



Creativity in Infographic and Video Repackaging for Message Transferring

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ABSTRACT

In the fast-paced digital era, effective information delivery is very important. This study aims to explore creativity in repackaging information through infographics and videos as communication media. The methodology used in this study is a literature study by analyzing various relevant sources, including scientific journals and research reports. The results show that infographics and videos not only increase visual appeal but also accelerate the understanding of complex information. The use of visual elements in infographics can improve audience memory, while videos provide a more dynamic and interactive experience. The conclusion of this study confirms that creativity in infographic and video design is very important to achieve effective message delivery. A deeper understanding of the target audience and social context is needed to design relevant and interesting content. This study is expected to provide guidance for communication practitioners and designers in developing more innovative content.

Keywords: *Infographics; Video; Creativity; Information Delivery*

1. INTRODUCTION

In the midst of this fast and connected digital era, the need for effective and efficient communication is increasingly urgent (Agustian et al., 2023). The information delivered needs to be able to reach a wide audience in a way that is easy to understand (Azzaakiyyah, 2023), especially since people's attention spans are getting shorter and their interest is more inclined towards visual media compared to long texts. One effective solution to this challenge is to utilize infographics and videos as a means to present information (Butdisuwan et al., 2024). Infographics are visual representations that present data and information by combining graphic elements and text, thus facilitating understanding (Bhat & Alyahya, 2023). Meanwhile, videos utilize a combination of visuals, sound, and text to convey messages in a more dynamic and engaging way (Bian & Ji, 2021). Both forms of media have proven to

be highly effective in attracting audience attention, providing education, and strengthening memory of the information conveyed (Deny, 2019).

Meanwhile, video is growing in popularity as a tool for conveying messages due to its ability to combine images, sound, and text (Grewal et al., 2021), so it can influence audiences in two channels of information processing at once. Sujarweni (2020) revealed that the use of video in marketing strategies in Indonesia is increasing because it can effectively attract audience attention and convey messages in a more dynamic and memorable way (Adi et al., 2024). Another study by (Setiawan, 2020) also showed that learning videos can help students understand the subject matter better than traditional methods. In this context, creativity plays a very important role in making infographics and videos (Aldalalah, 2021). Creativity is not only limited to attractive visual design, but also includes how to simplify complex information so that it can be presented more easily understood by the audience (Han et al., 2021). Various studies have shown that creatively designed infographics and videos can improve understanding and accelerate learning (Dunlap & Lowenthal, 2016).

This is also becoming increasingly crucial in the era of social media and digital communication, where speed of information and visual appeal are key to message dissemination (Giese et al., 2021). The increasing use of infographics and videos also demands adequate visual and digital literacy from content creators (Kalaf-Hughes, 2023). Without sufficient understanding of design principles, color psychology, and visual narrative structure, the information presented risks being misunderstood or losing meaning (Nazeer Khan et al., 2024). Therefore, it is important for educators, communication practitioners, and creative industry players to not only focus on visual aesthetics, but also on aspects of message clarity, content relevance, and the ability of the media to build emotional connections with audiences (Udris-Borodavko et al., 2023). Although infographics and videos have enormous potential, many people still do not fully understand how to package information creatively and effectively (Amnouchokanant, 2023). In addition, cultural factors, targeted audiences, and social context must be considered in designing these two types of media, so that the messages conveyed can function optimally (Zhou et al., 2021).

This article aims to reveal more about how creativity in repackaging information through infographics and videos can strengthen the effectiveness of delivering messages. By examining various visual communication and multimedia theories, as well as analyzing several case studies, we hope to find the best approach in designing infographics and videos that are not only attractive, but also able to convey information clearly and easily understood by the audience. Furthermore, this article will discuss the challenges that are often faced in the design process, and provide practical recommendations for communication practitioners, graphic designers, and video content creators. Creativity in infographic and video design is increasingly important in Indonesia due to the rapid development of technology and increased access to information through *mobile* devices and social media (Nababan & Ardianto, 2022).

According to data from *We Are Social* and *Hootsuite*, around 75% of internet users in Indonesia access information through mobile phones, and more than 80% of time spent on social media is occupied by visual content, including videos (We Are Social, 2022). This shows how important it is to use infographics and videos to deliver messages that are easily understood by audiences. In Indonesia, there is a growing interest in creativity in visual design, especially in the education, marketing and government sectors. The use of infographics in health, education and social campaigns has seen a significant increase in recent years (Deny, 2019). In addition, digital video is now one of the main tools in marketing and brand communication strategies in the country (Sujarweni, 2020). Despite the growing popularity of

these two mediums, many have yet to fully realize the potential for creativity in both formats, both in terms of design techniques and message delivery strategies.

2. RESEARCH METHOD

Research method with a literature study approach is a strategy used to collect, analyze, and synthesize information from various written sources relevant to the research topic. This approach involves searching and reviewing existing literature, such as books, journal articles, research reports, and other documents related to the issue under study (Darmalaksana, 2020). In this stage, the researcher will identify credible and relevant sources, then conduct a critical analysis of the content obtained. Researchers can conceptualize problems and discussions through data analysis and interpretation, both by referring to relevant literature and previous experience. Data analysis and interpretation pay attention to several things, such as the natural environment (natural setting), disclosure of meaning from the point of view of the research subject, cannot be separated from the context, and the main instrument (Nashihuddin, 2021).

After collecting data from the literature, the researcher will organize the findings in the form of a systematic narrative or table. This analysis includes not only a summary of the information, but also an evaluation of the methodology, results and conclusions of previous studies. Thus, the literature review approach allows researchers to build a strong theoretical framework and contribute to the development of knowledge. In addition, this method also helps in formulating more specific hypotheses or research questions based on existing findings in the literature. Then the Research Material used in this study consists of two sources, namely:

1. Literature Source: Academic books and accredited scientific journals, relevant theses, theses, and dissertations, scientific articles and publications.
2. Supporting Documents: Notes, research reports, and related articles.
There are also Research Instruments used consisting of three instruments, among others:
 1. Researcher as Instrument: The researcher acts as a planner, implementer, and data analyst.
 2. Data Collection Technique: Keyword and subject searches to find relevant sources.
 3. Data Analysis: Content analysis technique to process the information collected

3. RESULTS AND DISCUSSION

Definition of Information Repackaging

Information repackaging, or in English called *information repackaging*, refers to the activity of changing or re-presenting information from one form to another (Fatmawati, 2009). This process includes selection, analysis, synthesis, and presentation of relevant information according to user needs. For this reason, this information repackaging begins with an analysis of user needs so that the repackaged information is right in context and right on target (Adelia, 2022). This activity aims to make information more interesting, easy to understand, and more accessible to the target audience (Santoso, 2021). The main objectives of information repackaging are to:

1. Improve Accessibility: Ensure that information can be easily accessed by a wider audience.
2. Improve Comprehension: Presenting information in a simpler and clearer format so that it is more easily understood by users.
3. Attract User Interest: Using attractive visual design to increase the appeal of the content.

Information repackaging is a strategic process that not only changes the form of delivery but also improves the quality of information services. By utilizing new technologies and media, information

repackaging can meet the needs of users in this digital age, making it an important tool for librarians and other information providers.

Increased Communication Effectiveness

The use of infographics and videos as communication media not only increases the effectiveness of information delivery but also makes it easier to understand complex content. By harnessing the power of data visualization and multimedia narrative, these tools are able to bridge the gap between complex information and audience comprehension. The results show that the application of infographics and videos can significantly increase public awareness and understanding of social and educational issues. Improving communication effectiveness through the use of infographics and videos has been the focus of many studies. They play an important role in simplifying complex information, making it easier for people to understand.

About 75% of the human brain functions to process visual information, so the use of visual elements in infographics can improve comprehension and memory (Masluhah et al., 2022). Images, graphs and diagrams can convey complex information quickly. Our brains can recognize patterns and understand the relationships between different visual elements in an instant. In addition, data visualizations, such as graphs and diagrams, can simplify complex information, making it easier to understand. According to several studies, visual content such as infographics and videos attract more attention than plain text, increasing the likelihood that audiences will remember the information conveyed. Video combines visual elements with audio, allowing for more dynamic and engaging message delivery. This helps audiences not only see but also hear information, which can increase understanding (Saputri & Jumino, 2023).

Research on the Effectiveness of Infographics as a Media for Disseminating Library Information on the @literatif.id Instagram Account. The results showed that this study assessed the effectiveness of infographics as a medium for disseminating library information on the @literatif.id Instagram account. By using descriptive quantitative methods and involving 229 respondents, the results show that infographics have an effectiveness level of 84.65% in conveying information. Data analysis shows a strong positive relationship between infographic variables and information dissemination, with a Pearson correlation coefficient of 0.646 and a significance value of <0.001. This indicates that infographics are effective in attracting attention and conveying information to the audience. The questionnaire used in the study was found to be valid and reliable, indicating that good infographic design can improve users' understanding and engagement with library information content. This research makes an important contribution to the development of library science and visual communication strategies in the digital era. With the use of motion graphics in videos, information can be conveyed in a clear and understandable way. The research shows that motion graphic infographic videos have a high level of effectiveness in conveying messages to audiences.

Multimedia Learning Theory

The multimedia learning theory proposed by Richard E. Mayer in 2001 emphasizes that the combination of text, images, and sound can improve student understanding. This concept is based on several key assumptions that explain how humans process information through multimedia media. Humans have two separate channels for processing information, namely the visual channel (for images) and the auditory channel (for sound). This means that information presented in the form of images and words can be processed simultaneously, which increases understanding (Imran et al., 2017). In a study entitled The Effect of Learning Multimedia on Students' Ability to Answer Energy Analysis Questions on

Changes in the Form of Water: A Review on tenth grade Students of SMAN 3 Mataram shows that the use of multimedia learning offers a deeper understanding for students by combining text and images. Various ongoing studies show that multimedia has advantages over using only text.

This study examines the effect of interactive learning multimedia or Multimedia Pembelajaran Interaktif (MPI) on students' ability to answer energy analysis questions on changes in the form of water. The study was conducted on tenth grade students of SMAN 3 Mataram, with a sample of 80 students divided into two groups: an experimental class that used MPI and a control class that did not. The results of the analysis showed that students in the experimental class had better ability in analyzing energy compared to the control class. This can be seen from the higher mean score in the experimental class (21.8 points) compared to the control class (15.2 points). Statistical tests showed a significant difference between the two classes, indicating that the use of MPI has a positive effect on student learning outcomes. Using MPIK, students can understand the concept of heating and cooling water through an interactive simulation, which allows them to give and absorb heat and see a graph of the relationship between heat and temperature. In addition, MPI helps students build analytical skills by breaking down problems into simpler steps.

This research supports the finding that interactive multimedia can improve learning outcomes, as well as suggesting that more traditional learning methods may not be sufficient to develop the critical thinking skills expected of students. The next research result is about the Effectiveness of Using Interactive Educational Multimedia Learning Based on Cognitive Theory for Dyslexic Students in Elementary Schools. This research assesses the effectiveness of using interactive learning multimedia based on cognitive theory for dyslexic students in elementary schools. The validation results show that the learning media is valid in terms of appearance, operation, and interaction. Activity data of dyslexic students showed an average score of good (4.17), indicating that this multimedia application successfully increased student engagement.

From the analysis, it appears that interactive multimedia can be an effective tool in helping dyslexic students overcome their learning difficulties. The study concludes that this media is feasible to develop and implement for dyslexic students, with the suggestion that it be used to support their learning process. Interactive multimedia learning is a method that empowers students to control their learning environment. This learning environment refers to computer-assisted learning. The basic principle of using interactive multimedia involves combining various media elements, including text, color, graphics, animation, audio, and video (Sinaga, 2019). Interactive multimedia learning is an approach that allows students to actively control their own learning process. By using computers, students can interact with various learning materials presented in the form of multimedia.

Use of Video in Learning

The use of video in learning has become an increasingly popular and effective strategy in increasing student engagement. Interactive videos and informative infographics not only attract attention, but also encourage students to actively participate in the learning process. Here are some important aspects of using videos in learning. Videos can present information in a way that is easier to understand through visualization and live demonstration. This helps students understand complex concepts better than through text alone. One solution is to create a learning video that serves as an effective learning resource. Learning videos can illustrate concepts in a real way, present learning in a procedural and structured manner, and deliver material adapted according to the video media format (Nur & Putri, 2024).

The results of the research presented by (Biassari, 2021), this research was conducted at SDN Lirboyo 2 Kediri City with the aim of improving the mathematics learning outcomes of grade V students on speed material through the use of interactive learning video media. The results showed a significant increase in student learning outcomes:

1. Pre Cycle: The average class score was 36.88 with classical completeness of 28.13%.
2. Cycle I: The average score increased to 70.63 with 56.25% classical completeness.
3. Cycle II: The average score reached 89.38 with 87.5% classical completeness.

The use of interactive learning videos proved effective in helping students understand the speed material, increasing students' interest and participation in online learning. This study concludes that interactive video media can be used as an innovation in learning to improve student learning outcomes, especially amid the challenges of online learning during the COVID-19 pandemic. The success of this study supports previous findings showing that interactive multimedia has a positive effect on student learning outcomes.

The Importance of Audience Analysis

Understanding the audience is key to delivering an effective message. Varying audiences require different approaches to delivering information, whether through infographics or videos. Understanding the audience is a fundamental step in delivering an effective message. In the context of communication, be it through infographics or videos, audience analysis is key to ensuring that the information delivered is well received and understood. By knowing the target audience in depth, organizations can allocate communication resources more efficiently. This helps in designing more focused campaigns and reduces wastage of resources on less relevant audiences. This efficiency is especially important in the context of marketing and business communications, where every budget must be used optimally (Arswendi, 2013). Understand what the audience's preferences are in receiving information. This includes delivery style, preferred type of visualization (such as graphics or animated videos), as well as their emotional needs when consuming content. Knowing what they are looking for will help in creating more engaging and relevant content.

Innovations in Delivery Technology

Technological innovations, especially in the form of Augmented Reality (AR) and Virtual Reality (VR), have changed the way information is delivered and user experience in various fields. Virtual reality (VR) and augmented reality (AR) are anticipated to change the way multimedia content is produced and presented. VR and AR technologies offer a more immersive and interactive experience, allowing users to interact with digital content more naturally and intuitively (Arief et al. 2023). These technologies not only provide an immersive visual experience but also create a more real interaction between the user and the content presented. AR combines digital elements with the real world, allowing users to see additional information relevant to their physical context. For example, AR applications can display nutritional information on food product packaging when scanned using a smartphone (Monica, 2014). With AR, users can interact with content directly, such as seeing 3D objects appear in their real environment. This makes the delivery of information more interesting and memorable. VR allows for more immersive storytelling by bringing users "into" the story, so they can experience it first-hand. This is particularly effective in the context of marketing and education (Agung Nugrohadhi, 2022).

In a study conducted by (Jamil et al., 2024) with the title The Role of 5g Technology in Driving Learning Innovation. The discussion section of this study highlights the great potential of 5G Technology in driving learning innovation. The research shows that 5G significantly improves internet accessibility

and responsiveness, which enables the use of more interactive and dynamic online learning applications and platforms. The integration of 5G Technology with augmented reality (AR) and virtual reality (VR) creates a more immersive learning experience, increasing student engagement and aiding the understanding of complex concepts. Similar research in the field of education is research conducted by (Supriyantomo & Fauzan, 2024) regarding Virtual Reality (VR) in Education: Strategies for Welcoming Future Education in the Metaverse Era.

Technology, such as VR, has changed the way students learn and interact. It creates a more immersive and engaging learning experience, encouraging active student participation. VR allows students to engage in simulations of real situations, which reinforces their understanding through hands-on experience. Although VR offers many benefits, there are challenges that need to be overcome, such as device cost, accessibility, and infrastructure. In remote areas, students may not be able to access this technology to its full potential. However, with the right approach, VR has the potential to increase learning motivation and better understand the subject matter. Each field demonstrates how VR can be used to enhance the learning experience and give a better understanding of the subject being taught.

4. CONCLUSION

Creativity in repackaging information through infographics and videos has proven to be an effective tool in increasing the effectiveness of message delivery. The use of these visual media not only makes it easier for audiences to understand complex information, but also attracts attention and improves recall. By utilizing technology and innovative design, infographics and videos can present information in a more engaging and accessible way. The research also shows that a deep understanding of the audience is crucial in designing relevant and engaging content. In the context of modern communication, infographics and videos are becoming important strategies that can be optimized by professionals in various fields, including education, marketing and public policy. Therefore, it is recommended that practitioners continue to explore the potential of creativity in the design and delivery of information to achieve better results in effective communication.

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