



**Designing an Instagram Campaign to Raise the Awareness of Post-Office-
Hours Exercise to Reduce Work-Related Stress Among Generation Z
Employees Using the AISAS Methodology. Case Study: PT. United Tractors
Pandu Engineering**

By

Haniffah Miftahul Jannah

013202100007

Supervised by:

Fransiska Rachel, S.Sn., M.Ds

Rinaldi Aditya Gratama, S.Ds., MBA

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ABSTRACT

The high level of stress among Generation Z workers is a phenomenon that is often caused by various pressures obtained from the workplace. Feelings of stress are often a factor in someone not implementing a healthy lifestyle in their daily lives. This study aims to promote exercise after work hours by implementing the AISAS method through the Instagram platform aimed at Generation Z workers as its audience. The research method used in this study is a qualitative method where researchers conducted a literature review and also in-depth interviews with 5 (five) people who are experienced in their respective fields. The results of the study show that exercise after work hours can reduce stress levels and also help keep the body physically and mentally healthy, especially if done consistently. These findings are expected to have a positive impact on workers and companies to jointly maintain their health for a better life.

Keywords: *Post-Office-Hours Exercise, AISAS methodology, youth, energetic, quirky digital campaign.*

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