



**Designing a Healthy Lifestyle Campaign Through Social Media:
A Case Study of Effalea Gymnastics Studio**

UNDERGRADUATE THESIS

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1 CHAPTER 1 INTRODUCTION 1.1.
Background A healthy lifestyle is the simplest and most appropriate style to do.
Healthy living is healthy living habits by implementing healthy eating patterns, healthy habits, and a clean environment.
Healthy is the basic sense means that everything we do produces good and positive results (Gupta & Nair, 2016: 3, p.3).
According to a survey conducted in August 2022 (involving 5,500 respondents in Australia, Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam).
There are three unhealthy habits that people are starting to abandon: while 62% of them consume food with unbalanced nutrition, 39% do not exercise regularly, and 15% lack sleep.
The survey revealed that 10% of them had gained 1 to 5 kilograms of excess weight, while another 18% had gained 6 to 10 kilograms, the majority of others (49%) preferred to consuming too much unhealthy food, 62% consuming

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ABSTRACT

A healthy lifestyle is the simplest and most appropriate style to do. One thing you can do is do gymnastics. However, currently, gymnastics is still largely ignored by some people, especially women. Based on a survey conducted in August 2022 of 5,500 consumers in several countries. There are 59% of people who do not exercise regularly. The survey revealed that 50% experienced an excess weight gain of 3 to 5 kilograms, while another 18% experienced a weight gain of 6 to 10 kilograms over 12 month period. The problem that can be identified is the lack of public awareness about healthy lifestyles that they can adopt through exercise. This qualitative research will examine how to design a healthy lifestyle campaign through social media that can be implemented through gymnastics to increase people's interest in exercising using the AISAS model so that people are more aware of the benefits and are interested in participating in gymnastics. The result was the success of designing a social media campaign about an informative healthy lifestyle to create awareness of healthy living with gymnastics and make them more interested in gymnastics. The results from users show that the campaign succeeded in increasing their interest in gymnastics occasionally and making their lives healthier because they realized that gymnastics can provide many benefits for their bodies, to achieve success in designing an informative social media campaign to create awareness about a healthy lifestyle through exercise depends on 3 things. AISAS implementation, repeatable messaging, and a good first impression.

Keywords: *Gymnastics, Campaign, AISAS, Social media, Facebook*

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