

**FINAL PROJECT**

**EDUCATIONAL CAMPAIGN ON THE IMPORTANCE OF FRUIT  
CONSUMPTION FOR LONG-TERM HEALTH FOR YOUNG ADULT  
STUDENTS AGED 18-25 YEARS**

To Fulfill Some Requirements in Obtaining a Bachelor's Degree (S-1)



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FOR LONG-TERM HEALTH FOR YOUNG ADULT STUDENTS AGED 18-25  
YEARS**

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no works or opinions that has been written or published by another person/institutions, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indications of plagiarism in this Final Project, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Thus, I made this statement truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 21, 2026

Who Made the Statement



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## FOREWORD

Praise and gratitude to Allah SWT for providing health, strength, and abilities both physically and mentally, so that the author can complete the design of the final project entitled "Designing an Educational Campaign on the Importance of Fruit Consumption for Long-Term Health for Young Adult Students Aged 18-25 Years" well.

This report was completed thanks to the support, assistance, and input from various parties who played a role in this design process. Therefore, on this occasion the author would like to thank all parties who have helped, both directly and indirectly, so that the design of this final project can be completed smoothly.

1. Allah SWT is the Most Merciful, the Most Merciful and the Most Forgiving. Without you this final assignment cannot be completed.
2. Thank you to yourself for going through all these obstacles, from the beginning to the end of this lecture.
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The author realizes that this report and design results still have various shortcomings. Therefore, constructive criticism and suggestions are highly expected as material for evaluation and future learning. The author hopes that this final project can provide benefits and increase understanding of the importance of fruit consumption for long-term health in students.

Surabaya, May 21, 2026

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## ABSTRACT

The background of this study highlights the low level of fruit consumption in Indonesia, particularly among young adults aged 18-25. Global and national data indicate that fruit consumption falls far short of WHO recommended standards, increasing the risk of chronic diseases such as cancer, diabetes, and cardiovascular disease. Lack of knowledge about the benefits of fruit and unhealthy eating habits are key factors contributing to low fruit consumption, which directly impacts public health. Therefore, strategic efforts in the form of effective and creative educational campaigns are crucial to raise awareness and change fruit consumption behavior among this target audience.

The methodology employed in this study was a qualitative approach, using primary data collection techniques through interviews and direct observation of the target audience, as well as secondary data from relevant literature studies. This approach was combined with Design Thinking methods to design creative, relevant educational campaigns that addressed the needs and characteristics of young audiences active on social media, particularly Instagram.

The analysis showed that young adults' awareness of the importance of fruit consumption still needs to be improved. Social media is an effective platform for educational campaigns due to its ability to convey messages visually and interactively. The campaign concept combines engaging and engaging visual communication strategies, which are expected to positively shift perceptions and fruit consumption habits among young adults.

An educational campaign using a social media-based visual communication design approach is a potential solution to address low fruit consumption among young adults. Implementing this campaign is expected to increase understanding and foster sustainable healthy lifestyle habits. This research provides a practical contribution to the development of more effective health communication strategies in the digital age.

**Keywords : Campaigns, education, fruit, social media**