

FINAL PROJECT

**COMMERCIAL CAMPAIGN FOR LADANG LIMA
ABOUT HEALTHY EATING IN GEN Z ADOLESCENTS AGED 18 – 23 YEARS**

To meet some of the requirements in obtaining a Bachelor's degree (S-1)



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VISUAL COMMUNICATION DESIGN STUDY PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

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2025/2026

VERIFICATION PAGE

COMMERCIAL CAMPAIGN FOR LADANG LIMA
ABOUT HEALTHY EATING IN GEN Z ADOLESCENTS AGED 18 – 23 YEARS

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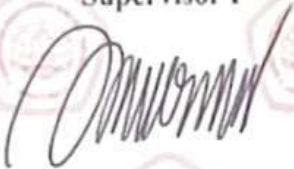
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STATEMENT OF ORIGINALITY

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Hereby declare that this Final Project document does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution, and also does not contain any works or opinions that have ever been written or published by other individuals/institutions, except those that are properly cited in writing within this document and fully listed in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If, in the future, any indication of plagiarism is found in this Final Project, I am willing to accept sanctions in accordance with the prevailing laws and regulations.

This statement is made truthfully without any coercion from any party and is to be used as appropriate.

Surabaya, 20th of May 2026

The Undersigned



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ABSTRACT

A healthy diet in vulnerable Gen Z aged 18-23 years is still a problem due to low nutritional awareness, dominance of consumption of practical foods and high-sugar drinks, and the strong influence of viral trends in determining eating choices. The results of observations at the UPN Veteran East Java Canteen and the Night Market of Kodam Brawijaya Surabaya show that Gen Z tends to choose fast food and viral snacks over balanced nutritious food, which is reinforced by the results of interviews related to low food literacy and the stigma that healthy food is considered expensive, bland, and impractical. This design aims to design a commercial campaign for Ladang Lima Pumpberry Cookies products about healthy eating in Gen Z through a Visual Communication Design approach with the SOSTAC method. The campaign is designed by positioning Pumpberry Cookies Ladang Lima as a healthy snack solution that is practical, based on natural ingredients, and relevant to the lifestyle of Gen Z, so that the campaign not only serves as a product promotion, but also as a contextual and applicative visual educational medium.

Keyword: Healthy Eating Pattern, Gen Z, Commercial Campaign, Ladang Lima, Healthy Snack

FOREWORD

Praise be to Allah SWT for all his blessings and gifts so that the scaffolding can complete the Final Project entitled "Ladang Lima Commercial Campaign on Healthy Eating Patterns in Vulnerable Gen Z aged 18 – 23 years" on time. This final project was prepared as one of the designers' requirements to complete the S1 Visual Communication Design study program at the National Development University of East Java Veterans.

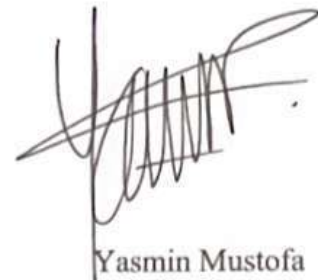
In the process of preparing this final project, the designer would like to thank for the support, guidance, and direction from various parties from the designer's life:

1. God Almighty who has given designers the opportunity to this point with health, strength, and smoothness in the process of preparing the Final Project
2. To my parents and family who always give prayers and full support to the designer to be at this point.
3. To yourself, thank you for being strong and willing to fight up to this point, thank you for trying so hard to do everything that not everyone can see and understand that being in your position at this time is very hard, thank you very much.
4. To my supervisor, Mr. Dr. Aris Sutejo, S.Sn., M.Sn. Thank you for helping in the design process of this Campaign, thank you for the valuable lessons and memories that you have made for the designer.
5. To my second Supervisor, Mr. Pungky Febi Arifianto, S.Sn., M.Sn., thank you for accompanying the designer to get to this point.
6. To Ladang Lima, thank you for giving me the opportunity to be able to enter the world of Ladang Lima a little, hopefully it will be more successful in the future.
7. To Amara Anamika Putri, thank you for being a good friend, accompanying the designer from the beginning of the design until he was able to advance to the exhibition point, thank you very much for participating a lot in the life of the designer.
8. To my lecture, Pijar Bintang Tutuko, Jauhar Janzel Wicaksono, Abi kunilawangsa, Muhammad Rizky, Faliq Firashan, M. Sultan Faris, Maulana Hafidh, M. Ihsan Kamil, Chatarina Wihelmina, thank you for helping me so much in carrying out this Final Project, helping to encourage designers when needed

9. To all high school friends who designed the "Zoo", thank you for always being present and full of support from the beginning of the meeting to the designer designing the Final Project.

Final word from the Designer, hereby the designer thanks very much.

Surabaya, 21st of April 2026



Yasmin Mustofa

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