



Building Student Mental Health and Student Higher Education During the Pandemic Covid-19 Through the Mental Health Application Business Model SADLING.ID

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Abstract. Mental health problems are a matter of high urgency, especially during a pandemic. Mental health can be experienced by various people. The number of mental cases is 400,000. Every 7 out of 100 people experience mental health. This number is increasing every year coupled with the pandemic conditions which have caused various changes in various sectors. The impact caused by mental health is very serious and can even lead to suicide. The purpose of this article is to provide information about the SADLING.ID application as a solution to dealing with mental health problems and to show the importance of maintaining mental health, especially students and students with the SADLING.ID application during a pandemic. SADLING. The ID application is a mental friend application that was initiated by students of State University of Malang in the Student Creativity Program (PKM) and passed the 34th National Student Science Week (PIMNAS) in 2021. The methods used are interface design, business concept creation, and marketing. The results obtained are that the SADLING.ID application is an innovative and effective solution for use in maintaining mental health. Conclusion: mental health can be experienced by various groups so it is important to maintain mental health. Maintaining mental health with the application is considered to be able to overcome deficiencies in existing methods by using the SADLING application. The results obtained are that the SADLING.ID application is an innovative and effective solution for use in maintaining mental health. Conclusion: mental health can be experienced by various groups so it is important to maintain mental health. Maintaining mental health with the application is considered to be able to overcome deficiencies in existing methods by using the SADLING application. The results obtained are that the SADLING.ID application is an innovative and effective solution for use in maintaining mental health. Conclusion: mental health can be experienced by various groups so it is important to maintain mental health. Maintaining mental health with the application is considered to be able to overcome deficiencies in existing methods by using the SADLING application.

Keywords: Mental health · apps · pandemic times · SADLING

1 Introduction

The issue of mental health is an issue of high urgency, especially during a pandemic. Mental health problems can be experienced by various people. Based on Basic Health Research data [1]. The number of mental health cases is 400,000. Every 7 out of 100 people experience mental health. This number is increasing every year coupled with the pandemic conditions which have caused various changes in various sectors. The impact caused by mental health cases is very serious and can lead to suicide. Based on WHO [2], it shows as big as 800,000 people committed suicide. Meanwhile in Indonesia there were 1800 cases of death due to suicide [3]. That number is increasing every year. So mental health is something that needs attention.

Mental health cases consist of several symptoms, one of which is stress. Cases of stress that occur in the world are 86% of the total population, while in Indonesia there are 75% who experience stress [4]. Stress can be experienced by various groups, especially students and students. Students and students are subjects that are very vulnerable to stress. One of the stress that is usually experienced by students and students is academic stress.

Academic stress is a condition that causes students to experience a decrease in interest in academics and perceive academics as a distraction. Academic stress can be caused by stressors [5]. Academic stress levels can vary. A research shows that 5.4% experience very low academic stress, 21% experience low academic stress, 39.2% experience moderate academic stress, 27% experience academic stress, and 6.9% experience very academic stress [6].

Mental health problems can be overcome in various ways, one of which is Forest bathing [7]. Forest Bathing is an activity carried out in nature with the aim of refreshing the body and mind. This method is considered to improve health, especially mental health. However, this research had not been carried out during the Covid-19 pandemic which had to reduce mobility.

There is another way, namely by using Smart Hospital Bed technology which can deal with stress and has 6 components consisting of 3 detection components equipped with sensors and 3 intervention components [8]. However, this technology still has weaknesses, namely in the distribution of products that require more costs and socialization about products to increase understanding in product use.

Another way is by coping with stress on 471 respondents consisting of grades 10 to 12 in Korea who have an unhealthy mental condition so that they provide coping stress suggestions to reduce stress [9]. However, in research conducted by [10] with 85 students as respondents stated that coping strategies for stress actually increase the stress they experience.

Collaboration between mental health and technology is the right and effective solution in maintaining mental health [11]. This is because it can expand the reach of users so as to increase the number of users. In addition, it can reduce mental health problems which are increasing in Indonesia.

The SADLING.ID application is an application that focuses on mental health. Applications that focus on the same field still lack features that are still focused on several things such as meditation, less affordable prices, etc. The SADLING.ID application has a variety of interesting features, including: Development of Ling which provides

features for improving soft skills, Student Ling which provides problems that are often experienced by students and students who are the target market of this application. In addition, this application is equipped with Ling Confidence which consists of rooms that are provided based on mental health. This application has high prospects in helping its users by paying attention to the urgency and mental health numbers that are increasing every year. The SADLING.ID application can be developed into other products besides applications such as sadling books,

Based on the background previously described, there are several problem formulations, including: 1) How to maintain mental health during a Pandemic?; 2) What is the role of SADLING.ID in addressing mental health?

This article aims to: Knowing how to maintain mental health during the Pandemic; The role of SADLING.ID in addressing mental health. This article is expected to be useful for various groups, especially students and students in the field of mental health regarding applications SADLING.ID.

2 Literature Review

2.1 Mental Health

Mental health is a condition where the mind feels calm so that it can enjoy life and the surrounding environment. Good mental health is a condition when a person can make optimal use of his abilities or potential [12]. Mental health can too interpreted when there is no anxiety, anxiety, and others.

2.2 Diseases and Prevention of Mental Health Diseases

Mental health illness has been experienced by various people, especially in Indonesia. This incident has been exacerbated since Covid-19. The following are various illnesses that people often experience during a pandemic: panic buying, stress, anxiety, depression, etc.

Some things that can be preventive for mental health disease are building good relationships, consuming nutritious food, and being able to ask for expert help if you can't handle it yourself [13].

2.3 Mental Health in the Digital Age

Mental health services cannot yet reach various regions in Indonesia, so a method is needed that can socialize the importance of mental health in Indonesia. In addition, it is hoped that it can be adapted to digitalization so that it can overcome the situation of physical restrictions during the Covid-19 pandemic. At that time it was a great opportunity to develop innovation in the field of mental health, especially platforms and applications [11].

3 Method

3.1 Place and Time of Implementation

Research for SADLING.ID has been carried out for 4 months starting from June 2021-September 2021. This effort was carried out in Malang City to be precise in Golek Hamlet RT 04/RW 04 Karangduren Village, Pakisaji District, Malang Regency, East Java.

3.2 Data Collection Methods Data

The data used in this article is secondary data. Secondary data is data obtained indirectly or from the first party. The method used in data collection is literature study obtained from journals, websites, internet, and other reliable sources.

3.3 Implementation Method

This activity has several stages, including:

3.3.1 Application Development Method and Interface Design

3.3.1.1 Sketch

Design sketching is making wireframes using pencils or pens with media such as whiteboards or paper. Making a sketch aims to provide an initial description of the flow of using the application features that are made so that you know the purpose of the application.

3.3.1.2 Picture Frames

Wireframe is the process of creating a more detailed view outline than sketching. Wireframe uses black and white, uses no images, and only uses one generic font. Wireframes can be created using tools or applications such as figma, adobe xd, sketch, etc.

3.3.1.3 Prototype

Prototyping is the activity of creating an initial display of a digital product (web app/mobile app) to validate an idea. The prototype provides an overview with aspects of visual design, color, and typography so that users can interact with the product.

3.3.1.4 Application Development

Application development is carried out to realize the product design that has been made. The applications created are progressive web apps (PWA). PWA is a modern website technology that can be exported to various application formats such as mobile applications and desktop applications. PWAs provide a native-like user experience even though they are basically websites accessed from a browser.

Table 1. SADLING.ID market segmentation

Geographical	Area	Big cities
Demographics	Age	Students and students
	level	Medium low
	income	
	Level	SMA, D3, D4, and
	Education	S1
	Work	Student
Psychographic	Personality	
		Knowing
Behavior	Behavior	
		importance
		mental health

4 Results and Discussion

Results of the application of the SADLING.ID Business Model SADLING.ID uses the concept of healthtech which focuses on health, especially mental health. SADLING.ID has a target audience of students and students. SADLING.ID is defined as the butterfly printed on its logo.

In running the SADLING.ID business, there are several aspects that must be met, including:

4.1 Marketing Aspect

4.1.1 Segmentation

Market segmentation is one factor important in increasing sales in a business. The right method for determining segmentation is divided into 4 aspects, namely geography, demographics, psychographics, behavior [14]. SADLING.ID segmentation is as follows (Table 1).

4.1.2 Targeting

SADLING.ID's marketing target is 15–24 years old because symptoms of health problems begin to appear at that age, there are around 11 million people who can encourage the decision to commit suicide. Indonesia has a figure of 10,000 suicides and if left unchecked it will continue to increase [12].

4.1.3 Positioning

The SADLING.ID application is an application mental friends that have self-development features, discussion of student issues, and features for sharing among users that can be accessed anywhere and anytime accompanied by an affordable price.

5 Conclusion

The SADLING.ID application is an innovation apps that focus on mental health, especially for students. The application is considered to be an effective solution because it can reach a wider area and can be accessed anywhere and anytime. With various excellent features, namely Sharing Ling, Student Ling, Developing Ling, it is hoped that it can maintain health mentality during a pandemic. SADLING.ID is here because of the high urgency of mental health as evidenced by the high number of users and registrants of the Sadling Webinar Series. Apart from that, SADLING.ID also held a SADLING COMMUNITY. With this application, it is hoped that it can help overcome a number of mental health problems, especially for students.

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