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Visual narrative of the pandemic as a form of health communication in the digital age

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ABSTRACT

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Many disease information problems are caused by a lack of knowledge and public misunderstanding of health information. Health communication includes disseminating health information to the public to achieve healthy living behaviours, creating awareness, changing attitudes and providing motivation. Individuals to adopt recommended healthy behaviours to be the main objectives of health communication. This study aims to analyze the use of visual narratives in health promotion during a pandemic that focuses on non-technical aspects. In addition, knowing the health promotion strategy includes visuals, communication, digital media. The research method used is qualitative. This research tries to understand phenomena in their natural setting and context, namely that researchers do not try to manipulate the observed phenomena. The data collection method in this study is observation and literature study. In this research procedure, the first stage is planning, the second stage is field data study and data analysis, and the third stage is drawing conclusions. The results showed that the Ministry of Health, through the Directorate of Health Promotion and Community Empowerment, has prepared integrated promotional facilities, including publication, print, and audiovisual media. This promotional tool is a website that can be accessed to view and download promotional media. Visual narratives are selected very comprehensively based on field data obtained from regions in Indonesia. The ignorance of health promotion workers causes the error in the use of narratives in the health promotion media in making promotional means for information of a local nature. Due to the lack of knowledge of the health promotion team in the region in choosing the right narrative for the promotional media used.

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1. Introduction

Since Covid-19 was declared a pandemic and became a world disaster, almost all activities have been carried out online. Online activities encourage digitization through the use of visual media. Digital to facilitate and accelerate the dissemination of information in various fields, especially in the health sector (Patanjali & Bhatta, 2022). The need for information desired as a source of information through data visualization is interesting and preferred (Sulistyawati et al., 2021). The role of communication in various visual health narratives has become increasingly important in providing health information and education during the Covid-19 pandemic (Ndwandwe & Wiysonge, 2021). Communication is exchanging information between individuals or groups with the meaning or purpose to be conveyed. The message or information can be verbal or non-verbal (Yasmin, 2021). During a global pandemic, heightened fears motivate people to seek accurate and

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credible information more quickly and change health behaviours accordingly. People tend to trust more that accurate and complete information makes them feel more secure and less anxious (Kim, 2022).

Health communication includes the use of the role of communication to convey messages and influence the decision-making process. Health communication aims to bring positive behaviours to individuals to combat health problems (Jacob, 2020). Health communication should adopt a resource-oriented approach and a wide array of health knowledge practices (Samerski, 2019). Health communication is also related to efforts to improve and manage health by individuals and communities. The interaction between health and individual behaviour is in society's biological, psychological and social situations (Baloch et al., 2021). These three factors affect the health status of an individual. Through health communication, we learn the interchange between the three factors. Strong health status and the level of trust from various community parties to receive advice and act accordingly become capital in building a good health ecosystem (Flew, 2021). This understanding is important so that future health program interventions can be developed to change individual behaviour to be healthier (Beneria et al., 2021).

Regulation of the Minister of Health Number 74 of 2015 concerning Efforts to Improve Health and Disease Prevention states that health promotion is a process to empower the community through informing, influencing, and helping the community to play an active role in supporting behaviour and environmental changes as well as maintaining and improving health towards an optimal health degree (Kementerian Kesehatan Republik Indonesia, 2015). The minister of Health regulation empowers the community to maintain health so that it is more productive through socialization through promotion (Utami, 2022). Health promotion in all health programs boils down to the ability to maintain and improve health, whether it is the health of individuals, groups or communities. Health promotion using media such as posters, flyers, leaflets, brochures, photos, illustrations, and videos through resources owned by the Government is the capital in carrying out health communication strategies (McNab & Skapetis, 2019).

This research focuses on visual narratives that have been published and have received less attention from the public. The use of verbal narratives is so dominant visual narratives are only a complement so that the information to be conveyed receives less attention and is not on target. The purpose of the study was to analyze the use of visual narratives in health promotion in the pandemic era on non-technical aspects using health communication theory. In addition, the author also wants to know health promotion strategies, including visual, communication, and media strategies. This research can be a reference material for the Ministry of Health in designing health communication campaigns for the public so that the message to be conveyed is well communicated and on target.

2. Theoretical Framework

2.1. Visual Narrative

Visual narratives have existed since prehistoric times. We can know about the history and events humans experienced at that time from paintings found on the walls of prehistoric caves. Visual narratives have existed since prehistoric times. We can know about the history and events humans experienced at that time from paintings on the walls of prehistoric caves (Rahma, 2020). Visual narrative is structuring the past, present and future through the analysis of Expectation, Attention and Memory. The result of a visual narrative is a future that is expected through the present and presented through memories of the past. Understanding it requires understanding the rules of composition and syntagmatic that govern the diachronic order of criteria (Abdillah et al., 2020). Visual narrative is used to convey information to expand the audience's knowledge or insight. A visual narrative is a story told primarily or entirely through a visual medium, such as photos, illustrations, or videos. There are no restrictions on the type of narrative created visually - visual narratives can be fiction or nonfiction of any genre (Hisham, 2021).

A static visual narrative is a visual narrative that is text or contains still images, while an active visual narrative has the opposite nature to a static visual narrative. Every visual narrative has four components: clarity, realism, dynamism, and continuity (Rahma, 2020). Readability in visual

narratives is divided into two: clarity of story and object. Likewise, realism leads to the audience's perception of the story being expressed through something real and acceptable.

2.2. Health Communication

Health communication is interpreted as sharing meaning among healthcare providers (doctors, nurses, psychiatrists, etc.) and between healthcare providers and their clients (patients and their families), and other health stakeholders to promote health (Alyana, 2016). According to the World Health Organization (WHO), health communication is the process of conveying messages by communicators through certain channels or media to lead to a state of health, both physically, mentally and socially (WHO, 2020). This study also refers to previous research, namely Health Communication: A Review by Metta Rahmadiana. The study concluded that health communication in various forms, such as advocacy media, mass media, entertainment media and the internet, can form attitudes and change individual behaviour by increasing awareness and knowledge about health issues, health problems and solutions to improve and maintain health degrees (Katzman et al., 2021). The research also explains the forms of health communication and mass media health campaigns to communicate health issues (Hossain et al., 2020). Health communication contributes to and is part of disease prevention and health promotion efforts (Wittenberg et al., 2021). Health communication is also considered relevant to several contexts in the health sector, including (1) the relationship between medical experts and patients, (2) the reachability of individuals in accessing and utilizing health information, (3) individual compliance with the treatment process that must be understood and compliance in carrying out medical advice received, (4) the form of health messaging and health campaigns, (5) dissemination of information about health risks to individuals and populations, (6) an outline of health profiles in mass media and culture, (7) education for health service users how to access public health facilities and health systems, and (8) the Development of program applications such as telehealth (Fero et al., 2020).

Communication can be interpreted as transferring a message from one source to the recipient to be understood. The communication process usually involves two parties, either between individuals with individuals, individuals with groups or groups with groups that interact with mutually agreed rules (Sari et al., 2020). The functions of health communication are: (1) To convey messages (information) or disseminate information to others. From disseminating this information, it is hoped that the recipient will know what he wants to know, (2) To convey a message (information) or disseminate educational information to others. That is, from the dissemination of this information, it is hoped that the recipient of the information will increase knowledge about something he wants to know, (3) To give instructions to the recipient of the message, (4) To influence and change the attitude of the recipient of the message (Cornelissen, 2007).

As a supporter of communication of health promotion media, illustrations are needed as a companion to texts because, in general, people are more impressed to see an informational text displayed with photos or illustrative images (infographics). Images represent a thousand words; images convey messages very quickly and can have various meanings. Images or illustrations in an advertisement or promotional media have a persuasion function. The display of an image close to reality makes it easier to persuade the public; not only product representation but also a model that demonstrates the message carried by promotional media will look more real (Saddhono et al., 2020).

2.3. Digital Age

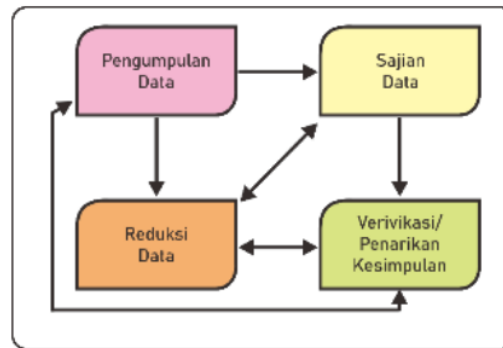
The digital age is a living condition or era where all activities that support life have been facilitated by technology (Nugroho, 2021). The digital age makes life easier for humans in various ways, such as through the flow of information and telecommunications. Still, of course, it has a negative-positive influence on social life. The digital age was born with the emergence of internet networks, especially computer information technology (Setiawan, 2017). After the emergence of the digital age, communication technology from electronic media at the beginning of its emergence using analogue systems, then switched to digital systems with the presence of transformation of media products such as e-books, the internet, digital newspapers, e-libraries, e-shops etc. This era is also often referred to as the digital revolution. The digital revolution began in the 1990s in the world. After the emergence of the principles of the digital system, the digital age is an era where the flow of information through communication media is clear, accurate and fast (Rahayu, 2019).

3. Method

This research uses qualitative methods to understand phenomena in natural settings and contexts instead of in the laboratory. Researchers do not seek to manipulate the observed phenomena and do not make predictions in the study (Prasetyo et al., 2020). Data collection techniques are carried out by observing visual narratives to find out the truth, situation, condition, context, space, and meaning in the visual narrative of health promotion that has been published through digital media in the Directorate of Health Promotion and Community Empowerment of the Ministry of Health of the Republic of Indonesia. In addition, researchers also collect documentation data, which is to collect visual narratives in the form of posters (Miles & Huberman, 2012).

The data analysis of this study is the use of visual narratives in public health promotion strategies at the Directorate of Health Promotion and Community Empowerment of the Ministry of Health of the Republic of Indonesia. The data analysis model used in this study refers to Miles and Huberman, namely the Interactive model (Miles & Huberman, 1992). The analysis in the study is carried out at the time of data collection and after the completion of data collection in a certain period. Activities in data analysis are data reduction, data presentation, and conclusion or verification, as in the figure below:

Table 1. Data Analysis Activities



4. Results and Discussion

The Ministry of Health, through the Directorate of Health Promotion and Community Empowerment, has prepared integrated promotional facilities, which include publication, print, and audiovisual media. This promotional tool is a promkes.kemendes.go.id website that can be accessed to view and download health promotion media.



Fig. 1. Socialization on prevention of Covid 19

The selection of visual and verbal narratives is carried out very comprehensively, based on field data obtained from regions in Indonesia; there are also errors in the use of narratives in the field of health promotion media caused by the ignorance of health promotion workers in the regions in making promotional facilities for local information.



Fig. 2. Socialization poster about prevention of covid 19

Fig. 3. Indoor and Outdoor Promotional Media of the Ministry of Health

The Directorate of Health Promotion and Community Empowerment has Publication Media consisting of several categories. It is grouped into three means of publication, including (1) Print Media: Banners, backdrops, books, Flyers, infographics, health calendars, Reports, Materials, merchandise, leaflets, Posters, Banners, Banners, Banners, (2) ² Videos, Social Media, Jingles, Short films, (3) Laws and Regulations in the form of Inpres, Decree of the Minister of Health, Decree of the Minister of Health, Circular letter, Panrb Regulation, and Decree of the Director General. The selection of health promotion materials is based on observational data on social distancing information, vaccinations, and issues that develop in the community related to health, as shown below:

4.1. Visual Narrative

From the amount of metadata taken through publish or perish and visualized using VOS viewer, researchers limited 1000 research articles to the keyword visual narrative of the pandemic. The gap research found in the picture above, which is marked with dark circles, shows that research related to visual narratives in the context of a pandemic in the digital age, the position is still small and small. The research map is more dominant in the context of pandemic-related research. Therefore, this research is important to discuss to increase knowledge related to the context of visual narratives during a pandemic.

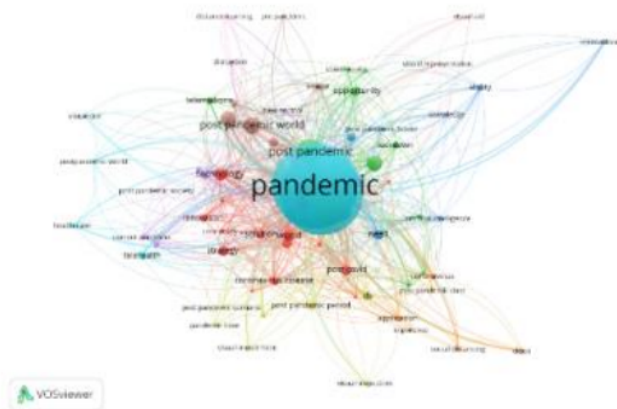


Fig. 4. Visual narrative map in the context of a pandemic

Visual narratives have existed since prehistoric times. We can know about the history and events that humans experienced at that time from paintings on the walls of prehistoric caves (Rahma, 2020). The findings of paintings drawn by prehistoric humans prove that at that time, they were not familiar with writing, so to donate information about events or experiences, they used visuals as narratives. In modern times, the Development of visual and verbal narratives complements each other to convey information from the media that use them; before the invention of visual narrative, modern technology was done manually, but over time and technology for work began to shift to digital. Visual narrative is one of the branches of visual culture; this study is an effort at structuring the past, present and future, which uses the analysis method of expectation, attention and memory (Abdillah et al., 2020). Narration is a work in which various aspects of the series of stories come from meaning (Ahsin, 2016). From the description above, it can be stated that narrative is a way to convey stories with certain meanings, so that they are easy to understand. So it can be concluded that narrative is a method to explain something so that the audience easily understands it. The purpose of creating a kind of narrative (Indah, 2020) ; (1)Used to convey information so that it can expand the knowledge or insight of the audience; (2)Used to provide an experience so the audience can feel the experience.

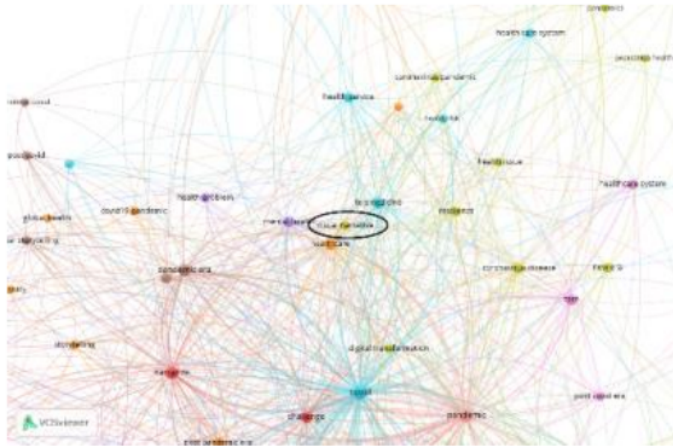


Fig. 5. Visual narrative map in the context of a pandemic

In his book "Visual Storytelling: The Art and Technique", there are two types of visual narratives (Caputo dalam Rahma, 2020); Static and Active visual narrative. Static visual narratives are text or contain still images, while active visual narratives are the opposite of static visual narratives. From the analysis of field data, researchers found that the use of static visual narratives is very dominant in health promotion, such as posters, flyers, stand banners, banners, brochures, print and digital media advertisements, as well as on web home pages that are a source of information about digital health communication, this type of media is often called outdoor indoor promotional media. The use of static visual narratives is due to the large amount of important information that must be conveyed. So that images or illustrations are only as a complement to explain the content of the text. It is impossible to use active visual narratives where images or illustrations are more dominant than text. Of course, it will not be enough in one front page of the media alone and will not be effective for cost, place and space, so the selection of a static visual narrative becomes an effective solution. We can find this on indoor posters and flyers, brochures, catalogues about health, leaflets and other print media (Jacob, 2020).

The choice of the type of media for health promotion determines the success of the health communication you want to convey, for example, the selection of outdoor promotional media; of course, the material must be distinguished from the content of the material in the promotion of indoor media. Because outdoor promotional media will usually be viewed casually, the audience's concentration will not focus on so much text information. For example, billboards and banners are installed on the side of the road or at crossroads. Usually, the material for this media is only

noticeable information and does not explain technical because it will not be possible for road users to read in detail; usually prepared by using images or illustrations as points of view and central of interest.

The use of active visual narratives in health promotion media on the internet and television, which uses animation and live action. In this media, important information is communicated in verbal narratives or dialogues and shown tutorials related to specialized health care so that the audience who sees it becomes understanding and understanding of the health information. From the field data analyzed by researchers, the use of active visual narratives in health promotion is not as much as the use of static visual narratives because of the considerable cost of this promotional media to convey health information (Kim, 2022). To anticipate this, the Ministry of Health made promotional media in the form of static visual narratives in the form of comic strip media and health comics in the form of books (Esakandari et al., 2020). To explain an important piece of information that is technical and requires drawings or illustrations as props. This method is sometimes quite effective compared to using an active visual narrative that costs money in health promotion (Chiplunkar et al., 2020).

4.2. Health Promotion Strategies

Health Promotion is a process to empower the community through activities to inform, influence and help the community to play an active role in supporting behaviour and environmental changes as well as maintaining and improving health towards an optimal degree of health (Kementerian Kesehatan Republik Indonesia, 2015). This Minister of Health explains efforts to Improve and Control Diseases, so health promotion is carried out in the form of (1) the Development of health-minded public policies, (2) Creating a Conducive Environment, (3) Strengthening Community Movements, (4) Developing Individual Capabilities, (5) Realigning the Direction of Health Services. To support the promotion, it is necessary to prepare a strategy; (1) Community Empowerment, (2) Advocacy, (3) Partnerships. To do that is all supported by the Right Methods and Media, valid and accurate data, and optimal resources, including professional HR.

4.3. Communication Strategy

Health Workers' Understanding of Health Communication Patterns is very important so that all levels of society can understand the information to be communicated. So it can be understood how communication strategies are very important in conveying health information through promotion. According to Schiavo, health communication is a study of the application of communication strategies to provide information and influence individual and group decisions in improving health (Paramasari & Nugroho, 2021). A good communication pattern by health workers will increase people's confidence to maintain a healthy lifestyle. The purpose of this health communication is so that people, groups or individuals can find important information about health problems and change their behaviour to match health values (Endarwati, 2015).

Health communication is a way to channel information, influence and motivate individuals and even institutions in the health sector (Paramasari & Nugroho, 2021). In motivating individuals and groups, methods and strategies are needed to make the mindset change; of course, this method is delivered orally and in written and printed form to be read and pondered by each individual in responding to the information he hears and reads. According to Setyabudi (2017), health promotion methods are based on communication techniques: (1) Direct Counseling Method in the direct counselling method, the extension workers face or face-to-face with the target. Included here are home visits, among others. (2). Indirect Counseling Methods In indirect counselling methods, health extension workers or communicators do not face or face to face with communicants, but communicators use other media to greet messages such as using print media, among others; Posters, Brochures, Flyers, leaflets.

4.4. Media Strategy

According to Notoatmojo in Maydianasari & Ratnaningsih (2021), media can help overcome many obstacles to understanding, making it easier to convey material or information to the target or society. It must be known that selecting the right promotional media is very important in health

promotion. The use of narratives must also be adjusted to the media used so that the information conveyed is right on target. According Jatmika et al. (2019) Health promotion media are divided into three types, namely:

Print media can convey health messages, such as booklets, leaflets, Rubiks and posters. A booklet is a medium to convey health messages in the form of books in the form of writing and images. A leaflet is a medium for conveying information in the form of a folded sheet of paper. Rubik is media shaped like a magazine that talks about health issues (Charlesworth, 2020). The posters are print media that contain messages or health information that are generally pasted on walls, public places or public transportation. Electronic media is a dynamic mobile media that can be seen and heard in conveying health messages. Examples of electronic media are TV, radio, movies, video movies, CDs, and VCDs. Outdoor media conveys its message outside the room through print and electronic media, for example, billboards, banners, exhibitions, banners and big screen TV. Billboards are large-sized posters that can be seen in general at work. A banner is a message in writing accompanied by an image made on a piece of cloth with a predetermined size.

5. Conclusion

The Directorate of Health Promotion and Community Empowerment of the Ministry of Health of the Republic of Indonesia has prepared community health promotion facilities through integrated web media containing health promotion publications for the public. This media contains aspects needed by the relevant health ministries for uniformity in health promotion throughout the country. The findings in the field regarding health promotion media that have received less public attention in conveying information due to incorrect narrative selection are not right, more local, due to the lack of knowledge of the health promotion team in the region in choosing the right narrative for the promotional media used. Not all health workers in the region understand health communication because Indonesia's geography is so wide. The cases found in the field are different in each region, so regional health workers sometimes socialize according to the level of cases encountered through the promotion of local health communication so that it is easy to understand the area according to the social level of the community.

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