

Rose Brand Tapioca Gluten Free Promotion Design

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Abstract. The dependence of Indonesian people in consuming wheat flour can be quite high. Various kinds of food products are processed using flour, most use wheat flour. Based on data of BPS (2012) Indonesia in 2010 in flour amounted to 69.489.302 kg, for the year 2011 indonesia for wheat 69.877.802 kg. The high consumption of wheat flour which also has a negative impact on health, especially in children and that wheat flour contains gluten that can not be consumed properly by diabetics. Luminous that can affect the working system of the stomach, intestines, and often leads to allergic reactions to people with autism. One source of food that does not contain gluten is tapioca. The speciality of tapioca flour is not gluten content, providing a guarantee for people who reduce wheat consumption.

Keywords: Promotion, Autism, Gluten Free Processing for food.

1 Introduction

The dependence of Indonesian society in consuming wheat flour can be said to be quite high. Various kinds of food products are processed using flour, most use wheat flour. Based on data from BPS (2012) Indonesia in 2010 in importing flour 69,489,302 kg, for the year 2011 Indonesia imported 69,877,802 kg of flour. Based on the above data can show that the development of the level of consumption of wheat products per capita community from year to year increases. The high consumption of wheat flour which also has a negative impact on health, especially in children with autism and it is known that wheat flour contains gluten that can not be consumed properly by children with autism and diabetics. Most children with autism have problems in the process of digesting / breaking down gluten proteins. Gluten itself is not good if consumed too by anyone but gluten itself can have a worse impact if consumed by a child with autism because it can occur penelkatan permeability of the intestine (leaky gut), allowing the peptide of gluten is not terpena and out of the intestinal wall into the bloodstream. The negative impact of consuming gluten for people who choose food that is concerned with a healthy lifestyle will adversely affect their health. In gluten contains peptide compounds, in which peptide compounds are avoided by people with peptide intolerance. In general, the advice to consume gluten-free foods is charged to people with digestive disorders or someone with autism. Gluten is considered dangerous because it can affect the working system of the stomach, intestines, and often leads to allergic reactions to people with autism. Gluten content in certain foods such as whole wheat bread or cereal

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prepared from wheat can result in the loss of essential nutrients for the body. Osteoporosis or bone fragility can occur and this is a long-term effect if taking gluten since childhood or adolescence.

Digestive disorders for people with celiac disease are even encouraged to stop in consuming food containing gluten. Because it can damage the intestinal wall and ultimately disturb the absorption of nutrients. Even the dangers of consuming gluten to damaging the brain, especially for people with Alzheimer's and dementia due to interference with intestinal flora caused by gluten also increases the risk of dementia and Alzheimer's disease. However, the development of science in the field of health causes individuals now precisely avoid the pattern of gluten for the pattern healthy living. This is because consuming foods with gluten free labels are believed to be able to maintain the body's metabolism system in terms of digestion and protected from various diseases that can difaktorialkan from consuming food containing gluten. One source of wheat substitute food containing non-gluten is tapioca. The specialty of tapioca flour is not gluten content, so it is safe for people who reduce wheat consumption. Tapioca itself can counteract the growth of cancer cells because it contains linamarin in it. In tapioca naturally contains low fat and high carbohydrate, so it can be consumed for those of you who want to raise a healthy weight. Nutritional content in tapioca flour has health benefits, among others is strengthening bones and increasing energy, the source of iron in the formation of blood cells, and producing hemoglobin and myoglobin proteins that carry oxygen into the blood in various parts of the body. Tapioca Rose Brand does not contain gluten which will adversely affect digestion and increase to hyperactivity of children with autism due to consuming intake of foods containing Gluten. However, promotions made by Rose Brand before, did not relate specifically that Tapioca Rose Brand well dikosumsi by children with Autism. Rose Brand only focus with the initial goal is to preserve the typical snacks of the archipelago and Rose Brand products as a manufacture of cake. Promotion that Rose Brand did not yet enough to be conveyed by the mothers who have as well as information terrible about the excess product Tapioca Rose Brand can be spelled out is not quite realized by the Rose Brand according to Mr Stephanus Christian Johanes as Head of Promotion at PT.Sungai Budi Group, Rose Brand. With some of the above factors, the authors plan to make the promotion of Tapioca Flour Brand as a theme to complete the final project. Provide more information about the benefits and benefits of Tapioca Rose Brand as a substitute for food intake for people who care about health and provide awareness of parents, especially mothers in giving food in Autism children. With the hope that mothers are more disciplined in choosing the right foods so that the behavior and development of children can return to normal and so that the target audience to know information products that have the benefits of proper consumption by the body for health. Certainly Rose Brand has done many forms of promotion but has not felt that the results are effective and have not been to potential target audiences. With the promotion of detail, the author hopes Tapioca Rose Brand can achieve the desired sales target.

2 Main Body

2.1 Basic Design Theory

2.1.1 Promotion

In a public relations promotion it is a series of activities used to create and maintain a mutually beneficial relationship between the organization and the public. Understanding above can be concluded that promotional activities not just a means to communicate a usefulness or benefit products / services from a company to consumers but also as a tool used

by companies to influence consumers to make purchasing activities according to desire / desire to meet the needs of each respective each individual. One form of panga that can affect changes in the condition of children with Autism, but if continue to be consumed by the autism then the type of intake will appear various symptoms of childhood disease Autism. One of them is, children with Autism can experience problems in digestion therefore they can not digest food containing Gluten and Casein caused by the presence of enzymes that can not be digested and leaked in one layer of the gastrointestinal tract. There are some food compounds that can not be digested so partially exposed. Some molecular compounds are so large that dappat causes a variety of mass to the body, thus spreading through the blood that can cause short-circuits stimuli or stimuli that can result in brain disorders of people with Autism. It can affect the brain and cause symptoms such as, laughing alone, more hyperactivity, tantrums, and causing very serious problems.

2.1.2 Advertising.

Ralph S. Alexander in Morissan defines advertising as a form of non-personal communication about ideas, products, services, and organizations [1].

2.1.3 Gluten

Gluten is a protein containing many grains of wheat, wheat flour, oats, barley, rye, and many types, but there are some compounds that result in functional properties in the following products :

- It is elastic and causes the normally blooming properties of bread.
- Can be easily found biasnya often found in bread or pasta, cake, cookies, crackers.

Some of the basic ingredients of gluten substitute are seeds that can be consumed in the use of white rice, corn, cassava, and usually there are substitutes that use starch flour potato, statch, almond, laotus, green beans and many more substitutes Gluten free. Not all types of food can be consumed by children with autism so the need for various types of foods that should give parents to the child Autism among them.

2.1.4 Type Of Carbohydrate

- Tapioca flour

Tapioca flour is a flour made from cassava which is extracted from cassava tuber. tapioca has the essence that can be consumed by children with Autism.

From the concept of a big idea that will be used to communicate a campaign that is, invite mothers who have children aged 8-15 years of autism and non-autism to maintain the intake of early childhood eating and start a healthy and regular lifestyle by changing wheat flour usually used to make processed snacks or home cooking with tapioca flour (cassava) which can be processed into various types of snacks. This promotion is communicated using an approach to the target audience's lifestyle, which provides information on the importance of low-calorie and gluten-free dietary intake for any food cooked for the liver, especially for autistic children. Through this appropriate communication approach, it is expected that messages and promotional tujaun can be well understood. With the awareness that is realized in this design is the mothers of mothers who have children aged 8-15 years and mothers who have children with autism, then the design is done through a daily approach that can target target directly on the spare time owned by the target audience. Creative and implementation strategies are presented in a creative brief. This guide is a document that contains a summary of advertising and marketing strategies [2].

2.2. Research Methods and Data Analysis

2.2.1 Research Methods

The message to be delivered to the target is the result of the previous insight. Based on the existing problems that the mother is now very difficult to determine even difficult also find the type of eating that can be consumed by children with autism. Therefore the mother needs a reliable solution because the food factor consumed by children with autism greatly affect how kedaan him in receiving infromasi and if their digestion is disturbed then the result is that he will be more hyperactive (tantrum) because eating consume that he should not consume such as gluten, one type of protein that can not be accepted by autistic children because they themselves generally have different digesting properties than other children. So the mother needs the type of food she can by without causing side effects for children with autism, and Rose Brand needs a wider target target to meet sales targets.

Message strategy obtained from consumer jounrey conducted to target audience and direct interviews, obtained insight that the target audience with the discipline of mothers in choosing what types of food can be consumed by patients with autism children. Target audiences also alleviate if the digestion of the baby either just that is by choosing the right meal and does not contain gluten so that the baby's insight is also maintained and the mother calmly without anxiety.

2.3 Results and Discussion

2.3.1 Target Audience Data

A messenger strategy is created whereby this message invites the mother to choose Rose Brand consumption for each of the mom's food items. Every food consumed there are factors that are very influential also for the digestion of children with autism. The subject that will be communicated to this design is "to invite the target audience to consume gluten-free meal with Rose Brand tapioca for the child's digestion to be preserved by the way mothers cook home-made food with tapioca starch ingredients."

Tapioca Rose Brand as the basic ingredients in processing home-based snacks that are based on flour, sales of tapioca rose this brand was never significantly increased drastically on a normal day but rose brand will also greatly increase the demand if there is a big day like Lebaran or natalan. The community is less aware of other functions that are very beneficial to the health of the body what else for mothers who have children with autism, which not many instant products are offered for children with autism, Rose Brand needs new Target Audience to meet sales targets, who have children with autism.

2.3.2 Why do we advertise ?

To provide information and educate mothers and mothers in general that reduce the consumption of wheat to prefer consumption of Rose Brand tapioca as a processed ingredient to make home snacks rich in nutrients, low in calories and gluten-free.

2.3.3 Who are we talking to ?

- Demographic
Age: 25-35 yrs
Female gender

Status: Already married

Occupation: Housewife stairs

Entrepreneurship

Opinion: 3-5million / month

Middle to upper economic level

- Geographical

This promotion is done in KotaBandung, with the largest population of autistic children in the western area that continues to increase every year.

- Psychographical

It is the family and children's main caretaker

More frequent activities at home and accompanying children in special schools Autism

Working as a housewife or owning a business

Following the existing trend around the environment and likening it to the necessary situation

2.4 Design Concept

2.4.1 Communication Objectives

Insight.

Knowing that the many problems of mothers where difficult to get the type of food that may be consumed by children with autism. Therefore, the rose brand offers an offer with a gluten-free tapioca rose brand that can be consumed for children with autism or for some people who do wheat diet.

What do we want them to think or do?

Mothers who have children with autism to be more disciplined in choosing the type of food for the baby that can be consumed because tapioca rose gluten-free brand.

What to say?

"Without gluten, without anxiety". (mother must be calm)

Why should anyone believe it?

Because in general, children with autism can not consume a type of food that contains gluten because it can make the digestion of the brand is disturbed, and dpaat causing a sense of excessive sensitivity and side-effects yaoitu ke-hiperaktifan (tantrums). In this case is associated with the way education about tapioca is low in calories and also gluten-free dpaat processed into various types of eating without eliminating the nutritional content in it.

Tone and Manner?

Educative, persuasive and emotional

Mandatories

Rose Brand logo

Big Idea?

Without Gluten, without anxiety.

It's good to be healthy

2.5. Visual Concept

Logo created based on the visual reference and visual key as autistic children visualized with puzzles and rounded images on the logo is a plate formation in which the plate symbolizes a cooking event.

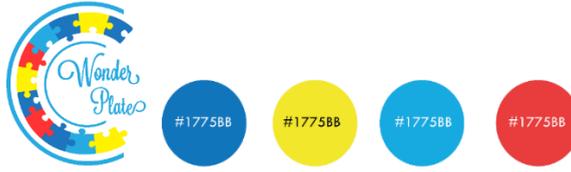


Fig. 1. Logo and color for Wonder Plate (Source: Author Documents)



Fig. 2. Font (Source: Author Documents)

This event is the culmination of Rose Brand promotion or can be called Wonder Plate. The Wonder Plate event was held with the theme of the puzzle circus for the children to be attracted and the mother was also carried with the flow of the children, so the visuals were presented not far away with the children's style and theme. In this event there are a lot of activities there are Rose Brand Class, Food Photography, Food Treasure, and there is a place to play children and there is a Talk Show presented with chef famous invited by telling mothers how to processing the correct tapioca starch and according to the dose of the child with autism.



Fig. 3. Wonder Plate Event (Source: Author Documents)



Fig. 4. Poster Wonder Plate Event (Source: Author Documents)

Applications are made to have features such as how to cook and processing materials that can be consumed by children with autism and facilitate the mother also in regulating the dose of intake of any meal that he has consumed. The next feature is the mother can cultivate other types of healthy foods such as snacks and heavy meals, not only that mothers also get the type of recipe directly from the famous chef in Indonesia. After that this application also has a barcode feature that is where if you want to enter into the event with the requirement to buy packaging of tapioca starch Rose Brand special edition and then scanned and become a

substitute ticket to enter the event, and if you want to follow the Rose Brand Class then just complete the data yourself As a replacement.



Fig. 5. Application (Source: Author Documents)

Types of promotion through digital media include Internet media and social media or social networking. This is a modern way to promote because it allows people to see products or services promoted through the latest technologies like mobile phones or laptops. Many entrepreneurs are already switching to using digital media as their promotional strategy because today's digital media is the most effective way to reach their consumers every day. More than 2.7 billion people use the internet worldwide, which is about 40% of the world's population. 67% of all internet users globally use social media.

The advantages of promoting using digital media is that it can reach people very widely with time and cost efficient. The lack of promotion with digital media is a lot of competitors or competitors who come into play in it. The task is quite heavy for marketers to be more creative again in promoting in this digital media to attract more potential customers than competitors. Of the several types of promotion above, promotion through digital media is the most widely done today, because of the cost efficiency factor and its distribution is broad and relatively faster.



Fig. 6. Content Digital For Instagram (Source: Author Documents)

Here are some supporting media such as a pin tote bag is a gift ssaat the participants follow the event wonder plate that is being held.



Fig. 7. Left to right: Tote Bag, Mug, Apron, T-Shirt (Source: Author Documents)

3 Conclusion

The results of the conclusions that started from the identification of the problem, the discovery of the phenomenon of the problem, up to the design and visual made as a solution for the promotion of tapioca starch Rose Rose. Can be concluded bawha case:

Mothers who have children with autism they are very concerned with the selection of any type of food that can not and can be consumed by the baby. Their anxiety affects the stability of children because if autistic children consume food that has a guten content it will adversely affect their digestion and will cause them tantrums. The main media of this promotion is an Event which can interact and provide information directly to the target audience in order to remember clearly and direct experience with experts. This event also provides an experience that will affect long-term if mother-ibi discipline in handling any type of food that should not and can be consumed by children with autism. With the above information and invitations to participate in the promotion of tapioca rose brand can reduce maternal anxiety as well as provide solutions to problems faced by mothers who have children with autism and well received by the target audience.

References

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