CHAPTER I
INTRODUCTION

1.1 Background of the Entrepreneurship and Innovation Program

Despite the well-established connection between healthy lifestyles and reduced disease risk in old age, many young adults fail to adopt such practices due to consequences that are not immediately apparent (Sumarwati et al., 2022). Building a healthy lifestyle habit requires consistency that requires mental well-being, eating habits, and physical activities. According to SKI report on 2023, 40% of young adults from 34.000 census block of the representative population in Indonesia between the age of 20–24 lacks sufficient amounts of physical activities.

From the data shown above, it is known that physical activities take a big role in a healthier lifestyle and not only is it important for young adults to start living healthier, but they are shown to be more at risk of non-communicable diseases. 62% of 262 young adults from Tangerang are shown to be at risk of cardiovascular illnesses (Tryastuti et al., 2025). Other than cardiovascular illnesses, recent studies from SKI in 2023 shows that 13.4% of young adults aged 20-24 exhibits symptoms of obesities from their lack of physical activities (Kemenkes, 2023). This shows the importance of building a healthier lifestyle from earlier ages to reduce the risk of non-communicable diseases for young adults.

After face-to-face interviews with 10 young adults between the age of 18-30 years, many of which shares their desire to start their transition to a healthier lifestyle but lacks the external motivation, stimuli, and understanding of how to begin the transition in a more convenient and easy way. To help those young adults who aspires to live a healthier lifestyle, the idea of a fitness application catered specifically to these young adults as created. Unfortunately, the rate of fitness application usage has had issues within keeping their user retentions. 75% of 427 users of a fitness application stopped their usage of the application after a short period of time (Herian et al., 2025).

There are many reasons to believe why this issue might occur. Many of which are repetition in the features and the overwhelming amount of data such as, calorie,

sugar intake, weight, and more data that were given to the user all at once. This could intimidate newcomers or beginner users into coming back to use the application. Many newcomers are often disappointed by the lack of instant result from their exercises, reducing their exercise consistency. This can be supported by Woolley and Fishbach (2027), stating that instant gratification can alleviate the issue, as it provides a sense of satisfaction from the exercise itself, which can provide a better result compared to the long-term exercise benefits.

To define the solution, an application with features such as gamifications, social gathering features, with a beginner friendly guide, catered to young adults especially ones around the age of 20–24 who are at risk of non-communicable diseases. According to BPS (2023), the total of the Tangerang population ranging from the age 20–24 could be concluded to 151.810 people. Even as the data stating the number of users who are interested in exercises, most generation Z has access to enough knowledge about the risk and importance of healthy lifestyle habits through digital literacy.

With generation Z in recent eras and their wide range of digital literacy in mind, it can be concluded that there is a wide and available market for the application to be developed. Not only that, the healthcare market in Indonesia is estimated to increase in profit up to $11.85 million USD in the year 2022, with the estimated standards going for 10.31% in the year 2029 (Statista, 2024). This shows the viability of MoovPal as an application within the healthcare and fitness market.

1.2 Problem Formulation of the Entrepreneurship and Innovation Program

From the background written before this, the social problem and the design problem can be concluded as such:

1. The social problem shows from low physical activity levels among young adults between the age of 20–24 in Indonesia pose a social problem by increasing their risk of non-communicable diseases like hypertension, obesity, and diabetes.
2. The design problem lies in the insufficient number of mobile health applications that utilize social features to encourage consistency and engagement.

Based on the issue on hand, the problem formulation can be concluded from the social problem and the design problem as such:

How to develop a "MoovPal" application with features that suits user's need for social engagement, and gamification?

1.3 Scope and Limitations of the Entrepreneurship and Innovation Program

This paper focuses on the creation of MoovPal, a fitness application to help young adults in their transition towards a healthier lifestyle with consistency and motivations. The scope of this topic refers to the limitations of the issue within the topic of this paper.

1.3.1 Target Audience Limitations

1. **Geographics**
   - Country: Indonesia
   - Town: Tangerang

2. **Demographics**
   - Age: 20–24 Years old (Generation Z)
   - Gender: All genders
   - SES: B – A
   - Occupation: College students / Office worker
   - Expenses: Rp 1.000.000 – Rp 2.000.000 / month
   - Education: Highschool – Bachelor's Degree

3. **Psychographics**
   - To learn more about how to start a healthy lifestyle habit
   - To find an easier and more convenient ways to achieve their goals
   - In need of stimuli to help build consistencies in building their healthy lifestyle habits

4. **Behavioral**
   - Sedentary lifestyle or light physical activities
   - Only interested in exercising with friends
   - Reliant on the use of smartphones on a daily basis

1.4 Purpose and Objectives of the Entrepreneurship and Innovation Program

The development of the application called MoovPal is done to establish an information medium that satisfies user needs such as social engagement,

consistency, and stimulus via gamification for young adults between the age of 20–24 in Tangerang that wants to adopt a healthier lifestyle. With the large population and similar characteristics, the application MoovPal has a high sales potential.

1.5 Benefits of Implementing the Entrepreneurship and Innovation Program

The development of MoovPal application design within the pro-step Entrepreneurship & Innovation Program is as the following:

1. The Author

   It is anticipated that the author will gain knowledge and skills in designing applications, particularly mobile fitness applications as well as insights into learning and developing a business.

2. The Community or Other Parties

   This report is expected to serve as an explanation of the development process behind the MoovPal application, which could hopefully help increase physical activity among young adults. As such, it may benefit readers from both academic backgrounds and the general public who share interest in the topic

3. The University

   This paper aims to provide an academic contribution regarding the Pro-Step Entrepreneurship and Innovation program, writing about MoovPal application in hopes of increasing physical activities among young adults and the business potentials of such applications.

1.6 Timeline and Procedural Description of the Entrepreneurship and Innovation Program

Pro-Step Entrepreneurship and Innovation Program up until now has gone on for 6 weeks or half a semester with 15 SKS and 207 total work hours. The following table is used to explain the working process of MoovPal's development:

Table 1.1 Entrepreneurship and Innovation Program Timeline and Procedure

Activities	JAN	FEB	MAR	APR	MAY	JUN
Business idea development						
Market and competitor analysis						

Primary data collection (face-to-face interviews and online questionnaire)						
Pivot and business idea refining						
Report writing chapter 1						
Report writing chapter 2						
Report writing chapter 3						
First evaluation						
Defining the Unique Selling Point						
Application prototyping						
User testing						
Social media design						
Report writing chapter 4						
Report writing chapter 5						
Second evaluation						
Report defense						

The Pro-Step Entrepreneurship and Innovation Program started with an initial socialization phase in January. This was followed by a series of guided sessions involving both Supervisors and Advisors, focusing on several key activities such as validating the identified problem statements, conducting primary data collection, developing the business idea, and refining the business model.

The collection of primary data was carried out through face-to-face interviews and online questionnaire distributed to the targeted young adults aged 18-30 years old in Tangerang and Jakarta urban areas. Then expert interviews with doctors and experts in application development were conducted in addition to the target audience interviews to gain a deeper insight on both the health and technological aspects of the proposed solution.

Following data validation at the end of February, a business idea pivot was done to further clarify and refine the developing concept. This process continued until a viable monetization model, core features, and overall concept were

established along with elements deemed capable of addressing the identified problem. Then followed by March as the start of the report writing phase, with the aim of completing the documentation for submission during the first evaluation period.

On April, the team focuses on defining the unique selling point before continuing with the MoovPal application prototype. The prototype was designed collaboratively together with the MoovPal team, as it was facilitated with Figma's coworking feature. As the development of MoovPal continues until May, the team continued with designing and developing the social media to promote MoovPal along with user testing the application prototype and the second evaluation for the report. Finally, on June, the writer and MoovPal team will continue with three days of Demo Day where the application will be showcased. After that, the project will be finalized with final report defense.