Development of a Da'wah Application for Mental Health Education through *Pappasang* Messages among the Makassar Community

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Abstract

In the context of Islamic dakwah, there are various approaches that can be taken, including through dakwah messages and cultural values in a community. As time goes by, the use of media as a means of educating the public is very popular and in great demand today. This research aims to design an application that can be used as a dakwah medium in educating the public through *Pappasang* messages among the people of Makassar, especially mental health aspects. This research uses the Research and Development method through five steps, namely determining the topic, literature study, discussion, determining the application design to be created, and evaluation. To assess the quality of the product being designed, the author chose two experts in the field of technology and one language and culture expert who understands *Pappasang*. The application design has seven features as a medium for preaching for mental health, these seven features are *Pappasang* which contains messages or advice from previous parents about mental health based on Islamic teachings, short story videos about *Pappasang*, folklore comics, lontara, keywords search *Pappasang*, prayer, and even groups are available for members to interact with each other and share information about activities on the topic of mental health education. This application is an alternative as a medium for dakwah for mental health among the people of Makassar through *Pappasang* messages, as well as a means of educating the people of Makassar in recognizing and preserving their culture.

INTRODUCTION

In 2022, WHO data shows that at least 703,000 people will commit suicide every year. This data will continue to increase if it is not addressed. The average age of those who commit suicide ranges from teenagers, namely 15-29 years. The most important factor in this habitual phenomenon is mental health disease (World Health Organization, 2022). Mental health illnesses are a problem on a global scale because the impacts are very dangerous and sufferers sometimes experience difficulty in restoring and improving mental health that has deteriorated.

In developing and developed countries, health problems are a common problem due to various pressures, both from a social and cultural perspective (Walker et al., 2015). This often pressures individuals in social groups, so that the mind and heart are no longer in line (O'Brien et al., 2013). In this condition, mental health becomes unhealthy and is susceptible to affecting physical health. The biggest impact of mental health problems is suicide. This can be seen in the image below.
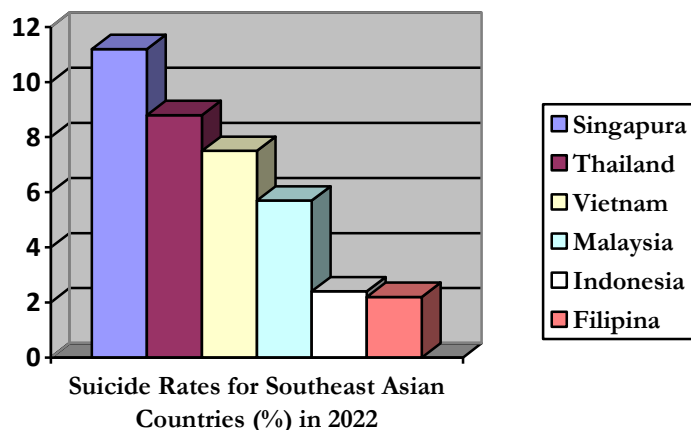

Fig 1. Percentage of Suicide Rates in Several Sountheast Asian Countries

The data above shows that in 2022, the highest suicide rate in Southeast Asia will be in Singapore at 11.2%, Thailand at 8.8%, Vietnam at 7.5%, Malaysia at 5.7%, then Indonesia at 2.4% and Philippines as much as 2.2%. Even though the suicide rate in Indonesia is relatively low compared to other Southeast Asian countries, this cannot be underestimated because if it is not addressed early on, the number will continue to increase. Moreover, the age that often experiences mental health problems is adolescence (10-17 years). Teenagers are always prone to mental health illnesses, making this problem urgent to prevent and overcome (Flett & Hewitt, 2014).

This is because teenagers are the young generation who will fill important positions to develop this country. Then mental health problems that are prone to occur in Indonesia are caused by an imbalance of mind because they are always under the pressure of bad experiences and do not know how to recover from them (Eskasasnanda, 2017). This factor is often referred to by the term self-esteem, namely a value or value given to himself is related to how satisfied he sees himself (Asakereh & Yousofi, 2018). Self-esteem levels have become a bad phenomenon that can show the characteristics of pessimism with a tendency to be dissatisfied with oneself. They often experience social comparisons with others, fantasize about being different individuals, and feel sensitive to external criticism (De Ruiter et al., 2017).

Their ability to assess events tends to focus on the negative aspects, often magnifying their impact. In addition, they are vulnerable to experiencing high levels of anxiety, depression, and mental health problems such as eating disorders (Varma et al., 2021). Therefore, valueself-esteem it needs to be improved day by day to make the soul happier and of course healthier. On the contrary, high levels of self-esteem reflect a person's positive character in living life. Individuals with strong self-esteem generally show an optimistic attitude and pride in themselves (Sidabalok et al., 2019).

They are able to feel satisfied with their achievements are open to receiving criticism, and are even able to turn negative things into useful learning opportunities. The ability to transform challenges into advantages becomes an integral part of their personality. With solid self-esteem, they are able to build a flexible life and enable them to adapt to various situations and challenges that arise quickly and precisely. In Indonesia, efforts to prevent mental health problems still face significant obstacles

due to a shortage of professional staff (Sparrow et al., 2020). The limited number of health workers who specialize in the field of mental health is a crucial factor limiting public access to preventive services.

This imbalance has a negative impact, considering that the prevalence of mental health problems is increasing in society. Strategic steps are needed to prevent mental health problems. The strategic step that can be taken now is to carry out technology-based education to strengthen the prevention system and provide more effective support to individuals who need it. In this context, it needs to be understood that human existence is not limited to the physical realm or world dimension alone, but also includes a religious or transcendent dimension (Widjaja & Aslan, 2022).

Human life involves fulfilling needs not only physically, but also at the soul or psychological level, so it is important to look for adequate ways to fulfill the needs of the soul and one recognized method is to get closer to God. Thus, efforts to understand the dimensions of human spirituality become an integral aspect of exploring human satisfaction and holistic well-being. Apart from spirituality, a cultural approach is also very important and useful in maintaining and improving mental health. Moreover, if this culture is the result of acculturation with Islam, it contains high values of morality and spirituality (Cleveland et al., 2013).

This culture can be found in the area of South Sulawesi called Pappasangin Makassar language and thank you in Bugis language. This culture is the result of acculturation between Islam and local society and has become an intangible cultural heritage of the Makassar and Bugis people (Güngör et al., 2013). In the Java region, concrete examples of the acculturation process manifested in the dakwah system are wayang performances and mosque architectural designs that integrate overlapping roof elements. This reflects the result of an acculturation process between Islamic teachings and Hindu cultural heritage.

One of the approaches used in dakwah activities is culturalization, namely a dakwah strategy that uses cultural elements as intermediaries to convey religious messages (Auni & Hermanto, 2020). Pappasang is a cultural manifestation that emerged from the combination of Makassar and Bugis elements and the result of the acculturation process with the Islamic religion. In this tradition, there are moral messages, advice, instructions, mandates, and good life values. Etymologically, the element in the Makassar language reflects the meaning of emphasis or warning that requires obedience (Efendi et al., 2019).

Meanwhile, the word pair contains the meaning of a message that functions as a guide in the form of advice, mandate, and testament which has significant relevance in everyday life (Xu et al., 2020). As previously explained, culture Pappasang has values that are in accordance with Islamic teachings and can be used as a medium for dakwah, especially in terms of mental health education (Arifin, 2018; Engkizar et al., 2018; Kaputra et al., 2022; Rishan et al., 2018). However, in conveying this culture to society today, efforts or steps are needed that are appropriate to today's times, namely by utilizing technology. Currently, the media most popular with Indonesian people is Android-based applications (Fatahudin et al., 2019; Khoiriyati et al., 2021).

Applications can be an alternative solution in disseminating the values contained within Pappasang related to Islamic dakwah regarding mental health education . The development of this dakwah application not only aims to provide mental health education based on Islamic teachings, but also this application will internalize the values Pappasang to society, especially the younger generation (Febriani et al., 2020; Ganefri et al., 2017; Irawan et al., 2021; Isnaini et al., 2019; Ramli et al., 2017). It is hoped that this application can be an effective means of accessing and disseminating information related to mental health that relies on the

principles of the Islamic religion. In this way, it not only provides an understanding of mental health but also embraces the local wisdom values contained within Pappasang. Through this approach, it is hoped that the application can play an important role in supporting the sustainability of this culture amidst the dynamics of current developments so that the noble values contained in it remain relevant and maintained (DeRobertis & Bland, 2020).

METHODS

This research uses the method of research and development as the framework, involving a series of organized steps to produce quality products. Method research and development is a research approach that aims to develop new products or processes, as well as improve the quality or effectiveness of an existing product or process (Bornmann, 2013). This method generally consists of a series of systematic steps that include planning, development, and evaluation of the resulting product or innovation. There are five steps that the author implemented in developing this dakwah application (Islamoğlu et al., 2022; Munawaroh et al., 2022; Zulmuqim, 2017).

Determining the research topic, which is a process that involves identifying needs and potential in developing a dakwah application that focuses on Islamic-based mental health. Having a deep understanding of these issues is the basis for designing relevant and effective solutions. Literature study which aims to obtain a strong theoretical foundation. Through literature studies, the author can deepen knowledge about mental health based on Islamic preaching and cultural values which can be integrated into the application design. Discussions held to explain initial ideas and concepts to the development team and obtain input from experts.

Discussions open up space for the multidisciplinary perspectives needed to produce holistic and contextual solutions; iv) determine and develop the application design to be created. This stage includes technical and design aspects based on user needs and characteristics. Evaluation prototype which is done by involving two technology experts and one language and culture expert who understands *Pappasang*. This evaluation aims to ensure that the application not only meets high technical standards but also remains true to local cultural values. Thus, it is hoped that the systematic steps above can produce dakwah applications that are effective, innovative, and closely related to the needs of society.

RESULT AND DISCUSSION

As the author explained previously, the media design has seven features as a medium for preaching mental health education. The seven features are: *Pappasang* which contains mental health values based on Islamic teachings; short video story about *Pappasang*; folklore comics; lontarak keyword search; prayer; and there are even groups available for members to interact with each other and share information regarding activities that can maintain and improve mental health.

Edu Install Application Features

This application is called Edu Pasang which is an abbreviation for Edukator *Pappasang*. This means that this application will become a digital-based educational medium for the people of Indonesia, especially South Sulawesi. With this approach, the application is not only a source of knowledge about *Pappasang* and mental health but also an effective means of increasing public understanding and awareness of local cultural values. To make it clearer, the application design is shown in figure 2 below.
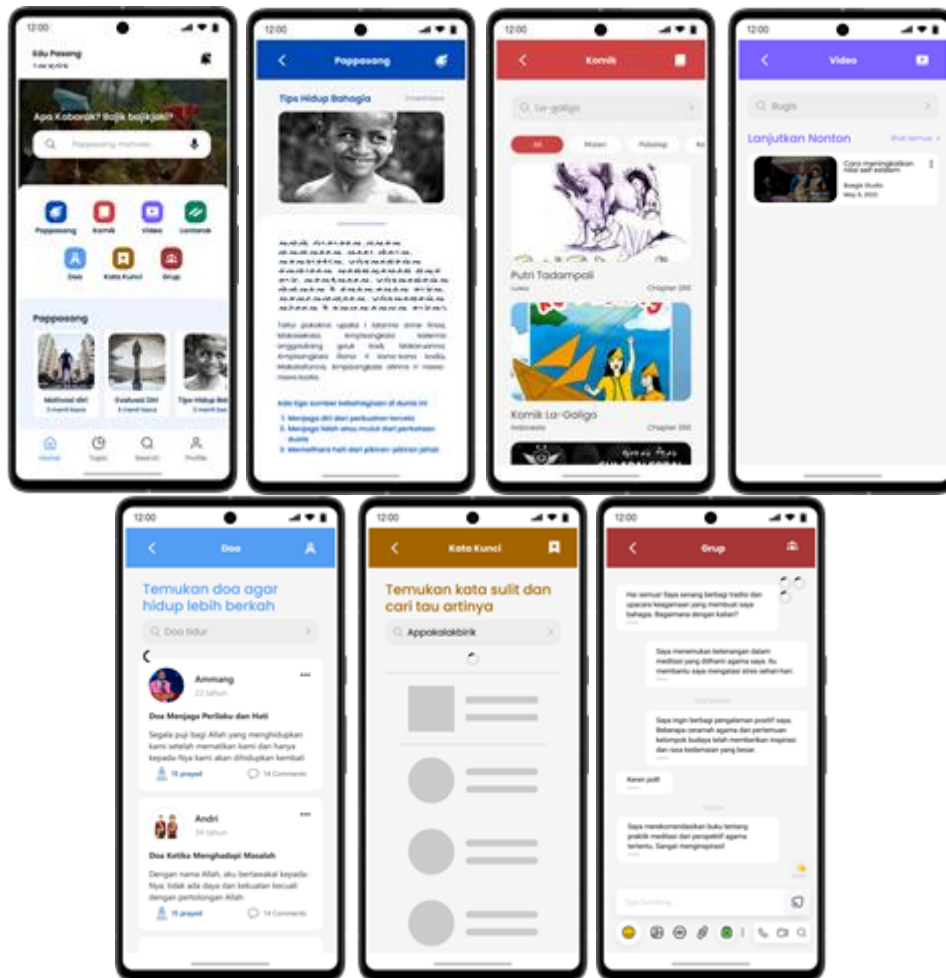
Fig 2. Install Edu Application Design

The following is an explanation of the seven features in the edu pasang application according to their purpose and function (Yerima et al., 2014).

Pappasang feature, which is a feature that will display *Pappasang* which contains values or advice about self-motivation, self-development and individual religiosity which leads to efforts to maintain and improve mental health. *Pappasang* this is written in Lontara script which is equipped with transliteration and translation into Indonesian. Apart from that, this feature is equipped with ibrah or lessons that can be taken from *Pappasang* so that it can be implemented into everyday life.

Comic features, namely a feature that contains Makassar and Bugis folklore which has relevance to mental health. In Makassar and Bugis folklore, stories with themes of motivation and self-development that address mental aspects are often found. For example, in the story of Princess Tadampali who was affected by a skin disease, even though she had to be exiled, she remained enthusiastic and tried until her disease was completely cured. Folklore is packaged in comic form because the target of using this application is the younger generation or teenagers (Lin et al., 2015).

The concept of application-based comics is currently more warmly welcomed by the public compared to printed comics, so this feature has high functional opportunities (Khaleghi et al., 2022). Video Features, which is a feature that functions as a visualization of Makassar and Bugis folklore comics. The audio-visual aspect plays a very important role in influencing a person. Moreover, when someone wants to educate many people, the aspect that is taken into consideration in conveying that education is audio-visual. According to research by Siregar et al audiovisuals are preferred by children compared to print.

This can also be seen in the popularity of social media applications that

emphasize audio-visual aspects such as YouTube, Tiktok, and Instagram. Users can spend hours just watching videos on their social media applications. Therefore, it is hoped that this feature will be able to educate users systematically and consistently. Lontara Features, namely the feature that contains the Lontara script. This script was the writing system of the Makassar and Bugis people before they were introduced to Latin letters (Jukes, 2019). In the past, all documents containing both fiction and non-fiction were written using the Lontara script.

In South Sulawesi itself, many local documents have been found containing aspects of history, religion, local knowledge, traditional technology, and literature written on paper or palm leaves using this traditional script (Abbas, 2016). Apart from that, the Lontara script has become an identity for the Makassar and Bugis tribal communities, so its existence needs to be maintained. What's more, features *Pappasang* equipped with Lontara script, so this feature will help users who want to learn to write Lontara script. Prayer Features, namely a feature that contains prayers to protect yourself and improve mental health.

These old or important words can be found when users create features *Pappasang* or comics. Through keywords, users can learn the meaning and meaning of these words. This will really make it easier for users who don't know the regional languages of Makassar and Bugis or users who don't know them at all but have the desire to learn these regional languages. Group Features, namely a feature that functions as a means of communication and interaction between users (Moustafa et al., 2019). Through this feature, users can share information with each other about activities that can maintain and improve mental health. With the group feature, this application has a two-way concept, namely that users not only read, hear and see, but users can receive responses from other users. Thus, this application can also be used as a place for user friendship and discussion.

Install Edu Application Functions

Dakwah application for mental health education based on local Makassar culture with concepts *Pappasang* utilize the features described above holistically to combine Islamic religious values, local traditions, and efforts to improve mental health. In particular, integrating religious values in the message *Pappasang* and prayers, along with visual representations through videos and folklore comics, enable the delivery of mental health messages with a diverse and easy-to-digest approach. Likewise, the lontarak feature plays an important role in preserving aspects of local culture by introducing the Makassar and Bugis alphabets, while increasing literacy among users (Nugraha & Mansoor, 2022).

Keyword search *Pappasang* giving users the flexibility to get information that suits their needs, while the existence of interaction groups creates a community space that supports and encourages the exchange of experiences around mental health education. Thus, this application functions as a holistic platform, combining aspects of spiritual, cultural, and mental health education to provide a sustainable impact in improving the welfare of the people of Makassar. In general, the function of the Edu Pasang application is as follows. Mental health education media with a local cultural approach based on Islamic teachings.

The *Pappasang* function contains messages or advice from previous parents, integrating Islamic teachings with mental health values. These messages include spiritual and motivational advice to form a deeper understanding of the relationship between mental health and faith (Pargament & Lomax, 2013). Media for channeling local cultural values with a multimedia approach. This application not only provides a visual dimension but also enriches the user experience with inspiring stories. This multimedia approach aims to convey mental health messages in a more interesting and relatable manner, as well as depicting local wisdom.

Entertainment media. This app brings values *Pappasang* with an entertaining

approach. This function brings oral traditions into the digital era, making them a tool that can be easily accessed by various groups of society, especially the younger generation. Media to increase literacy. This application provides a further educational dimension by introducing the Makassar and Bugis alphabets. This function not only preserves local wisdom but also promotes literacy among users, which can contribute to the development of their cognitive capacities. Communication and interaction media.

This application allows members to interact with each other and share information about activities with the topic of mental health education, a feature that strengthens the community dimension of the application. This function creates a supportive social environment, allowing users to share experiences, questions, and resources related to mental health. Overall, this application is not only a tool to educate the public about improving mental health but also functions as an agent for preserving local culture. By integrating traditional Makassar values and Islamic teachings, this application forms a bridge between cultural heritage and contemporary needs in maintaining mental health.

Potential for Application Development to become an Islamic Dakwah Media

Android-based applications are currently the most popular media among Indonesian people (Mardatila et al., 2021). This phenomenon can be explained by the rapid transformation in the digital era which marks the continued development of information technology. Increased internet accessibility and speed, along with the development of smart devices such as smartphones, have created an environment where applications have become the main means for Indonesians to access information, entertainment, and interact socially. The application provides various services, ranging from social media platforms, and e-commerce, to health and education applications.

People's passion for applications is reflected in the increasing number of active users, diversification of the types of applications used, and a shift in consumer behavior who are more inclined to rely on digital technology in everyday life (Sumter et al., 2017). As a comprehensive and diverse medium, applications have a significant impact on the way Indonesian people communicate, access information, and participate in modern social and economic life. This phenomenon confirms that the role of applications in shaping and guiding people's behavioral patterns has become an integral part of digital evolution in Indonesia. The benefits of the application are experiencing significant development, showing a wider scope and flexibility that allows it to further increase its popularity over time (Sitepu et al., 2023). This phenomenon can be attributed to the nature of applications that can be adapted to various user needs and activities, thereby providing more efficient and effective solutions in responding to the challenges and demands of modern life. The ability of applications to provide multifunctional services, such as communication, information, entertainment, and fulfilling daily needs, has expanded their reach and impact on people's daily lives (Kesumahati et al., 2023).

Thus, the popularity of applications continues to increase as a direct result of their ability to provide wider benefits and adapt to the dynamics of developing needs and technology in various sectors of life. The advantages of applications compared to other media lie in their superior flexibility, interactivity, and accessibility (Juwairiah et al., 2023). Applications enable users to access various services and information quickly and efficiently via smart devices, such as smartphones or tablets. Interactivity is a key feature, allowing users to actively participate, provide feedback, and customize the experience to their preferences.

This advantage not only makes it easier to access content but also provides a more personalized and relevant experience for users. In addition, applications can provide services that are more specific and tailored to individual needs, such as

health applications, e-learning, or online shopping services (Astuti et al., 2018). With these advantages, applications are able to become a more dynamic and responsive medium, making them a superior choice in this digital era. The development of dakwah media in the current era has experienced a significant evolution, no longer limited to direct methods, but also adopting digital concepts.

This approach has the potential for wider reach and acceptance of benefits. In this context, dakwah media does not only utilize conventional platforms such as lectures and lectures but also embraces digital technology to reach more individuals. The digital concept makes it possible to convey dakwah messages through various online channels, such as social media, websites, and special applications. In this way, dakwah messages can reach a wider audience, including those who have limited access to conventional forms of dakwah media. The application of digital concepts in dakwah media opens up new opportunities to innovate, adapt to technological developments, and provide a greater impact in achieving dakwah goals in this modern era (Huda et al., 2022).

The use of applications as a means of Islamic dakwah brings various scientifically significant benefits. i) the application allows the dissemination of dakwah messages more effectively and efficiently to a wider audience via digital platforms. ii) through interactive features, users can actively participate in understanding and discussing Islamic teachings, increasing their understanding of religious values. In addition, dakwah applications can present material in a more interesting and innovative way, maintaining user interest and engagement. iii) the application provides easy access to Islamic resources, including reading, prayer, and religious studies, supporting users in developing spirituality and Islamic knowledge. iv) through tracking and analyzing user data, dakwah applications can provide valuable information for developers to adjust content and present dakwah messages that are more suited to individual needs and preferences. Thus, the use of applications in Islamic dakwah creates a new dimension in the dissemination and understanding of religious teachings, supporting the growth of spirituality and scholarship in this digital era.

CONCLUSION

This article has discussed application design as a dakwah medium that plays a role in educating the people of Makassar about mental health through culture *Pappasang*. *Pappasang* which contains moral values and advice from previous generations, was adopted as a foundation for conveying positive messages related to mental health in the local context. Over time, the trend of using media as an educational tool continues to develop in line with the needs and progress of society. Therefore, it is important to continue to develop various learning media that can be widely accessed, and applications are the right solution to accommodate this need. Applications as a medium for dakwah provide freedom for the community, especially the younger generation, to access mental health information easily and effectively. With an innovative approach and in accordance with local culture, it is hoped that this application can become an efficient means of increasing awareness and knowledge about mental health.

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