

DESIGNING 'BITETIFUL' SOCIAL CAMPAIGN ON THE IMPORTANCE OF FRUIT AND VEGETABLE CONSUMPTION FOR WOMEN AGED 21–25

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Abstract: The unhealthy lifestyle behaviors of young adults, characterized by poor dietary habits and reluctance to consume fruits and vegetables, have contributed to various health problems, including skin-related issues that are a major concern among many young women. This study employed a qualitative approach, incorporating observation, in-depth interviews, and audience analysis, to design and implement an effective campaign strategy. This campaign introduced an innovative approach by communicating that consuming fruits and vegetables can also support women's natural beauty. The campaign adopted the concept of edible skincare to reshape audience perceptions toward the consumption of fruits and vegetables. Its messages were delivered through a combination of digital and offline activations, supported by an initiative product as a practical medium. The findings demonstrate that the campaign successfully increased awareness and encouraged behavioral change, as young women showed a greater interest in consuming fruits and vegetables.

Keywords: behavioral change, campaign strategy, fruit and vegetable consumption, lifestyle, young adults.

Abstrak: Gaya hidup tidak sehat pada dewasa muda, yang ditandai dengan pola makan buruk dan rendahnya konsumsi buah serta sayur, berkontribusi terhadap berbagai masalah kesehatan. Salah satu dampaknya adalah masalah kesehatan kulit, yang menjadi perhatian utama bagi banyak wanita muda. Penelitian ini menggunakan pendekatan kualitatif melalui observasi, wawancara mendalam, dan analisis audiens untuk merumuskan strategi kampanye yang relevan dan efektif. Sebagai upaya solutif, kampanye ini dihadirkan dengan pendekatan berbeda, yakni mengkomunikasikan pesan bahwa konsumsi buah dan sayur dapat mendukung kecantikan natural. Kampanye ini mengusung konsep edible skincare yang bertujuan untuk mengubah persepsi target audiens tentang konsumsi buah dan sayur. Kampanye ini dilaksanakan melalui kombinasi aktivasi digital dan offline, serta pengembangan inisiatif produk

sebagai media komunikasi yang memperkuat pesan utama. Hasil implementasi menunjukkan bahwa kampanye berhasil meningkatkan awareness sekaligus mendorong perubahan perilaku, ditunjukkan oleh meningkatnya ketertarikan target audiens, yaitu wanita muda, untuk mengonsumsi buah dan sayur.

Kata Kunci: *dewasa muda, gaya hidup, konsumsi sayur dan buah, strategi kampanye, perubahan perilaku*

INTRODUCTION

Unhealthy lifestyle behaviors among young adults aged 21 to 25 have become a growing public health concern. Dietary patterns in this group are increasingly characterized by high consumption of fast food and ultra-processed products that are rich in sugar, sodium, and saturated fats but poor in nutritional value. This shift is accompanied by a consistently low intake of fruits and vegetables. According to the World Health Organization (WHO, 2020), adults should consume at least 400 grams of fruits and vegetables per day, equivalent to approximately five portions, to reduce the risk of non-communicable diseases (NCDs), including type 2 diabetes, hypertension, cardiovascular disease, and certain cancers. However, studies show that most populations fail to meet this guideline. A nationwide analysis in Indonesia reported that the majority of adults, particularly those in the 21 to 25 age group, consume significantly less than the recommended intake (Darmawan et al., 2023).

The low intake of fruits and vegetables results in deficiencies of essential vitamins, minerals, antioxidants, and dietary fiber, all of which are critical for metabolic stability, cardiovascular health, and immune function (Ahmad Sirfan et al., 2020). This nutritional imbalance poses long-term risks for young adults, who are in their most productive life stage. Data from the Indonesian Ministry of Health reveal a rising prevalence of obesity, hypertension, and chronic kidney disease within this age group. Particularly alarming is the dramatic surge in kidney failure among individuals aged 21 to 25, with nearly 740,000 young

adults reported to suffer from impaired renal function (Kemenkes RI, 2025). There are even documented cases of young adults requiring early dialysis due to obesity-related renal damage and poor diet. Such evidence underscores how diseases once predominantly associated with older age, such as early-onset type 2 diabetes, obesity, hypertension, and chronic kidney failure, are now affecting younger generations.

The lifestyle patterns of young adults indicate a tendency toward unhealthy habits, particularly the low consumption of fruits and vegetables. This condition contributes to a decline in overall health, including skin health, for example, premature aging, dry and dull skin, which remains a primary concern among young women (Witari et al., in Manalu et al., 2024). Research highlights that fruits and vegetables contain bioactive compounds and antioxidants that contribute to skin elasticity, hydration, and protection against oxidative stress, offering natural benefits that topical skincare alone cannot provide (Palbeno & Rani, 2023).

Findings from in-depth interviews with the target audience further reveal that, despite their awareness of the importance of fruits and vegetables for maintaining health and supporting skin condition, they tend to prefer external treatments such as skincare products, as these are perceived to provide more immediate and visible effects. While many young women invest in skincare products and cosmetic treatments, they often overlook the role of dietary intake in achieving long-term skin health. In addition, the influence of social media and the widespread use of viral skincare content have further heightened young women's attention toward skincare, reinforcing their reliance on external treatments rather than dietary improvements.

This situation underscores the need for innovative approaches to health education. Traditional health messages that emphasize the prevention of chronic diseases may no longer resonate strongly with young adults. Instead,

framing fruit and vegetable consumption as part of an “internal skincare” routine may align more effectively with the priorities of young women, who place high importance on appearance and self-image. Therefore, a targeted social campaign is made to raise awareness of the aesthetic as well as health benefits of fruits and vegetables. By repositioning healthy eating as a strategy not only for disease prevention but also for natural beauty, this campaign aims to encourage more sustainable dietary changes among young women aged 21 to 25.

Unlike previous campaigns, for example, *Perancangan Identitas Visual Kampanye Sosial Pola Makan Sehat untuk Mahasiswa Kost* (Athifah et al., 2024), which only focused on healthy eating in general, this campaign will specifically highlight the correlation between fruit and vegetable consumption and skin beauty. Through an approach that aligns more closely with the aesthetic aspirations of young women, this campaign aimed not only to enhance knowledge but also to foster real behavioral changes in daily consumption habits and generate a broader positive impact on society.

METHODS

The design method employed in this study is a qualitative approach. This approach aims to explore and analyze data in depth in order to understand the problem and develop strategic solutions. According to Rogers and Storey, as cited in *Manajemen Kampanye* (Venus, 2018), a social campaign is a planned communication effort designed to create specific effects on a target audience within a given time frame. Charles U. Larson, as cited in *Kiat dan Strategi Kampanye Public Relations* (Ruslan, 2019), describes one of three types of campaign as the *Ideologically or Cause-Oriented Campaign*. This form, also known as a Social Change Campaign, seeks to address social problems by encouraging shifts in public attitudes and behaviors. The campaign designed in

this study falls under this category, as it aims to increase awareness of fruit and vegetable consumption among young adults, specifically women, while promoting behavioral change through a more relatable approach that links nutrition to beauty and skin health. An unbalanced diet low in fruits and vegetables not only affects physical well-being but also has visible impacts on skin appearance, a key concern for many young adults, especially women.

To achieve behavioral change, it is essential to first understand the characteristics of the target audience. This study employed purposive sampling, following the principle outlined by Soewardikoen in *Metodologi Penelitian* (2021), which emphasizes selecting participants based on specific criteria to obtain rich and relevant information. Le Compte and Preissle similarly stress that criterion-based sampling provides data aligned with research objectives. (Soewardikoen, 2021)

Primary data were collected through observation, in-depth interviews, and online data searches. Observations were carried out before and during the study to capture the habits, behaviors, and socio-economic conditions of the target audience, ensuring the campaign design remained relevant and grounded. In-depth interviews were conducted with individuals who met the sampling criteria and had direct experience with the issues studied, providing firsthand insights. Online data searches were used to complement this information, particularly regarding nutritional content and existing health campaigns.

Secondary data were obtained from literature reviews, including scientific journals, previous research, books, and credible references. These sources were used to strengthen the theoretical framework and validate the campaign design. Data were analyzed using market segmentation, which categorized the audience based on demographic, psychographic, behavioral,

and other relevant factors (Hoenig, 2025). This process provided the foundation for developing targeted messages and campaign strategies.

To further understand the root causes of low fruit and vegetable consumption, the Fishbone Diagram method was applied. The Fishbone Diagram, also known as the Cause and Effect Diagram or Ishikawa Diagram, was introduced by Kaoru Ishikawa, a Japanese quality control expert (Prasetyo in Nurazizah et al., 2023). It serves as a structured visualization tool that illustrates the relationship between causes and their effects, categorizing various contributing factors to identify root causes of problems affecting quality improvement (Puspitasari in Nurazizah et al., 2023).

By mapping potential causes into main and sub-branches resembling fishbones, the diagram facilitates systematic analysis of quality and productivity issues. The Fishbone Diagram is particularly useful for recognizing root causes of problems, examining the interrelationships among influencing factors, and analyzing existing issues to guide corrective actions. Its benefits include providing a structured approach to problem identification, encouraging group participation by leveraging collective knowledge, revealing possible sources of variation in processes, and enhancing overall understanding of process dynamics to determine areas where further data collection is needed (Ramadhani & Khairuna in Nurazizah et al., 2023). This approach allowed the research to prioritize key issues that needed to be addressed for maximum impact.

Finally, to determine the most effective communication strategy, consumer behavior patterns were analyzed using the AISAS model (Attention, Interest, Search, Action, Share) introduced by Sugiyama and Andree in *The Dentsu Way*. This framework was adopted to guide campaign execution, ensuring messages were delivered through the most relevant media channels and encouraging both engagement and message sharing (Saadah et al., 2023).

To evaluate the success of a campaign, it is essential to examine whether its objectives have been achieved. An effective campaign must be able to identify the appropriate target audience, deliver clear and consistent messages, and foster a sense of connection with the issue or product being promoted. According to Venus (2018), the objectives of a campaign can be categorized into three main dimensions: raising awareness and expanding knowledge, building concern and support, and influencing behavioral change.

RESULTS AND DISCUSSION

According to Elizabeth B. Hurlock, young adulthood is a period characterized by the search for stability and reproductive maturity. It is often marked by emotional tension, social isolation, commitment and dependence, shifts in values, creativity, and adjustment to a new way of life. This stage typically ranges from the ages of 21 to 40 (Paputungan, 2023).

National Longitudinal Study of Adolescent to Adult Health highlights that unhealthy lifestyle behaviors established during young adulthood can set long-term health trajectories, increasing the likelihood of morbidity and chronic diseases later in life. This developmental stage is also associated with greater responsibilities such as financial independence, career development, and family formation. As more time and energy are devoted to these obligations, young adults may have less capacity to maintain healthy habits. Over time, these less healthy patterns contribute to higher risks of obesity, hypertension, diabetes, cardiovascular disease, and even certain types of cancer (Sorgi et al., 2023).

This global trend is increasingly evident in Indonesia. Diseases that were once predominantly associated with older age, such as early-onset type 2 diabetes, obesity, hypertension, and chronic kidney disease, are now affecting younger generations. Insufficient consumption of fruits and vegetables has been shown to reduce the intake of essential vitamins, fiber, and antioxidants

that play a crucial role in maintaining metabolic and cardiovascular health, thereby increasing the risks of metabolic disorders and chronic inflammation (Ahmad Sirfan et al., 2020). Data from the 2018 *Riset Kesehatan Dasar* (Riskesdas) survey revealed that approximately 97 percent of Indonesians, including those aged 21 to 25, consume fewer than five portions of fruits and vegetables per day. This indicates that unhealthy lifestyles developed at a young age not only pose short-term consequences but also establish a trajectory toward chronic diseases that threaten long-term quality of life.

Given this background, the campaign focuses on young adults between the ages of 21 and 25, with a particular emphasis on women. Following Soewardikoen in *Metodologi Penelitian* (2021), this study applies purposive sampling in order to generate rich and relevant insights aligned with the research objectives. Participant selection is based on specific criteria regarding who, where, and when individuals are chosen. To this end, in-depth interviews were conducted with six young women between the ages of 21 and 25, comprising students from Petra Christian University as well as alumni of Universitas Airlangga and Universitas Multimedia Nusantara.

From these interviews, several key findings emerged, including:

a. Vegetables and Fruits Consumption: Participants reported a frequency of fruit and vegetable consumption that is significantly below the WHO recommendation of five servings per day. Within a week, their consumption ranged from two to three times, with some participants consuming fruits and vegetables only once a month. The variety of fruits and vegetables consumed was also notably limited.

b. Inhibiting Factors: The low consumption of vegetables is primarily attributed to the perception of unpleasant taste and smell, while fruit consumption is hindered by textures and aromas that do not align with personal preferences.

In addition, limited time for food preparation and the unavailability of fruits and vegetables at home also contribute to the low intake.

c. Perceptions of Natural Beauty: Participants defined natural beauty as having a bright and clear complexion without the influence of unnatural interventions. Although they were aware that consuming fruits and vegetables can improve skin health from within, they preferred external skincare treatments such as moisturizers, sunscreen, and serums, as these were perceived to produce more immediate visible effects.

MARKET SEGMENTATION AND ROOT CAUSE ANALYSIS

Table 1 illustrates the target audience profile as identified through the market segmentation analysis.

Table 1 Market Segmentation

Demographic	Females aged 21 to 25 years, classified within SES category B, who are either university students or entry-level workers, and are unmarried.
Geographic	Residing in large urban and metropolitan areas, particularly in Surabaya.
Psychographic	Shows a strong concern for physical appearance and skincare, placing greater value on treatments that deliver quick and visible outcomes. They also tend to dislike and infrequently consume a diverse range of fruits and vegetables.
Behavioral	Their skincare routines are characterized by the regular use of skincare products, while their food choices are largely driven by taste preferences rather than nutritional considerations.
Technographic	Actively engage with social media platforms such as TikTok, Instagram, and X to explore product reviews and seek recommendations

Source: Personal Documentation

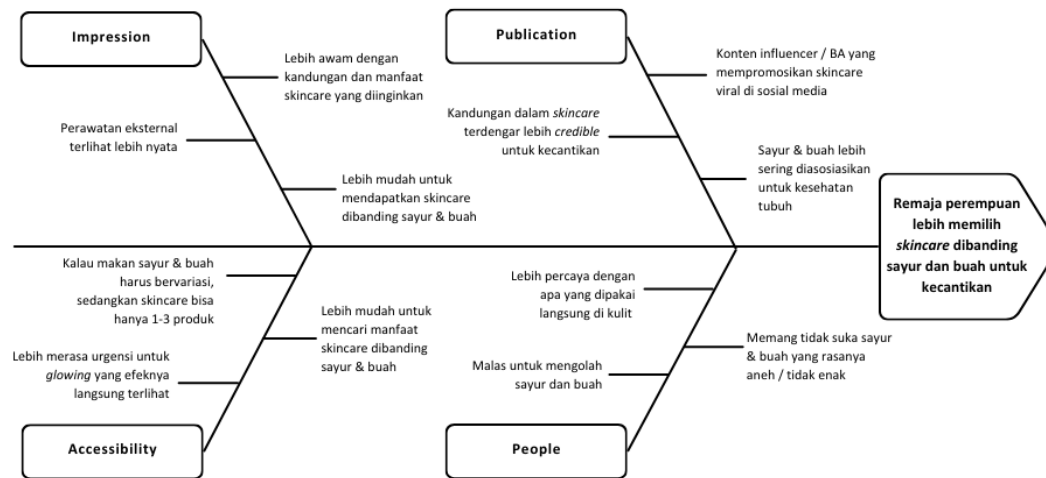


Figure 1. Fishbone Diagram

Source: Personal Documentation

Furthermore, a root cause analysis using the fishbone diagram method revealed that the low consumption of fruits and vegetables is primarily due to a limited understanding of their specific benefits for beauty. Figure 1 illustrates the analysis using the fishbone diagram. Young women tend to prefer skincare treatments using cosmetic products, driven by the perception that direct application to the skin yields faster and instant results compared to nutrient intake from fruits and vegetables. But an unbalanced dietary pattern with low intake of fruits and vegetables not only affects general physical health but also impacts skin health, which is a primary concern among many young women. Vegetables and fruits, particularly those with vibrant colors, are recommended for adequate consumption as they are rich in vitamins and minerals that are beneficial for skin health. In addition to micronutrients, macronutrients also play a crucial role in maintaining healthy skin when consumed according to individual needs (Somali in Manalu et al., 2024). Research indicates that a proper diet, rich in antioxidants, vitamins, and healthy fats, significantly contributes to skin health. Foods that are beneficial for the heart may also help

prevent wrinkles, sun damage, and skin cancer (Evawati et al. in Manalu et al., 2024).

CREATIVE CONCEPT

Campaign Big Idea

In light of this situation, a different approach is required, particularly for young women. Conventional messages that frame fruits and vegetables merely as components of a healthy diet have become too common and no longer capture their attention. Therefore, it is essential to reframe the narrative by emphasizing the crucial role of fruit and vegetable consumption in supporting internal skincare. By linking nutrition to beauty and self-care, young women are more likely to gain a fresh perspective and develop a greater interest in incorporating fruits and vegetables into their daily lives.

Based on data analysis, it was found that the target audience, young women, tend to place significant attention on selecting skincare products. They actively research product ingredients and benefits to match their specific skin types, such as dry, oily, sensitive, or acne-prone skin. In fact, the frequency of switching skincare products is reported to be higher than that of purchasing clothing, indicating that skincare is an essential part of their daily lives.

In response to this insight, this campaign aimed to introduce fruits and vegetables as a form of internal skincare that is safe for all skin types. Unlike topical skincare products, which may pose risks of incompatibility, the consumption of fruits and vegetables offers a natural, universal solution that supports overall skin health. This social campaign is built around the central message or big idea of “Edible Skincare.” In other words, “Edible Skincare” communicates the concept that beauty is not solely achieved through external treatments, but also through healthy eating habits that nourish the skin from within.

Campaign's Message (*What to Say*)

The main message of this campaign is formulated through the statement: "Consume fruits and vegetables for optimal natural beauty." This statement is derived from the big idea "edible skincare." As a derivative of that message, the campaign name "**Bitetiful**" was developed, combining the words *bite* and *beautiful*. This name was chosen to reinforce the association between consuming nutritious food and the effort to achieve natural beauty. The campaign tagline, "Beauty starts with a bite of health!" further supports the core message by emphasizing that overall health is the foundation of beauty. Figure 2 illustrates the logotype.



Figure 2. Bitetiful Logotype
Source: Personal Documentation

Creative Campaign Strategy

The campaign strategy applies the AISAS framework (Attention, Interest, Search, Action, and Share) as its principal foundation. Sugiyama and Andree, in *The Dentsu Way*, introduced AISAS as a consumer behavior model that reflects the transformation of audience behavior in processing marketing messages. This interactive framework emphasizes the sequential process in which consumers first notice and develop curiosity, then actively search for further information, proceed to take concrete actions, and eventually share their experiences with others. Based on these considerations, the AISAS framework is adopted in this campaign to ensure that messages are conveyed through appropriate media channels and are effectively received by the

intended target audience (Saadah et al., 2023).

The campaign is structured into three main phases. The first phase is the pre-campaign stage, which corresponds to the attention and interest components. At this stage, the primary objective is to attract the audience's curiosity while introducing the Bitetiful campaign in a general context. The second phase is the main campaign stage, aligned with the search and action components. In this stage, audiences who have shown interest are encouraged to explore the campaign in greater depth and are motivated to take part in real actions, such as engaging in interactive activities or trying the products provided. The third phase is the post-campaign stage, which corresponds to the share component. Here, audiences are expected to play an active role in disseminating the campaign message to a wider public, either through social media platforms or through direct interpersonal communication. This three-stage design ensures that the campaign not only delivers educational value but also promotes sustainable audience engagement.

The media execution strategy follows the AISAS sequence systematically. During the pre-campaign stage, Instagram is selected as the primary medium because of its relevance and effectiveness in reaching the target audience, specifically young women aged 21 to 25. Initial awareness is built through visual content such as feed posts, stories, and reels. In addition, offline activations are introduced, including social experiences through interactive game cards and the distribution of the initiative product called *Bitetiful Edible Skincare Pack 200 ML*, to generate early-stage audience interaction and strengthen interest.

In the main campaign stage, collaboration with a healthy cafe is launched. The cafe is selected based on its shared vision with the Bitetiful campaign, namely the promotion of a healthy food menu made from fruits and vegetables as primary ingredients. This collaboration functions to attract

broader attention, establish credibility, and strengthen the campaign’s image among the wider public. By employing this collaborative approach, the campaign message is delivered naturally and tangibly. Once credibility and trust are established, other media such as campaign merchandise and initiative products, which are the larger Bitetiful Edible Skincare Pack 500 ML, are introduced to reinforce audience engagement. The culmination of the campaign is marked by an offline activation in the form of a booth, which integrates the overall Bitetiful message into an interactive and visually comprehensive format.

Throughout the entire campaign, Instagram consistently serves as the central medium linking various stages and channels. This ensures continuity of message delivery, extends the reach of the campaign, and maintains coherence between digital and physical forms of engagement.

PRE-CAMPAIGN (*Attention and Interest*)

Table 2 Pre-Campaign Strategy

Media	Strategy	Objective
Instagram: feeds, reels, story	To utilize visually aesthetic content that aligns with the lifestyle of young urban women. The use of short and engaging formats is adapted to the media consumption habits of the target audience.	To increase emotional engagement and awareness regarding the importance of fruit and vegetable consumption for achieving natural beauty.
Educational Game Card, and Mini “Edible Skincare” Box	Doing a social experience in public spaces through the use of educational game cards and the distribution of healthy foods such as fruit pudding and salad wraps, packaged using the “edible skincare” concept.	To build interest through direct experience and deliver information in a light and visually digestible manner.

Source: Personal Documentation

Figure 3 illustrates the documentation of social experience activity.



Figure 3. Social Experience Documentation

Source: Personal Documentation

MAIN CAMPAIGN (*Search and Action*)

Table 3 Main Campaign Strategy

Media	Strategy	Objective
Healthy Menu Collaboration with Healthy Cafe	Providing healthy themed menu items with appealing visuals and promotional materials such as stand menus, table menus, posters, Instagram collaboration posts, and stories.	To enhance education and build positive associations between healthy eating habits and the aesthetic lifestyle commonly embraced by young people.
Bitetiful “Edible Skincare” Pack & Merchandise	Selling healthy food products, including fruit pudding and salad wraps with a generous portion of fruits and vegetables, packaged in a sliding box with “edible skincare” concept, accompanied by merchandise such as sticker packs, keychains, and reminder cards.	To deliver the campaign message in a visual, functional, and appealing manner for the target audience.
Jingle Release	A jingle with “Edible Skincare” themed, featuring relevant lyrics, was released through Instagram Reels and played during offline activation.	To communicate the campaign message emotionally and memorably through audio-visual media.
On-Ground Activation	Setting up an interactive booth with aesthetic decorations and glass sticker installations to offer a direct experience.	To create an engaging and visually attractive experience that invites audience interaction, such as taking mirror selfies.

Interactive Digital Contents (Instagram)	Utilizing Instagram feed posts, stories, Reels, and the Add Yours feature, delivered in a light, communicative, and trending style.	To increase audience engagement while expanding the reach and credibility of the campaign.
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Figure 4. Campaign Documentation

Source: Personal Documentation

POST-CAMPAIGN (*Share*)

Table 4 Post-Campaign Strategy

Media	Strategy	Objective
Campaign Recap Video (Instagram reels)	Displaying a compilation of campaign activities with the jingle as background music to maintain audio branding consistency.	To create a positive final impression, strengthen emotional recall, and extend engagement beyond the campaign period.
Reminder Content and Engagement Continuation	Utilizing feeds, stories, Reels, and the Add Yours feature to encourage interaction and reinforce the campaign message.	To maintain the campaign's continuity on social media and promote a consistent healthy lifestyle.

Source: Personal Documentation

Visual Execution Design

The visual concept of the campaign is designed to align with the characteristics of the target audience as well as the tone and manner of the campaign, which are defined as feminine, bold, energetic, and youthful. The main message of the campaign, namely “edible skincare,” is also expressed visually through an approach inspired by the aesthetics of skincare products, which convey elegance and femininity while simultaneously incorporating the fresh and colorful elements of fruits and vegetables. This intention is realized through the careful selection of design styles, color palettes, and typography that strengthen the overall visual identity of the campaign.

The media strategy combines both digital and offline channels. On the digital side, Instagram serves as the primary platform for delivering campaign messages in a visually engaging and interactive manner, supported by the use of Instagram Ads to extend audience reach. On the offline side, the campaign employs printed media, on-ground activations, specially designed packaging to reinforce the campaign message, and supporting merchandise such as stickers, keychains, and reminder cards, all of which function as complementary communication tools. The integration of these diverse media channels is

intended to create a comprehensive campaign experience and ensure that the target audience can be reached across multiple touchpoints.



Figure 5. Bitetiful Visual Execution Design
Source: Personal Documentation

In developing the visual identity, all elements are designed to remain consistent with the campaign theme, the core messages being communicated, and the preferences of the audience. The visual elements include the logo, color palette, typography, supergraphics, printed media, packaging design, merchandise, offline booth installations, and digital media displays such as Instagram content. Collectively, these components are designed to reinforce

the campaign's identity and ensure that the message is delivered in a consistent, appealing, and persuasive manner to the target audience, which is young women aged 21-25 years old. Figure 5 illustrates the visual execution of Bitetiful campaign.

CAMPAIGN RESULTS

The implementation of the Bitetiful campaign demonstrated positive achievements across various aspects, particularly through the digital platform Instagram, which served as the main channel for communication. Based on Instagram Insights data collected between April 25 and June 6, 2025, the campaign recorded a total of 38,462 views and 791 interactions, reflecting a high level of audience engagement. Interactive features such as the Add Yours Challenge encouraged active participation, resulting in 31 user-generated story uploads, an indication of the success of the participatory approach in delivering the campaign message through two-way communication. There was also a 10.3 percent increase in engagement, with a total of 16,596 accounts reached during the campaign period in May. This success illustrates that the campaign's visual and narrative strategies effectively captured the attention of the target audience and successfully communicated the concept of edible skincare.

Beyond its digital, the campaign yielded measurable offline engagement. A total of 34 participants, who previously expressed reluctance to consume fruits and vegetables, were encouraged to directly engage with healthier choices through the Bitetiful Edible Skincare Pack, which featured fruit pudding and salad wraps. This outcome was further strengthened by a strategic collaboration with a health-oriented cafe that aligned with the campaign's vision, thereby enhancing audience appeal. The introduction of a special menu, developed within this collaboration and emphasizing nutritious food concepts, successfully engaged 27 target audiences during the period of

May 20–31. The positive audience response to both initiatives indicates strong acceptance of the concept that combines healthy food with natural beauty messaging.

These achievements not only demonstrate the campaign's effectiveness in raising awareness and behavioral change but also highlight its potential for further development through cross-sector collaborations and strategic partnerships.

CONCLUSION

The unhealthy lifestyle behaviors of young adults, characterized by poor dietary habits and reluctance to consume fruits and vegetables, contribute to various health problems, including skin health issues, which have become a major concern among many young women. As a solution, Bitetiful adopts a different approach by conveying the message that fruits and vegetables can also support women's natural beauty. The campaign embraces the concept of *edible skincare*, which promotes the idea that skincare is not limited to external treatments, but also involves nourishing the skin from within through a healthy diet.

The success of this campaign is measured by the achievement of its primary objective, which is raising awareness and fostering behavioral change regarding the benefits of fruit and vegetable consumption in supporting natural beauty among young women, as well as encouraging broader behavioral shifts within the target audience. Indicators of success are reflected in Instagram insight data, which recorded an increase of 38,462 views and 791 interactions, along with 88 new followers during the campaign period. Campaign activation through a collaboration in the form of a healthy menu and an offline booth successfully attracted 27 participants who tried the collaborative menu. In

addition, the Pre-Order initiative for the Bitetiful “Edible Skincare” Pack, which was open for only three days, succeeded in attracting 34 target audiences.

The successful sales performance in both of these strategies indicates that the target audience not only understood but also responded positively to the campaign’s core message. The audience became more aware of the edible skincare concept promoted by Bitetiful and were motivated to consume fruits and vegetables through Bitetiful Edible Skincare Pack and the collaborative menu.

Academically, this study contributes to a broader understanding of the role of design and communication strategies in health and beauty-related social campaigns. However, several limitations were identified in this study, including the absence of a long-term behavioral impact evaluation and the limited reach of the audience, which was focused solely on young women in urban areas. For future development, further research is recommended to assess the long-term effectiveness of the campaign and to explore the potential for adapting strategies to a more diverse audience segment across different social and cultural contexts. Additionally, more interactive digital approaches are worth exploring to enhance audience reach and engagement in a sustainable manner.

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