

## CHAPTER III

### DESIGN AND RESEARCH METHODOLOGY

#### 3.1 Research Methodology

The research method used in this final project will be that of Creswell (2014), which focuses on the qualitative, quantitative or mixed methods. However, in this case, qualitative method will be focused on.

##### 3.1.1 Qualitative Method

According to Creswell (2014), there are four methods of gathering information in the qualitative way; a qualitative observation, a qualitative interview, qualitative documents, and qualitative audio and visual materials.

##### 3.1.1.1 Interview

Interview was done with Heny Affan, on behalf of Indonesian Ministry of Environment and Forestry, specifically in the sector of Waste Management and Natasha Salim who was previously with Liberty Society as part of the Marketing Team.

##### 1. Interview with Heny Affan

Interview conducted with Heny Affan of Indonesian Ministry of Environment and Forestry began with a general introduction from the writer and the source herself. The general overview of the interview consists of information about food waste management by the Ministry and by Heny herself. Most of the questions directed were about how data-collection done on behalf of the ministry was done and whether it had supporting data about food waste that occurs in household levels.



*Figure 3.1 Wawancara dengan Heny Affan*

According to Heny, Indonesia waste management is still fairly lacking, however there is still hope in terms of conducting certain countermeasures. The ministry itself has been active in recruiting younger generations in managing waste—be it food waste or not. With the focus of food waste in mind, Heny herself claims that there is still a lack of concrete data collected throughout Indonesia. Although governments have had their own plannings and movement when it comes to gathering data, the act of gathering data from all cities across Indonesia appears to be much more of a bigger challenge than it sounded.

Most of the data acquired by the ministry now are from cities which have active PEMDA collecting data and some are more accurate than the other meanwhile some tend to have a bit more looseness in concreteness.

Not only that, in terms of food waste, apparently it is quite the challenge to keep full track of it especially if it is being looked upon from a household level. Heny herself claims that often times, private companies can bring more to the table when it comes to data that is catered specifically to a certain variable.

In terms of advices to prevent food waste in a household level, it Heny also advised that if a social campaign were to be done for

prevention, small talk shows from mothers to mothers can be a good approach and that making an emotional approach can be beneficial when it comes to hauling people together to unite for a cause.

## 2. Interview with Natasha Salim

Interview conducted with Natasha Salim is more focused on the creation of social campaign itself as Natasha herself had been a part of Liberty Society's marketing team during their social campaign for Blibli. Natasha provided several insights as to how social campaigns should be done and how it can be done properly by using an emotional approach.



*Figure 3. 2 Wawancara dengan Natasha Salim*

According to Natasha Salim, when it comes to making an effective social campaign, one must know and be aware of the topic that is about to be brought up by the social campaign itself.

Be it target audience or even the geographics of it.

Even when it comes to making the SWOT analysis for the campaign, it is very crucial to make sure that the right target audience is being reached and that there is a constant awareness and understanding towards the target and the cause that is being worked on. Not only that, Natasha also agrees that storytelling can be a good and impactful way to make an emotional approach towards the target audience. For Natasha, being able to reach

someone's emotional capacity, understanding and threshold is how a social campaign can be considered well-launched.

With mothers especially, Natasha mentions how things should be practical or even interactive with the children because mothers tend to refuse engagement that would either separate them from their children or keep them away from their duties for too long.

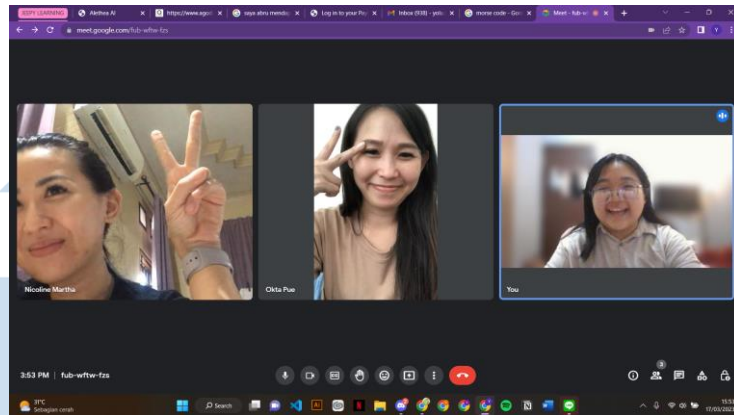
Natasha also advised on the usage of emotionally-invoking photography or videography to show the target audience what is happening and what must be prevented.

### **3. Interview with mothers (targeted audience)**

The main target of this interview is to find out even further about the decisions made by mothers in Indonesian households regarding food waste and their collective experiences with it. Based on the two separate focus group discussions held with four mothers hailing from Jabodetabek area; specifically Jakarta and Tangerang, several findings have been found to be true to the data provided from the internet, journals, and reports from governmental officials. All four women are mothers with at least one child in the house and all have the tendency to have homecooked foods.

#### **a. Nicoline Martha and Okta Pue**

The first set of FGD (focus group discussion) was held with two mothers; one a full-time housewife and stay-at-home mom, Nicoline Martha and half-working—half-housewife mom, Okta Pue. The interview was held on March 17, 2023 at approximately 3:30 p.m. via google meet as the mothers were occupied the whole day and could not make it as an offline.



*Figure 3. 3 FGD with Nicoline Martha and Okta Pue*

The FGD included in-depth questions about their respective experiences when it comes to handling and encountering food waste. The main core of the discussion was focused heavily on their experience with food waste management. Okta and Nicoline admitted that the idea of wasting food itself pains them in one way or another and that with every food that they throw, there is always a sense of guilt. Not only that, Okta and Nicoline admitted to never really realizing that the food waste that they commit to daily can pile up immensely.

Both Okta and Nicoline cook daily, although the frequency vary from time to time as some days they would cook twice a day meanwhile other days only once or even eating out or opting to buy food online through means such as GoFood or GrabFood. Often time, there would be leftovers daily and how such problem is handled is by storing the food in the refrigerators to be heated up the next morning. However, even so, sometimes Okta and Nicoline still encounter food waste from reoccurring incidents such as food going bad in the refrigerators. Cases include; vegetables that no longer taste pleasant and food that end up “smelling like the refrigerators” which lowers the appetite.

Another question posed to Okta and Nicoline include whether or not they experience food waste even though food surplus end up being delegated during home-gatherings or events that would require large amount of food to be had. Both mothers agree that even with food being delegated amongst guests, food waste still happen somehow and it still becomes a problem at hand.

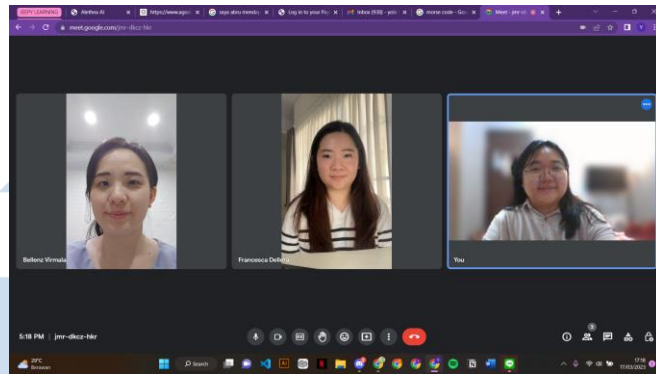
After finishing questions about food waste problem, two more questions are posed regarding the social campaign idea that would be conducted for the issue. Okta and Nicoline agreed with the more practical approach that can involve children into whatever program the social campaign has to offer. Not only will it be more fun for the mother to join but also to teach the children as well. Nicoline also brought up a system from the South Korean government often showed in K-Dramas where trash and waste will have to be sorted properly before being disposed and how Indonesia can greatly benefit from that system.

From that given advice, another solution came to mind how connecting the K-Drama trends with mothers can help spread the message as K-Drama as a trend. The non-seminar approach is also encouraged as to make it less boring and more interactive.

**b. Bellenz Virmala and Francesca Delleria**

With the second phase of FGD, Bellenz and Francesca brought a more contradicting experience from Okta and Nicoline. With Bellenz and Francesca, both have found that food waste is not quite the problem in their household. Bellenz is an avid cook for her family and would cook once or sometimes twice a day meanwhile Francesca (Adel) lives with her in-laws and they would be the one to cook for the whole family.





*Figure 3. 4 FGD with Bellenz and Francesca*

Contrary to the previous FGD, both Bellenz and Francesca do not seem to have any problems with food waste. During the FGD, Bellenz and Francesca admit that during most days, there are almost no food waste that happens. Even during events and gatherings which would require large amounts of food and would end up being shared, both mothers find that food waste is almost nowhere to be found.

After further discussion, it is found that one of the main reasons that food waste was evaded is due to the fact that both are already quite aware of portioning and limitations when it comes to food. Both families are quite fond of food and are also aware of how wasting food is bad in terms of culture and habit.

Not only that, both Bellenz and Francesca emphasized on how knowledge on food portioning as well as making a habit of finishing food can help greatly on reducing food waste. Bellenz especially specified that with her three children, she always emphasizes on how the children are always taught to never finish food. Francesca on the other hand claims that due to the fact that four adults live in one house, food can easily be finished to prevent food waste.

In regards to the question about social campaigns, both Bellenz and Francesca agree that activities in the campaign that involve children can be easier to follow and participate in as they

themselves, being mothers, find it easier to engage in such activities without having to worry that their children are not being paid attention to or taken care of.

### 3.1.1.2 Qualitative Documents

According to a study found on the internet, DBS Bank had attempted to make a social campaign about food waste titled “Towards Zero Food Waste”. One of their movements include #MakanTanpaSisa which is essentially a part of “Towards Zero Food Waste”. The purpose of it had been to reduce food waste conducted by Indonesian citizens.

The campaign had been held during the COVID-19 Pandemic in 2020 and also had a “Watch to Donate” form of charity where the campaign had a video and with every 10 million views, 8 tons of food portions would be donated to Foodbank of Indonesia.

### 3.1.1.3 Qualitative Audio and Visual Materials

With qualitative audio and visual materials, references will be collected and gathered to find about different kinds of campaigns that can help in the process of creating the social campaign for food waste prevention.

#### 1. World Food Programme – Stop the Waste

The visuals provided by the WFP is fairly simple but it gives the Figurery of food going to waste by either rotting or simply going bad.



Figure 3. 5 Campaign Figures of WFP - Stop the Waste  
Source: WFP Website



Not only that, WFP also plays heavily on copywriting that relies on cold hard facts. It also brings about copywriting that tries to engage people's emotions.

## 2. Targeting Food Waste – City of Sydney

There visuals provided by James Elgie for the Food Waste campaign held by the Green Villages in Australia focuses on bringing the concept to life using 3D.



*Figure 3. 6 3D Figures of Food Waste Campaign  
Source: Behance.net/James Elgie*

With the use of 3D kinetics that give the Figures life and movement, the poster was able to showcase the headlines that was supposed to be simple words into a unique concept.

### 3.1.1.4 Kesimpulan

The findings obtained from the qualitative research suggests that not only do Indonesian citizens still struggle with food waste, but the consumerism as well as consumptive lifestyle too became a part and reason as to why it still occurs. Cultures ingrained into the lives of many Indonesians that believe “more is better” when it comes to food prove further the data provided by SIPSN (2022) and BAPPENAS (2021). With that in mind, data found and

collected by the writer in this chapter will assist greatly in the creation process of the social campaign.

### **3.2 Design Methodology**

For the design methodology, the design will be based on the theory of Design Thinking pioneered by the Interactive Design Foundation. According to the Interactive Design Foundation, Design Thinking is a process for understanding users, analyzing problems, and creating solutions that can be used properly in the future and bring positive benefits to users. This process includes 5 stages; Emphasize, Define, Ideate, Prototype, and Test. These five stages have high flexibility because they can be used sequentially, randomly, or repetitively to achieve the best results.

#### **3.2.1 Emphasize**

According to the Interactive Design Foundation, this stage is the stage where data and all information about the target user begins to be collected. With the data found, the writer can put himself in a position that can empathize with potential users about the problem he wants to solve. With empathy, problems can be seen from the point of view of the user himself. In addition, by empathizing through the results of data discovery, this stage can also reduce certain assumptions and place problems as they should be in the world without any excess or under assumptions.

#### **3.2.2 Define**

At this stage, the data that has been collected in the early stages will go through an intensive analysis stage. The results of this intensive analysis can redefine the core problems that have been found previously through the use of problem statements that show definitively what problems need to be solved. Using personas can also help with this process.

### **3.2.3 Ideate**

At this stage, brainstorming will be one of the core activities. With the information, data and definitive problems identified in the previous two stages, ideas can begin to form. These ideas are even encouraged to stay unique and new. With new perspectives and ideas, innovation and new ways of looking at problems will emerge.

### **3.2.4 Prototype**

This is an experimental stage where the purpose of this stage is to identify the best method and solution to solve the problem. The prototype must be small or portable and inexpensive, such as a smaller version of the product you want to define. From the existence of a small model of the idea found, an investigation of the idea made can be carried out and errors, omissions, and uniqueness can be examined so that the prototype can continue to develop.

### **3.2.5 Test**

At this stage, the prototype will go through various trials. The goal is to review the results of the prototype and measure the success of the prototype. But at the same time, this stage is not necessarily the last stage because after testing there may be changes that you want to make in the prototype or even in the next step. This is what makes design thinking a flexible process to achieve the best quality.

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