

Empowering the Younger Generation: Building Healthy Living Behaviors and Brand Awareness of Multivitamins

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Abstract

Healthy living behavior has emerged as a critical issue that warrants promotion across all segments of society, particularly among the younger generation, who are regarded as vital national assets. The current generation exhibits lifestyle changes characterized by emerging trends, an abundance of fast food, unbalanced nutrition, high stress levels, and insufficient physical activity. These factors pose significant risks to their overall health. The interventions conducted in this study aim to cultivate awareness of both physical and psychological needs that support a healthy and prosperous life. They also encourage the recognition of the importance of nutrition and the availability of multivitamin brands in the market, facilitate intrapersonal communication for better self-understanding, and promote financial management to adopt and maintain a healthy lifestyle. The results of this community service program indicate a notable shift in the younger generation's mindset toward greater openness and acceptance of healthy living. They are more motivated to practice healthy behaviors, and their awareness of multivitamin products has increased significantly. This awareness positions multivitamins as essential nutrients to support bodily needs and as a long-term investment in health.

Keywords: *Brand Awareness, Healthy Living Behavior, Intrapersonal Communication, Financial Management, Multivitamins, Young Generation*

1. Introduction

Healthy living behavior has emerged as a vital topic in the present context, necessitating comprehensive discourse and widespread dissemination, especially among the younger generation, who are considered the nation's key assets and future leaders. The lifestyle of today's youth is significantly different from that of that of earlier generations. Changes in trends and lifestyles, the widespread availability of fast foods and preservatives, unbalanced intake of vitamins and minerals, poorly managed stress, and insufficient physical activity are all conditions that pose serious risks to public health.

These concerns are supported by a purchasing decision survey conducted by the Psychology Study Program at the University of Indonesia Building, involving 1,990 participants from the city of Bandung. The respondents were composed of 61% aged 18–24 years, 14% aged 25–31,

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12% under 18, 10% aged 31–38, and the remainder above 39. The survey revealed that 61% of participants rarely engage in physical activity, do not maintain a balanced diet, experience frequent stress, often stay up late, and seldom consume multivitamins.

This situation contrasts starkly with that in Australia, where public awareness of health is significantly higher. According to research published in *The Lancet Public Health* (Islam et al., 2023), data from 1990 to 2019 shows that Australia's life expectancy increased from 77 to 83 years. Noticing this disparity, an Australian multivitamin company, founded by an Indonesian, expressed concern and a desire to contribute positively to Indonesia by promoting awareness of healthy lifestyles and the importance of multivitamin consumption, similar to the high health awareness observed in Australia.

In response to these issues, the Psychology, Management, Communication Science, and Accounting study programs collaborated to implement integrated interventions designed to promote healthy behaviors among youth, viewed through the lens of their respective academic disciplines. The Psychology program focused on raising awareness of physical and mental well-being. The Communication Science program emphasized the value of intrapersonal communication for better self-understanding. The Management program emphasized the importance of selecting suitable health-related brands, while the Accounting program highlighted the significance of effective financial management in maintaining a healthy lifestyle.

This community service initiative aims to contribute to the national discourse by encouraging local youth in Inaba (Bandung) and broadening the Indonesian youth population's awareness of healthier living behaviors and the benefits of multivitamin consumption.

2. Literature Review

2.1 Needs Theory

Understanding individual behavior cannot be separated from the fundamental needs of each person. These needs generate motivation—an internal or external drive that gives individuals the strength and persistence to act on satisfying those needs. Motivation can arise from within (intrinsic motivation) or from external sources (extrinsic motivation). The strength of an individual's motivation influences the quality of behaviors they exhibit across various contexts in life.

One of the most well-known motivational theories is Abraham H. Maslow's Hierarchy of Needs ([Robbins, 2015](#)), which categorizes human needs into five levels:

1. **Physiological needs**, including hunger, thirst, rest, and other basic physical necessities
2. **Safety needs**, referring to protection and security from physical or emotional danger
3. **Social needs**, such as love, belonging, acceptance, and friendship
4. **Esteem needs**, encompassing the desire for self-esteem, recognition, and attention
5. **Self-actualization**, which includes personal growth, self-fulfillment, and realizing one's potential

The most fundamental of these are physiological needs, which are physical necessities that must be met, such as food, water, and sleep. These needs should be fulfilled with balanced nutrition, including essential vitamins and minerals. Psychological needs, such as the need for safety, connection, self-esteem, and self-actualization, follow once physiological needs are met.

The consumption of healthy food by the younger generation supports a healthy, energetic, and

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enthusiastic appearance, which in turn facilitates the fulfillment of their psychological needs. This progression helps build self-confidence, enhance self-worth, and foster the achievement of their full potential. Thus, it is essential that young people recognize and appropriately fulfill both their physical and psychological needs.

2.2 Brand Awareness

A brand is defined as a name, symbol, sign, design, or a combination of these elements that serve as the identity of an individual, organization, or company and is used to distinguish its goods and services from those of others. A powerful brand is defined by elevated public recognition, strong associations with its products, favorable consumer perceptions, and a high degree of customer loyalty. According to the American Marketing Association ([Keller, 2008](#)), “A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors.” A brand functions as an identifier of product origin, signals the producer's obligation, reduces risk, establishes trust, and serves as a symbol of quality.

In this context, the younger generation must have acquired the necessary knowledge to identify various multivitamin brands in the business environment. Understanding brand identity is crucial for selecting quality products that meet the body's nutritional needs and minimizing potential health risks associated with poor product choices.

2.3 Intrapersonal and Interpersonal Communication

Intrapersonal communication involves the conceptual foundation for evaluating and integrating internal emotional and cognitive experiences, reflecting on how individuals perceive and respond to their environment ([Rahmiana, R., 2019](#)). It enables deeper awareness of one's internal state and enhances the ability to communicate effectively with others.

Interpersonal communication, on the other hand, occurs between two or more individuals, either face-to-face or through mediated channels. Both forms of communication are indispensable instruments for the younger generation in cultivating their potential and positioning themselves as a competitive force in the era of Golden Indonesia.

For Generation Z, strengthening skills in both intrapersonal and interpersonal communication is vital for achieving personal aspirations. According to [Kustiawan et al. \(2022\)](#), the elements of intrapersonal communication include:

1. **Decoding:** interpreting incoming information
2. **Integration:** combining various pieces of information
3. **Memory:** storing information in the mind
4. **Perception:** interpreting stimuli from the environment
5. **Encoding:** assigning meaning for communication
6. **Feedback:** reflecting on one's internal and external communication

These components are crucial for developing self-awareness, which enables young individuals to gain a deeper understanding of and capitalize on their potential.

2.4 Financial Management

According to [Selcuk \(2015\)](#), students are in a transitional period where they must begin managing their finances independently, without the full supervision of their parents. However,

they are also a demographic susceptible to lifestyle changes, emerging trends, and current fashion, factors that can lead to poor financial behavior.

[Mien and Thao \(2015\)](#) identified financial knowledge, financial attitudes, and an external locus of control as major factors influencing financial behavior. Similarly, [Amanah et al. \(2016\)](#)

stated that financial knowledge, attitudes, and locus of control significantly affect personal financial management behavior.

The intervention aims to equip youth with financial knowledge, foster positive financial attitudes, and promote strong self-control in financial decisions. These competencies are essential for using financial resources efficiently and aligning them to sustain a healthy lifestyle.

3. Research Method

3.1 Method Study

The method employed in this community service activity was a final results analysis approach. This design began with an initial assessment of participants' healthy lifestyle practices and their awareness of multivitamin products. Following this, participants received a series of interventions delivered through workshops, comprising four thematic sessions and one session dedicated to the launch of a multivitamin product. After the interventions were completed, an analysis was conducted to evaluate participants' responses regarding both their understanding and application of healthy lifestyle behaviors and their awareness of multivitamin products.

The implementation of PKM is divided into several stages as described below:

1. Intervention 1 (Understanding physical and psychological needs to implement healthy living behavior)
2. Intervention 2 (Building awareness of the younger generation regarding the importance of nutrition and multivitamin products in supporting healthy living behavior)
3. Intervention 3 (Fostering intrapersonal communication)
4. Intervention 4 (financial management to implement healthy living behavior)
5. Introduction & awareness of multivitamin products
6. Analyze the results
7. Preparation of conclusions

3.2 Community Service Design

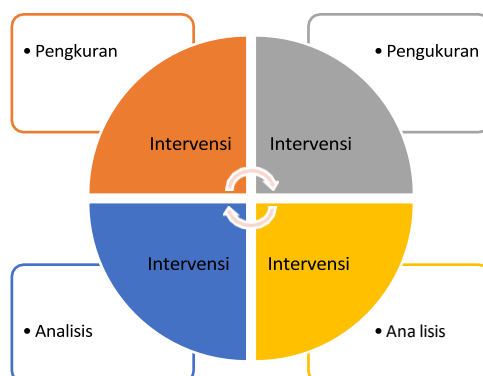


Figure 1. Community Service Design

4. Findings and Discussions

The implementation of the community service activity, which took place on Friday, July 12, 2024, was met with a high level of enthusiasm from the younger generation. This was evident from the large number of participants who attended the event. Furthermore, the youth demonstrated active engagement by asking questions to the presenters and participating in discussions. The findings presented during the session were highly relevant and aligned with the current conditions experienced by today's younger generation.



Figure 2. *Opening*



Figure 3. *Introduction Session*

4.1 Intervention I

In the first session, the speaker sought to broaden the youth perspective by engaging them in an interactive question-and-answer format to explore their thoughts and feelings about health. The session began with a presentation of research findings and was followed by educational content aimed at helping participants recognize both physical and psychological needs that support

healthy living behavior.

Human needs can be broadly categorized into two dimensions: biological and psychological. Both types of needs originate from internal imbalances that compel individuals to take action to restore a state of equilibrium. Biological needs—such as the necessity of food, water, sleep, and excretion—are fundamental for survival and must be addressed promptly to maintain physical health and homeostasis. When these basic needs are met, individuals typically experience comfort and a sense of satisfaction.

However, fulfilling biological needs, particularly those related to nutrition, requires thoughtful and informed choices ([Nopitasari et. al., 2021](#)). Meeting dietary needs with unhealthy food options may result in various health complications. Therefore, it is essential for the younger generation, who represent the nation's future, the essential of consuming nutrient-dense foods rich in vital vitamins and minerals. In cases where daily dietary intake does not sufficiently meet nutritional requirements, the use of multivitamin supplements may serve as a practical means to fill the gap

In addition to biological needs, individuals also have psychological needs that contribute significantly to overall well-being. These include the need for safety, social connection, self-esteem, and self-actualization. Satisfying psychological needs contributes significantly to emotional balance, mental health, and personal development.

Fulfilling these higher-order needs is greatly promoted by adopting a healthy lifestyle, particularly through a diet that is adequate and balanced. A balanced diet plays a crucial role in maintaining physical health as well as enhancing vitality and physical appearance, which can positively influence self-perception and self-confidence. For young people in particular, the sustained practice of these habits can foster the development of self-esteem and promote the realization of their full potential. It is essential for the younger generation to acknowledge the significance of both their biological and psychological needs, and to engage in intentional actions to address them, taking informed steps to address them in a balanced and sustainable manner.



Figure 4. *First Intervention*

4.2 Intervention II

The second intervention was aimed at increasing awareness among the younger generation

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about the importance of proper nutrition and the careful selection of appropriate multivitamin brands to support healthy lifestyle behaviors. Humans require fundamental resources, such as water, air, nutrition, and rest for survival. When these essential needs are not adequately and consistently fulfilled, the body may struggle to maintain its physiological functions, potentially resulting in numerous health problems if left unaddressed.

In this context, young individuals must not demonstrate a lack of concern or assume that youth alone offers protection against health-related issues. The common perception that being young equates to being free of physical ailments often leads to neglect in meeting nutritional requirements. However, adequate nutrition is fundamental to maintaining overall health and achieving a higher quality of life. Therefore, the younger generation must recognize that fulfilling these basic needs is not optional, but essential for ensuring long-term physical and mental well-being.

A wide variety of multivitamin products are available on the market. As consumers, individuals must be selective and exercise caution when choosing which multivitamin products to use. Carelessness in selecting the appropriate brand may pose health risks. From a consumer behavior perspective, brands serve several important functions: they help identify the source of a product, indicate the commitment of the producer to product standard, reduce perceived risks, establish a psychological and functional bond with the producer, serve as symbolic tools, and signal quality.

Accordingly, the younger generation must develop a sound understanding of branding, including the ability to recognize and evaluate various multivitamin brands. This knowledge enables them to choose high-quality products that align with their individual health needs and to minimize potential health risks that may arise from uninformed or careless brand selection.



Figure 5. *Second Intervention*

4.3 *Intervention III*

Communication science is a systematic effort made to convey information to other people. The focus of communication is not only outward or towards other people, but we can also communicate within ourselves. Therefore, communication can be divided into 2 types, namely interpersonal communication and intrapersonal communication. Intrapersonal communication is focused on giving meaning to the processes that occur within the individual, such as thoughts and feelings about the surrounding environment. This intrapersonal communication fosters a

deep awareness of the conditions that exist within us to be able to communicate more effectively to the external environment.

Interpersonal communication is communication carried out by two or more people, either directly or through the media. These two types of communication are important for the younger generation to awaken their potential to create a superior generation in the Golden Indonesia era. The younger generation (Gen Z) needs to deepen their abilities in the field of intrapersonal and interpersonal communication because this communication can be used as a means of achieving their goals, hopes, and aspirations effectively.

The elements of intrapersonal communication (in research by [Kustiawan, W., et al, 2022](#)), namely: 1. Decoding: part of the internal communication process that must be passed, where messages or information are entered into the brain and create meaning, 2. Integration: part of interpersonal communication where different pieces of information are put together 3. Memory: storage space in human cognition, 4. Perception: The process of giving meaning to stimuli, 5. Encoding: the final part of the intrapersonal communication process, in which meaning is introduced to create meaningful communication, 6. Feedback: namely, the process of providing input to ourselves regarding the communication delivered, or can be said to be self-reflection, either internal reflection or external reflection. These elements are things that the younger generation must pay attention to to develop high self-awareness so that they can realize their potential.

4.3 Intervention IV

The younger generation must recognize that building healthy lifestyle behaviors requires effective financial management to avoid wasteful spending or the use of funds that do not support a healthy lifestyle. According to [Selcuk \(2015\)](#), university students are at a stage where they must become independent and begin managing their finances without full parental oversight. However, students are also part of a social group particularly vulnerable to lifestyle changes, trends, and fads that are currently popular, making them more susceptible to financial behavior problems. Initial findings from students of the 2016 cohort in the Economics Education Program at Universitas Negeri Semarang reveal the presence of financial management difficulties among the students (Rachmawati, N., et al, 2020)

[Mien & Thao \(2015\)](#) identified key factors influencing financial management behavior, such as financial knowledge, financial attitudes, and an external locus of control. [Amanah et al. \(2016\)](#) further emphasized that financial knowledge, economic attitude, and locus of control represent



essential factors affecting individuals' financial management behavior. This intervention aims to enhance understanding of financial matters, foster positive attitudes toward financial management, and highlight the power of self-control in using financial resources efficiently, while maintaining a focus on supporting healthy lifestyle behaviors. Following the intervention, financial literacy among the younger generation improved, and they achieved greater insight into effective financial management practices.

Figure 6. *Second Intervention*

4.4 Result

Following the intervention through international community service activities funded and supported by a prominent multivitamin company from Australia, the results obtained were as follows:

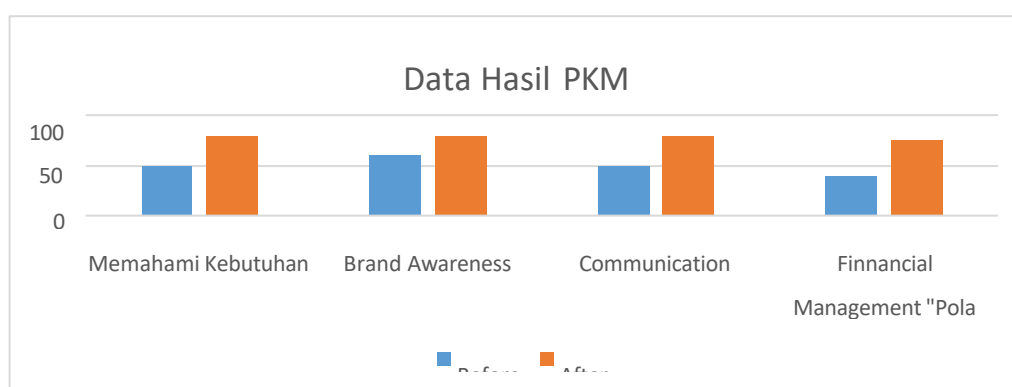


Figure 7. *Pre-Post Tes Community Service Activities*

The intervention contributed to a considerable alteration in awareness, understanding, and motivation to adopt healthy lifestyle behaviors. Participants demonstrated a greater awareness of selecting quality brands and were encouraged to implement effective financial management practices that support healthy living. The improvement in scores from the pre-test to the post-test indicates that this community service has proven effective in advancing the adoption of healthy lifestyle behaviors among the younger generation.

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