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Infographic Trends in Digital Media Communication from a Visual Communication Perspective

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ABSTRACT

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This study attempts to explore visual content on the Instagram account @pinterpolitik, which uses infographics as the main display. This researcher uses a qualitative-descriptive approach that analyzes the visual communication elements in the infographic display of the Instagram account @pinterpolitik. The criteria for selecting infographic content are based on the highest number of likes between March - April 2024. This study concludes that the @pinterpolitik account uses typography, illustration, and color play techniques in every infographic design displayed. Verbal and visual signs are intertwined to form an infographic display that is visually attractive and data-accurate.

Introduction

Infographics have emerged as an effective means of conveying messages on digital platforms. Infographics are graphic representations of information, data, or knowledge (Ghode, 2012). This form can attract attention by explaining information that seems complicated and difficult to understand. The visual appeal of infographics can strengthen communication strategies in conveying information on digital media, such as in politics, economics, health, and education. Infographics can simplify complex scientific information for a wider audience. For example, during the COVID-19 pandemic, information presentation in infographics was widely used in digital media for the rapid and clear dissemination of information (Traboco, 2022).

Infographics are a tool to popularize complex topics, such as in the context of political issues. The combination of data visualization, typography, and color highlights key information. One Instagram account focuses on presenting information by displaying infographics is the @pinterpolitik account. The @pinterpolitik account currently has 671 thousand followers and more than 15 thousand feed posts that have been uploaded. Content that emphasizes the combination of visualization, typography, and color can be a strategic way to emphasize important information that the audience will capture. This aligns with the views of Piotti and Murphy, who explain that strategic infographic design can increase communicative power in a political context (Piotti, 2019).

In an article entitled "La comunicación de contenidos," Sancho explains that infographics in digital media can increase the spread of knowledge and are an effective communication tool that involves diverse audiences and includes those with limited cultural backgrounds. In addition, infographics can also simplify complex information and be easily understood through the integration of visual and textual messages (Sancho, 2010).

Not only that, infographics that use video/animation and audiovisuals are becoming a digital media trend and can improve the transmission of news that you want to present. Infographics display news presentations as journalistic information that follows trends to attract more readers' attention (Ranieri, 2008). In an article entitled "Designing Infographics: Visual Representations for Enhancing Education, Communication, and Scientific Research," Traboco sees that the main trend in utilizing infographics as a tool for distributing messages is

prioritizing the power of visual messages. When viewed from the attractiveness side, using infographics with aesthetic designs can significantly increase user engagement and be easily remembered by the audience. In addition, using color, fonts, and layouts is very important in creating infographics that resonate with the audience (Traboco, 2022). In order to create such information, the concept of visual communication elements is very influential in making infographics.

Communication is the exchange of messages from one person (communicator) to another person (communicant) through media channels by producing certain feedback. Visuals can be seen through the sense of sight (eyes). From these two definitions, visual communication is exchanging and delivering information or messages to other parties using depiction media that can only be read by the sense of sight (visual media). In its delivery, visual media combines art, symbols, typography, images, graphic design, illustrations, and colors—visual media functions to channel messages from the source to the message's recipient. The message is poured into visual symbols (Ni'mah, 2016).

Research related to visual communication has been widely conducted. The study titled "Effect of Visual Images on Digital Communication: Empirical Research Review highlights the impact of visual communication on digital interactions through emojis and memes; this study highlights the cultural shift towards visual tools while its novelty lies in the empirical analysis from 2019-2024 (Belimova, 2024).

In addition, another study titled "Visualizing the Future of Medical Communication: Infographics and Their Impact on Academic Medicine" focuses on infographics in academic medicine. This study highlights the educational benefits and the growing role of technology, uniquely emphasizing the impact of AI on infographic creation (Licatino, 2024). This study offers some uniqueness and novelty compared to previous studies that focus on the effectiveness of specific elements in infographics to identify and analyze the latest infographic design trends in digital media. Digital media has changed visual communication by enabling easy content creation and sharing through Instagram, X, and TikTok platforms. This shift has led to new forms of visual communication, such as using vectors, memes, animated videos, and GIFs that can increase engagement and expression (Alzubi, 2022).

Visual communication in digital media has developed significantly, displaying diverse styles of expression. Integrating digital media technology enhances design

development and transmitting more interesting visual information. From these various explanations, the Instagram account @pinterpolitik is interesting to study further within the framework of visual communication.

Method

This study uses a qualitative methodology to examine the components of visual communication in infographics displayed by the Instagram account @ pinterpolitik. This study uses content analysis to explore patterns, themes, and characteristics of infographics about digital communication. The content analysis also focuses on visual elements, design style, typography, and structure when presenting information. The data collection technique uses digital documentation by collecting infographics produced by the @pinterpolitik account. In addition, content should be selected based on the number of likes from March to April 2024. In addition, this study was conducted by recording and storing visual data that will be analyzed further. The stages of content analysis in this study: First, the objectives and focus of the analysis are determined. This study focuses on the visual characteristics of infographics (color, typography, composition, iconography), information presentation style, and audience engagement. Second, data collection, namely collecting infographics that have the most likes during the period March-April 2024, then downloading and saving the selected infographics as objects of analysis, recording the number of likes, comments, and shares as indicators of popularity and including a description of the upload, caption, and hashtags used in the analysis. Third, the data should be categorized according to visual aspects (color, typography, illustration, and layout). Fourth, the categorized data will be analyzed by looking at emerging patterns and trends. Fifth, the analysis results are interpreted to answer the research questions.

Results and Discussion

Visual communication design is the study of communication concepts and creative expressions applied to various visual communication media through the processing of graphic elements in the form of shapes and images, letter arrangements, color compositions, and layouts (Aryanto, 2024). Tinarbuko said that visual communication design can be understood as an effort to solve communication problems or visual communication to produce the newest design among the newest

designs. Therefore, communication design is a part that implements one of the arts that refers to its planning and design as a science of visual communication.

The functions of visual communication design include functioning as a means of identification or acting as an identifier for an object or product. The identity produced by this design makes it easier for producers to communicate their products to consumers. In addition, this identity also helps consumers recognize and distinguish one product from other similar products. Thus, design beautifies the product and plays an important role in the marketing process and product introduction in the market (Rachmat, 2024). In addition, visual communication design also functions as a means of information and instruction. As a means of information, visual communication design aims to show the relationship between one thing and another. Examples of everyday life include maps, diagrams, traffic signs, and sign systems.

Through these visual elements, design helps convey information clearly and effectively, guiding and instructing the audience in various contexts. Visual communication design also acts as a means of presentation and promotion. In this role, the design aims to convey messages and visually capture the target audience's attention. Effective design must attract attention and make the message easy to remember, often using few words. Thus, visual communication design functions to inform, promote, and strengthen the message's appeal to the audience. Some terms in visual communication are visual language, visualizer, and visual information (Dian, 2023). Visual language is a science that studies ways to convey messages through visual elements that involve using images, symbols, and other graphic elements to effectively communicate ideas and information.

Meanwhile, translating information into visual form is a visualization that helps the audience understand complex data or concepts. A visualizer (a person who creates visual forms) can pour his ideas or concepts into visual objects in a project and then into a design project. The creativity of the visualizer creates designs that are not only aesthetically appealing but also effective in conveying messages. In addition, visual effects are techniques used to create visual illusions that can deceive the view of ordinary people, such as being in a situation or 'an event beyond human reason. This effect is often used in films or other digital media. Visual information can be captured by the sense of sight, including visual elements.

This study defines infographics as information media in text messages combined with visual elements such as images, illustrations, typography, and graphics. By adding graphics and numbers as well as illustrations, content is growing rapidly in the media. Infographics combine the words "information" and "graphics," which means information packaged in graphic form to make it easy and quick to understand. This can explain stories that cannot be explained by text or photos, making it very practical and easier for readers to understand the information content without having difficulty analyzing the text (Pohan, 2020). However, sometimes, some elements of the image in the infographic are easily misinterpreted and susceptible to being interpreted with a different meaning from the maker's understanding. Therefore, a short text in the form of a caption must be provided in the infographic so readers understand.

The appearance of infographic on the @pinterpolitik account is an account from a news media or news portal founded in 2016 with 671 thousand followers and approximately 15 thousand posts, which are packaged in visual communication. Wim Tangkilisan, Founder and Chief Editor @pinterpolitik, creates a news portal with quality and creative content for readers. In realizing this, both are assisted by writers, graphic designers, and the best videographers with high creativity and innovation. In creating its content, @pinterpolitik has unique characteristics that are different from other news portals.
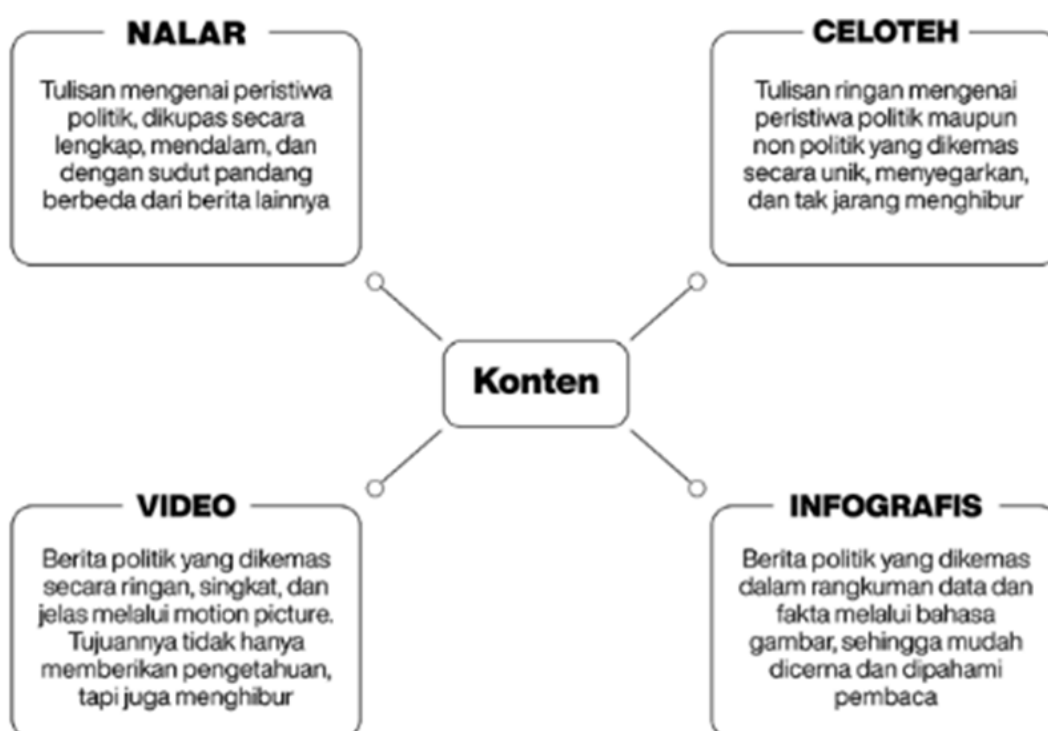
Figure 1. Instagram account @pinterpolitik

Source: Official Instagram @pinterpolitik, 2024

The writing of infographics and videos presented does not merely describe events like other news portals but is packaged in more depth with various points of view. @pinterpolitik is here for anyone interested in understanding what is hidden in every political event in Indonesia. Dare to accept information formed with a critical and non-mainstream point of view so that readers gain different political insights.

Figure 2. Form of Content on the @pinterpolitik Account

Source: Official Instagram @pinterpolitik, 2024

The @pinterpolitik account has a lot of content, one of which is in-depth and discusses political events comprehensively and from various points of view. Light writings discussing political and non-political events are packaged in a fun way. Political news is packaged in a concise, light, and easy-to-understand manner through moving images. Visualization combines data and facts to make infographics easy for readers to digest and understand. @pinterpolitik aims to produce quality, innovative, and educational journalistic content. By following the journalistic code of ethics, @pinterpolitik aims to educate readers with unique and creative content and provide a different perspective from other major

news portals. @pinterpolitik aims to provide readers with more knowledge and understanding through a complete but easy-to-understand presentation. This section will describe the process of analyzing data and the research results on interpreting visual communication messages in digital media on the Instagram account @pinterpolitik.

Data Period Content Instagram account @pinterpolitik

March 2024 - April 2024

No	Month	Patterns
1.	March 2024	There were 294 posts recorded, of which 192 were info-graphic posts and 102 were video posts.
2.	April 2024	There were 279 posts, of which 180 were infographic posts and 99 were video posts.

Source: Instagram @pinterpolitik

Based on the table above, the Instagram account @pinterpolitik, starting from the posting period from March to April 2024, had 372 infographic posts from 573 Instagram posts. The researcher focused his research on three posts uploaded to the Instagram account @pinterpolitik from March to April 2024, with two posts each in March and one in April. The infographic object chosen for the study was the infographic with the most likes and comments and had an attractive appearance. The analysis technique used in this study used a study to analyze elements in visual communication.

Infographic Forms and Visual Communication Elements on the @pinterpolitik Account

Important components in the visual communication domain often used to convey information include typography, a special artistic discipline that involves understanding letter forms (fonts) and the rules governing their use. Typography covers many aspects of letter construction and its implementation in visual communication. In forming words and sentences, letters are their fundamental building blocks. Letters are tools for composing words and sentences, conveying different messages and meanings. As basic elements in typography, letters can influence how the audience articulates and perceives messages. Each type of letter shows distinctive characteristics that can create a certain impression or

atmosphere (Arifah N. L., 2023). By understanding letters and how to use them, designers can create stronger and more attractive visual communications and convey messages more strongly and memorably.

The term "illustration" comes from the English verb "illustrate" with the verb form "to illustrate," which comes from the Latin word "lustrate," which means "to make bright." This term can also be used as an accompaniment or support that helps people understand an object. Therefore, this term is ubiquitous in many fields (Sa'Idah, 2022). Likewise, in visual arts, illustration means an image that functions to decorate and help understand text or concepts. They are important to clarify or emphasize the information to be conveyed, making it easier for the audience to understand. Illustrations aim to visualize certain messages or information visually. Illustrations have a role in their application in visual communication, including as a means of information, as a means of Color is one of the elements that can attract attention and describe the image of a company, among others, because color is an essential element for the identity of a design. Therefore, color is very important for designing objects. If we use color, we must consider the goals we want to achieve in the design and the impression we want to build. Four categories of colors are usually used in design: neutral, contrasting, cool, and hot (Zhafira, 2021). Of course, each type of color has a deep meaning and can describe a situation or condition.

Figure 3. Infographic 1 Figure 4. Infographic 2 Figure 5. Infographic 3

Source: Instagram @pinterpolitik, 2024

The image below is infographic content on the @pinterpolitik account, entitled "Completed Recapitulation of Prabowo-Gibran, Presidential Election Winners," "Adu Ilmu Tim Hukum di MK," and "Nadiem Blunder Tak Wajibkan Peamuka" posts with the most likes and comments in the period March-April 2024. The visual communication design elements contained in this poster will be examined using the following visual communication element analysis:

If analyzed more deeply, the illustration in Infographic 1 shows that the results of Candidate Pair No. 02 Prabowo-Gibran have superior points. Hence, this infographic informs us that Prabowo Gibran won the presidential election. In addition, this infographic contains a summary of all the points of the vice presidential candidates. Also, it informs that Vice Presidential Candidate No. 02 is superior in 36 provinces, while Vice Presidential Candidate No. 01 is superior in 2 provinces, namely Aceh and West Sumatra. Not only that, but there was also a statement from the Chairman of the KPU that the points of Vice Presidential Candidate No. 02 could be validated, and he said, "Bismillah."

The arrangement of elements in this infographic forms a relationship and structure with the points on the right and left sides, as well as illustrations and statements from the Chairman of the KPU. This infographic contains news sources. Inside the infographic frame, there is a platform that can access Pinter Politik not only on Instagram but also through the website, Facebook, and X. Illustration of the image of Vice Presidential Candidate No. 02 Prabowo-Gibran in formal attire, using editorial illustrations that strongly support the visualization of the infographic content that leads to the superiority of Prabowo-Gibran's points. The DU logo produces infographics from @pinterpolitik.

In the meaning of the color of Infographic 1, the cream background indicates a soft color; there are gray creative lines, but they do not distract the reader's view. The dark blue color in the infographic makes the focus more prominent; readers can see the recap of points on the Vice Presidential Candidate with the help of a red box, and the presence of a light blue border also brings a calm atmosphere. The sentence in the middle is the headline of the infographic, which reads "Recapitulation Complete! Prabowo-Gibran Win the Presidential Election". This sentence uses a bold (bolt) capital (uppercase) sans serif character. Sans serif gives a modern look and focuses attention on the reader. Sans Serif, without serifs, has a letter shape without feet or additional elements in serif fonts (Rosita, 2022). The

use of bold (Bolt) and capital letters (Uppercase) strengthens the impression of the importance and urgency of the information conveyed, making the headline very prominent and easy to see.

In addition, in the subheadline is the text "KPU Completes the Recapitulation of the 2024 Presidential Election in 38 Provinces," which uses regular sans serif characters with a smaller size than the headline but remains large for readability. The smaller size indicates that the text is supporting information. In the text on the right and left, around the figure's image to show details of the results, the text uses regular sans serif characters of medium size. In the quote "Bisa tentu, ya? Bismillah sah" Hasyim asy'ari, Chairman of the KPU (2023-2024)" uses italic sans serif characters with direct quotes to differentiate from other texts. This infographic has varied texts that help create a visual hierarchy, helping readers move from the most important information to the details (Yusa, 2023).

The illustration is placed in the center, just below the headline. The characteristics of this illustration are that it uses digital vector techniques that require software such as Adobe Illustrator or Photoshop because it allows for realistic effects, including lighting and color settings. The illustration process in this infographic begins with a base or tracing of the original photo. Then, it uses a layering technique to separate elements (skin, clothing, shadows) so that they are easy to arrange and adjust (Antonius, 2020). Using realistic photo techniques and natural colors gives the impression that these two stores are official figures. This illustration also aims to strengthen the message of the election results infographic.

In addition, the readability of the illustration can also help in quickly recognizing figures and understanding the context of the infographic. The background color is cream, which is a neutral color. Neutral colors are colors that do not have a certain color purity. This color is neither primary nor secondary but rather the result of mixing the three color components in different compositions (Dian, 2023). In addition, cream is often used to provide an inconspicuous background so that the elements in the infographic can stand out. This is because it gives the impression of visual balance in a composition. The headline uses dark blue, which is a cool color. Blue is a cool color often associated with trust and calm (Damayantie, 2021). The headline gives a formal and serious impression of the topic, while the subheadline contains black, which provides clear contrast and is easy to read. While the text in the details of the numbers uses black and

red, a combination of warm and neutral colors, red draws attention to significant numbers and results and gives a sense of urgency. For illustrations in the skin color section of the store, natural skin color is used with gradation.

Next, in Infographic 2, the sentence in the middle is the headline of the infographic that reads "Adu Ilmu Hukum di MK." This sentence uses a sans serif bolt character with capital letters to give a firm, strong, and eye-catching impression. The creation in the headline gives the impression of melting a little because it uses a grunge effect or rough texture so that the text looks scratched, worn, or imperfect. In the subheadline with the sentence "5 Big Advocates Who Are Each Legal Team for the Presidential Election Lawsuit at the MK". This sentence uses sans serif characters smaller than the headline but remains bold and uses the same grunge effect. For the team name section, regular sans serif characters and bolts are also used for important names because they separate general information from elements full of emphasis and attention, thus giving the impression of general information needing more emphasis or attention.

In the illustration section, photos of the leading figures (Anies-Muhaimin, Prabowo-Gibran, Ganjar Mahfud), using photos in infographics, add credibility and visual recognition of key figures relevant to the topic. Photos are documents formed by images produced by a camera that captures or records an object; photos use editing techniques in a cut to form a circle. This gives the impression of a visualization of the figure so that it helps the audience associate the name of the role in the context of the argument at the Constitutional Court and also provides a visual identity for each legal team. The background of the infographic uses dark blue; blue is a cool color that is often associated with professionalism, trust, and calm in the impression of the background, giving a formal and serious impression of the topic of law and the courts. Then, the text in the headline is white. White is a neutral color that creates high contrast against the blue background. Therefore, the text is easy to read and visible. In the team names and some texts, use red. Red is a warm color that attracts attention, indicating the urgency and importance of the information.

In Infographic 3, the typography section of the sentence is located in the middle, which is the headline of the infographic that reads "Nadiem Blunder Does Not Require Scouts." This sentence uses a sans serif character with capital letters that are firm, easy to read, and give a modern impression. The combination of

colors and font thickness using bolts makes the headline stand out and attract attention. Then, the orange headline section that says "Does Not Require Scouts" also emphasizes the controversy or issue being discussed.

In addition, the sentence on the left uses a regular sans serif font that can make it easier for readers. The main sentence is factual information, the second is a continuation of the information, and the third is additional information supporting the policy. Meanwhile, the sentence on the right side also uses regular sans serif. The main sentence in this section conveys the public's reaction to the policy change, while the second text highlights the benefits of scouts. The quote section uses regular sans serif: "It's a shame if the minister officially removes the scouting extracurricular from the curriculum. I used to be an active Scout since elementary school." This sentence shows credibility and emphasizes the name of a person who has a position and reacts to the policy.

In this infographic 3, the illustration is placed in the middle, right under the headline, so that it also becomes the main focus. The characteristics of this illustration are that it uses digital vector techniques that require software such as Adobe Illustrator or CorelDRAW. It has clean, detailed, and clear lines and solid-looking colors. This infographic shows Nadiem with a serious facial expression and a hand gesture touching the back of the ear, which seems to show a reflexive attitude as if explaining something, adding a deep impression to the character of the illustration. The background color is cool and calming and gives the impression of stability. The green background helps balance the warm colors, creating a harmonious, not-too-flashy design. The white font color ensures readability and provides a sharp contrast to the background, assisting readers to understand the information in the infographic more easily.

Conclusion

Infographics are one of the most effective visual communication tools for conveying information concisely and clearly. Based on the analysis of the three infographics that have been studied, several important elements contribute to the success of transmitting messages through this media; typography is one of the most prominent aspects of the three infographics using a sans serif font type. Color also plays an important role in the effectiveness of infographics; good color contrast between text and background ensures that information can be read easily

without confusion. Choosing the right color helps attract the reader's attention and guides the sense of sight to see the information presented. The @interpolitik account strongly prefers illustrations using vectors to depict figures or objects being reported. Vector illustrations have several advantages, including their ability to maintain sharp image quality at various sizes and resolutions. Using vector illustrations also allows for a more consistent and professional visual delivery. The audience can easily recognize and understand the objects or figures displayed with clean illustrations and sharp details.

The dominance of using vector illustrations by @interpolitik shows that they prioritize clarity and professionalism in presenting news. Vectors used to depict characters or objects are also often followed by other graphic elements that support the context of the news. This enriches the visual information and helps strengthen the message to be conveyed. Overall, the combination of sans serif typography, effective contrast to color elements, and dominant vector illustrations make infographics from these three sources able to convey information in an attractive, easy-to-understand, and professional way. These design elements work together to ensure that the audience can well receive the message conveyed without sacrificing the visual aesthetics of the infographic.

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