

## Infographic Design of Public Spaces as A Means of Delivering Information for KOPRI Health Centers

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**Abstract.** The KOPRI Puskesmas is one of the Puskesmas in Bandar Lampung City which is located in Jalan Pulau Pisang, Sukarame District. KOPRI Puskesmas is present as one of the Puskesmas that provides the best health services supported by doctors and health workers who are competent in their fields. The conventional way of conveying messages provokes the commitment of the KOPRI Health Center to provide the best service for visitors who are not fully known by the public, which is not in line with the essence of indoor communication media that inspires enthusiasm. Infographics are practical media that can be presented statistically or digitally, such as publications on social media and websites. Infographics are useful in 1) Presenting complex information that is pleasing to the eye, 2) Brief interpretation of the substance of the message by the audience, 3) Increasing the effectiveness of digital marketing, and 4) Increasing the interest of message readers. This study uses a qualitative approach method. In the qualitative approach method, there are two sources of data that are used as a reference for analysis, namely primary data and secondary data. The KOPRI Puskesmas infographic design uses a creative approach, namely the mind mapping method which is very commonly used to find new ideas, based on spontaneity and creativity.

**Keywords:** Infographics, Public Area, KOPRI Health Center

### Introduction

The development of communication today is inseparable from the human need for information. Starting from Prehistoric times to the modernization era, humans have developed various ways to disseminate and obtain information. Information is very important in human life because increasing knowledge of that information. The existence of communication activities will certainly create new knowledge and developments that occur in the human environment. However, not everyone can understand the latest information around them, so media is needed as a means of conveying this information. Visual language as an alternative for conveying information visually is one of the means to create this information medium. The use of graphic works in the form of illustrations to support visual language in conveying information has become an important attraction for the audience. Deliverers of messages using pictures as components in conveying messages are required to be creative and innovative so that they can influence audience behavior (Handriyotopo 2020).

The development of communication today is inseparable from the human need for information. Starting from Prehistoric times to the modernization era, humans have developed various ways to disseminate and obtain information. Information is very important in human life because of increasing knowledge of that information. The existence of communication activities will certainly create new knowledge and developments that occur in the human environment.

However, not everyone can understand the latest information around them, so media is needed as a means of conveying this information. Visual language as an alternative for conveying information visually is one of the means to create this information medium. The use of graphic works in the form of illustrations to support visual language in conveying information has become an important attraction for the audience. Deliverers of messages using pictures as components in conveying messages are required to be creative and innovative so that they can influence audience behavior (Handriyotopo 2020).

The Mandatory Permenkes RI No.9 of 2014 states that the Puskesmas is responsible for developing health in an area so that the goals of national-scale health development can be realized. The increasingly swift flow of information that floods the community will have an impact on increasing insight and awareness about the importance of quality health services. People with a modern thinking paradigm have been able to compare the quality of service between one health center and another. KOPRI Puskesmas is one of the Puskesmas in Bandar Lampung City which is located in Jalan Pulau Pisang, Sukarame District. KOPRI Puskesmas is present as one of the Puskesmas that provides the best health services supported by doctors and health workers who are competent in their fields. Along with advances in the development of health technology, the KOPRI Community Health Center also provides healthcare facilities supported by modern equipment. Indoor communication media facilities at the KOPRI Health Center are available such as banners. Supriyono (2010) stated that indoor communication media itself is a means of communication that aims to make the room look attractive and lively (Wahmuda et al. 2020).

Presentation of messages on banners that are available only with conventional writing seems monotonous and leads readers to boredom in reading information. This conventional way of conveying messages means that the commitment of the KOPRI Health Center to providing the best service for visitors is not fully known by the public, and is not in line with the essence of inspiring indoor communication media. Responding to this phenomenon, an alternative form of visual media is needed in conveying information about the KOPRI Health Center. Referring to the scope of visual communication design, the chosen alternative media is infographics. Infographics come from the language, namely infographics which means information, and graphics which are a combination of information and graphics (Rakhman et al. 2021). Infographics function to convey complex information so that it is easier and faster for the audience to understand. Infographics have the characteristic of eliminating boredom in digesting monotonous messages because they are presented attractively and aesthetically. Reflection on presenting messages that are packaged aesthetically is a creative effort to communicate messages quickly and effectively according to the needs of audiences in the modern era like today.



**Fig. 1** KOPRI Health Centre.

Source: Author



Infographics are practical media that can be presented statically or digitally, such as publications on social media and websites. Infographics are useful for 1) Presenting complex information that is pleasing to the eye, 2) Brief interpretation of the substance of the message by the audience, 3) Increasing the effectiveness of digital marketing, and 4) Increasing the interest of readers' messages (Suci Nurcandrani et al. 2021). Presentation of information that is presented creatively will have an impact on the ease with which the audience can remember and gain emotional experience of something related to that information. By designing infographics, the audience can process the information that has been obtained so that the information obtained is not directly used raw. The infographic that will be designed contains information about the KOPRI Puskesmas profile, vision and mission, facilities, services, and other information about the KOPRI Puskesmas. The form of message visualization that is designed must suit the tastes of visitors with an estimated age of 13-60 years and follow current graphic design trends, without reducing the information that must be conveyed. Visualization, color, font, and presentation of messages must be properly considered to create a mass communication context.

Based on the explanation above, the writer is interested in knowing how effective visual media such as infographics are in increasing visitors' understanding of all the information available at the KOPRI Health Center. The role of infographics in presenting information about KOPRI Puskesmas is very important because there are still many audiences who do not know complete information about medical services at KOPRI Puskesmas. This research is expected to contribute as a reference to additional information, insight, and knowledge to visitors, stakeholders, and other parties.

## Methods

This research uses a descriptive qualitative approach. Cresswell states that the qualitative descriptive method is a technique for finding research data sources, namely primary data and secondary data (Hidajat et al. n.d.). Primary data was obtained by observation and interviews while secondary data was obtained from documents and literature. Based on this explanation, it can be concluded that observation is an observation and recording activity carried out by researchers to perfect research to achieve maximum results. Observations were made by visiting the KOPRI Community Health Center and observing the information media available there. Interviews are an interactive process in the early stages to collect information by way of questions and answers between researchers and informants or research subjects. The interview technique was conducted with the owner the head of the administration section of the KOPRI Health Center, Mrs. Rahayu Diah, S.Kes. The interview process was carried out verbally to obtain information regarding the background of the problem, the vision and mission of the Puskesmas, and the desire for a form of media for conveying information visually.



**Fig. 2** Interview Process.  
Source: Author

Secondary data, namely data obtained indirectly or through other parties, or historical reports that have been compiled in archives that are published or not. According to Koenjaraningrat documents and literature is one way to collect data by looking for various materials related to research such as previous literacy, newspapers, books, magazines, and documentation (Kadafi et al. 2022). Searching for secondary data to get information helps the infographic design process. In addition to verbal data, the author also collects documentation data which will later help the mind-mapping process to determine the key visual design. After the data collection process is obtained, it is continued the data analysis stage to identify problems. The data analysis method used is the 5W+1H method, this method is used to determine the response from the target audience. The following are the results of the analysis using the 5W+1H method:

**Table 1.** 5W + 1H Analysis

No	5W + 1H	Pertanyaan	Jawaban
1	What	What are the main problems that require infographic design?	Information media at the KOPRI Health Center is still conventional and only in the form of text and has no aesthetic touch
2	Who	Who is the target audience for this design activity?	Who are the targets for this design activity?
3	Why	Why should you do an infographic design?	To facilitate the delivery of information because the medium is able to eliminate boredom when the audience reads the message.
4	Where	Where did this problem occur?	At the KOPRI Health Center on Pulau Pisang road, Sukarame District.
5	When	When is the problem did it happen?	When there is no medium to convey information that is able to attract the attention of the audience
6	How	What should be the solution to the problems that arise??	By designing infographics as a solution for delivering messages that tend to be monotonous.

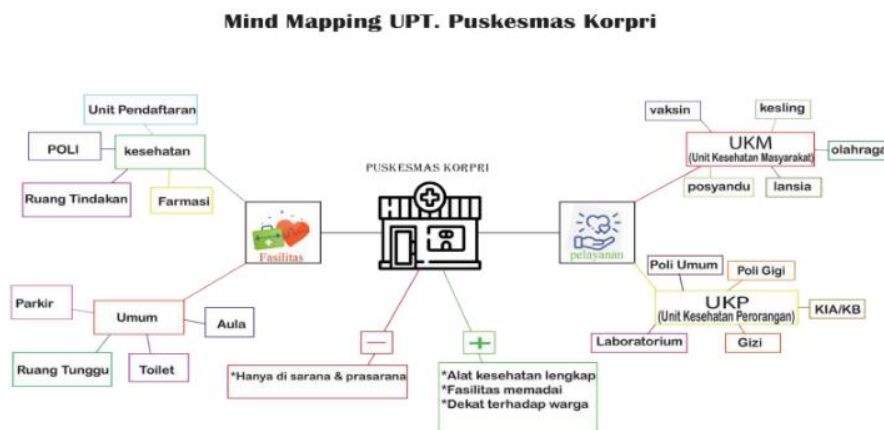


After analyzing with the 5 W + 1 H method, the authors proceed to the design concept analysis stage to map keywords and key visuals using the mindmap method. The use of mind mapping is a step to connect problems with sources of design ideas. This step needs to be done so that it makes it easier for the writer to carry out the process of making icon sketches, layouts, and alternative designs as options for KOPRI Puskesmas managers.

## Result and Discussion

### Design Method

KOPRI Puskesmas infographic design uses a creative approach, namely mind mapping, mind mapping is a mapping method for finding new ideas, which is based on spontaneity and creativity. Tony Buzan defines mind mapping as an effective and efficient way to reveal various kinds of data or information from the brain (Murdowo et al. 2021). The mind mapping method tends to train the human brain to come up with ideas and then put these ideas on paper and group them into keywords and key visuals. The mind mapping method facilitates planning in compiling various information which when presented in infographics will be easily understood by the audience. Grouping important information from the main idea will be able to increase concentration when implementing infographic designs. The form of mind mapping for designing infographics is as follows:



**Fig. 3** Mind-Mapping KOPRI Health Centra.

Source: Author

### Creative Strategy

According to Gilson and Berkman, the creative strategy is formulated into 3 stages, namely 1) Gathering information, 2) Design goals, and 3) Publication to the public (Oktafiandi 2018). The first step is to collect verbal data to include in infographics, such as vision and mission, services, facilities, and the number of medical personnel. The second step that the writer did was to determine the design goals, namely visual communication media in the form of infographics that can represent all the information available at the KOPRI Health Center. The third stage is the presentation of infographics that have been designed by determining the position of their placement. The author also makes a creative brief from the Community Health Center to determine keywords and key visuals which will later help the process of visual exploration of infographic sketches.



**Fig. 4** Key word and key visual.  
Source: Author

### Demographic

Knowledge related to audience estimation is very influential. The demographic aspect is an important step in the pre-design stage and can assist in selecting the visual style of a design (Senjaya et al. 2019). The demographic aspect is related to age, psychology, and the needs of the target audience. The target audience for this infographic design is KOPPRI Health Center visitors with ages ranging from 5 – 60 years, with male and female genders. Psychologically, the target audience is a community of users of health facilities with a tendency to be lazy to read the information that is boring or too much text. The needs of the target audience are the availability of a media means of conveying information that is easily understood by the audience itself and can influence the behavior of the audience. Information derived from demographics makes it possible for writers to predict visual forms acceptable to the target audience. So, it will be very helpful in compiling the contents of the message or any information that will be presented in the infographic. Demographic aspects are also useful in determining media forms and their placement in information publication activities.

### Message Contents

The information or message content conveyed in this infographic contains the history of the KOPPRI Health Center, the vision that is a priority for the KOPPRI Health Center, namely to realize the city of Bandar Lampung with a healthy culture and then the mission to realize this vision. Furthermore, the medical services provided at the KOPPRI Health Center range from the General Poly, and Dental Poly, laboratories to counseling. After the service is continued in the facilities provided such as the Emergency Room, inpatient rooms, halls, and prayer rooms. Furthermore, the number of medical and non-medical personnel who will serve visitors at the KOPPRI Health Center.

### Sketch

Sketching is the initial process of a design. The design sketch for the information delivery medium is based on the predetermined brief. Because the infographic sketch must represent the keywords and key visuals that have been obtained. Based on the key visual obtained, the building is obtained as a design hierarchy and layout of icons and information that resembles the road to the Puskesmas. The infographic sketch is as follows:





**Fig. 5** Infographic Sketch.  
Source: Author



**Fig. 6** Ikon Sketch.  
Source: Author

### Icon

An icon is a sign that is similar to the object it represents (Desti Sucipto et al. 2022). In simple terms, it can be concluded that an icon is a sign that has the same characteristics as what is intended. Icons designed as part of the infographic visual component represent the information to be conveyed, for example, the binoculars icon or symbol represents the vision of the KOPRI Health Center. The infographic icon designs are as follows:



**Fig. 7** Icon Design.  
Source: Author

### Design Alternatives

In the next stage after the process of making alternative sketches and icon designs, the authors proceed to make alternative designs that aim to provide options for the Puskesmas to choose the final infographic design. The process of making design alternatives remains following

the mandatory brief provided by the KOPRI Health Center. Alternative designs are needed to test the extent of visual exploration of the visual representation of the brief given by the KOPRI Health Center before entering the final design stage. The design alternatives are as follows:

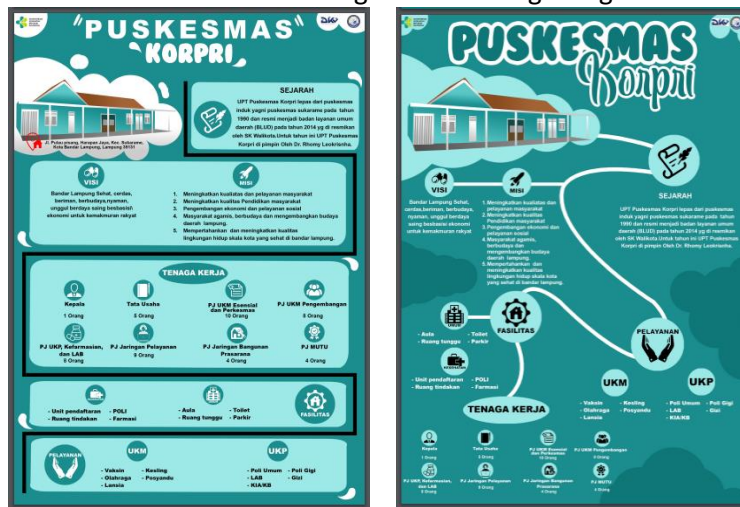


Fig. 8 Design Alternatives.  
Source Author

**Selected Design**

After making design alternatives, revising and evaluating, and selecting by the KOPRI Health Center, the final design chosen by the Health Center is as follows:



Fig. 9 Selected Design.  
Source: Author

An explanation regarding the suitability of the final infographic design with the health center's brief is as follows: 1). Friendly and beautiful visualization is a representation of the commitment of the KOPRI Health Center to public health services in the city of Bandar Lampung, 2). Presenting information such as the road to the Puskesmas is a step to create a psychological perception for the audience, namely easy access, and friendly service by the KOPRI Puskesmas3), 3) The colors in the design represent the natural impression of the atmosphere in the KOPRI Puskesmas, color is also the identity of the KOPRI Puskesmas mission, 4 ) Presentation of Icon



layout as a representation of information starting from the vision and mission, history of the Puskesmas, services, facilities, and health workers in the KOPRI Puskesmas work environment.



**Fig. 10** Use of Infographics by the KORPRI Health Center.

Source: Author

### Letter

The typeface used as a visual element of this design is Bubblegum in the headline for the Puskesmas. Bubblegum is a typeface from the San Serif family designed by Angel Koziupa and Alejandro Paul in 2018 (Amaliyah et al. 2022). Apart from using the Bubblegum letter, the author also uses the Black Melody typeface which is used as a variation on the headline, to be precise for the word KOPRI. This typeface is a family of Script Brush fonts designed by Suthi Srisopha in 2018 (Yuan Yurisma et al. 2017). For the content of information messages about the vision and mission, services, facilities, and workforce the author uses a common type of letter that is often used, namely Arial Black. The visual form of the types of letters that the author uses is as follows:

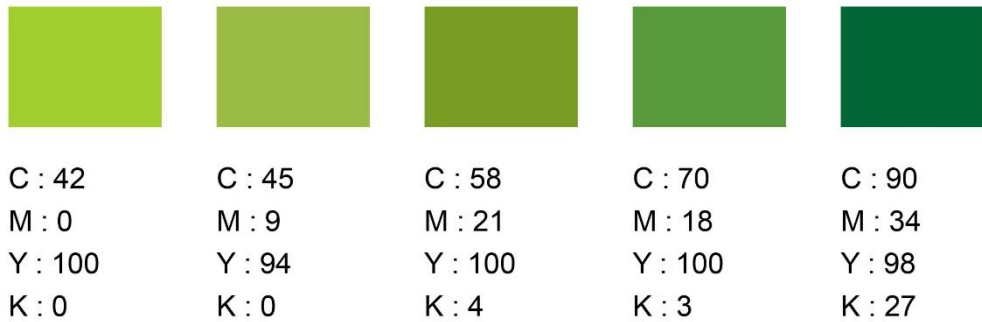


**Fig. 11** Fonts in Infographics.

Source: Author

### Color

Color is a visual element that is able to influence the audience's perception of vision so that it can trigger feelings of joy, sadness, emotion, enthusiasm, and so on (Zhafira et al. 2021). The dominant color used in this design is green which is a secondary color combining yellow and green. The dominance of green is a visual representation of the optimism that the KOPRI Community Health Center provides the best media service for the community. Based on the philosophy of the color green that the color green carries a more positive emotional connotation and gives a beautiful impression of the manifestation of the environment at the KOPRI Health Center. The green color codes on the infographic are as follows:



**Fig. 12** Green Color Code in Infographics.

Source: Author

## Conclusion

The visual medium is one of the innovations in presenting information that is able to eliminate the audience's boredom when receiving the information. Infographics are practical media that can be presented statically or digitally and are useful in presenting complex information that is pleasing to the eye because it can increase reader interest caused by the short interpretation of the recipient of the message because of the visual elements in presenting the information. KOPRI Health Center infographic design begins with the design concept analysis stage, mind mapping, icon sketches and layouts, design alternatives, and the final infographic design. There is a medium in the form of visuals that have an impact on the convenience of the audience when visiting and looking for information about the services and facilities available at the KOPRI Health Center in the city of Bandar Lampung.

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