Designing a Campaign to Reduce Spicy Food Consumption to Prevent Dyspepsia

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Spicy food is popular among Indonesian adolescents, but excessive intake can cause dyspepsia, leading to symptoms that can reduce productivity. Despite this, many teens continue the habit. This study designs a social media campaign using persuasive visuals to promote healthier spicy food consumption among 15–19 year olds. The process follows Landa's (2019) Five-Phase Design Model, with data from expert interviews, surveys, and literature review.

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The consumption of spicy foods in Indonesian society, particularly among adolescents, has become a part of daily eating culture, as exemplified by the prevalence of sambal and the continuous emergence of spicy food trends. Excessive consumption of spicy foods has the potential to trigger digestive disorders such as dyspepsia. Dyspepsia is characterized by poor digestive function with symptoms including epigastric pain, nausea, vomiting, bloating, and a feeling of fullness. These symptoms can disrupt productivity and pose long-term health risks. However, there are still adolescents who consume excessive amounts of spicy food despite being aware of its risks, which can hinder productivity. To address this issue, this study aims to design a campaign using visual strategies and persuasive messaging targeted at adolescents aged 15-19 years, to raise awareness about moderating spicy food intake to prevent dyspepsia. Data collection in this study employed a mixed-methods approach, involving expert interviews, surveys, analysis of existing studies, and reference studies. The campaign design method follows Landa's (2019) Five-Phase Model of the Design Process, which includes research, analysis, concept, design, and implementation. The outcome of this design will be a social media campaign aimed at changing the consumption behavior of spicy foods among teenagers to prevent dyspepsia.