

# Visual Communication Strategy of the Benefits from Balancing Consuming Sweet Stuff with Water

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## ABSTRACT

Consuming water according to your body's daily needs is important and should be taken as a healthy lifestyle. Although it is known that consuming water has many benefits, many people still ignore this healthy lifestyle and choose to consume sugary drinks, sweet foods instead of drinking enough water. Consuming sweet stuff is not a bad thing, but if it is consumed in large amounts, and is not balanced by consuming water, it will be harmful to the body and will cause obesity. The purpose of this study is to provide information, change mindsets and habits about the importance of consuming water in accordance with the needs of the body in order to have a healthier life and avoid obesity. Using qualitative methods, conducting observation processes and collecting data through literature studies and interviews. The target of this topic is in the age range of 19-23 years. Through this research, we found that using digital media and a water reminder app will cause a new experience among the audiences and expected to change their mindsets, lifestyles and habits to live healthier through the consumption of proper water.

**Keywords:** Water, Sweet Stuff, Obesity, Visual Communication, Strategy

## 1. INTRODUCTION

Many people think that drinking water is something that isn't important. Many people prefer to drink water that has a color/taste because besides it looks more attractive, the taste served to consumers also spoils the tongue more.

Drinking 8 glasses of water a day is healthier and very important for the survival of our lives. Because the human body is made up of 60% fluid [1]. Lack of fluids will certainly affect the performance of our body systems, such as dehydration, difficulty concentrating, loss of consciousness, diabetes which can lead to obesity, and many more. Many factors underlie people forget to consume water, some of them; forgetting because you are on the move, preferring a tasting drink, and avoiding excessive urination [2].

However, being hydrated is a daily necessity. Unfortunately, there are still many people around us who don't drink enough water. The daily four-to-six cup rule is for generally healthy people. It's possible to take in too much water if you have certain health conditions, such as thyroid disease, kidney, liver, heart problems; or if you're taking medications that make you retain water, such as NSAIDs, opiate pain medications, and some antidepressants.

How much water a day should you drink if you fit into that category? There's no one-size-fits-all, water intake must be individualized, and you should check with your doctor if you are not sure about the right amount for you.

But a healthy person's water needs will vary, especially if you're losing water through sweat because you're exercising or because you're outside on a hot day. If you're wondering how much water you should drink on those occasions, speak with your doctor, but a general rule of thumb for healthy people is to drink two to three cups of water per hour, or more if you're sweating heavily [3].

### 1.1. Daily Sugar Intakes

Sugar is a source of energy needed by humans. However, consuming large amounts of sugar is also not good, not only will it trigger rapid body weight gain, but will also make us obese.

Therefore, we need to know what amount of sugar we can consume in a day, it is recommended by the Ministry of Health of the Republic of Indonesia per person per day is 50 grams of sugar or the equivalent of 5-9 teaspoons. But for those of you who regularly do activities and exercise, maybe you don't need to worry because your body's system can burn lots of calories. But still consuming large amounts of sugar is not good either [4].

### 1.2. Drinking Sweets Stuff vs Obesity

Obesity is a state of increasing body weight due to excessive accumulation of body fat. The tendency for obesity to occur is based on eating and drinking patterns that have a high intake of simple sugars. Today's teenagers like to consume

sweet stuff, this can lead to obesity in children/adolescents & will increase the risk of obesity in adulthood.

Simple sugars that are commonly used as added sugars are glucose and fructose which are commonly found in sweet stuff. Fructose can be found in various types of drinks and other sugars that are added to food and beverages. Fructose itself affects the brain, which slows down brain function and leptin resistance. Long-term fructose consumption increases calorie intake due to loss of satiety signals in the brain which results in being overweight [5].

Therefore, it is hoped that adolescents can pay more attention to life patterns by reducing sweet stuff by consuming water. Water used for human consumption that meets the requirements, namely: odorless, colorless, tasteless, does not contain harmful microorganisms, and does not contain heavy metals. The behavior of consuming water is the act of using pure water or clear water that is not mixed with additives. Because in fact, most Indonesian people prefer sweet stuff rather than water.

Currently, many adolescents consume drinks other than water, namely soft drinks, drinks containing caffeine, or even consuming alcoholic drinks, which if consumed continuously will have bad effects in the future. Besides that, the teenagers lack of understanding about the importance of water is also one of the main factors why many teenagers still avoid consuming water regularly [6].

### 1.3. Sweet Stuff vs Water

Some of the sweet stuff that we consume in a day can have sugar intake that exceeds our daily sugar intake, this can cause side effects, but when balanced with drinking water it can avoid these side effects [7].

**Table 1** Sweet Stuff vs Water [8]

Sweet Stuff	Water
Obesity	Avoid Obesity
Diabetes	Healthy Body
High Cholesterol & Heart Attack	Maintained Skin Health
Tooth Decay	Overcoming Health Problems
Certain types of cancer	

### 1.4. Benefits of Consuming Water

- **Healthy body**  
By consuming water and adequate intake of water can help the body to replace fluids lost after activities.
- **Maintained Skin Health**  
Skin health and beauty are also better maintained if we have sufficient water intake. Regularly consuming water can help increase blood flow in the skin.
- **Overcoming Health Problems**  
Adequate intake of water can also help overcome certain health problems, one of which is urinating blood due to minor urinary tract infections. Regularly drinking water can also overcome small urinary tract

stones. This is because consuming enough water can help expedite the process of removing food and beverage scraps. Leftovers can be excreted through sweat, urine, or feces [8].

- **Water to Prevent Obesity**  
Maintaining adequate body fluids by consuming lots of water is very good for health, even according to experts, consuming lots of water can also reduce the risk of obesity. The intake of two glasses of water during class hours has been shown to reduce the risk of obesity in children. There are at least three mechanisms by which water can prevent fat, if the body is sufficiently hydrated or not dehydrated, fat burning can take place more optimally. Of course, you still need exercise to burn fat. Water intake is only to optimize the process. The next mechanism, according to Prof. Hardinsyah, is to trigger a feeling of fullness. Adequacy of body fluids will create a feeling of fullness so that you avoid the risk of overeating, if you usually enjoy snacking, adequate water intake can prevent this behavior. The key is a balanced intake, meaning that the body does not lack fluids. However, excessive water consumption is also not without risks. A kidney and hypertension consultant from Cipto Mangunkusumo Hospital revealed the risk of excessive drinking. Loss of body fluids by as much as 5-10 % can reduce the cognitive abilities of the brain. The impact can be dizzy and difficult to concentrate [9].

## 2. METHODS

The methods used in this writing are qualitative and quantitative. Qualitative research aims to better understand events in real terms, because the data is obtained directly from the words of the informants. The method is useful for getting more in-depth data. While the qualitative method is used less to calculate how much the target consumed sweet stuff in one week, then to find out how often the target is to consume water in a day.

Data collection methods used were literature review, questionnaires, and interviews. Literature reviews are obtained through articles on health sites. While the questionnaires and interviews were conducted using the Google Form.

## 3. RESULT AND DISCUSSION

### 3.1. Data Interview

With male (48%) & female (62%), 100% of respondents responded that it's important to consume water every day in order to avoid dehydration (42%), refresh the body (8%), the body needs water (17%), maintain body health (13%), restore body fluids (4%), maintain water balance (4%), prevent heartiness (4%), meet body fluids (4%), and to keep them of from thirsty (4%).

The target is taking 3-4 glasses per day (24%), 5-6 glasses per day (9%), 7-8 glasses per day (48%), > 8 glasses per day (19%).

86% of targets say they like sweet stuff, while 14% dislike it. The reasons are delicious and refreshing (38%), increase blood sugar (8%), improve mood (4%), generate energy (4%), taste sweet (15%), varied taste (8%), bored drinking water (4%), being hype like boba (4%), tasting (8%).

The target was consuming sweet stuff and responded 1-2 times a week (52%), 3-4 times a week (24%), 5-6 times a week (19%), > 7 times a week (5%).

100% of respondents responded that they like sweet foods because they are delicious (26%), sweet food lovers (39%), need sugar intake (5%), raising mood (13%), dessert (9%), being in want (4%), and other reasons (4%).

The target responded to know that sweet stuff can cause obesity (95%) and did not know (5%).

Target responses are: yes, I am obese (29%), and no, I am not obese (71%).

The targets responded that the reasons why they are not consuming water according to their body needs are forgetting (57%), focus on activities (29%), laziness (14%).

#### Result:

Regarding the data from the interview, 100% of the respondents are aware of the importance of drinking water. The reason most people consume water is just to avoid dehydration. However, they forget that consuming water is important for body health and must be under the body's needs.

Water has an important role in all bodywork. If your adequacy is disturbed, several health problems will come. Consuming sweet stuff should be balanced with the consumption of water to neutralize the intake of sugar contained in sweet stuff consumed [10].

After conducting interviews with many respondents, we found that many of them didn't consume water according to their body needs because they were busy with the activities they were doing, and some were lazy or even forgot if they had not consumed water.

### 3.2. Persona

Table 2 Persona 1

A	B	C
a person who is concerned with health.	a person who is quite concerned about health.	Is a person who does not pay attention to health
Not consuming sweet stuff.	Consuming sweet stuff with reasonable doses.	Consuming large amounts of sweet stuff, even addicted to sweet stuff.
Usually consume water according to the recommendations.	Usually consume 4-6 glasses of water per day.	Consuming 3-4 glasses of water a day, often forget to consume water.

Table 3 Persona 2

D	E	F
A person who pays attention to health but sometimes likes to be negligent.	People who know about health but feel they don't care.	Is a person who pays attention to calories when consuming food/drink.
An office worker.	People who like to hang out.	Not consuming sweet stuff.
Eating sweet stuff at certain times or when you want. Usually consuming water as recommended, but due to heavy activity, sometimes is negligent.	Consume more sweet stuff than plain water. Usually, they rarely consume water because they are lazy and prefer to consume sweet stuff.	Exercise regularly, Usually consuming water as recommended to keep the body's metabolism is a person who pays attention to calories when consuming food/drink.

### 3.3. Target Audience

The target of this topic is teenagers to young adults, 19-23 years. The reason we choose teenagers - young adults, is because at these ages, there's awareness of obesity, besides they also start to care about appearance. At the age of 19-23 years, the body's metabolism is at its peak, but after that, the body's metabolism will slow down. So, a healthy lifestyle by consuming water is important to do from an early age [11].

### 3.4. Objective

Based on the results of interviews and research, it can be concluded that the target audience knows the importance of consuming water, but they often forget to drink an equal amount of water. So, their consumption of sweet stuff can't be neutralized as a result they tend to be obese.

Therefore, what we want to convey through this topic is to provide information & change the mindset & habits of the target audience to consume water according to the body's needs to have a healthier life and avoid obesity.

### 3.5. What to Say

"Consumption of water according to the needs of the body will make us healthier and avoid obesity due to drinks and sweet stuff."

### 3.6. Insight

#### "Drink Water is Important, but I Often Forgot"

That teenagers to young adults generally understand that drinking water is very good for health. However, they often forget to drink water according to their body's needs. Therefore, this campaign aims to inform, change their mindset and habits about the importance of consuming water according to the body's needs to have a healthier life and avoid obesity.

**Customer Insight: Drink water when I feel thirsty.**

### 3.7. Communication Journey

**Table 4** Communication Journey 5A

	Aware	Appeal	Ask	Act	Advocate
Customer Behaviors	Sweet stuff is more attractive than water, a busy activity also often makes you forget to drink water.	As a result of consuming sweet stuff that, as not balanced with drinking water according to their needs, obesity & other dangerous diseases.	Get information about the benefits of drinking water to avoid obesity.	Get information about the importance of consuming plain water, so that you find out the amount of consumption that suits your body's needs.	Getting the benefit of the information provided.
Possible Customer Touch Points	Knowing that there is a campaign about the Benefits of Drinking Water.	Become interested in the campaign about the Benefits of Drinking Water.	Looking for information through digital media	Drink water according to the body's needs. I slowly avoid obesity by consuming water according to the body's needs. Get information about the importance of consuming plain water, so that you find out the amount of consumption that suits your body's needs. Drink water according to the body's needs.	- Get used to and change the pattern of life to consume water as needed. - Share this campaign with others.
Key Customer Impression	I was reminded to drink water.	I don't want to be obese & other dangerous diseases because of not consuming enough water.	It turns out that consuming water can prevent me from obesity and other dangerous diseases.	I slowly avoid obesity by consuming water according to the body's needs.	- I can avoid obesity and other dangerous diseases - Share experiences and campaign information with others.

### 3.8. Communication Strategy

**Table 5** Communication Strategy

Who	The Benefit of Drinking Water
Says What	Drinking water according to the body's needs is very important to maintain a healthy body and avoid obesity
In Which Channel	Using digital media.
To Whom	Target audience (19-23 years old)
Effect	We hope that our campaign can help the audience to remember drinking water according to the body's need so they can be healthier.

### 3.9. The Challenge

How to aware people about drinking water according to body's needs effectively.

Because we are not a health institution, we are less trusted, the human challenge is we often forget to drink water according to the body's needs. (I drink when I'm thirsty).

### 3.10. Reason to Believe

Through changing your mindset and habits, you will live a healthier life and avoid obesity.

### 3.11. Idea

#### "Stop Being Ignorant"

This idea means to stop being ignorant because of lack of awareness, we have to stop being indifferent to our health & change our mindset and life to be healthier by consuming water. As we know, consuming water has various benefits, but the majority of people often forget to drink water according to their body's needs.

Through this idea, it would convey the awareness that drinking water must be increased because it can prevent obesity and various other diseases. It also wants to inform targets that it's okay to forget the importance of drinking water according to the body's needs rather than remembering the benefits, but they don't care. This idea is presenting visuals with symbols depicting the consequences of rejection, stubbornness, and ignorance.

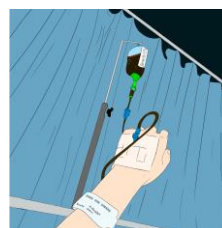
### 3.12. Visual Recommendation



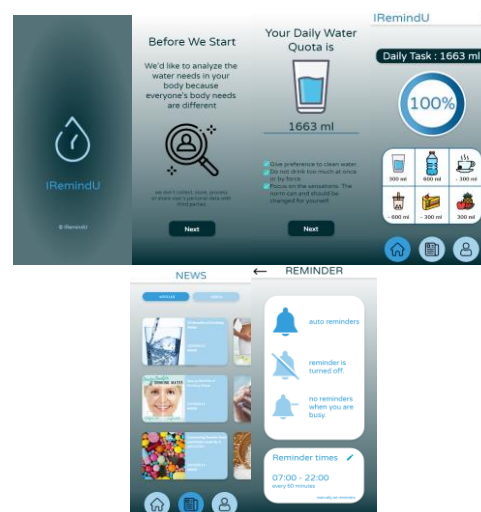
**Figure 1** Visual Recommendation 01



**Figure 2** Visual Recommendation 02



**Figure 3** Visual Recommendation 03



**Figure 4** Visual Recommendation 04

### 3.13. Result

Therefore, the challenge is how to make the target aware of drinking water according to the body's needs effectively. So, in order to change their mindset & habits about drinking water. The creative solution is by doing online activation through digital media to spread how important it's to drink water according to the body's need more widely and create a water reminder app, so targets can try new experiences while remembering themselves to drink water. The strategy also involves cooperation with several health institutes that support our activity and media act. By doing all this communication will help targets change their mindset and habits to live a healthier life and avoid them from obesity.

## 4. CONCLUSION

The conclusion that can be drawn is that we must be diligent in consuming water even though it is hindered by activity and feeling lazy, because besides avoiding obesity, water can also help us to stay healthy. Therefore, we found a Visual Communication strategy through campaigns with digital media and the creation of a water reminder application which is expected to change mindsets, lifestyles and habits to live healthier through the consumption of proper water.

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