

“Washing Hands” Public Service Announcement as a Covid-19 Response Effort

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ABSTRACT

The "Washing Hands" is a Public Service Advertisement that provides knowledge to people to wash their hands with the correct water, not only rubbing their hands, but there are several steps that must be passed so that the hands become germ-free. With the increase in knowledge of washing hands, it is hoped that the community can improve their quality of life and have an awareness of clean behaviour through hand washing. This campaign uses various advertising media, including: flyers, posters, animated videos; audio and social media (Twitter, Instagram and Facebook). The purpose of this study is to describe formalistically the flyer design of the “Wash hands with soap and running water” campaign which was designed by the Indonesian Ministry of Health. The three flyers Public Service Announcements “Wash hands with soap and running water” campaign which were designed by the Indonesian Ministry of Health have deficiency and excellence in each flyer. This study used qualitative research method to obtain the data from the flyers. Analytical descriptive approach is used to analyze the elements and design principles of the flyers. The third flyer has the highest score from the other two according to element and principle design theory. In the other hand it also has deficiency that becomes excellence from the other. Recommendation for developing design flyer of PSA “Wash hands with soap and running water” campaign is combining the excellence of the flyers and considering the elements and principles design theory.

Keywords: Public Service Announcement, Washing Hands, Campaign, Flyer, Health Ministry

1. INTRODUCTION

Hands are a very powerful medium for transferring disease, because they are used to hold objects that are often not known for certain cleanliness. When we are holding a door handle or a handle in a vehicle, we never know if there is a disease agent (virus / bacteria) attached to it, it could be that it was previously held by someone who coughed / sneezed closed by his hand. Then our hands that are already holding the door handle close our yawning mouths or immediately hold the food. Obviously there has been a process of transferring disease agents there. If at that time our immune system is weak, during the incubation period we will experience the same symptoms [1].

Respiratory diseases such as COVID-19 caused by coronavirus are spread when droplets containing the virus enter the body through the eyes, nose, or throat. The spread of the virus from one person to another most often occurs through the hands. During the global pandemic, one of the easiest ways is important, and at no cost to

prevent the spread of the virus is by regular hand washing with soap and water [2].

The habit of washing hands using water alone cannot protect each individual from bacteria and viruses on the hands, especially if you wash your hands not under running water. Moreover, the habit of using and sharing hand washing containers is the same as sharing germs and still allowing germs to stick to the hands. The habit should be abandoned and converted into a better with a standard procedure for performing washing hands with soap[3].

Washing hands with soap is one of the sanitation actions by cleaning hands and fingers using water and soap by humans to become clean and cut off the eyes of germs [4]. Washing hand better uses water and soap [3], nor with hand sanitizers, when done correctly, both equally effective in killing bacteria and pathogens. Hand sanitizer is more practical to use when outdoors, but can be expensive and difficult to find in emergency situations. In addition, alcohol-based hand sanitizers can kill coronavirus, but cannot kill all types of bacteria and

viruses. For example, it cannot be used to eliminate norovirus and rotavirus [2].

Wash your hands for at least 20-30 seconds. An easy way to calculate the duration, sing the song 'Happy Birthday' twice. Likewise when using hand sanitizer: use a hand sanitizer that is at least 60% alcohol-based and rub it on your hands for at least 20 seconds to make sure all hands are clean [1]. The success of washing hands with soap is not only supported by the behavior of washing hands, but also by the facilities and infrastructure needed to maintain the sustainability of hand washing activities. [5].

The facilities and infrastructure are needed to support the social campaign so that the society would familiarize about the importance of simple preventive measures in the form of washing hands with soap under running water. This action should be carried out from various elements of society, especially health workers and health cadres [6].

In Surabaya, public portable sinks owned by the government and private companies that carry out Corporate Social Responsibility (CSR) have been equipped with instructions on how to wash hands properly according to WHO standards of Hand Washing with Soap (CTPS). So that the user community can follow the instructions affixed to the sink. Whereas in business places, such as grocery stores, rice shops, or food stalls owned by the general public, they must provide a place to wash their hands as one of the WHO protocols for the prevention of COVID-19 [6]. Hand washing stations have sprung up in front of shops or public places on a temporary basis. It is usually made of a bucket or a place of water with a tap. In those places of water, they were not given instructions on how to wash their hands properly. People often wash their hands not in accordance with proper hand washing procedure.

Public Service Announcements (PSAs) have gradually become an integral part of our lives. It can be seen that these messages aimed to improve social behavior patterns and to attract the public's attention to certain disease [7]. PSA are advertisements that are used to convey information, persuade or target audiences where the ultimate goal is not to get economic benefits, but social benefits [8]. The social advantage here is the addition of knowledge, awareness of attitudes and changes in people's behavior towards advertised problems and getting a good image in the eyes of the community. The message material conveyed in the advertisement is general information to upload the audience to do something normative. In addition to bringing goodness and improving the quality of people's

lives, increasing public knowledge and awareness of behavioral attitudes as the core message in question [9].

Communication plays an important role in Public Service Advertisements [10]. Four communication functions in PSAs, which are: 1) to inform the program or service and government social activities, 2) to persuade the people to follow the program 3) to remind the people about the government program. 3) to adding value to program through people perception.

The "Washing Hands" is a Public Service Advertisement that provides knowledge to people to wash their hands with the correct water, not only rubbing their hands, but there are several steps that must be passed so that the hands become germ-free. With the increase in knowledge of washing hands, it is hoped that the community can improve their quality of life and have an awareness of clean behavior through hand washing.

The Ministry of Health (*Kemenkes*) through the Healthy Living Community Movement (*Germas*) invites the community to have a Clean and Healthy Lifestyle (PHBS). One of the clean and healthy living campaigns is the "Washing Hands with Soap with Running Water" campaign. This program is called "Washing Hands with Soap" (CTPS). This CTPS campaign uses various advertising media, including: flyers, posters, and animated videos, audio and social media (Twitter, Instagram and Facebook). [11]. Hand washing campaign media have been published at promkes.kemkes.go.id and can be downloaded in mp4 format for movies, pdf format for flyers and posters. The format is tailored to your needs

The purpose of this study is to describe formalistically the flyer design of the "Wash hands with soap and running water" campaign which was designed by the Indonesian Ministry of Health.

2. METHOD

The analytical descriptive study approach is used in this study. Obtaining specific data used qualitative method. The elements and design principles were analyzed as the main benchmark in reviewing the Hand washing with Soap (CTPS) Public Service Advertisement flyer issued by the Indonesian Ministry of Health.

The sources of research data in this study were divided into primary and secondary data sources. Primary data win the form of a collection of Hand Washing with Soap (CTPS) Community Service Advertisement flyers issued by the Indonesian Ministry of Health. Meanwhile, secondary data was in the form of several articles from research journals.

To measure a flyer from formalistic aspects based on element and design principles theory used three-point Likert scale. A value of 1 is given if the aspect is not in accordance with the design elements/principles; Value 2 is given to the flyer if it is sufficient, while aspect 3 is if it is very appropriate to the elements/principles of design

Primary sources are data sources that directly provide data to data collectors [12]. Primary or main data sources are obtained from observations. Observation is a method used to observe something, a person, an environment, or a situation in sharp terms, and record it accurately in several ways [13]. The observation process was carried out by observing the correct way to wash hands, both from video, direct observation and from the flyer issued by the Ministry of Health.

In processing data, there are data reduction techniques, data collection and drawing conclusions. Data reduction, namely summarizing is the important points of discussion. The data that has been reduced will provide a deeper picture, making it easier for researchers to collect data. Meanwhile, data collection techniques are data or documents related to the Public Service Advertisement flyer [14].

In this study, a formalistic review approach was used to analyze the flyers. A formalistic review discusses work from the point of view of its form such as a design structure in a flyer which consists of design principles and elements [15]. From the annalistic of formal review approach, the flyer would be applied into stickers that would be attached into the washing hands facilities owned by small shops.

3. RESULTS AND DISCUSSION

The Indonesian Ministry of Health through the Health Program (*Promkes*) page provides two PSA Designs that can be used by the community to follow instructions for washing with soap with running water. These two designs are the same size while the ones have different sizes. The following are three designs of CTPS designed by the Indonesian Ministry of Health *Promkes*. Every flyer is analyzed by element and principle of design.

In a flyer layout, text elements are generally divided into titles, subheads and credit titles. The title is larger in size to distinguish other layout elements in order to attract the attention of the reader. The subtitle has a function as a segment title. The body copy or body text explained the subtitle longer. Visual elements in the flyer layout are in the form of illustrations or photography function to tell or describe a part or whole of the sequence of events through visual form.

Flyer design is also inseparable from the design principles that surround it [16]. Composition basically talks about composing, arranging, arranging, and managing design elements so that they are seen harmoniously. Likewise, the PSA flyer design includes design layout principles, namely: Sequence, Emphasis and Balance [17]. Sequence is a sequence of attention to the layout or eye flow when looking at the flyer design layout. Sequence can also be referred to as hierarchy, flow or flow. Emphasis is an emphasis in certain parts of the poster design layout. The point is to focus more on the audience in viewing the flyer. Meanwhile, Balance is a technique to adjust the balance of the layout elements [18].

This critique of the PSA flyer design begins with the description of the information accompanying the flyer design in words then formal analysis explains the procedure for organizing the design elements associated with the layout composition of the flyer design in the form of: sequence, emphasis and balance, then affixed with the sequence of the manifestation process [15][19].

The first flyer contains 5 Steps to Wash Hands with Correct Soap. Flyer is measured in 20x21cm in PDF format. Inside there is information about how to wash your hands with soap. This flyer appeared in 2018 before the COVID-19 Pandemic broke out. Complete page address of this flyer <http://promkes.kemkes.go.id/media-promkes-ctps-2018-stiker-ctps20x21cm>.



Figure 1 The first flyer (Source: <http://promkes.kemkes.go.id/>)

Table 1. First flyer analytics

Criteria	Value	Description
Layout	1	<ul style="list-style-type: none"> • Typography and illustration are on one straight line symmetrically. They created boredom. • Poster headline justify space is the same as illustration justify space.
Typogra-phy	3	<ul style="list-style-type: none"> • Headline and body text font have good readability.
Illustra-tion	1	<ul style="list-style-type: none"> • The thin outline made illustration seems less clear. • The color of the illustration has low tone therefore the illustration seems less power and clear, especially if it is placed in an outdoor area that is exposed to direct sunlight. • The Background of illustration has low tone color. It looks faded.
Color	2	The color is monotone and low. Overall, the white background looks stiff.
Hierarchy	2	The plot is clear and stiff.
Unity	3	It has unity in color, illustration style and typography.
Total	12	
Target Audience	Grown up.	
Flow of Illustrations/communicative	Steps unclear due to lack of... <ul style="list-style-type: none"> • Using the soap (which is bar soap/cream soap) • Both hands grasp and fingers connect. • Washing thumb 	
Weakness	The washing hand flow is less complete according to washing hand steps	

The second flyer Washing Hands with soap is measured 34x50cm in PDF format. The flyer contains information about 5 steps to wash hands with soap. This flyer was raised by the Indonesian Ministry of Health on

the Twitter site on January 23, 2019, long before the COVID-19 pandemic broke out. Basically, this flyer invites Indonesians to adopt a Clean and Healthy Lifestyle (PHBS) through *Germas* (Healthy Living Community Movement). Complete page address of this flyer:

<https://twitter.com/KemenkesRI/status/1087945522974019585/photo1>.



Figure 2 The second flyer

(Source: <https://twitter.com/KemenkesRI/status/>)

Table 2. Second flyer analytics

Criteria	Value	Description
Layout	2	<ul style="list-style-type: none"> • Typography and illustration are on one straight symmetrical line, but there's addition on top so they created dynamics on the weary design. • Typography on the headline is arranged on the center while the sub headline is arranged on the left. • While there's addition of body copy giving space-filling impression.
Typogra-phy	2	<ul style="list-style-type: none"> • The usage of letter types gives high legibility. • The headline and sub headline do not have consistency due to first

		letter using uppercase and ended with lower case.
Illustration	2	<ul style="list-style-type: none"> • Illustration is used clearly with decisive outline. • The color of the illustration is middle tone, if placed outdoor with direct sunlight can last long. • Monotone background illustration.
Color	1	Between the illustration background and poster background has harmonically nuance with different tone, so there is no contrast.
Hierarchy	1	There's no definite plot in the illustration due to public's habit to read from left to right. Snaking plot is ineffective.
Unity	2	Has unit in color, style and illustration.
Total	10	
Target Audience	Adults, parents	
Flow of Illustrations/ communicative	Steps unclear due to lack of... <ul style="list-style-type: none"> • Both hands grasp and fingers connect. • Clean mother finger. 	

The third flyer, Washing Hands with soap published by the Directorate of Prevention and Control of Non-Communicable Diseases, Ministry of Health of the Republic of Indonesia on October 15 2018 in an article entitled "What are the 5 steps to wash hands with soap?". Complete page address of this flyer: <http://www.p2ptm.kemkes.go.id/infographic-p2ptm/hipertensi-penyakit-jantung-dan-pembuluh-darah/bagaimana-5-langkah-cuci-tangan-pakai-sabun>.



Figure 2 The third flyer (Source: <http://www.p2ptm.kemkes.go.id/>)

Table 3. Third flyer analytics

Criteria	Value	Description
Layout	3	<ul style="list-style-type: none"> • Typography and illustration is centered in triangle, with dynamic impression and small saturation point. • Justified headline poster covers the space as corners of triangle peak.
Typogra- phy	2	<ul style="list-style-type: none"> • Usage of letter types has high readability. • On the contrary, different color gives inconsistent impression and addition of shadows on letters lowers the legibility.
Illustra- tion	3	<ul style="list-style-type: none"> • Illustration used is clear with explicit outline. • The color of the illustration is middle tone, if placed outdoor with direct sunlight can last long. • Dynamic background illustration.
Color	3	Usage of different colors shows dynamic impression to reduce over fullness.
Hierarchy	3	Clear plot, dynamic.
Unity	1	Has less unity in illustration style.
Total	15	
Target Audience	Kids, teenagers and adults.	

Flow of Illustrations/ communicative	Steps unclear due to lack of <ul style="list-style-type: none"> • Both hands grasp and fingers connect. • Clean mother finger.
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The third flyer has the highest value compared into the other two according element and principle design theory. It has wide range of audience. It also has illustration with explicit outline which is good impression for outdoor. The color has good dynamic impression to attract audience but still make information easily to deliver. But it has lack unity in illustration and typography style. The first flyer has good readability in headline and body text font. It also has unity in color, illustration style and typography.

A continuation of this analysis is the application of hand washing facilities that have appeared in front of small shops that are independently created by the owners. From the three designs, the design criteria were taken according to the needs of the attachment outside the room. In terms of layout, the design sticker uses a hierarchy as in the third flyer design, so does the illustration. Graphic used in illustration made transfer of information easier to understand [20].

While the typography design (the typeface) uses the proportions of first flyer but the text is not made with all capital letters but uses regular letters. Just the title is capitalized. Meanwhile, the use of color refers to first flyer which applies 2-3 color tones.

4. CONCLUSION

The three flyers Public Service Announcements “Wash hands with soap and running water” campaign which were designed by the Indonesian Ministry of Health have deficiency and excellence in each flyer. The third flyer has the highest score from the other two according to element and principle design theory. In the other hand it also has deficiency that becomes excellence from the other. Recommendation for developing design flyer of PSA “Wash hands with soap and running water” campaign is combining the excellence of the flyers and considering the elements and principles design theory. The design should emphasize the procedure of washing hand steps illustration which drawn clearly and understandable into the audience. The text supports the illustration so that the typeface should have high readability so that can be read quickly during washing hands. The color should be contrast between the illustration and the typeface.

ACKNOWLEDGMENT

This research was supported granted by self-financing English Design Department, Faculty Language and Arts Universitas Negeri Surabaya (UNESA). We thank our reviewers who provided insight and expertise that greatly assisted the research, although they may not agree with all of the interpretations/conclusions of this paper. We thank to blind reviewers for comments that greatly improved the manuscript.

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