Design Posters and Infographics for Socializing Clean and Healthy Lifestyle in Gayungan Village Surabaya City

Muhammad Widyan Ardani [1][*], Muh Ariffudin Islam[2], Marsudi[3], Novian Wahyu[4]
[1][*] Universitas Negeri Surabaya, Surabaya, Indonesia
[2] Universitas Negeri Surabaya, Surabaya, Indonesia
[3] Universitas Negeri Surabaya, Surabaya, Indonesia
[4] Universitas Negeri Malang, Malang, Indonesia

ABSTRACT

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The Gayungan sub-district in Surabaya City has a flagship program that aims to improve the implementation of a clean and healthy lifestyle among its residents. Based on an interview with the Head of the Sub-district, Pramudita Yustiani, S.T., this program focuses on education regarding waste sorting, waste utilization, and the implementation of smoke-free areas. The results of observations through questionnaires show that 65% of the community has implemented clean and healthy living behaviors, while 35% has not. In addition, 55% of residents are not aware of the socialization program, while 45% are aware of it. To overcome this problem, the proposed solution is to develop media in the form of visually appealing posters and infographic guidebooks. This media is designed using a design thinking approach to ensure suitability with user needs and provide an optimal user experience. With clear instructions and appropriate visualizations, the information material can be more easily accepted by the lower-middle class. Overall, this study emphasizes the importance of effective visual design in conveying information and shows that the design thinking approach can produce media that is relevant to user needs, thereby increasing the effectiveness of socialization programs.

INTRODUCTION

Infographic posters are highly effective media for socialization, particularly in developed villages or neighborhoods. They have several advantages, including the ability to convey concise and clear information through simple and easy-to-understand images and text. This makes it easier for the community to absorb the information. Infographic posters also attract attention with their attractive and eye-catching designs, making them more visible and readable to the public. Additionally, they can be easily distributed by being posted in public places, distributed directly, or shared on social media. These advantages make infographic posters an ideal choice for socialization in developed villages, neighborhoods, or communities with diverse levels of education. By utilizing infographic posters, socialization efforts in these areas can be more effective and efficient.

PHBS is short for Clean and Healthy Living Behavior. PHBS is all health behaviors that are carried out because of personal awareness so that the family and all its members are able to help themselves in the health sector and have an active role in community activities. Clean and Healthy Living Behavior is basically an effort to transmit experiences about healthy living behavior through individuals, groups or the wider community with communication channels as a medium for sharing information. The most important benefit of PHBS is the creation of a community that is health conscious and has the knowledge and awareness to live a life behavior that maintains cleanliness and meets health standards (Putri;39, 2019).

In the context of the socialization of the PHBS program in the Gayungan village community, infographic posters and handbooks are the main means of publishing information about Clean and Healthy Living Behavior in the Gayungan community from general to specific matters. Socialization in the form of village infographics is also an

important process in introducing the benefits of infographic media related to PHBS programs to village communities (Dharmayani, Ni Komang Tri, et al; 73, 2022). The research results show that the government's role in accelerating the development of regional potential, including the tourism sector, can be improved through the use of websites supported by infographics as a communication and promotion tool. Thus, it is important for the government to continue to optimize the PHBS program through infographic posters and handbooks as the main means of publishing information about Clean and Healthy Living Behavior in supporting various programs in Gayungan village. Gayungan District, Surabaya City, has a significant role in creative economic empowerment in its area. A study highlighted that this District has implemented a Creative economic empowerment programmed as well as a village that seriously addresses PHBS issues in Gayungan sub-district. The flagship programmed concentrated in District Menanggal show a commitment to the socialization of the PHBS programmed. One of the flagships programmed implemented by District Gayungan involves the community, academics and the Government, the Mayor claimed that the active role and awareness of the Gayungan community in Surabaya City towards Environmental increase Gayungan community in Surabaya City with medium specific. (*https://surabayasehat.com/2023/03/14/pengambilan-sampelverifikasi-20 District-dari-10 kecamatan-di-su*) reflects a real effort in empowering the local community to increase awareness of cleanliness in the surrounding environment, especially the Gayungan area. District Gayungan is also included as one of the 20 sub-districts that has the potential to be a defecation-free District in the 'City of Heroes' as Surabaya City is called, one of which is with discretionary policies, as well as programmed collaboration with the community and the Surabaya government. Thus, District Gayungan has not only implemented excellent programmed, but has also stepped up in its contribution to developing a healthy environment by involving the Surabaya City Government, academic institutions, and the community to collaborate.

Infographics are visual communication media that convey information using images and text. Infographic posters must fulfil some of the following criteria in order to communicate effectively: The audience should be thought of when they are designed. For the information to be well received, understand the audience's level of knowledge and interest. Infographic posters should contain accurate, relevant and informative information. The design of infographic posters should be eye-catching, easy to read, and use clear and understandable language so that the audience can grasp the information quickly and easily. It is important to use colors, fonts, and graphics that are appropriate to the topic being conveyed. (Lankow, 2021).

The purpose of this research is to create a handbook for the socialization of a clean and healthy lifestyle in Gayungan Village, Surabaya City. The handbook will serve as a means of publication for one of the excellent programs initiated by the village government. The research will be conducted using a qualitative approach with the Design Thinking method, involving five stages: Empathize, Define, Ideate, Prototype, and Test. The results of this research will be valuable for the Gayungan village government and the general public. Additionally, it can also be utilized as a reference for other relevant studies, particularly for undergraduate students of Visual Communication Design at Surabaya State University who may use it for their thesis projects.

RESEARCH METHOD

This research uses a qualitative approach with bibliometric data analysis techniques, which focuses on a review of the literature related to the *Magang dan Studi Independen Bersertifikat Program* (MSIB) as well as its effect on the competencies of design students. The qualitative approach was chosen because the study aims to delve into a deeper understanding of the dynamics of ideologies applied in MSIB and their impact on design education, through in-depth analysis of relevant sources. In this regard, the literature review becomes the main instrument for identifying and analyzing existing theories and findings related to the topics discussed. The literature used in the study was drawn from two major academic databases, Google Scholar, and Scopus, with a time span spanning publications from 2021 to 2025. The selection of this time period is based on the start of the implementation of the MSIB Program in 2021, which is the main focus of the study. Selected sources of literature will include scientific articles, books, and research reports discussing the application of MSIB, the influence of ideology in design education, as well as its relation to the improvement of student competence in the context of internships and independent studies.

In terms of data analysis techniques, this study applies bibliometric analysis, which provides an opportunity to evaluate trends and publication patterns in the relevant literature. Bibliometric analysis involves collecting data on the number of publications, citations, keywords, and authors that appear most frequently in related literature. This technique will help identify key topics covered in MSIB-related research, ideologies in design education, and the competencies of design students

The goal of the Define stage is to clearly articulate the problem statement based on the insights gathered during the Empathies stage. This stage involves analyzing the collected data to identify common themes and patterns, which helps in understanding the community's key challenges and needs related to Clean and Healthy Living Behavior (PHBS). By synthesizing this information, a clear problem statement can be defined, which reflects the key issues faced by the Gayungan Village community. In addition, Point of View (POV) statements were created to highlight specific user needs and insights. The outcome of this stage is a well-defined problem statement that serves as the foundation for the design process, along with a POV statement that will guide the subsequent ideation process. break down the Design Thinking methodology and how it can be applied to project on creating a handbook for the socialization of a clean and healthy lifestyle in Gayungan Village. Design Thinking is an approach used for practical and creative problem-solving. It is based heavily on the methods and processes that designers use, but it has actually evolved from a range of different fields, including architecture, engineering, and business. Design Thinking can also be applied to any field it doesn't necessarily have to be design-specific. (Kelley & Brown;2018) Design Thinking typically involves five stages: Empathize, Define, Ideate, Prototype, and Test. Here's a detailed outline for each stage and the specific activities that can be conducted:

The Empathy Stage in the Design Thinking process aims to understand the needs and challenges of the Gayungan Village community related to clean and healthy living behavior (PHBS). This stage involved interviews, surveys, and observations of residents, community leaders, and health workers in the village. Through this, insights were gained

into the habits, challenges, and problems related to PHBS faced by the community. Group discussions were also held to gain in-depth insights and personal stories about experiences with PHBS. The outcome of this stage was an empathy map and personas representing different segments of the Gayungan Village community, as well as a list of needs, challenges, and motivations related to PHBS. This will be an important basis for the next stage in the Design Thinking process, which is to develop solutions that meet the needs of the community.

The Ideate stage aims to generate ideas and potential solutions to the identified problem. In this stage, brainstorming sessions are conducted with various stakeholders, such as the community, designers, and public health experts. Various techniques, such as mind mapping, sketching, and scenario building, are used to explore different ideas. These methods help visualize and expand potential solutions. After many ideas have been generated, the next step is to prioritize and select the most promising ideas based on feasibility, impact, and feedback from the community. This process produces a list of creative and feasible ideas that can be used to promote clean and healthy living behaviors (PHBS) through infographic posters and guidebooks. In addition, initial concepts and sketches for the guidebook and infographic posters are also developed as a starting point for further design and refinement. During the Prototype stage, the goal is to develop sketch prototypes of the selected ideas to visualize and test potential solutions.

This involves creating prototypes of infographic posters and guidebooks using tools such as paper sketches, digital mockups, or interactive wireframes. This prototype should include key elements such as text, images, layout, and design style that reflect the community's preferences and needs. It is also important to prepare multiple versions of the prototype to test different design approaches. The output of this stage includes prototypes of infographic posters and guidebooks that can be presented to the community for feedback, along with a clear plan for iterating and improving the prototype based on the user feedback received. You outlined five stages of Design Thinking, but I did not find the stages of each method you used in creating a handbook to promote clean and healthy living behavior. Please explain the sample size, sampling technique, how was your interview technique? did you use structured or semi-structured technique? If you used survey, explain the reason for using survey and how was the survey design.

RESULTS AND DISCUSSION
Design Thinking Process a following are the results of the discussion and discussion of design thinking carried out then the application process and design output in one cycle because it only describes the flow of activities and results carried out. (1) Empathies This stage is a condition where you see the user's problems around you. Knowing the experiences felt and thoughts from the user's point of view to know the needs and desires of the user. At this initial stage, researchers collected data to find the problems being experienced by Gayungan residents, especially in the Gayungan area.

Figure 1. Socialization of the program and planned handbook themes required.

In this initial stage, researchers conducted data collection to find the problems being experienced by Gayungan residents, especially in the Gayungan area. the results of the interview show that the people of Gayungan Subdistrict do not understand the scope that PHBS is important in the life of the sample taken is the Dukuh Menanggal village which is an average middle to lower class community. So it is necessary to provide a form of information media.

Table 1. Table Showing the Percentage of Understanding of PHBS Information In Gayungan Subdistrict

Knowledge about PHBS	Percentage
Don't know	10%
Know and understand	25%
Know but don't understand	65%

In stage (2) Define, the next stage in the design thinking method is to determine the main problem that has been found at the empathize stage which is the basis of the design, namely improving informative visuals and media that are easy to obtain through the system owned by the Gayungan village. Researchers managed to clearly define the problem as the need to create media that accommodates information and visuals that are in line with brand values. By defining the problem precisely at this stage, it will facilitate the creative process in order to produce a solutive design according to user needs (user centered). The result of this define stage is the design of a creative brief that is used as a guideline and direction for designers to design. This brief encapsulates the core problem statement, target audience characteristics, desired outcomes, and key messaging to ensure all subsequent design efforts are aligned with the project's overarching objectives. The Ideate stage, following the definition of the problem, involved generating a diverse range of potential solutions for PHBS communication, emphasizing innovation while adhering to the established creative brief. This involved brainstorming various visual and textual approaches for infographic posters and guidebooks, exploring different artistic styles, and considering optimal information hierarchy to maximize engagement and comprehension among the target demographic (Vu et al., 2025). The subsequent prototyping phase transformed these conceptual ideas into tangible preliminary designs,

specifically focusing on infographic posters and guidebooks (Kao et al., 2023; Setiyani et al., 2023). These preliminary designs incorporated elements identified during the Empathize and Define stages, translating user needs and defined problems into concrete visual representations. This iterative process, central to the design thinking methodology, allowed for rapid development and refinement of communication materials (Nasution & Nusa, 2021).

Table 2. Tabel Creative Brief Gayungan Village

Creative Brief	
Project Background	namely improving informative visuals and media that are easily accessible through the system owned by the Gayungan sub-district.
Product Knowledge	Media that is easily accessible and has an informative visual layout
Objective	Creating a handbook with an infographic style that can be easily understood by the target audience
Target	of the Gayungan community

In stage (3) Ideate This stage is the stage of generating creative ideas to solve the problems that have been determined at the define stage by brainstorming which will then be used in design. During the ideation stage, researchers looked for references in the form of design concepts from various sources based on media needs, ease of understanding through visuals and visual design layouts with easy understanding of the creative brief. This stage produces a mood board that gets key words in the form of visuals that are not detailed with soft color design flats as a guideline for the visual concept of designing visual identities and Media handbooks in an infographic style.


Figure 2. Socialization of The Program and Planned Handbook Themes Required.

In stage (4) Prototype Stage At this stage, the creative ideas that have been collected are then formulated to be realized and implemented into the design of a new visual identity

and information delivery media, as follows: guidelines for the visual concept of designing visual identities and handbook media with infographic style. From this, it needs consideration and validation by the Head of Gayungan and related divisions for approval of the layout design of information media.

Guidelines for the visual concept of designing visual identities and handbook media with infographic style. From this, it needs consideration and validation by the Head of Sub-district of Gayungan and related divisions for approval of the layout design of information media, then made into a work that will accommodate the analysis of the audience persona and also validation of the head of the sub-district division or division in the scope of PHBS in Gayungan sub-district Surabaya.
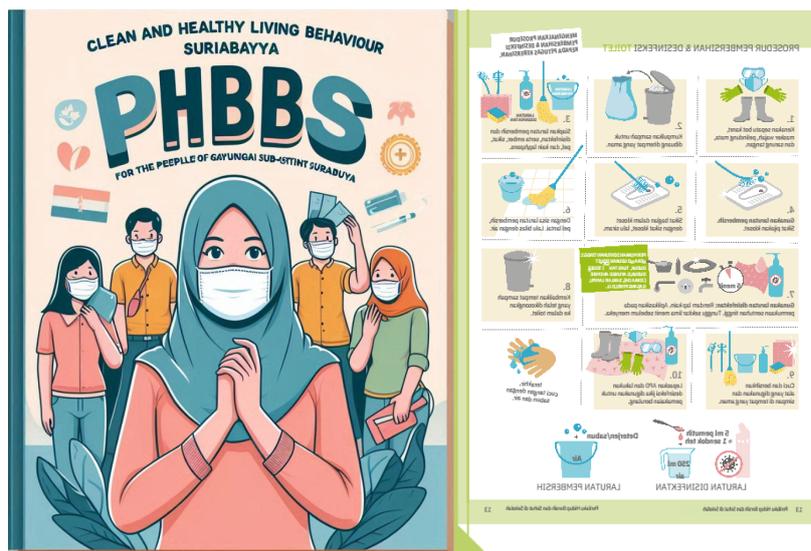
Figure 3. Design Results in The Form of a Handbook and Customized Infographic Visualizations

The design thinking process applied in developing PHBS socialization media for Gayungan Village demonstrates that a user-centered approach is effective in identifying core issues and generating relevant solutions. The empathize stage revealed the community's low level of understanding regarding PHBS, particularly among lower middle-class residents, indicating the need for clearer and more accessible educational materials. Through the define stage, the main problem was articulated as the necessity for informative visuals and educational media that align with the village's existing communication system. This problem formulation was then translated into a creative brief that served as a foundation for the design direction.

During the ideate and prototype stages, various visual concepts were explored through reference gathering, mood board development, and layout planning. These steps resulted in a visual identity and handbook designed in an infographic style that is easy for the community to understand. Validation by village officials ensured that the produced design aligned with user needs and the communication values of the Gayungan administration. Overall, the implementation of a single-cycle design thinking process proved effective in producing communication media that are both solution-oriented and

responsive to community needs, thereby supporting efforts to enhance PHBS awareness in Gayungan.

CONCLUSION

Give a scientific statement that what is expected, as stated in the Introduction and Discussion section (scientific discussion) so that compatibility is clearly seen. In this closing section, the author can add prospects for the development of research results and prospects for subsequent application. This research applies the Design Thinking method in designing visual identity and packaging design for SABMiller MSMEs in the Central Java region. handbook design with infographic style and theme. By following the five stages of Design Thinking, namely Empathize, Define, Ideate, Prototype, and Test, this research succeeded in creating a visual identity that reflects informative values about the socialization of PHBS and locality in the later community. This structured approach ensured that the final design effectively addressed the specific communication challenges identified within the community, promoting greater understanding and engagement with public health messaging (Kang et al., 2025). Future research could explore the long-term impact of these redesigned communication materials on actual PHBS adoption rates within the Gayungan community, potentially integrating quantitative metrics to assess behavioral change. Additionally, investigating the scalability of such design thinking methodologies to other public health initiatives or community development projects could provide valuable insights into broader applicability and effectiveness (Setiyani et al., 2023). The success of this iterative design process underscores the potential for design-based thinking to generate transferable knowledge applicable to diverse disciplines, fostering problem-solving and analytical skills (Zhu & Klapwijk, 2024). This iterative approach, encompassing stages such as empathize, define, ideate, and prototype, not only refines outputs but also enhances brand development through continuous feedback loops and stakeholder engagement (Adler et al., 2023; Kang et al., 2025).

handbook with infographic style and theme, can answer the community's need to understand the flow of PHBS socialization through handbook design with infographic style and theme and is attractive. attractive in its visuals. In addition, in designing this handbook with infographic style and theme, the research succeeded in including supporting elements in the form of hangtags as additional media that enrich the design style experience. The results of this research created a representative visual layout and asset design that is in accordance with the brand image, as well as introducing supporting elements in the form of hangtags as a creative element in the brand identity. in brand identity. Thus, SABMiller now has effective tools to market their products, increase attractiveness for potential customers, and create a positive impression. create a positive impression. This result can also provide inspiration for other sub-districts who want to improve their brand identity through the same approach (Herawati & Muslikah, 2019). Furthermore, the methodology developed here for integrating design thinking into community-based public health initiatives can serve as a robust framework for developing culturally sensitive and contextually relevant communication strategies in other regions (Feliscuzo & Cayamanda, 2025). This approach aligns with principles of community-based participatory research by empowering local stakeholders to drive solution generation, thereby enhancing intervention implementation outcomes (Huang

et al., 2018). The positive reception of this design-led intervention suggests its potential for broader application in public health education, particularly in contexts where engaging diverse community segments is crucial for behavioral change (Hall et al., 2023; Singhal et al., 2022).

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