

# Designing Social Campaign of Diabetes Mellitus Gestational Prevention with 12345 Dietary Habit

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**Abstract.** The rate of Diabetes Mellitus Gestational (DMG) cases is quite high, around 7% of all pregnancies, or about > 200,000 cases per year. DMG can be experienced by 1 in 20 pregnant women, and has a prevalence rate between 1.9-3.6%. This incidence caused by many pregnant women do not know the right dietary habit. The presumption that a pregnant meal's portion is to both make pregnant women eat more, today's fast-paced lifestyle also makes pregnant women have unhealthy intake. Therefore the authors compose "Designing Social Campaign of Diabetes Mellitus Gestational Prevention with 12345 Dietary Habit". This design aims to provide information and educate the target audience who want to change the behaviour so that DMG can be prevented in an easy, healthy, and appropriate way with 12345 dietary habit. This habit is a method with the rules in 1 day, the pregnant mother should do 2 times light meal, 3 times heavy meal, with reference to "4 Sehat 5 Sempurna". The results is a social campaign using an integrated campaign model, utilizing various media from conventional to digital, with the main media in the form of Event. Hopefully this campaign can be a solution in preventing DMG for pregnant women.

**Keywords:** Social Campaign, 12345 Dietary Habit, Diabetes Mellitus Gestational, Education.

## 1 Introduction

Diabetes Mellitus during pregnancy is referred as Diabetes Mellitus Gestational. According to the classification form Head of *Persatuan Diabetes Indonesia* (Persadia), Sidartawan Soegondo, Diabetes Mellitus Gestational is a diabetic disease that occurs in a pregnant woman who was not a person with Diabetes Mellitus before [1]. Overall, the prevalence cases of Diabetes Mellitus in pregnancy is quite high at around 7% of all pregnancies, or about > 200,000 cases per year. Diabetes Mellitus Gestational can be experienced by 1 in 20 pregnant women. Based on Interview Results with Angelina, Sp. OG, in addition to physiology changes, hormonal changes and the state of insulin function becomes abnormal while in pregnancy, one of the main factors that cause incidence of Diabetes Mellitus Gestational is because pregnant women do not know about the right dietary habit. Presuming that the portion of a pregnant meal is for both (mom and baby) make pregnant women eat more, also today's fast-paced lifestyle also makes pregnant women have an unhealthy intake diet, resulting in a state of high blood sugar and excess weight.

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So based on that, pregnant woman needed special treatment such as proper and healthy dietary habit for pregnant women as an efforts to prevent the occurrence of Diabetes Mellitus in pregnancy. American Diabetes Association (ADA) strongly recommends that pregnant women to find the appropriate dietary habit. The dietary habit is needed to keep the sugar levels in normal condition and reduce the risk of excessive weight gain. the Interview Result with Hafiz Reiza Amd.G, the principle of an effective dietary habit to keep blood sugar and body weight remains normal for pregnant women is by the way of limiting the meal daily schedule, in 1 day, pregnant woman can take 2 times light meal, 3 times heavy meal, with the “4 sehat 5 sempurna” dietary habit suggestions, with a total of added 300kcal in each trimester. The principle of this dietary habit is effectively helps pregnant women in preventing the occurrence of Diabetes Mellitus Gestational. This dietary habit can be referred to as a 12345 Dietary Habit"

From the phenomenon and problems that occurred, the authors decided to make “Designing Social Campaign of Diabetes Mellitus Gestational Prevention with 12345 Dietary Habit” in the Eastern City of Bandung as the Final Project. The designing of this campaign focuses on pregnant women aged 25-35 years, the purpose of this campaign is to giving information and educate Pregnant Mother to change the behaviour of the application of 12345 dietary habit as a solution to prevent Diabetes Mellitus in pregnancy (Gestational Diabetes Mellitus).

## **2 Literature Review**

Campaign is defined as an organized communicative activity, directly addressed to a particular audience, in the prescribed period of time to achieve a predetermined objective [2].

- Product - Oriented Campaigns. This campaign has an orientation to a product and is done on a commercial activity campaign or marketing campaign Launching the latest product.
- Candidate - Oriented Campaigns. This campaign activity is also called political campaigns because it aims for political party candidates to win support. This kind of campaign is carried out by a number of people or groups who ask for the voice of the people to gain power.
- Ideological/Cause - Oriented Campaigns. This Campaign activity focuses on issues or issues that occur in the community. This campaign aims to change the behaviour of the audience in accordance with the existing problems

In the course of campaigning there is a communication process, communication as conveying emotions, ideas, information, skills, and so on using symbols or words, images, graphic numbers, this the delivery process is commonly referred to as communication [2]. In order for the communication process in the design of the campaign can be conveyed effectively, eat in need of media as a means of delivering messages, Media is a tool or means of delivering messages and as a mediator between communicators to communicant [2].

The theory of communication strategy that used in the designing of this campaign is Facet Model of Effect, a way of advertising work that can be applied in the campaign. Effective advertising can lead to 6 kinds of target audience response that is Perception, Emotion, Cognition, Association, Persuasion, and Behaviour.

In the process of making visual for this campaign, requires the knowledge of Visual Communication Design field, Visual Communication Design is an art in conveying messages or information with visuals, conveyed using Design as the media. Visual communication design has a purpose to inform, change behaviour, influence target audiences [3]. In the design of this campaign, needed elements of design elements such as Copywriting which is the art of writing sales messages [4]. Copy writing also has special writing skills as well as writing techniques that are different from other writing styles, such as books and short stories.

The copy element itself consists of headline, over line / underline, sub-headline, body copy, call-out, captions, slogan and call to action. In addition, in use also elements of layout in the process of making visual design of this campaign. Layout is a composition of design elements connected to a field, to be able to form an arrangement that is artistic. Layout is also commonly called form field management [3].

### **3 Method**

The method that used in the process of designing this campaign is the qualitative method, the research where the data is in the form of words that are processed descriptively, which produces analysis without statistical analysis procedure or other quantification way:

- Interviews. The authors do the interviews with resource persons who could provide more information about Diabetes Mellitus and pregnancy, as well as to resource persons who understand about dietary habit and proper nutrition. The data also come from foundations, institutions, or to the profession associated with the handling of Gestational Diabetes Mellitus cases.
- Literature Review. The author get the information about the design and the Gestational Diabetes mellitus, nutritional intake, and 1245 dietary habit, as well as other related problems from some books that will be used as a reference or source. Other sources come from journals, articles and websites that review and provide related information that addresses similar issues

The analytical methods that will be used by the authors in designing of this campaign is the method of AOI analysis (Activity, Opinion, & Interest) in order to deepen the knowledge of Target Audiences profile so that the authors can create a campaign design in accordance with the target and the message delivered to the maximum. The author also use matrix analysis, the matrix is composed of columns and rows each representing different dimensions containing concepts and collections of information, the principle of matrix analysis is comparing by way of aligning. Matrix analysis is used to analyse similar campaigns that have been created before.

### **4 Result & Discussion**

This campaign aims to teach and aware Pregnant Women against Diabetes Mellitus Gestational, this campaign also has a goal to change the behaviour patterns of Pregnant Women to apply the right and healthy dietary habit that is 12345 dietary habit that can help prevent the occurrence of Diabetes Mellitus Gestational. Based on the results of the AOI analysis of the target audience, the authors decided to approach the rational and emotional persuasive. The approaching way of this campaign message will be communicated or delivered rationally at Informing stage by telling the audience directly the danger of Diabetes Mellitus Gestational as well as the solution to prevent it with 12345 dietary habit. While the emotional approach will be done through visual campaigns at the stage of Attention, Persuading and Reminding.

The message of this campaign is taken from the merger between the Problem Insight; phenomenon that occurs that many pregnant women who do not know about the right and healthy dietary habit, also from the Insight of Target Audience; "an important meal and full" and "want to be healthy but do not know the right way". So, get the main message "12345 dietary habit is the right and healthy choice for pregnant women". The designing of this campaign requires a name to complete the campaign logo. "Mommy Cerdas" is the name of the selected campaign. The word "Mommy Cerdas" stands for "Mommy Cegah Resiko Diabetes Mellitus Gestational". The purpose of the name is to invite the mother to participate

in preventing the risk of Diabetes mellitus Gestational by changing the behaviour of the dietary habit. The author got some keywords that can be used as the basis for making tagline; healthy, appropriate, eat, and full. Then the selected tagline is: “Your Baby Is What You Eat” that has a meaning if the baby's health in the mother's womb depends on mother's awareness by the way and selection of food.

To get creative strategies and the effective media to communicate, we need to deepen into the activities of target audiences. After doing Facet Model of Effect method, the author get facts about target audiences, such as Target activities, clothes used, goods used, to the places visited. This allows us to know how big the effects of our communication will be addressed.

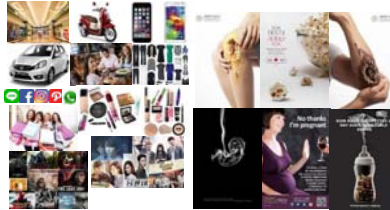


Fig. 1. Target Audience Mood board (Source: Author’s Personal Document)

Consumer journey is a method of understanding the behaviour and use of media on a specific target audience. That is by choosing one of the most appropriate target targets for known activity, interest, and opinions. Indah is a 28 year old mother who works as head of HRD in one hotel in Bandung city.

Table 1. Indah’s Activity (Work day) Source: Author’s Personal Document

Time	Activity	Point Of Contact
05:00	Waking up	Mattresses, pillows, blankets, nightgowns
05:30 – 06:00	Get Ready, take a bath	Bathrobe, towel, soap, Skin care, makeup, clothes, bags
06:00 – 07:00	Breakfast	kitchenware
07:00 – 08:00	On the way to work	Car, Handphone
08:00 – 12:00	Work	Computer, laptop, handphone, document files, stationery
12:00 – 13:00	Lunch Break	Handphone, foods, cutlery
13:00 – 17:00	Work	Computer, laptop, handphone, document files, stationery
17:00 – 19:00	Hangout, shop for groceries, goods dinner	Handphone, bags, cutlery, trolley, shopping bag, wallet
19:00 – 19:30	On the way home	Car
19:30 – 20:00	Take a bath	Bathrobe, towel, soap, Skin care, makeup, clothes, bags
20:00 – 22:00	Family time, relax	Carpet, Chairs, television, handphone.
22:30	Go to bed	Mattresses, pillows, blankets, nightgowns

### 4.1. Visual Style

In this campaign, visual style that used is minimalist and clean visual style. This style is chosen by according to the modern and simple audience’s lifestyle. The technique that used in this campaign is photography and digital imaging. Photography was chosen to create a more realistic impression, and digital imaging to reinforce the dramatic impression. In the visual concept of design, the author uses an expressive design style, provocative, persuasive and direct language style. The approach used is emotional at the stage of Perception and Emotion, and Rational in the stages of persuasion, association, cognition, and behaviour. Design are made in modern packaged to create a dynamic impression. In the design of this campaign the authors use photography with a touch of digital imaging style.

Based on data from the collected techniques, the author looks for the right media in the design of this Campaign. Then the media strategy in use is Facet Model of Effect with timeline and use media as follows



Fig. 2. Facet Model of Effect, poster, and video (Source: Author’s Personal Document)

#### 4.1.1 Perception - Poster and Billboard Perception

This poster is a medium to attract attention and generate the perception of target audience, this poster will be share through Instagram media in sponsored post feature so that the audience will press the learn more button that will be directly addressed to main account @mommycerdas, this poster will also be pasted in a strategic place that always passes the target audience. Billboard is also a media of attraction and perception of the same function with posters, to increase the target audience's attention to this issue and make the target audience interested in this issue.

#### 4.1.2 Emotion - Video Motion Picture

Motion Picture video is used as a medium that evokes the emotional level of target audiences. This video shows a pregnant woman who eats unhealthy food and does not care that she is pregnant, then will appear a message that quipped about the origin of good eating, the mother did not think about the impact that can occur on the baby in her womb. This video reflects the attitude of pregnant women who are indifferent to the danger of improper diet that is the factor of the occurrence of Gestational Diabetes mellitus. This viral video will be shared through social media Instagram in feature story.

#### 4.1.3 Persuasion and Association – Social Media, Poster, Flyer and X Banner



**Fig. 5.** Social Media and Event Poster Source: Author’s Personal Document

Instagram is chosen because the target audience most often uses this social media based on in-depth interviews and AOI analysis. at this stage of the media, will be shared about information related to the issue of Gestational Diabetes mellitus in daily content that is shared every day as a form of target audience association. In addition, the event information will also be uploaded in the main account as a form of persuasion so that the target audience will attend the event to be held.

Event posters are created as a medium that attracts the willingness of target audiences to attend the event that will be held. This poster illustrates the figure of a pregnant mother holding a fruit which the portion of the picture is larger than her other element, the layout design that used is window layout so the target audience can focused on at one point. This poster uses digital imaging and photography elements in blue and pink as the main colours.

Flyer Event functions is the same as the poster event, as a medium that attracts the willingness of target audiences to attend the event.



**Fig. 6.** X-banner (Source: Author’s Personal Document)

Event X-banner works the same as the event poster, as a medium that attracts the willingness of target audiences to attend the event that will be held. X-banner will be placed in the strategic place.

#### 4.1.4 Cognition – Event and Merchandise

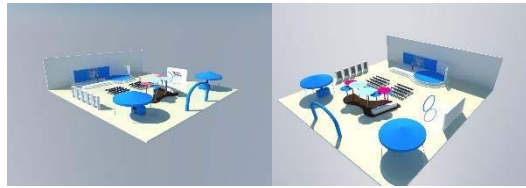


Fig. 7. Event 3D (Source: Author’s Personal Document)

Event is the main media in the stage of cognition of this campaign, this event called "Healthy Pregnancy". This event is a talk show about Diabetes Mellitus Gestational and Cooking Demo using the 12345 dietary habit method with the Experts speakers. In this event, the target audience will be advised to access the Application "Mommy Cerdas" which contain a special health information for pregnant women and help pregnant women in maintaining health and simplify the application of 12345 dietary habit.



Fig. 8. Merchandise (Source: Author’s Personal Document)

Merchandise will be given at the time when audiences participate in the event, this Merchandise can be used as a supporting medium of pregnant women in implementing 12345 dietary habit. Merchandise will be given in the form of Grid Lunch Box, Tumbler Cup, Heater / Cooler Food Box, also Dinnerware such as plate, bowl, glass, and glass.

#### 4.1.5 Behaviour - Apps

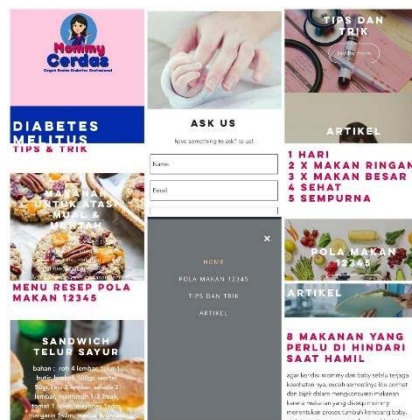


Fig. 9. Apps (Source: Author’s Personal Document)

The application serves as a media stage of behaviour or activation, where target audiences can access information about Diabetes Mellitus Gestational and how to apply the 12345 dietary habit, in the Application there are menu tips and articles about pregnancy and

Diabetes Mellitus Gestational, and methods of applying 12345 dietary habit and a recipe menu that is easy to follow by target audiences.

## 5 Conclusion

The incidence of Diabetes Mellitus Gestational is quite high in Bandung city, this is caused by the low level of education and awareness of pregnant women about Diabetes Mellitus Gestational and the way to prevent it. The problem is also based on many pregnant women who do not know the right and healthy dietary habit. Thus, it takes a campaign on related issues and about the right dietary habit as prevention efforts to pregnant women. So, the authors make a campaign to prevent Diabetes Mellitus Gestational with 12345 dietary habit to aim of providing education so that pregnant women want to change the behaviour to participate in preventing Diabetes Mellitus Gestational and get used to do 12345 dietary habit as a daily eating patterns. The designing of this Campaign is using creative strategy Facet Model of Effect. The main media for the design of this campaign is the Event. The designing of this campaign also uses other supporting media such as social media and websites to adjust to the modern lifestyle of target audiences so that the education and information process can be accessed easily and quickly.

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