

## **Promoting Health and Brand Awareness - An Overview of Integrated Gamification Approach on Corporate Sector**

**Titik Respati<sup>1\*</sup>, Eko Nugroho<sup>2</sup> and Gilarsi W Setijono<sup>3</sup>**

<sup>1</sup>*Faculty of Medicine, Universitas Islam Bandung, Jl. Tamansari 22 Bandung, 40115, Indonesia*

<sup>2</sup>*Game Application and Technology Program, Computer Science Department, Bina Nusantara University, FX Sudirman 6<sup>th</sup> floor, Jl. Jendral Sudirman Jakarta, Indonesia*

<sup>3</sup>*PT. Pos Indonesia (Persero) Jl. Banda No 30 Bandung 40115, Indonesia*

### **ABSTRACT**

This paper is an overview of how an internal engagement program - supported by effective gamification approach - can motivate an employee to take an active role in health promotion and at the same time create positive brand awareness. The method used was a series of challenges with each challenge designed to convey a particular message and objective to promote a healthy environment. Results showed that this approach attracted the participation of 181 (90%) branch offices with 69 branch offices (38%) participated in all challenges. A total of 2,530 tweets produced more than 15 million impressions in the social media platform. A new perspective from the organisation in using social media to promote the brand and internal activities started to develop. In conclusion, gamification can be used to optimise a corporate employee engagement program not only to achieve its internal objective but also to push for an active health promotion program for the community. These activities can boost positive brand awareness.

*Keywords:* Brand awareness, employee, health promotion, internal engagement program, gamification, social media

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*E-mail addresses:*

[titik.respati@unisba.ac.id](mailto:titik.respati@unisba.ac.id) (Titik Respati)

[eko.nugroho@kumbara.com](mailto:eko.nugroho@kumbara.com) (Eko Nugroho)

[gil.gilarsi@posindonesia.co.id](mailto:gil.gilarsi@posindonesia.co.id) (Gilarsi W Setijono)

\* Corresponding author

### **INTRODUCTION**

The Fourth International Conference on Health Promotion in 1997 developed the Jakarta Declaration that sets out the direction of health promotion in the 21<sup>st</sup> century (WHO, 1997) for Indonesia. The importance of multi sectoral cooperation and partnerships in addressing public

health challenges has been proven effective. Workplace, along with schools, hospitals, city, and other places have become priority settings for health promotion into the 21<sup>st</sup> century (Chu et al., 2000; WHO, 2016). The workplace affect physical, mental, social and economic well-being of workers. It is an ideal setting to support the promotion of health for a broader audience (Chu et al., 2000; WHO, 2016).

Improving worker's knowledge and skills to manage their health and the environment will be conducive to health not only within but also outside the workplace. It benefits not only the workers but also their families. The health-promoting workplace especially one that is concerned about the environment will bring positive changes which support the overall success of an organisation (Chu et al., 2000). Nowadays, an environmentally more responsible company increases their value in the eye of the public that enhances positive image for their brand (Nielsen, 2014).

Several methods have been established to promote health in different settings. McLeroy argued that those methods were based on interpersonal factors, such as knowledge and attitude; interpersonal process such as social network support; institutional factors; community factors; and public policy (McLeroy, Bebeau, Steckler, & Glanz, 1998). In order to effectively engage workers in promoting health, an appropriate approach needs to be established.

This paper focuses on POS BERGERAK, an internal engagement and social responsibility program implemented

by PT. POS INDONESIA. It discusses how an internal engagement program, supported by effective gamification approach, can motivate the employee to take an active role in health promotion (using social media) and at the same time, create positive brand awareness.

## LITERATURE REVIEW

Health Promotion is important to engage communities to be responsible for their health. It includes a variety of activities are undertaken, from encouraging mothers to do a routine pregnancy check up to building proper toilets, from educating school children to properly brush their teeth to engaging home industry workers to observe proper ergonomic positions (World Economic Forum, 2015). Teaching students to wash their hands properly, prevention of dengue using a simple calendar, encouraging people to stop smoking are some of the other health promotion programs (Hirai et al., 2016; Respati et al., 2016a; Respati, Piliang, Nurhayati, Yulianto, & Feriandi, 2016b). All programs involve individuals, community, and institution to be able to take care of their health (Buttenheim et al., 2014).

A healthy, qualified and motivated workforce is paramount for the future success of any company. The concept of the health promoting workplace (HPW) was introduced and campaigned by WHO since several decades ago. (WHO, 2016) It is becoming increasingly relevant as more private and public organisations recognise that HPW ensures not only a flexible and dynamic balance between customer

expectations and organisational targets but also employees' skills and health needs. The development of HPW will be a prerequisite for sustainable social and economic development for nations. As stated above, the priority settings for health promotion into the 21<sup>st</sup> century are the workplace, along with the school, hospital, city, island, and marketplace. (WHO, 2016) The physical, mental, economic and social well-being of workers are directly influenced by the workplace. It will, in turn, influence the health of their families, communities, and society. It is an ideal setting and ideal infrastructure for a large audience to support promotion of health. The health of workers is also affected by non-work-related factors such as the environment they were living in.

At present, Indonesia, has a population of 250 million people and complex environmental health problems, such as waste (WMO, 2013). A 2015 Ministry of Environment and Forestry survey found that household waste generated nationwide has increased to 175,000 tons each day or around 64 million tons per year (Ministry of Environment and Forestry, 2015). Official ministry data found 68 million tons of garbage would be produced in 2019 which is 14 per cent or around 9.52 tons of plastic garbage.

Jenna Jambeck from the University of Georgia (Jambeck et al., 2015) calculated 275 million metric tons (MT) of plastic waste was generated in 192 coastal countries in 2010, with 4.8 to 12.7 million MT entering the ocean. The quality of waste management systems together with population size

determines which countries contribute the greatest waste. Good waste management infrastructure improvement will ensure decrease in the cumulative quantity of plastic waste available to enter the ocean from land. Without good waste management, it is predicted waste, especially plastic, will increase drastically by 2025.

Improper management of waste disposal will cause not only pollution of air, soil, and water; it will also become best breeding places for agents and vectors of infectious diseases (Patz & Confalonieri, 2005). In this 21<sup>st</sup> century, disease prevention depends largely on the capability of environment prevention and how we react to the changes (Respati et al., 2016b). In addressing the waste issue, the Indonesian government developed Waste Free Movement 2020 (Ministry of Environment and Forestry, 2015).

Creating communities that are conscious of environmental health problem, especially regarding waste, is crucial to the success of this movement. Sustainability of the program become a major issue, especially since the situation is very diverse. Several studies have suggested to ensure a success of a certain program, it should be integrated with strong community participation and cross-sector cooperation. Political support from the beginning is one factor that determines the success of efforts to empower a community (Respati et al., 2016c). Teamwork is essential.

Good teamwork is an important ingredient in achieving good community participation. A study of university students

showed that teamwork among students regardless of the programs they are enrolled is working as an Innovation Generator (Putra & Fibra, 2016). For waste management program to be successful, it depends on community participation to take care of their living environment. It is important to understand the problem holistically to identify the leverage needed.

Several methods in health promotion have already been established. Health promotion using conventional method includes lectures and active learning methods such as discussion, role playing, and storytelling. All the methods have similar objectives which are knowledge sharing. A study in Indonesia showed that knowledge sharing is found at the individual, organisational and technological levels. The technological factor showed the strongest influences. Knowledge-sharing activities in Indonesia are working because the employees are very cooperative and helpful in their implementation (Susanty, Salwa, Chandradini, Evanisa, & Iriani, 2016).

The latest method is gamification approach. Gamification is the application of game-design elements and game principles in non-game contexts (Huotari & Hamari, 2012). Gamification improves user engagement, flow, and learning (Hamari, Koivisto, & Sarsa, 2014). Zichermann and Cunningham defined the concept of gamification as “a process of game-thinking and game mechanics to engage users and solve problems”. This definition focuses on the purpose of gamification and emphasises

its goal, that is, user engagement and problem solving (Zichermann & Cunningham, 2011).

Social media are online platforms in which user-generated content can be shared. Facebook, Twitter, and Instagram are some of the popular participative platforms that users can read and post different types of content. Companies and organisations have already successfully exploited this trend by engaging consumers for product marketing purposes. This platform can be extended to promote another topic such as for health promotion on effective waste management.

Over the last decades, gamification has been known as an approach to motivate behavioural change in many fields, including in wellness and health-related contexts. The reason why gamification is widely implemented is because it is proven to be able to get people more engaged and make them more responsible for their health-related decisions (Pereira, Duarte, & Noriega, 2014).

When compared with other approaches, gamification has some important advantages. McGonigal (2011) found that with the right implementation, a gamification approach can promote curiosity, motivate optimism and pride (McGonigal, 2011). Read and Shortell (2011) also found gamification enhances communication, judgment and high-level social skills such as leadership and collaboration (Read & Shortell, 2011). Understanding the significant role of the corporate sector in public health awareness, a simple gamification approach can optimise employee engagement program.

## MATERIALS AND METHODS

Pos Bergerak is an integrated employee engagement program designed to motivate all employee of PT. Pos Indonesia (Persero) to take an active role in supporting Indonesia Waste Free Movement 2020, and at the same time optimising employees' role as its brand ambassador.

With around 200 branch offices in 11 regions spread all over Indonesia, designing an effective employee engagement was a complex and challenging task. PT. Pos Indonesia (Persero) considered a different approach that is the possibility of implementing gamification approach and social media in its program.

In general, there are three main supporting elements of the programs:

**The content**, consisting of series of email, announcement, and articles related to the whole program targeted for internal employees. The content is published on a dedicated webpage: <http://posbergerak.id>

**The communication and coordination channel**, mainly using a blog, social media, and internal email system to spread information.

**Gamification concept**, the concept is implemented in the form of several levels of challenge related to waste management (the system and the people). The first level of the challenge is the simplest activity, designed to lower the entry barrier and motivate the participation. The later challenges are

designed to motivate more exploration and delivering a more complex message. A reporting channel and feedback system via email and webpage is provided. The levels of challenge and feedback system are designed to motivate active role of employees in supporting Indonesia's free waste movement 2020. The gamification concept is also implemented in the form of social media engagement (photo contest). The implementation is designed to optimise employee's role as brand ambassador for PT. Pos Indonesia. Special rewards in the form of acknowledgment, appreciation, and monetary reward are provided as motivations.

The program is divided into 4 phases:

### Initiation Phase

In this phase, the concepting team (consisting of a team of gamification consultant and internal team of PT. Pos Indonesia) work together to design the program. All related researches were conducted during this phase. The deliverables of this phase are the detailed program, gamification concept, and guideline for the entire processes.

### Internal Outreach Phase

This phase focused employee engagement program exclusively for internal employees of PT. Pos Indonesia. The program was presented as series of challenges. Every PT. Pos Indonesia branch offices were allowed participate, and every employee in each branch need to complete the challenge as one team.

There was a total of four challenges:

“*Aksi Bersih Tanda Peduli*”: a challenge to conduct office cleaning activity and recycling the collected waste.

“*Memilah Mendulang Arti*”: a challenge to collect a minimal of Rp 100.000 from selling/recycling the waste.

“*Berbagi Senyum dan Cerita Pagi*”: a challenge to make 20 pictures and share a story of the garbage collector on duty.

“*Silaturahmi Membuka Hati*”: a challenge to invite at least 2 active garbage collectors and learn about their stories.

Each team (branch office) can choose to complete one or more of the above challenges. After they complete any challenge, they make a report and send it to their team for a review. Monetary rewards were given for the most successful team.

### External Outreach Phase

This phase was conducted at the same time as the National Waste Awareness Day on 21<sup>st</sup> February 2016. During this period, the employees of PT. Pos Indonesia were asked to be actively involved in cleaning up their surrounding area. We challenged them to share their activities through the social media (twitter and Instagram) with a specific hashtag #posindonesiab Bergerak. Both social media were selected because of their flexibility and for simple monitoring purpose.

### The Appraisal Phase

This was the closing phase where the researchers collected, reviewed, and documented all the activities based on the submitted report. The final documentation consisted of selected report, and the best photos were presented in a book entitled Pos Bergerak 2016. This book contained acknowledgment, rewards, and trophies for those who completed the challenges well.

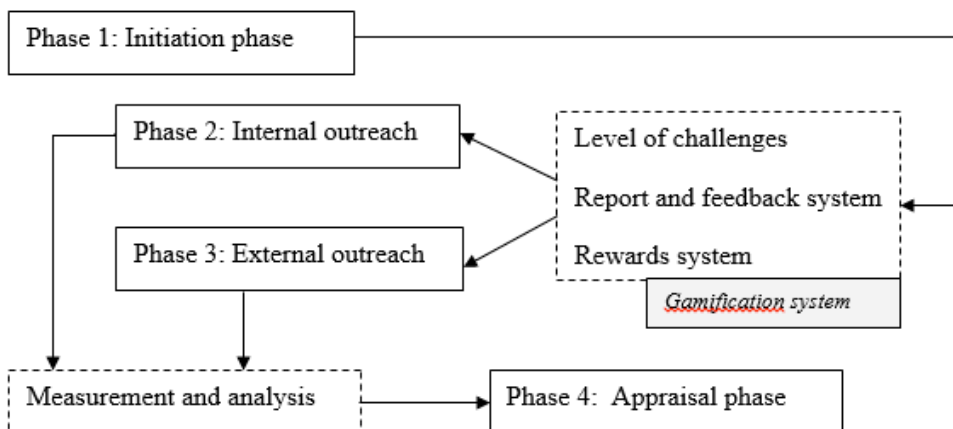


Figure 1. Program flow and phases



The challenges, both in internal and external outreach phase, were part of the gamification concept that was developed. The four challenges in the internal phase were one integrated challenge, where each challenge was connected to another. Each challenge was designed to convey a particular message and objective (as shown in Figure 2). By delivering those four challenges, we hope participants would be

able to discover messages through their own experience, known as discovery learning process. Discovery learning is an inquiry-based, constructivist learning theory that takes place in problem-solving situations where the learner draws on his or her own experience and existing knowledge to discover facts and relationships and new truths to be learned (Bruner, 1961).

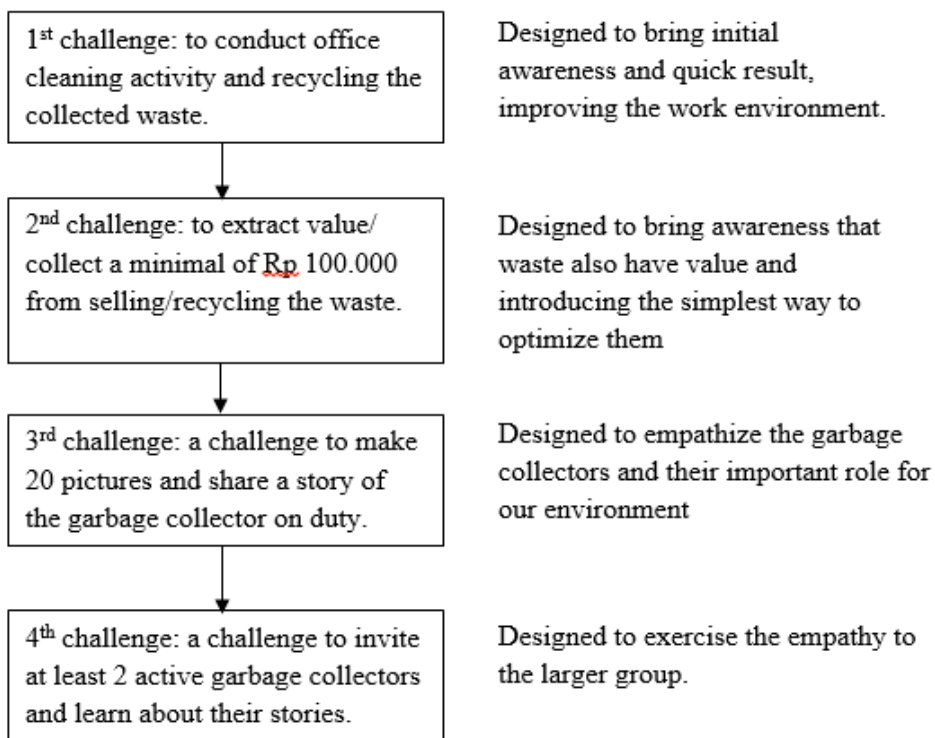


Figure 2. Challenges and objective

During the external outreach phase, we challenged the participants to share their activities through social media. The basic idea of this concept was to create an initial map of an online presentation from the

employees of PT. Pos Indonesia, and at the same time, amplifying the brand of PT. Pos Indonesia. This mapping can help to measure the possibility of optimising social media for other engagement processes.

## RESULTS AND DISCUSSIONS

Data was collected via internal outreach phase and social media monitoring (external outreach phase). All participants were requested to submit a simple report (a template was provided) to describe which challenge that they have accomplished in addition to providing some insights into their activity. The reports were analysed to measure level of participation, effectiveness of the program and map the online representation. Special hashtag #posindonesiab Bergerak was used as the main

hashtag for social media engagement. Later, the hashtag was measured through social media monitoring platform <http://www.followthe-hashtag.com/>.

The internal outreach phase began on 9<sup>th</sup> February 2016 until 19<sup>th</sup> February 2016. Figure 2 shows during the 10-day period, there were 181 branch offices involved which equivalent to 90% participations. There were 69 branch offices (38%) that participated in all four challenges with regional VI (Semarang and Yogyakarta area) as major contributors.

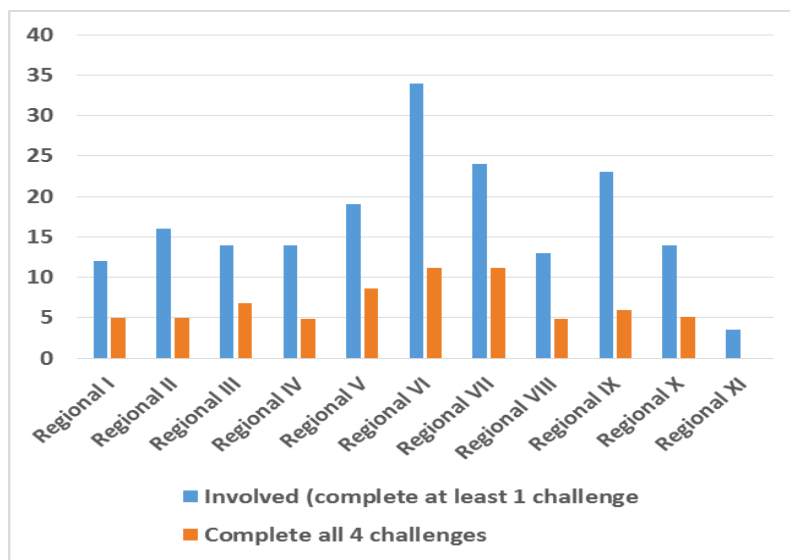


Figure 3. Participation breakdown

External outreach phase started on 11<sup>th</sup> February 2016 up to the final day at the National Waste Awareness Day on 21<sup>st</sup> February 2016. In Figure 3, during this 10-day period we had 2.530 tweets and producing more than 15 million impressions

(number of times the content was displayed). It has to be noted employees of PT POS Indonesia internal employee produced most of the contents (tweet, photos) related to the waste awareness day, clean environment, and healthy living.





The appraisal phase led to a production of a report book on Pos Indonesia Bergerak 2016. The booklet was distributed as a token of appreciation for all participants and provide complete memorable stories of all related activities.



Figure 5. Pos Indonesia Bergerak 2016 - report book

After the event, we received reports from several branch offices that they have adopted some of the activities (cleaning, reuse, and recycling) and implemented them regularly. We have also seen a new perspective from the organisation in using social media to promote the brand and internal activities.

The activities above showed that with an interesting and new approach, an employee engagement to involve in certain health promoting program could be achieved. People, including workers, are motivated to behave in a certain way when they feel a sense of autonomy. The activities encouraged

people to act creatively which leads to independence. The mastering of social media as specific skills required a change in behavior and employee engagement with their environment showed that they understand that changing behaviour to a larger purpose in life is possible. Workplace health promotion programs will only be effective if it is embedded within a culture of health that respects workers' rights to make informed choices about personal health matters. In certainty, workplaces need to be safe, and employees need to be treated with respect and dignity. Workers also have a right

to be in a healthy work environment where positive health behaviours are encouraged and supported. The above activities showed that employee of PT Pos Indonesia can be motivated to play an active role to create a better environment not only for themselves but for the community as well.

## CONCLUSION

The corporate sector is believed to play a significant role to educate and bring more awareness on health and environment issues. To do so, we need to find an alignment between business objective and social purpose. In this paper, we have shown that with the right gamification approach and implementation, we can optimise a corporate employee engagement program, not only for the internal (business) objective but also to motivate an active role on health promotion program for the community.

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