PAPER NAME

Ryan_Peter_Infograhics.docx

WORD COUNT

5737 Words

CHARACTER COUNT

32828 Characters

PAGE COUNT

15 Pages

FILE SIZE

1.8MB

SUBMISSION DATE

Feb 7, 2023 10:48 AM GMT+7

REPORT DATE

Feb 7, 2023 10:49 AM GMT+7

● 4% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

- 3% Internet database
- Crossref database
- 1% Submitted Works database

- 2% Publications database
- Crossref Posted Content database

● Excluded from Similarity Report

- Bibliographic material
- Cited material

- Quoted material
- Small Matches (Less then 10 words)

A Study of The Covid-19 Infographic Design Issued by Indonesian Ministries in Online Media

Ryan Sheehan Nababan
Department of Visual Communication Design, Soegijapranata Catholic University
e-mail: ryannababan@unika.ac.id

Peter Ardhianto
Department of Visual Communication Design, Soegijapranata Catholic University
e-mail: peter.ardhianto@unika.ac.id

Abstract

The Indonesian Government Ministry is conducting health campaigns to prevent the spread of COVID-19. One of his campaign strategies is to publish infographics in online media. This study describes the existence of infographics produced by the Ministry of Government of Republic Indonesia during the COVID-19 pandemic. This research design is qualitative descriptive research with a case study approach. Data were obtained by random sampling through digital data browsing on the internet, recording, in-depth observation, and content analysis. The data obtained were analyzed using interactive analysis. The results of this study reveal that the infographics produced by the Ministry of the Government of Indonesia consist of various types and forms. Each type and form has a constituent structure, Vitruvius principles, and aspects, which are almost the same pattern. Furthermore, the research team found that the infographic aims to convey persuasive appeals, news, statistical data, and messages regarding preventing the spread of COVID-19. The various infographics also play a role in increasing public awareness about the dangers of COVID-19, being disciplined in implementing health protocols and playing a role in suppressing the spike in the spread of COVID-19 in all regions in Indonesia.

Keywords: COVID-19*, graphic design, visual communication, infographic*

1. Introduction

COVID-19 has impacted several countries, including Indonesia [1]. The Indonesian Ministries are very responsive in dealing with the COVID-19 outbreak and are working hard to prevent its spread through health programs. One way to experience reality is to file multiple appeals. In general, these appeals contain information and messages about prevention techniques and data on the most recent number of COVID-19 instances.

Indonesian Ministries utilize infographics to deliver information and messages in health initiatives. The Indonesian Ministries' infographic on COVID-19 prevention is usually shared on their official social media accounts or website. In communication and visual design, infographics are easy to obtain, especially in today's technological development era, and the information appears fast and repeatedly in cyberspace [2]. Infographics are frequently found in the same news or information content.

However, many still believe that infographics are just data visualizations in the form of diagrams or charts [3]. This type of interpretation of infographics can be described as restricted, leading to errors and theoretical and practical misunderstandings because it converts visuals into graphics [4]. The term graphic should be interpreted as graphics or

visuals in infographics. This misunderstanding of infographics is due to a lack of studies and research focusing on the analysis and study of infographics' existence.

Infographics are also known as information visualizations. According to Smiciklas (2012: 3-4):

> "*Infographic is a visualization of data or ideas that conveys complex information to an audience in a manner that can be quickly consumed and easily understood*."

Smiciklas' comment above explains that an infographic method is required for presenting and communicating complex information, messages, or statistics. In another sense, infographics are not only diagrams for communicating data; they can also include illustrations or data visualizations. An example of an infographic form is a map [5].

Infographics are visual representations of information. Infographics are not just connected to diagrams but can also include illustrations, symbols, icons, pictures, graphics, and so on. Infographics are visual representations of data, concepts, or other complex and confusing information that seek to make it faster and easier for the target audience to understand. According to Smiciklas, infographics, a blend of information and graphic design, can also be used for visual learning [5]. In truth, infographics cover many topics, from traffic signs to complicated representations in economic analysis [6].

Artacho-Ramrez divides infographics into four categories based on format and content, namely (1) Statistical Based, (2) Timeline Based, (3) Process Based, and (4) Geographic Information Based [7]. More specifically, it is stated that infographics in online media can be classified into six categories based on the format of the media and the purpose of the infographic, as well as the frequency of occurrence, ranging from (1) Static Infographic, (2) Zooming Infographic, (3) Clickable Infographic, (4) Animated Infographic, (5) Video Infographic, and (6) Interactive Infographic (Krum, 2014: 31-52).

Infographics are a subset of the Visual Communication Design discipline due to the existence of visual elements in infographics as a means of communication. The aspects in infographics are similar to those in visual communication in that they are (1) Visual (can be illustrations, icons, symbols, photos, visual styles, etc.), (2) Letters or Typography, (3) Colors, (4) Layout (in the form of emphasizing, sequence, flow, balance, and unity), and (6) Information Content (data, information, news, ideas, appeals, messages, etc.).

The proper and appropriate infographic must contain certain elements. These characteristics are (1) Attractive, (2) Comprehension, and (3) Retention. One of these aspects will be more important than the other two. The aspect depends on the intended purpose and design of the infographic [6].

The attractiveness component of infographics is a factor that can keep the target audience engaged for an extended period, allowing the infographic's message to be transmitted. Attractiveness can be achieved through visual design by employing unique, simple visualizations (icons, indices, symbols), the arrangement of design elements, and

selecting appropriate and appealing colors. The visual design piques the audience's curiosity to learn more about the infographic's subject matter. The understanding factor is based on the target audience's reaction while reading an infographic for the first time. The narrative and visualization in infographics must be updated and relevant to the infographic's content, the outcomes of the analysis, and who the target audience is. Furthermore, retention is a consideration of visualization in the appropriate infographic so that the audience may recall the information delivered.

In accomplishing their goals, infographics should follow Vitruvius' ideas for telling stories through visuals. The ideals of Vitruvius include (1) usefulness, (2) privilege, and (3) beauty [6]. The goal of this infographic is to (1) inform, (2) entertain, and (3) persuade (the target audience) [8]. Infographics released by Indonesian Ministries on the distribution of messages and information related to COVID-19 depict several models or techniques. Static images (2 dimensions) and dynamic images (3 dimensions/animation) are available. There are interactive infographics as well. Based on these findings, learning more about the various forms of COVID-19 infographics published by Indonesian Ministries is critical. Furthermore, it will uncover, analyze, and characterize the constituent elements, structures, aspects, principles, and the infographic's purpose and role (Figure 1).
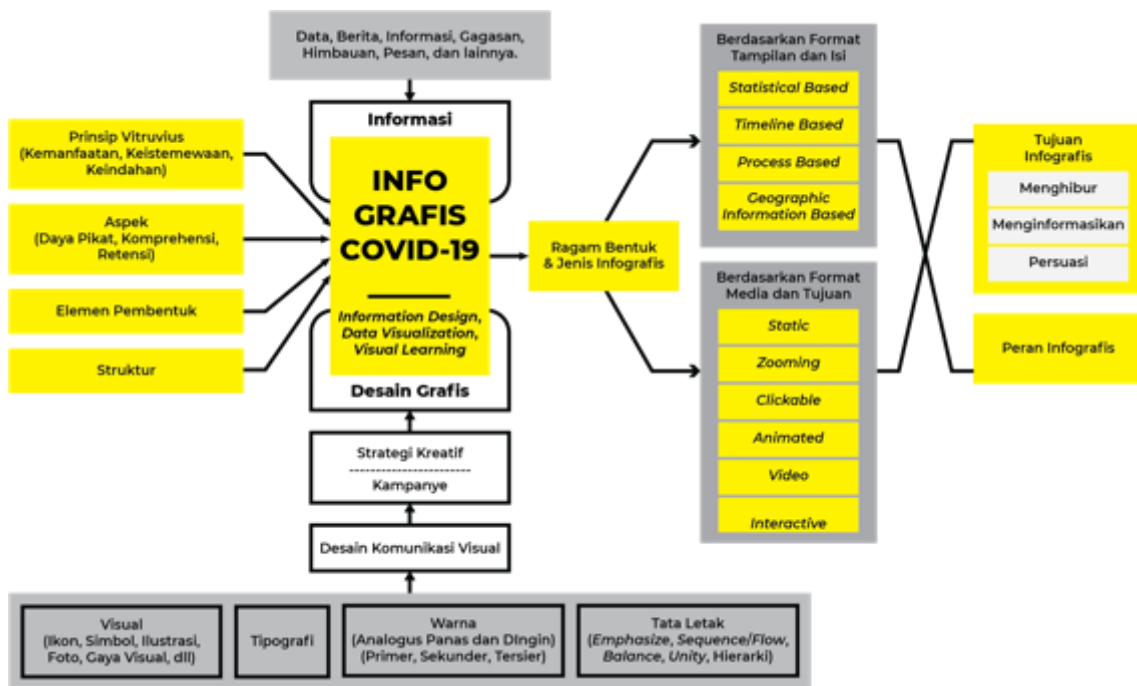

Diagram 1. Research workflow

2. METHOD

The role of infographics during the COVID-19 outbreak in Indonesia is described in detail and depth using a qualitative approach. The first step in this investigation is to identify the source of the data. Images, documents (articles and scientific works), and literature were used to triangulate the data. The research team employed data triangulation to

guarantee the accuracy and existence of infographics published by Indonesian ministries during the COVID-19 outbreak [9]. Conducting online observations, collecting and recording data (both audio, visual, and audio-visual), literature studies, and content analysis are all part of the data gathering strategy.

The gathered data were evaluated using interactive analysis, which involved comparing data from several sources [9]. The Infographic theory is used as a formal object to identify aspects, principles, elements, structures, diverse forms, and types, as well as the purpose and role of COVID-19 infographics as material things to aid in the depth of study. It also employs Visual Communication Design theory, including color, typography, illustration, and layout theories, and allows for more in-depth and extensive analysis activities.

3. RESULTS AND DISCUSSION

The activity began with the extraction and collection of data in the form of infographics on the COVID-19 topic on the official social media pages and accounts of the Indonesian Ministries. The collected infographics are then classified into two categories: (1) display format and content of infographics, and (2) media format. Furthermore, the structure, the elements that comprise the infographic (visual, typography, color, layout, information content), features (attractiveness, comprehension, retention), and principles of infographics were investigated (Vitruvius). The objectives and roles of each COVID-19 infographic issued by Indonesian Ministries will be known during these stages.

3.1 Infographics based on Display Format and Content

The COVID-19 infographics issued by the Indonesian Ministries that fall into this category consist of: (1) Statistical Infographic, (2) Timeline Based, (3) Process Based, and (4) Geographic Information Based.

a. *Statistical Infographic*

Figure 1. (Left-Right) Example of Statistical Infographic, output of the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, the output of the Health Crisis Center of the Ministry of Health (PKK Kemkes), and a graph of case data per province issued by the COVID-19 Task Force. Source: The official Instagram account of the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, the official PKK Ministry of Health Instagram account, and the official page of the COVID-19 Task Force, 2021

The infographic above is an example of a statistical infographic, which is a form of infographic based on statistical data. The infographic is based on statistical information with accurate and factual quantitative data that must be communicated to readers. Before creating an infographic, the designer should preferably evaluate the data offered by the research team.

The Indonesian Ministries' statistical Infographics always present verbal and visual aspects as a developing framework. The exhibited verbal elements are always data in the form of numbers connected to the COVID-19 instance. The number of recovered cases, infections, and death rates are increasing. The numerical data is also current, detailed, actual, and factual and is updated daily. Title text, subtitles, and a short and succinct explanation of the numbers displayed were regularly displayed. Furthermore, it presents mandatory texts as legality and legitimacy or as an exact and official version of given information.

The infographic above is supplemented by a graph or figure chart in the visual element. Occasionally, an illustration display will be included to depict the information given [10]. Generally, Statistical Infographics produced by Indonesian Ministries have a flat design style. The flat design style's usage is deemed more simple, creates a comfortable effect, and is straightforward. The infographic also does not use too many colors, often 3-5 colors comprising mandatory colors and bright or conspicuous colors as differentiation to stress more vital information to transmit. The study team also discovered that the infographics typically employed simple Sans-Serif typography to make it easier for the audience to read and understand. However, various styles of decorative typography were found, which were used as an attraction in infographic titles. The infographic's general design is simple, flat, and emphasizes the real numbers of information.

This statistical infographic satisfies the Vitruvius principle. In terms of utility, it is evident that it offers advantages, especially the transmission of data information that the reader can simply understand [11]. These infographics have an accuracy value as well as features. Furthermore, in terms of aesthetics, it tends to be created with attention toward the values of beauty as an attraction while maintaining primacy information.

The infographic containing the statistical data above is also developed with the infographic's components in mind. These aspects are as follows: (1) Attractiveness, in the form of a clean, simple, and modern design with colors that can capture the reader's attention; (2) Comprehensiveness, in the form of precise, complete, accurate, actual, and factual statistical data information; and (3) Retention, easy to understand, easy to understand, and memorable for infographic readers.

The Statistical Infographic is employed to inform the Indonesian people about complete and accurate statistical data and true information. Furthermore, the infographic warns readers to constantly protect themselves against the transmission and spread of COVID-19 in Indonesia.

b. *Timeline Based*

A search on Instagram accounts and Indonesian Ministries' pages (websites) yielded no Timeline Based infographics because it was not urgent to be created as a medium for disseminating COVID-19 information to the Indonesian people. A timeline-based infographic displays facts or information in the form of a sequence or chronology from one interconnected event to another. In another sense, a Timeline Based Infographic is an infographic that covers a history of certain circumstances, using a primary and typically illustrative way of presenting visual and verbal elements.

c. *Process Based Infographic*

Figure 2. (Left-right) Example of a Process Based Infographic issued by the Ministry of Health regarding the flow of COVID-19 vaccination services uploaded on the Instagram page in the form of a slide upload.
Source: Ministry of Health's official Instagram account, 2021

A Process-Based Infographic is an infographic that represents a workflow process or activity flow in a specific environment, such as a vaccination room workflow or an activity flow from one workspace, office, or factory to another. Process-Based Infographic above, the context of this discussion is an infographic that describes the flow, stages, or processes in receiving COVID-19 vaccination for Indonesian people, from one room to another, from one table to another, or from one stage to another.

Visual and verbal aspects are among its constituent structures. In the visual element, there is an illustration in the form of a photo showing a doctor holding a syringe filled with vaccine liquid from a vaccination container. This image illustration serves as the cover page. This imagery is thought to be successful enough to draw readers' attention to the explanation of the contents in the infographic. The infographic is aided by displaying illustrations in the form of icons representing the process of each stage of vaccination using a semi-realist approach in a flat-design style, in addition to picture illustrations. As previously said, adopting a flat design style is thought to be simpler, straightforward, modern, and successful in offering comfort and simplicity in understanding the information content. Blue is the most used color. Medical organizations frequently employ this hue because it efficiently gives psychological comfort [12]. Other colors are exhibited as non-dominant hues to emphasize things that require the audience's attention. The typeface used in the infographic is a Sans-Series font that adheres to the standards of legibility, visibility, readability, and clarity, making it easier for the audience to read and comprehend the information. Visual elements are carefully placed in the flow of reading and the production of each part. The layout is

likewise straightforward, giving it the value of effectiveness and efficiency in its design and content.

The title text on the cover is the spoken element displayed. Furthermore, on the inside page, brief, clear, and concise statements are provided, which are positioned as sentences to the icon illustration to clarify the context of the illustration. There is additional necessary material, such as page links.

In this infographic, the Vitruvian principles are as follows: (1) Benefit, namely the distribution of information about the correct flow of COVID-19 immunization in an easy-to-understand style. (2) The specialty, notably the detailed but simple infographic, can inform the process Indonesians must go through to obtain immunizations. Furthermore, (3) Beauty, particularly the infographic, is designed by utilizing photo illustrations and icons and paying attention to aesthetic characteristics but does not lose the usefulness and efficiency of information.

The above infographic was likewise created with the infographic component in mind. These features include (1) Alluring, which is achieved using a combination of two illustrations: the photographic approach to the cover and the flat design-style icon approach to the text. (2) Comprehensive, in the form of brief, detailed, clear, and complete information about the flow or immunization procedure. (3) Retention, because the general population easily understands both verbal and visual information, infographic readers have an excellent memory.

This process Based infographic has a purpose and a role in informing the Indonesian people that everyone has the right to get vaccinated and to inform the stages or flow of vaccinations that must be passed.

d. *Geographic Information Based*

Figure 3. (Left-middle) Example of a Geographic Information Based Infographic issued by the Ministry of Health. (Right) Example of Geographic Information Based on the Ministry of Tourism and Creative Economy.
Source: Ministry of Health's official Instagram account and Ministry of Tourism and Creative Economy official COVID-19 Care subpage, 2021

Geographic information Based is an infographic that depicts data in the form of a geographical map with notation. Aside from the reminder, another critical aspect of the infographic is the accuracy of the data given. In the context of this discussion, the accuracy of COVID-19 data, including cases of transmission, mortality, and data on recovered patients, must be addressed to minimize information misunderstanding.

The primary visual element in Geographic Information Based is typically an illustration of a geographical map of an area followed by a notation. The main illustration, like the infographic example above (figure 3), is a geographical map in a flat design style. The map is supplemented by a notation that represents circles varying in size from tiny to large, which are representations of data information about the spread of COVID-19 in a certain area. Furthermore, this Geographic Information Based infographic uses colors that sharply contrast the visual map and its notation to help readers identify the distribution map based on the severity of the recovery rate of COVID-19 patients in a specific area. Sans-Serif typeface is used to make it easier for the audience or user to read and comprehend the information content [13]. In addition, all visual and verbal parts are carefully organized and generally follow the "I" sequence, which is the flow of reading information from top to bottom.

The verbal elements that appear are dominated by texts of accurate data information in the form of positive confirmed numbers for COVID-19, recovery rates, and death rates. The entire numerical data is also usually accompanied by related text. In addition, there are also texts which are the names of certain cities or regions.

The Vitruvius principles in the infographic above include (1) Benefit, namely displaying accurate data information related to the map of the spread of COVID-19 from safe to worst. This infographic with a visual geographic map will increase the Indonesian people's awareness to better protect themselves from the spread of COVID-19 in their area. (2) The specialty is that the infographic displays detailed numerical data regarding the map of the spread of COVID-19 from all regions or regions in Indonesia, starting from the province, city, and district, to the smallest area, namely the sub-district. In addition, it is also assisted with notations that make it easier for readers to trace the spread of COVID-19 in each region. This type of Geographic Information Based infographic tends to override the beauty principle because it prioritizes the two principles above. Even if there is beauty in design elements, its appearance is not dominant. Instead, it prioritizes simplicity in its appearance [14].

The Attractiveness aspect in the Geographic Information Based on the COVID-19 theme above, which uses the main element, namely the visualization of geographic maps of the spread of COVID-19 in all regions in Indonesia, using a flat design style approach and contrasting colors. Comprehensive aspect, in the form of data information in the form of accurate numbers and assisted with notation in the form of circles of different sizes, adjusted to the severity of the spread of COVID-19. Aspects of Retention, both from numerical data information and visualization of geographic maps and their notations, are very easy for the public to understand.

The infographic has a purpose and a role, to notify Indonesians' map of COVID-19 spread in each region of Indonesia. The geographical map is accompanied by circular notations of varying sizes and color contrasts that are scaled to the severity of COVID-19 dissemination in Indonesia. The geographical map and its notation will help the public understand data information and raise public knowledge of the COVID-19 distribution map in their area.

3.2 Infographics By Media Format

Infografis COVID-19 keluaran Kementerian-kementerian Indonesia yang termasuk dalam kategori ini terdiri dari: (1) *Static*, (2) *Zooming*, (3) *Clickable*, (4) *Animated*, (5) Video, dan (6) *Interactive Infographic*.

a. *Static Infographic*

Figure 4. (Left-right) Example of an infographic in Static format from the Ministry of Religion and the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of Indonesia. Source: Ministry of Indonesia's official Instagram account, 2021

A static Infographic is an infographic that displays verbal and visual elements in a stationary (not moving) format and two-dimensional form. Static Infographics, such as the outputs of the Ministry of Religion and the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of Indonesia, generally display the main visual elements, namely illustrations in the form of icons or symbols. In the context of infographics for preventing the spread of COVID-19 in Indonesia, generally, these icons are displayed to describe the appeal for steps in carrying out health protocols to avoid COVID-19 and to visualize the clinical symptoms experienced by a person when exposed to COVID-19.

The dominant color used is the mandatory color adjusted to the color of the institution's identity. Some infographics also use the predominant color green or blue (cold analog) as the dominant color to represent health. In addition, bright or contrasting colors, such as yellow, orange, or even red, serve as visual emphasis to grab people's attention and increase their awareness of informed appeals.

In the use of typography, they tend to use the Sans Serif type, which has simplicity, to make it easier for the public to read the contents of the information, data, messages, or appeals. Some infographics were also found to use decorative typography applied to the infographic's title to provide contrast and differentiation between the title and the content. Besides that, it also attracts readers' attention to read the infographic's information content.

Furthermore, the neatly arranged visual elements use the sequence S, O, or I to make it easier for the public to understand the contents of appeals and information. The layout also uses a symmetrical type of balance so that readers of information can focus on the attractions issued by the Government of Indonesia. All the visual elements arranged in the layout tend to have unity: simple, informative, and modern.

The verbal elements that appear in the Static Infographic in the context of COVID-19 are dominated by text in the title, sub-heading, information content, or appeal or data content. The entire text is generally not very long. The title is usually only 3-5 words; the appeal's content or data information is usually one short sentence describing the visual element. In addition, there is also a mandatory text as identity and legitimacy, indicating that the ministry officially issued the infographic.

The Vitruvius principles in the infographic include (1) Benefit, namely displaying complete information regarding appeals and knowledge related to preventing the spread of COVID-19. (2) Distinctiveness is that the information presented or displayed is very easy for readers to understand, and this kind of infographic can be easily created and shared online. (3) Beauty, utilizing a flat design-style design approach that is simple, neat, straightforward, and modern.

The aspects of the Static Infographic issued by the Indonesian Ministries include (1) Attractiveness in visualization using a contemporary design style approach, namely a simple, informative flat design and the use of colors that can steal attention. (2) Comprehensive, containing advice, information, data, or knowledge that is accurate and reliable. (3) Retention, simplicity, and straightforwardness of language in conveying information can be easily remembered and applied by readers.

The Static Infographic type has a purpose and role, which generally aims to convey information in the form of data, appeals, and education related to preventing the spread of COVID-19. In addition, it also plays a role in increasing public awareness to maintain the discipline of health protocols to suppress the spike in the spread of COVID-19 in Indonesia.

b. *Zooming Infographic*

Figure 5. (Left-right) Example of an infographic with Zooming format issued by the Ministry of Tourism and Creative Economy.
Source: The Ministry of Tourism and Creative Economy's official page for COVID-19 Care, 2021

The observations did not find many infographics in this Zooming format. The only ministries that issue Zooming Infographics are the Ministry of Health and Tourism and Creative Economy, which can be seen on their official website. Zooming Infographic is an infographic that has visual-verbal elements that can be enlarged in size on display. By using the Zooming Infographic, readers can easily get detailed information. Readers simply move the cursor on the mouse on a computer device; then, small visuals can be changed to large ones and show detailed information.

Indonesian ministries generally use zooming infographics to inform geographic maps of the spread of COVID-19 in all regions of Indonesia. The observations and analysis results show that Zooming infographics are closely related to Geographic Information Based Infographics. The Zooming Infographic issued by the Indonesian Ministries also has similarities to the Geographic Information Based Infographic, both in the appearance of visual, and verbal elements, on the Vitruvius Principle, the aspects that accompany it, as well as its purpose and role. One special thing about Zooming infographics is that in its specialty, readers can easily enlarge the size to get detailed information about the geographical map of the spread of COVID-19 in an area.
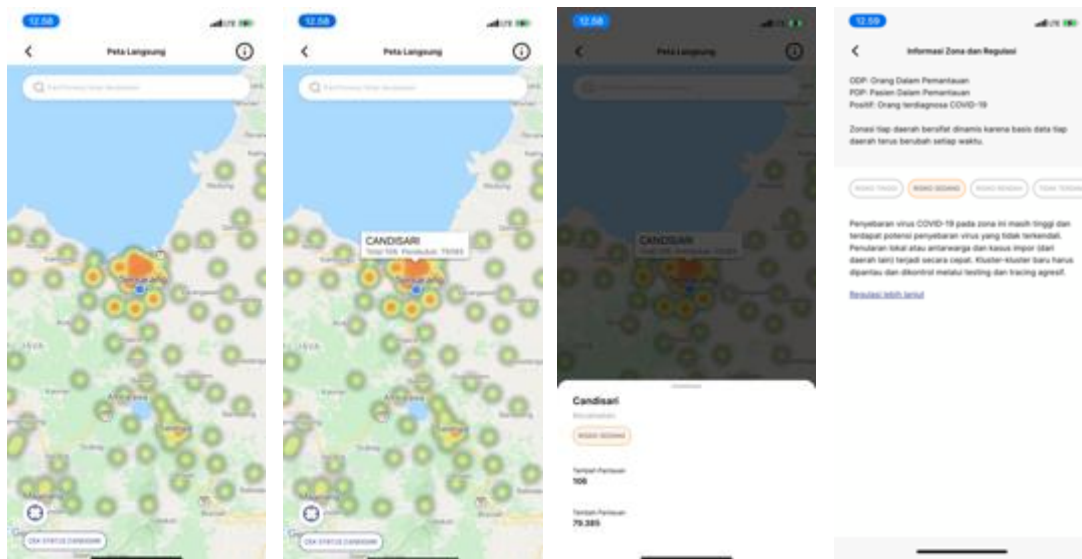
c. *Clickable Infographic*

Figure 6. (Left-right) Example of infographic display with Clickable format
The infographic is in the application released by the Task Force for the Acceleration of Handling COVID-19 under the Coordinating Ministry for Economic Affairs.
Source: the official application of the Task Force for the Acceleration of Handling COVID-19, 2021

One of these infographics in Clickable format is in the official application released by the Task Force for the Acceleration of Handling COVID-19 under the Coordinating Ministry for Economic Affairs. A clickable Infographic is an infographic whose format utilizes technological advances. The reader can click on a link that leads from one page to another, and the reader gets more in-depth information.

The application found that the visual elements in the Clickable Infographic have similarities with the Geographic Information Based Infographic and Zooming Infographic. The location of the difference is visuals in the form of icons or symbols with links or links to a particular page. This page contains text that briefly describes information related to the link. These short texts generally contain a link in the table, which, when the reader clicks on it, will be directed to a page containing texts in the form of related information which is explained in more detail, completeness, and depth.

Clickable Infographics also have similarities in Vitruvius principles as well as aspects. The difference lies in its features, which are easy to access via smartphones because the format is a concise, modern, and interactive application. In terms of goals and roles, they also have one thing in common: aiming to make it easier for the public to access information related to COVID-19 and to play a role in preventing the spread of COVID-19 in Indonesia.

d. Animated Infographic
In a search on the official Instagram account and the official websites (websites) of the Indonesian Ministries, none of the Animated format infographics were found. Animated infographics display animated GIFs on one or only a few visual or verbal elements without embedding an audio or back sound. GIF animation is a visual motion repeated continuously and consistently (loop). Many people mistakenly think that Animated Infographic belongs to Video Infographic.

e. Video Infographic

Figure 7. Example of an infographic display in Video format issued by the Ministry of Energy and Mineral Resources.
Source: Ministry of Energy and Mineral Resources official Instagram account, 2020

The Ministry of Energy and Mineral Resources issued this infographic in Video format on its official Instagram account. Video Infographic itself is an infographic in audio-visual format and is a relatively new type of infographic. The difference with Animated Infographics is, Video Infographics in their visuals can be in the form of animation, motion graphics, using talent, and utilizing various forms of visual elements. Then there is audio or back sound with verbal elements in video narration (voice-over) or moving or animated verbal texts.

The observation results on the Video Infographic above found that the dominant visual elements are: (1) The illustration uses icons and symbols in a flat design style. The illustration is in animated format. (2) Using contrasting colors to emphasize certain information. (3) The typography used is generally of the Sans Serif type, gives a simple, modern impression, and provides comfort and legibility in each text. (4) All verbal and visual elements are in animated format and emphasize the size of the visual elements. Then visual-verbal elements are displayed in a simple, straightforward, modern, active, and dynamic manner in conveying information on health protocol appeals.

The verbal elements are generally in the form of concise, concise, and straightforward descriptive texts, as an explanation of the accompanying visuals in each scene. Also found mandatory text. Furthermore, it also embedded music or jingles as the audio background.

The Vitruvius principles contained in this infographic include (1) Benefit, namely displaying complete information regarding appeals, education, and data related to preventing the spread of COVID-19. (2) Distinctive features, namely that the information displayed is very easy for readers to understand, and infographics in video format are more attractive to readers because the constituent elements are animated and include a background that builds narrative and atmosphere (ambiance). (3) The beauty is in the elements that make it up in a flat design style that moves and is dynamic.

Video Infographics issued by Indonesian Ministries generally include (1) Attractiveness, displaying information on appeals, education, and audio-visual data. (2) Comprehensive, accurate, reliable content of appeals, information, data, or education. (3) Retention, the audio-visual delivery method, makes it easier for the audience to understand and remember the information content.

Infographics with this type of Video Infographics have a purpose and role, generally aiming to convey information in the form of data, appeals, and education related to preventing the spread of COVID-19. In addition, it also plays a role in increasing public awareness to maintain the discipline of health protocols to suppress the spike in the spread of COVID-19 in Indonesia.

f. *Interactive Infographic*
An infographic is designed to give readers access to control the presentation of information that they want to display. Readers can interact with the presentation of information and data.

This research found that Interactive Infographics can generally be found on official applications and official websites belonging to Indonesian Ministries. Geographic information Based, Zooming Infographic, and Clickable Infographic are also included in the Interactive Infographic format section. These infographics have the ability or privilege to give readers access and control over the data presentation they want to find, read, and understand. In terms of Vitruvius' principles, aspects, and the role and purpose of its creation, Interactive Infographics also have similarities with these infographics.

4. KESIMPULAN
There are various forms and types of infographics issued by Indonesian Ministries. The variety of infographics that appear is dominated by infographics that display visual presentations in a flat design style, following the current era's trends and digital technology's development. The verbal presentation consists of texts of information on appeals, messages, and statistical data, with the theme of preventing the spread of COVID-19 in Indonesia.

Overall, infographics generally have two purposes: (1) aiming to efficiently and effectively convey information through appeals, messages, statistical data, and the latest news related to COVID-19. Furthermore, (2) aims to provide information on attractions and persuasive messages so that people want to follow the directions of appeals and messages in preventing COVID-19.

The infographic also plays a role in making people aware of the spread of COVID-19. Through the infographic issued, it is hoped that it can help reduce the spread of COVID-19 in all regions in Indonesia.

The study's results also reveal that the discussion of infographics can provide theoretical and practical benefits. In a theoretical context, this research can broaden and deepen knowledge about the development of various forms of infographics. In addition, he can also provide evaluation and assessment of the constituent elements, structures, principles, and aspects of infographics. Furthermore, in a practical context, able to provide insight and understanding of things that need to be considered in designing informative, effective, and creative infographics. Suggestions that can be given are to

increase research on infographic studies, especially with the latest infographic developments that utilize technological developments, infographic relations with other scientific disciplines, and the role of infographics on specific issues.

References

[1]   S. Olivia, J. Gibson, and R. a. Nasrudin, "Indonesia in the Time of Covid-19," *Bulletin of Indonesian economic studies,* vol. 56, no. 2, pp. 143-174, 2020.

[2]   T. Bystrova, "Infographics As a Tool for Improving Effectiveness of Education," *KnE Social Sciences,* pp. 152–158-152–158, 2020.

[3]   Ş. Elaldı and T. Çifçi, "The effectiveness of using infographics on academic achievement: A meta-analysis and a meta-thematic analysis," *Journal of Pedagogical Research,* vol. 5, no. 4, pp. 92-118, 2021.

[4]   M. Crutcher and P. M. Seidler, "Maximizing Completion of the Two-Dose COVID-19 Vaccine Series with Aid from Infographics," *Vaccines,* vol. 9, no. 11, p. 1229, 2021.

[5]   M. Smiciklas, *The power of infographics: Using pictures to communicate and connect with your audiences*. Que Publishing, 2012.

[6]   J. Lankow, J. Ritchie, and R. Crooks, *Infographics: The power of visual storytelling*. John Wiley & Sons, 2012.

[7]   M. Artacho-Ramírez, J. Diego-Mas, and J. Alcaide-Marzal, "Influence of the mode of graphical representation on the perception of product aesthetic and emotional features: An exploratory study," *International Journal of Industrial Ergonomics,* vol. 38, no. 11-12, pp. 942-952, 2008.

[8]   B. I. U. Dur, "Data visualization and infographics in visual communication design education at the age of information," *Journal of arts and humanities,* vol. 3, no. 5, pp. 39-50, 2014.

[9]   J. G. Knowles and A. L. Cole, *Handbook of the arts in qualitative research: Perspectives, methodologies, examples, and issues*. Sage, 2008.

[10]   P. Ardhianto and R. S. Nababan, "Creative Process In Poster Production for Wayang Kulit Show," 2017.

[11]   P. Ardhianto and W. M. Son, "Visual Semiotics Analysis on Television Ads UHT Ultra Milk "Love Life, Love Milk"," *International Journal of Visual and Performing Arts,* vol. 1, no. 1, pp. 27-41, 2019.

[12]   J. Yu and R. Egger, "Color and engagement in touristic Instagram pictures: A machine learning approach," *Annals of Tourism Research,* vol. 89, p. 103204, 2021.

[13]   L. S. Bothun, S. E. Feeder, and G. A. Poland, "Readability of COVID-19 vaccine information for the general public," *Vaccine,* vol. 40, no. 25, pp. 3466-3469, 2022.

[14]   J. M. Smith and M. K. Robertson, "(Info) Graphically Inclined: A framework of infographic learning," *The Reading Teacher,* vol. 74, no. 4, pp. 439-449, 2021.

● **4% Overall Similarity**

Top sources found in the following databases:

- 3% Internet database
- Crossref database
- 1% Submitted Works database

- 2% Publications database
- Crossref Posted Content database

TOP SOURCES

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	**sustainabledevelopment.un.org** Internet	<1%
2	**knepublishing.com** Internet	<1%
3	**UPN Veteran Jawa Timur on 2021-03-01** Submitted works	<1%
4	**pubs2.ascee.org** Internet	<1%
5	**iicis.fisip.unila.ac.id** Internet	<1%
6	**Mohammad Robihul Mufid, Arif Basofi, Saniyatul Mawaddah, Khusnul ...** Crossref	<1%
7	**Peter Ardhianto, Jen-Yung Tsai, Chih-Yang Lin, Ben-Yi Liau, Yih-Kuen J...** Crossref	<1%
8	**Universiti Teknologi MARA on 2020-06-26** Submitted works	<1%

9 Wardhani, Lynda Kurnia. "Gender in Global Agreements and National Ar... <1%
   Publication

10 Sutaryono Sutaryono, Sholikhah Deti Andasari, Heru Subaris Kasjono. "... <1%
   Crossref

11 West Coast University on 2022-05-14 <1%
   Submitted works

12 eiti.org <1%
   Internet

13 media.neliti.com <1%
   Internet