

## **Developing Infographics as Wellness Education Media and Local Product Internationalization**

**Jotika Purnama Yuda<sup>1\*</sup>, Desi Wulandari<sup>2</sup>, Yanuarria Kukuh Perwira<sup>3</sup>,  
Karlina Denistia<sup>4</sup>, Intan Mustika Sari<sup>5</sup>, Agus Dwi Priyanto<sup>6</sup>**

English for Creative Industry Research Group  
English Diploma, Vocational School, Universitas Sebelas Maret

ORCID ID: <https://orcid.org/0000-0003-1964-6007>

*jotika@staff.uns.ac.id<sup>1</sup>*

Mental health and the concept of wellness have not been widely known by the Indonesian people, especially the millennial generation and Gen Z. Rumah Atsiri Indonesia (RAI) is an organization engaged in the creative industry sector that promotes wellness as their main theme. In its business, RAI strives to educate the public about the concept of wellness and introduce the benefits of essential oils as their product. To support these activities, attractive and effective means of communication and education are needed. Responding to this problem, the English for Creative Industry Research Group of the English Diploma 3 Study Program, Vocational School (SV), Universitas Sebelas Maret conducted a community service activity by developing infographics as educational media about the concept of wellness and essential oil products. The infographic was created using the ADDIE design method. Evaluation was done by distributing the developed infographics to get input from 129 respondents. The evaluation results show that the developed infographic media is effective and attractive in delivering educational content about wellness and essential oil product internationalization. Visual displays and dissemination media that are tailored to the target audience have succeeded in improving respondents' understanding of the concept of wellness and inspiring them to implement it, as well as to participate in sharing the created infographics.

*Keywords: Infographics, mental health, education, wellness, essential oils*

*\*Corresponding author*

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## INTRODUCTION

Mental health problem is a serious issue in Indonesia. It happens in all age range in the community. Among students, those aged 12-15 years old tend to have the worst mental health level and those aged 20-25 years old tend to have the most serious anxiety level ([Chamdani et al., 2021](#)). This is exacerbated by the pandemic and the online learning that isolates students from their circles. According to the data from the House of Representative Research and development, in 2020, of 2,364 respondents from 34 provinces in Indonesia, 69% experienced psychological problems, 68% experienced anxiety, 67% experienced depression, 77% experienced psychological trauma, and 49% of those who experience depression considered committing suicide ([Winurini, 2020](#)). Such cases show a lack of understanding about mental health and how to manage it in the community. Without efforts to raise public awareness about mental health and wellness, these cases could continue to increase and threaten the nation's future generations.

The concept of wellness and mental health has not been widely understood in Indonesia. When it comes to health, most people focus on physical health issues. According to the World Health Organization, the concept of well-being is multidimensional ([WHO, 2012](#)). It means that both physical and mental health contribute to well-being. To be well, a holistic care and attention to both physical and mental health must be pursued. Actions to disseminate the concept of wellness and mental health need to be taken to improve people's awareness and inspire a healthier lifestyle in the community. There are many ways to improve both mental and physical health, either from the approach of modern medication and the traditional ones. Alternative treatments such as acupuncture, traditional Chinese Medicine (TCM), and aromatic therapy have been proven to be able to improve both physical and mental health ([Aung et al., 2013](#)) ([Cook & Burkhardt, 2004](#)) ([Ke et al., 2022](#)). In addition, Indonesia has plenty of traditional remedies and local wisdom activities that can be used to promote and improve the community's wellness ([Marlina et al., 2020](#); [Pompimon et al., 2014](#)). All these information needs an effective delivery medium to appeal for the society's interest in mental health and wellness.

Rumah Atsiri Indonesia (RAI) is an organization that promotes the concept of wellness in its business. They run hospitality businesses, education, and essential oil production. In its business venue, RAI

provides educational facilities and accommodation with the concept of wellness, as well as essential oil production and outlets. Some of the facilities provided include essential plant gardens, research and laboratory facilities, production houses, training centers, museums, restaurants, sales outlets, boutiques, and conference facilities.

In running its business, Rumah Atsiri Indonesia needs a means to introduce products to consumers or the market, and provide education about the types, benefits, and processes for making essential oils. Selection of content that suits the target audience is an essential element that needs to be considered. In addition, the way to present information in an effective, interesting, and easy-to-understand manner is also important. Communicative and interesting information media will facilitate the process of education and product introduction that can trigger the desire to learn more or own a product.

To date, the presentation of information on the [rumahatsiri.com](#) site and on its business location is still in the form of descriptive text plus individual photos. Media like this is considered less effective in conveying information, especially for the millennial generation who tend to be interested in attractive visuals and short and effective descriptions of information. The behavior of this millennial generation can be seen from the increasing use of social media platforms that provide information with visual presentations and short descriptions such as Instagram, Twitter, and TikTok ([Ardi & Putri, 2020](#)). A study also found that presentation of information in simple and humorous drawing such as cartoon can attract attention and be more effective than mere written description ([Suandi, 2010](#)). Another research also found that visually attractive media, such as anime, can be utilized to convey educational messages to the younger generation ([Salamoon, 2021](#)). Such findings describe how visual presentation affects audience's focus and understanding. Thus, a medium that is both informative and visually attractive is required to convey the educative and promotional message about wellness and essential oils.

In response to this problem, the English for Creative Industries Research Group from the English Diploma 3 Study Program, Vocational School (SV), Universitas Sebelas Maret carried out community service activities in the form of infographic development for education media and product internationalization. The infographics will be made in the form of poster designs and social media posts that are close to the target audience, namely

millennials and Gen Z ([Juliyanto & Rusdi, 2019](#)). The selection of social media post designs is expected to reach millennials and Gen Z. By utilizing social media, the infographic submitted is expected to inspire them to implement a lifestyle with the concept of wellness. With the increasing public awareness of wellness concept, the understanding of the benefits of essential oils as one of the supporting means is also expected to increase. This will eventually increase the brand awareness and sales of RAI products.

Selection of relevant and effective messages, combined with attractive visual appearance is also a key concept used in making promotional media ([Tinarbuko et al., 2023](#)). Compact and interesting presentations of information will make it easier for readers to understand important information about a product. When the relevant information can be understood briefly, it is hoped that the readers will understand the message easily. Eventually, the readers' understanding is expected to develop into a desire that triggers an action, such as buying a product or learning more about it.

Infographic is a medium that is considered capable of carrying out the functions of description, education, and marketing on businesses run by Rumah Atsiri because the information conveyed will be easier to understand when using visual illustrations. ([Aldila et al., 2019](#)). By making use of charts, graphics, tables and other visual elements, information, data, ideas, or knowledge can have a more powerful and interesting impact on the readers. ([Kurniasih, 2016](#)).

## METHODOLOGY

The infographic development was carried out using the ADDIE model. The ADDIE design creation model consists of several steps, namely Analysis, Design, Development, Implementation, and Evaluation ([Yusuf et al., 2017](#)) ([Cahyadi, 2019](#)). In the analysis stage, the researchers conducted a literature study and focused group discussion (FGD) with Rumah Atsiri Indonesia to obtain data on user profiles and target audiences, as well as the focus of the content to be created. In the FGD, Rumah Atsiri Indonesia also conveyed their Graphic Standard Manual as a guide for choosing the colors used in the design stage. At the design stage, the researchers consulted with graphic designers to develop designs

according to the graphic standard manual from Rumah Atsiri Indonesia and data obtained from FGDs and literature studies. In the development stage, the infographics were developed so that they are ready for dissemination. In the implementation phase, the infographics that had been developed were distributed to respondents for feedback. At the evaluation stage, the responses from respondents were collected through a questionnaire using a Likert scale as a measure of the infographic effectiveness and input for improvement if needed. ([Pranatawijaya et al., 2019](#)).

## RESULTS AND DISCUSSION

The results of developing an infographic design using the ADDIE method are presented as follows:

### Analysis Stage

In the analysis stage, the researcher conducted a literature study and focused group discussion with Rumah Atsiri Indonesia to obtain the data needed for the development of infographics. The data obtained includes user profiles and target audiences from Rumah Atsiri Indonesia, the purpose of making infographics, the information to be delivered, and the Graphic Standard manuals that would be used as guidelines for making the infographics.

In general, the users of Rumah Atsiri Indonesia products come from women aged 25-50 years so far. This data was obtained from the list of visitors at Rumah Atsiri Indonesia. However, Rumah Atsiri Indonesia wants to target audiences from the millennial generation (Gen Y) and Gen Z. Awareness about the concept of wellness needs to be taught from a young age. Rumah Atsiri Indonesia also said that their main goal at this stage was to educate the public about the importance of physical and mental wellness. By understanding the concept of wellness, public awareness about the benefits of essential oils as their product is also expected to increase. That is why, at this early stage, the researchers decided to design 3 infographics about wellness that focus on food, aromatic oils, and herbal remedies.

RAI also submitted the Graphic Standard manual (GSM) of their corporate color as guidelines in developing infographics. The following is the GSM corporate color of Rumah Atsiri Indonesia.



Figure 1. Graphic Standard Manual Rumah Atsiri Indonesia

**Design Stage**

In the design stage, the researchers consulted with graphic designers to design infographics based on the data obtained from the analysis stage. At this stage, the written and visual materials that would be used in the infographic design were formulated.

The infographic would be made in the form of a master design that can be adapted for printing and sharing through social media. The researchers then formulated the content and layout of the infographic, as well as the colors to be used in each design.

Because the target audience is millennials and Gen Z, and the other goal of Rumah Atsiri Indonesia is the internationalization of their products, the infographic would be made in English.

**Development Stage**

In the development stage, three infographics were created based on the design results in the previous stage. The three infographics cover the themes of Food for Mental Wellness, Aromatic Oils for Mental Wellness, and Herbal Remedies. Here are the results of the infographic development:



Figure 2. Food and Mental Wellness



Figure 3. Aromatic Oils for Mental Wellness

The infographics about Food and Mental Wellness contain the types of foods that can affect human mental health. The illustration in the header uses photos of fresh food to reflect the design theme. The colors chosen are taken from the color standards of Rumah Atsiri Indonesia, namely the Tosca series. The vegetable pattern on the design background was added to strengthen the content of the infographic design, namely healthy food.

The design of the aromatic oil for mental wellness infographic contains information about the function of aromatic oils on mental health. The illustration chosen is someone who shows a happy or cheerful expression. The illustration was chosen to describe the content loaded, namely aromatic oil for mental health. The overall color of the design is taken from the corporate color of the essential house, namely soft pastel, which looks more elegant and modern.



Figure 4. Herbs for Mental Wellness

The third infographic is about the use of herbs for mental wellness. The herbal illustration that uses a pounder gives the impression of being close to local wisdom and traditions. In addition to matching the template color of the partner organization, the wood color element on the top features wood and earth elements that give a warm impression. The selection of a circle as a chart form shows a dynamic flow, making it easier for readers to understand the benefits of herbs represented by the pictures. The color of the circles and slices is a degradation from warm to cool colors, which also adapts the colors of

the herbs within. The brightly colored background with herbal illustrations also aims to highlight the theme of the infographic.

**Implementation Stage**

In the implementation stage, the infographic designs that had been developed were distributed to respondents to get feedback on the effectiveness of the infographic in conveying information and attracting readers' attention, as well as to get suggestions for future improvements. The developed infographics are in English. The

respondents in this study were 129 students of English Diploma, Vocational School, Universitas Sebelas Maret with an age range of 17-23 years. The respondents were chosen because they represent generations Y and Z and they use English in their daily activities on campus. The feedback from the respondents was collected through a survey using a questionnaire and a Likert scale. The questions given in the questionnaire include:

1. Are the developed infographics visually appealing?
2. Do the infographic designs visually reflect mental health?
3. Do the infographic designs fit the profile of the target audience?
4. Is the infographic content easy to understand?
5. Does the infographic content add to your insight?
6. Does the infographic content make you want to apply a lifestyle with the concept of wellness?
7. Can the infographics be shared easily via social media?
8. Are you interested in sharing this infographic on your social media?

### Evaluation Stage

In the evaluation stage, the responses from the respondents were tabulated and analyzed and then described in a narrative manner. The results of the respondent survey showed that 85.7% of the respondents agree that the developed infographic are attractive for them. 73.3% of the respondents think that the infographic reflects the concept of physical and mental wellness. 78.4% of survey respondents agree that the visual style of the infographic is suitable for their generation. 81.4% of the respondents said that infographic content is easy to understand. 93.8% of the respondents stated that the infographic improved their knowledge. 79.5% of the respondents agree that the infographics inspired them to adopt a healthy lifestyle in accordance with the concept of wellness. 91.1% of the respondents think that the infographic is easy to share through the social media they use. And 65.5% of the respondents stated that they wanted to share the infographics on their social media.

These findings indicate that the infographics that had been developed are informative and effective in conveying messages about the concept of wellness and essential oil products. The developed infographics are also interesting and in accordance with the target audience because they can be accessed and distributed through social media used by the target audience.

### CONCLUSION

Public awareness of mental health and wellness concept needs to be built. This can be done by using a communication approach that is in accordance with the target audience. ADDIE method can be used as a systematic approach to develop a media design that is effective and appealing to the target audience. By analyzing user profiles, effective and attractive media can be developed. Infographic media that can be disseminated through social media have proven to be effective and attractive for the millennials and gen Z. Infographics that combine compact information with attractive visuals can make the target audience understand the information provided more easily. The selection of infographic designs that can be shared through social media can help disseminate information to the younger generation who use it on daily basis. By building public understanding of the concept of wellness, it is hoped that the steps that can be taken to pursue wellness will also increase. One of the steps that can be taken to maintain wellness is to use aromatherapy with essential oils. Thus, public understanding of the concept of wellness is also expected to increase their interest in essential oil products.

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