

# Health Protocol on Infographic: Building Awareness and Understanding Related to the Covid-19 Pandemic in Indonesia Through Social Media, from the Early Stage to the New Normal

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**Abstract.** Combination of visual and text to deliver information that simply called Infographic, allows the reader to easily comprehend complex information, in this case, delivering information about the Covid-19 pandemic in Indonesia and how to cope with the condition. This paper will be started with explanation about the pandemic and how Infographics became a medium to deliver the information. Then, this paper will be discussed how Infographics are used to deliver information on Instagram, popular social media, in order to guide the audience in preparing for the outbreak and built awareness about the global pandemic. At the end, a clearer picture of how Infographic contribute to delivering information and building awareness to a wide range of audiences can be obtained, at the same time the difference in the visual approach implemented at the beginning of the pandemic and after the relaxation of social interactions in public spaces toward the “New Normal” are explained.

## 1 Introduction

The COVID-19 pandemic that has occurred around the world that changed human behavior, including in Indonesia that the change following the increase in infection rate. At the early stage of the global pandemic, according to World Health Organisation (WHO), the COVID-19 pandemic by March 2020 has affecting more than 150 countries worldwide. Dr Tedros Adhanom Ghebreyesus, Director general of WHO on March 11th 2020, at the press conference, used the term “pandemic” to describe the outbreak that refers to the spread of a disease, not its potency or deadliness. "An outbreak of a new pathogen that spreads easily from person to person across the globe." [1]. By April 2020, the outbreak has spread to more than 200 countries and more than 2.5 million people infected worldwide. Since the early of March as the first case reported in Indonesia, the number has increased to more than 7700 cases by April 2020. Every news media have informing the latest condition continuously since that day, and the government regulation that later considered as the healthy protocol to be implemented nationwide are delivered through various media.

### 1.1 Objectives

The first objective of this research is to find out what information and how the information conveyed to educate the audience regarding the Covid 19 virus outbreak. Secondly, the objective of this study is to analyse the combination of visual and text to convey the

information that adapting to conditions of the pandemic in Indonesia. Lastly, this research may contribute to enrich the knowledge, especially related to conveying messages quickly, effective, and efficiently.

## 2 Literature Review

The information about Covid 19 outbreak in Indonesia is disseminated through various media, including social media. In terms of conveying information in a more interesting and easier to understand, Infographic is the medium for delivering information that is often used and placed on social media. It has been demonstrated that infographic can be used to advise non- expert audiences [2].

Infographic, the short terminology for Information graphic, a type of informative image that combining data with visualisation to communicate messages to the target audience, defined as a visualisation of ideas or data to makes complex information can be easily understood [3]. From that definition, it identified that the combination of images and text has been applied for long time such as on the relief of Nakht tomb at that visually illustrate various ancient Egyptian's daily activities such hunting, fishing, and farming that composed with hieroglyph. Today's definition of Infographic also matches to and Leonardo Da Vinci's artwork from circa 1510 that combining human anatomy drawing with text.

Both image and word has its own strength and even strengthen and cover each other weaknesses when they

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are combined in order to deliver certain information. Some of the image strengths are, ability to communicate briefly, suitable to wide range of audiences, and can be enjoyed over and over again that might build emotion, memories and experiences, while words are able to communicate precisely, and entertain through sentences [4]. All visual content on infographic could be the mixture or one of the visual approach which are: Qualitative Graphic Elements to visualize anything that not related to numbers but containing information and illustration; Quantitative Information, as opposed to Qualitative Graphic Elements, to visualize numerical information; and Narrative to visualize information that deliver through a narration or storytelling [5]. However, all forms of visualisation on Infographics require components that contribute to the success of conveying the information which are “appeal”, visually appealing to grab the target audiences attention, “comprehension” which means the information or message should be delivered clearly so that it can be easily understood by the target viewers, and “Retention” which means the message conveyed can be recalled by the target audience. One component can be more dominant than others, depends on the purpose of the infographic itself. The “appeal” component as the priority applied to infographic with content for marketing and editorial purpose, without ignoring the “retention” and “comprehension” components, while as a contrast, “comprehension” as the main priority component for academic purposes and “Appeal” as not the most important component [5]. Regarding the importance of the visual component, Yarbrough [6] emphasize that the pictures should be carefully selected to contribute to content comprehension. In order to provide visual appealing, yet informative, illustration for infographic can be applying visual language which are literal representation visual language and conceptual or metaphor visual language to communicating a specific contextualized message to the viewer. Conceptual illustration can be applied to visualise symbolic idea which the illustrated object often simplified to focused on the clarity of the message, while Literal Representation visual language to accurately visualizing a certain object as its form of being, explaining an event or certain procedure as on the real circumstances [7]. Related to the outbreak, infographic on *Instagram*, popular social media, have conveyed various contents to provide understanding and raise awareness to prevent of Covid 19 transmission following to the updates and government decisions that must be received by the public. In term of using social media, Setianingrum et al. [8] express that social media is an effective media to conveying messages related to built awareness to maintaining health and safety on a new social behavior “new normal” during Covid-19 pandemic. Social media is one of the most widely used platforms [9]. Align to the statement, Green et al.[10] explained that social media is also influential and become one of the most important tools that support banding and marketing activities. However, as express by Damota [11] that social media generally has two side effects, the positive side effect happen when social media have been used for

appropriate purpose and predetermined goals, and the negative side effects resulting from the reversed use. Based on this explanation, it can be said that the information on social media can have an impact depend on how the information delivered that in accordance with the purpose of delivering the information. Meanwhile, in terms of conveying information through infographics, Egan et al. [12] stated that visual stimuli on infographics have the ability to improve the public's compliance, as well as their technique, with precautionary measures. Similar opinion regarding to the delivery of medical information as stated by [13] that infographics have the potential to act as a cost-effective, easy-to-use tool for researchers and practitioners to disseminate knowledge.

### 3 Methods

This research implementing a qualitative research approach which analyzed how infographic on social media during the COVID-19 pandemic that conveying certain important information through visualisation. The analysis is carried out on the visual approach that accompanies the information conveyed, including the use of color, illustration style, and other visual elements to produce a certain mood so can be obtained a clearer information about how Infographics contribute in delivering information and create awareness to the target audieces about the pandemic.

### 4 Data Collection

Qualitative research on infographics conducted on @tempodotco *Instagram* account that were published at the early pandemic and infographics on three official *Instagram* account of events that were held when the new normal health protocol was implemented. The Infographics containing health protocol related to the re-opening cinemas, the biggest automotive exhibition in Indonesia which held for the first time in the midst of a pandemic, and ahead to the first pop culture event that young generation as the main target audience.

### 5 Results and Discussion

On the early stage of the pandemic in Indonesia, various news media routinely updated the information about the dynamic situation; the most recent was provided by Tempo, news media that continuously providing updated regarding the dynamic situation during the pandemic. Tempo was firstly published as a weekly news magazine in 1971, and it is now also available on digital media such as website and *youtube* channel, and social media such as *Instagram*. In keeping up with the today's reader characteristics, also known as followers or subscribers, @tempodotco, the official *Instagram* account, has been regularly published infographic contents that correlated to Covid-19 pandemic to the more than 360,000 followers. *Instagram* has grown to be one of the most popular social media applications with more than 60 million

registered users in Indonesia, the world's fourth largest number of users.

On March 1, 2020, the first infection case was reported in Indonesian, followed by the first official release from President Joko Widodo as a response to the situation and public's concern to the outbreak. "Corona Virus Fatality, Those Who are Vulnerable to Covid-19", is the first infographic related to the outbreak posted on March 3<sup>rd</sup> on tempodotco, appeared to give an early condition caused by the Corona Virus that later popularly known as Covid-19. The infographic containing a report that released by Chinese health officials that visualising data about the fatality rate which increases aligned with age and health conditions. This infographic visualising the data of 8 infected age groups in China, ranging from the least risk 10-19 years old to the most risk, 80+ years old. The infographic also informed the data of average fatality rates based on gender and total cases in China at that time. This visual approach on the infographic combines Qualitative Graphic Elements by displaying images of enlarged viruses to give the reader clearer picture about the shape of the virus, while Quantitative Information as the main component to inform the measurement or quantitative data that is presented in numbers. The visual approach focuses not only on "comprehension," which means more focusing on the clear information so that the audience can easily comprehend the information, at the same time grab the audience's attention.

The following day, an infographic titled "In the Grasp of the Corona Virus" appeared on tempodotco, describing the virus outbreak when it had reached up to 50 countries and had the potential to become world pandemic. The world map dominates the infographic, with points to show the location and the number of cases at that time. The two infographics are displaying the updated information where the world was on the early stages of a pandemic, there was no prediction of when the situation would be ended, and there were no immediate medical solutions to alleviate the situation, so that conveying information with a "cautious mood" to represent a non-conductive condition was the right way to raise awareness of the danger that can be caused by the transmission of the virus.

Tempodotco published "survival guide" infographic on March 5, containing information about how to prevent the infection. The infographic with title "Covid-19 Symptoms & Prevention" and is divided into two swipectable pages. The first page informing about symptoms, and the second page containing prevention guidance. The visual approach on this infographic blends Qualitative Graphic Elements with Narrative to deliver the message that presented dominantly in dark background with contrast colored text to make it easy to read, combined with appealing illustration styles to attract the audience's attention while maintaining the information clearly delivered so that it could be easily understood and remembered by the target audience. The first page contains information about the five initial symptoms that can indicate COVID-19 infection which are 38°C Fever, Colds Cough, Sore Throat, Respiratory Disorders, and Tiredness, accompanied with written

explanation and simplified illustration that make the reader to be more focus on the information. As contrast, the infographic on the second page that containing procedures and instructions, the clear visualization becomes essential. The information delivered is also highlighted with red-circled cross symbols to indicate what should not be done and green-circled checks to indicate what should be done. For example, "Sneezing" is illustrated by someone sneezing while trying to cover his facial area with the palm of his hand, which is accompanied by a red-circled cross symbol to emphasize that this gesture is not recommended, whereas "Sneezing" is illustrated by someone sneezing while trying to cover his mouth with the inner side of the upper arm to prevent the virus from spreading. In addition to "Sneezing," the subtitles for the infographic on this page include Masks, with suggestions for who should wear them; Face, depicted with a red-circled cross symbol and a brief warning to avoid touching the facial area; Food, tips on eating clean and healthy food; Hands, instructions to wash hands more frequently; Crowd, warning to avoid crowded areas; Medicine and Vaccine, regarding recommendations to visit a hospital for further examination. The data is also backed up by a written quote from a pulmonary specialist doctor.

At this stage, infographics are also used to build awareness and as an initial guide to be more cautious about the surrounding and as a daily activity guidance in the midst of a pandemic. The guidance has never been disseminated before, although the information conveyed is often practiced in everyday life. The information conveyed in the early stages of the pandemic at that time was also an appeal to prevent transmission, at the same time suggest the readers to change their behavior that leads to the healthier lifestyle, with the assumption that it would help to avoid the virus transmission.

### **Surviving the Pandemic**

Dr Tedros Adhanom Ghebreyesus, Director General of WHO at a press conference on March 11th, 2020 remind all countries to activate and scale up emergency response mechanisms which are including firstly, communicate with people about the risks and how to protect themselves; Secondly, find, isolate, test, and treat every Covid-19 case and trace every contact; thirdly, prepare hospitals; and lastly, protect and train all health workers. In accordance with WHO guidelines, the Indonesian government issued a public announcement to raise awareness of the pandemic, including the possibility of "Lockdown", a new term for quarantine during an outbreak. On March 18, tempodotco published an infographic "Get to Know the Terms About Corona" containing terms that related to Pandemic including Lockdown, Social Distancing, Work From Home, Imported Case and Local Transmission, Epidemic, Pandemic, People Under Surveillance, Patients Under Observation, and Suspect, are delivered with narrative explanations. Those terminologies that clearly explained on the infographic are become more prevalent to be mentioned in various forms of mass media. In this case, the infographic are attempting to provide the audience with new information about the outbreak as well as provide

education so that they are better prepared to deal with social problems that have not previously occurred due to the increased prevalence of the Covid-19 virus.

The "survival guide" infographic that was published on March 5 and the terminology related to the pandemic that was explained in the Infomasi that was published on March 18 were extremely important because they provided insight into the new social life that would be experienced, which was later dubbed the "New Normal," and which was finally implemented in Jakarta as the first city, beginning on April 10. As a response to the increasingly widespread outbreak in Indonesia, several surrounding cities and areas are being followed. Before the implementation of the Large-Scale Social Restrictions, tempodotco has presented infographics that contain guidance for everyday life in order to stop the spreading outbreak, such as the Infographic posted on March 23 with the title "Quarantine & Self Isolation to Prevent Corona", which clearly explains the importance of quarantine and isolation, as well as nine important steps to be followed. This infographic using narrative approach that dominates with written text, while cartoon style illustration appears as aesthetic element to give a lighter impression.

As the increasing number of Covid-19 infected cases in Indonesia, particularly in Jakarta, self-isolation became one of the most important procedure to preventing further transmission. The next infographic with title "Are you sick or exposed? Perform the Self-Isolation" was posted in response to the Jakarta Governor's call to implement work-from-home policies, containing information to understood and implemented. Information that emphasizing the significance of cleanliness, such as hand-washing and disinfectant procedure are repeatedly on various media in that time. However, this condition has another effect, difficult to find personal protective equipment, including disinfectant liquid, despite the government has prioritised the equipment for hospitals and medics at that time. As a response to this condition, tempodotco published an infographic titled "Easy Recipe to Make Disinfectants at Home" to provide practical knowledge on how to make cleaning solutions using ingredients that can be found at home.

Tempodotco *Instagram* account has published information about quarantine regulation, just four weeks before the Large-Scale Social Restrictions implemented in Jakarta, followed by the surrounding area a few days later. The infographic published on April 1 with title "World Lockdown, Indonesia Large-Scale Social Restrictions", following the approval for the government regulation on Social Restrictions, displaying with world map with color codes refer to numbers of countries with Covid-19 cases that applying Lockdown. The red color on the infographic gives the impression of cautious, trying to build awareness for the audience through visual. Simple visual approach on this infographic was able to provide clear information about countries that implement the lockdown, at the same time displaying numbers of infected cases to give the idea of how bad the outbreak has occurred.

### **Implementing the New Normal**

The information conveyed in the infographic as a guide in everyday life in the midst of a pandemic, as mentioned above, is part of the routine of social life that is still implemented in Indonesia and continues to be completed, especially when there is a significant increase due to the transmission of new variants that are more contagious and dangerous. Guidelines in daily social life, which are now considered health protocols, have continued to be applied for more than 2 years since WHO first announced the spread of the Covid-19 virus as a global pandemic. After massive vaccinations were carried out, in early 2022 more than 114 million people in Indonesia received a complete dose of vaccine, which resulted in the decreasing number of infected case so that the government began to provide relaxation for activities, including teaching and learning activities that were allowed to be carried out onsite with the implementation of health protocols. Entertainment venues and public spaces that generate crowds were also opened, as part of the government's efforts to get the economy back on track. Cinema as a popular entertainment place that is easily accessible by urban communities has been reopened by implementing the "new normal" health protocol. Information regarding the health protocol that must be carried out by audiences is also conveyed through @cinema21, official *Instagram* account of the largest cinema network in Indonesia on September 15, 2021, just before the end of the year holiday. The information presented with the title "6 Things You Must Do When You Return to the Cinema" consists of 6 things to be done before go to cinema which are: Downloading the *Peduli Lindungi* (Care Protect) application on your cell phone, Scanning the QR Care to Protect before entering the cinema, Visitors aged under 12 years are prohibited from entering, Always wear a mask Always apply physical distancing, always keep your hands clean. At that time *Peduli Lindungi*, mobile application as the "passport" provided by the government containing all personal information and approval to enter public spaces, was still being socialized and became a must-have application that used nationwide. The health protocol delivered through social media is equipped with an image with a simple visual style and is more as an aesthetic element, and not as a visual aid to the written text information, considering that the health protocol has become a common thing to do in the community.

An infographic with a similar visual approach was also published on the official *Instagram* account of the Indonesia International Motor Show, @iims\_id, as part of the promotion of the first offline automotive exhibition activity since the pandemic which was held on March 31 -10 April 2022 in Jakarta. This infographic was published on March 14, 2022, two weeks before the exhibition, as an effort to convince the target audience that the exhibition can be attended safely and comfortably. Health protocol information with the title "Health Protocol Offline Visit" was delivered by combining text with visuals that makes it visually appealing and can be more easily remembered by the audience, consisting of 6 things which are: Wear a mask, Wash hands, Physical distancing, Temperature check,

Check in via *Peduli Lindungi*, and Had 2 Doses of vaccine, which is became a general requirement applied to enter all public spaces until now. Ahead of the exhibition, the @Iims\_id *Instagram* account displays an infographic with more complete information consisting of 9 pages with the title "Health protocols at IIMS Hybrid 2022" which Are: wearing a medical mask, washing hands, maintaining a minimum distance of 1.5 meters, doing checking temperature, scanning the *Peduli Lindungi* application before validating the IIMS Hybrid 2022 ticket, Already getting the second dose of Covid-19 Vaccine, No visitor age limit, and Non-cash payment. This infographic displaying clean look illustration with a cartoon style that is fun, young and prioritizing clarity of information. On the day of the exhibition, March 23, 2022, the information was published under the title "Health Protocols at show days" with a visual approach similar to the previous infographic to convey information related to the procedures carried out by the organizers. The visual approach used in the infographic on @Iims\_id can be said to convince the target audience that the exhibition will be safe and comfortable for families as long as the health protocols are implemented correctly, in contrast to the illustration on the infographic at Tempodotco from the beginning to the pandemic which aims to build understanding and awareness to the dangers that may caused by the virus.

The visual approach during the "new normal" period also allows for more expressive visual exploration, such as the use of iconic design characters as aesthetic elements to inform health protocol that published on @karafurunft, the official *Instagram* account for the *Karafuru Carnival*, a popular culture event which was held offline from 25 March-3 April 2022 in Jakarta. In the health protocol guide which are: Always wearing a mask, Wash your head, Body temperature check is required, maintain space, avoid gathering in groups, no littering, and maintain physical distancing, it is equipped with a visualization of health protocol demonstration performed by an imaginative cartoon character that impresses with fun, cute, energetic, in accordance with the visual tastes of the younger generation as the target audience of the event. This infographic not only to provide clarity of information, is also presented with a different visual approach, giving the impression that the implementation of health protocol is part of everyday life and can still be carried out with fun, and can be adapted to the theme and content of the event that being held.

### 5.1 Numerical Results

Based on the data on the number of "likes", one of the unique features on *Instagram* social media, where the audience can express their feelings about the information conveyed through infographics as explained above. Although "like" does not describe a person's level of understanding of the information conveyed, it nevertheless shows the attention of the audience towards the information. As an addition, the number of "likes" can also be associated with the number of new cases in that time because interest or

appreciation for an information can relate to the conditions.

**Table 1.** Number of "Like" to the Infographic Related to the Number of New Cases in Indonesia

Infographic Title	Published date	Number of "Like"	New Cases *
Corona Virus Fatality, Those Who are Vulnerable to Covid-19	March 3, 2020	1.602	
In the Grasp of the Corona Virus	March 4, 2020	1.576	
Covid-19 Symptoms & Prevention	March 5, 2020	1.320	21
Get to Know the Terms About Corona	March 18, 2020	3.557	55
Quarantine & Self Isolation to Prevent Corona	March 23, 2020	2.098	65
Are you sick or exposed? Perform the Self-Isolation	March 24, 2020	1.328	107
Easy Recipe to Make Disinfectants at Home	March 27, 2020	3.050	153
World Lockdown, Indonesia Large-Scale Social Restrictions	April 1, 2020	4.369	149
6 Things You Must Do When You Return to the Cinema	Sept 15, 2021	13.486	3.948
Health Protocol Offline Visit	March 14, 2022	41	9.629
Health protocols at IIMS Hybrid 2022	March 17, 2022	39	11.532
Health Protocols at Show days	March 23, 2022	20	6.376
Carnival Health Protocol	March 25, 2022	1.898	0

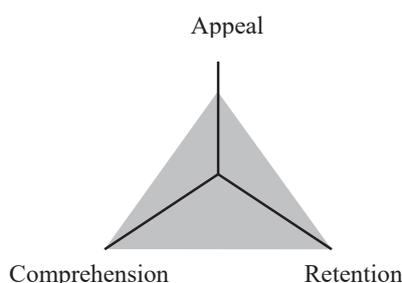
\*JHU CSSE COVID-19 Data

Based on the data above, it can be seen that the number of "Likes" on the infographic on the *Instagram* account @tempodotco aligns with the increase of new cases at the beginning of the pandemic. This is also related to important information which was new and responding government policies at the time, as on the infographics entitled "Get to Know the Terms About Corona", "Quarantine & Self Isolation to Prevent Corona", and "World Lockdown, Indonesia Large-Scale Social Restrictions". The huge number of "Likes" in the infographic titled 6 Things You Must Do When You Return to the Cinema as new cases began to decline after a peak in mid-July 2021 which reached more than 50,000 new cases. The infographic seems to give new

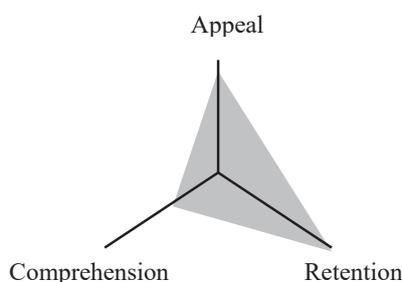
hope for social activities in public place, in this case, cinema were re-opened. The information on the infographics in the new normal period does not show new things like at the beginning of the pandemic, but rather as reminder for the health protocols that must be carried out. At the automotive exhibition event that was held in early 2022, through the official Instagram account the health protocol for visitors have repeatedly informed. However, the infographic did not get a large number of "likes", perhaps because the information has already known by the target visitor and became part of the daily routine. Different things happened in the infographic on the *Instagram* account for the *Karafuru Carnival*, which applying more expressive visual approach through displaying iconic design characters as aesthetic elements to inform health protocols which were visually more appealing and providing different visual experience.

### 5.2 Graphical Results

By comparing the infographics at the beginning of the pandemic to the infographics published when the number of cases began to decline in Indonesia and the "new normal" social life implemented, it can be recognized that there are differences in priorities in the components on Infographics. Smiciklas [3] explained that determine the success of delivering the messages which are "appeal", visually attract the target audience; "comprehension" which means the information should be clear and easy to understand; and "Retention" which means the information should be remembered by the audience.



**Fig.1.** Infographic componen priority on early pandemic



**Fig.2.** Infographic componen priority on the "New Normal"

At the early stage of pandemic where it is necessary to convey information that can be received clearly and easily understood, "comprehension" and "retention" are

the priority aspect (Table 2). In that time, "comprehension" and "retention" become the main priority considering the importance of the information conveyed can be easily accepted and understood by the target audience even though visual appearance was also contribute in order to attract attention and helping the target audience to understand the information delivered. It can be easily recognized on the infographic with title "Corona Virus Fatality, Those Who are Vulnerable to Covid-19", "Get to Know the Terms About Corona", and "Quarantine & Self Isolation to Prevent Corona". Meanwhile, when the numbers of new cases were decreasing in Indonesia and the "new normal" on social activity implemented, the information in the infographic was more as a reminder of the procedures that had to be followed, such as on the infographic with title "6 Things You Must Do When You Return to the Cinema" and "Carnival Health Protocol" that appealing visual approach is implemented not only to attract attention, at the same time the message can be remembered by the target audiences (Table 3). The high number of "likes" to the infographic also indicates the audience's appreciation towards the presented content, although this could be because of the information related to the relaxation of activities has been awaited by film enthusiasts and cinema viewers.

However, the infographic that prioritizes appealing visual components as shown in the infographic related to the health protocol on the "new normal" contradicts the theory presented by Lankow et al. [5] which the content related to health protocols that also to educates the target audience prioritizes the "Appeal" component instead of "Comprehension" as the most important part for educational purposes. This can be assumed because the health protocol delivered has widely known by the target audience and as part of the procedure for organizing activities so that it needs to be presented more visually attractive.

### 5.3 Proposed Improvements

Information must be continuously socialized even though health protocols during the new normal have often been delivered in various media. While the number of new cases has decreased since the beginning of 2022, infographics related to health protocols must still be presented with more emphasis on aesthetics aspect so that they attract more attention, at the same time creating awareness of the importance of maintaining health protocols. At the beginning of 2022, there were other events that were not accompanied by an intense delivery of health protocols while involving crowds in public spaces, such as the Moto GP international racing event in Mandalika, Lombok Island on March, as well as preparations for returning to school as planned by the minister of education and culture. The health protocol should have started to be disseminated with a visual approach that is in accordance with the theme and visual preference of the target audience.

## 5.4 Validation

The application of theme on infographics that matched to the characteristics of events or activities such as on the *Instagram* account for *Karafuru Carnival* which uses a more expressive visual approach through the use of iconic design characters as aesthetic elements to inform health protocol shows a large number of "likes" (Table 1), similar number as to the infographic at tempodotco at the beginning of the pandemic but at that time the "likes" were given regarding important information and updates at the beginning of the pandemic, not only because of the aesthetics of the visual approach (Table 2). Based on the fact that the number "Like" for the health protocol information on the infographic for the popular culture event, visual appealing as a priority component for conveying information or health protocols through infographics (Table 3) was contribute to build awareness about preventing the transmission of the Covid-19 virus, which has not completely disappeared and still has the potential to reappear.

## 6 Conclusion

During the pandemic, infographics have become as a tool to deliver the news and also create understanding about the Covid-19 virus outbreak [14]. The information delivered including general information such as the number of cases, as well as guidance and preparation during the pandemic such as isolation and quarantine that can be applied independently become important information to be understood and carried out easily, following the government policy and regulation.

After massive vaccinations were carried out in Indonesia, as a result it had been shown the decreasing number of infected case, the government allowed various onsite activities with the implementation of health protocols. The visual approach and messages conveyed through infographic on social media have also changed. The visual approach and the content presented on the infographic can be said in order to convince and invite the target audience to do activities onsite as long as the health protocols are implemented correctly so that activities can be enjoyed safely and comfortably, which is very different from the illustrations on the infographic at the early of pandemic which are to build understanding and awareness to the dangers that can be caused by the virus. This proves that infographics on social media are not only effective to convey information, to make it easier to understand and remember, but also contribute to restoring the confidence of the target audience as well as helping the government introduce new social life in order to form a healthier community.

The different application of priority component on the infographic at the beginning of the pandemic compared to the infographic on the "new Normal" leads to new approach that opposed to the theory presented by Lankow et al. [5]. The infographic content about health protocol that should also to educate the target audience,

displayed by prioritizing more on visual appealing to attract attention rather than to build comprehension, proving that the delivery of information through infographics needs to adapt the changing conditions faced by the target audience at the time. However, the study conducted as explained above is limited to how messages are conveyed through infographics on *Instagram*, while the target audiences understanding and awareness level about the information conveyed has not been measured. This opens opportunities for further research to get more complete picture about the effectiveness of sending messages through infographics on social media during the pandemic to the new normal.

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