

CHAPTER I

INTRODUCTION

1.1 Research Background

Health is a fundamental aspect of human life, because without a healthy body condition, it will be very difficult for a person to carry out various daily activities optimally and risk experiencing a decrease in productivity. One of the important factors in maintaining health is a balanced diet, in which fruits play an important role. Fruits are rich in fiber, vitamins, and minerals that function to support the body's growth, development, and immunity. In addition, regular fruit consumption can also prevent the risk of chronic diseases such as cancer, diabetes, and cardiovascular disorders, as well as acting as antioxidants that help slow down the aging process (Khoirunnisa & Kurniasari, 2022) Therefore, fruit consumption should be an important part of the daily diet, especially for adolescents and young adults who are in the highly productive phase of their lives.

This phenomenon is a prominent problem about the low consumption of fruit still in Indonesia, especially among teenagers. Lack of knowledge about the benefits of fruit and a less positive attitude towards a healthy diet are often the main causes. The lack of nutritional information received by adolescents indirectly makes them less aware of maintaining a balanced diet (Winiastri, 2020). Based on data from IHME (*Institute For Health Metrics and Evaluation*) It shows that people's daily fruit consumption levels tend to increase with age, with the 60-64 year old age group consuming 127.6 grams per day, while the 25-29 year age group only 84.2 grams per day. This shows that there is a significant gap between the younger generation and the older generation in terms of daily fruit consumption (KRISDAMARJATI, 2024).

Data by WHO 2023 states that low fruit consumption causes around 3.9 million deaths every year. Low fruit consumption is one of the leading causes of death in the world, with a significant contribution to cancer, heart disease, stroke and diabetes. In Indonesia itself, (RISKESDAS, 2023) noted that more than 96.7% of people still do not meet the needs of daily fruit and vegetable consumption according to the WHO recommendations, which is 150 grams per day. The majority of people only consume 1-2 servings of fruit per week 67.5%, Furthermore, as many as 17.4% of respondents admitted to consuming 3-4 servings of fruit per week, even only 3.3% of respondents were able to reach 5 servings of fruit per day according to the daily fruit consumption parameters recommended by WHO. Meanwhile, the diet of the

Indonesian people tends to be more a lot of foods are dominated by fatty, high cholesterol and fried foods. The Indonesian Health Survey (2023) shows that 37.4% of Indonesians consume fried food every day, especially in the provinces on the island of Java. The high consumption of unhealthy foods worsens the condition of low fruit consumption and has the potential to increase the risk of disease in the future. The data was also strengthened through a group discussion forum (FGD) which was carried out face-to-face with 6 students. In the discussion, most of the participants admitted that the consumption of fruit in their daily lives was still relatively low and had not become a habit. This is generally due to a lack of awareness of the importance of fruit for health, as well as the assumption that eating fruit is not a primary need.

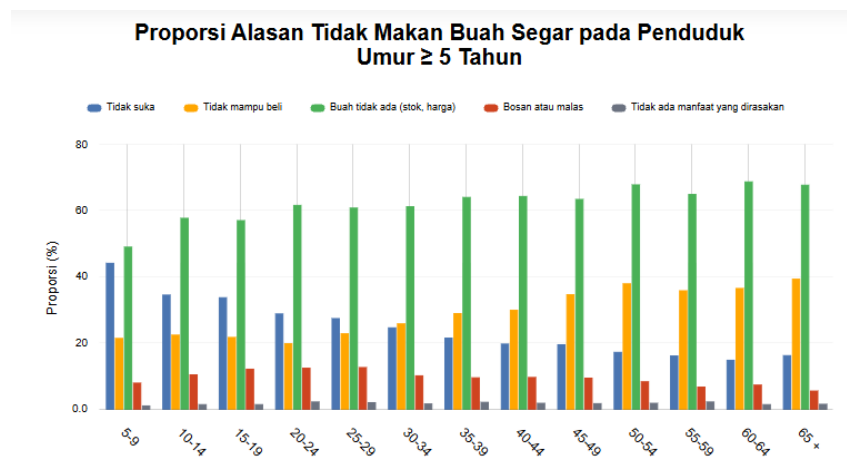


Figure 1. 1 Data on the rarity of students consuming fruit

(Source : https://data.kompas.id/data-detail/kompas_statistic/692d58ef0b25e839dfc46aaf, 2023)

In addition, this finding was strengthened through an interview with a nutritionist, namely dr. Zulfah Karunia, Amd.Gz. He said that the fruit consumption pattern of the Indonesian people in general is still below the recommended figure. Most people have not met the daily fruit consumption recommendations, which are around 150-300 grams per person per day. This condition shows the need for continuous education so that the community better understands the role of fruit in maintaining health and preventing various diseases.

Asupan Sayur dan Buah Masyarakat Indonesia Masih Minim

Gizi berimbang perlu ditingkatkan konsumsinya pada kelompok usia muda dan lansia demi kualitas kesehatan lebih baik.

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Oleh YOHANES ADVENT KRISDAMARIATI
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Figure 1. 2 Data on the Lack of Fruit and Vegetable Intake in the Indonesian People
(Source : <https://www.kompas.id/artikel/asupan-sayur-dan-buah-masyarakat-indonesia-masih-minim>, 2024)

As an effort to increase public awareness about fruit consumption, it has actually been carried out by the Ministry of Health through the Healthy Living Community Movement (GERMAS). In the "Fill My Plate" program, one of them, vegetables and fruits are the largest components in every dish. However, even though this campaign program has been implemented, public awareness, especially the younger generation, is still very low. A deep understanding of the nutritional benefits of the fruit can substantially influence the food choices of young adults. Young adults who have good nutritional knowledge are usually more sensitive to the importance of consuming fruits, while a lack of information can lead to low awareness and interest in consuming them.

Various previous studies have sought to provide solutions to this problem through educational approaches. (Jeane dkk., 2025) Researching Fruit Consumption Education among Elementary School Children, (Laa, 2025) emphasizing the relationship between nutritional knowledge and fruit consumption in junior high school students, and (Hartati Bahar et al., 2025) Examining the importance of fruit consumption education in posyandu mothers through leaflets. Although these studies make a positive contribution, the focus of these studies is still limited to children, junior high school adolescents, and housewives. There has been no specific study targeting the age group of 18-25 years old with an educational campaign approach based on visual communication design, namely through social media.

One of the most influential digital platforms in Indonesia is Instagram. Reporting from upgraded.id according to the kepios report, the number of global Instagram users will reach 1.74 billion as of February 2025. In Indonesia alone, there are 91 million Instagram users as of January 2025, making Indonesia the country with the fourth most Instagram users in the world.

The platform has a variety of interactive features that allow users to actively participate in the dissemination of visual content, from uploads in feeds, stories, to the use of hashtags or hashtags to reinforce messages (Meidina dkk., 2022) Instagram has great potential as an educational campaign medium due to its ability to combine visual elements and effective social interaction in attracting the attention of young audiences.

Social campaigns are essentially a form of strategic communication that is planned, moderate, open, and persuasive, with the aim of influencing people's attitudes and behaviors over a certain period of time (Alamsyah & Sumarni, 2024) In the context of health, educational campaigns have an important role in conveying credible information, building public trust, and fostering motivation to change towards healthy living behaviors. In the digital era, people's lifestyles, especially the younger generation, are heavily influenced by social media, which is the main forum for obtaining information and expressing themselves.

Seeing these conditions, visual communication strategies are needed that are creatively designed and relevant to the characteristics of adolescents and young adults. The 18-25 year old age group is known to be active in the digital world and tends to be more responsive to messages conveyed visually and interactively. Therefore, designing an educational campaign on the importance of eating fruit through social media, especially Instagram, is the right step to increase awareness and change people's consumption behavior. This campaign approach not only serves as a means of information, but also as a medium of persuasion that can shape public opinion and inspire healthy lifestyle changes. Thus, the design of an educational campaign on the importance of fruit consumption for young adults has high urgency. In addition to answering the problem of low fruit consumption in Indonesia, this campaign is also a forum for the application of visual communication designs that are able to convey health messages effectively, aesthetically, and in accordance with the behavioral dynamics of the younger generation in the digital era.

1.2 Problem Identification

1. Based on data from the (2023 Indonesian Health Survey) the phenomenon of low fruit consumption at the age of 18-25 years, it is known that there are several journals that have conducted research related to the lack of fruit consumption but not too many have used social campaigns about the importance of fruit consumption for health through simple social media.

2. Based on the Group Discussion Forum, the audience realized the importance of consuming fruit, but because students did not understand the benefits of consuming fruit and the lack of interesting media for the participants.

1.3 Problem Formulation

Based on the background and problem identification, how to design an educational campaign through Instagram social media on the importance of eating fruit for long-term health in young adult students aged 18–25 years?

1.4 Problem Limitations

1. The design is focused on a social campaign on the importance of fruit consumption for young adult students aged 18–25 years.
2. The design does not address low vegetable consumption, only focusing on low fruit consumption.

1.5 Purpose of Design

1. Designing social campaigns that are able to increase the awareness of students aged 18-25 years about the importance of consuming fruit.
2. Encourage changes in fruit consumption behavior in the younger generation through Instagram-based digital campaign strategies and provide simple education related to information on the benefits and importance of fruits for health.

1.6 Benefits of research

For the Author

1. Increasing the awareness and understanding of students aged 18-25 years about the importance of maintaining health through information that is presented visually, attractively, and easily understandable, so that they are more aware of healthy living habits.
2. Encouraging behavior change in a more positive direction through persuasive campaigns that are close to daily life, students are encouraged to start implementing a healthy lifestyle independently.
3. Be a source of relevant and easily accessible information according to the character of students to help them obtain accurate health information without feeling boring.

For the Public

1. Provides interesting and easy-to-understand education about the importance of consuming fruit, especially for young adults.
2. Encourage public awareness to be more concerned about the importance of a healthy diet, especially by regularly consuming fruit as part of a healthy lifestyle.
3. Provide alternative health campaigns that are relevant to digital trends, so that messages can be received more widely through the Instagram platform.

For the University

1. This project's learning media is a real means for students to apply visual communication design theory and skills in a social context, so that they can improve analytical skills, creativity, and social responsibility.
2. Inspiration for similar designs in the future, the results and the design process can be an example or reference for other students in developing social campaign projects with other educational themes.
3. University can strengthen their image as educational institutions that care about public welfare and health issues.

1.7 Design Framework

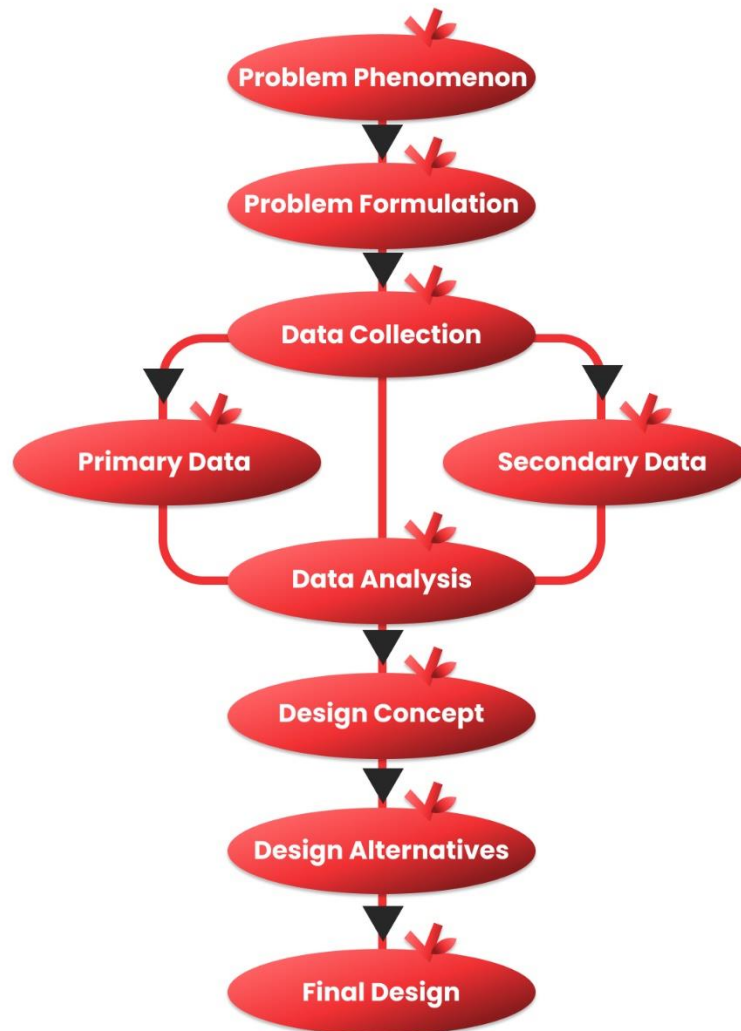


Figure 1. 3 Design Framework
(Source : Personal Documents,2025)