

Posters Design for Anti-Hoax Campaign

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Abstract. Poster is one of visual communication media used to deliver the messages of a social movement or campaign. Visual communication conveys messages using understandable letters, symbols, colors, images, etc. This research aims to analyze the poster design for Anti-Hoax Campaign made by students of Library and Information Science Program at Faculty of Communication Science Universitas Padjadjaran, class 2016. This research used qualitative method with content analysis approach to 26 posters. The results show that some of the student groups have made a good poster designs. They combine all of poster elements such as images, text, letters, colors and compositions very well, while some other student groups could not make a good poster design. They cannot bring the images that suitable with text, the composition between text and images is not fit and text is too long or too small to read. The most common images shown in posters are a man in a prison or someone who imprisoned for spreading the hoax. Most of the messages conveyed in the posters are persuasive message by mentioning the negative consequences and only a small part contains informative messages. Overall, those posters able to convey anti-hoax messages for a campaign.

Keywords: Visual Communication, Social Movement, Campaign, Poster, Hoax, Fake News.

1 Introduction

Anti-hoax movement aims to make people aware of the information they receive, not to disseminate unknown information and to anticipate the impact of a hoax. Anti-hoax movement requires some steps to achieve the goals. Essentially, the public must be literate on information and have a concern on responsible information [1] [2] [3]. The public needs an information literacy education to have an ability to assess and select credible and verifiable sources of information, then they can avoid and do not disseminate irresponsible information. So that, a social movement can develop a culture as its purpose [4] [5] [6] [7].

Universitas Padjadjaran provides subject of "Information Literacy" to all new students of Undergraduate Program class 2016 in Happiness Integrity Transition Study (HITS) Program [8]. To find out the students' understanding of Information Literacy, Library and Information Science Student Association (Himaka) then took the initiative to organize the Anti-Hoax

Poster Exhibition which was followed by all students of Library and Information Science (LIS) Program class of 2016. Those posters were analyzed in this research.

The poster is one of the visual communication media used to deliver the messages of a social movement or campaign. Visual communication conveys messages using understandable letters, symbols, colors and images as well as received response from the audience [9] [10]. However, information technology development is making poster become dynamic. A visual communication designer must be able to interpret, organize and present the message visually [11]. According to Frascara, a poster must have a strong image to show the coherence in a context, the content must be relevant and interesting as well as pay attention to aesthetic aspects [11].

This research aims to analyze the posters design for Anti-Hoax Campaign made by students of LIS Program at Faculty of Communication Science (Fikom) Universitas Padjadjaran (Unpad), class 2016. This research might contribute to develop poster design in disseminating information literacy messages.

2 Research Method

This research used content analysis. Content analysis aims to provide knowledge, new insights, represent a fact and a practical guide to action [12] [13]. The content analysis can be done both qualitative and quantitative methods. In this study, We used a qualitative method. The qualitative content analysis includes analysis and interpretation on verbal and non-verbal message [14]. This interpretation related to the data context.

There are six steps in using content analysis i.e. designing research, identifying unit analysis, determining samples, classifying research units in categories, describing conclusions and validation [12].

This research is designed to analyze the object of posters that have been made by students. There are 26 posters that made by students of LIS Program at Fikom Unpad Class 2016 and those posters exhibited at the exhibition of Anti-Hoax Poster on May 9, 2017. For primary data, We analyzed all of 26 posters. We analyze the elements that exist and are depicted in a poster. It will provide objectivity.

Briefly, the steps in this study can be seen in Figure 1.

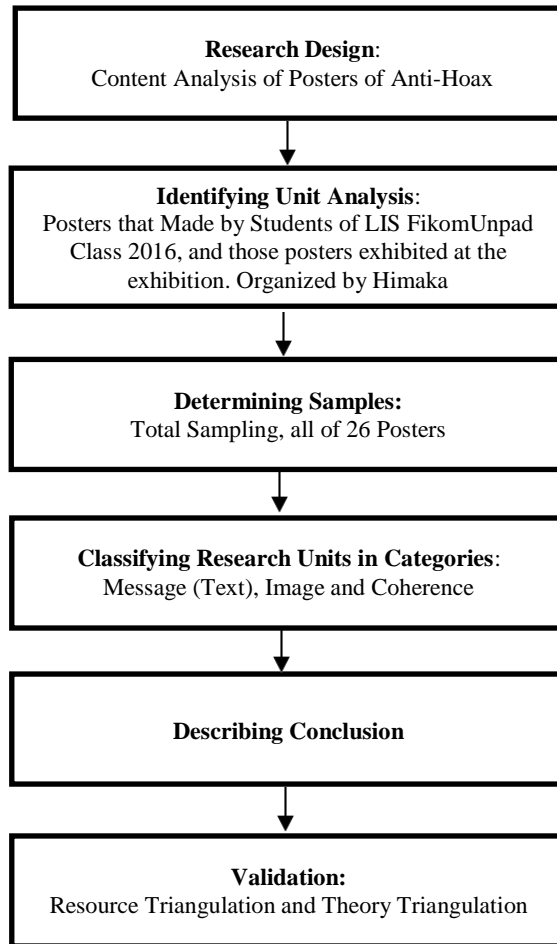


Fig. 1. Steps of Content Analysis, adapted from Krippendorff [12] by Nuning Kurniasih

To support data from posters, we also interviewed several participants and the exhibition committee. For data validation, We used resources and theory triangulation. Resource triangulation has done by interviewing two academics who understand the poster, they are Head of Graphic Laboratory and Head of Communication Management Program FikomUnpad. Meanwhile, theory triangulation has done by literature study.

3 Results and Discussion

The paper titled "Posters Design for Anti-Hoax Campaign" is a part of the research entitled "Anti-Hoax Campaign in Posters". Another paper entitled "Text in Posters of Anti-Hoax Campaign" has been presented in the "International Conference of Vocational Studies

on Applied Research" on September 13-15, 2017, at Universitas Diponegoro Semarang Indonesia.

Overall, in this research We analyzed three aspects namely text, image and coherence of poster design. Text in the posters that made by the students of LIS Program at Fikom Unpad delivered three messages, firstly, the messages to the audience to select and distribute the information received carefully, secondly, anticipate the negative impact and thirdly, stop spreading the hoax [15]. Images and coherence on paper design as student's work at LIS Program Class 2016 are discussed below.

3.1 Picture in Posters as Student's Work at LIS Program Class of 2016

The images that used in the poster should be able to represent a message in a context. There are many aspects in the image of poster, such as symbols, graphs, diagrams, maps, letters, numbers and colors. In this exhibition, posters made in A3 paper size (11.69 x 16.54 Inch). The most common images show a man in a prison or someone who imprisoned for spreading the hoax (6 posters) as shown in Figure 2-7.

Figure 2-7 show that students emphasize the consequences that must be faced when someone spreading a hoax. The consequences are shown by the image of a person who is in prison and a fine to be paid. Figure 2-4 show the message, do you still want to spread a hoax if the consequences are a 6 year imprisonment or a 1 billion rupiah fine? This refers to the Information and Electronic Transactions Act of the Republic of Indonesia (Letter regarded as UU ITE) clause 28 UU ITE clause 28 stated that spreading fake and misleading news (verse 1) and disseminating information to generate hatred or hostility (verse 2) are prohibited acts [16] [17] [18].

Likewise, Figures 5 and 6 give the same message that the audience do not spread the hoax or fake news because the consequences are as stated in the UU ITE clause 28. Meanwhile, the different message is shown in Figure 7. If in Figure 2-6, the poster messages emphasize the threat or consequences will be obtained by someone who spread the fake news, then in Figure 7 it appears that the student wants to give the message that a hoax is a criminal, it will bring us into the darkness so that we have to fight it.

A persuasive message by mentioning the negative consequences of what is done can be the motivation for the audience not to do the negative action but based on the discussion with the source of triangulation, the message with emphasis of the threat can be less effective than the informative message in conveying information literacy messages.

In Figures 6 and 7 there are interesting images, where the message to stop a hoax is also illustrated by hand and mobile phone. The pictures can illustrate that a hoax is spreading rapidly over the internet so we have to be careful to use our hands when connected to the internet.

The others image that dominant on posters are a suggest to say no to hoax, using a symbol like forbidden on a traffic symbol (Figure 8, 10, 11 and 12), or by waving and crossing out the word "spread" (Figure 9). This can be seen in figure 8-12.

Figures 8 and 9 show the suggestions for stopping the hoax by conveying the UU ITE Clause 28. Figure 10 conveys a message for people to filter information before sharing it with others. Figure 11 used a punch image of a cigarette brand by conveying the message that we should be embarrassed to spread a hoax as it may disrupt national unity. In Figure 12, the message in the picture to fight the hoax followed by a message in the Al Quran that God does not like lies. With quoted messages from the Al Qur'an, fire in Figure 12 can be asserted as hell. Figure 8-12 have not seen the original pictures that made by the posters designer, the

pictures shown on the poster are the images that already exist and have been widely known by the public.

There are also 2 posters show that someone need to choose the right direction or the right information to avoid mislead or misdirection. They show it by the direction or compass image as shown in the figure 13-14.

Figure 13 shows three directions to choose, where the hoax can lead us in the wrong direction. Figure 14 shows the direction in a compass where we need to find the correct source of information and care about the dissemination of information. However, the good and correct information can be disseminated, while unknown information does not need to be disseminated and, if necessary, report the matter to the authorized party. Figures 13 and 14 show that hoaxes are made to mislead people.

3.2 Coherence in Posters Design as Student's Work at LIS Program Class 2016

To assess the coherence all elements on the posters, We have discussed with expert sources. Based on discussion, it can be concluded that some posters already have a good designs with coherence in all of poster elements such as pictures, letters, colors, composition and text, while some other posters could not blend all the elements in the poster well. For example, can be seen in Figure 14-16.

The poster in Figure 14 is simple. That poster can show that there are many information sources and we need to ensure the right sources of information. Poster in Figure 15 shows the diversity in a white book whereas hoax will cause the book stained. Composition of images and text and also bland of colors in Figure 15 are good. The poster can be read and understood by the audience. The poster in Figure 16 is interesting. There is a picture of a tiger in the middle of a finger with text "your thumbs your tiger", which means please be wise in using your fingers. However, this picture has been used by others. Likewise, with the slogan of "Turn Back Hoax", this slogan has been used by others communities.

Some posters can not clearly show the messages, there are no coherence between the image and the text. Also, there are a poster with long text, so these posters can not be categorized as good posters. For example, can be seen in Figure 17-19.

Poster in Figure 17 has a good design with balance composition but the picture of a man with a face covered with cloth is irrelevant. They can use another relevant picture to show that "fake news can bring you into darkness". Poster in Figure 18, can not show clearly who the target audience is. The text is "get used to something so you are not blind", it's like intended for adults but the picture is a comic character which seem for kids. However, a good poster should be able to show the target audience, so it is not suitable to convey campaign messages.

Poster in Figure 19 actually has delivered information about the hoax very well, the students write down the definitions and steps to avoid the hoax. Informative messages are more effective than persuasive message by mentioning the negative consequences in delivering information literacy messages. Unfortunately, the text provided is too long. Thus it does not meet a criteria as a good poster. A good poster has a composition, 40% for images, 20% for text and 40% for space. Therefore a good poster does not include excessive text [19].

4 Conclusion

Some of the student groups have made a good poster designs. They combine all poster elements such as images, text, letters, colors and compositions, very well. While some other student groups could not make a good poster design. They can not bring the images that suitable with text, the composition between text and images are not fit and text are too long or too small to read. The most common images show in posters are a man in a prison or someone who imprisoned for spreading the hoax. Most of the messages conveyed in the posters are persuasive message by mentioning the negative consequences and only a small part contains informative messages. However, informative messages are more effective than persuasive messages with threats in delivering information literacy messages. Overall, those posters able to convey anti-hoax messages for a campaign.

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Appendix



Fig. 2.



Fig. 3.



Fig. 4.



Fig. 5.



Fig. 6.



Fig. 7.

Fig. 2-7. Posters with Pictures of a Prison as Student's Work at LIS Program Class of 2016.

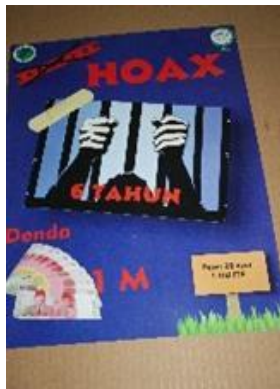


Fig. 8.



Fig. 9.



Fig. 10.



Fig. 11.



Fig. 12.

Fig. 8-12. Posters with Pictures of Stop Hoax Symbols as Student's Work at LIS Program Class of 2016.



Fig. 13.

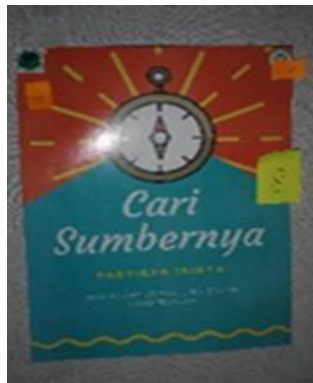


Fig. 14.

Fig. 13-14. Posters with Pictures of Information Sources Direction as Student's Work at LIS Program Class of 2016.



Fig. 15.



Fig. 16.

Fig. 14 -16. Posters with Coherence as Student's Work at LIS Program Class of 2016.



Fig. 17.



Fig. 18.

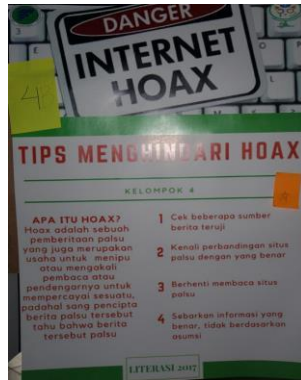


Fig. 19.

Fig. 17 -19. Posters with Incoherence as Student's Work at LIS Program Class of 2016.