

TEENS GREENS INITIATIVE CAMPAIGN: VISUAL COMMUNICATION STRATEGY

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ABSTRACT

Over 95% of young adults in Indonesia fail to meet daily vegetable intake requirements, consuming only 0.5-1 servings per day, which is far less than the WHO's recommendation of 5 servings. They feel overwhelmed by the requirement to eat a lot of vegetables and they still struggle to find their "vegetable soulmate," vegetables that match their preferences. However, the emergence of nutrient-rich 'microgreens' offers a promising solution, yet they remain largely unknown. There are already online campaigns introducing microgreens, but not comprehensive and very little of it is accompanied by direct experience or interactions. Because of their great potential, microgreens may be introduced in a more comprehensive and targeted way. One of the ways is through this Teens Greens campaign, which is designed to introduce young adults (ages 17 to 25) to microgreens. This campaign uses qualitative methods, collecting data through observations, literature studies, surveys and interviews. Miles and Huberman model data analysis was also used for data processing. This campaign was created to introduce and help them in finding their own "microgreens soulmate" to match their diet preferences by using 5A communication strategy (aware, appeal, ask, action, and advocate). The campaign communicates by creating educational content with engaging visuals through online platforms like Instagram and microsites, also providing first-hand and direct experience through offline initiatives such as out-of-home media and interactive booths.

Keywords: Campaign, education, microgreens, visual communication strategy, young adults

1. INTRODUCTION

A young adult needs a greater intake of calories and nutrients to enhance the process of physical growth and development. WFP Indonesia Country Director, Jennifer Rosenzweig said young adults in Indonesia, with a total of 46 million or about 17.2% of the population in Indonesia, need vegetables and fruits with a combination of nutrients that are sufficient to support their growth and development (Pranatalta, 2021). However, they struggle to maintain a healthy diet and tend to consume unhealthy foods or so-called junk food. Junk food refers to foods that are rich in calories from fat or sugar but lacking in fiber, protein, vitamins, and minerals (Singh & Pandey, 2022). Consuming too much junk food can have a negative impact on the body, for example diabetes, obesity, cholesterol, and other diseases (Jia et al., 2022). The incidence of obesity and diabetes in young individuals has been shown to be on an alarmingly on the rise, according to data from the Ministry of Health and Basic Healthy Research in 2018. According to the data, there has been a noticeable increase in the number of instances of obesity (from 14.8% to 21.8%) and diabetes (from 6.9% to 8.5%) (Putri, 2023; Qifti et al., 2020). These figures show how young adults are facing more and more health issues, underscoring the critical need for efficient treatments and preventative actions to address these concerning trends.

Based on Basic Health Research data in 2018, more than 95% of young adults in Indonesia consume less fruits and vegetables (Henry, 2021). The COVID-19 pandemic in 2020-2021 has also affected the consumption habits (diet) of young adults in Indonesia. Data from the 'Adolescent Profile 2021' released by UNICEF Indonesia in 2021 stated that there was an increase in unhealthy eating patterns, and young adults consumed fewer vegetables and fruits

(UNICEF Indonesia, 2021). A study entitled 'Understanding Health and Nutrition Among Adolescents' (2021) also found that only 57% of adolescents consume half to one serving of fruit and only 65% of adolescents consume half to one serving of vegetables. While the recommendation from the Ministry of Health and WHO is five servings per day (Salbiah, 2021). This leads young adults to dislike and feel overwhelmed by vegetables due to the need for large daily portions to meet nutrient requirements. Recently, attention has shifted to a new dietary trend: microgreens, or 'micro vegetables.' Microgreens have gained popularity internationally due to their remarkable nutritional benefits despite their tiny size. Surprisingly, microgreens offer more potent nutrition than their fully-grown counterparts, providing equal or superior nutrients in smaller quantities. Despite this, microgreens are still not well known by young adults in Indonesia.

There have been various initiatives and communication efforts aimed at introducing the concept of 'microgreens' to young adults in Indonesia. One notable example is the AGRIDATION 2021 campaign to celebrate Indonesian Farmers' Day in Figure 1. This campaign used persuasive communication to highlight the economic and health benefits of microgreens through social media, webinars, and online workshops. To engage young adults (ages 18-24), the campaign also included online tournaments. However, 'microgreens' were only briefly mentioned during an online workshop and in Instagram posts (Pratama et al., 2022).

Figure 1

AGRIDATION 2021 Online Campaign



However, past campaigns have not been comprehensive, primarily sharing information about microgreens through media rather than offering direct experiences to the target audience. Since microgreens has a very high potential and are beneficial for young adults' health, this topic needs to be further discussed and educated. This provided an opportunity for a new method of communication; A campaign called 'Teens Greens' which aims to encourage young adults to start eating and living healthily. This campaign designed a creative and comprehensive communication strategy to deliver messages to young adults through various media, not only using online media, but offline media as well to provide hands-on experience.

The Teens Greens campaign aims to spread awareness and educate young adults about microgreens through engaging messages and content shared on various platforms, including microsites and Instagram for online outreach, as well as out-of-home (OOH) media and on-ground booths for offline engagement. By employing the 5A communication strategy (aware, appeal, ask, action, and advocate), the campaign intends to effectively convey information about the benefits of microgreens. The goal is to encourage young adults to learn more about

microgreens and incorporate them into their daily meals, fostering healthier eating habits in the process.

Microgreens

Microgreens are young and tender edible shoots or plants. Microgreens are produced from the seeds of various edible vegetables, herbs, spices, wild plants and grains. They have a central stem with two completely grown, non-senescent cotyledon leaves and usually one pair of little true leaves. Depending on the type of vegetable, microgreens can be harvested within 7-21 days, after germination when the cotyledon leaves are fully developed and the first true leaves appear (Yeargin et al., 2022). Microgreens are harvested by cutting single shoots just above the soil surface, when they are 3-10 cm tall without roots.

Research conducted by Xiao et al. (2012) has highlighted the exceptional nutritional density of microgreens, boasting 4-40 times higher amounts of nutrients and vitamins compared to conventional or mature vegetables (Febriani et al., 2019). Furthermore, numerous studies have underscored the efficacy of microgreens in various health aspects, including blood glucose regulation, weight management, and cardiovascular disease prevention. Moreover, microgreens exhibit promising antimicrobial, antioxidant, anti-proliferative, anti-cancer, anti-inflammatory, and anti-diabetic properties (Jambor et al., 2022).

Microgreens add versatility to a wide range of dishes due to their diverse culinary potential. They are perfect for adding to salads or using as decorative garnishes in soups, sandwiches, and other main courses because of their unique flavors, vivid colors, and delicate textures (Partap et al., 2023; Lenzi et al., 2019).

Visual communication strategy

Visual Communication Strategy is a method of using visuals to clearly convey a message and avoid miscommunication (Irwanto & Kristiana, 2022). The strategy planning includes:

- Creative strategy, developing creative ideas to effectively deliver messages to the target audience. This involves creating a big idea, arranging creative briefs, and determining visual concepts. This campaign employs 5A communication strategy from “Marketing 4.0: moving from traditional to digital” which includes the stages: Aware, Appeal, Ask, Action and Advocate (Syaputra, 2021). This strategy is often used in the marketing field, which aims to build brand avocation (Kusumasari & Sanica, 2022).
- Media Strategy, selecting appropriate media and scheduling to align with communication objectives. This includes choosing media based on the communication strategy, creating content, and planning media schedules. This campaign uses various types of media, such as: out-of-home Media, that are used outdoors and are usually for the purpose of promotion, such as posters, banners, LED display box, etc. (Andhita, 2021); display media (booth), a counters, generally a temporary structure used to present and promote to the general public outdoors or indoors at shopping centers, and other locations (Anam & Riptanti, 2017); social media that allow everyone to collaborate, modify, share, connect, interact, and engage with content based on their function, reach, audience, or purpose (Andhita, 2021); and microsite, a group of small web pages designed to function as a separate entity within an existing website, that can have a unique domain name or subdomain (Arifiyanto et al., 2019).

Target audience

The typical 5A marketing strategy emphasizes understanding the audience for effective communication. Philip Kotler highlights three key elements: segmentation, targeting, and

positioning. Segmentation is a strategy used to understand the market structure by categorizing the market based on age, gender, economic status, demographic, psychographic and behavior. Targeting is a matter of sorting, selecting and reaching markets using the concepts of priority, variability and flexibility. Positioning is a strategy to enter the consumer's brain, so it can create its own impression and image in the minds of its consumers as expected (Wutabisu et al., 2021). In-depth interviews are carried out to obtain additional insights after the target audience has been determined. The 5T Consumer Insight method and SWOT analysis are employed to analyze these insights in order to gain a deeper understanding of consumer behavior and preferences. With these insights, targeted strategies can be crafted to resonate with the audience, effectively positioning offerings in consumers' minds and creating a lasting impression that aligns with the audience's expectations.

2. RESEARCH METHOD

The campaign planning follows Robin Landa's 5 design steps: orientation (data collection), analysis, concept development, design, and implementation. Qualitative methods were used to understand the audience's knowledge of microgreens and their views on the campaign. Data was gathered through surveys, interviews, and literature reviews, then analyzed using the Narrative data model for insights and the Miles and Huberman model to simplify the data. The survey involved distributing forms twice: first to assess the audience's habits regarding vegetables, junk food, and microgreens, and second to understand their media habits. Three interviews were conducted: the first with the target audience (via chat, online meetings, and direct conversations) to gain insights and identify suitable media; the second with a microgreens' expert; and the third with a branding and campaign expert. A literature review was also done using journals, social media, books, articles, websites, and news sources to gather information on microgreens and relevant design and communication strategies.

3. RESULT AND DISCUSSION

Target segmentation analysis

This campaign targets young adults aged 17-25 in Jakarta who are active on social media, particularly Instagram, for entertainment, education, and information, and who enjoy attending events like mall visits, seminars, and workshops.

Situation analysis

Most respondents are aware of the negative effects of junk food and the benefits of vegetables (Figure 2). About 32% have experienced junk food's negative impacts, such as obesity and diabetes (Figure 3). They prefer junk food because it tastes better, is cheaper, and more accessible. Additionally, 83% of respondents had never heard of 'microgreens' (Figure 4).

Figure 2

Survey Form Results about Consuming Junk Food and Vegetables

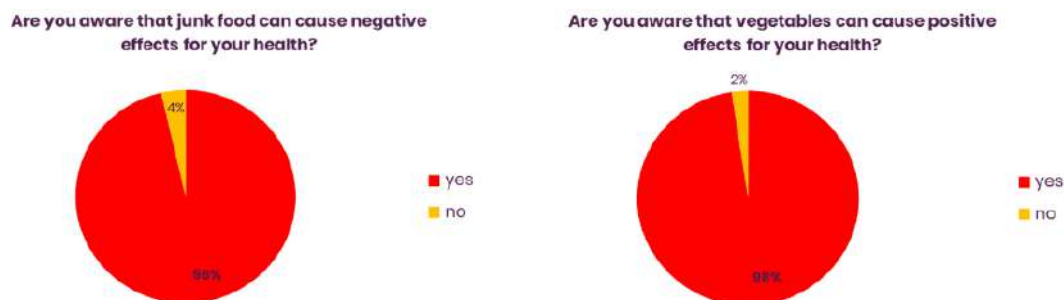


Figure 3

Survey Form Results about The Negative Impact of Consuming Junk Food

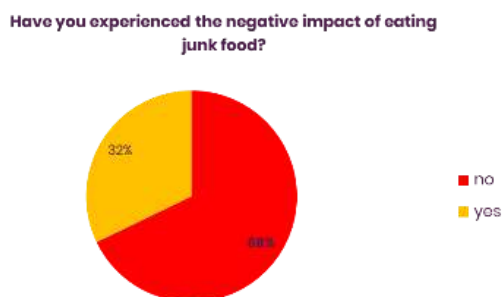
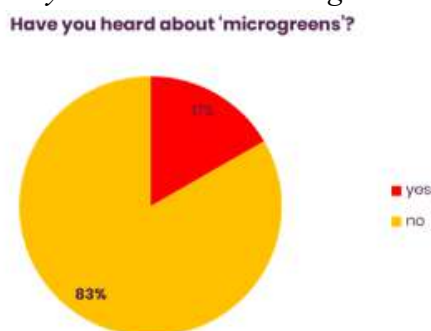


Figure 4

Survey Results about Microgreens



The Teens Greens campaign's situation analysis found strengths in the audience's awareness of junk food's negative effects, the importance of a healthy diet, and a growing interest in microgreens. However, some struggled to maintain a healthy diet and disliked vegetable-based dishes. The campaign sees opportunities in using social media and direct experience (booth) to promote microgreens and health awareness, though a lack of exposure to healthy foods, including microgreens, poses a threat.

The audience was aware of the negative impact of junk food and understood the advantages of veggies for health. Some audience members have recently begun eating more vegetables due to health concerns, influenced by social media and advice from close contacts, also worries about their long-term health and wanting to reduce others the burden of being sick. Despite this, they have yet to find vegetables they enjoy and remain inconsistent in maintaining healthy eating habits.

Insight

“I still have not found my vegetable soulmate that suits me”

Some respondents were invited to do an in-depth interview to find data insights and hidden truth. The data that has been obtained is analyzed using the 5T Consumer Insights model in Figure 5. When asked why they didn't eat more veggies while knowing they were healthy, the majority of respondents stated that they didn't know much about them or hadn't given them much thought, thinking that vegetables were like difficult-to-find partners. Furthermore, none of them had heard of microgreens before being questioned about them. After hearing the short description of microgreens, they stated that the subject was interesting and fresh to them. They also agreed that more people should be made aware of microgreens, particularly in considering their many advantages. In conclusion, the key insight is "I want to start taking care of my health with a healthy diet so that I don't make it difficult for people around me in the future, but I haven't found a suitable healthy food yet."

Figure 5
5T Consumer Insight

5T CONSUMER INSIGHT				
True	Tacit	Touches the Heart	Tension Involved	Trigger
<ul style="list-style-type: none"> Audience know the impact of junk food Audience know vegetables are good for health 	<ul style="list-style-type: none"> Audience think they eat enough vegetables 	<ul style="list-style-type: none"> Audience started eating vegetables for their health Audience is concerned about their health after having a medical check-up Audience does not want to disadvantage others in the future if they get sick 	<ul style="list-style-type: none"> Audiences have not found vegetables that are perfect for them Audiences are not consistent in consuming vegetables Audiences don't know the details of microgreens 	<ul style="list-style-type: none"> Audiences are encouraged to join a campaign/event when they see it on social media and other information media, as well as from people close to them.

According to the interview, despite the wide range of vegetables available with flexible processing options to meet their interests, young adults are unaware of microgreens and have yet to find a vegetable that suits their preferences. Therefore, this campaign aims to educate people about the broad range of vegetables, especially microgreens, which may be prepared in a variety of ways and come in a variety of varieties, flavors, and nutritional profiles. The campaign presents microgreens as a fresh and healthful dietary option to those who are not familiar with them. It helps young adults find their 'microgreens soulmate' by guiding them in identifying the microgreens that suit their interests.

Communication objective

The purpose of this campaign is to raise awareness about microgreens that target on young adults. Its main objective is to inform them, but it also aims to give them firsthand experience by letting them try microgreens. This way, they can select their own "microgreens soulmate" that best suits them and incorporate microgreens into their regular diets and finally forming a healthy eating habit.

Communication strategy

Based on the formulated communication objectives, the communication strategy is adopted from Donald Gunn's 12 Types of Advertising, specifically employing the 'USP' (Unique Selling Point) approaches. This communication strategy aims to point out the uniqueness and the benefits of the microgreens itself compared to other mature/adult vegetables.

Communication approach

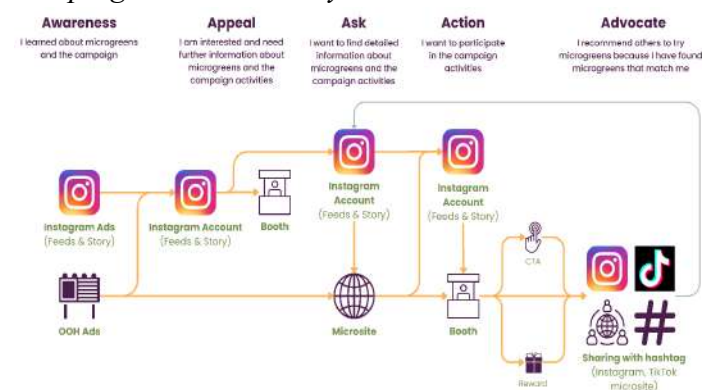
In order to match the behavior of the target, this campaign uses a strategy that can communicate online and offline through social media and on-ground activity by using action spurs 'reframing' and 'skill up'. The spurs 'reframing' is used to change the perspective that vegetables can be processed and matched with them in terms of taste, preparation, and nutritional needs, also 'skill up' is use to improving their skill in understanding microgreens and know the perfect microgreens soulmate for them, until they know how to integrate microgreens in their daily meal so they can form a good healthy eating habit.

Communication journey

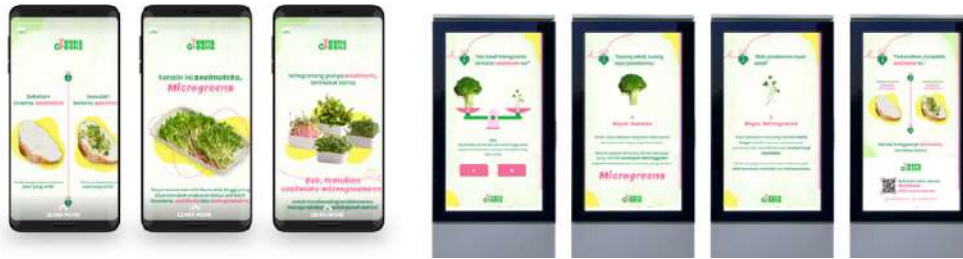
This Teens Greens campaign raised the big idea "Live Healthy Forever with Soulmate" to encourage the target audience to maintain a healthy life through healthy eating habits with microgreens. They try to process microgreens and integrate them slowly into their daily meals, until finally a healthy eating habit is formed and microgreens become a companion in their healthy life forever. To deliver the message to the target audience, this campaign uses the 5A communication strategy with various media which can be seen in the media journey in Figure 6.

Figure 6

Campaign Media Journey 5A



The Awareness step is to increase awareness about microgreens and Teens Greens campaign by creating teaser content about it using Instagram ads and OOH (Out-of-home) media that will be placed in public places, such as bus stations, MRT stations and shopping malls. The content used in ads is a question and statement to trigger the target into knowing the microgreens that have mini size but much more nutrition compared to mature vegetables. So, they don't have to eat many mature vegetables, but only by eating microgreens in small amounts can fill the nutrition needs in daily intake. The OOH media used in this step include poster, banner, and floor sticker that has the information to the Teens Greens campaign Instagram and microsite, so targets can follow the account and get more information about microgreens and the campaign activities (Figure 7).

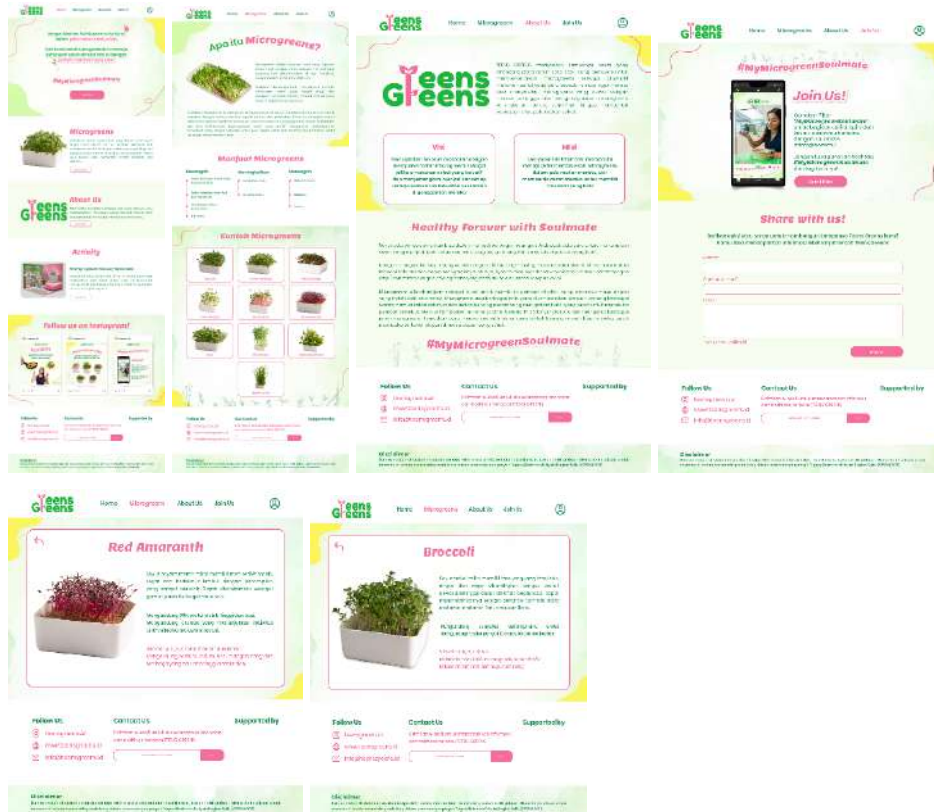
Figure 7*Instagram Story Sponsored Ads and OOH Media for awareness stage*

The Appeal step is to increase the interest of targets into the topic of microgreens or the Teens Greens campaign by creating contents about it using feeds and stories in Instagram. Besides using Instagram, the campaign also starts by placing or creating the booth in the mall as a teaser to appeal or attract the interest of the target directly. The content used in Instagram starts by providing a little information about microgreens and the Teens Greens campaign through feeds (Figure 8).

Figure 8*Instagram Feeds for Appeal Stage*

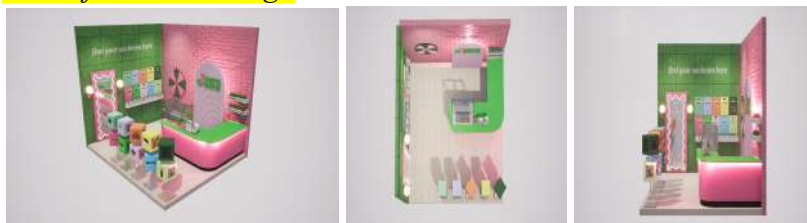
The Ask step is to answer the needs of information of the targets by providing more detailed information about microgreens and the campaign activities using feeds and stories in Instagram and the Teens Greens campaign microsite. The content used in this step by providing a lot more detailed information about microgreens, such as types, nutrition, benefits and taste of microgreens, and information about the campaign activities such as activities in the booth through microsite, Instagram feeds and stories (Figure 9).

Figure 9
Microsite for Ask Stage



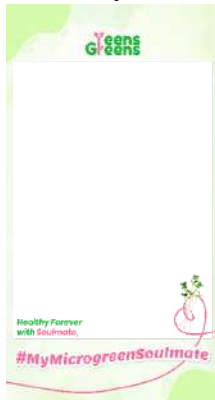
The Action step is to invite targets participating in the activities provided by the Teens Greens campaign by providing interactive contents in Instagram and interactive activities in booths that will be placed in shopping malls in Jakarta. This step is focused to give the target an experience where they can taste testing microgreens by playing games, winning prizes by spinning reward roulette, picking their favorite microgreens by placing stickers on a board, and taking photos in front of a mirror (Figure 10). The content used in Instagram feeds and stories by providing quiz or other interactive mini games.

Figure 10
Booth for Action Stage



The Advocate step is to encourage targets to advocate the Teens Greens campaign by providing hashtag and twibbon as CTA (call-to-action) that can be used for sharing their experience about the campaign in social media and microsite (Figure 11). The content used in Instagram feeds and stories by providing information about how to advocate the campaign, and showing the results of the campaign activities.

Figure 11
Twibbon for Advocate Stage



4. CONCLUSIONS AND RECOMMENDATIONS

The online introduction of microgreens is limited by the need for firsthand experience, which has often been overlooked. A deeper understanding of the target audience's habits and traits is crucial for effective communication. This research offers innovation by introducing a social campaign targeting young adults (ages 17-25) in hopes that they can find their 'microgreens soulmate' and integrate it into their daily diets. The 5A communication strategy is recommended to ensure the campaign's sustainability and effectiveness. It is anticipated that this visual communication strategy will increase young adults' awareness and knowledge of microgreens, potentially shifting the belief that they cannot consume vegetables.

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