

TOLAK ENCOK

Panduan untuk meredakan gejala Remaja Jompo!



Introduction

An illustration of a smartphone held by two hands. The phone has a dark blue frame and a light cream-colored screen. The background consists of horizontal wavy lines in two shades of blue. The hands are light skin-toned with orange-tinted palms and fingers.

Having privilege in technology
doesn't always mean a good thing.

It changes the way Gen Z lives.

Generasi Z menghabiskan

6,6 JAM

Setiap harinya,
menggunakan media digital



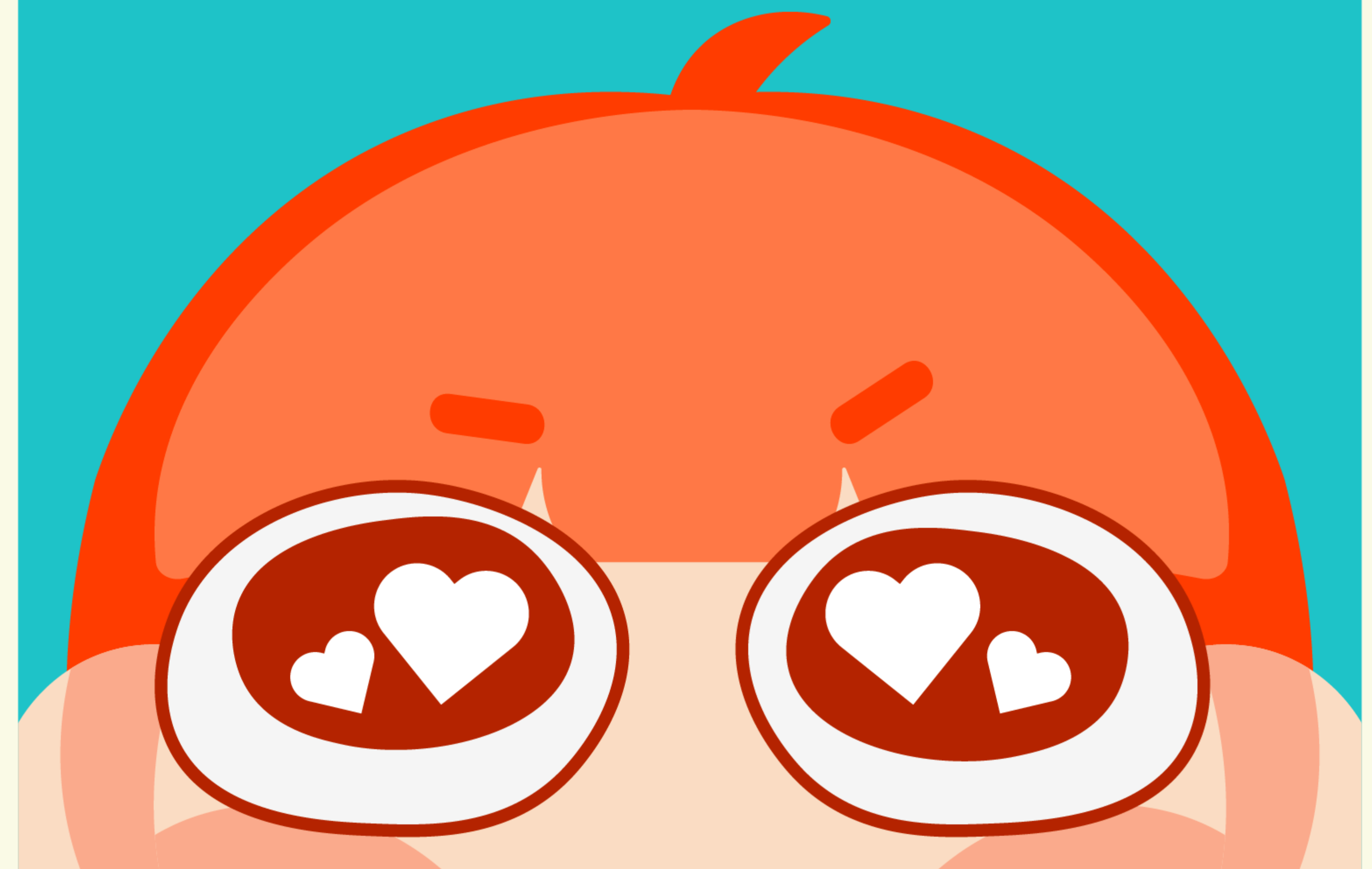
Dunia serasa milik berdua
kalau udah sama teknologi !

Saat pagi caranya handphone

Setiap hari qualitytime sama sosial media

WFC berdua sama laptop

And this how they have
Sedentary Lifestyle..



The impact of Sedentary Lifestyle



Kurang Produktif

Gangguan Kognitif

Sulit untuk Fokus

Risiko Terkena Penyakit Tidak Menular (PTM)

Menjadi Remaja Jompo



BIODATA

Nama: Remaja Jompo

Lahir: Era Digital (18-23 Tahun)

Suka: Duit dan healing

Moto Hidup: You Only Live Once

Hobi:

- Duduk postur udang
- Pake Jompo Kit

JOMPO STATS



Tapi...
Gimana mau healing
kalau punya

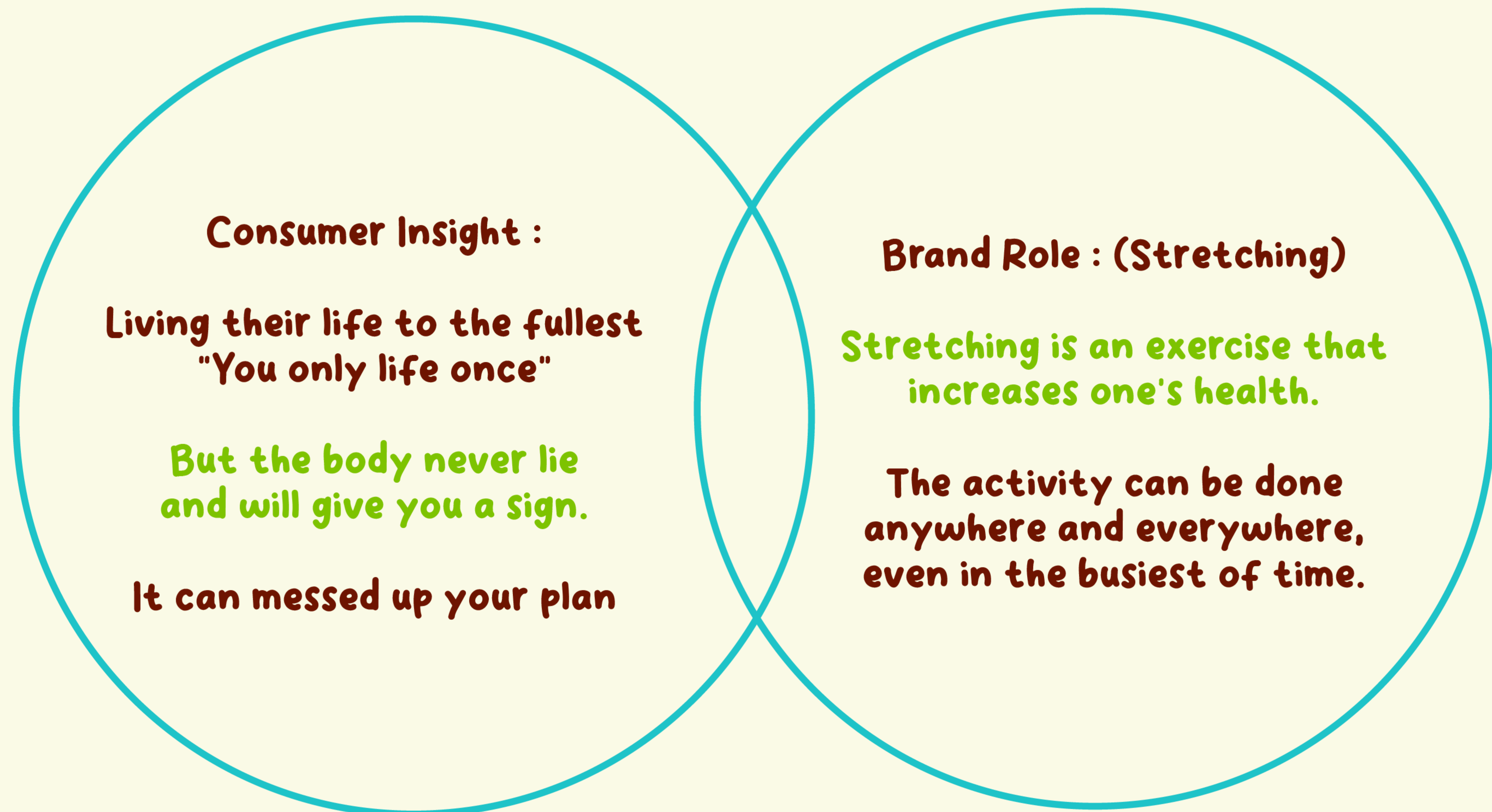
BADAN JOMPO?

Your body never lies when it is
tired and will give you a sign.

It can messed up your plan!

!
DILARANG
memutar
leher 360°





Stretching your body gives you a healthier life in an easy way.
So you can enjoy the moment longer.

Stretching stretch your life longer

SO, WHAT WE WANT TO SAY IS...

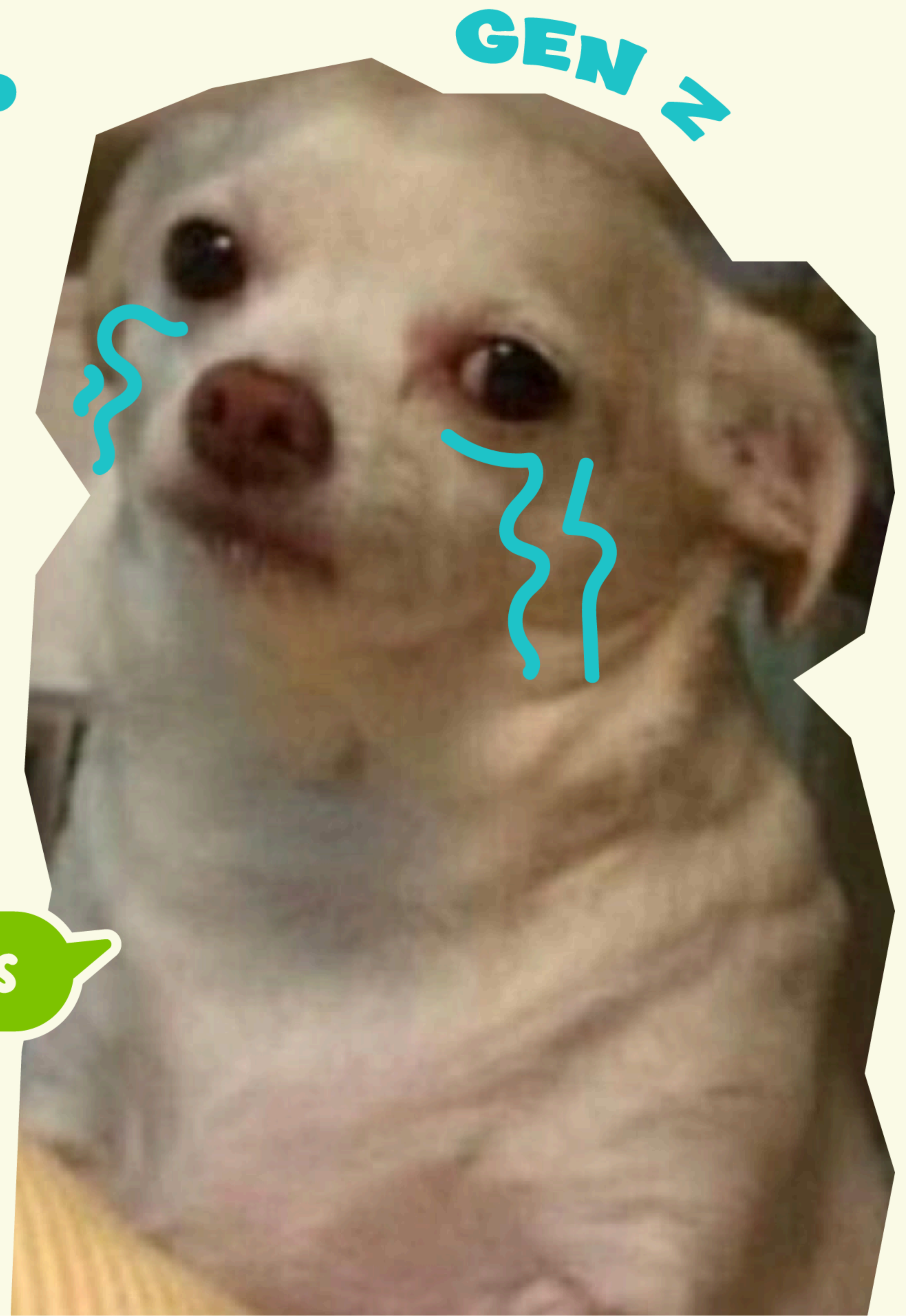
~~Cari sugar daddy biar kaya instan!~~

Your life continues, but
your body won't stay young forever.

The body is running out of time (encok)
before the fun experience come.

Lagi have fun.. terus boyokan... hiks

(real story)



HOW WE SAY IT?

Seperti PER -mainan ini!!

20%



100%



Gak Gerak =
Baterai badan lowbat!

Mudah lelah & healingnya
nggak maksimal.

Stretching =
Baterai badan ke Stretch!

Lebih kuat & bisa nikmatin
hari lebih lama!

CHOOSE YOUR ENCOK PART

Leher

Pundak

Tangan

Punggung

Pinggang


Pinggul






#StretchYourDay so you can do anything you want!

CONTENT PILLAR



Content	Objective
Edutainment	Education content to raise awareness and breaking jompo kit stigma!
Memes	Reality check of their life, to keep it close and relevant to the audience
Tutorial	Educating on how to do stretching the right and fun way!



TOLAK ENCOK

Attention - Interest - Search

Cerita Jompoku!

Setiap orang pasti **punya cerita jompo** yang mengganggu kegiatan sehari-hari.

Untuk meredakan kejompoannya?
Pake solusi instan (koyo, balsem, dll).

Tolak Encok

Yauda untuk ingetin si jompoers,
kita sentil mereka pakai **keychain jompo!**

We need to educate them!
Jompo Kit yang tahan lama untuk menolak encok cuma stretching!



TOLAK ENCOK

Attention - Interest - Search

Cerita Jompoku!

Setiap orang pasti **punya cerita jompo** yang mengganggu kegiatan sehari-hari.

Untuk meredakan kejompoannya?
Pake solusi instan (koyo, balsem, dll).

Tolak Encok

Yauda untuk ingetin si jompoers,
kita sentil mereka pakai **keychain jompo!**

We need to educate them!
**Jompo Kit yang tahan lama untuk
menolak encok cuma stretching!**



Counter Jompo

Search - Action

Remaja jompo kalau nugas biasanya ngapain?
Dengerin lagu!

Jadi lagu parodi "Remaja Jompo" dirilis untuk
menemani para jompoers saat bekerja.

Tentunya lagunya harus relevan dan ada
ajakan untuk melakukan peregangan!



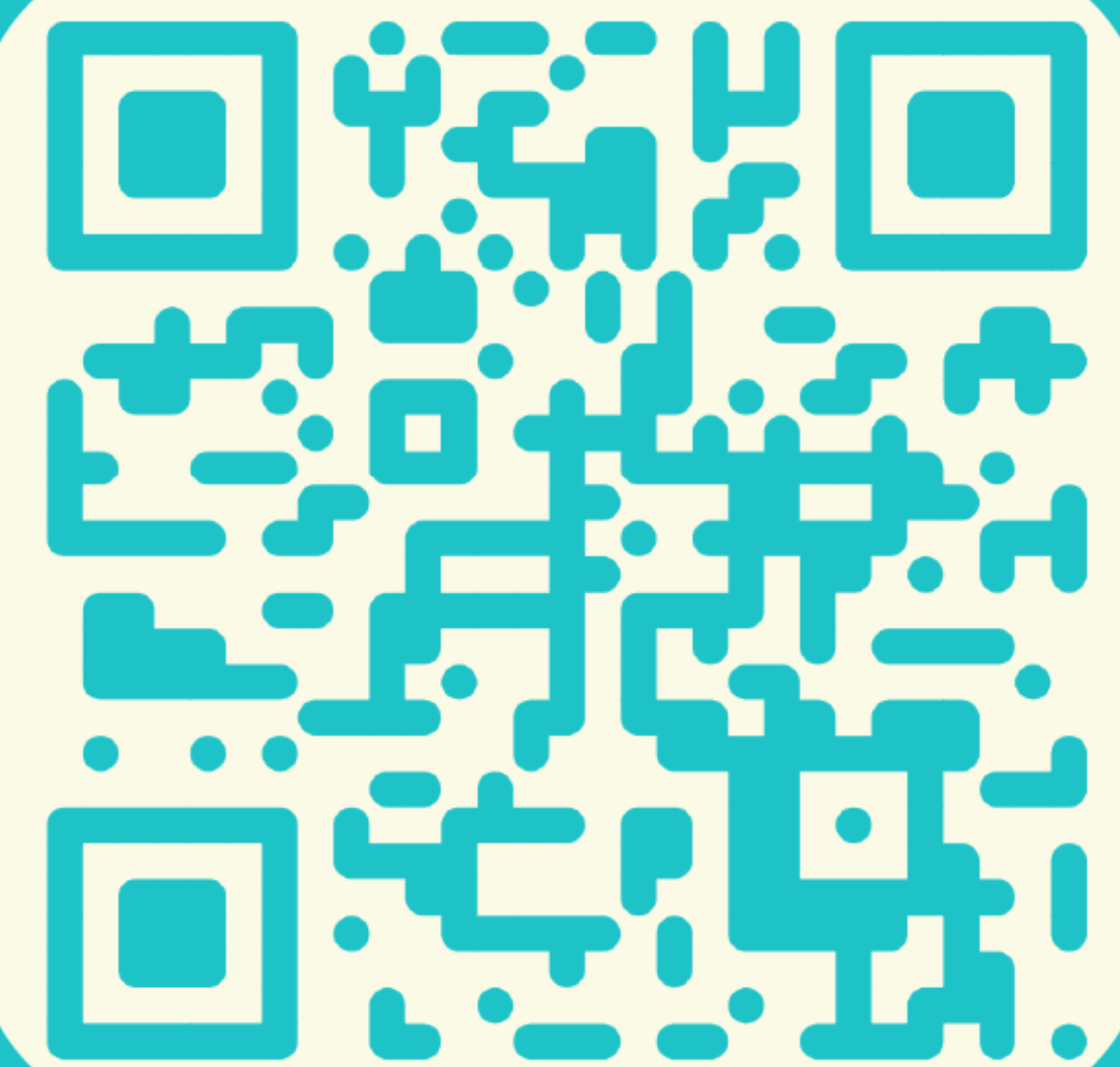
This how they response!

reynaldiwijaya5 21h •
WKWKWKWK LIRIKNYA REAL
Reply Reply with a reel Hide

tijellyyy 1w •
RELATEEE 🤔😭 nguakak pol lagi
Reply Reply with a reel Hide

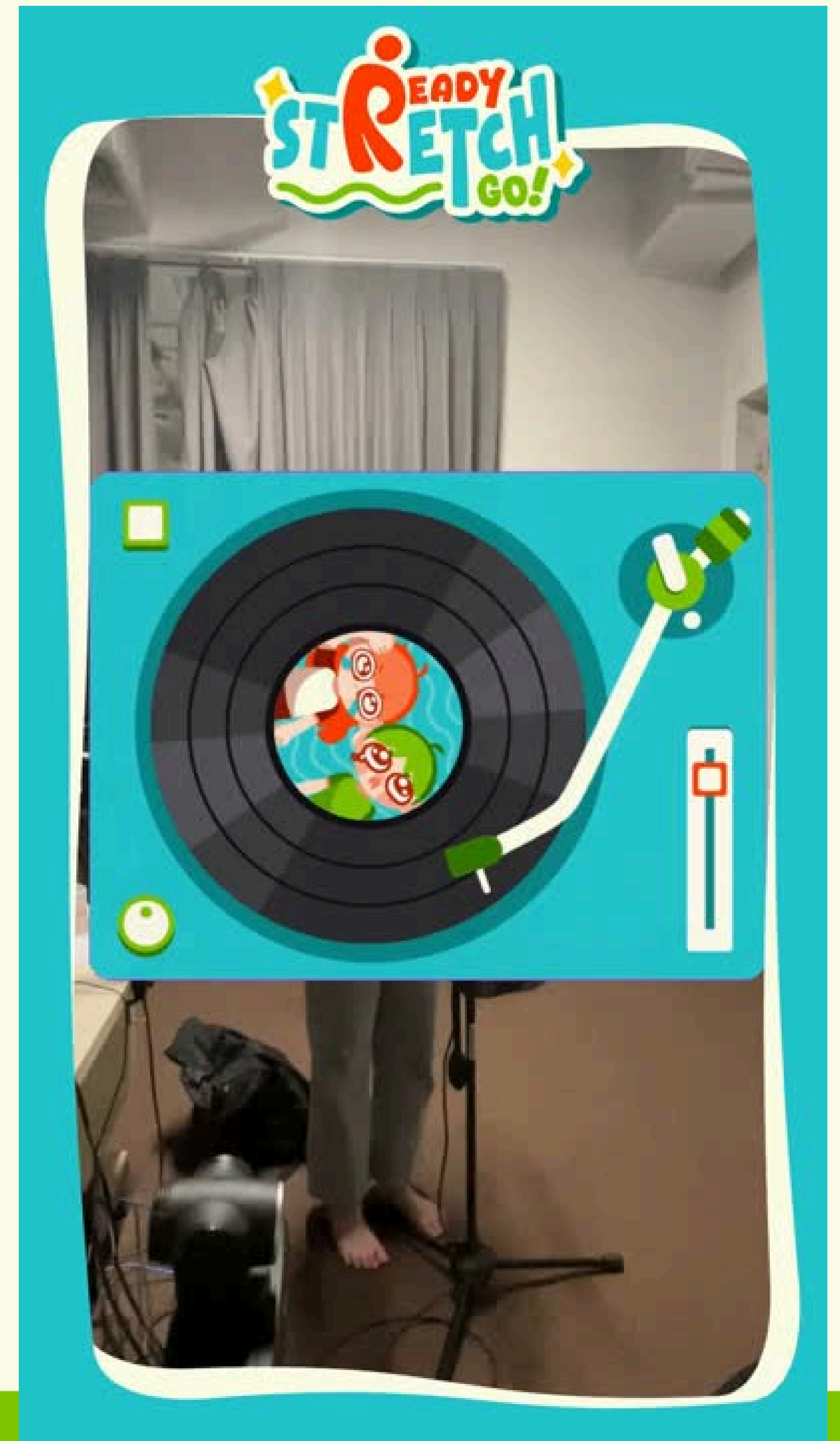
baseplate404 13h •
kenapa relate sekali wkwkw anw lagunya bagus 🔥
Reply Hide See translation

SCAN TO
LISTEN!



Counter Jompo

— Search - Action —



👁 3.8k ❤ 92 ↗ 39

REMAJA JOMPO

[Verse 1]

Kita remaja yang jompo dan banyak maunya
Sibuknya banyak, Kalo gerak sakit s'mua~
Gada waktu sesaat, tapi scroll sosmed kuat

Note : Alasan remaja "Tidak ada waktu"

Kalo sakit-sakitan
Yang s'lalu kunantikan
Pulang kerumah dan tidur, terus
Bangun kerja lagi
Tapi gayanya seperti postur udang~
Note : Kebiasaan & Rutinitas Remaja Jompo

Tak sabar 'tuk koyo-an
Redakan nyeri badan
Mau instan sembuhnya
tapi ujungnya.. kerasa nyeri
Note : Solusi Instan, tapi tidak tahan lama



REMAJA JOMPO

[Chorus]

Katanya indah kisah-kita di masa remaja
Tapi realitanya, cuma jadi jompo aja!
Tiada masa-masa yang tanpa
rasa nyeri saat remaja
Seakan badanku, sakit semua!

Note : What To Say. Tidak dapat menikmati masa remaja, akibat badan yang tidak optimal

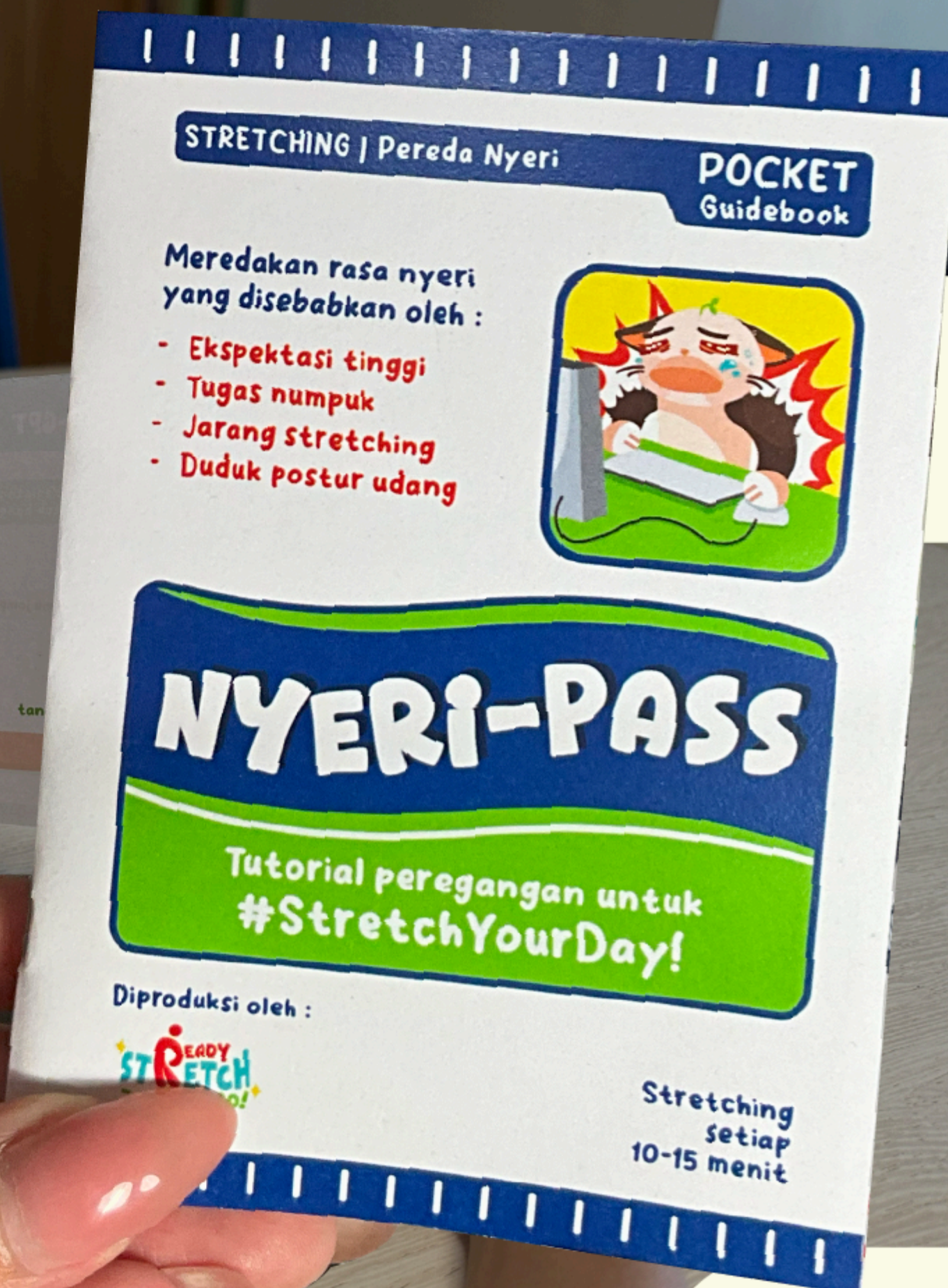
[CTA]

Punya badan jompo, jadi ngga bisa
ngapa-ngapain?
Mau lebih produktif? Yuk Stretching dulu!

#StretchYourDay so you can
do anything you want!

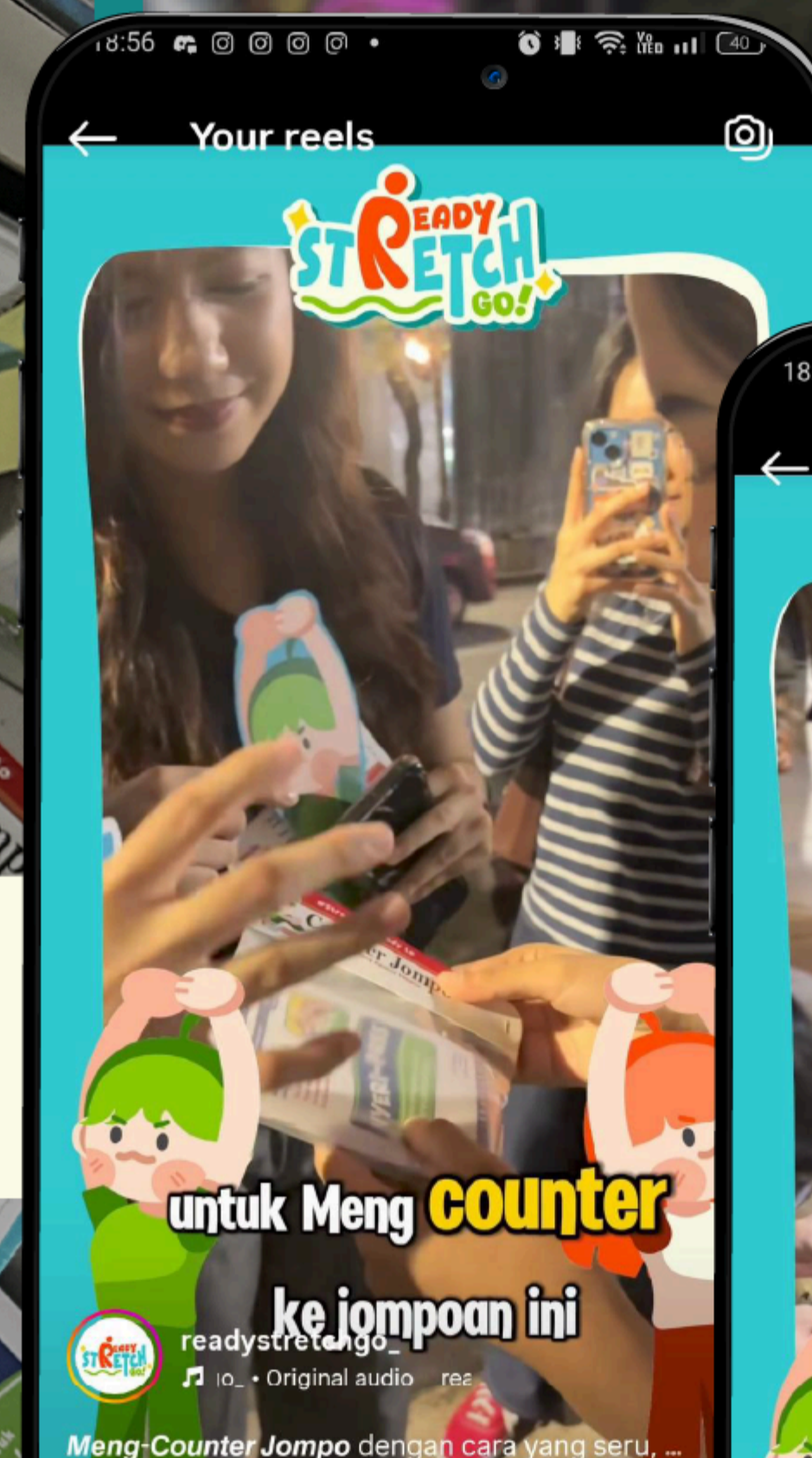
Note : Call To Action untuk melakukan stretching





Edutainment & Tutorial stretching

Konten Counter-Jompo



Counter Jompo

Di Jalan Tunjungan with Ready,Stretch,Go!

Mengcounter Jompo di jalan tunjungan biar remaja jompo tereduksi dan mendapat awareness cara mengcounter jompo dengan benar!



Jompo Kit

Copywrittingnya dibuat lucu dan mengarah untuk stretching



Counter Jompo

Search - Action



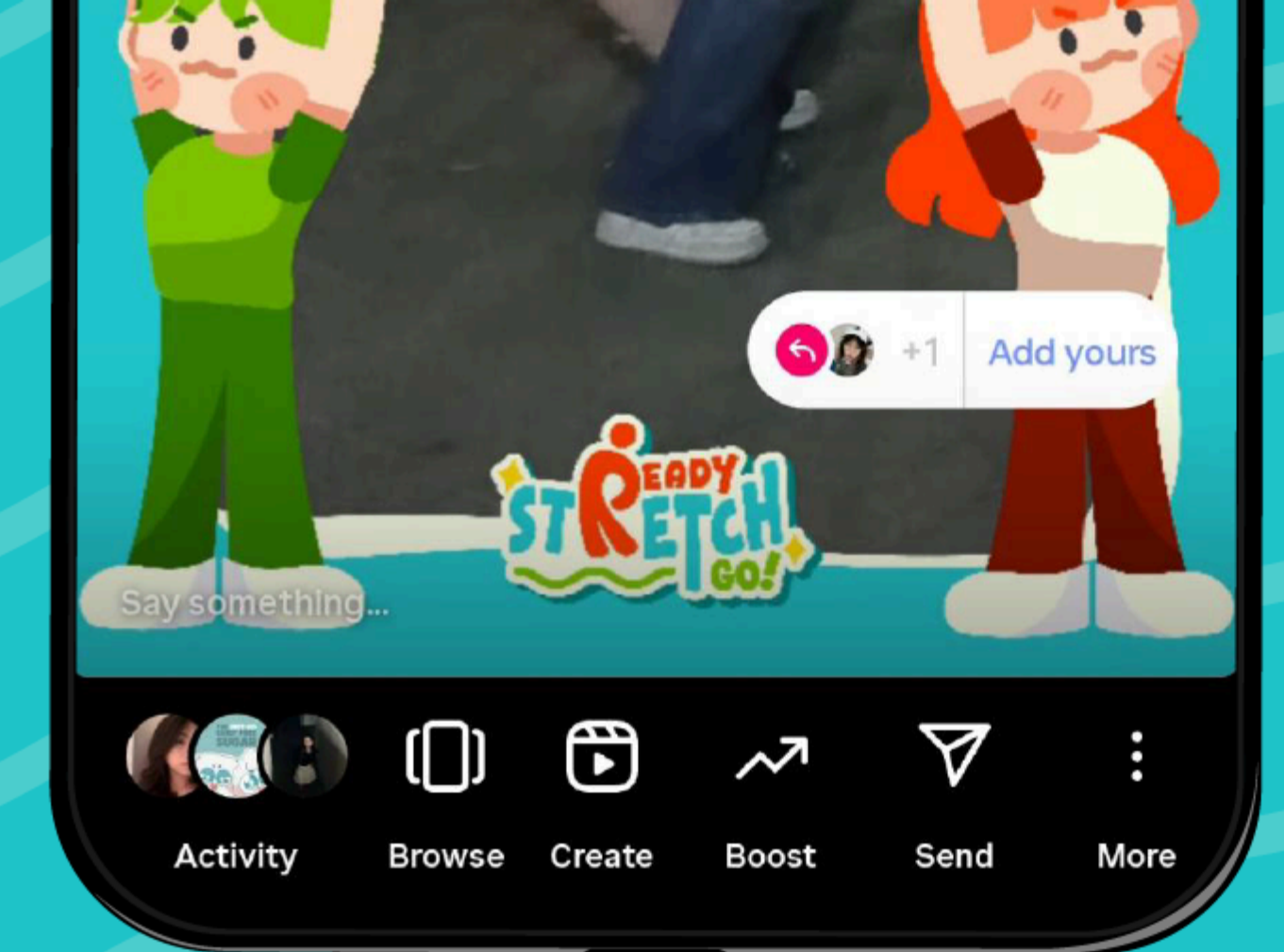
👁 15.4k ❤ 100 ↘ 25

Phase 03 - Post Campaign

STRETCH YOUR WAY

Stretching shouldn't be boring.
There are sooo many ways
to do stretching.

So #StretchYourWay and show us!





@sudahgakjompo

Ngakak banget ini tutorialnya!!



@anonymous01

Langsung duduk kaya wonyoung!



@jompomaksimal

Relate banget ini sama aku!!



HOW DID IT GO?

During all the activations, there were soo many postivite responses!

Lots of laughter and excitement filled the moments.

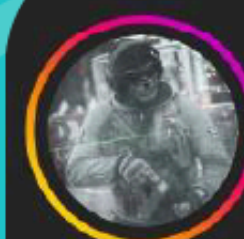
We successfully tapped into the audience's problems on an emotional level through a reality check!

Now they're ready to #StretchYourDay

Based on the reach and engagement:
Ready, Stretch, Go
hit their Gen Z's inner Jompo!

With over **66K+** accounts reached,
We didn't just spread awareness.
It got people stretching, laughing,
and feeling seen.

(liriknya



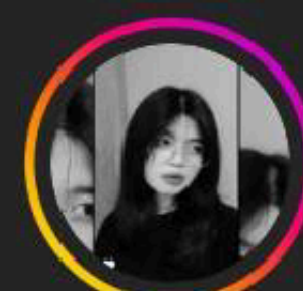
baseplate404 13h •
kenapa relate sekali wkwkw anw lagunya bagus
Reply Hide See translation



farachn_ 2w •
harus sering-sering stretching nihh
Reply Hide See translation

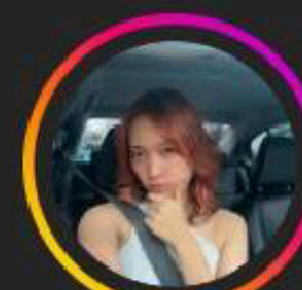
3w

ya lucuuccu 🤔 mana relate
k
Hide

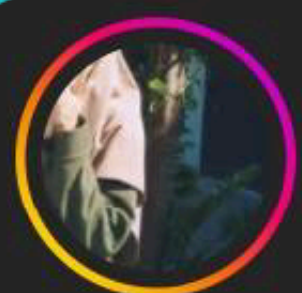


hnydan 1w •
ENAK BGTT LAGUNYAAA KAKK (liriknya
menohok tapi...)
Reply Hide See translation

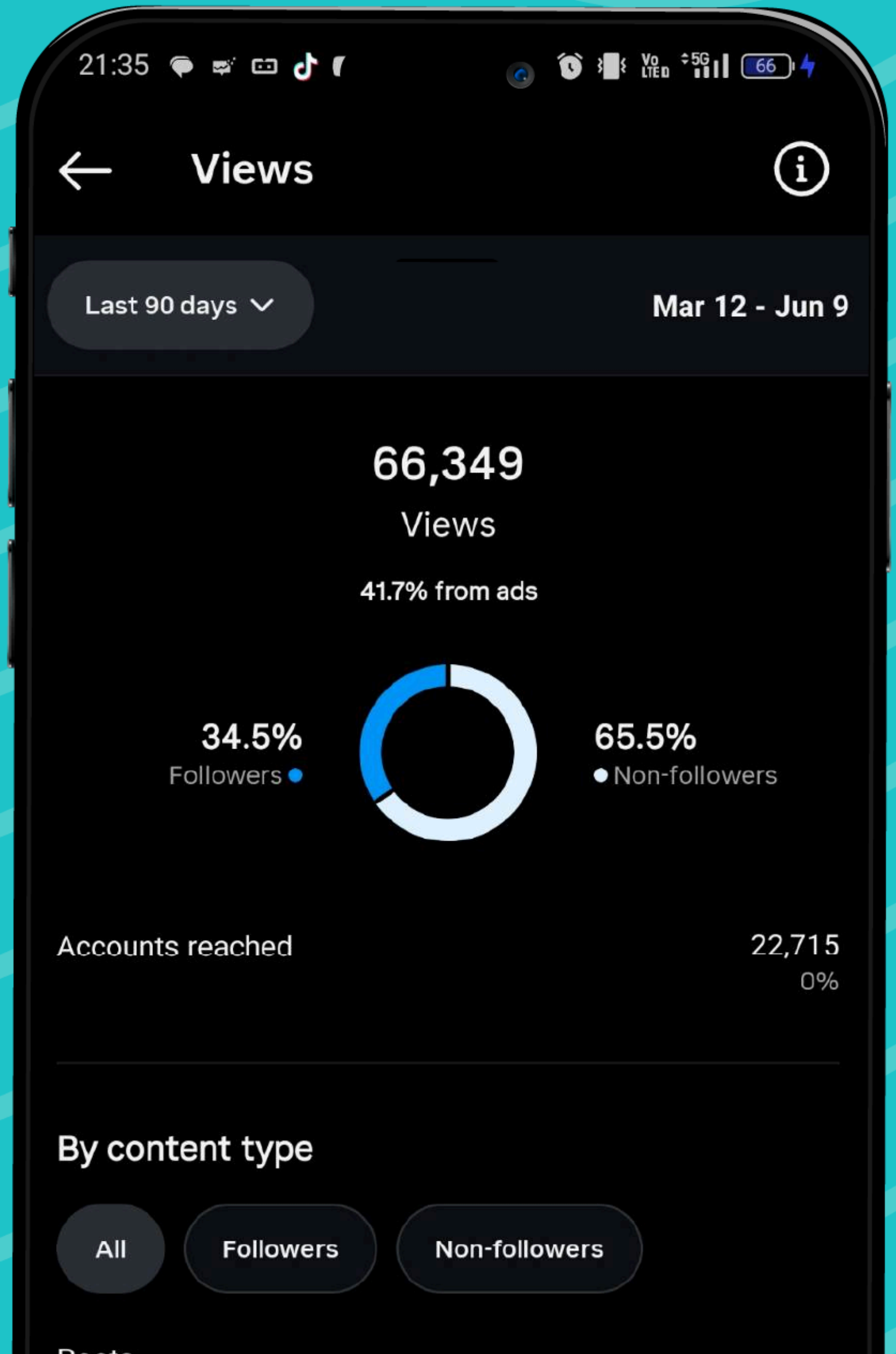
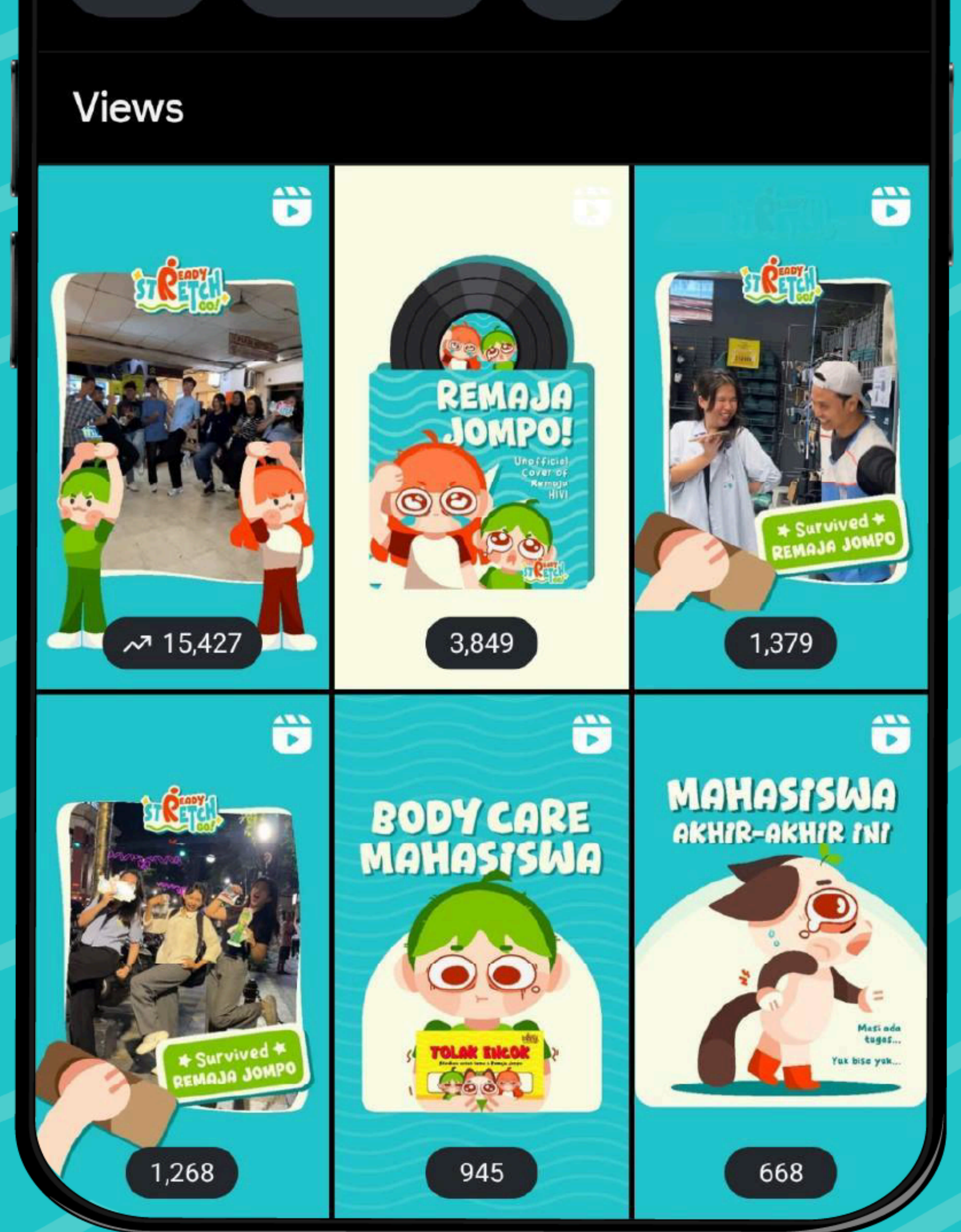
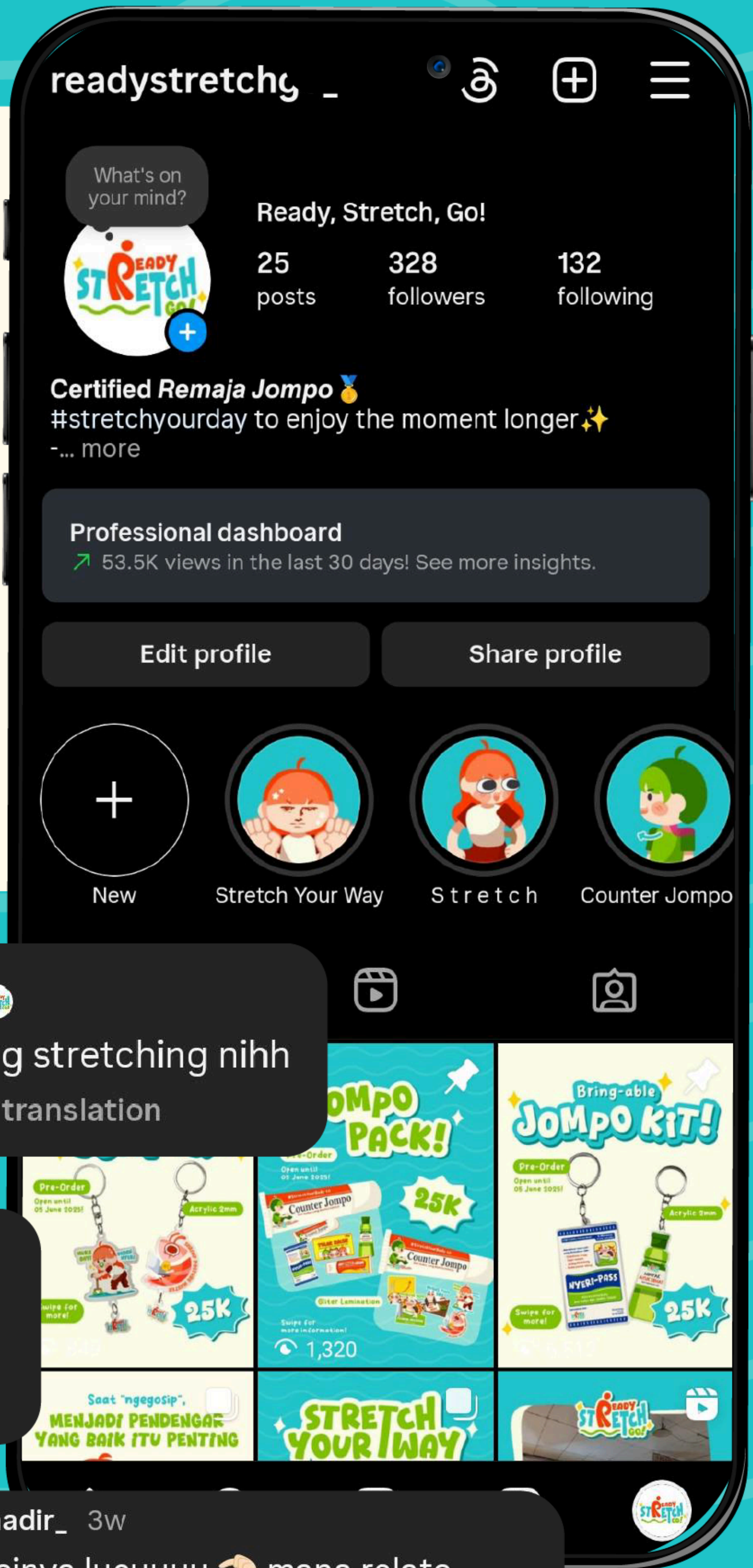
g nihh



zefanyakyna 2w •
TER RELATE BGT
Reply Reply with a reel Hide



isntnadir_ 3w
gancinya lucuuccu 🤔 mana relate
wkwkwk
Reply Hide



Sampai kapan mau jadi

REMAJA JOMPO?

#StretchYourDay so you can do anything you want!

@readystretchgo_

Michelle Amelia | E12210156