

## ABSTRAK

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### **PERANCANGAN KAMPANYE SOSIAL TETAP BERGERAK SECARA FISIK BAGI REMAJA SELAMA PANDEMI COVID-19**

Pandemi COVID-19 telah menyebabkan berlakunya pembatasan sosial, sehingga hampir seluruh aktivitas, seperti sekolah, kuliah, bahkan bekerja dilakukan jarak jauh dari rumah dengan sistem *online*. Akibatnya, terjadi penurunan aktivitas fisik di kalangan remaja, termasuk mahasiswa. Di sisi lain, gaya hidup minim bergerak atau *sedentary lifestyle* memiliki dampak serius bagi kesehatan manusia, bahkan bisa jadi termasuk ke dalam 10 penyebab utama kematian dan kecacatan di dunia. Tujuan dari perancangan ini adalah agar remaja tetap bergerak secara fisik, sesuai dengan anjuran para ahli, yaitu dengan melakukan aktivitas fisik sedang minimal 30 menit per hari walaupun ditengah kesibukan selama Pandemi COVID-19. Metode yang digunakan dalam perancangan ini adalah observasi, kuesioner, studi pustaka dan wawancara. Dari hasil analisis data, didapati bahwa remaja tidak melakukan aktivitas fisik sesuai anjuran dengan alasan malas, tidak ada waktu, dan lebih memilih rebahan. Berdasarkan data yang didapat, maka strategi yang digunakan adalah merancang kampanye sosial dengan menunjukkan permasalahan yang akan timbul dari malas bergerak dan terlalu banyak menghabiskan waktu untuk rebahan melalui proses adopsi 5A dengan *Bow Tie Pattern*.

**Kata kunci** : kampanye sosial, Pandemi COVID-19, rebahan, *sedentary lifestyle*.

## ABSTRACT

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### ***SOCIAL CAMPAIGN DESIGN OF MAINTAINING PHYSICAL ACTIVITY FOR TEENAGERS DURING COVID-19 PANDEMIC***

*COVID-19 pandemic has caused the enactment of social distancing, so that almost all activities, such as school, college, and even work are done remotely from home using an online system. As a result, there has been a decrease in physical activity among teenagers, including college students. On the other hand, sedentary lifestyle has serious impact on human health, and could very well be among the 10 leading causes of death and disability in the world. The purpose of this design is for teenagers to move physically, according to the advice of the experts, namely by doing moderate physical activity for at least 30 minutes per day despite being busy during COVID-19 Pandemic. The method used in this design is observation, questionnaires, literature studies and interviews. From the results of data analysis, it was found that teenagers do not do physical activity as recommended because of laziness, lack of time, and the preference to lie down more. Based on the data obtained, the strategy used is a social campaign by showing the problems that will arise from being lazy to move and spending too much time lying down through the 5A adoption process with the Bow Tie Pattern.*

**Keywords:** *social campaign, COVID-19 Pandemic, lie down, sedentary lifestyle.*