



A Comprehensive Communication Approach to Navigate the Crisis Caused by Online Gambling: Insights from Kemencast #44 on Youtube

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ABSTRACT: The COVID-19 pandemic has presented serious challenges to people's mental health, with increasing cases of online gambling addiction being of particular concern. Kemencast YouTube content case study #44 illustrates the complexity of online gambling addiction during the pandemic. This research aims to explore this by focusing on the trigger factors, impacts, and comprehensive communication approaches in dealing with mental health crises related to online gambling addiction. The research method used is qualitative by collecting data through content analysis of a podcast entitled "Love Your Mentality, Don't Get Broken Because of Online Gambling." The research results identified the trigger factors, impacts and the important role of communication in overcoming these problems. The research results show that social isolation, economic uncertainty, increased use of technology, and stress are factors that trigger online gambling. The impacts include mental health problems, financial losses, and social relationship problems. A comprehensive communication approach, including education, prevention, support, and elimination of stigma, is needed to address this problem.

Keywords: Comprehensive Communication, Mental Health Crisis, Online Gambling



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INTRODUCTION

Mental health is an important aspect of human life, and mental health crises can arise from a variety of causes. One of the factors that has increasingly led to mental health crises is the phenomenon of online gambling, especially about content available on digital platforms such as YouTube (Pratama & Susilawati, 2023). To understand and address the negative impact of online gambling on mental health, a comprehensive communication approach is needed that involves various parties, including content creators, law enforcement, educational institutions, and the general public (Arun Kumar et al., 2023). When talking about online gambling and its impact on mental health, it is worth noting that online gambling is a form of gambling that is increasingly popular,

A Comprehensive Communication Approach to Navigate the Crisis Caused by Online Gambling: Insights from Kemencast #44 on Youtube

Chamil, Djuanda, and Septaviana

especially among the younger generation. This phenomenon triggers many mental health problems such as addiction, stress, anxiety, depression, and in some cases, suicide (Mubarok, 2022). Content depicting the experience of online gambling, including case studies such as those found in the YouTube content "kemencast #44," contribute to exacerbating this situation.

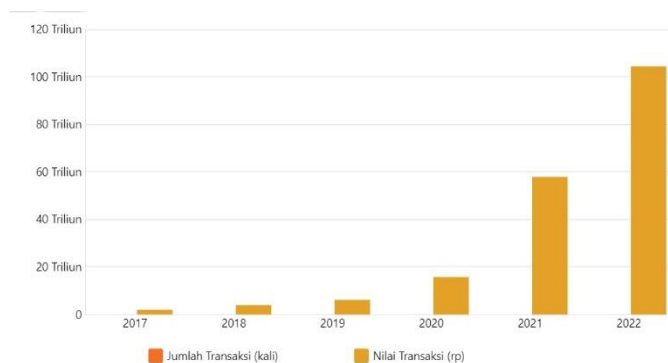


Figure 1. Number and Value of Online Gambling Transactions in Indonesia per Year (2017-2022)

Based on the information provided by the Financial Transaction Reports and Analysis Center (PPATK), within the period of 2017-2022, approximately 157 million online gambling transactions were recorded in Indonesia, with a total money turnover reaching IDR 190 trillion. This data was obtained by PPATK through tracking and analyzing 887 entities involved in the network of online gambling operators. Natsir, providing an explanation, noted that online gambling transaction activities in Indonesia have been on the rise over the past five years. In 2017, PPATK recorded a total of 250.7 thousand online gambling transactions with a value of IDR 2 trillion. Over time, the number of transactions continued to increase in the following years. Interestingly, according to the Kemencast #44 podcast, the age group of 18-25 years old is the most prominently involved in online gambling activities.

"Kemencast #44" is one example of many videos that review online gambling experiences. Such videos tend to attract viewers who want to be entertained but often overlook the potential negative impact they may have on the audience. In this context, there needs to be a deeper understanding of the comprehensive communication approach that can be used to address this issue.

A comprehensive communication approach is a holistic, multi-stakeholder approach to addressing mental health issues caused by online gambling. This includes community counselling and education, digital content monitoring, and law enforcement against illegal gambling practices. In addition, this approach also includes efforts to provide support to individuals who have been affected by online gambling by facilitating access to mental health support services (Nugroho & Adawiyah, 2023).

In the context of "kemencast #44" and similar content, a comprehensive communication approach can help to minimise the negative impact of online gambling on mental health. This involves raising awareness about the dangers of online gambling, promoting healthy entertainment alternatives, and encouraging collaboration between social media platforms, law enforcement, and

A Comprehensive Communication Approach to Navigate the Crisis Caused by Online Gambling: Insights from Kemencast #44 on Youtube

Chamil, Djuanda, and Septaviana

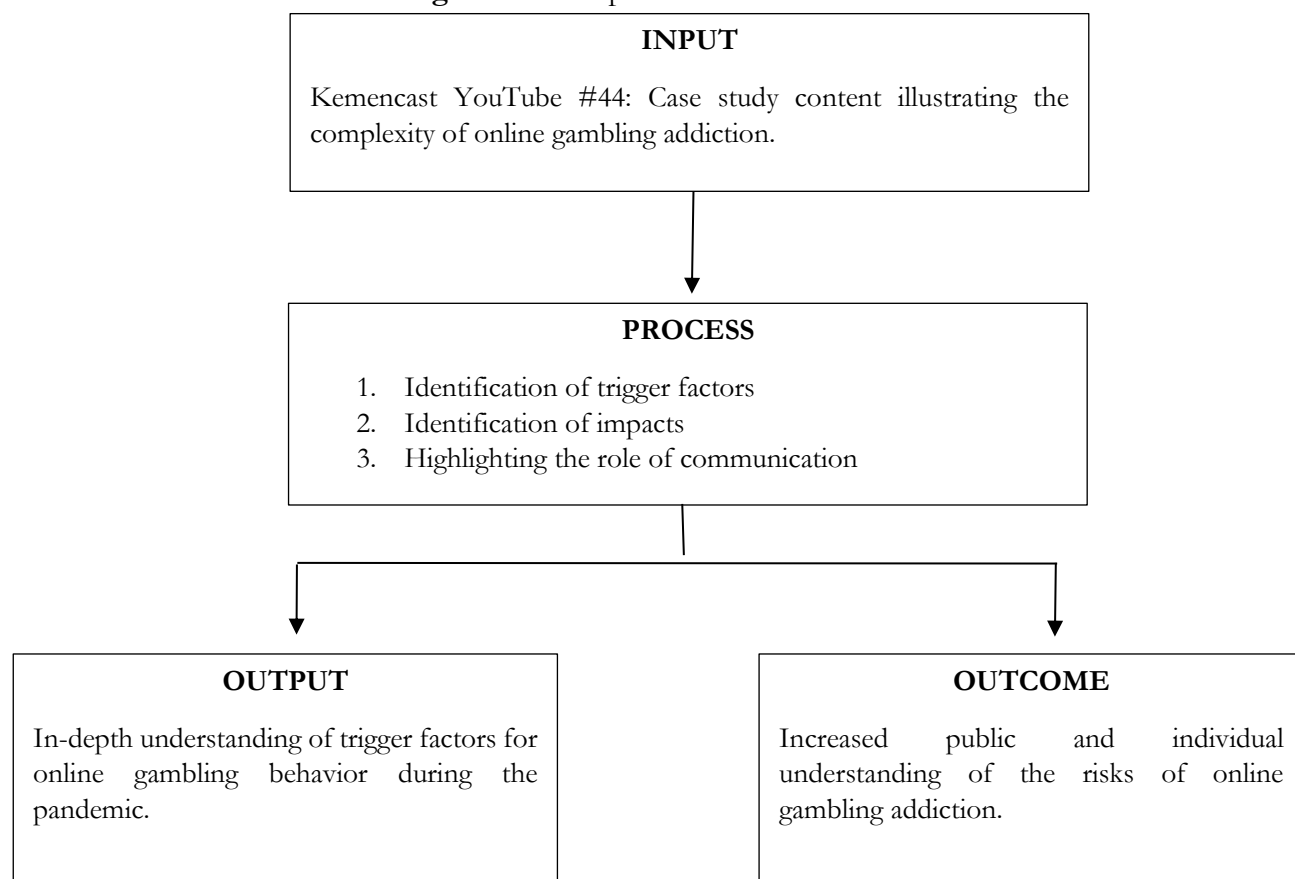
mental health experts. Through this case study, we can explore more about how a comprehensive communication approach can be applied to handle a crisis of mental health due to online gambling, specifically through analyzing the impact of YouTube content "kemencast #44" and concrete steps that can be taken to reduce mental health risks associated with online gambling.

According to (Anshari et al., 2022) the Comprehensive Communication Approach is a strategy that encapsulates various aspects of communication involving various stakeholders to address mental health issues caused by online gambling. It involves counseling, public education, digital content monitoring, and support for affected individuals. The ultimate goal is to create a deeper understanding of the dangers of online gambling and provide effective tools for prevention and treatment.

Mental Health refers to a person's state of emotional, psychological, and social well-being (Sudrajat, 2020). It includes an individual's ability to cope with stress, have healthy relationships, and function effectively in daily life. Good mental health is an essential ingredient in an individual's quality of life and well-being.

According to (Rumbay, 2023) argues that Online Gambling is the practice of gambling conducted through digital platforms such as websites or online gambling applications. It involves betting money on different types of games such as poker, casino, sports betting, and others. Online gambling can be the cause of a mental health crisis when individuals engage in excessive gambling, experience addiction, and face negative consequences such as stress, depression, poor finances, and social problems.

Figure 1. Conceptual Framework



METHOD

This research employs a qualitative approach, focusing on content analysis to investigate the crisis impact caused by online gambling and the comprehensive communication approach to address it. The research method centers on specific content from Kemencast #44 on YouTube titled "Cherish Your Mental Health, Don't Suffer Due to Online Gambling," featuring Dr. dr. Kristiana Siste Sp.KJ (K) as the speaker. The initial step involves data collection through a full transcription of the podcast ([Sugiyono, 2017](#)). Content analysis is conducted by identifying the main themes, arguments, and key messages expressed by the speaker. Subsequently, a qualitative analysis is performed to explore how the comprehensive communication approach can be applied to address the crisis caused by online gambling as revealed in the podcast. The obtained data will be interpreted considering relevant theoretical frameworks and previous research findings to provide a deeper understanding of communication solutions that can be effective in mitigating the negative impact of online gambling on mental well-being ([Sugiyono, 2018](#)).

RESULT AND DISCUSSION

The mental health crisis caused by online gambling has become a serious issue in the digital age. This study aims to investigate the impact of online gambling on mental health and analyze the extent to which a comprehensive communication approach can be effective in addressing it. The results of this study provide an in-depth understanding of the issue as well as important implications for the management and prevention of mental health crises caused by online gambling.

The research produced a number of findings that reflect the complexity of mental health issues related to online gambling. In a study conducted by ([Addiyansyah & Rofi'ah, 2023](#)) it was found that excessive online gambling practices contribute to an increased risk of mental health disorders such as addiction, depression, and anxiety. Respondents who engage in intensive online gambling tend to experience more serious impacts on their mental health ([Arinda et al., 2023](#)).

The results of research conducted by ([Manuhutu, 2022](#)) on social media content analysis show that digital platforms often promote online gambling as an attractive and profitable form of entertainment. This can influence people's perception of online gambling and encourage excessive participation. These findings suggest that communications relating to online gambling need to be more critical and responsible ([Meilinda et al., 2020](#)).

The importance of comprehensive communication is also evident through the finding ([Karli et al., 2023](#)) that counseling and education about the dangers of online gambling play an important role in increasing public awareness and knowledge about the mental health risks associated with online gambling. Respondents who have access to this information tend to be more vigilant and tend to avoid risky gambling behavior ([Alfiansyah & F, 2021](#)).

The results of a study involving content analysis of KemenCast podcast #44 revealed some significant findings about behavioral addiction, specifically about online gambling. First of all, the

A Comprehensive Communication Approach to Navigate the Crisis Caused by Online Gambling: Insights from Kemencast #44 on Youtube

Chamil, Djuanda, and Septaviana

study distinguishes between behavioral addiction and drug addiction, underlining that behavioral addiction is an addiction related to a specific action or behavior such as gaming or online gambling, with no substance entering the body. This finding reinforces the importance of identifying and understanding behavioral addiction as a distinct entity that can also have a serious impact on mental health.

A further finding is that there has been an increase in online gambling addiction cases since the beginning of the COVID-19 pandemic. Contributing factors include isolation, increased use of digital technology, and easy access to online gambling. Most of the online gambling addiction cases identified started to emerge since the pandemic. This reflects how the changing social and economic situation during the pandemic can be a trigger for addictive behaviors that are detrimental to mental health.

The importance of a comprehensive communication approach especially in terms of counseling, education, and public awareness about the negative impact of online gambling is very revealing. Kemencast podcast #44 highlights how online gambling advertisements and promotions on social media are able to influence public perception and trigger participation. These findings underscore the need for an approach that focuses on prevention and intervention through appropriate and continuous communication. In addition, the use of online technology also facilitates access to online gambling, creating habituation and feelings of "excitement" that trigger addiction.

Strong prevention efforts, including strict regulation of online gambling advertisements, social media content monitoring, and public education, are essential steps to address the mental health crisis associated with online gambling. Evolving digital technologies require a rapid and effective response to mitigate their adverse impact on people's mental health. This research provides an important basis for understanding this issue and developing comprehensive communication strategies that meet the needs of society and changing times ([Herman et al., 2023](#)).

The implications of this study are highly relevant for the development of a comprehensive communication approach strategy in addressing the mental health crisis caused by online gambling. First, this approach should include intensive community outreach and education, especially to the younger generation who are vulnerable to the influence of online gambling. Raising awareness about the negative impact of online gambling on mental health is an important first step.

This research also points to the need for strict monitoring of content promoting online gambling on social media platforms. Stricter regulation and enforcement of illegal gambling practices are also important implications. This aims to reduce easy access to online gambling and mitigate its negative impact on mental health ([Oka Widana et al., 2023](#)). It is also important to strengthen cooperation between the government, educational institutions, civil society, and social media platforms. With strong collaboration, a comprehensive communication approach can be more effective in developing effective strategies and programs to prevent and address the mental health crisis caused by online gambling ([Hisbah, 2021](#)).

The results of this study provide a deeper understanding of the complexity of mental health issues caused by online gambling. With an appropriate comprehensive communication approach, we can

work to mitigate its negative impact and assist individuals and communities in preventing and overcoming the mental health crisis caused by online gambling ([Hisbah, 2021](#)).

The results of this study provide a deeper understanding of the complexity of mental health issues caused by online gambling. With an appropriate comprehensive communication approach, we can work to reduce its negative impact and assist individuals and communities in maintaining good mental health in the ever-evolving digital age.

Behavioral Addictions in the Context of Mental Health

Behavioral addiction is a phenomenon that is gaining increasing attention in the field of mental health and well-being. It differs from substance addictions such as drugs, which involve the consumption of harmful chemicals. Behavioral addiction involves an addiction to a particular action or activity that causes individuals to continue engaging in the behavior despite serious negative repercussions. In the context of the mental health crisis, understanding behavioral addictions is crucial, especially when activities such as online gambling and online gambling are increasingly affecting individuals' mental health.

According to ([Mukhlisin et al., 2023](#)) behavioral addiction and substance addiction have some fundamental differences. Substance addiction involves the use of certain chemical substances that physically affect the brain and body, resulting in damaged brain receptors, and causing addiction. Behavioral addiction, on the other hand, does not involve the consumption of these substances. Instead, behavioral addiction relates to addiction to certain actions or activities such as gaming, shopping, playing online gambling, or even everyday activities such as eating and exercising ([Susanti & Ismira, 2023](#)).

Behavioral addictions, in the context of a mental health crisis, can be a serious problem. Factors that trigger behavioral addictions vary, but in some cases, mental health crises such as the COVID-19 pandemic can be a major triggering factor. The isolation required during the pandemic, economic uncertainty, and increased use of digital technologies contribute to the emergence of behavioral addictions, including online gambling. In situations of isolation and uncertainty, individuals may seek escape in such behaviors as a way to deal with stress and boredom. This kind of behavioral addiction can also be an adverse coping mechanism, where individuals try to reduce tension by focusing on a particular behavior ([Yusfriadi, 2021](#)).

The impact of behavioral addictions on the mental health of individuals and society as a whole is a cause for concern. Behavioral addictions can lead to mental health disorders such as depression and anxiety ([Sumendap & R., 2023](#)). In some cases, these addictions can become serious mental disorders. The impact can also extend to an individual's social and economic relationships, as they may experience difficulties in living their daily lives and meeting social and financial responsibilities. Thus, behavioral addictions can be an important factor in the ongoing mental health crisis.

Addressing behavioral addictions in the context of a mental health crisis requires a comprehensive approach. Prevention is a crucial first step. Communities need to be given a better understanding

of the risks of behavioral addictions and how to identify early symptoms. Outreach and education programs should be enhanced to inform people about the negative impact of behavioral addictions and how to avoid them.

Behavioral addiction treatment is also an important component in addressing mental health crises. Cognitive behavioral therapy (CBT) and other therapies can help individuals overcome their behavioral addictions. Medical treatment and psychological support are also necessary to help individuals overcome the impact of addiction on their mental health.

A comprehensive communication approach plays a key role in behavioral addiction prevention and treatment efforts. This research shows that proper communication can increase public awareness about the risks of behavioral addictions and can help affected individuals seek necessary treatment. Communication can also help reduce the stigma surrounding behavioral addiction, which is often a barrier to help-seeking.

Behavioral addiction is an increasingly worrying phenomenon in the context of the mental health crisis, especially when it comes to activities such as online gambling. A deeper understanding of behavioral addictions and their impact is crucial in addressing this issue ([Syahroedin, 2023](#)).

Prevention, treatment, and the role of comprehensive communication approaches are key elements in addressing the mental health crisis caused by behavioral addictions. Communities, governments, and healthcare providers must work together to address this issue with a holistic and sustainable approach.

Factors and Impact of Online Gambling During Covid-19

The COVID-19 pandemic sweeping across the globe has presented various challenges, including its impact on people's mental health. One phenomenon that has gained increasing attention is the increase in online gambling during the pandemic. Triggering factors related to the pandemic, along with its impact on mental health, are key topics that should be discussed in depth. Triggering Factors for Online Gambling during the COVID-19 Pandemic ([Ginting & Ginting, 2023](#)):

1. Social Isolation

One of the main factors fueling the increase in online gambling is social isolation resulting from restrictions on movement and social interaction during the pandemic. Individuals who feel isolated or lonely may seek escape from online gambling as a way to fill time and cope with feelings of loneliness.

2. Economic Uncertainty

The COVID-19 pandemic has also resulted in significant economic uncertainty. Many individuals have lost their jobs or had their income reduced, creating an urgent need for money. In this situation, some people may view online gambling as a quick way to make extra money or overcome financial difficulties.

3. Increased Use of Technology

Movement restrictions and the closure of physical entertainment venues are driving the increased use of digital technology. Many have started to seek online entertainment, including online gambling, as an alternative to traditional entertainment that was not available during the pandemic. Easy access to online gambling platforms and aggressive promotions can increase participation rates.

4. Stress and Anxiety

The psychological impact of the pandemic, such as stress and anxiety related to health, work, and isolation, may trigger the urge to seek ways to cope with these feelings. Some people may resort to online gambling as a form of coping mechanism.

Impact of Online Gambling during the COVID-19 Pandemic

1. Impact on Mental Health

One of the most obvious impacts is related to mental health. Individuals who become entangled in online gambling may experience additional stress, anxiety, and depression. Increased gambling can also lead to feelings of guilt, shame, and increased mental distress.

2. Financial Losses

Uncontrolled online gambling can lead to serious financial losses. People may spend money they need for living expenses, causing greater financial stress and disrupting the economic stability of the family.

3. Social Relationship Problems

Excessive online gambling often leads to problems in social relationships.

Individuals entangled in gambling may neglect relationships with family and friends, and may lie or hide their gambling behavior.

4. Increased Risk of Addiction

Intense online gambling during the pandemic increases the risk of addiction. Gambling addiction can disrupt one's daily life, affect productivity, and result in feelings of hopelessness. Addressing online gambling during the pandemic requires a holistic approach.

Public education about the risks of online gambling, medical treatment, psychological support, and cognitive behavioral therapy (CBT) can help individuals overcome this problem. Strict regulation of online gambling, as well as efforts to reduce the promotion of online gambling, as well as efforts to reduce aggressive promotion, are also important in prevention. In conclusion, online gambling during the COVID-19 pandemic is a serious challenge to the mental health and well-being of individuals. In the context of the mental health crisis, it is important to understand the triggering

factors and impacts of online gambling so that appropriate prevention and treatment measures can be taken to protect individuals and society from its negative effects.

The Importance of a Comprehensive Communication Approach in Addressing Mental Health Crises

Mental health has become one of the health issues that has received increasing attention in modern society. In particular, the COVID-19 pandemic has demonstrated the extent to which mental health can be affected by social pressure, uncertainty and isolation. In addressing the mental health crisis, a comprehensive communication approach is emerging as an important element in supporting individuals, removing stigma, and increasing understanding of mental health issues. In the opinion of [\(Sofian & Khadafi, 2022\)](#), a comprehensive communication approach plays an important role in removing the stigma surrounding mental health. Too often, individuals facing mental health issues feel ashamed or isolated, so they tend to hide their condition. Effective communication, whether through awareness campaigns, social media, or public outreach, can help break down this stigma. By amplifying positive narratives about mental health and sharing success stories of overcoming mental health issues, we can provide support and hope to those in need [\(Rahman et al., 2022\)](#).

A comprehensive communication approach also focuses on educating the public about mental health. There are many misconceptions and myths surrounding mental health that need to be addressed. Education can help people understand mental health symptoms, how to support individuals experiencing these issues, and where to seek help [\(Riyan, 2021\)](#). Through educational campaigns and easily accessible resources, people can gain a better understanding of mental health and support those around them [\(Grace et al., 2020\)](#).

A comprehensive communication approach is also linked to prevention and early intervention. Through messages that focus on maintaining mental health and recognizing early symptoms of mental health problems, we can encourage individuals to seek help early [\(Anggun, 2022\)](#). This can reduce the serious repercussions that may occur if mental health problems are left untreated. In addition, effective communication between individuals experiencing mental health problems, their families, and healthcare providers is crucial in early intervention [\(Azzani et al., 2023\)](#).

The comprehensive communication approach also underscores the importance of community and social support in addressing mental health crises. Through community campaigns, support groups, and online networks, individuals facing mental health issues can feel supported and connected. This can help them feel more comfortable in talking about their experiences and seeking help [\(Hermansyah, 2023\)](#). In addition, the role of health institutions and the government is crucial in a comprehensive communication approach. They should support mental health communication efforts, provide the necessary resources, and set policies that support community mental health. Medical institutions also need to integrate mental health into primary health care so that individuals experiencing mental health problems can easily get the care they need.

In the face of the growing mental health crisis, a comprehensive communication approach will be key to bringing about positive change. By de-stigmatizing, educating, promoting prevention, and

creating strong support networks, we can create a society that is more aware of mental health and better equipped to support individuals facing mental health issues. In a society that understands and supports mental health, we can reduce the impact of mental health crises, provide help to individuals in need, and create a healthier and more prosperous future for all.

CONCLUSION

The mental health crisis triggered by online gambling has become a serious concern in the digital era. This research successfully investigated the impact of online gambling on mental health and analyzed how effective a comprehensive communication approach can be in addressing this issue. The research findings provide a deep understanding of the complexity of the problem and emphasize its significant implications for the management and prevention of mental health crises caused by online gambling. The research findings indicate that excessive online gambling practices can contribute to the risk of mental health disorders, such as addiction, depression, and anxiety. The age group of 18-25 years is identified as the most vulnerable to online gambling activities. Social media content analysis and the Kemencast #44 podcast reveal how online gambling promotions can influence public perceptions and encourage excessive participation.

The importance of a comprehensive communication approach is evident through the findings that education and awareness campaigns about the dangers of online gambling play a key role in increasing public awareness and knowledge. Community support, strict regulations on online gambling advertising, and continuous education have proven effective in reducing the risk of addiction and the negative impacts of online gambling on mental health. The research also unveils significant findings regarding behavioral addiction, especially related to online gambling. The increase in cases of online gambling addiction during the COVID-19 pandemic highlights the impact of social and economic situations on addictive behavior. The importance of a comprehensive communication approach in prevention, regulation, and education on behavioral addiction underscores the need for a swift and effective response to mitigate its negative effects.

In conclusion, this research provides a crucial foundation for understanding the complexity of mental health issues caused by online gambling. A comprehensive communication approach, involving education, prevention, early intervention, and community support, is crucial in addressing this mental health crisis. The implications of this research emphasize the necessity of collaboration between governments, educational institutions, civil society, and social media platforms to develop effective strategies and programs in preventing and addressing mental health crises caused by online gambling. With a holistic approach, we can create a society that is more aware, responsive, and caring towards mental health, leading to positive changes for a better future.

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A Comprehensive Communication Approach to Navigate the Crisis Caused by Online Gambling: Insights from Kemencast #44 on Youtube

Chamil, Djuanda, and Septaviana

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A Comprehensive Communication Approach to Navigate the Crisis Caused by Online Gambling: Insights from Kemencast #44 on Youtube

Chamil, Djuanda, and Septaviana

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