

Design of A 2d Animated Public Service Announcement Video for The Balanced Lunch Campaign for Office Workers

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Abstract. This design study addresses the issue of poor nutritional habits among young office workers, particularly during lunch, which is essential for maintaining productivity and overall health. Skipping meals or consuming fast food due to time pressure and financial constraints is common in this age group, leading to unbalanced nutrition and reduced work performance. The aim of this study is to design a persuasive social communication campaign that promotes balanced lunch habits among office workers aged 23–25. Using a qualitative and case study approach, data were collected through literature review and interviews with office workers in the Bandung area to understand the behavioral, psychological, and economic factors influencing their food choices. The population of this study consists of young office workers in Bandung, with a sample of 68 respondents selected through purposive sampling. The intervention was developed into a campaign titled GIZSI (Gizi Siang), applying the AISAS model (Attention, Interest, Search, Action, Share) as a strategic framework. The campaign integrates various media, including posters, billboards, animations, and social media content, to deliver persuasive and educational messages. The results indicate that visual communication can increase awareness of balanced nutrition, encourage healthier choices, and support behavioral change. This multi-platform campaign highlights the role of design in health promotion and aims to support long-term well-being and work productivity through sustainable lunch practices.

Keywords: *balanced nutrition, lunch, office workers, social campaign, work productivity.*

1. Introduction

Health has become a very important aspect for every individuals. Health is generally defined as a condition of wellness in physique, mental, and social in the whole. One can achieve the condition of physical wellness if they can productively perform activities. Being productive is the state where someone can execute or create something with an optimal number. Productivity is crucial in doing any kind of work, a factor that affects productivity is the physical condition or nutritional status of someone. Nutritional status is the condition that is the result of the balance between nutrients intake from food and nutrients needed for body metabolism (Melani et al. 2022).

Generally, someone eats three meals a day to sustain their health and body's immunity. These meals are breakfast, lunch, and dinner. Between the three main meal time, lunch has an important part in supplying energies for activities from noon until dusk. A worker activities, mainly done from morning to afternoon needs an optimal amount of energy to be done productively. Lunch selection becomes a factor of whether or not a worker can productively do their works. The fulfillment of body's nutritional needs can be done by organizing the pattern and the variety of meals consumed to get enough nutrients. A person's eating pattern, or diet, in a day usually consisted of two to three meals. In one meal, a body needs nutrients consisted of: staple food, animal- and plant-based side dish, vegetables, fruits, and enough minerals. The ideal energy contributions of each meals are: 20% from breakfast, 30% from lunch, 30% from dinner, and 20% from in-between meals (Melani et al. 2022). With that said, it can be seen that lunch have a higher urgency when it comes to sustaining energy level when a person is active.

However, the reality is, in society there are still bad eating habits that can increase risk for someone's wellness. The root of it came from two factors, extrinsic and intrinsic. An extrinsic factor is something that came from outside of someone's own self, like surrounding, social, culture, economy, and religion. Intrinsic factors, in turn, is something that came from inside of one's self, like motivation, perception, attitude, and preference (Munawaroh & Firizki, 2023). The lack of awareness in meal selection, habit, and personal preference turned to be one of the reason workers choosing unhealthy foods. The perceptions that "healthy foods taste bad" can also make someone choose unhealthy meals like fast foods. Psychological factor related with how someone process information internally to do food selection (KM 2020). Other problem that happens is the lack availability of healthy food selection for workers, so most workers just buy what available without knowing whether its caloric value and nutrients are enough for their daily activities. Busyness and time limitation become a problem that workers often see in fulfilling their nutritional needs at lunch. Economical factor also become an influence for a worker to pick cheaper meals without knowing its nutritional values or in some cases, skips lunch entirely. A person's income will also decide the daily meals served to the family (Wijayanti, 2007).

Those factors resulted in nutritional problem that is quite serious in Indonesia, where one of the case that happens often among the workers is diabetes. According to World Health Organization (WHO) diabetes is a chronic metabolism problem that is hinted by high blood sugar level followed by carbohydrate, lipid, and protein metabolic problems as the result of non-functioning insulin. Indonesia is the fifth country with the most diabetes cases in the world, data from International Diabetes Federation (IDF) shows Indonesian diabetic population reached 537 millions in the year 2021, and predicted to raise to 643 millions by 2030. Diabetes is caused by over consumption of sugar, salt, and fat like fast foods over-consumption, that can also alleviate the risk of non-infectious health problems like heart disease, obesity, cancer, and cardiovascular problem (Sinha et al. 2022). Other problem in Indonesia is the case of obesity. The prevalence of Indonesian obesity number keeps rising since 2007 for 8% up to 21.8% in 2018 until 2024 (Riskesdas, 2024). Office workers have the highest number of obesity, reaching 32% compared to patients with other profession. The lack of nutrients, or malnutrition, especially energy and protein, in early stage causes a simple hunger but in a longer period of time can cause the decreasing of body weight and works productivity. Continuous deficiency will create worsen nutritional state and will end up resulting in health problems (Sitoayu, Rulina, & sumitra, 2022). A possible cause of this malnutrition is the lack of understanding a worker have about the importance of nutrients to support their works. This is, not in small degree, caused by the minimum, or even the nonexistent of supporting factors that could give that understanding of nutrients like nutritional training in work place via media

like posters, leaflets, etc. Ideally, to productively do work, workers need balanced and hygienic meal to sustain and give energy to work the normal eight hours work each day. Food principle like “isi piringku” have inside a control and proportion of carbohydrate as main source of energy, protein as building elements, and vitamin and minerals essential for bodily functions. With that, workers can gain the correct nutrients intake that support health and work productivity, while also sustaining health for their old days. Because of that, in respond of the phenomena about perception, life style, and economic factor of workers that affects their nutrients intake at lunch, especially outside their home (when they’re working) that need a great amount of energy and concentration, the existence of socialization efforts and support facilities are needed. This socialization aim to increase the understanding of workers about the importance of nutritionally balanced lunch when active outside. Other than that, providing support facilities in form of application that can help workers understand and recognize about how much caloric and nutritional intake they needed will help them support working activities well.

2. Method

The research method used to gain the study case in this design is the qualitative method. This method collect data directly from sources previously existed like books, articles, or journals. Qualitative research has a descriptive nature and tend to use Inductive approach analysis, so process and significance from the subject’s perspective shown more in this qualitative research (Fadli 2021). The same can be said about the data that is gained via study case with interviews regarding people that directly involved with nutritionally balanced lunch, for that, this design uses experimental approach.

3. Results and Discussion

3.1. Target Audience

Target audience is the individuals that is chosen by a certain characteristic and is selected carefully so that the message communicated more precisely and effectively reached the goal (Sirait & Siregar 2022). Target audience is a group of individuals that become the main subject in a communication process design media. Target audience is chosen based on someone’s characteristic like age, profession, lifestyle, and habits that have connection with the topic raised. In this journal, the target audience is individual aged 23-25 years old, men or women, working in offices, and economically in the middle class. This group is chosen by the result of questionnaire and secondary data that shows a tendency of ignoring lunch because of working activities. Geographically, this campaign is directed nationally with the study case done in Bandung city that represented urban area with a dense lifestyle, high fast food access, and cool climate that affects eating habit. Psychologically, target audience of 23-25 years old are categorized as millennial and generation z. The population of this study is office workers in Bandung, with a sample size of 68 respondents. People of these generations have a faster move in internet usage, open-minded, and high capability for interactions (Sampoerno & Haryono 2021). However, in the context of lunch, most tend to be careless and choose a practical meal without knowing whether it was nutritionally balance or not.

3.2. Consumer Insight

Consumer insight is the process of holistically understanding the reason of actions, thoughts, and behaviors of consumer connected to product and communication (Hamidi & Mujiono 2010). Target audience for this design is office workers that generally have the desire to live a healthy and productive life style. Although, in reality, there are many workers that still lacking the attention to their diet and nutrients intake, especially at lunch that is a main meal time. This

negligence often ends in health problems, especially nutritional problem like obesity and diabetes that are the results of nutritionally unbalanced food consumption.

3.3. Design Strategy

Office workers is a group of individuals in productive age that is expected to keep the balance between works and physical health, one of the method is through balanced nutrition in their lunch. However, in reality, there are numbers of workers that missed lunches or choose fast foods that have low nutritional values because of their busyness, limited time, and economical factor. This phenomenon shows the need of effective communication visual strategy to educate office workers in the importance of balanced lunch. Strategy that is used in this design is persuasive and educative, delivering information about balanced nutrients, example of balanced lunch, caloric value of lunches, and the health risk of skipping lunch. The goal of this communication is to build awareness and push the change in behavior in workers to care more about the role of a balanced lunch in a healthy lifestyle. The communication approach used refers to AISAS (Attention, Interest, Search, Action, Share) model, that not only educational but also pushes audience for an action and to share information to their surrounding.

Visually, the message delivered using design style that is bright, dynamic, and relevant with target audience's day to day life. The visual element is developed to be easily acceptable, fun, and relatable, like an illustration of adorable mascots, informative icons, to visual narration that represented an office routine. This entertaining visualizations meant to create a more positive emotional experience, so the message doesn't feel patronizing, but become a natural part of modern worker's lifestyle. Effective visual approach believed to trigger emotional resonance and raise effective in delivering the message (Han 2022).

Strategy is also strengthened with verbal approach, that is a language style that is customized with the characteristic of the target audience. Language style in marketing communication is important in creating information that is easy to understand, emotionally resonant, and urges action from audience (Yusuf & Abas 2024) In this design, the language style used is non-formal and communicative with personification and hyperbole. Mascots like Probo, Fabin, and Calmin not only become symbols of nutritional contents (carbohydrate and protein, fiber and vitamin, calcium and minerals, respectively), but also imagined as "magical friends" that motivates workers to care more about their nutritional intake. On the other hand, hyperbole is used to describe the dramatic effect like lacking energy, lethargic, to the bright change of feelings and productivity after a balance lunch. This approach used so the message will be easier to process, touch the emotion, and leaving impression on the audience about the need of balance lunch.

With the combination of communicative and persuasive verbal approach, and attractive visual approach, this design is hoped to affect office workers' behaviors positively. This campaign aims to solidify lunch as a part of a productive and sustainable lifestyle. The change in eating behaviors not only affect individual's health, but also raised the quality of life and work performance in long term. With that said, this targeted visual communication can be an important bridge in building the consciousness of- and urges change in mindset of healthier lifestyle. As for the mandatory, this campaign refers to Indonesian Ministry of Health as the main source as the guidance of balanced nutritional values and the regulation regarding the public health. Figure 1 shows the official logo of the Ministry of Health of the Republic of Indonesia, which symbolizes the institution's authority in regulating and promoting public health initiatives.



Figure 1. Logo of the Ministry of Health of the Republic of Indonesia

3.4. Creative Strategy and Media

Creative strategy in this design used the style of copywriting that is used in light, communicative, and understandable Indonesian. Copywriting is a technique of using language optimally that intends to persuade or promote (Prawiro 2024). This strategy makes it possible for the message to be delivered emotionally and relevant to the audience daily lives without feeling patronizing or forcing. The tagline “Ayo Makan Siang Gizi Seimbang, Biar Gak Tumbang!” becomes the example of copywriting that combined familiar language elements with the important message about how balanced lunch is a key to keeping energy, focus, and productivity for office workers.

In this design of social campaign about nutritionally balanced lunch for office workers, AISAS (Attention, Interest, Search, Action, Share) communication model is used as the main approach with media adjusted for each stage. The “attention” stage constructed by posters, billboard, and x-banner with bright design and illustration of adorable mascots representing elements balanced diet. These media is placed in the working and public spaces to draws in office workers’ attentions. The “interest” stage is supported by public service announcement in the form of 2D animation witch is the main of media AISAS with a duration of 60 second that educated the importance of healthy lunch. The short (30 seconds) version is also made specifically for Instagram Reels and YouTube Shorts to better fit the audience’s content consumption habit. Animated video contains pictures and voices that is blended to make a main media more interesting (Tonalou & Albar 2022).

The “search” stage is facilitated by a website and an Instagram account as information centers, providing guidelines for balanced meal, tips, and other interesting contents. In the “action” stages this campaign brings an educative booth that not only shares leaflets and brochures, but also distributes free meals from GIZSI (Gizi Siang) movement as a direct invitation. The last stage, that is, the “share” stage is realized with “Five Days Challenge With GIZSI” program that challenges participant to share pictures of their balanced lunch for five days via Instagram. Participants that completed the challenge will get merchandises in the form of t-shirt, tumbler, tote bag, sticker, mousepad, key chain, and illustrated plate. This strategy can hopefully create a viral effect and form a community that support each other’s healthy eating habit.

The distribution strategy will be done in several phases, with the main momentum matching Indonesian National Nutrition day (Hari Gizi Nasional) in January 25th. Media distribution arranged by following the stages of AISAS. Attention and Interest stages build using digital media like Instagram and posters. Searching stage is directed through the website that contains the complete information about the balance of nutritional values. Action stage is facilitated with the booth and direct merchandises distribution to office workers. Finally, share stage will be pushed by interactive contents and the use of eye-catching merchandises to

attract attentions. Table 1 presents the distribution strategy across different media and timelines, aligning with the AISAS framework.

Table 1. Media Distribution Strategy and Timing of Dissemination.

Jenis Media	Media	Desembe r				Januar i				Februari 2026			
		1	2	3	4	1	2	3	4	1	2	3	4
Attention	Poster												
	X-Banner												
Interest	Video Iklan Layanan Masyarakat												
Search	Website												
	Instagram Account												
Action	Booth												
	Free Lunch												
	Brosur												
Share	Five Days Challenge with GIZSI												
	T-shirt												
	Tumbler												
	Piring ilustrasi												
	Totebag												
	Mousepad												
	Stiker												
	Gantungan Kunci												

Visual concept is critical in the serving of media so that the ideas can be easily received by audiences, because visual elements that is mixed with layout, colors, and illustrations function to strengthen perception and create audience's memories (Susilawati, Fajrina & Peamesti 2023) This campaign is design using simple illustration and soft colors so it can be accessible and interesting for office workers. Illustration can describe the meaning of a writing so it can help readers to understand the meaning of that writing (Tonalou & Albar 2022). In the main page of the website, users are greeted by moving images of the three mascots: Probo (protein and carbohydrate), Fibin (fiber and vitamin), and Calmin (calcium and minerals) who acted as interactive guides. This campaign invites office workers to care more about nutritional intakes at lunch, using nutritional plate and easy to understand information that can help office workers in balancing their lunch to prevent all connected health risks. As shown in Figure 2, the visual illustration references guided the development of the campaign's design style and mascots.



Figure 2. Visual Illustration References

With the visual style that balance fun impression and seriousness, the idea about the importance of nutritionally balanced lunch can be delivered effectively without making user bored. In every part, user is given motivation and urged on to start building healthy lunch habit so they can keep energy, concentration, health, and productivity while working. This AISAS media concept not only become the source of inform action, but also a tool to motivate office workers to care and be responsible of their own diet.

3.5. Layout

Layout is understood as the strategic placement of visual elements to strengthen visual communication message in digital media (Rizki et al. 2024). In this design, centered layout that is adjusted for each media type is used. Website used principle size of 1242 X 2208 pixels for compatibility with any device. Posters sized at A3 (297 X 420 mm) is used as the ideal printed size for public space. Billboard using standard size of outside space of 6 X 3 meters so it can still be readable at further distance. Figure 3 presents the dimensions applied to the website, poster, and billboard, ensuring consistency and readability across different media formats.

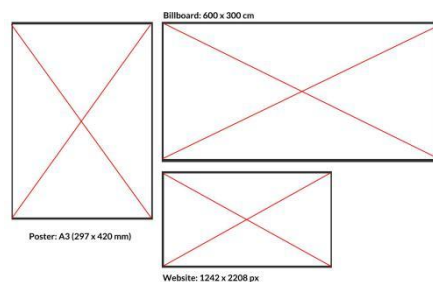


Figure 3. Website, Poster, and Billboard Dimensions

3.6. Typography

Typography is the technique to choose words arrangement in a design so the words composition is pleasant to readers' eyes (Mirza 2022). In this campaign, typography reinforce visual message and increased readability, especially in digital media like website. "Rubik" font is used to headline because of the modern yet friendly appearance draws attention without feeling unprofessional. For the body text, "Work Sans" that is light and easy to read is used for the fit of digital appearance. The combination of the two fonts generated impression of clean, communicative, and friendly, supporting the goal of the campaign in shaping a healthy lifestyle. Figure 4 displays the chosen typefaces "Work Sans" and "Rubik," selected for their readability and modern, approachable character.

Rubik
the quick brown fox jump over the lazy dog
1234567890
!@#\$%^&*()
the quick brown fox jump over the lazy dog
1234567890
!@#\$%^&*()

Work Sans
the quick brown fox jump over the lazy dog
1234567890
!@#\$%^&*()
the quick brown fox jump over the lazy dog
1234567890
!@#\$%^&*()

Figure 4. Works Sans & Rubik Typefaces

3.7. Illustration

Illustration is artwork that is utilized to give an explanation of a means or a goal visually. In its development, illustration is not only useful as supporting media. Illustration can develop into an expectation of impossibility, not much different from fantasy, virtual in its nature (Paramita, Wirawan, & Astuti 2024)

3.7.1. Character Study

Character is a profile entity that will act in a certain context in delivering ideological charge that becomes a representation of a group (Hilman & Zufri 2023). In this persuasive design, there are two human characters who represent male and female office workers, with three mascot characters who will always be present in several media as the identity of the campaign. Figure 5 illustrates the character study of the campaign, representing office workers as well as mascots to personify nutritional elements.



Figure 5. Character Study Example

3.7.2. Background Study

Visual background, like a backdrop that is arranged with a certain visual complexity, can create an emotional atmosphere in the audience and increase the effectiveness of the message (Sameeni, Ahmad, & Filieri 2022). As for the location used in this persuasive design, it is an office that is made to be the main location of the two workers such as when the female worker works. Figure 6 depicts the office setting that serves as the primary background environment for the animation and campaign visuals.



Figure 6. Office Setting Study

3.7.3. Property Study

In this property study, office appliances like a computer, keyboard, office desk, book, pen, and the bread being eaten by the female worker are used. Figure 7 shows the property studies of office stationery and bread, both of which support the storytelling of the main characters.



Figure 7. Office Stationery Property Study, Bread Property Study

3.8. Colors

Color hold important roles in the conceptual consideration regarding the content, the audience, and the impression and identity that is expected to be shown in the design of info-graphic media (Listya 2018). In this persuasive design, the colors used are green, orange, and blue. The usage of green is closely related to health, orange is used as a representation of spirit and cheerfulness, then balanced with blue, which represents technology and the modern feeling that can also be linked to professionalism. As shown in Figure 8, the color palette emphasizes green, orange, and blue to represent health, energy, and professionalism.



Figure 8. Character Study ExampleMain and Supporting Media Color Palette

3.9. Audio

Audio elements play a big role in clarifying and emphasizing informational messages as well as communication that is contained within cinematographic visual elements (Mulyono 2024). In this persuasive design, the audio used is an audio with a gloomy atmosphere, turned light, and then cheerful to reinforce and support the emotion that could increase motivation and workers' spirit to start a healthy lifestyle by thoroughly choosing lunch for the sake of productivity, concentration, energy, and health. These three kinds of audio (gloomy, lighter, and cheerful) help reinforce the appropriate atmosphere and emotion, helping to create an emotional experience for office workers.

4. Design Result

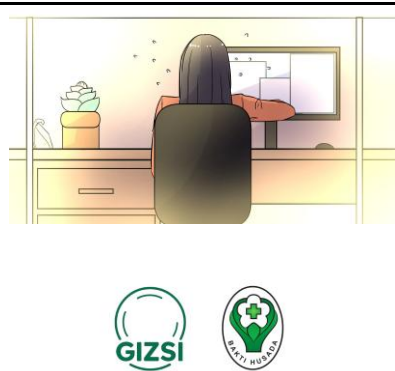
4.1. Main Media

The 2D animation is developed through several stages, including frame-by-frame illustration, editing, and the addition of sound and effects during the finishing process. This medium is positioned as the main media due to its potential to capture the attention of office workers.

Most public service announcements typically do not utilize animation, making this 2D animation an innovative approach to engage office workers in a more appealing, fun, and persuasive way. The goal is to encourage them, in an enjoyable manner, to adopt a healthier lifestyle. Below is the storyboard and storyline of the animation. Table 2 illustrates the storyboard and storyline of the animated public service announcement, detailing scenes, sounds, and visuals.

Table 2. Storyboard and Storyline of the Main Media: 2D Animated Public Service Announcement

Scene	Storyline	Sound/Audio	Storyboard
Scene 1	Gina is enthusiastic at work, productive, but always skips lunch. Her desk only has cold coffee and small snacks. (This repeats for a few days.)	Fast ticking clock SFX, keyboard typing, cheerful BGM	
Scene 2	Eventually, Gina realizes she's feeling increasingly weak, has no appetite, and can't focus on her work.	Snack wrapper crinkling, glass being placed down, hollow BGM, soft office ambience, heavier background music	
Scene 3	Hyperbolic visuals: her head feels heavy, and the world seems to spin.	Soft "whoosh" SFX, heavy and slow BGM, loud stomach growl	
Scene 4	The once dark world changes when Gina sees a light it turns out to be Probo, Fabin, and Calmin.	Cute popping SFX, background music begins to brighten	
Scene 5	The light from Probo, Fabin, and Calmin merges, revealing a balanced lunch right in front of her on the office desk.	Brighter, lighter BGM	
Scene 6	Gina takes one bite, and suddenly she's transported into a bright world. She smiles, looking fresher and more energized.	Spoon sound, positive and light BGM	

Scene 7	Gina finally realizes that what she needed all along was a balanced lunch to power through the day. Ends with tagline: "Let's Have a Balanced Lunch, So You Don't Crash!" Campaign logo and mandatory logo appear.	Positive ending BGM, clean outro	
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The media used under the Interest stage is a 2D animated public service announcement, which illustrates the importance of having a balanced lunch to sustain energy during a busy workday. This animation is published on YouTube and also promoted as paid advertisements on Instagram and Instagram Reels via the "@GerakanGIZSI_official" campaign account.

4.2. Media AISAS

The result of this design is an AISAS media that utilizes different visual media like poster, billboard, public service animation, social media, and other interactive media. All of these media supported each others and drew attention to build interest and urge information searching that create real action so the message about the importance of a balanced lunch for office workers can be effectively delivered.

The "attention" media that is going to be used in this design is a printed and digital poster. Posters will be affixed in several public places, like malls, while the digital one will be on the social media account of the campaign. The media used for the poster is 310 gram "art paper", a 3D billboard sized at 3 X 6 meters using fiberglass, and an "x-banner" made of luster for indoor use which has a softer texture. The three media are printed using a laser printer to create a sharper and long lasting colors. Figure 9 displays the "attention" stage media, including posters, billboards, and x-banners designed to capture office workers' interest.



Figure 9. Media Attention: Poster, Billboard, X-Banner

The "interest" with the main media used is a 2D animation public service announcement, telling the story of the importance of lunch to support energy spent during dense work activity. This animation is uploaded to YouTube, as a paid advertisement in the social media Instagram, and as a reels in the Instagram account. Every frame of the animation are drawn in "Clip Studio Paint", and edited together with the audio and other effects using "Movavi Video Editor". This 2D animation has the resolution of 1920 X 1080 pixels. Figure 10 illustrates the animation as the main media to communicate the importance of balanced nutrition in a persuasive way.



Figure 10. Media Interest: 2D Public Service Announcement Animation

In the “search” media, a website is used. Inside, information about the social campaign, information about the importance of lunch, and a guide for balanced lunch are provided. In the Instagram account, feeds that explained the challenge as a call for office workers to share their experience are also given. Figure 11 shows the “search” media, including the campaign website and Instagram account as digital information hubs.

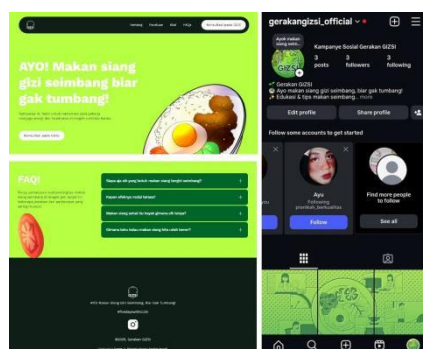


Figure 11. Media Search: Website, Instagram Account

For the “action” media, booth will be the main media that is presented to the audience near an office complex area. The program that will be held in this booth are: an introduction to the importance of nutritionally balanced lunch, distribution of brochures about good lunch composition, free consultation with a nutritionist, and distribution of free balanced lunch from the GIZSI movement for 100 lucky participants. The booth is designed with main media of plywood for efficiency, the brochures are printed on a thin art paper for easy transport, and the free lunches will be packaged in ivory papers that are safe for food packaging. Figure 12 presents the “action” media such as packaging, booths, and brochures that provide direct engagement with office workers.



Figure 12. Media Action: Free Lunch Packaging, Booth, Brochure

“Share” media have an important role in spreading the message of the campaign directly to the audience’s daily lives. Selection is adjusted with function, reach, and relevance to office workers’ habits.

Instagram Feeds are used to deliver nutritional information, the benefits of a healthy lunch, and the risks of skipping them. This campaign also brings #fiedayschallengewithGIZSI with unique and interesting merchandise as prizes, like t-shirts and tumblers. This media is chosen for its ease of access, interactivity, and fittingness with the audience of 23-25 years old. As illustrated in Figure 13, Instagram feeds are designed to share nutritional content and promote the campaign’s challenge program.

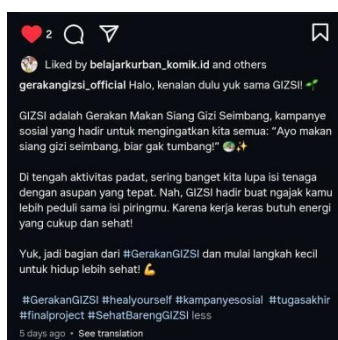


Figure 13. Media Share: Instagram Feeds

Tote bags with a simple design and the tagline “Ayo Makin Siang Gizi Seimbang, Biar GAK Tumbang!” are made from canvas material with neutral color. Besides the function to store things, this media inserted the tagline of the campaign functionally into daily lives. Figure 14 shows tote bags with the campaign’s tagline, combining function with promotional visibility.



Figure 14. Media Share: Totebag

Illustrated plates existed in two versions: green and blue, both showing balanced meals, campaign mascots, and office elements. The movement message is directly shown when used, making it an effective thematic media for lunchtime. The plate diameter is 23 cm, made from melamin, and printed using the screen printing technique. Figure 15 illustrates the campaign's plates, which visually display balanced meals and mascots to reinforce the message at lunchtime.



Figure 15. Media Share: Illustrated Plate

Sheets of stickers A5 in size, filled with colors depicting the two worker characters and the three mascot characters Probo, Fabin, and Calmin with eye-catching expressions and colors. The sticker is flexible, easy to stick, and combines education with visual attractiveness. These stickers are printed in vinyl, using the technique of digital printing, and cut using kisscut. Figure 16 presents sticker sheets featuring the worker characters and mascots, designed to engage audiences with fun visuals.



Figure 16. Media Share: Sticker Sheet

The tumblers media are white with green accents, containing an illustration of foods and work activity in the shape of puzzle pieces. This media supports the habit of drinking water that reflects a healthy and environmentally healthy lifestyle. The tumblers are of the “hook tumbler” type and are printed using the DTF technique. Figure 17 shows the tumbler design, supporting hydration while integrating campaign visuals into daily use.



Figure 17. Media Share: Tumbler

Campaign t-shirts depict the mascots, office, and the tagline in front, and illustrations of balanced meals in the back. White and green give a fresh feeling. These t-shirts functioned as a visual identity and a message-sharing tool. These t-shirts are made of cotton combed 24s material and printed using the DTF technique. Figure 18 depicts campaign t-shirts as wearable media, combining mascots, taglines, and nutritional messages.



Figure 18. Media Share: T-Shirt

Mousepad depicting the mascot in a working situation, shaped like puzzle pieces, represents the nutritional elements. This media is effective due to its constant existence in the daily working environment. These mousepads are made of cloth with a rubber base (fabric on rubber) for the top surface and 2 mm anti-slip rubber in the bottom. This media is measured at 22 X 18 cm and printed using the full print method with the CMYK system, which makes print results sharper and last longer. Figure 19 displays mousepads as daily office items transformed into tools to remind workers of the importance of balanced lunch.



Figure 19. Media Share: Mousepad

5. Conclusion

From the result of the design that has been done, it can be concluded that the social campaign “For Balanced Nutritional Lunches For Office Workers” or GIZSI (Gizi Siang) movement is addressed to the target audience of 23-25 years old office workers who are usually passive and mostly sit on their eight-hour work time, who most of the time do not care about their nutrition intake during lunch or even skip it entirely. This campaign is expected to become the solution to raise awareness of the importance of a nutritionally balanced lunch to keep energy, focus, and health while working, and reduce the risks of health problems. Before the stage of designing media, a data gathering process is done, then visual and verbal concept development, then production of illustration assets, then mock-up production, creation of printed and digital media, and finally editing of the 2D animation that helps the social campaign. As for the goal of this design, it is to give an understanding to office workers that a nutritionally balanced lunch is important for their health and productivity. Through interesting and understandable visuals, this campaign urges a change in eating habits and the negative perception of nutritionally balanced meals.

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