

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

The importance of a healthy diet today, especially in Indonesia, is starting to increase as information about healthy lifestyles develops. However, many people view that eating healthy food always leads to tastes that are bland and not appetizing. This stigma makes some people feel that doing a healthy diet is something that is torturous and limits the enjoyment of eating food in their daily lives. As a result, this negative stigma becomes a bad branding for some people to get used to eating healthy food consistently.

In the midst of this bad stigma, many adult individuals are now trying to find ways to enjoy eating healthy food without feeling guilty. They began to look for ways to maintain a healthy diet by combining ingredients and recipes that were not only good for body nutrition, but also delicious and not bland. This approach allows people to maintain their health without having to think about the enjoyment of food, so that a healthy diet becomes easier to accept and live in people's daily lives.

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However, the reality is that there are still many people who do not care about their health. Data from the 2023 Basic Health Research (Riskesmas) cited by Nugroho et al. (2024) reveal that around 40% of the Indonesian population does not pay attention to a healthy diet, with irregular eating habits and high indiscriminate food consumption. This is a big challenge in an effort to improve the quality of life of the community.

Teenagers also face various obstacles in consuming a healthy diet. According to the journal from Prasetya and Rahmawati (2022), many adolescents feel lazy to prepare healthy food on their own and prefer the excuse of "enjoying life" by consuming fast food or unhealthy

snacks. Lifestyle factors and the influence of the social environment also strengthen this habit.

In previous studies, it has been shown that health education on social media has the potential to increase awareness of healthy eating in Gen Z, but faces obstacles in terms of message consistency and large behavioral research. Juanta, Ardhi, and Tutiasri say Most of the existing research and campaigns focus on purely social or informative approaches, without integrating commercial products as part of realistic healthy lifestyle solutions. This condition shows that there is a gap in the design of commercial campaigns that not only promote products, but also function as a visual education medium that is relevant, practical, and in accordance with Gen Z media consumption patterns.

The impact of lack of physical activity balanced by an unhealthy diet is very dangerous. A study by Wijaya et al. (2023) shows that a combination of a sedentary lifestyle and poor diet can increase the risk of obesity, type 2 diabetes, and cardiovascular disease. For example, individuals who rarely exercise and consume foods high in sugar and saturated fat are more likely to experience serious metabolic disorders.

The selection of healthy eating topics has a goal that will focus on social campaigns based on the urgency to change people's paradigm about healthy eating. The healthy eating movement aims to educate and motivate people to enjoy healthy food without guilt, so as to create a more balanced and sustainable lifestyle (Hidayat & Sari, 2024).

Based on the research data, the designer in collecting data with a qualitative method by conducting interviews and place observations. Research also records that there are still many Gen Z, especially those who are vulnerable to the age of 18 and 23 years old, still lack awareness of a healthy diet. Many of them choose to eat viral foods such as something spicy and drinks that are high in sugar. From there, many are still unaware of a healthy diet and lack of nutritional literacy.

Here there is a Ladang Lima product as a solution to the problem of the target audience which can be a practical snack solution for consumption that has good nutritional value. Ladang Lima has been a pioneer of gluten-free food since 2013, providing delicious gluten-free meals from local cassava. Gluten itself is not a harmful substance, but for people with celiac disease or someone who has certain auto-immune conditions, gluten can trigger serious health problems. A gluten-free diet can offer several advantages, including a healthier digestive system, hormonal balance, increased energy, and weight loss. Therefore, Ladang

Lima carries certification by GFCO (Gluten-Free Certification Organization). The products offered by Ladang Lima vary starting from various flours made from cassava, cookies, instant noodles, and pasta.

In a case study of a healthy diet, there are products that can maintain the diet of Gen Z in Surabaya well. In a sense, this product is able to help the Surabaya audience not to snack carelessly and start choosing healthy snacks with the help of Pumpberry Cookies from Ladang Lima. Ladang Lima is one of the brands of gluten-free healthy products based on cassava. Of Ladang Lima's various product lines, the campaign specifically focuses on Pumpberry Cookies — a healthy snack made from pumpkin seeds and berries, gluten-free, and preservative-free. This product was chosen because it is relevant to Gen Z's snacking habits but is still less known among the 18–23 year olds.

## **1.2 Problem Identification**

In the case study of healthy eating, there are problems identified. With this, here is the identification of problems from a healthy diet, namely:

1. The problem of the current era, many foods lack nutritional value based on the results of the Interview with Mrs. Nysa
2. Today's children tend to choose trendy foods without looking at the nutritional content in them, according to Mrs. Nysa from the interview results
3. Gen Z's lifestyle encourages practicality by consuming junk food according to Mrs. Citra from the results of the interview

## **1.3 Problem Identification**

Based on the identification of the problems that have been attached through the results of observations and interviews, the formulation of the problem in this design is focused on the reason for the urgency of implementing the Ladang Lima campaign, namely How to design the Ladang Lima Pumpberry Cookies Commercial Campaign to encourage awareness of healthy eating patterns in adolescents aged 18–23 years in Surabaya.

#### **1.4 Problem Limitations**

The limitation of the problem in this design is a commercial campaign based on visual communication design that focuses on the formation of awareness and reflection on adolescents' food consumption habits. This campaign does not aim to provide medical nutritional guidance or regulate the portion of nutrition to the audience, but this campaign is aimed at building an understanding of their daily diet in the midst of an environment that also consumes less healthy foods, with this campaign that will be driven by raising the Pumpberry Cookies product from Ladang Lima which is a healthy snack based on nuts, gluten-free, and suitable for Gen Z right now. This design is more focused on conveying messages through digital media, with the use of visual styles and narratives that are relevant to the audience's daily lives. The main medium used is Instagram, especially on feeds and reels as a way for writers to convey campaign messages.

Regionally, this relationship is limited to the city of Surabaya as a social context and consumption environment. This design does not include medical impacts, increasing sales of Ladang Lima products, but focuses on changing the audience's perspective and collaborating with Pumpberry Cookies from Ladang Lima.

Demographically, this design was made for active students with vulnerable ages 18 – 23 years with male and female types of lavis. Have an upper-middle-class socioeconomic class and Indonesian citizenship.

Geographically, geographically there are Primary and Secondary, for the Primary part is the details of the target place of the campaign, namely Surabaya and its surroundings. Then there is a secondary one where it can be the target audience of the writer but is not required. The secondary of this tarfget is Throughout Indonesia.

Psychologically, the target audience of this campaign is an audience that is active with social media, follows viral food trends, and has an introverted and extroverted personality.

## **1.5 Campaign Objectives**

The objectives of the Ladang Lima Commercial Campaign are:

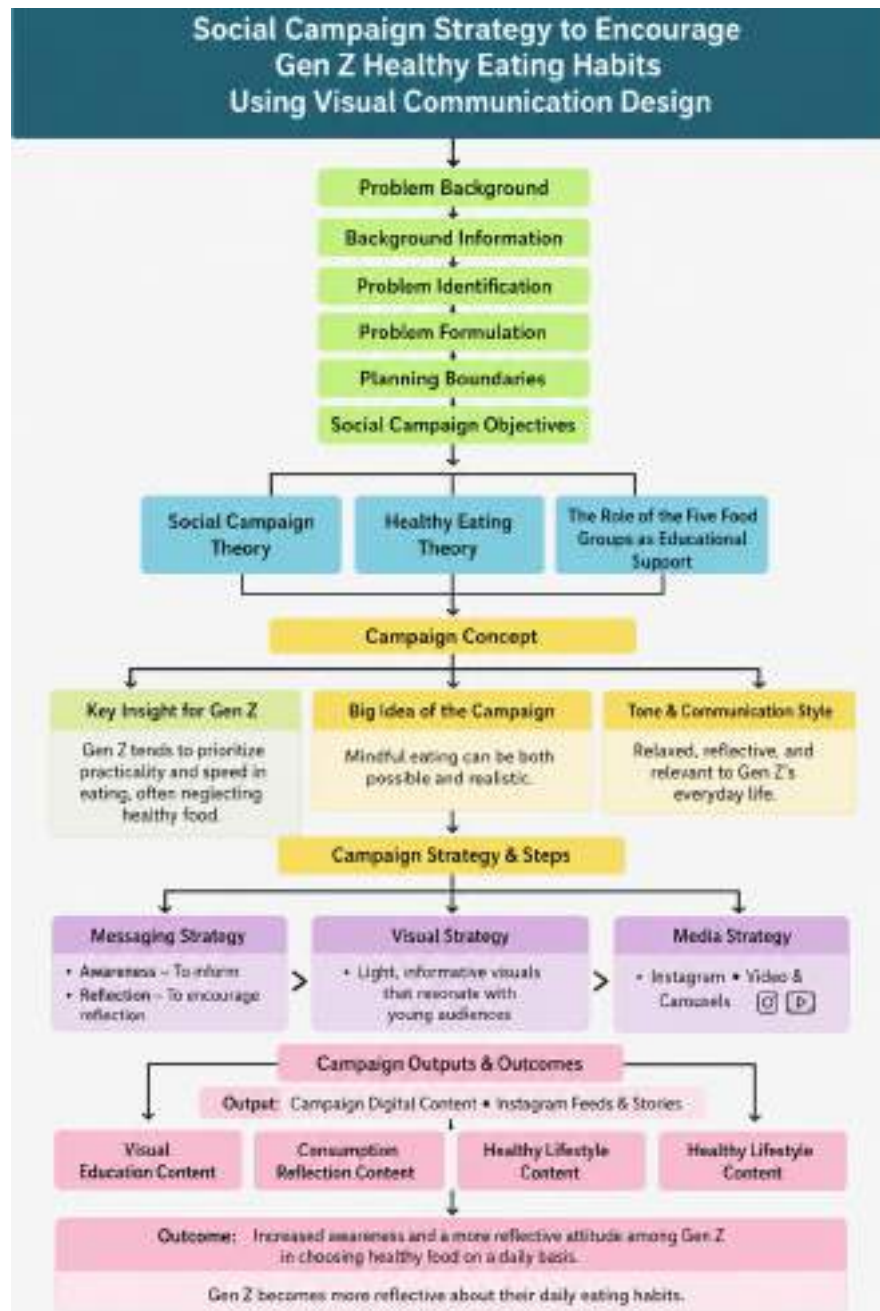
1. Build awareness among adolescents aged 18–23 years of age towards healthier snack choices.
2. Marketing Pumpberry Cookies from Ladang Lima to be known more widely to Gen Z with the age of 18 – 23 years.
3. Educating Gen Z aged 18 – 23 years through Ladang Lima Commercial Campaign with the aim of encouraging a change in perception that healthy snacking is easy, delicious, and can be started from Pumpberry Cookies.

## **1.6 Benefits of the Campaign**

The benefits of this Commercial Campaign are:

1. So that Gen Z aged 18 – 23 years is more sensitive to their health.
2. To market to Gen Z 18 – 23 years old about healthy Pumpberry Cookies while increasing the attractiveness of Ladang Lima Pumpberry Cookies.
3. To educate Gen Z with the age of 18 – 23 years through a campaign that will be held so that Gen Z understands more about the practicality and ease of living a healthy life.

## 1.7 Planning Framework



**Figure 1. 1 Theoretical Framework**

Source ( Personal )