DESIGNING SOCIO-COMMERCIAL CAMPAIGN REDUCING BODY SHAMING ACTION ON TEENAGERS IN BATAM WITH NIVEA

PERANCANGAN KAMPANYE SOSIAL-KOMERSIAL MENGURANGI AKSI BODY SHAMING PADA REMAJA DI BATAM BERSAMA NIVEA

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Abstrak: Masalah *body shaming* atau mempermalukan bentuk tubuh bukan lagi hal baru dan tabu di Indonesia. *Body shaming* yang terjadi diremaja usia 12-18 tahun yang merupakan masalah teratas yang dialami kelompok usia mereka. Menurut Dr. Devie Rahmawati, 2018 hal ini menyebabkan seseorang menjadi stres dan depresi. Faktor utama yang menyebabkan perundungan *body shaming* adalah karena mereka tidak menyadari apa akibatnya dan dampak negatif yang begitu besar terhadap korbannya. Hal yang ingin diwujudkan oleh penelitian ini merancang kampanye yang memberikan kesadaran dan edukasi dini mengenai perundungan *body shaming*. Dalam merancang kampanye ini untuk menciptakan loyalitas konsumen dengan titik kesuksesan, akan membawa produk ternama yang sudah dikenal dimana-mana yaitu Nivea. Tujuannya untuk mendukung perkenalan kampanye baru ini kepada *target audience* yang akan berdampak besar. Tujuan dalam membuat kampanye agar mencegah remaja mempunyai perasaan cemas, rasa malu, tidak percaya diri, melakukan diet ekstrem, hingga gangguan mental berat. Maka digunakan metode kualitatif yang terdiri dari studi pustaka, wawancara, observasi dan kuesioner, berdasarkan hasil analisis data dari lapangan. Hasilnya berupa rancangan kegiatan kampanye dalam bentuk *above the line* dan *below the line*.
Kata kunci: Body Shaming, Kampanye, Perundungan, Remaja, Sosial.

Abstract: *The problem of body shaming or humiliating body shape is no longer new and taboo in Indonesia. Body shaming that occurs in teenagers aged 12-18 years which is the top problem experienced by their age group. According to Dr. Devie Rahmawati, 2018 this causes a person to become stressed and depressed. The main factor that causes body shaming bullying is that they do not realize what the consequences and the negative impact it has on the victims. This research aims is to*

design a campaign that provides awareness and early education about body shaming bullying. In designing this campaign to create consumer loyalty with a point of success, it will bring a well-known product that is already known everywhere, namely Nivea. The goal is to support the introduction of this new campaign for the target audience that will have a big impact. The purpose of making a campaign is to prevent teenagers from feeling anxious, embarrassed, not confident, going on extreme diets, to severe mental disorders. Then used a qualitative method consisting of literature study, interviews, observations and questionnaires, based on the results of data analysis from the field. The result is a design of campaign activities in the form of above the line and below the line.
Keywords: *Body Shaming, Bullying, Campaign, Social, Teenagers.*

1. INTRODUCTION

The problem of body shaming or humiliating body shape is no longer new and taboo in Indonesia. Body shaming is not only found in the real world, it is often also found in cyberspace such as on social media Facebook, Instagram, and so on. Most people do body shaming without knowing the consequences, so it's easy to comment on the shape and size of other people's bodies. In 2020 a case was recorded that happened to a junior high school student in Batam City, Riau Islands who died because he was beaten by his friend due to body shaming actions (Harist, 2022). Until now in the city of Batam there has been no campaign about body shaming and the creative media strategies used are still minimal. Lack of teenagers education about awareness and body shaming actions is also one of the causes. Therefore, communication messages and visual media strategies are needed that are suitable for the target audience that can reduce body shaming actions in teenagers. According to Damanik in 2018, victims of body shaming experience feelings of shame about one form of body part when the judgments and judgments of others are not in accordance with the ideal of self that is expected by the individual. According to (Chairani, 2018), explained that the psychological symptoms experienced by victims according to psychological research were depression, anxiety, eating disorders, subclinical sociopathy,

and low self-esteem. These things, if left unchecked, will become a habit. This study will also present a well-known brand, namely Nivea. The goal is to support the introduction of this new campaign that will have a big impact, because Nivea is famous everywhere. Social-commercial is also a type of advertising that is used to optimize the cause of social interest to fulfill non-commercial purposes, channel social development, and optimize brand awareness using relevant media. With the science of Visual Communication Design and Advertising, the author designed a campaign strategy related to the problems above which the author addressed to teenagers aged 12-18 years in the city of Batam.

2. RESEARCH METHOD

The author uses qualitative research methods. "The qualitative research method is a form of research that is used for several things, such as analyzing, investigating, describing, discovering, and explaining the features of research objects that are difficult to explain through quantitative methods." (Sugiyono, 2008:15). For the analysis, the author uses the SWOT and AOI models, where SWOT focuses on the process of turning strengths and opportunities into strengths while addressing risks and weaknesses. (Rangkuti, 2009). For AOI (Activities, Opinions and Interests) to ensure the behavior of the target audience because a person's lifestyle can be easily represented based on his actions, views and interests, so that observations can be clearly identified. (Kotler, 2002:192).

The theory used is the theory of advertising campaigns, the campaign itself is a form of planned activity that is carried out continuously for a certain period of time with the aim of producing a certain impact on a large audience. (Venus, 2004). Then the advertising itself aims to meet the communication

goals that must be achieved to create the desired persuasive effect. (Shimp, 2003: 413). While the advertising campaign focuses on something, which Facet later called as the development of the theory of think-feel-do by adding the categories of perception, association and persuasion. Effect theory is useful for determining the effectiveness of advertising by creating an audience response. (Wells et al, 2007:384). In addition, there is a social campaign theory that focuses on the goal of increasing public awareness of ongoing social phenomena. (Ramlan, 2006:19).

In addition to campaign theory, the author also uses theory a discipline to study various concepts and expressions of communication that are packaged creatively through Visual Communication Design, namely various types of media to convey ideas or messages through visuals or manage graphic elements such as color, shape, typesetting, and layout so that ideas can be accepted by the recipient of the message. (Kusrianto, 2007: 2). Typography itself is the science of choosing and arranging letters in the available space so that those who read feel comfortable because of the certain impression it creates. (Wibowo, 2013: 115).

Furthermore, for the theory of Visual Communication Design, the author strengthens this design with communication theory as part of the concept of message strategy. The message is the content of communication conveyed by the speaker/messenger to others. In conveying a message, a strategy is needed, what will be communicated or what is to be conveyed so that the audience can know, can trust, and take action with pleasure. (Purba et al, 2006: 32-33).

To strengthen the design concept, the author also includes the theory of body shaming in his study. Body shaming behavior is usually carried out by those closest to us, such as our own friends, who often insult an imperfect

body shape, make the victim feel inferior, ashamed of others, and try to form a more ideal body. (Samosir & Sawitri, 2015).

3. RESULTS AND MEDIA DESIGN

The target of this campaign design is teenagers aged 12-18 years, domiciled specifically in the city of Batam, with an average income or SES B. Based on observations and data searches, looking for solutions to create educational campaigns through creative media strategies with talk shows show that will be held by inviting guest stars and figures who are experts in body shaming issues. The guest stars will also invite the target audience to commit from the beginning of this event onwards to form a community that supports the anti-body shaming movement, which will make this event interesting and feel its impact on the target audience. What to say is by educating teenagers in a cool and creative way about body shaming by always spreading positive things and saying something good to others. Then the next step is to create a campaign design entitled "Sempurna".

The tagline that was created is "All Appearances Have Color" the purpose of the tagline is to remind the audience that people must respect all appearances even if they are different from us or not according to what people want, because everyone of course has a different appearance and must have their own characteristics both from the outside and from the inside, therefore people must always get used to spreading positive things starting from our sentences, attitudes, and behavior in socializing with anyone and also having to love ourselves more. The approach used in designing this campaign is rational and emotional.

The Results of Designing.

Based on the method, which is supported by data, the following results are obtained:

3.1 Campaign Logo

The logo used is a combination logotype, where there are images and explanatory text. The logo depicts the icons of human palms stacked, symbolizing social interaction. This human palm icon is also colored like a rainbow because as the campaign name implies, all appearances have colors that represent this anti-body shaming movement.

Figure 1 Campaign Logo

Source: Regina Rachmaputri (2022)

3.2 Typography Types

The typeface used in the design of this campaign, both in the logo and in the media, uses capital letters and clear fonts, including Sunborn and Chewy fonts. The use of the two fonts here is not to be too stiff and boring to read, where the target audience of this campaign is teenagers.

- Sunborn Sans One

  ABCDEFGHIJKLM NOPQRSTUVWXYZ

  ABCDEFGHIJKLM NOPQRSTUVWXYZ

  0123456789

- Chewy

  ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

0123456789

3.3 Color

The color used in the media is blue, because it is equated with the color tone of Nivea, which is the partner of this campaign. And also the previous campaign mostly used neutral colors and not too dark and it worked for their campaign. However, the colors that will be used in the campaign logo tend to be bright and colorful, as representatives of different human appearances.

Figure 2 Color Palette

Source: Regina Rachmaputri (2022)

3.4 Media

Implementation of the event at KTM Resort Batam. On Monday, October 10, 2022, to coincide with World Mental Health Day with the event name "Sempurna" with teenage participants aged 12-18 years. This event contains information and education about body shaming to anticipate so as not to take body shaming actions and also always spread positivity in the surrounding environment.

Figure 3 Event

Source: Regina Rachmaputri (2022)

Posters will be rational and emotional, placed in schools to be seen by the target audience when they are in school, and places such as malls, bookstores or coffee shops that are often visited by the target audience in the city of Batam.

Figure 4 Poster

Source: Regina Rachmaputri (2022)

Brochures are distributed in schools, malls, bookstores, and coffee shops which are frequently visited by the target audience. The brochure contains basic information on solutions to the problem of body shaming actions. There is also a checklist box to find out if they have done body shaming. The following is an introduction to the event and his Instagram social media account @sempurna.campaign.

Figure 5 Brochure

Source: Regina Rachmaputri (2022)

The video will be shown on YouTube and the story will be presented using a slice of life and imagery approach that uses social media to associate insecurities within oneself but seeks victims to make oneself look better. Billboard is used as a promotional medium for the event as a perception so that the target audience reach is wider. This billboard is at every intersection of 3 or 4 highways in the city of Batam.

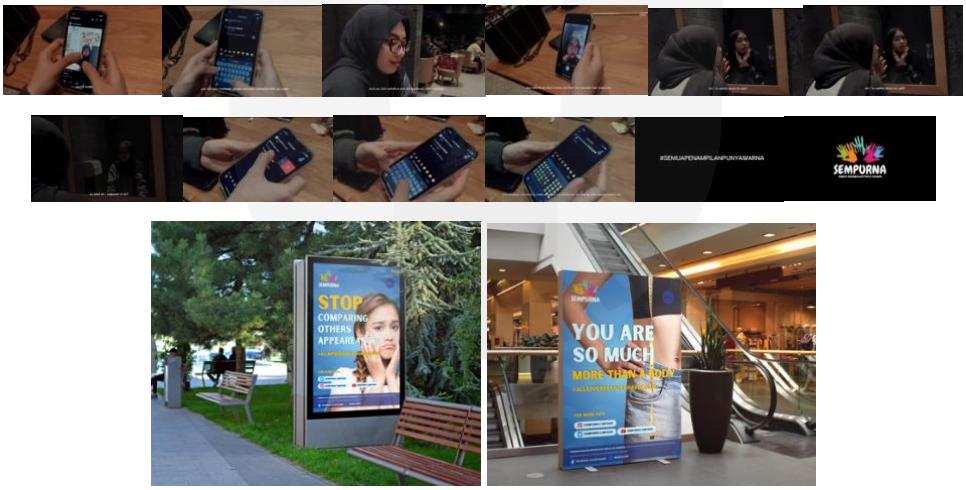

Figure 6 Video and Billboard

Source: Regina Rachmaputri (2022)

Because the target audience includes SES B who are quite productive in using social media in their daily lives, the dissemination of information is

also carried out on social media Instagram and Twitter. Here all things, both information, event schedules, Instagram filter, and challenges are available. The hashtag #allappearanceshavecolor is used to share challenges and find information regarding this campaign.

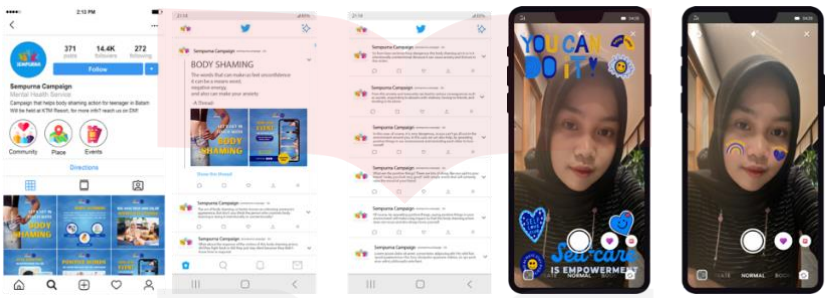

Figure 7 Instagram Feeds, Thread Twitters and Instagram Filter

Source: Regina Rachmaputri (2022)

The "find words" game in the form of an Instagram story was distributed before the main event. This game is a game that invites viewers to find positive words accompanied by tagging friends and then uploading them to Instagram Stories along with the hashtag #allappeareanceshavecolor and mentioning the perfect campaign on Instagram. The winner will be drawn with the rules the more friends you tag to share, the bigger you will win and the prize is a one-night stay voucher at KTM Resort which will be given at the time of the main event.

Figure 8 Find Words Game

Source: Regina Rachmaputri (2022)

Merchandise can be useful as a reminder given to the winners, either in the find words game or during the event after taking a photo at the photo booth and uploading it to their respective social media.

Figure 9 Merchandise

Source: Regina Rachmaputri (2022)

CONCLUSION

Based on the discussion above, it can be concluded that the “Sempurna” Campaign is a campaign designed and intended to invite youth about the importance of education about body shaming to get used to always being positive and also spreading positivity. With the design of this Talk show event,

it will be a solution that will educate about body shaming, about how to anticipate it so as not to take body shaming actions, and also how to respond to it. The media used to campaign for this activity include events as the main media, as well as posters, billboards, brochures, Instagram social media, and challenging games as well as merchandise as supporting media. The use of these media has been adjusted to the target audience of this campaign and with all considerations according to the aspects of visual communication design. It is hoped that this campaign can provide a solution for teenagers in the city of Batam to always be aware of the actions of body shaming and also understand, and the media used and in partnership with Nivea can be an intermediary for messages and introductions that can be conveyed properly to the target audience.

STATEMENT OF AWARD

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