

**IMPLEMENTASI KAMPANYE *HEALTHY LIFESTYLE* GREAT GIANT
FOODS SELAMA PANDEMI *COVID-19* MELALUI *INSTAGRAM*
@GREATGIANTFOODS**

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ABSTRAK

Penelitian ini bertujuan untuk membahas pengimplementasian kegiatan kampanye *Healthy Lifestyle* yang dilakukan secara daring melalui media sosial *Instagram* @greatgiantfoods oleh Great Giant Foods (GGF) selama pandemi *Covid-19* menggunakan model pendukung yaitu Model Kampanye Nowak Warneryd dan Model Manajemen Kampanye.

Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif dengan menggunakan sumber data primer dan data sekunder. Peneliti mengumpulkan data secara mandiri melalui observasi perilaku, wawancara dengan narasumber yang relevan, dan dokumentasi. Peneliti menggunakan empat tahap analisis data menurut Miles & Huberman yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan dengan teknik keabsahan data triangulasi.

Setelah melalui proses penelitian dan pemaknaan, hasil dari penelitian ini menunjukkan bahwa kampanye *Healthy Lifestyle* yang dilakukan oleh GGF sudah melewati tahapan-tahapan sesuai dengan model manajemen kampanye yang dipopulerkan oleh Antar Venus yaitu, tahap perencanaan, pengembangan, implementasi, pemantauan, dan evaluasi. Pelaksanaan kampanye *Healthy Lifestyle* dilakukan untuk memberikan dampak kepada khalayak sarannya dalam bentuk pengetahuan dan memberikan kesadaran bahwa penerapan pola hidup sehat sangat penting untuk dilakukan terutama saat pandemi *Covid-19*. Peneliti juga menemukan bahwa GGF melaksanakan *trial and error* pada publikasi pesan kampanyenya dan melakukan pemantauan serta evaluasi secara berkala untuk melihat kemungkinan keberhasilan kampanye.

Kata kunci: *Covid-19*, *Healthy Lifestyle*, *Instagram*, Kampanye, media sosial

**IMPLEMENTATION OF THE GREAT GIANT FOODS HEALTHY
LIFESTYLE CAMPAIGN DURING THE COVID-19 PANDEMIC THROUGH
@GREATGIANTFOODS INSTAGRAM**

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ABSTRACT

This study aims to discuss the implementation of the Healthy Lifestyle campaign activities which were carried out online through the social media Instagram @greatgiantfoods by Great Giant Foods (GGF) during the Covid-19 pandemic using a supporting model, namely the Nowak Warneryd Campaign Model and the Campaign Management Model.

The method used in this research is descriptive qualitative method using primary data and secondary data sources. Researchers collected data independently through behavioral observations, interviews with relevant sources, and documentation. The researcher uses four stages of data analysis according to Miles & Huberman, namely data collection, data reduction, data presentation, and drawing conclusions using the data validity technique of triangulation.

After going through the process of research and interpretation, the results of this study indicate that the Healthy Lifestyle campaign carried out by GGF has gone through the stages in accordance with the campaign management model popularized by Antar Venus, namely, the stages of planning, development, implementation, monitoring, and evaluation. The implementation of the Healthy Lifestyle campaign was carried out to have an impact on the target audience in the form of knowledge and provide awareness that the application of a healthy lifestyle is very important, especially when Covid-19 pandemic. The researcher also found that GGF carried out trial and error in the publication of its campaign messages and carried out regular monitoring and evaluation to see the possibility of campaign success.

Keywords: Covid-19, Healthy Lifestyle, Instagram, Campaign, social media