

Creative Strategy: An Introduction to Recognize Body Type for Early Adolescents

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ABSTRACT

Early adolescents have been experiencing health and psychological problems caused by body types. Many early adolescents did not know enough about their body types, especially girls during their growth period. The lack of education about body types, food controls in Indonesian schools and unhealthy lifestyle are proven to be the main reasons for the problems. Descriptive qualitative methods was used for this research to acquire data such as observation, literature study, surveys, and interviews. The results of the study shows that many early adolescents experienced health problems such as underweight or obesity, also negative body image but have not heard nor known 3 body types that are made to categories human's bodies and how to prevent that. Ironically, many early adolescents only seek help from the doctors when they are experiencing health issues, and from psychologists or psychiatrists when they are old enough to pay by themselves. The framework used in this comprehensive method is a creative strategy. Simulation process named 5A (Aware, Appeal, Ask, Act, Advocate) was also adopted to help the author place each visual communication and to match the research and findings. As the result of this study, another creative strategy such as mobile game application is used as the primary media to reach the target audience in subtle and fun ways that is adjusted to their likings, proven by the amount of data on early adolescents who use tablets to play mobile games compared to other applications. However, its effectiveness requires further research.

Keywords: creative strategy, body type, health, psychological, early adolescents

1. PREFACE

Each body shape has different characteristics in terms of physical appearance. Ectomorphs have a small skeleton and little body fat, mesomorphs have a medium body frame, easily develop muscle and lose weight, while endomorphs have large skeletons and a curvy body shape [1]

During 2013-2018 in Indonesia, the trend of the prevalence of overweight and obesity in adolescents increased significantly and is at an alarming point. Meanwhile, the prevalence of underweight in adolescents aged 16-18 years in Indonesia is 8.1% (1.4% very thin and 6.7% thin). The problem is caused due to the wrong application of eating patterns in adolescents who tend to eat all the desired types of food without knowing the impact to their bodies.

A qualitative study conducted by Kementerian, P. P. N. Bappenas shows that although schools have different managements, there is no control on the type of food sold, which generally sells unhealthy foods and drinks. In addition, teachers do not understand that nutrition education in middle and high school is their responsibility [2]

A study that has been done proves that 62% out of 6,640 women in 35 cities in Indonesia have been victims of body shaming throughout their lives. Around 42% of respondents experienced body shaming because their bodies are considered too fat, and 19.6% are considered too thin [3] Several factors such as the assumption of mental disorders, obstacles from families especially parents, knowing that early adolescents are still under the auspices of their parents and expensive consultation fees are the reasons why early adolescents do not consult with experts [4]

Negative body image in early adolescents is influenced by how other people, such as family, peers and the media evaluate themselves. The negative impacts that are often caused are psychological pressure, eating and mental disorders, and poor quality of life [5]

Erik Erikson's theory stated that adolescent is a major stage of development where the child has to learn the roles he will occupy as an adult. During this stage, adolescent will re-examine his identity and also try to find out exactly who they are. Erikson suggests that two identities are involved: the sexual and the occupational [6]

Sastriyani also stated that adolescence is a crisis identity period that must be solved before the age of 20 or mid-20s so that the individuals can carry out life's duties well, have a consistent sense of self or internal standards for assess, so they will not experience identity confusion [7].

With these problems and the lack of effectiveness of food controls and education in schools, visual communication campaign was created in order to educate the target audience so that they can understand the body differences they have with the others. Furthermore, treatments to their body types are also different when it comes to achieving a healthy, ideal body during their growth period to avoid health and psychological problems. The campaign its selves will be brought and delivered in fun, interesting ways to keep the target audience entertained. For instance, the main media that was used is a mobile game application that adolescents adore while using their mobile phones or tablets. Social media sites like YouTube and Instagram also take part in distributing contents of the campaign.

Somatotype

Somatotyping is the most recent development in the 25th century history of morphological taxonomy and constitutional investigation. In the first century AD Celsus, a Roman medical encyclopedist, wrote that above all things one should know the nature of constitution, why some people are fat and some thin.

William H. Sheldon in collaboration with S. S. Stevens and W. B. Tucker in 1940 introduced his concept of 'somatotype' in *The Varieties of Human Physique*. The subtitle was *An Introduction to Constitutional Psychology*. His purpose was to provide a three-dimensional system for description of human physique. William H. Sheldon Jr classifies people into endomorphic, mesomorphic, and ectomorphic types [8]

According to Sheldon' studies, the recommended scale for each component of physique is 1-7 for the maximum [9]

In the weight room, ectomorph is often described and known as hard gainer. This type has characteristics such as thin, slender appearance, small chest, fast metabolism, long limbs, thin bones and small joints, and gains both weight and muscle with great difficulty and loses muscle easily.

Meanwhile a mesomorph has natural muscle tone and strength. This type has characteristics such as heavy, athletic body, gains both muscle and fat easily but can also lose both easily, defined muscle, shoulders that are slightly wider than hips, gains strength easily, average to fast metabolism, thick skin and noted for having ideal posture.

Lastly, an endomorph has different characteristics than the other two, such as soft, round body, short, stocky limbs, large bone structure, slow metabolism, difficulty losing fat, lack of muscle definition, and a large appetite [10]

2. RESEARCH METHODS

Qualitative method is used in this writing. Qualitative research aims to explore and understand the thoughts of individuals or groups of people that came from social or human problems.

Observations, literature study, surveys, and interviews were used in data collection. Observations were taken when one of Indonesia's Next Top Model experienced an eating disorder and was

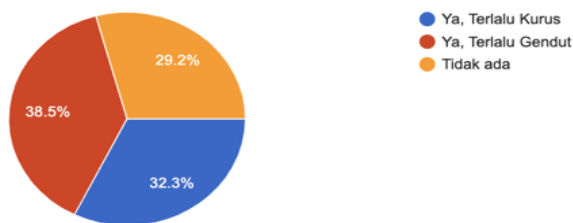
considered as a joke to the juries. Literature studies are obtained through journals and articles of somatotypes, health, and fitness. The surveys were applied to the form of questionnaires conducted using Google Forms. Lastly, online interviews were conducted with Zoom application to three personas who met the criteria of this campaign. Visual communication is used in this campaign and designed to attract the targeted audience aged 12-16 years that are more interested in looking at visuals rather than texts and presented.

3. RESULT AND DISCUSSION

Data results from the interviews shows that early adolescents were not educated about body types at all, both from schools and family environments nor did they ever hear about somatotypes. They experience health problems such as lack of nutrition that causes underweight and obesity.

Figure 1

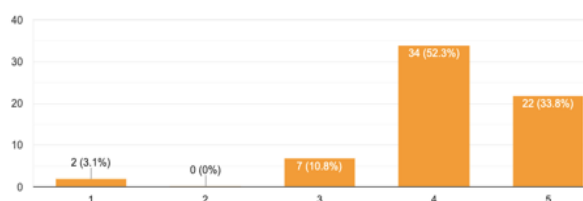
Body type survey: to get understanding about the problem the early adolescence facing off with their body type



Other than that, they also got a lot of negative stigmas from their friends and family, both usually created stigma for each one of them and caused negative body image. In that case, families that take a big role in their growth period did not offer help, they usually were told to go on an unhealthy diet. Girls of early adolescence have proven that they care about people's judgment, not only it makes them want to change their body in order to 'fit in' in the society's beauty standards, but they also change their behaviors to wear some type of clothes they like because people around them were complaining of how ugly it is on them. Unfortunately, they cannot overcome the health problem and negative body image because of the lack of curiosity to understand and to find a way to prevent both problems. With that noted, coming to a psychologist or psychiatrist were almost impossible as they are still not financially independent. Data from a survey that was followed by 65 participants, they developed a health problem that was caused by underweight and hard to breath that was caused by obesity. Besides that, they feel the need to be educated about body types so they can understand more about their bodies in order to keep them healthy and have the ideal body proportion.

Figure 2

The participants need of being educated about body types



In addition, it also conducts research on their fashion tastes because fashion is proven to increase self-confidence. According to the survey data, casual, street style and Korean style took a big part on how they dress. Other than that, research is also done on what kind of media they prefer to see, that includes visuals and colors. The result is that early adolescents prefer to see bright and fun colors applied on each type of media. The visual communications were designed to attract their curiosity about body types adapted from their behaviors and insights. As the first stage of the campaign, key visuals were served, which is an awareness stage, YouTube, mobile games advertisement and Instagram also take part. The key visual is applied on a detective board, inspired by how the detective reflects as an early adolescent who was trying to search for an answer by putting photographs and connecting the dots one by one. Photographs that were included are ectomorph, mesomorph, and endomorph. Each type was plugged to the board to show that humans have three different body types. They were connected to the creator of somatotypes named William Herbert Sheldon Jr. It also concludes the tool that is used based on the Heath Carter formula to measure the body named skinfold caliper. Sticky notes were also written for who, why and when the education is needed. On the background of the key visual, a map is placed that shows the area of this research which located in Jakarta, Indonesia. The visual is using a mix of photography and illustration.

Figure 3

Key Visual



There was a comprehensive creative strategy behind these key visuals. Starting from obtained insight from several interviews, “You Create Yourself by Accepting”. That insight came from several targets that has an opinion that people can love themselves without having to hear what people think about themselves if they are comfortable and happy about their body. Meanwhile the body copy “Get to know your body type and build your own confidence!”. It is written to invite the target audience to learn about their body type. The author came up with “Be Curious Enough” as the big idea that was applied for the hashtag of this campaign. It is meant to show the target audience to be more curious about themselves and how to treat their own body correctly.

This campaign is named “PerfectYou”, which means that every person is perfect in their own ways, to show that being themselves is already beautiful and good enough even when their body shows differences with each other. What the campaign wants to say is that “you create yourself by accepting”, but in order to achieve that, they have to learn and know about themselves first

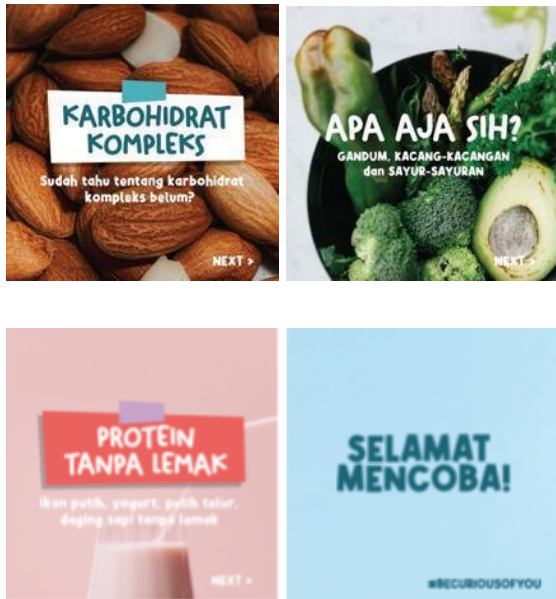
before taking any other bigger steps. That is because knowing themselves plays a big role before making any other big decisions. This campaign is showing the problem such as unheard problems that have been going on in each individual's early adolescence for years, proven of how they were piling up psychological problems and seeking help when they are already financially independent. Knowing about body types can be seen as a simple problem, when in fact it is the root of bigger problems during the growing process of early adolescence.

5A adaption process is used, which includes Aware, Appeal, Ask, Act, and Advocate. The awareness stage includes a mobile games advertisement that will be advertised on the target audience's mobile phone while playing games, a YouTube advertisement in the form of video that shows three different body types with their differences, creating a story of which type the person has. An Instagram sponsored ads also in the form of video that will be applied to stories feature on Instagram telling each of body types have their own uniqueness. Continuing from that video, target audience will be directed to Instagram and YouTube to get more information. Moving to another stage, which is appeal; the media that was used is Instagram feeds and reels. Both on the feeds and reels will be shown videos and contents of how to measure the body, to learn about the foods that each type needs to consume and prevent, also what type of exercise that one needs.

Figure 4

Instagram Feeds



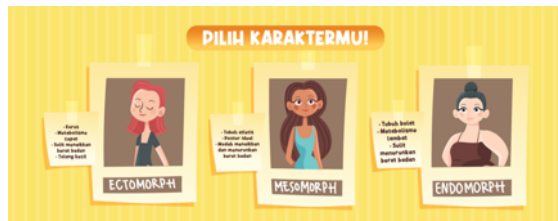


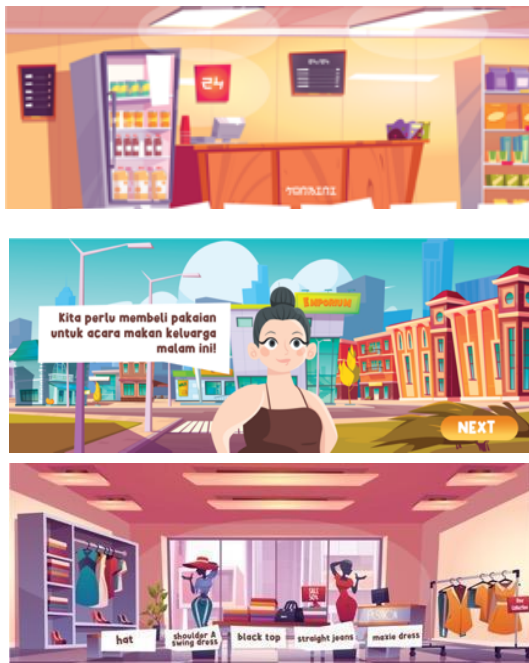
On the third stage which is ask, the media that is used is mobile games and Instagram. The mobile game is made with a gameplay of choosing a character which is each body type that the target audience has, and they have to find the right tools or foods based on their needs of the things that were listed on the lower part of the mobile screen.

Figure 5

Mobile Games







After joining the gameplay, the target audience will be directed back to campaign's Instagram and YouTube as a call to action. On the Instagram will be distributed stories about the benefits, how to play the game, and some interactions with the target audience. After the ask stage, is an action stage, which in this stage consists of the on-ground activation applied for the public using a big stage in the hall of a mall.

Figure 6

Mall Stage Use as on Ground Activation



The stage is provided with games of maximum 5 persons of the targeted audience aged 12-16 years old to find their needs including clothes, exercise tools, and foods that will be shown on digital signage to choose the right foods based on their needs. Other media that will be used is Instagram highlight which contains video or photos captured on the wide mirror of the on-ground activities and twibbon's barcode that will be provided at the end of the game on the digital signage.

Figure 7

Twibbon



For advocate as the last stage, personal accounts are used to share their experience using the downloaded Twibbon to insert their pictures after joining and learning from this campaign in order to invite subtly and attract the curiosity of others.

4. CONCLUSIONS

Based on the research that has been done, it is proven that the lack of education about body types in early adolescents causes a lot of problems if it is not handled correctly. Many young girls have been using the wrong methods in order to achieve their goals based on beauty standards. Prevention method by educating is very much needed in order to help them understand and

accept their own true self. Without education, these problems will keep continuing and become bigger problems for the long-term period. So, it is hoped the media that were used in this campaign such as social medias (Instagram and YouTube) can attract their curiosity as both of the social medias are the closest site to what they use nowadays. As well as the mobile game application as the main media in this campaign can be successfully and recommended in order to approach the target audience as a fun learning way, also as a user experience. Another thing that is used in this campaign is the use of everyday language in order to be more related to the target audience's behaviors and interest so that it can be easily understood. It is also hoped that this campaign can be an answer or long-term solution to solve the problem that was caused for the target audience, by knowing their body type, they can start loving themselves to build a positive body image and learn how to apply the right treatments to achieve the ideal body type.

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