PERANCANGAN KAMPAHNE SOSIAL MENGENAI EFEK SAMPING PENGGUNAAN SUPLEMEN FITNESS UNTUK PARA PENGGEEMAR FITNESS

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Fitness saat ini telah menjadi salah satu gaya hidup masyarakat urban di Indonesia, khususnya di kota-kota besar. Untuk menunjang program latihan banyak dari mereka yang menggunakan suplemen fitness. Tetapi suplemen fitness yang banyak mereka gunakan mempunyai efek samping berbahaya. Menurut Andriyanto SH MKes, ketua Persatuan Ahli Gizi Indonesia suplemen mengandung, methenolane, methandienone, dan stanozolol berisiko menyebabkan gangguan fungsi hati, meningkatnya jumlah sel darah merah, dan penyumbatan pembuluh darah. Namun sayangnya hanya 11% dari mereka yang peduli akan adanya efek samping suplemen tersebut.

Tujuan dari perancangan kampanye ini adalah meningkatkan kesadaran para pengguna suplemen fitness akan adanya efek samping dari suplemen tersebut, agar mereka dapat lebih berhati-hati dalam mengkonsumsi suplemen fitness. Manfaat dari kampanye ini adalah agar para pengguna suplemen fitness dapat terhindar dari efek samping suplemen yang mereka konsumsi.

Konsep komunikasi yang digunakan adalah bahasa sehari-hari agar lebih mudah dimengerti oleh target. Konsep kreatif menggunakan teknik fotografi yang digabungkan dengan unsur hiperbola dan metafora. Media utamanya adalah media sosial Instagram dengan didukung dengan media lain seperti poster, website, event, x banner, gimmick, ambient media. Melalui kampanye ini pengguna suplemen fitness dapat mengetahui apa saja efek samping yang terdapat pada suplemen fitness dan bagaimana cara menghindari efek samping dari suplemen tersebut.

Kata kunci: efek samping, fitness, suplemen
ABSTRACT

DESIGN OF SOCIAL CAMPAIGN ON THE SIDE EFFECTS OF FITNESS SUPPLEMENTS FOR FITNESS ENTHUSIASTS

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Going to the gym has now become a lifestyle of the urban society in Indonesia, especially those living in big cities. To support their training programme, many take fitness supplements. Nevertheless, the fitness supplement that they take has dangerous side effects. According to research, such supplements contain methenolane, methandienone and stanozolol which may compromise the liver function, increase of red blood cells and blockage in the blood vessels. Sadly, only 15% care about the side effect of those supplements.

The aim of this design is to increase the awareness of fitness supplement consumers of the side effect of misused supplements, so that they consume the supplements with more caution. The benefit of this campaign is preventing the supplement consumers from their side effects.

The communication concept is everyday language to make it easier for the target to understand. The creative concept is using photography techniques combined with hyperbole and metaphor. The main medium is Instagram supported by posters, websites, events, x-banners, gimmicks and ambient media. By this campaign fitness supplement consumers will have more knowledge of the side effects of fitness supplements and how to reduce even prevent them.

Keywords: side effects, fitness, supplement
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