

Designing a Campaign to Prevent Toddler Obesity through Healthy Plate Method in Bandung

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Abstract. The numbers of toddler obesity in Bandung are quite high. Toddler obesity happens when the toddler's daily portion contains more energy that exceeds the needs. Mother is the most responsible person for toddler's health. In Indonesia, many mothers have an assumption that chubby toddler is healthy and cute. Most mothers in Indonesia will feel proud if they have a chubby toddler. This assumption causes mothers to not pay attention to toddler's balanced nutrition and toddler's daily portion. This case can be prevented by designing a healthy plate campaign design to prevent toddler obesity in Bandung. Using qualitative methods, collecting data through literature studies, and interviews with health department staff and doctor of nutrition, the right way to providing information to prevent toddler obesity is by informing all mothers in Bandung to pay attention to toddler's portion. The purpose of this design is to provide information through a creative ideas using Facet Model of Effects method. The results of this design is a social campaign that is integrated with an application for the main media. The benefit of this campaign design is to change how mothers think about healthy toddler and toddler obesity can be prevented.

Keywords *Campaign, Obesity, Toddler, Meal.*

1 Introduction

In Indonesia, the high rate of obesity also occurs in the age of toddlers. The obesity rate at the age of 0-59 months in Indonesia by body weight/ height is 11.8%, it is considered high because a country that have no nutritional problem is a country that has indicators below 5% for obese children [1]

Obesity in the age of toddler can cause a chronic health problems. Based on the results of interviews with nutrition specialists dr. Kunkun Wiramiharja, MS, Dipl, Nutr., SpGK, obesity in toddlers also resulted in disruption of infant-growth and can cause diseases such as cardiovascular disease and respiratory diseases.

For toddler, mother behavior is the main factor causing obesity because toddlers are passive consumers who receive all the food given by the mother according to Asfufah [2]. If the mother provides food intake that exceeds the needs of her child, then it can cause obesity [2]. The reason that mother provides an excessive intake for her child is because they have

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an assumptions that chubby toddler is considered more healthy and cute. In Indonesia, that assumptions causes the mother to feel proud if they have a chubby toddler [1]. From the data results of interviews, five of seven mothers target their children to be fat by providing excessive portions of food without paying attention to the importance of nutrition.

Ministry of Health created a program called "Healthy Plate - T Shape Plate" as a solution in preventing obesity in toddlers. Healthy plate is a method of serving food by dividing the plate into $\frac{1}{2}$ vegetable and fruit, $\frac{1}{4}$ protein, and $\frac{1}{4}$ carbohydrate [3]. Seeing this phenomenon, the author wants to make a prevention of toddler obesity in Bandung by informing the right way to regulate eating patterns for mothers to their toddler with a healthy plate method, so that mothers can measure the child's portion of each meal properly to avoid obesity.

2 Literature Review

2.1 Campaign

The campaign is an organized organizational communication that has the intention to make an impact to the target audience conducted within a certain time according to Rogers and Storey [4]

2.2 Psychology for Early Adult

According to Anderson, ages 25-35 years are included in the stage of early adulthood starting from the age of 20-40 years. At this age, the person is realistic about new situations and flexible to reality. Besides that it also has a realistic will and understands that it is not always right, so it is open to suggestions for improvement [5]

2.3 Advertising

Ralph S. Alexander in Morissan defines advertising as a form of non-personal communication about ideas, products, services, and organizations [6]

2.4 Communication

Benard Berelson and Garry A Stainer communication is an activity to convey information, skills, ideas, emotions and others by utilizing symbols, graphs, numbers, words, and others Ruslan [4]

2.5 Media

The tool for delivering messages from the party delivering the message to the receiving party is called the media [4]

2.6 Visual Communication Design

Visual Communication Design is a science that explains about communication concepts presented creatively by using various media to convey messages and ideas visually by managing graphic elements [7]

3 Method

3.1 Research Method

The method in this research is using qualitative method. The qualitative methodology as a research procedure that produces descriptive data in the form of author or spoken words of the people and behaviors observed [8].

According Sugiyo, interview is the exchange of ideas and information between two people through question and answer to get the meaning of a topic [9]. In the process of data collection, the authors conducted interviews to the staff of the Health Department of Family Health and Nutrition Dinas Kota Bandung and nutrition specialist. The author also conducts in-depth-interviews to target audiences to get thoughts and habits of mothers in providing a diet for their children.

The analysis method used is AOI analysis method (Activities, Opinion, Interest) and Matrix. AOI analysis is a number of questions that are made to be able to know some relevant aspects about the personality, buying motives, interests, attitudes, beliefs, and consumer values [10].

3.2 Data and Analysis

3.2.1 Interview Data Analysis

From the results of interview with Ms. Dessy Angraeni who is a health office staff in the field of health and family nutrition of Dinas Kesehatan Bandung, dr. Kunkun Wiramiharja, MS, Dipl, Nutr., SpGK, and with seven mothers aged 25-35 years, prevention that should be done for toddler obesity is to set a diet balanced and diverse nutritional variations safely. Also, people have to change the culture that says fat toddlers is cute and healthy. From the interview, mothers usually replace toddler's nutritional intake into an unhealthy favorite food. Mothers pay more attention to getting their toddlers to eat than their toddler's nutritional intake. Mothers require their toddlers to eat three meals a day, but mothers pay less attention to the nutritional balance that is served in one serving meal.

3.2.2 Target Audience Data

Primary target is mothers aged 25-35 years who have toddler child who have an upper middle income status. At that age, the person have a realistic mind about a new situations and flexible to reality. From the interviews, young mothers are very worried about the health of their children and are willing to spend their time on children and families. Currently, young mothers rely on gadgets as a medium to get information about things they want to know such as the health of her family. In addition, young mothers also sometimes take their time to gather with other mothers to tell each other information by meeting at the cafe, gathering, or when they wait for their child at playgroup and kindergarten.

3.2.3 Previous Campaign Data

The similar previous campaigns that have already been held with a similar theme are the "Nestlé Indonesia Health Campaign" and "Calling For Urgent Government Action To End Child Obesity". From the matrix analysis results, both campaigns are equally discussed about obesity but not yet specifically discuss about toddler obesity.

4 Result and Discussion

4.1 Design Concept

4.1.1 Message Strategy

Through insights gained from target audiences, it is found that they are very concerned about their child's health, wanting the best for their child, and wishing to give them a full affection for their child. But most mothers express the affection by providing excessive intake because they do not know the right meal portion size. The solution of the problem is to use a healthy plate method that is easy to do and the portion and nutrition of the toddler is definitely fulfilled. Thus, from that solution can be inferred into some keywords that are portion, nutrition, cukup (enough), fullfilled, and right. Then the result of the message is "Dengan metode piring sehat, cukup porsi makannya, balita juga cukup gizinya". To support and shorten the message there is a tagline which is "Mudah ukur porsinya, cukup ukuran gizinya". This tagline answers the concerns of mothers who fear their children to lack of nutrients intake and describe the solutions offered from healthy plate methods.

4.1.2 Creative Strategy

The selection of media is based on a creative strategy for the campaign design desired goals that can be achieved. The selected and designed visual media must be based on the results of a thoughtful and reality-based strategy. How successful advertising works will lead to six types of consumer responses that hear or see, feel, think/ understand, believe, connect, and act. These six effects are called Facet Model Effects [11]. Through the method of Facet Model of Effects by Sandra Moriarty, it is expected that selected media can create some effects as follows:

Table 4.1 Selected Facet Model Effect and Media [11]

Communication purpose	Consumer response	Stimulator	Media
Perception	See/hear	Awareness	A poster containing a message or question whether a cute fat toddler is definitely healthy.
Emotion	Feel	Resonance	Video that tells the story of mothers who want their children fat even though it should not be the achievement that must be achieved.

Kognition	Understand	Cognitive Learning	An event which contains a talk show about healthy dishes, toddler nutrition, and application launching. Social Media which contains information about toddler eating patterns.
Association	Connected	Symbiolism Conditioned learning	Ambient media in the form of plates that already have boundaries, as well as merchandise.
Persuasion	Believe	Motivation, influence	Vidco for application tutorials.
Behaviour	Act	Try, Prevent, Dodge	Using an application that can measure the portion and weight of toddlers, and also twibbon.

4.2 Visual Concept

4.2.1 Visual Style

From the results of the analysis, it was found that the target audience like a simple visual but still fashionable, minimalist, and comfortable. Therefore, the results of the visual style are colorful and minimalist.

4.2.2 Typography

The selection of typography is adjust by the topic of designing a campaign about toddler, so the typography is using Roundy Rainbows Fonts for a decorative font type, and Arial Rounded Bold Fonts which are fonts with sans serif font type. The reason is that the target audience can understand that this campaign is about toddler that is cheerful and not rigid.



Fig. 1. Font Roundy Rainbows (Source: DaFont.com)

4.2.3 Colors

Based on interviews conducted, the target audience like the colorful colors but still have a calm impression. Therefore the author uses pastel colors. The author uses pastel red as the main color because the red color is believed to symbolize the warmth and love, which in this design is about the warmth and love of a mother to her child. In addition there are colors that support which are the blue that symbolizes comfort and peace, green symbolizes fresh and healthy, and yellow symbolizes warmth.

4.2.4 Logo

The design of this campaign is called Cermat Ukur Porsi Anak which shortened to Cukup Nak. The logo is a typographic logo that said Cukup Nak and there is a spoon and fork shape in its letter mark. Shape spoons and forks are taken because the author wants to symbolize the activities of eating the right portion of the meal by toddler..



Fig. 2. Logo Cukup Nak and Color Tone (Source: Author Documents)

4.2.5 Poster

This poster aims to target audiences to give attention to obese toddlers about their health. The poster is planned to be deployed at *posyandu*, hospital, kindergarten, playgroup, and malls.



Fig. 3. Perception Poster and Emotion Video (Source: Author Documents)

4.2.6 Video

The video about obese adults and tells us that the cause of his obesity is because when he was toddler, his mother gives an excess portion so he became obese from toddler until adult. From this video, it is expected the target audience to be touched and minded to care about the right portion for the toddler. This video will be shown on youtube and an instagram ads.

4.2.7 Event

Events are created so that target audiences can understand the topics of this campaign through talk shows and app launches. Also the event held a shopping challenge with attractive prizes for the target audience who are interested to come to the event.

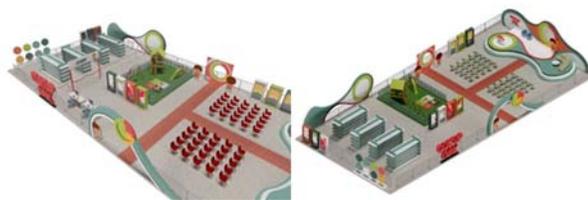


Fig. 4. Cukup Nak Event (Source: Author Documents)

4.2.8 Ambient Media

Ambient media created so that the target audience still remember the message delivered through the event about the right meal for toddlers. The strategy is to display a picture that

show a plate that has been divided into three section and contains steps in presenting the right portion for toddlers.



Fig. 5. Cukup Nak Ambient and Merchandise (Source: Author Documents)

4.2.9 Merchandise

There is also a merchandise that will be distributed after the event for the target audience hoping that they will remember all the message from the campaign.

4.2.10 Web Banner Ads

Application ads will be distributed through web banners on websites that frequently visited by mothers such as blogs about toddler health. The idea of the visual for web banner is a drawing made by toddler in piece of paper taped on refrigerator. The drawing tells that the toddler love to eat a healthy meal and get used to eat a with a portion plate.

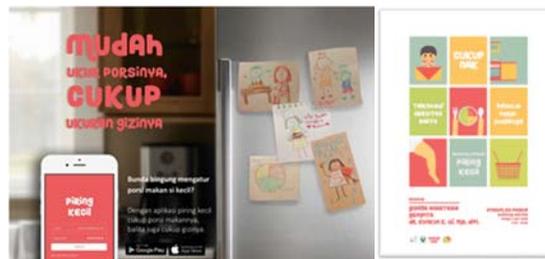


Fig. 6. Web Banner Ads and Event Poster(Source: Author Documents)

4.2.11 Event Poster

To invite the target audience to be interested to come to the event, there is a persuasion poster incorporates the visuals included in the topic and event Cukup Nak.

4.2.12 Apps

Applications called Piring Kecil (Pedoman Ideal Ukur Porsi Makan Gizi Si Kecil) that is created can help target audience to measure the nutrition and portion in one serving of a toddler meal. There are three other features; reference menu display, BMI count, and reminder.



Fig. 7. Piring Kecil Apps and twibbon (Source: Author Documents)

4.2.13 Twibbon

There is twibbon which is a media with the goal of gathering target audiences to come to the event, or coming to the event, they can post the twibbons to their social media to get their audience to get more information about the campaign.

5. Conclusion

Through the results of the design can be summarized that the factor for the high rate of toddler obesity in Bandung is because mothers tend to provide excessive portions of food without the importance of nutrition.

The design of this campaign has a purpose to educate mothers to know the proper portion of eating for toddlers and to change their thinking towards fat toddlers. All media used are decided from the analysis of the behavior of the target audience.

It is expected that with the design of this campaign the mother can change the mindset and behavior so they will care about the portion of the toddler's eating so toddler obesity in Bandung can be prevent.

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