

Visual Identity Design of the “Berbagi Buahagia” Campaign on the Benefits of Fruit Consumption

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ABSTRACT

Low fruit consumption among young adults in Indonesia remains a significant issue, with most individuals aged 18-25 not meeting recommended intake levels. This problem is influenced not only by limited awareness but also by ineffective health campaigns that lack engaging and relevant visual communication. This study aims to design the visual identity of the “Berbagi Buahagia” educational campaign to create a more effective and audience-centered communication strategy. The urgency of this research lies in addressing the gap between health campaign strategies and the application of visual communication design in influencing behavior among young adults in Indonesia today. This research uses a descriptive qualitative method with a field research approach. Data were collected through interviews, Focus Group Discussions (FGD), observations, and questionnaires involving selected participants. The design process applies the Design Thinking method, including empathize, define, ideate, prototype, and test stages. The results indicate that a well-designed visual identity with appealing visuals, consistent branding, and appropriate media can enhance audience engagement and message effectiveness. The campaign outputs include logo, digital media, posters, and supporting materials tailored specifically to young adults, encouraging healthier daily habits.

KEYWORDS

Visual Identity,
Educational Campaign,
Fruit Consumption,
Healthy Lifestyle

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INTRODUCTION

Health is a fundamental aspect of human life because a healthy body condition allows a person to carry out daily activities optimally (Septianto et al., 2020). One important effort in maintaining health is to implement a balanced diet, in which fruit consumption plays a significant role. Fruits contain fiber, vitamins, and antioxidants that function to support the immune system, prevent chronic diseases, and help maintain the body’s condition optimally (Zarwinda, 2022). Therefore, fruit consumption should be part of daily eating habits, especially for young adults who are in a high-productivity phase (Khoirunnisa & Kurniasari, 2022).

Nevertheless, the low fruit consumption rate remains a prominent problem in Indonesia, especially among the younger generation. WHO data in 2023 shows that low fruit consumption contributes to 3.9 million deaths globally each year. In Indonesia, (RISKESDAS, 2023) recorded that more than 96.7% of the population has not met the recommended daily fruit and vegetable intake, including the 18–25 age group. This condition indicates that the problem lies not only in health aspects but also in behaviors and consumption patterns formed in daily life.

Based on the results of a Focus Group Discussion (FGD) with students aged 18–25 in Surabaya, it was found that although they understand the importance of fruit consumption, this habit has not yet been implemented regularly. Factors such as taste preferences, lack of routine, limited availability, and access to fruit are major obstacles (Livingstone et al., 2020). This indicates that

knowledge alone is not sufficient to drive behavior change, so a more effective communication approach that aligns with the audience's characteristics is needed.

From the campaign side, various efforts have been made, such as the GERMAS program through the “Isi Piringku” campaign. However, the effectiveness of this campaign among the young generation is still considered low. This is due to the lack of attractive visual communication strategies that are relevant to the lifestyle and media preferences of young audiences. According to [Handayani \(2014\)](#), a social campaign is a communication effort aimed at changing the attitudes and behaviors of the public towards a social issue. Therefore, the success of a campaign is greatly influenced by how the message is packaged and delivered to the target audience.

In the context of Visual Communication Design (VCD), the role of visuals becomes very important in enhancing the effectiveness of campaigns. Research shows that the use of visual media such as posters and infographics can improve understanding and the appeal of campaign messages ([Wardani et al., 2024](#)). In addition, the use of audiovisual media such as animation can also strengthen message delivery through a more engaging narrative approach ([Wardani et al., 2022](#)). The selection of appropriate media and communication channels also becomes an important factor in the success of campaigns ([Emriadi et al., 2025](#))

In the digital era, visual strategies through social media such as Instagram have become very relevant for reaching audiences aged 18–25. Attractive, consistent, and audience-preference-aligned visual design has been proven to increase engagement as well as the effectiveness of message communication ([Agustina & Fiyanto, 2025](#)). In addition, designing a strong visual identity also plays a role in building the image and strengthening the overall campaign message ([Justin et al., 2022](#)). Although various studies have discussed health campaigns and fruit consumption, most still focus on general educational aspects or on children and adolescents. Meanwhile, research that specifically examines the design of visual identity for education campaigns based on visual communication design for young adults aged 18–25 is still limited. This indicates a research gap between health campaign strategies and the application of visual communication design as a main medium for delivering messages.

Therefore, this study aims to design the visual identity of the “Berbagi Buahagia” educational campaign, which is not only informative but also attractive, relevant, and able to reach the audience effectively through a communicative visual approach.

METHOD

This study uses a qualitative method with a descriptive approach as the main method to gain an in-depth understanding of the phenomenon of low fruit consumption among young adults, while also serving as a basis for designing a visual communication design-based educational campaign. This approach was chosen because it is able to provide a comprehensive understanding of the behavior, needs, and preferences of the target audience. The research design used is descriptive qualitative with a field research approach, because the study not only focuses on analyzing social phenomena but also on the process of developing visual solutions that suit the needs of the audience.

In the design stage, this study uses the Design Thinking method as a creative approach that is user-centered and iterative. The stages in Design Thinking include empathize to understand audience behaviors and barriers, define to formulate the main problem, ideate to generate creative ideas, prototype to create an initial design of the campaign media, and test to evaluate the design with the target audience ([Ambrose & Harris, 2013](#)).

The data sources in this study consist of primary data and secondary data. Primary data were obtained directly from informants through interviews, Focus Group Discussions (FGD), observations, and the distribution of questionnaires. Research informants include students aged 18–25 years as the target audience, nutrition doctors from RSI Unisma Malang, and campaign practitioners from the Surabaya Sehat community. Secondary data were obtained through literature studies in the form of scientific journals, books, research reports, and other references related to health campaigns as well as visual communication design. Data collection techniques were carried out through in-depth interviews to obtain professional perspectives related to fruit consumption patterns and campaign strategies, FGD involving eight students to explore fruit consumption habits,

observation of the campus environment to see consumption behavior directly, as well as questionnaires as supporting data to understand the general overview of the target audience's consumption patterns.

The data analysis technique in this study uses an interactive analysis model, which includes data reduction, data presentation, and drawing conclusions. Data presentation is carried out in the form of a descriptive narrative to make the relationships between data easier to understand, while drawing conclusions is done through the interpretation of analyzed data to find research findings. To test the validity of qualitative data, this study uses source triangulation by comparing information from various informants, technique triangulation by comparing the results of interviews, FGD, observations, and questionnaires, as well as adequacy of references through the use of relevant literature to support research findings (Alhail, et al., 2025). With this procedure, the data obtained is expected to have a strong level of credibility and be able to support the design process of the visual identity of the “Berbagi Buahagia” education campaign accurately.

RESULT AND DISCUSSION

1. Result

This design uses the descriptive analysis method. The research data that has been collected is then analyzed and conclusions are drawn. The conclusions obtained are used as a reference in designing the visual identity of a campaign educating the importance of regularly consuming fruits for long-term health for students.

a. Interview

The first interview was conducted with Mrs. Zulfah Karunia, Amd.Gz, as the Head Nutrition Doctor at RSI Unisma Malang. In the interview, it was found that fruit consumption among young adults aged 18-25 is still relatively low, whereas the daily consumption requirement is around 150-200 grams or 3 servings of fruit. Many young people prefer convenient, high-carbohydrate foods, so the intake of vitamins, minerals, fiber, and antioxidants from fruit has not been adequately met (Jurado-gonzalez et al., 2025). Fruit plays an important role in maintaining immunity, aiding digestion, supporting metabolism, maintaining skin and eye health, and reducing the risk of long-term diseases. If consumed rarely, the impact can include constipation, recurring mouth sores, easy fatigue, vision problems, and decreased immunity. To develop the habit of eating fruit, it can be done by providing fruits that are within reach, choosing types of fruit that are liked, creating variety in serving, and building an environment to set an example of fruit-eating behavior that has a positive impact on long-term health.

The second interview was conducted with Citra Bayunda as a campaign expert from the Surabaya Sehat community. From the discussion, it was found that efforts to build audience awareness cannot be done instantly, but need to be conveyed consistently and continuously. One of the biggest obstacles in the campaign is the low level of attention of the audience to the issues raised (Manuscript, 2014). Therefore, the recommended strategy is to use an educational approach that is persuasive, highlighting aspects related to their daily lives so that the message is more easily received and can increase their awareness.

b. Focus Group Discussion

The FGD was conducted with 8 students aged 18-25 years. The results of the FGD found that they understand that consuming fruit is important, but in terms of the average recommended daily fruit intake, they are still lacking, meaning they are still indifferent to that routine. Some of them also do not consume fruit because they are not used to it and do not like the texture. The FGD results also showed that they rarely consume fruit due to a lack of understanding of the benefits of fruit and a lack of engaging media for them (Shoaib et al., 2025).

c. Questionnaire

Based on the results of questionnaires distributed to student respondents aged 18-25, it was found that 30 respondents agree that consuming fruit is important but still irregular in their daily fruit

consumption. The factors for their low fruit consumption are dominated by a lack of knowledge about the benefits of fruit, secondly disliking the taste or texture, and thirdly disliking fruit (Girona et al., 2025). With this in mind, this educational campaign will provide education regarding the benefits of fruit for the body in the long term for students aged 18-25.



Figure 1. Questionnaire Chart
(Source : Personal Document, 2026)

d. Observation

Observations were carried out to monitor the daily routines of young adults aged 18-25 in their daily consumption. The results of the observations showed that fruit consumption has not yet become a daily habit. Most prefer fast food due to taste factors, a dislike of consuming fruit, limited knowledge of the benefits of fruit, and a busy lifestyle (Kaewpradup et al., 2024). These findings indicate that their awareness is still low, so an educational campaign is needed that is not only informative but also changes habits with an approach related to their daily lives.

2. Discussion

The synthesis of data obtained from interviews, FGDs, questionnaires, and observations that have been conducted shows that fruit consumption among young adults aged 18-25 is still relatively low and has not become a routine habit. Most only consume fruit at certain times, with a limited understanding of its benefits, and some do not know at all. Although some are aware of the importance of fruit for health, the habit has not formed due to factors such as taste, lack of interest, and eating patterns since childhood (Zingales et al., 2025).

Based on the data analysis results, a keyword was formulated as the basis for developing the campaign concept. This keyword will serve as a reference in determining the direction of verbal messages as well as the visual approach used. In this design, the chosen keyword is “Bahagia Dengan Makan Buah”, which illustrates that the habit of regularly consuming fruit can make the body healthier, more energetic, improve mood, and ultimately support daily productivity after understanding its various health benefits (Brookie et al., 2018).

a. Verbal Concept

Based on the results of the keyword formulation, the name of this educational campaign was then created, namely “Berbagi Buahagia”. The name of the campaign reflects the campaign's goal, which is to spread happiness and positive benefits through the habit of consuming fruit. Then the tagline of this campaign is “Lebih Sehat Lebih Bahagia” which indicates that consuming fruit is not only beneficial for physical health, but also influences mood and quality of life.

b. Visual Concept

The visual style applied in the design of the “Berbagi Buahagia” campaign's visual identity adopts a playful concept, which is a visual approach that emphasizes cheerfulness through the selection of enjoyable illustrations. This visual concept is also in line with the previously formulated keyword, which is “Bahagia Dengan Makan Buah.” Through this approach, every design element,

from color, illustration, typography, to composition, is designed to represent feelings of happiness.



Figure 2. Color Pallete
(Source : Personal Document, 2026)

The colors used for designing the visual identity of this campaign are taken based on the natural colors of various and refreshing fruits. The choice of bright colors such as red, yellow, green, orange, and pink aims to create a cheerful and visually appealing impression (Ramadan Munthe et al., 2025).

Poppins **Coolvetica**

Figure 3. Typography
(Source: Personal Document, 2026)

The typography used in designing the visual identity of this campaign is a sans serif typeface, namely Coolvetica and Poppins. The selection of these two fonts is based on the character of their shapes, which are simple, modern, and easy to read. In addition, the visual style of these fonts is not too rigid, thus creating a relaxed impression.

c. Visual Result

Logo



Figure 4. Logo
(Source: Personal Document, 2026)

Based on the results of the Focus Group Discussion (FGD) attended by 8 students, all participants present in the FGD had the same preference for the selected logo design. The logo was considered to have a strong visual appeal because of its attractive and simple appearance while still conveying a deep impression (Mohamed & Adiloglu, 2023). In addition, its unique shape can represent the importance of consuming fruits for long-term health.

Visually, this logo combines the shape of an apple with a heart element that resembles a diamond. This combination has a strong symbolic meaning, which is to encourage the audience to love and appreciate their bodies as something valuable like a diamond. This message is reinforced with an invitation to regularly consume fruit as a form of caring for one's own health.

Media Implemetation

The implementation of media in this campaign is the stage of applying the visual identity to various types of media used to convey messages to the target audience, which are students aged 18–25 years. Each media is designed by consistently applying visual elements such as logo, color,

typography, and illustrations to be attractive (Wei & Yin, 2024).

The content is arranged in an informative and persuasive manner with an appealing and communicative visual style. Through this implementation, the campaign is expected to raise awareness and encourage students to regularly consume fruit as part of a healthy lifestyle.

Instagram Social Media Design

The visual shows an illustration of several young adult students sharing and consuming fruit in a cheerful atmosphere. Fruits such as apples, bananas, oranges, and watermelon are depicted with bright colors to reflect freshness, health, and happiness (Minich, 2019). In the middle, there is the Berbagi Buahgia campaign logo and visual identity as the main element that strengthens campaign recognition.

The use of dominant colors like orange, yellow, red, and green gives a warm, energetic impression and reflects the diversity of fruits (Grinde & Ann, 2023; Alhail & Azmi, 2022). Graphic elements with curved and organic shapes are inspired by the natural shape of fruits, creating a friendly look that is easily accepted by the target audience. Simple and easy-to-read typography is used to convey the main message about the importance of fruit consumption for long-term health.

Overall, the visuals are designed to attract the attention of students aged 18–25, increase awareness of the benefits of consuming fruit regularly, and encourage participation in the Berbagi Buahgia campaign through an educational, attractive, and communicative visual approach.



Figure 5. Feeds Design
(Source : Personal Document, 2026)

Instagram Story Design



Figure 6. Story Design
(Source : Personal Document, 2026)

Poster Design



Figure 7. Story Design
 (Source : Personal Document, 2026)

Leaflet Design



Figure 8. Leaflet Design
 (Source : Personal Document, 2026)

Merchandise Sticker Design



Figure 8. Stickers Design
 (Source : Personal Document, 2026)

CONCLUSION

Based on the results of the research and design process that have been carried out, it can be concluded that the design of the visual identity for the educational campaign through the concept of “Sharing Fruit Happiness” successfully produces a visual system that is communicative and relevant to the characteristics of the target audience. The designed visual identity includes logo elements, digital media, posters, as well as various supporting media that are arranged consistently to build a strong and easily recognizable campaign message.

The application of the Design Thinking approach in the design process allows the creation of design solutions that originate from the needs and behavior of the audience. This is reflected in the selection of visual style, color, typography, as well as a communication tone that is more relaxed, attractive, and suitable for students as the main target.

Thus, this design result not only produces campaign media visually, but also shapes a structured visual communication strategy. The resulting design is expected to be able to convey educational messages effectively as well as increase audience engagement with the designed campaign.

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