The Effectiveness of Autonomous Sensory Meridian Response (ASMR) Video To Alleviate Stress (Case Study: SMAN 81 Jakarta-Indonesia High School Students)

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Changes in teaching methods due to the COVID-19 pandemic may impact students' mental health. During this condition, students are heavily exposed to online learning which is likely to induce stress responses. Scholars indicate that systematic relaxation techniques are effective to reduce students' stress levels. Autonomous Sensory Meridian Response (ASMR) is a renowned relaxation method that is marked with a tingling sensation that frequently occurs in the scalp and is believed to relieve stress. ASMR effect could be directly delivered through audio or video channels. Nevertheless, the study on the application of ASMR in Indonesia and how its potential use for stress reduction in educational settings is overlooked. This study aims to examine whether ASMR intervention is significantly effective to reduce students' stress levels. This study employed a quasi-experimental method with a pretest-posttest control group design. The stress index is measured using the Perceived Stress Questionnaire (PSQ). Ninety-two students from SMA Negeri 81 Jakarta voluntarily participated in this experiment. The total participant number was randomly allocated to four groups, one control and three experimental groups with each group was exposed to some sound, visual, and crush stimuli. A statistical analysis using Two-Way Mixed ANOVA (SPSS 28.00) indicated that the ASMR effect was effective in reducing stress ($F = 8,981$, $p = .004$) among participants. In addition, the effects of three different stimulants were not considerably distinct ($F=1,324$, $p=.272$). This study indicates a promising application of ASMR as an intervention to help students manage their stress.

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