Additionally, in datum [23], it also uses the obligation type because the campaigner wants the followers to prevent doing specific actions by not wasting their time being a watered down of themselves.

Inclination

Inclination type is the form of statements that contain indirect will or offers conveyed by the campaigner. There is only 1 datum identified as statements containing a degree of inclination. Compared to obligation, inclination is the least occurring type. Datum [24] is a sample statement of inclination:

[24] "***I'm proud of myself*** *for trying, this is what courage looks like"* SC1

In datum [24], it uses the inclination type because it uses the indirect expression used by the campaigner. The campaigner conveys the followers to determine or have the willingness to be proud of them for trying.

DISCUSSION

Contrary to the previous study conducted by Kanaza (2020), who found five types of language functions except metalingual function, this study only found three language functions. However, just like the previous study, this study also found that conative is the most dominant data, followed by emotive and referential in order. The difference in the results of this finding is that in the mental health campaign, the language used is persuading, inviting, and encouraging followers to perform a behavior related to the goodness of their mental health.

The use of language functions in mental health campaigns is generally soothing for the sufferers, which can also be represented by language functions based on Jakobson's theory of emotive. Emotive aims to convey the expression or feeling of the campaigner. Some sedation words are often found in the form of motivation, inspiration, compliments, personal tips, and other positive thoughts, as well as the desire to engage in activities that increase enjoyment and self-satisfaction. Besides, the conative function aims to influence behavior so that the followers do something as conveyed by the campaigner. The use of directive words in mental health is also positive without offending the sufferers. Based on the results obtained, the use of language functions in mental health campaigns is conative or ordering; the campaigner wants the sufferers to do something about the statements that have been revealed. In addition to being in the form of a directive, the language

used is also emotive and anything expressive that can provide positive vibes to the sufferers. Following the objectives of the mental health campaign, the function of language here is for sufferers to do something according to what the campaigner wants in the realm of mental health. In the mental health campaign, the campaigner must provide positive words and calm the sufferers. Providing direction in a positive aspect and inviting sufferers to care more about themselves is one of the objective mental health campaigns. For this reason, some statements are found in ordering and giving compliments to sufferers. Meanwhile, the referential function here intends to show awareness and knowledge to the followers of @myselflovesupply. That is to say, the campaigner pointed out some information regarding mental health by defining matters in the mental health field and providing information with the validity of conforming words so the followers could find the console.

Moreover, there are slightly different language functions in each post. Self-care posts are dominated by emotive function and are followed by conative. The emotive function dominates in self-care posts because it is the self-reflection of the followers, as the campaigner wants. Whereas in self-love posts, the conative function is the type that appears the most, followed by emotive and referential, which is the least. As for self-love posts dominated by the conative function, it aims to give orders, instructions, advising, and prohibiting to do something to the followers, as conveyed by the campaigner in achieving self-happiness. Meanwhile, for well-being posts, similar to self-love posts, conative is the most prevalent function, while referential and emotive get the same frequency. Same as the self-love posts, conative functions dominated the well-being posts to encourage the followers to forbid doing something regarding the goodness of their well-being.

Furthermore, the use of sedation words is in line with positive psychology. Positive psychology has proven effective in researching and helping individual well-being (Csikszentmihalyi, 2009). Positive psychology aims to catalyze a shift in psychology from focusing solely on healing the worst aspects of life to creating the best aspects of life. At the personal level, positive psychology is concerned with positive individual experience: well-being and contentment (in the past); flow, happiness, pleasures, and joy (in the present); and positive cognitions about the long-term, hope, and belief (Seligman, 2002). Positive psychology findings are relevant for mental health treatment because their emphasis on having a good life is equally applicable to those with and without mental illnesses (Slade, 2010). The campaigner, for example, motivates followers by asking them to 'imagine themselves,' in which they are urged to jot down where they envision themselves in the future, (see data [1], [2], and [3]). Put in another way, positive psychology also indicates kind words and shows empathy to the followers; see data [9], [10], and [15].

Nevertheless, this study discovered not only the language functions fulfilled by @myselflovesupply in their mental health campaign but also the modality. Additionality, modality in mental health campaigns aimed at sufferers provides vibes to persuade sufferers. The type of language used is friendlier and should calm the sufferers. The use of modality in mental health campaigns appeared to have promising outcomes so the sufferers could get positive emotions and the sedation words to heal the illness. Furthermore, using modality to encourage

sufferers to cope with mental health can include providing them with motivation, hope, inspiration, affirmation, and compliments.

In terms of modality, the study found that the campaigner applied the interpersonal function of the pronouns 'I' (see data [1], [2], and [3]) and 'you' (see data [4], [5], [6], [7], [8], [9], [10], [12], [13], [14], [15], [16], [18], [19], [20], [21], [22], and [23]). The pronoun 'I' indicates the campaigner's ideas so that the followers can imagine the message conveyed from their point of view. In addition, using the pronoun 'you' can build social relationships between the campaigner and the followers. It is also related to that conveyed by Darong (2022), the use of the pronoun 'you' plays a vital part in the statement since it may help to develop a dialogic style in the statement by keeping a tight close relationship between the campaigner and the followers, ensuring effective engagement between the campaigner and the followers during the discussion. The use of pronouns relates to the modality system that displays a speaker's attitude and viewpoint, which assists individuals in having a better knowledge of the interpersonal function and accurately expressing what they want to convey (Rui & Jingxia, 2018).

Regarding modality in mental health campaigns, almost all data used modality indirectly. In contrast, the use of adverbs of degree for each type of modality was rarely found. In the obligation type, which leads the type of modality, the campaigner gives directions to the followers indirectly with statements that are accompanied by elements of *'allowed to', 'required to',* and *'supposed to'* as can be seen in data [21], [22], and [23]. Moreover, followed by the possibility type that deals with information by asserting and denying, the campaigner indicates the followers to provide awareness and insight to them. The degree of possibility used is '*maybe*' (see datum [19], *'won't'* (see datum [17]) and some indirect elements of *'possibly,' 'probably,' 'certainly, 'may,'* and *'perhaps'* which can be seen in the datum [18].

However, according to Martin & White (2005), such a locution may have been viewed by modality as suggesting a "lack of commitment to the truth value" of the statement. The modality used can impact the sufferer, but this can also reduce the truth of value in the statement. Furthermore, Martin & White (2005) added that the dialogistic viewpoint redirects our emphasis on such concerns that 'epistemic statuses and 'reliability of knowledge' is understood as not always fundamental, defining communication purpose. It can be concluded that although the use of modality can reduce the truth of value if we look at the purpose of communication in campaigns that provide awareness and inspire sufferers, it is understandable that truth value is not always fundamental. Mental health awareness can bring a positive view of mental health among people (Latha *et al.*, 2020). Thus, as stated by Kelly *et al.* (2007), early treatment requires people and their supporters to understand and react correctly to indicators of distress, functional impairment, and other indications of developing mental illness. Therefore, it would be highly recommended that sufferers seek professional help and take real actions that are not only based on campaigns in the form of language of encouragement.

This study examined that encouraging language in mental health campaigns could influence sufferers to get motivation, inspiration, consolation, and aspiration,

which is essential for their mental health. The function of encouragement language in mental health campaigns is soothing because it is easy to reach the followers' emotions. However, in terms of mental health, it would be better if the campaigner also uses data or provides information from the medical side more frequently. It is necessary not to reduce the truth of value, which is related to modality use in mental health campaigns. Hence, since mental health is closely related to psychology, it is crucial to consider more specifics when commanding, providing information, and motivating to enhance sufferers' well-being. Moreover, the sufferers can be more encouraged and convinced of the message conveyed.

Consequently, the existence of mental health campaigns should be continued because they can increase awareness of mental health. Many people are still unaware of the importance of mental health, but through the campaigns, some people can start to realize the importance of mental health and know how to overcome it. Although mental health campaigns can help sufferers gain insight concerning their mental health, it is highly urged that sufferers seek professional treatment and take real actions that are not just focused on encouraging words.

CONCLUSION

To sum it up, the language used for encouragement found in the mental health campaign on the @myselflovesupply Instagram account in the form of language functions were conative, emotive, and referential subsequently. Conative utilizes to change positive behavior so that sufferers do what the campaigner says. Emotive attempts to motivate the sufferers' feelings by giving inspiration, praises, personal tips, and other optimistic thoughts, and the desire to partake in things that enhance happiness and self-satisfaction are all forms of soothing words. Furthermore, the referential function seeks to raise awareness, gain insight, define issues in the field, and provide information about the validity of conforming words so that sufferers may reach the console. In addition, all types were found using the modality in the @myselflovesupply Instagram account. Modalization is divided into possibility and usuality, the possibility type takes the lead, followed by usuality. For modulation, the obligation type appears the most, followed by inclination. However, overall, the most dominant type is obligation, followed by possibility, usuality, and inclination. Furthermore, modality in a @myselflovesupply mental health campaign is important in motivating those with mental illness.

Since this study is limited only to using language functions and modality in mental health campaigns by @myselflovesupply, thus, in future studies, the researcher recommends analyzing more than one mental health campaign, other social media platforms, and different issues in order to find out whether there are differences in the findings and various language functions and modality applied. In addition, future researchers may discuss language functions and modality in the post-pandemic period.

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