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A Social Campaign Design "BERAKSI" to Prevent the Transmission of Disease Through Physical Contact with Babies

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Abstract: Babies often make people around them “melt” and become targets to be held and kissed by relatives, family friends, and even strangers. When holding and kissing a baby, people often do not realize that they carry viruses or bacteria that can harm the baby because the baby’s immune system is still underdeveloped. This project designed to encourage parents to refuse physical contact with their babies to prevent the transmission of a disease.

Keywords: Babies, design, direct contact, disease, health campaign, visual communication

1. Introduction

Babies often make people around them “melt”. They are usually the center of attention and even become targets for kisses, hugs, and other forms of physical contact from relatives, family friends, and even strangers. Although it seems trivial, this can be fatal and endangers the life of the baby (Azz, 2013; Karnesyia, 2019; Nurrizka, 2019).

When holding and kissing babies, people often don't realize that they are actually carrying viruses or bacteria that can harm the baby. According to the author's interview with a pediatrician, Dr Rose Grand Chen, Sp.A, babies’ immune systems are underdeveloped. So, they are very susceptible to diseases. The results of the priliminary survey the authors carried out on 138 parents with babies showed that they are worried when their babies are held and kissed by other people. This is because the person can pass bacteria and viruses to the baby. However, 76.8% of respondents found it difficult to refuse when their babies are held and kissed by others.

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This is because most of the parents feel reluctant and uncomfortable, especially if the person is a relative. If parents continue to allow their babies to be kissed and hugged indiscriminately, it is feared that an increasing number of babies will contract diseases as a result of the direct contact with other people who are not aware that they carry viruses and bacteria that are harmful to the baby (Azizah, 2019; Hootsuite, 2019). Therefore, there is a need to design a social campaign to encourage parents to refuse physical contact between their babies and others to prevent the transmission of diseases to their babies.

2. Literature Reviews

2.1 Invite parents to dare to reject with the campaign

A campaign is a persuasive activity with a planned message that is carried out within a predetermined period of time which aims to change the awareness or attitude of the audience about something. Campaigns are divided into three based on their objectives: product-oriented campaigns whose main purpose is to gain profits and build a business' reputation by selling and marketing their products or services; candidate-oriented campaigns which are usually carried out by political candidates to achieve a desired position by attracting support from the public and ideology or cause-oriented campaigns whose main purpose is to create a change in attitude or behavior in related audiences in order to deal with existing social problems.

2.2 Campaign Media

According to Schramm, cited in Venus (2018), campaign media are the intermediaries used to convey campaign messages through (1) mass media and (2) social media. Through the (1) mass media, messages can be spread on a wide scale. The messages and information conveyed will continue to be spread within a certain period of time. The techniques used to spread the information are many and can change the mindset that exist in society (Venus, 2018). And (2) Through Social media. The use of social media as a tool for a media campaign is slowly replacing the mass media. This is because it has advantages that mass media lacks, including interaction, and its reach is believed to be considerably wider than that of mass media platforms (Venus, 2018).

3. Design Method

The authors used the method proposed by Gregory, cited in Venus (2018), to create the campaign design. The design process involved problem analysis, goal setting, target segmentation, determining messages, strategies and tactics, allocating time and resources, and evaluation.

Problem Analysis. The first thing the author did was identify existing problems so that they can be clearly stated. The author looked for information on the spread of disease through direct contact with babies from the internet and conducted a survey through questionnaires administered to parents of children to obtain data about their experiences when other

people have physical contact with their babies. The authors also distributed questionnaires to non-parents to find out their behavior when they meet babies. In addition, the authors interviewed pediatricians to obtain data and understand how diseases can be transmitted to infants through physical contact.

Goal Setting. After analyzing and understanding the problems, it was time to determine realistic goals so that the campaign has a direction to focus on.

Target Segmentation. During this process, the authors identified and segmented targets for the campaign. The campaign targets are divided into two: primary and secondary. In addition, the authors also did target segmentation using demographic, geographic, psychographic and behavioral perspectives.

Determining Message. After setting the campaign target, the authors carried out the message planning process. At this stage, the authors determined the main idea first and then continued with message management.

Strategies and Tactics. After the campaign message has been determined, strategic and tactical planning is carried out so that the campaign message can be conveyed properly to the target.

Allocating Time and Resources. This stage is a necessary for the campaign to be carried out well and on time. And *Evaluation*. The evaluation and review stages will be carried out after the campaign has been implemented to determine and review the achievement, if any, of the campaign and in the design of the next campaign.

4. Design Process

4.1 Design Strategy

After analyzing the problem, determining objectives, and target segmentation, the authors move to the design stage, starting from the determining the message based on Venus' campaign design method.

Determining the message. At this stage, the first thing to do is create a campaign theme. The theme is a general idea of various other messages (Venus, 2018). The theme of this social campaign is "preventing the transmission of diseases through direct contact with babies". Furthermore, the authors do mind mapping to determine the big idea. The mind mapping stage was done by describing everything that relates to the baby, from the character of the baby to the environment around the baby, and others. After that, keywords were generated, they are "*health, prevention, and habit*". During a brainstorming process, prevention was defined as actions by parents to reduce or eliminate physical contact between their babies and others. This includes refusing people who often make physical contact when meeting babies and health which means the health of the baby. Then after this explanation, the main message to be conveyed to the target in this social campaign is the courage to reject physical contact for the sake of the baby's health. According to available

data, parents are still reluctant to refuse those who want to have physical contact with their babies. In delivering this message, it is hoped that it can change the parents' thinking that this should be done, because the health of their babies is at stake.

For the communication strategy, the authors use the AISAS model (Attention, Interest, Search, Action, and Share) according to Sugiyama & Andree (2010).

Attention. At the attention stage, the message conveyed is the result if parents let other people make physical contact with their babies without supervision. Of the many other messages out there that are faced with the target every day, it is hoped that the campaign message can attract the attention of the target audience by displaying the consequences of physical contact with baby, because humans pay more attention to things that immediately concern them or are in their interests. *Interest.* At this stage, the authors conveyed a message in the form of an invitation to parents to dare to refuse physical contact with their babies in order to prevent the possibility of disease transmission. At this stage the website address and social media account of the campaign will also be displayed so that the target can seek further information about this campaign.

Search. After the interest of the parents, the target audience, has been piqued, in-depth information about this campaign via Instagram, Facebook, and the website, and more detailed information about the dangers of allowing unchecked physical contact with babies, and on how to refuse will be collated. *Action.* At this stage, the expected impact is that the parents begin to accustom themselves to reprimanding and rejecting people who want to have physical contact with babies for the sake of their baby's health. *Share*. At this stage, parents are is invited to share information about this campaign through GIFs on Instagram and other social media platforms.

Visual Strategy

Logo Design. To create an identity for the campaign identity, the authors designed the logo (Fig. 1) using the visual elements that have been determined to create a mind map of keywords. The authors included a hand visual with a refuse gesture and also named the campaign. The authors used the Londrina Solid Regular font for the campaign's text because the font has a good readability level with thick letters but is not too stiff because the letterform has the characteristics of handwritten strokes. The use of orange, a warm color, conveys warm invitations and warnings to the audience.



Figure 1 Campaign Logo.

Illustration Style and Character Design. The illustration style that the authors used is the flat design. This is because flat design is a simple, minimalist design that does not display unnecessary visual elements so that the audience focuses on the information and feels more involved. For character design (Fig 2), the authors characterized babies with diseases due to physical contact, and also parents with babies.



Figure 2 Character Design.

4.2 Design Results Attention stage

Posters. A3-sized posters (Fig 3) at the attention stage that will be placed in health centers, clinics where parents check their babies or routinely immunize their babies, and also in mothers and children rooms or nursing rooms in public places such as shopping centers. In designing the poster, the authors used visuals of babies who have been affected by several diseases due to physical contact and wrote copy that will attract the attention of parents who have babies.



Figure 3 Attention Poster.

Billboard. The visual elements used on the billboard are the same as the ones on the posters. There are vectors of babies with diseases, copywriting as well as logos and barcodes (Fig. 4).



Figure 4 Attention Billboard.

Instagram Ads. The authors used the same visuals and copy as the posters and billboards. The only difference is in the size on the Instagram ads, which, adjusting the Instagram size, was 1080 x 1080 px (Fig 5).



Figure 5 Attention Instagram Ads.

Facebook Ads. Just like Instagram ads, Facebook ads also used visuals and copy that are uniform with other media. There is, however, a slight difference in the design size for the Facebook ads, which are based on the space available for the ads (Fig 6).

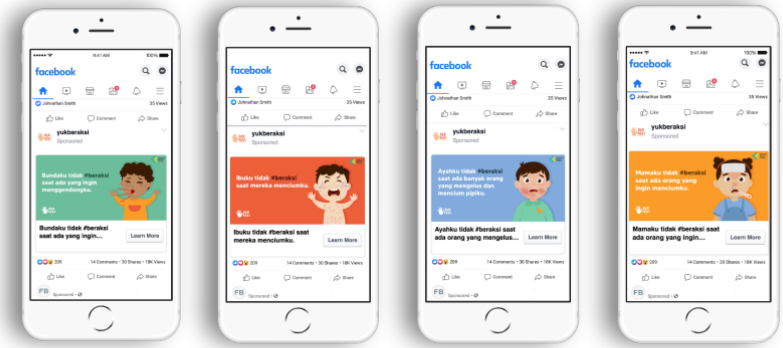

Figure 6 Attention Facebook Ads.

Web Banners. A web banner was placed on parenting websites that parents frequent. When designing the web banner, the authors adjusted the design size to the space provided—1:1—on the parenting website that was used. (Fig 7)

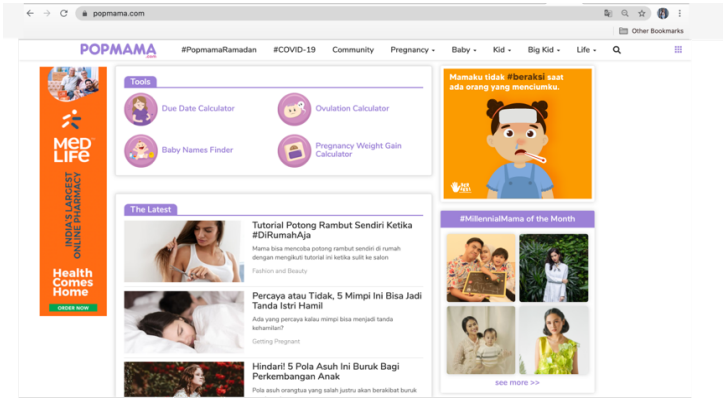

Figure 7 Attention Web Banner.

4.3 Design Results Interest stage

Public Service Advertisement. The authors made a sketch for a 30-second public service ad storyboard that was later displayed on TV and YouTube ads. The storyline of the public service advertisement was as short as possible while displaying all messages of the campaign. The first scene is focused on the baby and is filled with a voice explaining that the baby is very vulnerable, followed by the hand of the person who wants to touch it with a visual of the germs and a voice explaining how dangerous those germs are to the baby (Figure 8).



Figure 8 Public Service Advertisement.

Posters. Under this stage, which focused on the message to be conveyed—an invitation for parents to take action—the visual and poster copy are different from that used at the attention stage. At this stage, the authors vectored parents with their babies with the same refusing gesture (Figure 9).



Figure 9 Interest Poster.

Billboard. The billboard design (Figure 10) used the same visual elements as the poster at the interest stage, with the layout of the placement of the different elements adjusted for the landscape billboard. The billboard also included information about the website address, Instagram account, and Facebook account so that target audience can find more information about this campaign.



Figure 10 Interest Billboard.

Instagram Ads. The Instagram ads design (Figure 11) is the same as the visuals on other media in the interest stage, with a slight difference as the authors adjusted the size of the ads, which is 1080 x 1080. *Facebook Ads*. Facebook ads (Figure 12) are the same as those used in the interest stage with a slight difference in the size of the artboard used as they were adjusted to the size of the Facebook ads provided. *Web Banners.* The website that the authors chose to display ads at the interest stage is perential.com. The website provides space for 1:1 sized ad. Therefore, the authors adjusted the design size to fit the space provided by the website (Figure 13).



Figure 11 Interest Instagram Ads.

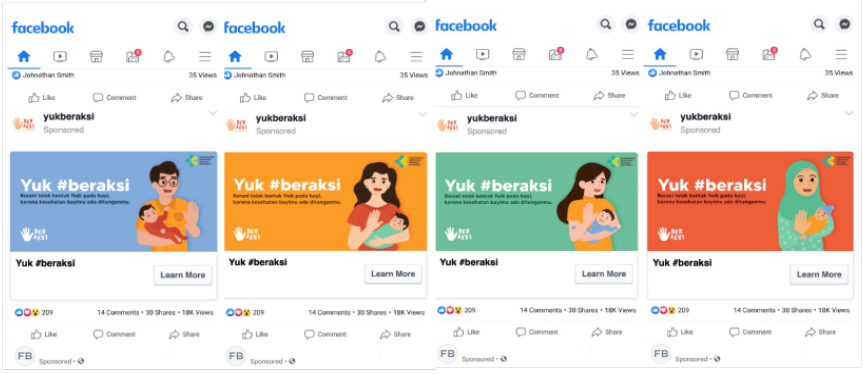

Figure 12 Interest Facebook Ads.

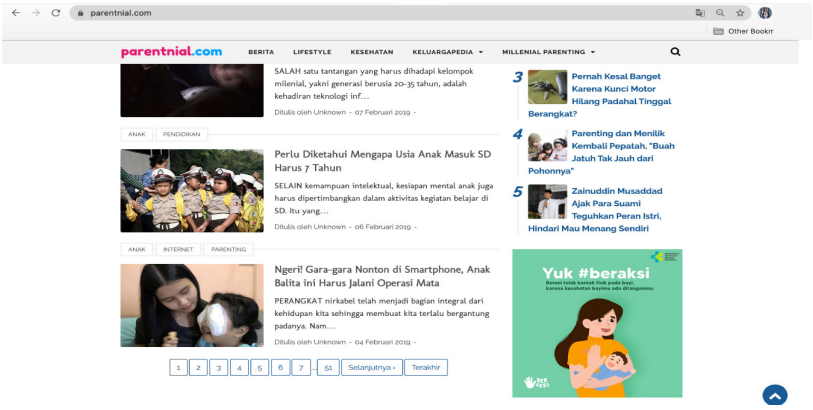

Figure 13 Interest Web Banner.

4.4 Design Results Search Stage

Website. At the top of the website (Figure 14), there is a campaign logo and the campaign organizer's logo. There are also options that can be clicked on to go to the desired website page: homepage, about us, merchandise, and campaign contacts. On the first page of the website, there is a visual of parents with an explanation of BERAKSI under it, then continued with the division of 3 discussions of BERAKSI, which are who, why, and how to BERAKSI,

which if clicked will lead to another page on the website. After that, there is a video display of public service advertisements on the BERAKSI campaign, which is also in the interest stage, followed by a display of campaign merchandise.

Instagram. In the Instagram account, the authors enter information about the same 3 topics discussed on the website and Facebook, namely who should "beraksi", why should "beraksi", and how to "beraksi". Before posting on these 3 topics, there is also a post containing calm rejection sentences that can be emulated by the audience (Figure 15). *Facebook.* On Facebook, the content is the same as Instagram but with different post sizes and following Facebook's size (Figure 16).



Figure 14 Website

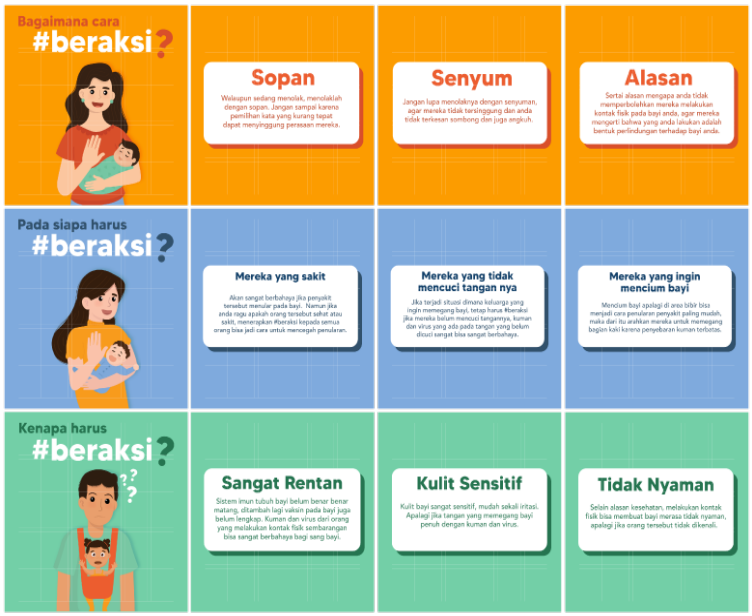



Figure 15 Instagram Post (left) and Figure 16 Facebook Post (right)

4.5 Design Results Action and Share Stage

Instagram GIF. In the action and share stages, the authors designed an Instagram GIF (Figure 17) that parents can use to participate in the campaign. In addition, parents can share information about the action with their friends on the account. The GIF that was made from a collection of interesting images that parents can use. For example, there is a GIF with bubble chat that says "the germs in your hand are very dangerous to me" which parents can use on their child's photos or videos, as if the baby is the one speaking.

Merchandise included *Baby Clothes* (Figure 18), pin merchandise (Figure 19) and the tote bag design (Figure 20)



Figure 17 Instagram GIF.



Figure 18 Baby Clothes.





Figure 19 Pin (left) and Figure 20 Tote Bag (right)

5. Conclusion

Babies are often the center of attention and it is not uncommon for people around them to make physical contact with them—stroking their cheeks, kissing them, etc. However, people do not realize that they actually carry viruses or bacteria that can harm babies whose immune systems are still underdeveloped. In addition, parents are reluctant to refuse when someone makes physical contact with their baby. After searching for data and then analyzing the problem, parents were sensitized on the dangers and consequences of allowing physical contact with their babies. The main message of this campaign was the courage to reject the physical contact for the sake of their baby's health. The authors conducted campaigns using the Antar Venus method and used the AISAS communication model to convey messages. The authors used a combination of mass media and social media—television, billboards, posters, YouTube, Facebook, Instagram, websites—as a campaign channel. The authors also designed merchandise to support the action and share process. This project was focused on the design process. This project design project's effectiveness is still unknown; therefore, this becomes the major limitation of this paper. Future studies on this topic should focus on design intervention using alternative design methods such as human-centered design (see Morrison et al., 2015; Vechakul, Shrimali & Sandhu, 2015; Selamet 2020) to study health promotion in the design and health inquiry.

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