

COMMUNICATION STRATEGY CONCEPT FOR HEALTH CAMPAIGN BY USING ON-GROUND ACTIVITY AND AN AUGMENTED REALITY EXPERIENCE

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ABSTRACT

Health problems have always been a concern for everyone, but this grew even more worrying ever since when the COVID-19 pandemic hit in December 2019. During this pandemic, there has been a social phenomenon happening emerging amongst teenagers, called "Remaja Jompo;" which means elderly youth or old adolescents that easily have body ache despite their young age. This phenomenon first emerges on social media and is referred directly to teenagers who feel fatigue, soreness, back and waist pain, weakness, and dizziness. A qualitative method was conducted to understand the habit and lifestyle of teenagers much better after the peak of the pandemic season. Data were gathered by doing observation, social media listening, literature studies, and interviews. After doing research, the conclusion that can be derived is that a health campaign is needed to encourage the teenagers to have a healthier lifestyle. Therefore, a communication strategy that consists of their interests, which is technology, must be used to convince them. One such technology would be augmented reality, which can show them the visuals that match their interest in technology. On the other hand, on ground activities can also be opted to make them more eager to move by doing small things, like casually playing games at a Sports Corner while waiting for class, or leisurely spending their time trying out our augmented reality by scanning the QR code that will be scattered around the Sports Corner Area. As a result, it is hoped this plan could encourage the teenagers to be more attentive with their health, and be more willing to move on their own as it is for their own health in the future.

Keywords: Activity, AR strategy, communication, health campaign, strategy

1. INTRODUCTION

Health problems have always been a concern for everyone, but it proves to be much more worrying ever since when the COVID-19 pandemic hit in December 2019. The COVID-19 pandemic changes a great deal of things for us, including our lifestyles; starting with the food we consume, our daily schedule, and even how we socialise with other people. Additionally, during this pandemic there has been a lot of social phenomena happening with one paradox massively emerging around the teenagers called "Remaja Jompo;" meaning the elderly youth or old adolescents that easily have body aches despite their young age. While there are studies about lifestyle during the pandemic, this phenomenon first emerges on social media and mainly refer to teenagers that feel fatigue, soreness, back and waist pain, weakness, and dizziness. However, this phenomenon has never really been studied by Indonesian researchers (B.J., 2022).

The term "Remaja jompo" actually sounds new to some of us, because this term has only been around for a while in social media and usually are usually used by others to mock or criticize someone who have stiff or aching bodies, and someone who likes to use the things that the elderly like to use, such as ointments, hot patches, and regularly consuming *Tolak Angin* (Dhef, 2022). It is believed that this phenomenon happened because of the crowd control regulations made during the peak of the pandemic to avoid another COVID-19 wave from happening by restricting people to go out and do most of the things like shopping, school, and work. The need to stay at home and

doing everything online affects a lot of student's life style, as many of them stare at their computer or phone screens for more than 12 hours a day studying online. Additionally, this also means that they would have less movement because they need to sit and pay attention to their classes; which would later lead to back pain and soreness because of not moving enough. Too much screen time will also affect the sleep cycle because of too much blue light exposure (Marteau, 2021). The COVID-19 pandemic has hit for quite some time, and it makes the new regulation go on and on for a long time. Being at home long periods gradually start to change the teenager habit and lifestyle. Teens tend to not socialise as frequently anymore, which results a change in their personalities. Most importantly, they no longer go out as much as they used to, which leads to them being less active and keep in check with their health; thus the "Remaja Jompo" phenomena is born (Perkasa & Wisnubrata, 2022). Having to learn from home and to stay at home for most of the time makes social media one of the many entertainment sources that these teenagers use to spent most of their spare time either for fun or to learn something new. While it's great to befriend technology, there is also a concern because sometimes they do not realise the risks that it may bring (Putri & Kurniawan, 2022). While a product ad is a great way to approach these teenagers, an alternative communication strategy might do better in order to make sure these teenagers who are prone to be sick to be more eager to move their body. Teenagers being close with technology is actually a great opportunity to communicate with them to move their body by using methods that would be more familiar and piques their interests. As technology advances, utilizing Augmented Reality is possible, as it is a new and fresh technology everyone (Hidayat & Setiawan, 2017). On Ground Activities are also a great way to make movements for sport campaigns, as it is easier for the target to actually move their body and make a change for their own health. Therefore, on ground activities are chosen as the most effective method possible to make teenagers move their body. Through this activity, the target audience will get to play with their friends while get a healthy body because they move their body around. Also, targets who come to a Sports Corner will be able to get Augmented Reality experience by scanning a QR code provided there to learn more about certain sports that may pique their interest, while also be able to find the nearest clubs or fields to play the sport.

2. RESEARCH METHOD

A qualitative method was conducted to understand the habit and lifestyle of teenagers after the peak pandemic season much better. Data were gathered by doing observation, social media listening, literature studies, and interviews. First, social media listening and literature study were done to learn more about this phenomenon. Next, the observation was done by observing teenagers that like to complain about being "Remaja Jompo." Lastly, conducting an interview with segmented targets from the age of 17-22, to learn deeper about "Remaja Jompo."

3. RESULTS AND DISCUSSIONS

Based from the interviews, most teenagers spend their screentime by surfing the internet through social media, they view social media as a medium to help them see and reach the outside world. Social media also provides various kinds of entertainment based on what they like or are interested in. Teens also use social media to keep themselves up to date with the current trends or hot places to visit. Some of them also use social media to see what their favourite public figure does and they admit that they tend to follow them because of the influence they got from watching them online. This also may include the fact that they try out cool technologies they saw because it had piqued their curiosity, so they want to try and see how it works on their own. However, this also happened because of the fear of missing out with the things that is happening right now. This fearfulness is also a phenomenon that known as FOMO (Fear of Missing Out); and because of it they do not want to be left behind for not understanding or knowing what people are talking about. Based on

the collected data, behaviour and insight, teenagers are always open to new technologies, especially the ones that unique and different from what is on the market. Thus, the chosen medias to support this communication strategy are, on-ground activities and an app with augmented reality features as a media to gain the target audience's interest. This is done with a goal, which is to make the teenagers actually move their body either by actually doing the on-ground activities, by finding the nearest clubs or fields and learning information like how many calories will be burnt, and how many people are needed to play a certain sport through the app.

The 5A method was used for the communication strategy, which consists of Aware, Appeal, Ask, Act, and Advocate. In the aware stage, the target will be exposed with facts that there is other fun, healthy activities to do by means of social media. Social media will also be use to promote the campaign by stages from the Aware up to the Advocate method.

Figure 1

Content example for the communication strategy



Next, to appeal the target, information regarding the campaign will be shared online, while also still having some banners in several offline sites to promote the campaign. This way, people will eventually be curious to find more about it, and enter the next stage which is that they would be looking for more information about the campaign.

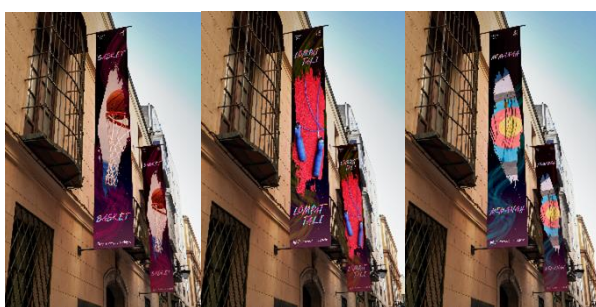
Figure 2

Appeal stage online content



Figure 3

Appeal stage content at the offline site



Then comes the act stage, where the target takes part in the campaign to fulfil their desires and curiosity towards the gig “there’s other ways to be healthy while still having fun.” Sports Corner is an on-ground activity with 3 kinds of sports; which includes mini soccer, basketball, and archery. The sports corner will be available at the Tarumanagara University 1 Building, with mini soccer located in front of Building M, basketball in the side gate, and archery in the hall between Building J and L.

Figure 4

Site map of Sports Corner at the Tarumanagara University 1 Building



Figure 5

Sports Corner Digital Imaginary Source: Author's Documentation

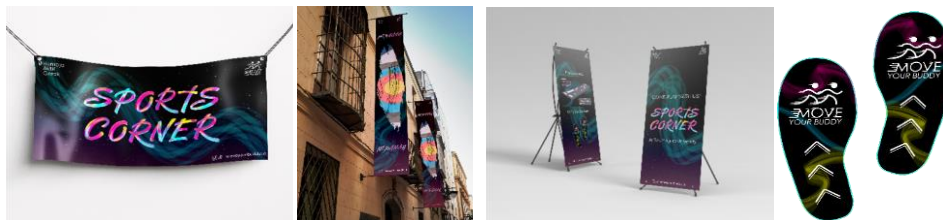


This activity is meant to be an easy to access for target audiences to spend their time while waiting for class or just for fun with their friends. The target audience just need to come, play the game, can later have their pictures taken by and share their social media username for sharing purposes on social media. There will also be challenges for them to participate; anyone willing to challenge themselves will be granted some freebies that include: drawstring bag, sport bottle, and bracelet.

Figure 6
Sports Corner Freebies



Figure 7
Sports Corner banners and sticker path for easy navigation



Referring to figure 7, some banners will be scattered around the on-ground activity site. This is so that, people would notice and know about the event. There would also be stickers laid on the ground to help and assist anyone interested to navigate to the locations of each sports spot. QR Codes would also be placed around for people to scan and try out the Augmented Reality Experience.

Figure 8
QR Code for the Augmented Reality Experience



After participating the on-ground activity and introducing the Augmented Reality experience App by scanning the QR Code, it is hoped that the target will learn the use of the app that is meant to be a major help. The app has three remarkable features which are the Augmented Reality experience, locating the nearest clubs/fields, and collecting badges for every time a user has completed certain things.

Figure 9
The app user interfaces



The message that is meant to be relayed by this on-ground activity is that being healthy does not necessarily mean that you must do harsh workout, but by doing small movements you already do good things for your body; all you need to do is just move your body around to keep it healthy. Another message that would be conveyed through the App is that doing exercise is now easy with technology. By just simply scanning a QR code, they would be provided with every information they need regarding certain kind of sport they want to know more about.

Lastly, there is the Advocate phase, in which the target can share their experience after participating in this campaign through social media by telling their friends about it, or even ask their friends to come join.

4. CONCLUSIONS AND SUGGESTIONS

The pandemic has affected the way most teenagers live these days; from being someone that used to be active, to someone that too lazy to even move out their bed. Because of the absence in the reasons and figures to be healthy is also another reason that teenagers are tend to and are prone to be lazy.

Conducting research to know more of the target audience's lifestyle has helped much to choose which medias are substantial for this communication strategy. Since the audience are familiar with technologies, Augmented Reality is chosen as a medium to show the visuals, because it matches their interest in technology. On Ground Activities are also chosen as an offline event because it is easy to come by and will make them more eager to move. This is because they could do small things like casually playing games at the sports corner while waiting for class, or leisurely spending their time trying out Augmented Reality by scanning the QR code scattered around the Sports Corner Area. Therefore, by the use of this communication strategy, it is hoped that the teenagers will be more aware of their own health, and be more willing to move on their own.

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