

# INTEGRATING SOCIAL MARKETING IN BALANCED DIET CAMPAIGN

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## ABSTRACT

Indonesia has achieved steady economic growth, however, the basic health survey revealed a nutrition crisis. High rates of wasting and stunting are coupled with increased obesity. This double burden of malnutrition can be found in both the poorest and wealthiest quintiles, suggesting that behavior has a significant role in nutritional status in addition to income, access to food, and sanitation. This problem is driven by availability/place, price, and promotion, thus it is important to address those elements through social marketing.

This paper explores marketing principles commonly used by commercial companies to be utilized in developing balanced diet campaign. Methodology employed, includes desk review of available and relevant white and grey literature, consultative interviews with key informants and stakeholders, followed by situational analysis of existing evidence using conceptual frameworks of malnutrition derived from the literature.

The objective of this paper is to develop a cost-effective communication strategy using social marketing approach to ensure optimum messaging and media selection to target particular demographic groups and provide evidence-based approaches to effect changes in food consumption habits. Efforts and resources are better directed toward market segments most likely to buy rather than those least likely to reach or move. Women empowerment is key to success to resolve hunger and the fact that women is the decision maker of food purchases in Indonesian household, mothers of young children are selected as the main target audience.

The full paper also details the positioning statement, branding, powerful slogan/taglines, and communication tools to be used in the campaign.

*Keywords:* Social Marketing, Behavior Change, Communication Strategy, Health, Nutrition Campaign, Balanced Diet