



Design of Covid-19 Vaccination Education Social Campaign in Padang City in *Motion Graphic*

M. Sayuti^{1✉}, Syafira Ayunda², Riki Alexander³, Robby Usman⁴

^{1,2,3,4} Department of Visual Communication Design, Faculty of Visual Communication Design, Universitas Putra Indonesia YPTK, Padang, Zip Code. 25221, Indonesia
✉correspond_author_email: syafirayunda05@gmail.com

Abstract

The current COVID-19 vaccination is needed which aims to increase the body's resistance to avoid the dangers of COVID-19. Therefore, it is important to design social education campaigns to provide an overview to the public about COVID-19 and about COVID-19 vaccination. In this design there are five materials that will be conveyed to the public using interesting and easy-to-understand information. Researched using quantitative methods including conducting observations, interviews, literature studies and documentation as well as data analysis methods using SWOT. Among them Strength (strength), Weakness (Weakness), Opportunity (opportunity) and Threat (threat). Made in motion graphic videos that are interesting and provide clear information for the public to watch. And coupled with supporting media that can help get information from the main media such as posters, X-banners, billboards, brochures, t-shirts, hand sanitizers, tumblers, mugs, paper bags, wall clocks, notebooks, stickers and also one of the social media such as YouTube.

Keywords: Education, Campaign, Covid-19 Vaccination, Padang City.

Judikatif Journal is licensed under a Creative Commons Attribution-Share Alike 4.0 International License.



1. Introduction

The Covid-19 pandemic is a global health crisis that began in late 2019. On December 31, 2019, the World Health Organization (WHO) through the China Country Office received a report of a mysterious pneumonia case in Wuhan City, Hubei Province, China [1],[2]. This report later developed into the discovery of a new type of virus known as Coronavirus Disease 2019 (Covid-19), as announced by Chinese authorities on January 7, 2020. Along with the rapid spread across countries, on January 30, 2020, WHO declared this situation a Public Health Emergency of International Concern (PHEIC) [3],[4],[5].

This virus can spread very quickly between humans through droplets and close contact, requiring a rapid and coordinated response in various countries, including Indonesia [6]. The Indonesian government has actively responded to this pandemic with various policies, one of which is the implementation of the Covid-19 vaccination program as the main preventive measure to suppress the spread of the virus and minimize the severity of symptoms experienced by sufferers [7], [8].

In Padang City, various government policies have been implemented since the beginning of the pandemic, ranging from large-scale social restrictions, temporary closure of public facilities, implementation of strict health protocols, to providing vaccination services for all levels of society [9]. However, amidst the efforts made, a major challenge emerged in the form of

minimal public health literacy, especially regarding understanding the importance of vaccination. Some people still show resistance or skepticism towards the Covid-19 vaccine, due to the lack of accurate information, as well as the rampant hoaxes and misinformation that are widely spread through social media [10],[11].

This phenomenon indicates a communication gap between health information provided by the government and the level of public understanding. Therefore, a more strategic, attractive, and appropriate communication approach to the characteristics of modern society needs to be implemented. One relevant solution is through *motion graphic media*, namely dynamic visual media that combines elements of text, illustration, animation, and audio to convey messages effectively and attractively [12],[13].

Motion graphic media has great potential because it is able to reach a wide audience, especially the younger generation who are familiar with digital technology such as smartphones and laptops. In addition, the visual and narrative form of information delivery makes it easier to receive messages compared to conventional media [14]. In the context of Padang City, which has socio-cultural diversity and a growing level of digital literacy, *motion graphics* can be a strategic and relevant means of vaccination education [15].

Based on this background, designing a social education campaign for Covid-19 vaccination in the form of

motion graphics in Padang City is important to do. The goal is to increase public understanding of the importance of vaccination, correct misinformation, and build collective awareness of the need to protect oneself and others through vaccines. With the right visual communication design approach, this campaign is expected to encourage active participation of the Padang City community in the vaccination program, while strengthening the health communication system in the digital era.

2. Research methodology

2.1. Method of collecting data

a. Observation

Observation was conducted as one of the data collection methods to obtain factual information regarding field conditions related to the implementation of Covid-19 vaccination in Padang City. This observation activity was carried out in several strategic locations, such as Kampung Jua Nan XX Village, Pengambiran Health Center, and Alai Health Center. On December 23, 2021, the designer conducted direct observation in Kampung Jua Nan XX Village with Mrs. Yuliar, S.Sos., MM as the Village Head, and accompanied by Bhabinkamtibmas of Kampung Jua Nan XX Village. This observation aims to identify the conditions of vaccination implementation and the response of the local community.

From the observation results, it was found that public awareness to participate in the Covid-19 vaccination was still relatively low. Therefore, the sub-district took a collaborative approach by involving various elements of society such as Bundo Kandung, RT/RW, religious scholars, Community Social Workers (PSM), Community Empowerment Institutions (LPM), and the PKK Team to provide socialization and education regarding the importance of vaccination. Based on the data obtained at that time, the number of residents who had been vaccinated reached 3,705 people out of a total target of 4,000 people, or around three-quarters of the target set.

In addition, observations were also conducted at the Padang City Health Office (DKK) on December 31, 2021. The location of this observation is located on Jl. By Pass Air Pacah, adjacent to the Padang City Hall building. The purpose of the observation at DKK is to directly observe the vaccination process at the city level and to explore information related to the obstacles and barriers faced by the community in participating in the vaccination program. The data obtained from this observation is an important basis for designing an effective visual communication strategy that is in accordance with the information needs of the community.

b. Interview

Interviews are one of the qualitative data collection methods that involve two-way communication between the interviewer and the informant, with the aim of digging up in-depth information through directed questions. In this study, interviews were conducted to gain a more comprehensive understanding of the implementation of Covid-19 vaccination in Padang City from the perspective of local medical personnel and health officials.

On December 24, 2021, the designer conducted a live interview with Dr. Kusnedi, MM, a general practitioner, who explained that Covid-19 vaccination not only serves as individual protection but also has an important role in forming herd immunity. With more and more individuals being vaccinated, the risk of virus transmission can be significantly reduced.

Dr. Kusnedi also explained that there are several types of vaccines that have been recognized and recommended by the Indonesian Doctors Association (IDI), namely the Sinovac, Moderna, AstraZeneca, and Pfizer vaccines. These vaccines have been used by health workers in vaccination programs for the wider community, with the aim of increasing the body's immunity to the virus. He added that the vaccine has gone through a clinical trial process and has been declared safe, with mild side effects such as fever, muscle pain, or temporary aches.

Furthermore, on December 31, 2021, the designer also conducted an interview with Mrs. Tutwuri Handayani, SKM, M.Kes., as the Head of the Disease Prevention and Control (P2P) Section at the Padang City Health Office. This interview was conducted in order to obtain data on the achievement of Covid-19 vaccination in Padang City throughout 2021, which started from January to December. The data obtained through this interview is an important part of the analysis and design of the social campaign strategy for vaccination education through motion graphic media.

Vaccine	First	Second	Third	Total Injection
Amount	570.102	413.267	8,443	991,812
Percent as	78.46%	56.88%	1.16%	68.25%

This shows that the achievement of Covid-19 vaccination in Padang City has exceeded 68.25% of the total target set. However, there are still some people who have not received vaccinations, either because they are not included in the category eligible for vaccination, such as toddlers and children, or due to the low level of community participation in participating in the vaccination program.

The Padang City Health Office (DKK), together with the health worker team and Bhabinkamtibmas, continues to strive to accelerate vaccination through

various strategies, including education and direct approaches to the community. Based on the data obtained, it can be concluded that until the end of 2021, the vaccination rate in Padang City is still not fully optimal, so more intensive efforts are needed to encourage public awareness of the importance of vaccination as a collective protection measure against the spread of Covid-19.

c. Literacy study

Dondis, D. A. (1973). *A Primer of Visual Literacy*. MIT Press.

This book discusses the basic principles of visual communication, including how visual elements such as color, shape, and movement are used to convey messages effectively. In the context of this research, Dondis' theory is used as a basis for designing motion graphics that are able to convey educational messages about vaccination in a communicative and attractive manner [16].

Brewer, N.T., Chapman, G.B., Rothman, A.J., Leask, J., & Kempe, A. (2017). Increasing Vaccination: Putting Psychological Science Into Action. *Psychological Science in the Public Interest*, 18(3), 149–207.

This article explains the psychological factors that influence individual decisions to receive vaccines, such as risk perception, trust in health institutions, and social influence. These findings form the basis for understanding the reasons for low vaccination participation in Padang City and the importance of an empathetic and data-based approach in educational campaigns [17].

Kurniawan, R. (2020). The Effectiveness of Motion Graphic Media in Delivering Health Information. *Adiwarna Visual Communication Design Journal*, 6(1), 30–38.

This study shows that motion graphics can improve audience comprehension and retention of information compared to static media. This study strengthens the choice of media in research to convey vaccination messages to the public through dynamic and narrative visual designs [18].

Maibach, E. W., & Parrott, R. L. (Eds.). (1995). *Designing Health Messages: Approaches from Communication Theory and Public Health Practice*. SAGE Publications.

This book describes approaches to designing effective health messages, including the use of audience segmentation strategies, media selection, and message framing. This reference supports the theoretical basis for designing visual media-based social campaigns with the goal of behavior change [19].

Ministry of Health of the Republic of Indonesia. (2021). *Guidelines for the Implementation of Covid-19 Vaccination*. Jakarta: Directorate General of Disease

Prevention and Control. This official document is the main reference in understanding the policies, procedures, and targets for implementing vaccination in Indonesia. Information from this guideline is used as a basis for compiling educational content in motion graphics to comply with national policies and be informative [20].

d. Documentation

The documentation method is used to collect supporting data through various documents and archives relevant to the research topic. In this study, documentation includes data collection in the form of photos of vaccination activities, brochures or vaccination campaign media from the Padang City Health Office, vaccination achievement reports, and government policy documents related to the Covid-19 vaccination program. This documentation data is used to strengthen the analysis, provide a visual picture of the situation in the field, and be a reference in the process of designing informative and factual motion graphic content. See Figure 1 below.



Figure 1. Interview with the village head

2.2. Data Analysis Methods

In this study, the data analysis method used is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). This method was chosen to identify various internal and external factors that influence the effectiveness of the Covid-19 vaccination social education campaign in Padang City, as well as being the basis for designing a visual communication strategy through *motion graphic media*.

1. Strengths (Strengths)

Internal factors that are advantages in designing this social campaign, such as:

- Full support from the Padang City Health Service and health workers in providing valid data and information related to vaccination.
- The potential of motion graphic media is dynamic and easily accessible to the public through digital devices.
- Public access to social media and gadgets is quite high, which supports the distribution of educational messages widely and quickly.

2. Weaknesses (Weaknesses)

Internal factors that become obstacles or deficiencies in the campaign process include:

- a. The visual literacy of some people regarding digital media-based messages is still limited.
- b. Lack of resources in terms of mass production of high-quality content in a short time.
- c. Technical barriers in the distribution of educational media in areas where digital infrastructure is not evenly distributed.

3. Opportunities

External factors that can be utilized to support the success of an educational campaign:

- a. There is national attention to the importance of vaccination, so local campaigns have strong momentum and relevance.
- b. The trend of increasing use of digital visual media, especially among young people and social media users.
- c. Opportunity to collaborate with community leaders, local influencers, and educational institutions in distributing campaign materials.

4. Threats (Threats)

External factors that can hinder campaign effectiveness:

- a. The emergence of hoax information or disinformation regarding vaccinations which is still widely spread on social media.
- b. The level of public trust in government institutions or medical personnel is not yet completely stable.
- c. The potential for public boredom with Covid-19 campaign content due to the large amount of similar information circulating.

2.3. Design Method

In designing visual works in the form of motion graphics as a social campaign media for vaccination education, the general stages of audiovisual media production are used, namely: pre-production, production, and post-production. This method is systematic and structured in order to produce visual works that are effective, communicative, and in accordance with the objectives of the message.

1. Pre-Production Stage

This stage is the initial planning stage before the production process is carried out. The main activities at this stage include:

Identify the problem and campaign objectives. Determine the issues to be raised (low vaccination awareness) and the campaign objectives (increase public understanding and participation in vaccination).

Research and data collection. Conducting observations, interviews, literacy studies, and documentation to obtain actual and factual data as a basis for designing messages.

Determine the target audience. Determine the segmentation of society to be reached, such as productive age, adolescents, or groups of people who have not been vaccinated.

Script creation. Composing a narrative that is in accordance with the educational message, concise, dense, and easy to understand.

Storyboard and visual sketches. Create initial visualizations of the scenes to be produced to facilitate the production process.

Determining visual style and design elements. Choosing animation style, colors, typography, characters, and other visual elements that suit the character of the target audience and the message values.

2. Production Stage

This stage is the process of realizing the plan that has been made in pre-production. Activities in the production stage include:

Visual element creation. Character design, object illustrations, backgrounds, and other graphic elements according to the storyboard.

Animation and visual movement. The animation process is done using software such as Adobe After Effects or similar software to bring visual elements to life in the form of motion graphics.

Voice over. Recording a voice narration that has been written in a script to explain the message verbally.

Arranging background music and sound effects. Adding supporting audio to enhance the appeal and emotion of the message being conveyed.

3. Post-Production Stage

This final stage focuses on refining and finalizing the work. Activities include:

Editing and compositing. Combining all visual and audio elements into a unified and harmonious whole.

Insertion of text or subtitles (if necessary). To clarify the narrative or assist hearing-impaired audiences.

Review and evaluate. Recheck the content, message, and technical aspects of the video to ensure there are no errors.

Output and distribution. Determine the final format (MP4, MOV, etc.) and distribution media (YouTube, Instagram, government social media, or other public media).

3. Results and Discussion

3.1. Typography

In designing the COVID-19 vaccination social education campaign, a simple, attractive typography is used that is easy for the target audience to understand so that the information conveyed is effective and efficient. See Figure 2 below.

NO	Typografi	Typografi terpilih	Tingkat keterbacaan	Media utama	Media pendukung
1	Vanilla Ekstract	✓	✓	✓	✓
2	Cabin-Bolditalic	✓	✓	✓	✓
3	07nikumarFont	✓	✗	✓	✗
4	Archivo Bold	✓	✓	✓	✓

Figure 2. Typography

3.2. Color

The colors used in this work carry a winter feel, dominated by light blue and white. The choice of colors is based on their symbolic meaning, which symbolizes calmness, peace, affection, security, as well as self-confidence and consistency—especially in the context of health services. The use of this color palette is expected to create visual appeal while providing comfort for the audience in receiving information conveyed through motion graphic media. See Figure 3 below.

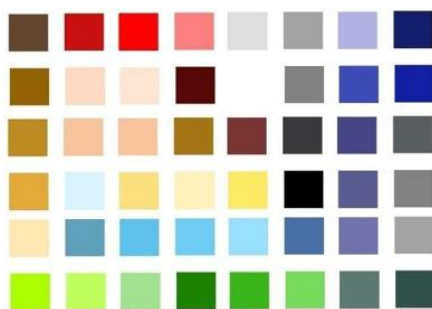


Figure 3. Color

3.3. Storyline

No	Time	Information
1	Opening 8 second	Video opening with introduction title get to know each other better about COVID-19 and about COVID-19 vaccination 19
2	Explanation 22 second	About COVID -19
3	Explanation 30 second	About the beginning of the transmission of COVID -19
4	Explanation 15	Reason transmission COVID -19

		second	
5	Explanation 15	Consequence exposure from COVID -19	
		second	
6	Explanation 15	About order method avoid COVID -19	
		second	
7	Explanation 12	Solutions to reduce distribution COVID -19	
		second	
8	Explanation 25	About vaccine COVID -19	
		second	
9	Mentioning 3	Type Vaccine Covid -19	
		second	
10	Explanation 13	Booster vaccination services	
		second	
		COVID-19 for more increase body resistance	
11	Campaign 18	Keeping public For follow as well as do vaccine COVID-19	
		second	
12	Tagline and Sub tagline4	Not know so not immune #Get to know protect yourself	

3.4. Editing

There are several steps in editing the main media in designing a social education campaign for COVID-19 vaccination in Padang City in the form of motion graphics. The editing process uses Photoshop, Adobe After Effect and Adobe Premiere software. See Figure 4 below.

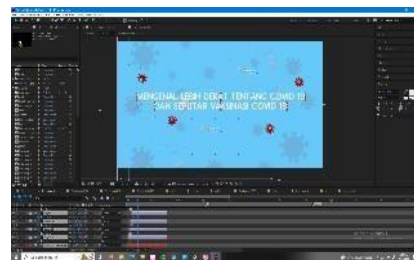


Figure 4. Editing process

3.5. Rendering

It is a rendering process in designing a COVID-10 vaccination social education campaign in Padang City in the form of motion graphics where the video format is large in size that can be played on a media player or used on social media platforms such as YouTube social media. See pictures 5 to 6 below.

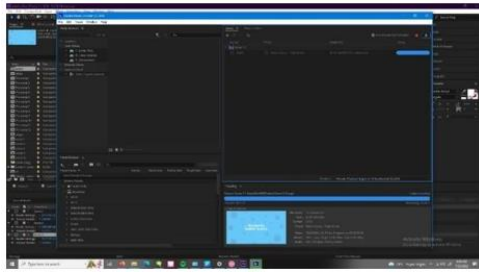


Figure 5. Rendering process



Figure 6. final

3.6. Supporting Media

To support the effectiveness of message delivery in the Covid-19 vaccination social education campaign in Padang City, various supporting media are needed that can reach the community widely and communicatively. These supporting media play an important role in strengthening message visualization, increasing appeal, and facilitating the understanding of information by the target audience. The following is a discussion of the supporting media used in designing this work. See Figure 7 below.

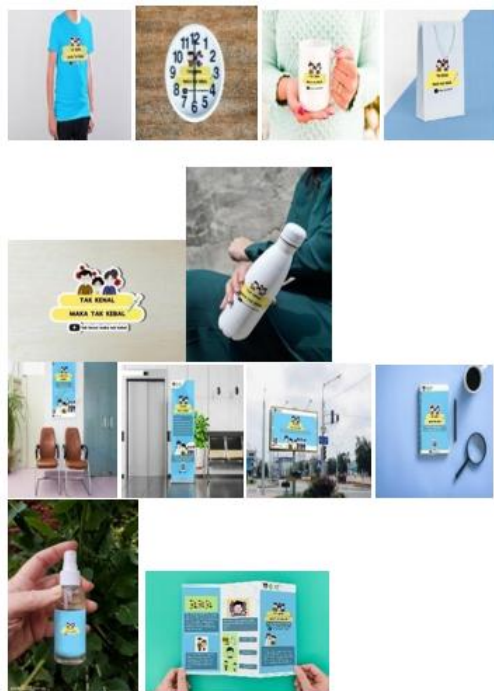


Figure 7. Supporting media

4. Conclusion

In designing a social campaign for COVID-19 vaccination education in Padang City in the form of motion graphics, the designer first conducted a research and data collection process. Based on these results, several conclusions were obtained as follows:

The low level of public awareness to get vaccinated against COVID-19 is due to the lack of adequate knowledge about the benefits and importance of vaccines. This condition has the potential to cause the number of COVID-19 infections in Padang City to continue to increase. Therefore, informative and interesting educational media are needed to foster interest and increase public awareness to participate in the vaccination program.

In the process of designing this social campaign, quantitative and qualitative data support is needed which is obtained through observation, interviews, literacy studies, and documentation. The data is the basis for understanding conditions in the field and forming the right visual strategy. The use of bright colors in the media is also chosen to be able to attract the attention of the audience while making it easier for the public to understand the information conveyed.

This motion graphic design also shows that the elements of imagination and creativity are very important in the process of visualizing messages. With a communicative and easily accessible visual approach, this work is expected to be an effective educational tool as well as a creative contribution in supporting the government's efforts to increase vaccination coverage in Padang City. In addition, this work is also expected to inspire the younger generation to continue working and playing an active role in spreading social messages through digital media.

Author Contributions Statement

Name of Author	C	M	So	Va	Fo	I	R	D	W
M. Sayuti	✓	✓			✓	✓		✓	✓
Syafira Ayunda		✓				✓			✓
Riki Alexandre	✓		✓	✓			✓		
Robby Usman			✓		✓				✓

Conflict of Interest Statement

Authors state no conflict of interest.

Informed Consent

We have obtained informed consent from all individuals included in this study.

Data Availability

The data that support the findings of this study are available from the corresponding author, [M], upon reasonable request.

Reference List

- [1] Rizal, K., Utami, TP, & Aswadi, K. (2023). How are Students' Perceptions of the Shift in Learning Patterns after the COVID-19 Pandemic?. *Jurnal Jeumpa*, 10(1), 37-48. <https://doi.org/10.33059/jj.v10i1.6825>
- [2] Ariza, D. (2021). Routine Hematology Overview in COVID-19 Infected Patients Before and After Convalescent Plasma Therapy. *NEM Publisher*.
- [3] Mutiara, Y. The relationship between the level of knowledge of the infectious disease covid-19 and hand washing with hand washing behavior in communities in red zone areas (*Bachelor's thesis, Faculty of Medicine UIN Syarif Hidayatullah Jakarta*).
- [4] Press, UGM (2024). *Governance of COVID-19 Handling in Indonesia: Initial Study*. UGM PRESS.
- [5] Kultsum, U. (2021). School Readiness and the Principal's Leadership Role in Facing Learning Challenges in the Pandemic Era. *Raja Grafindo Persada*.
- [6] Khaedir, Y. (2020). Covid-19 Pandemic Science Perspective: Virology and Clinical Epidemiology Aspect Approach. *Maarif*, 15(1), 40-59.
- [7] Putri, RN (2020). Indonesia in facing the Covid-19 pandemic. *Scientific Journal of Batanghari Jambi University*, 20(2), 705-709. <http://dx.doi.org/10.33087/jiubj.v20i2.1010>
- [8] Waqfin, MSI, Rahmawati, A., Khamim, M., & Sunniyah, I. (2020). Basic Steps to Break the Chain of Covid-19 Spread Through Health Protocol Education for MI Al-Ikhsan Students. *Friday Education: Community Service Journal*, 1(1), 39-43. <https://doi.org/10.32764/abdimaspen.v1i1.1042>
- [9] Sulasmi, E., Sibuea, MB, Eriska, P., & AirLangga, E. (2020). COVID 19 & INDEPENDENT CAMPUS In The New Normal Era. *Collection of Lecturer Books*.
- [10] Yuliza, WT, Nursya, F., & Rahma, G. (2022). Implementation of Covid-19 Vaccination Policy in Padang City. *JIK (Journal of Health Sciences)*, 6 (1), 162-167.
- [11] NOVIA, SF (2022). The Communication Style of the Mayor of Padang in Supporting the Vaccination Program in Padang City (*Doctoral dissertation, Andalas University*).
- [12] Zharfan, SZ, Rudiana, R., & Centia, S. (2024). Government Communication Planning in Social Media Content Management to Improve Public Services of West Java Communication and Information Service. *Responsive: Journal of Thought and Research on Administration, Social, Humanities and Public Policy*, 7 (4), 240-253. <https://doi.org/10.24198/responsive.v7i4.61240>
- [13] *Basics of Visual Communication Design (DKV)*. PT. Green Pustaka Indonesia.
- [14] Fauzi, A. (2024). TA: Motion Graphic Design as a Social Campaign Media to Raise Digital Literacy Awareness of the Young Generation (*Doctoral dissertation, Dinamika University*).
- [15] Sayuti, M. (2022). Motion Graphic Media for Tourism Information at the Muara Jambi Temple Complex. *Judikatif: Journal of Creative Communication Design*, 1 -9. <https://doi.org/10.35134/judikatif.v4i1.34>
- [16] Dondis, D. A. (1974). *A primer of visual literacy*. MIT Press.
- [17] Brewer, N.T., Chapman, G.B., Rothman, A.J., Leask, J., & Kempe, A. (2017). Increasing vaccination: putting psychological science into action. *Psychological Science in the Public Interest*, 18 (3), 149-207.
- [18] Andari, TW, & Raharjo, AS (2022). Virtual Set: Strategy for Building Reality in Imaginative Space. Introduction by the Dean of the Faculty of Architecture and Design-Iv Introduction to *Snades Proceedings*, 31.
- [19] Maibach, E. W., & Parrott, R. L. (Eds.). (1995). *Designing Health Messages: Approaches from Communication Theory and Public Health Practice*. SAGE Publications.
- [20] Ministry of Health of the Republic of Indonesia. (2021). *Guidelines for the Implementation of Covid-19 Vaccination*. Jakarta: Directorate General of Disease Prevention and Control