

Health Awareness Raising with '5 Minutes Workout' Digital Campaign

Andreas James Darmawan¹, Ni Putu Suryawati², Sri Utami³

¹ Visual Communication Design, Institute of Design and Business Bali, Indonesia

² Visual Communication Design, Institute of Design and Business Bali, Indonesia

³ Visual Communication Design, Institute of Design and Business Bali, Indonesia

Abstract

Health Awareness is important to have a healthy body and good physical fitness. It is something that must be maintained, especially in the post-pandemic period. Another factor that triggers people to ignore health and physical fitness is because it is considered to waste time and there are not many health sports models whose implementation is simpler and shorter. Therefore, a solution is needed in the form of a campaign about short exercise for 5 minutes that can be done at home or office. The method of collecting data for this digital campaign is through observation method, observing one of the sports fields in Denpasar, also by distributing questionnaires, and by interviewing 3 people. The results will be used as basic design concept, and will be digitally campaigned in form of active and healthy short exercises. Campaign will be compiled with digital media in application, with the style of pop art design in order to gain '5 Minutes Workout' campaign.

Keywords: Digital Campaign, 5 Minutes Workout, Health.



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INTRODUCTION

The younger generation is the nation's generation that is expected to be able to participate in the Indonesian nation's awareness of health. The younger generation in their busy schedules divide their time between making work assignments and participating in various activities, some even work while studying, it is important to have a healthy body and good physical fitness. In addition, the character of the younger generation who often prefers me time when they have free time rather than doing activities or activities that can improve health and physical fitness. Another factor that triggers the younger generation to ignore health and physical fitness is because it is considered time-consuming and there are not many health sports models whose implementation is simpler and shorter. According to Bushman, exercise is one of the many lifestyle factors that have a huge impact on a person's physical fitness. Therefore, optimal exercise is needed to improve health and physical fitness [1].

Sport in other terms, namely exercise, is now widely heard among the community and even the younger generation. Workout is another word for physical exercise in the form of activities carried out by someone to improve or maintain body fitness [2]. The term workout is often used to describe sports activities. Based on the results of a questionnaire conducted by the author on the younger generation, it is known that 50% of the respondents do not exercise even at home for reasons of being busy and lazy. The author also observed exercise activities in the morning in public places such as one of the sports fields in Denpasar City, namely Niti Mandala Renon Field and the people who exercised were dominated by the age range of 30-45 years citizens.

The 5 minutes workout activity for the younger generation, especially in the city of Denpasar, is interesting to bring up because it is important to maintain fitness in the midst of busy activities and can avoid disease. However, not many young people know and implement this activity. This is due to the lack of media information and education to the younger generation about the importance of exercising. Therefore, the author will design visual communication media as a means of 5 minutes workout campaign for the younger generation in Denpasar who will collaborate with Celebrity Fitness Denpasar and are expected to understand the benefits and impacts on the health of the younger generation and young generation in general.

LITERATURE REVIEW

Thus, this activity will be continued with a digital media campaign. With this digital media, it is hoped that the campaign can last for a long time. Where many from the Indonesian generation, not only young people

Corresponding author

james.darmawan@idbbali.ac.id; suryawati.putu@gmail.com

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can also enjoy this campaign. According to Hayles [3], to evaluate the impact of digital technology, we need to consider a series of processes that may occur. After that, the selection of effective digital media is very important, starting from email, websites, mobile applications, text messages, and various other digital files. How the audience wants to save and even want to spread the campaign they believe in. Only then can everyone participate in this digital technology-based campaign.

Even according to Ess [4], in the past; health enthusiasts often haunted the fitness center, now they tend to access the resources, they need through application searches. Perhaps most significant at this level is; the feeling one that the world of health is at one's fingertips. To access and retrieve information on a global scale, has a significant impact on how one thinks about one's place in remote places, but does not feel the least bit remote. [5] Likewise, efforts to maintain ethics such as random health digital campaigns. The first attempt is to identify more precisely the ethical points that can be made; beginning with exploitation (including sexual exploitation) but not exclusively. What's more, it's obvious that data gets privacy or even anonymity, so campaign results are expected to have all that content.

Digital campaigns that Freeman [6] finds successful are those that help users to join a particular community. It can establish user identity; such as avatars that allow participants to express a part of themselves. Users will love to interact in this digital campaign because they can freely name or not. Sometimes it provides an opportunity to win relevant or desired prizes. All of this is mostly done by the online marketing division to increase meaningful and inviting participation. [7] Wakefield's Programs offering rewards for participating in spreading marketing messages are also possible. Can't enjoy that once the digital campaign is launched, growth starts to grow actively. For this reason, a communication strategy is needed to ensure and maintain campaign messages, users must be able to receive and easily share campaign information with others. Ideally, campaigns should spread from friends automatically or require no coercion and further coercive action against users.

Building a culture for doing health, can be by promoting progress in self-campaign [8], through social media will require a special campaign hashtag. It is a form of marketing that is carried out through the mainstream media, and has a positive immediate effect; on behavior in developing more positive methods. The great advantage of online media; it is the value of experimentation in communication techniques. [9] The same goes for visual experimentation in a message, which is less resource intensive and potentially less risky; considered more effective in investing attention than conventional campaign patterns. These small-scale experiments can assess the content of messages that are more appropriate, on the right platform, and delivery times are also potential points in developing successful digital campaigns.

RESEARCH METHODOLOGY

This research method is qualitative, where creative strategies are obtained through three stages of a qualitative process, namely: (a) three data collection processes; which consists of: observations, interviews, and questionnaires; (b) two analytical processes; consisting of: SWOT and VALS; (c) three processes for selecting target market segmentation; consisting of: demography, geography and psychography; From this all three creative strategy-making processes are formed; consisting of: message, strategy, visual style, positioning and mediation.

Observation; In the observation method, the author's team looked for data by direct observation with objects related to one of the fields in Denpasar City, namely the Niti Mandala Renon Field. The data obtained becomes information in the process of designing visual communication media as a means of digital campaign '5 Minutes Workout' for the younger generation of Indonesia. Observations were made to find out or get data about the enthusiasm of the people who exercise in the field and observe their age range and what sports are mostly done.

Questionnaire; In the questionnaire method, the author's team conducted research or a survey consisting of a series of written questions by distributing a questionnaire in the form of a google form to the public, especially young generation to find out how often they do sports or workouts, to find out the duration of their exercise, and what makes them lazy to do sports. exercising.

Interview; In this interview method, the author's team interviewed 2 doctors and 1 sports activist. The doctor is dr. Yulaimah who was contacted from the klikdokter application and dr. Luh Wira Pusvitasari who is a general practitioner at Surya Husadha Clinic Nusa Dua, while a sports activist named Ariyitna Zianet Charmeis who is one of the mentors at Celebrity Fitness Denpasar. Interviews are needed to obtain information about the importance or benefits of exercise for health.

SWOT analysis is a strategy using a framework of strengths, weaknesses, opportunities, and threats with the aim of designing a campaign or promotion strategy. The SWOT analysis is divided into two, namely internal factors which include strengths and weaknesses and external factors which will include opportunities and threats to the '5 Minutes Workout' campaign for the younger generation. Based on this analysis, the author concludes the results of data analysis as follows:

From the internal side: Strength; namely maintaining health and fitness, can be done in a short time, foster good habits for exercise, can be done in the room, living room, home page and does not require a special place to exercise, can be done without special sports equipment. As for Weakness; namely activities that are dense so that there is no time for exercise, done irregularly, lazy to do workouts or sports, lazy because they prefer to play gadgets than doing workouts, cannot manage time between sports and other activities.

Meanwhile, from the external side: Opportunity; namely the lack of information about the importance of exercise or exercise, the delivery of information can be easily via social media, there are workout or sports activities held every Sunday, can be done at home even in rooms with minimal equipment, can be done by people who like to exercise. As for the Threat; lack of public awareness to exercise, young generation still think that exercise takes a lot of time, young generation think that workouts must be in a special place, many people don't know the benefits of exercising, the environment is not supportive for exercising.

VALS analysis is an analysis that is viewed from the point of view of values, attitudes or behavior, and a person's lifestyle or lifestyle. VALS is used in research on a person's behavior and lifestyle to determine market segmentation. The target group in the '5 Minutes Workout' campaign is the experiencers community, which is a young generation that tends to have low social and physical activity and wants to try new things.

Values; the target audience based on value is a young generation that is open to new things, innovative, easy to adapt to the surrounding environment, and flexible with time. Attitude; The target audience based on attitude is that people in particular have busy activities such as frequently attending organizations, attending college and work, and feeling lazy to exercise. lifestyle; The target audience based on lifestyle is people who prioritize career or work, like to socialize, like prestigious products and services that can show their success with their coworkers.

About target market segmentation; demographic segmentation is the grouping of consumers based on age, gender, education, occupation, and religion. The target of this campaign is for the community, especially young generation who are late teens. According to Sarwono in Putri N. Hanan, late adolescence is someone who enters the age of 18 – 25 years [10]. Late teens who come from the general public, both girls and boys for all types of circles and religions, are young generation and have many activities or activities.

Based on the geographical location in terms of factors, the desired target area is the community, especially people who live or work in big cities. According to psychographics or market segmentation related to hobbies, preferences, habits, and lifestyles from this campaign, people are aware of the importance of keeping their bodies healthy and fit because late teens think more realistically and have a good attitude so that they are more mature in their work. how to deal with problems.

Visual messages; is a form of message conveyed in the '5 Minutes Workout' campaign, which is more directed towards a persuasive visual communicative message. The form of persuasive communicative messages aims to change or influence a person's beliefs, attitudes and behavior so that they act according to what the communicator expects because the purpose of this campaign is to invite the audience to be interested in implementing a healthy lifestyle with '5 Minutes Workout'. The content of the message contained in the media campaign is delivered in a concise, clear, and concise manner. Some of the sentences that will be used include "healthy body and mind with a short workout" and several other sentences that will be used for several media. As for the visual strategy; The method used is to use photographic illustration techniques for print and video media by using direct models so that the audience can see the original visuals of the workout movements. In video media, it will be processed using cropping, cutting, and editing techniques. The typography that will be used in this campaign is sans serif font to make it clear, firm and easy to read.

Positioning in the '5 Minutes Workout' communication strategy is related to how the audience places a product, brand and company in their brains, in their imaginations, so that audiences have certain judgments. The design style that will be used in the campaign designs is to use a pop art design style with the use of gradations of bright colors to create an impression of motivation and enthusiasm. The advantages of the media from this campaign are starting from videos which will be made more interesting

and fun to be followed by camera positions that do not only use one shooting technique to clearly show the technique being carried out. There is also social media content that will contain various workout techniques supported by their benefits for the body, while other media will contain information about workouts ranging from workout poses, benefits, stages of workout movements and other knowledge about workouts. This campaign will emphasize the importance of maintaining a healthy body in order to stay healthy and fit in carrying out activities. This has prompted the holding of the '5 Minutes Workout' campaign for the public to exercise regularly.

FINDING AND DISCUSSION

Workout in the sense of a noun or adjective which means to do an activity session or more specifically is to do a sports session [12]. Workout has become a trend among the public because since the beginning of 2021, various activities including sports have begun to be carried out at home due to the Covid-19 pandemic spreading in the community. The types of exercise that many people do are cardio and calisthenics. Cardio workout is a type of exercise that can trigger the heart rate and pump blood faster while calisthenics workout is a set of motor movements to build body muscles that is done using only the ability of body weight [13]. In practice, exercise can be in the form of certain movements that can be combined and have various benefits for the body. According to Sari et al, the benefits of exercising are maintaining physical fitness, maintaining a healthy body, getting an ideal body, tightening muscles, increasing immunity and wanting to get happiness and avoid stress [14]. Workouts that are done regularly will produce many health benefits, both physically and mentally, such as helping healthy brain function and memory, helping to increase body energy, improving bone and muscle health, helping to lose weight and can reduce the risk of chronic diseases.

Visual Style; which uses digital media for the '5 Minutes Workout' campaign, namely the visual pop art style. According to Susanto in his book, *Diction Rupa*, he explains that Pop Art or Popular Art is an art development that is influenced by the phenomena of popular culture that occur in young generation [11]. This style was also born because of the touch of the chest that influenced the next era, around 1970 s.d. 80s. Pop Art was started in London in the mid 1950's by an independent group of artists and intellectuals. The pop art style was chosen because it has the impression of being passionate and full of color.



Figure 1. Campaign Logo. Source: Researchers File.

The pop art style that will be applied to this campaign includes bright colors from the pop art concept that can increase motivation and enthusiasm, using visual elements of dot or raster dots, geometric lines motifs or letters that will be made in large sizes. The visual style on the video thumbnail will use a photo from the workout mentor with the addition of a workout title, supported by a bright background color with gradations and visual elements of dot or raster dots to match the character of the pop art design style. This thumbnail design will be used on Youtube and other media. The application of text in pop art visual style media uses more sans serif and bold font types to make it clear and easy to read. Dot or raster visual elements can also be applied to the text plus a thick outline on the text to clarify and emphasize the text.

The visual communication design strategy as a means of the '5 Minutes Workout' campaign is the campaign logo, digital applications, video tutorials, and social media content. Then there are also supporting media in the form of some merchandise in the form of sports t-shirts, drinking bottles or tumblers and sports towels. The distinctive feature that will be displayed in the campaign designs is the use of bright colors with gradations. Will display models with photographic illustrations and use a sans serif typeface.

The design concept in designing a digital media for the '5 Minutes Workout' campaign, of course, must carry out an analysis first before starting to create a media. After the analysis process, strong concepts and ideas will be obtained to be accepted by the community, especially the younger generation. To get the concept, the writer did a brainstorming first. There are several keywords that will be used as a reference for the author in designing visual communication media, including active, healthy and short.

The poses were chosen because the people's routines are mostly involved in various activities, so that the community is required to be active in various things. Healthy is chosen because if the body is healthy then all activities will be carried out and carried out with maximum results. A healthy body can help to be active in various activities. Short was chosen because the workout time can be done in a short time in the midst of busy people.

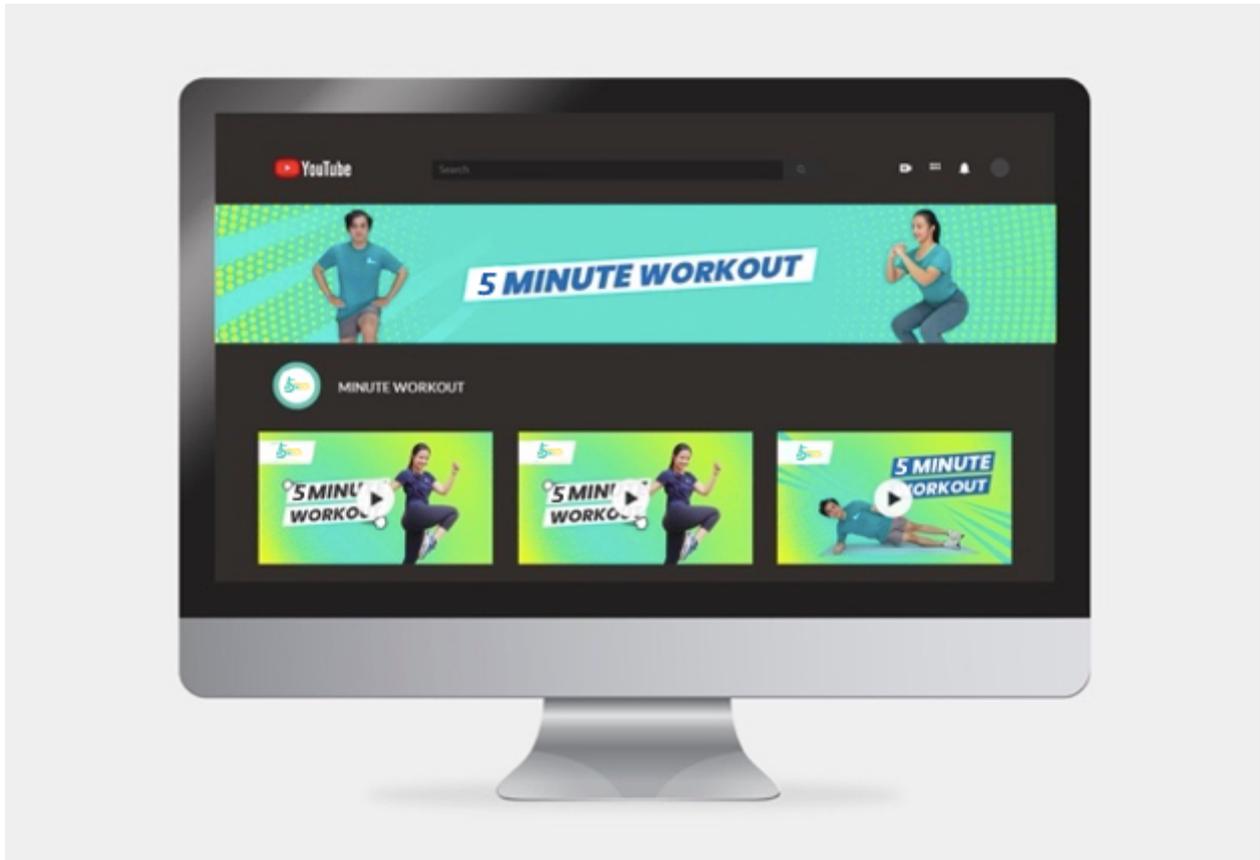


Figure 2. Digital Campaign Video. Source: Researchers File.

Based on the keywords above, the author got the concept for this campaign which is "active and healthy with a short workout". With a short workout, you can improve your health and be able to actively do many activities. The delivery of this concept will be packaged attractively with a pop art design style. The application of the pop art design style uses bright and bright colors such as red, yellow, and blue. But not infrequently there are those who use the results of the combination of these colors with other colors. For example, the color Tosca is a combination of blue and green. Tosca color has a philosophy of refreshing, joy and creativity. This '5 Minutes Workout' video will be shown on Youtube, Instagram social media, and Tiktok. In a video, it will show some movements combined with additional music so that the audience is more enthusiastic in following the workout movements. The information used is to use simple and short language so that the public, especially students, are interested in reading it and can apply the '5 Minutes Workout'.



Figure 3. Digital Campaign Social Campaign. Source: Researchers File.

Suitable to arouse the enthusiasm of the audience to implement the '5 Minutes Workout'. Photographic illustrations in pop art design style can use photographic visuals that are supported by bright colors to attract the attention of the audience. Pop art photography illustrations will be applied to the media from the '5 Minutes Workout' campaign by displaying workout movements and more striking colors such as blue, turquoise, purple, green, yellow, pink and other colors that are displayed with gradations. The type of font used in this pop art design style is sans serif which is displayed larger and bolder or bolder, so that it can be clearly seen and facilitate readability. On social media Instagram will contain information about each movement that is equipped with the benefits of the movement and the same goes for e-books which will contain information about the types of workout movements and their benefits.



Figure 4. Digital Campaign Apps. Source: Researchers File.

In the workout video, it will show a video with a short duration that displays a little intro and outro, so that the audience is interested in opening it and can immediately follow the movement without having to watch a long intro at the beginning of the video and there will be a time duration shown through the

animation of seconds. Visuals in the video will use places indoors and outdoors or in open spaces around the house.



Pic 5. Digital Campaign Merchandise. Source: Researchers File.

With the design concept mentioned above, it is expected to be able to attract or invite students, especially in Denpasar, to apply a short 5-minute workout on a regular basis to improve or maintain the health and fitness of students in carrying out their activities. In addition, the audience knows the benefits and positive impacts of doing a workout, so they can participate in a short 5-minute digital workout campaign.

CONCLUSION AND FURTHER RESEARCH

After conducting research and the process of designing visual communication media as described in previous chapters, the authors draw conclusions related to the formulation of the problem, namely the right and effective media campaign to create a '5 Minutes Workout' campaign for the community, starting from the campaign logo, workout video tutorials, social media content, and merchandise in the form of sportswear and tumblers.

Designing visual communication media as a means of '5 Minutes Workout' campaign for the community that is good and effective can be through delivering messages to the target audience by designing visual communication. Informative visual communication and an invitation to do this workout can be conveyed through media that displays information related to the '5 Minutes Workout' campaign for the public, with the concept of "active and healthy with a short workout". Packed with a pop art design style that has the impression of enthusiasm and full color through bright colors from the pop art concept to attract the audience.

The author hopes that through this research, a persuasive communication is born in an attractive visual communication package to be picked up because it is important to maintain fitness in the midst of busy activities and can avoid disease.

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