

Abstract

The rising prevalence of mental health discord, specifically among generation Z in Indonesia has underscored the need for accessible and appropriate interventions. This study explores the preferences of potential users along with their concerns surrounding the concept of mental health improvement products, with an aim to identify features that balances between ease of use and the effectiveness of the product / service. Data is built on prior research which indicated market demand, and this study applies thematic analysis to qualitatively study the data collected through oral surveys and interviews.

Findings have revealed that the market for such products and service are currently focusing on mindfulness, along with using artificial intelligence to aid them in doing so. This indicates there is a solution by integrating existing services towards professional help in a form of a hybrid system where the platform on the smartphone / tablet / computer serves as a database in order to gain help from certified psychologists.

Although limitations exist, which includes the relatively narrow sample size and the hypothetical nature of the product, the study has provided a solid starting foundation for developing noninvasive, user-centric mental health tool / service. These tools must not aim to replace conventional and genuine healing aided by certified professionals, but rather to complement it, particularly in contexts where access towards mental health services remains limited.