

DESIGNING OF HEALTHY AND IDEAL LUNCHBOX CAMPAIGN FOR CHILDREN IN BANDUNG CITY

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Abstract

In the environment of children in elementary schools, closely related to learning activities, play and eat snacks. On the eats snacks activity, kids often buy snacks outside of the school that turns out, food they consume is far from assured of cleanliness and health, which could be bad for their health. Then, the author designing social campaigns that parents minimize spending activity and to provide healthy lunchbox from home. In this study, the author uses the three methods of collecting data, the direct observation of eating snacks activity operates in elementary schools, interviews with health service of Bandung and spread the questionnaire to the target audience. The author makes a social campaign with the theme "Healthy Lunchbox Generation" with the hope beneficial for parents in preparing a healthy lunchbox for their child.

Keywords Social Campaigns, Healthy Provision, Unhealthy Snacks

1. Introduction

Children are the next generation of the nation. Smart, healthy, and some high morale children are expected by every generation of parents. Parents definitely wanted their children to have a bright future. One of the ways to realize these goals are with going into the school.

In the environment of children in elementary schools, closely related to learning activities, playing and eating snacks. On the eating snacks activity, kids often buy snacks outside of the school. Snack foods merchant are usually on the roadside so it is easy to find, these snacks are sold in various colours, flavours and shapes and sizes that can attract people's attention and interest to buy and consume them. Kids love to buy snacks that they see and want. From sweets or snacks in the form of fast food with a variety of flavours and unique forms.

Healthy food is a mix of various types of food to balance and can be fulfilled the overall nutritional needs for the body and can be felt physically and mentally. According to Hulme, a healthy food is made up of main meals and food supplements. Healthy food is commonly known by the term "*4 sehat 5 sempurna*" which can be translated as 4 healthy 5 perfect, but its existence has begun to fade. Eating with side dishes tofu, meat, and vegetables is still not enough to meet the nutritional needs. Healthy foods that help the development of

children to be more healthy and intelligent. Healthy food will be more useful when supplemented with dietary supplements that help the needs of nutrients for growth and development of children.

Apparently, snack foods they consume is not healthy and hygiene guaranteed. Based on the data of samples and test of School Food Snack (MJAS) which has been done by the Food and Drug Supervisory Agency (BPOM) in 2015, from 1409 samples tested, 472 samples or 33.52 percent of the overall sample showed No Eligible (TMS) of food quality. In the test, there are four dangerous materials that become a benchmark, namely borax, formalin, textile dyes (Rhodamin B) and Methanil Yellow. Dangerous substances which are consumed in the long run will invite dangerous diseases as well and can even cause death. Some of the effects of these harmful substances can cause diarrhea, kidney damage, acute circulatory failure, tumours, cancer, genetic disorders, central nervous system damage and liver damage.

Giving a provision to a child is something that parents should be accustomed to. Parents should be able to control and monitor the food consumed by their children, considering the children are still in its infancy and not knowing what foods are good consumed by it. However, many parents who still do not know the composition of a healthy diet and ideal for the provision of his son. A complete intake of nutritional levels, type or variety of foods,

food hygiene and the required portion are things that parents should know about. The role of parents is very important in directing their children to eat healthy and nutritious foods, and smart in choosing food for their children, because every child has different needs.

From these problems, it is necessary to have an education to change the parental mindset to bring a healthy food and also ideal as a provision for their children in an effort to avoid unhealthy, unsafe and harmful foods and snacks. The researchers make a social campaign with the theme "Healthy Lunchbox Generation" and held an event "Healthy Lunchbox Festival" as main media, with the hope it would bring benefit for the parents in preparing a healthy lunchbox for their child.

2. Theoretical Background

2.1. Campaign

Rogers and Storey (1987 in Venus, 2012:7) defines the campaign as "a set of planned communication actions with the aim of creating a certain effect on a large number of audiences carried out in a continuous over a period of time."

Efforts that made in the campaign related to attitude, knowledge, and behaviour (Pfau and Parrot, 1993 in Venus, 2012:10). These three aspects, commonly referred to as "3A" which stands for awareness, attitude and action. All three are interconnected and have targeted influences that must be achieved with certain stages to achieve a state of change.

Charles U. Larson (1992 in Venus, 2012:11) divides the types of campaigns into three categories: product-oriented campaigns, candidate-oriented campaigns and ideologically or cause-oriented campaigns. Ideologically or cause-oriented campaigns are the kind of campaign that usually has an issue of causes and social change. This campaign is also commonly referred to as social change campaign, aimed at taking care of social problems by changing attitudes and behaviour toward related audiences.

2.2. Communication

According to Carl I. Hovland, communication is a method whereby acting as a communicator in conveying stimuli (usually verbal language) to change the behaviour of others (Mulyana, 2007: 68). Communication in the conclusion, has a meaning that is the delivery of a message from a communicator to the communicant or the recipient of a message that aims to affect the recipient of the message in certain cases, whether in behavioural changes or not.

Communication techniques used by the researchers are new approach called "Facet Model of

Effects" and is considered more effective than using the concept of Think/Feel/Do. If the approach is done by force, then the concept of the approach will not be right.

These six effects are facets, which shape the consumer's response to advertising messages. They have a holistic, impressionable, or integrated perception effect. Effective messages have diamond-like qualities that represent how the message effects work together to create the expected consumer response. These effects may also vary in their use. (Moriarty, Mitchell and Wells, 2011: 133).

2.3. Layout and Grid

"Layout is the compilation of design elements that relate into a field to form an artistic arrangement. It can also be called form and field management." (Amborse and Harris, 2005 in Anggraini and Nathalia, 2014:74).

Layout is one of the main things in making the design. Without the correct layout, then a design is not only will be unappealing, but will make the confusion to the people who see it. If the layout is applied in accordance with existing scholarship, then certainly the information submitted in a design work will be easily processed by the community.

2.4. Media

Citing Belch in Morrisian (2014: 179) media (medium) is a general category of messaging systems that include print media (newspapers and magazines), letters, outdoor advertising, broadcast media (television and radio), and other supporting media. Media planning may look simple, but it really is not like that. According to George and Michael Belch (2011) quoted in Morrisian (2014: 178), media planning is a series of decisions involved in the delivery of promotional messages to potential buyers and/or users of products or brands. Media planning should be well-prepared and settled, so that the information to be conveyed, properly received by the target audience.

3. The Research Method

The researchers made direct observations in some elementary schools in Bandung, search and collected data and information about food which are often consumed by children around school environment. Questionnaire that were distributed directly to parents of children at school and also through an online questionnaire to get about opinion data. Conducted interviews directly to the sources by recording conversations between the researchers and resource persons, nutrition specialist Mr. Kunkun K. Wiramihardja from Graha Santi.

Then, collect the data of samples and test of School Food Snack from Food and Drug Supervisory Agency (BPOM) and from Health Services of Bandung.

As for the event logo, the researchers combine elements of the box shape from the provisions, cutlery and spoon fork, as well as food icons.

4. Result and Discussion

The design of this campaign has a tagline that is *"Now Nutritious, Tomorrow Has an Achievement"*. The purpose of the tagline is obtained from the analysis of benefits or advantages in providing a healthy provision, where the provision of these foods contains rich nutritional that can help the child's brain growth. It is known that by providing food intake and sufficient nutrients needed, can improve the ability of the brain. So, by providing some healthy snacks will help create a generation of smart kids as well. The researchers got the idea from the merging of the proverbial "What we eat, that's what determines you later" with the vision of the mission of product is to provide the best of nature for a better future. Until finally from the analysis of the message, get the keyword "Generation" and "Healthy" which will be designed so get the title of the campaign is "Healthy Generation Lunchbox".



Figure 1. Healthy Lunchbox Generation Logo

The researchers undertake a design of a combination logo type, incorporated logo of text and icons or symbols that represent the identity of the logo. This campaign logo uses from the form of a lunch box, the use of star symbols, and the associated banner form or symbolizes a winner, title, and achievement.



Figure 2. Healthy Lunchbox Festival Logo



Figure 3. Healthy Lunchbox Festival Event Poster

"Healthy Lunchbox Festival" Event is the main media that the researchers chose in the design campaign. Implementation of the event at the City Hall of Bandung, November 12, which coincides with the national health day. In this event, it held a talk show, cooking demonstrations and competitions to create a healthy provision to provide an information and attract the public interest in receiving knowledge about the provision of healthy and ideal and invite the audience to bring food to the child.

Table 1. Facet Model Effects Application on Media

Communication Goals	Consumer Response	Media
Perception	Look/Hear	Poster, Magazine, Instagram, Twitter, Billboard, Banners
Emotion	Feel	Event
Cognition	Understanding	Poster, Event
Association	Connect	Instagram, Facebook, Twitter, Merchandise

Persuasion	Believe	Poster, Magazine, X-Banner
Behavior	Action	Event

Visual are using the flat style of design with the use of vector, the images using colours that do not wear the colour gradation, but only solid colour only. It is expected that visual styling like this makes it easier for parents to absorb information.

The main colour used is composed of green and yellow. The green colour symbolizes nature, health, fresh and peaceful. As for the yellow colour symbolizes cheerful, hopeful and optimistic. For secondary colour, using the orange colour, which symbolizes energetic, friendly, cheerful and friendly

Layout used in visual design in media using layout that is not symmetrical. Because to create a dynamic impression, but still structured with grid method to maintain the weight of the visual elements placed in the visual layout

Typography has been adapted to the target audience for readability and interest. Thus, the character of the letters used is sans serif and decorative. "Grota Sans Rd" will be used as body copy, while the decorative letter, "DK Pardesi" is used as a logo.

5. Conclusion

This paper was designed to educate parents of children in order to avoid unhealthy snacks, by providing them healthy and ideal food for their child. By using the event "Healthy Lunchbox Festival" as a primary medium and Healthy Generation Lunchbox as the campaign, the researchers expected target audience can follow the event and get a more complete information on child nutrition, and the provision of healthy for children. Eventually, the discussion of food provisions on healthy against unhealthy or haphazard snacks in children should be taken into account because it is interesting study to investigate.

ACKNOWLEDGEMENT(S)

The authors would like to thank a nutrition specialist, Mr. Kunkun K. Wiramihardja from Graha Santi as resource person who gave knowledge of healthy food, how to manage a food for children and every question that author ask to him, Mr. Apep as Consumer Information Services from Food and Drug Supervisory Agency (BPOM) Bandung and every correspondent who participate to fill the questionnaire.

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