

Empathy Map Gen Z Towards Healthy Food: A Foodpreneur Design Strategy

Novena Ulita^{1*} , Ath Thariq Kartanegara² , Jihan Salsabila³ , Arifin Saleh⁴ , Zabenaso Queen⁵ 

^{1, 2, 3}Visual Communication Design Study Program, Mercu Buana University, Indonesia

⁴PT Parara Bumi Nusantara, Indonesia

⁵Retail Management, MFintee Incorporation, Africa

¹novena.ulita@mercubuana.ac.id, ²42320010123@student.mercubuana.ac.id, ³jihanss1411@gmail.com,

⁴arifin.monang.saleh@gmail.com, ⁵zabenasoqueen@mfinitee.co.za

*Corresponding Author

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ABSTRACT

Healthy eating behavior is becoming increasingly prevalent in Indonesia, especially after the COVID-19 outbreak from 2020-2022, which highlighted the importance of diet for immunity. Gen Z being a significant part of the Indonesian population, presents an opportunity for targeted public health promotions. **This study aims** to explore Gen Z attitudes towards healthy food to develop an effective **Foodpreneur** design strategy. Using a qualitative approach, data were collected through interviews and literature studies involving 29 Gen Z participants from various campuses. The research applied the **design thinking method and the empathy map** to derive a comprehensive strategy. The results revealed that while Gen Z acknowledges the importance of healthy eating for a balanced lifestyle, they face barriers such as economic constraints, taste preferences, and accessibility. However, there is a clear enthusiasm for promoting local and sustainable food practices. The findings suggest that an effective Foodpreneur design strategy should emphasize educating Gen Z on the benefits of local and healthy food, creating engaging and relatable promotional content, and leveraging social media to enhance awareness and accessibility. This approach can foster a culture of health consciousness and support local economies, aligning with Gen Z values and behaviors.

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*Corresponding Author:

Novena Ulita(novena.ulita@mercubuana.ac.id)

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1. INTRODUCTION

The phenomenon of healthy food diet behavior is on the rise in Indonesia [1]. After the COVID-19 outbreak that hit Indonesia in 2020-2022, the public was presented with the importance of maintaining a diet to increase individual body immunity. For this reason, it has suddenly changed people's perceptions of the importance of maintaining a healthy body [2]. A study that measured the attitudes and lifestyle of the Indonesian people, presented that out of 6557 respondents, 6489 respondents agreed that the consumption of healthy, nutritionally balanced food was needed during the COVID period. This is also reinforced by research that says that healthy food consumption has a relationship with body immunity [3]. Situational restrictions on

community interaction that build a frightening atmosphere (negative stigma) also strongly encourage changes in lifestyle awareness in Indonesia [4]. Until the period after the adaptation of new habits known as New Normal, the government consistently educates the public in reducing physical contact between each other by maintaining a distance of 1-2 meters, not sharing the use of cutlery, always wearing a mask when traveling, washing hands frequently with running water, always having a hand sanitizer available, getting enough rest, exercising diligently, and consuming balanced nutritious food. These measures aim to encourage productivity and safety from the COVID-19 virus [5].

[6] in her research observed 3 samples of different age groups, namely: adolescents, adults and the elderly with each sample of 50 people, it is known that there are different eating patterns, namely: adolescents prefer the consumption of staple foods while adults and the elderly have more awareness of the consumption of vegetables as a regular source of fiber and vitamins and minerals [7]. In a different study conducted by [8] with a sample of 224 respondents to the Baby Boomers, Gen X, and Gen Y generations, it was found that the Baby Boomers generation lived a healthier lifestyle and had a positive attitude toward organic food compared to generations X and Y in Surabaya City [9].

The term generation is commonly understood as an effort to classify age according to experts who have different situations, characters and behaviors so that it is easier to recognize and identify [10]. In addition to Gen Baby Boomers, Gen X and Gen Y, there is also the classification of Gen Z, which in 2023 is a society aged 11 to 23 years [11]. According to the theory of developmental psychology, this generation is divided into 3 parts of the developmental period: childhood (6-11 years), early adolescence (12-16 years) and late adolescence (17-25 years) [12]. In the 2022 population census data, there is a 27.5% share of the productive population, which is almost a quarter of Indonesia's population [13]. Therefore, it is interesting to conduct a research study on Gen Z behavior, especially towards healthy food because it is a potential target market in the future for PARARA Indonesia Ethical Store (PIES) [14]. It is said to be potential, because this Gen Z will later surge in the population explosion in 2045 which has been estimated to fill 70% of Indonesia as the golden generation which is the productive age [15]. This means being a key generation that plays a role in improving the quality of society in Indonesia, specifically impacting or playing a role in the level of public health as part of the quality of Indonesia's human resources in the future [16], [17].

PARARA Indonesia Ethical Store (PIES) is part of PT PARARA Bumi Nusantara, which includes 32 community consortiums that are partners of Universitas Mercu Buana. PIES is a restaurant and store serving healthy food and beverages produced sustainably with ingredients sourced from local communities in Indonesia. The store is also a sales platform for handicrafts and arts produced by local communities that are jointly managed by 32 consortiums that voice the values of local, fair, healthy and sustainable (LOSAL) into one container PT. Parara Bumi Nusantara [18]. The presence of PIES was initiated by the organization of Panen Raya Nusantara Parara activities in bringing hundreds of producers of quality local products in Indonesia in 2015 until now in 2023 which are also the production of indigenous peoples [19]. However, in the initial discussion conducted by PIES leaders with the Faculty of Design and Creative Arts of Mercubuana University in October 2023, PIES is still not known by the younger generation, especially Gen Z, so it is necessary to collaborate with universities to improve product quality with regard to visual branding and also promotional design strategies carried out in an effort to introduce it to a wider market reach. The PIES business model is in the form of a limited liability company (PT) of 32 consortiums of both individuals and community institutions that have concerns to move to build the economy of rural communities that can more easily market local products of the archipelago (Indonesia) which are free from the monopoly of intermediary traders known as middlemen [20]. With this collaboration, UMB can become a laboratory that processes visual material as education that will be delivered to the community through teaching activities by introducing current issues about community conditions in campaign design learning [21].

Based on the above problems, before the design is carried out, research is needed that supports this, which is related to the Gen Z empathy map of healthy food in order to find a design strategy that is suitable for the purpose of promoting PIES in the future [22]. It can be detailed into the formulation of the problem as follows: How is the Gen Z empathy map towards healthy food for designing PIES promotional design strategies by applying the design thinking method? Specifically, the first objective will find potential information material that can be developed into a reference in designing promotional strategies so as to increase Gen Z awareness of healthy food in accordance with the campaign movement carried out by PIES while also increasing brand recognition. This goal can be achieved when researchers are able to find potential so that it becomes the basis for determining key visuals and key messages from the PIES promotional strategy.

2. LITERATURE REVIEW

Gen Z exhibits a significant interest and awareness in health, preferring fresh, natural, organic, locally sourced, and sustainable foods. Research by [23] reveals that Gen Z health decisions are influenced by perceived benefits, a healthy lifestyle, knowledge about healthy food, and satisfaction [24]. A literature study on the factors influencing food choices in adolescents identified several key factors: the role of parents, the role of the media, knowledge, and consumption behavior [25]. The study found that 52% of adolescents prefer consuming fruits and vegetables based on aroma, texture, taste, and appearance [26]. The healthy food business presents sustainable opportunities, especially if the Indonesian population increasingly seeks a healthier lifestyle, aims to achieve an ideal weight, and desires to avoid diabetes and other health issues caused by poor food choices [27]. The results suggest the need for individuals to become positive agents of change in building perceptions of healthy food promotion through compelling content to influence future generations [28]. While these studies discuss Gen Z eating behavior, this research will adopt the design thinking method, specifically using the Gen Z empathy map, to delve deeper into their preferences [29].

In addition to research on Gen Z behavior, several studies have used the empathy map method as a design reference. The empathy map is part of the design thinking methodology, which aims to build a business model from the consumer's perspective [30]. This method can be implemented using a quantitative or qualitative approach. An analysis using the empathy map to determine the target needs (user experience) of an application found that 18 out of 20 students reported that the empathy map helps describe the persona or target consumer more clearly, assisting practitioners in the design process. This method also helps understand users/targets more closely, enabling the collection of information that can be mapped and then used as a design reference [31].

The rise of foodpreneurship, particularly among Gen Z, reflects the growing interest in creating innovative food-related businesses that emphasize health and sustainability [32]. Foodpreneurs identify and capitalize on emerging trends within the food industry, such as the demand for organic, locally sourced, and health-conscious products. This trend aligns with Gen Z preference for transparency, authenticity, and ethical practices in their food choices [33]. Foodpreneurs leverage these preferences to develop unique business models that not only offer nutritious and appealing food options but also advocate for environmental sustainability and social responsibility. By tapping into Gen Z values and dietary habits, foodpreneurs can effectively create brands that resonate deeply with this demographic, fostering customer loyalty and driving long-term success in the competitive food market [34].

Moreover, foodpreneurs often utilize digital platforms and social media to reach and engage with their target audience. This approach allows them to build strong, interactive communities around their brands and foster direct relationships with consumers. Digital marketing strategies, such as leveraging influencer partnerships and utilizing visually appealing content, help foodpreneurs effectively communicate their brand values and product benefits. Additionally, foodpreneurs are well-positioned to respond swiftly to market trends and consumer feedback, enabling them to continuously innovate and meet the evolving needs of health-conscious consumers. The convergence of entrepreneurial spirit and a commitment to healthy, sustainable living positions foodpreneurs as pivotal players in shaping the future of the food industry, particularly in fostering a culture of wellness and responsible consumption among Gen Z [35].

A study from the University of Sao Paulo, in collaboration with a multinational company producing white glue, conducted research on 25 students in the experimental control section to build new concepts. Empathy maps were conducted on 106 children between 4-8 years old and six teachers regarding the needs and products they often use to generate new ideas. The study revealed that using empathy maps provides numerous benefits for both students and companies [36]. A Tifood company, aiming to serve target students across Indonesia, also conducted research using empathy maps to gather information on consumer profiles through six dimensions: see, think, feel, do, pain, and gain [37]. This research, conducted on Telkom University students using a qualitative approach, involved interviews to understand potential Tifood consumers needs and desires, aiding in developing the Tifood application [38], [39]. Another study discussed using empathy maps for people with ASD (Autistic Spectrum Disorder) to gather information to help designers develop applications for the autistic community [40]. While previous research primarily focused on application design, using empathy maps in visual communication design remains limited. Therefore, efforts are needed to make these methods a reference for visual communication design students, enabling them to conduct research before designing, whether for building identity, persuasion, or information [41].

These various studies underscore the importance of understanding consumer behavior and preferences,

particularly among Gen Z, to develop effective and resonant design strategies. By leveraging empathy maps and understanding the entrepreneurial opportunities in the food industry, businesses can create innovative solutions that meet the needs of health-conscious consumers and foster sustainable business practices.

3. RESEARCH METHOD

This research method uses a qualitative approach with a research and development method with the research objective of understanding the phenomenon (need to know) to be able to find an empathy map as a reference for designing promotional design strategies that can be used by PIES. The subject of this research is Gen Z behavior towards healthy food, while the object of this research is Gen Z and PIES. The research and development method used here focuses on the first level, which involves researching without creating or testing products. Data collection methods now include quantitative analysis of survey results to complement qualitative findings. For example, statistical data from the survey showed an average healthy food knowledge of 78 with a standard deviation of 8.17, and an average dietary practice of 3.1 on a scale of 1 to 5.

The choice of qualitative methods over quantitative or mixed methods is justified by the need to deeply understand the perceptions, experiences, and motivations of Gen Z regarding healthy food. Qualitative methods allow for rich, detailed data collection through interviews and literature studies, which is essential for capturing the nuanced views and expectations of the target population. This approach is particularly suitable for exploratory research where the goal is to generate insights and hypotheses rather than test specific variables. By using qualitative methods, the study can uncover underlying themes and patterns that inform the development of a tailored foodpreneur design strategy.

Conducting interviews with Gen Z with a random method both specifically on Gen Z who are in their late teens, namely 17-25 years old, namely students from various different campuses as many as 29 subjects. Interviews were conducted to be able to obtain data regarding Gen Z empathy for healthy food, namely from the variables of things seen, felt, thought and things they usually do related to healthy food, which were detailed into several interview questions. By finding this data, through the empathy map, it will be known what the needs and expectations of Gen Z are so that it becomes a potential development finding from the design of the PIES promotional design strategy. From the potential found, further interviews will be conducted to: some Gen Z Influencers regarding their views on the data found in the empathy map process. Thus the data can provide good data validity to the findings.

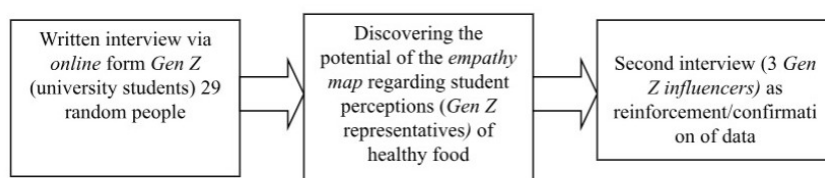


Figure 1. Research Interview Stages

Collecting literature data related to Gen Z characters as a description of consumer behavior that can provide data reinforcement for determining the right strategy for designing promotional designs. The literature in question concerns: message strategies, visual strategies, and media strategies for building promotions and campaigns.

3.1. Stages of Research

This flow chart in Figure 2 illustrates the research process, outlining the key steps from identifying potential and problems to devising a foodpreneur design strategy. Each step is clearly labeled to guide the reader through the methodology used in the study. At the first stage, the potential and problems faced by Gen Z will be identified through the empathy map, involving interviews with 29 Gen Z individuals unfamiliar with PIES. Subsequently, literature related to the behavior and character of Gen Z that has been previously researched is collected and corroborated with the data from these initial interviews. Finally, we will develop a strategy by determining the value, unique selling proposition, and positioning statement of the PIES promotional design,

incorporating message strategy, visual strategy, and media strategy, all tailored to the foodpreneur context. This process is illustrated in Figure 2 the following flow chart:

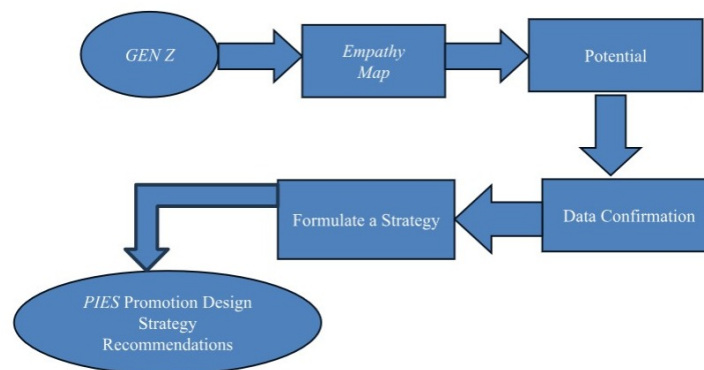


Figure 2. Flow Chart of Research using First Level Research and Development Methods

The flow chart in Figure 2 depicts a systematic approach to our research methodology. It begins with discovering potential and problems, where we identify key issues faced by Gen Z regarding healthy food through empathy mapping. This is followed by confirming data from literature reviews and initial interviews, ensuring that our findings are robust and well-supported. The final step involves devising a comprehensive foodpreneur design strategy, where we outline the value proposition, unique selling points, and positioning of PIES's promotional design. The concept of foodpreneurship plays a significant role in this research, especially when addressing Gen Z approach to healthy eating. This study identifies the potential and challenges faced by Gen Z, translating these insights into actionable strategies for foodpreneurs. By understanding the motivations and behaviors of Gen Z, foodpreneurs can develop targeted marketing strategies that promote healthy and local food options, leveraging Gen Z inclination towards sustainability and health consciousness. Each of these steps is crucial for developing an effective strategy that resonates with Gen Z and promotes healthy eating habits.

4. RESULT AND DISCUSSION

This research was conducted to support the partnership between Mercubuana University and PT Bumi Nusantara Parara (Parara Indonesian Ethical Store) which has a spirit of collaboration and a manifestation of the value of the tridharma of higher education. In addition to qualitative findings, we incorporated quantitative data to enhance the analysis. For example, the average score of healthy food knowledge among respondents was 78, with a standard deviation of 8.17, indicating a good understanding of healthy food. The average dietary practice score was 3.1 on a scale of 1 to 5, and the exercise frequency averaged 3.2 times per week, showing moderate engagement in healthy behaviors. The value is conveyed through social campaign activities to invite Gen Z in Jakarta to want to care more about eating local and healthy food. Therefore, the visual communication design (DKV) study program of the Faculty of Design and Creative Arts at Mercubuana University contributes by designing promotional strategies for PIES activities. To support the production of the design, in-depth research is needed regarding the target (Gen Z) in order to produce the right ideas according to Gen Z perception of eating local and healthy food. Therefore, to support this, data collection has been carried out through interviews with closed questions online through the google form application. In the results of the interview, 29 interviewees were obtained from various age levels in Gen Z.

The interview questions were structured based on Gen Z daily activities, including sleeping patterns, eating patterns, and habits, as well as their perceptions and motivations towards local and healthy food. The research conducted on 29 interviewees revealed diverse lifestyles: 14 individuals did not follow a special lifestyle, 10 followed a carnivorous diet, and 4 were vegetarians. In terms of obtaining daily food, 11 participants had their food prepared by parents or family, 11 prepared their own food, and 7 purchased their meals. Most respondents ate three meals a day. Regarding sleeping hours, it was found that Gen Z typically sleeps between 10 pm and 1 am.

Concerning diet programs, 8 out of 29 respondents had never been on a diet, while the remaining had dieted and recognized the importance of maintaining a diet, focusing on nutrition, food processing, regular

exercise, and fasting. The reasons for dieting included achieving body goals, improving health, enhancing mobility, and taking on new challenges. The common breakfast menu consisted of rice and eggs for carbohydrates, along with eggs, chicken, milk, and tempeh for protein, with the primary reasons being to gain energy, improve focus, prevent stomach ulcers, and manage emotions throughout the day, typically eaten between 6 am and 10 am. For lunch, Gen Z opted for balanced nutrition with carbohydrates, protein, and fiber, though they often ate late. Dinner menus lacked balanced nutrition between carbohydrates, protein, and fiber, and were consumed between 7 pm and 12 am, with some Gen Z members deeming dinner unimportant.

Regarding healthy food knowledge, 13 out of 29 interviewees could accurately identify carbohydrates, protein, and fiber intake and recognized unhealthy foods like instant noodles, fried foods, sweets, contemporary coffee, fast food, and high-fat street snacks. Gen Z obtained healthy food by ordering groceries or preparing their meals, and some reported getting healthy food from warteg, vegetarian restaurants, canteens, and at home. Their primary sources of information about healthy food were social media, family, and campus health centers. Furthermore, it was found that Gen Z feels enthusiastic, proud, and interested in eating healthy food and does not perceive it as unpleasant, although 3 out of 29 interviewees found healthy food to taste bad, bland, and monotonous.

Healthy food is food that is nutritionally balanced, contains vitamins, minerals and protein so that it is sufficient to meet the body's needs and is easily digested by the body. They assume that the lack of motivation to process healthy food is influenced by economic factors. Table 1 categorizes the various pains (challenges) and gains (benefits) experienced by Gen Z related to healthy eating habits. It helps in understanding their motivations and obstacles in adopting a healthy diet, which informs the design strategy for promoting local and healthy food. In addition, Gen Z also thinks that healthy food is often less appealing in terms of taste. Gen Z also thinks that determining truly healthy food is still something ambiguous because there are many misconceptions, for example, certain menus that are said to be healthy, but contain unhealthy content due to improper processing.

4.1. Gen Z Potential and Problems with Healthy Food

Based on the data above, further analysis is carried out by classifying the behavior of Gen Z into an empathy map which then finds a list of pain Gen Z towards healthy food and also a list of Gain Gen Z towards healthy food.

Table 1. List of Pain and List of Gain of Gen Z towards Healthy Food

List of PAIN	List of GAIN
Gen Z is disappointed with the diet by simply replacing it with other carb alternatives.	Gen Z goes on a diet for several reasons, namely: to achieve body goals, to have an impact on the health of the body / avoid certain diseases, to make it easier to move, and to try new things / new challenges.
Gen Z eat breakfast to avoid stomach ulcers.	Gen Z says "while young, don't be afraid to try".
3 out of 29 Gen Z interviewees dislike healthy food because it is not tasty, bland and monotonous.	Gen Z said that a young generation that cares about health is a soul that will care about voicing the ideology of the importance of health care, and is sensitive to the health of others.
According to Gen Z, lack of motivation to prepare healthy food and economic factors are also barriers to adopting a healthier diet.	According to Gen Z, the younger generation caring about health is very good because in their environment there are so many young people who hate healthy food.
According to Gen Z, healthy food is often less appealing in terms of taste.	Gen Z says, "love local products".

List of PAIN	List of GAIN
Gen Z is only able to mention local foods, namely: fruits, vegetables, cassava, yams, brown rice, sago, animal protein, vegetable protein (tofu, tempeh, beans), sago, soybeans, porang tubers. It appears that Gen Z knowledge about food from local Indonesian products is still low.	Gen Z says that caring about food sourcing from local Indonesian products is important because it supports environmental sustainability, farmers welfare, physical health, maintains local culture, and offers better quality and taste. It is also a way to strengthen local economies and support social and ecological sustainability.
Gen Z also feels guilty, annoyed, horrible and nervous when eating fast food/instant food.	According to Gen Z, healthy food plays an important role because it can support a healthy life, maintain body function, boost the immune system and reduce the risk of disease.
Gen Z has experienced illness due to a messy and unhealthy diet.	According to Gen Z, healthy food is important because it is the main key in improving the quality of life as a valuable asset that must be preserved and valued to avoid regrets.
Gen Z feels that defining what is truly healthy is ambiguous due to many misconceptions, such as the use of mayonnaise in salads, which is not healthy for the diet.	Gen Z thinks that using local food products means contributing to rotating the economy in the country and helping the welfare of the people so that there can be more economic equality.

(Source: Researcher's data, 2024)

The findings in Table 1 highlight both the challenges (pains) and motivations (gains) Gen Z faces regarding healthy food consumption. These insights reveal a complex landscape where economic factors, taste preferences, and accessibility play significant roles in shaping dietary habits. Despite these obstacles, Gen Z demonstrates a clear awareness of the benefits of healthy eating, such as improved energy levels and overall well-being. Their strong inclination towards health and sustainability suggests a potential for significant positive change if these challenges can be addressed. By understanding these pains and gains, businesses can devise targeted strategies that align with Gen Z values and needs, ultimately promoting healthier food choices and supporting sustainable business practices. The following list of gain creators offers practical solutions to capitalize on these insights, fostering a more health-conscious and environmentally responsible generation. Thus, the potential that can be developed against the above situation is also found:

Table 2. List of Gain and Gain Creators of Gen Z towards Healthy Food

List of GAIN	Gain Creators
Gen Z goes on a diet for several reasons, namely: to achieve body goals, to have an impact on the health of the body/avoid certain diseases, to make it easier to move, and to try new things/new challenges.	Designing education that conveys that local and healthy food is important in order to help Gen Z live happier by having balanced nutrition, bodygoals, productive and ready to face new challenges and have a positive impact on the next generation of the nation.
Gen Z said that healthy food feels fresher, more energized and satiated (not stuffy), while eating unhealthy food, the satiety makes the body feel more tired.	
Gen Z says "while young, don't be afraid to try"	
Gen Z says that a young generation that cares about health has a soul that will care about voicing the ideology of the importance of health care, and is sensitive to the health of others.	
According to Gen Z, the younger generation caring about health is very good because in their environment there are so many young people who hate healthy food.	

According to Gen Z, healthy food is important because it is the main key in improving the quality of life as a valuable asset that must be preserved and valued to avoid regrets.	
Gen Z says that caring about food sourcing from local Indonesian products is important because it supports environmental sustainability, farmers welfare, physical health, maintains local culture, and offers better quality and taste. It is also a way to strengthen local economies and support social and ecological sustainability.	Designing a campaign that invites Gen Z to introduce Indonesian local food for environmental sustainability, farmers welfare, maintaining local culture, contributing to creating different flavors so as to support local economic development which also has an impact on community life and ecological aspects.
According to Gen Z, healthy food plays an important role because it can support a healthy life, maintain body function, boost the immune system and reduce the risk of disease.	
Gen Z says, "love local products"	
Gen Z thinks that using local food products means contributing to rotating the economy in the country and helping the welfare of the people so that there can be more economic equality.	
(Source: Researcher's data, 2024)	

Based on the results of Tabel 2, it is also known that Gen Z has a motivation to choose healthy food because of the importance of supporting a healthy life, maintaining body function, increasing the immune system and reducing the risk of disease. Thus the importance of building in a design strategy that builds individual perceptions of this. With regard to the barriers felt by Gen Z to be able to eat healthy food, namely access to healthy local food ingredients in their neighborhood, as well as the view of higher costs than other foods, and also the lack of variety in the presentation of healthy local food. But from this situation, Gen Z still tries to prepare their own food in order to maintain their commitment to a healthy lifestyle. This can also be a reference in formulating a design strategy that answers the solution to their problems.

Gen Z also thinks that eating healthy food is a form of high concern for local food that supports environmental sustainability, farmer welfare, and maintains local culture. It is an effort to strengthen the local economy and support social and ecological sustainability. Therefore, Gen Z hopes that more and more young people will start voicing this as an ideology to promote to care more about healthy local food through the use of social media today.

The data above was also reconfirmed by 3 Gen Z influencers who were interviewed stating that Gen Z already knows and has awareness of the healthy foods they consume daily and they are able to name local Indonesian food which is one of the healthy foods they often find everyday. Their view on healthy food is food that does not contain high fat and high sugar, and has proper processing. They also think that caring about healthy food is part of a form of self-love that provides the best thing for the health of the body.

*"Very, very interested, because we as the teenage generation are said to have understood very well what **self-love means**, which is not only about loving yourself, but also knowing yourself about your own nutritional needs. And we understand very well that this teenage generation is the next generation of this nation. So we should be a healthy generation, a generation that knows that we also have the right to get access to healthier food and it can also be through food or local food because it uses more natural ingredients. Meanwhile, we as a generation of teenagers also need to always preserve a culture and also local wisdom and help the growth of the local food economy through MSMEs in Indonesia."* (Interview Arsyia Afatikunti, 22 years old, Healthy Heroes Community Influencer)

4.2. Research Implementation

Based on the results of the empathy map analysis above, several design ideas were found for the development of PIES promotional strategies that align with its mission to become better known by Gen Z. Firstly, the design strategy should build Gen Z perceptions that increase self-awareness of the importance of eating healthy foods that directly impact their bodies as a form of self-love. This strategy focuses on the

emotions felt by Gen Z towards healthy food, which can be integrated into the color concept of the design. Secondly, there is a need to provide information on access to healthy food that can be easily found around their neighborhood and to educate on proper healthy food processing to support a healthy lifestyle commitment. This can be translated into a visual strategy for PIES promotional design. Lastly, the design strategy should illustrate the expectations of Gen Z, who are concerned about local farmers, environmental preservation, and social sustainability, using social media that is currently trending. This approach becomes a media distribution strategy, transitioning from unawareness to awareness of the provided information. Details are outlined in the following table:

Table 3. PIES Promotion Design Strategy for Healthy Food

Pain Relievers	Design Ideas
The need to educate Gen Z on a balanced diet that is rich in nutrients and easy to do so that it helps Gen Z to live a healthy life and avoid ulcer disease.	Designing a mascot created to represent Gen Z to facilitate education and campaigns to be closer to Gen Z trends and styles that can also be used for PIES in each of its promotional activities.
The need to introduce healthy food that is delicious, has a variety of flavors.	
The need to increase Gen Z knowledge of local foods in Indonesia that are healthier and more affordable so that Gen Z can be happier with their lives.	Design a message strategy with keywords: flavor variants, happy and quality life, easy/simple, challenges.
Gain Creators	
Designing education that conveys that local and healthy food is important in order to help Gen Z live happier by having balanced nutrition, bodygoals, productive and ready to face new challenges and have a positive impact on the next generation of the nation.	Designing a visual strategy with keywords: earth, local food/food sustainability, culture, ecology, farmers welfare.
Designing a campaign that invites Gen Z to introduce Indonesian local food for environmental sustainability, farmers welfare, maintaining local culture, contributing to creating different flavors so as to support local economic development which also has an impact on community life and ecological aspects.	Designing motion graphics as educational media with visualizations easily understood by Gen Z, which are distributed through social media in 1 minute duration. Targeted social media: youtube, tiktok, and Instagram.

Therefore, from the results of Table 3, the right design problem formulation is found, namely: the need to design a mascot as an approach strategy to Gen Z in educating to start getting to know local food, dare to try taste challenges, care for a healthy quality life and easy to carry out into the PIES promotion strategy in the form of motion graphics that will be distributed through social media, such as youtube, tiktok and Instagram.

5. MANAGERIAL IMPLICATIONS

Insights from the empathy map analysis offer valuable managerial implications for businesses, especially foodpreneurs targeting Gen Z. Understanding Gen Z preferences and behaviors allows managers to craft effective marketing and product strategies. Foodpreneurs should focus on design strategies that boost Gen Z self-awareness about healthy eating, using emotional connections through colors and visuals. Providing accessible information on sourcing and preparing healthy food supports their lifestyle commitment. Managers should also utilize social media to align with Gen Z values, promoting environmental sustainability, local farming, and social responsibility. This not only encourages healthy eating but also strengthens brand connection with socially conscious consumers. Integrating these insights helps foodpreneurs meet Gen Z needs and expectations, driving engagement, loyalty, and long-term success.

6. CONCLUSION

By using the design thinking method, the empathy map stage allows for a deeper understanding of the target audience by comprehending their thoughts, words, feelings, and usual activities to identify problems and potential as a foundation for building a design strategy. This method helps visual communication designers create solutions that are closely aligned with the target audience's needs through a structured data processing workflow. This process is crucial for designers to formulate their arguments and design logic effectively. The results of this research emphasize the need for design strategies that enhance Gen Z awareness of the importance of eating healthy foods, which directly impact their bodies as a form of self-love. The strategies should focus on the emotions Gen Z associates with healthy food through appropriate color concepts. Additionally, it is important to provide information on accessible healthy foods within their environment and educate them on proper healthy food processing to support their commitment to a healthy lifestyle. Moreover, the design strategy should address the expectations of Gen Z regarding local farmers, environmental preservation, and social sustainability. Utilizing social media to promote these values can effectively transition Gen Z from unawareness to awareness. Integrating the concept of foodpreneurship, which emphasizes innovative food-related business models that align with Gen Z values, can further strengthen these strategies and foster a culture of wellness and responsible consumption.

7. DECLARATIONS

7.1. About Authors

Novena Ulita (NU)  <https://orcid.org/0000-0002-4780-4386>

Ath Thariq Kartanegara (AT)  <https://orcid.org/0009-0002-9778-7139>

Jihan Salsabila (JS)  <https://orcid.org/0009-0008-3867-7902>

Arifin Saleh (AS)  <https://orcid.org/0009-0009-8769-6197>

7.2. Author Contributions

Conceptualization: NU; Methodology: AT; Software: JS; Validation: AS and AT; Formal Analysis: NU and JS; Investigation: JS and AS; Resources: NU; Data Curation: AT; Writing Original Draft Preparation: NU; Writing Review and Editing: JS; Visualization: AS; All authors, NU, AT, JS, and AS, have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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