

# Visual Communication Skills for Motivators of Family Resilience during the Covid 19 Pandemic

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**Abstract**—The covid pandemic period, which has lasted for almost two years, requires creativity in filling the limitations of face-to-face activities, including the Family Resilience Motivator (Motekar) officers to keep their messages informed effectively. Aims to provide visual communication skills to Motekar officers, so that the pandemic is not an obstacle to remain an "empowering" agent. Using Focus Group Discussion and Workshop methods, the training involved Motekar groups of various ages. Messages in communication activities carried out by Motekar staff in empowering families in Ciparay District certainly need to be designed to be interesting and ultimately effective communication. This is where the solution offered is the delivery of material regarding visual communication. By utilizing the participants' smartphones, the results of this community service can provide visual communication skills that can be used to convey messages creatively, interestingly, and effectively.

**Keywords**—motekar, family resilience, gadgets, visuals, covid 19 pandemic

## I. INTRODUCTION

Motivator Family Resilience (Motekar) is *tenaga motivator ketahanan keluarga* which has the task of assisting the government to build the resilience of families, especially in West Java. Motekar according to the Regional Regulation of West Java Province No. 9 of 2014 concerning Implementation of Family Resilience Development has the task of: (a) identifying, (b) motivating, (c) mediating, (d) educating, (e) planning and (f) advocating for related to the development of family resilience in the life of the Village/Kelurahan community in West Java [1].

Motekar in West Java by 2020 has spread to 27 cities and regencies in the province of West Java. The number of motekars in West Java based on data from DP3AKB is 666 people. Thus, each city/district has an average of 25 people to nurture all the families in that city or district, including 8 people are in Majalaya District.

In the context of carrying out the task of assisting family empowerment towards families that have good family resilience, of course it is not easy. Therefore, the role of motekar staff has a very strategic function in realizing family

resilience. The role as an "empowerer" which in itself has the ability in the form of cognitive, affective, and psychomotor aspects of knowledge and life experience, so as to be able to transform the values of empowerment to families who experience various vulnerabilities or lack of power [1,2]. In a pandemic covid-19 condition, family milieu become central from all activities of family members. It is due to all the activities carried out at home by online, learn and work. This condition certainly makes the family a determinant of success, whether it's the education of their children who are still in school, including the activities or jobs that their parents are involved in.

A Motekar employee to carry out his duties and role as an "empowering" agent during a pandemic, it is necessary to be equipped with the ability to process messages through the media as a substitute for limited face-to-face meetings. Media communication skills are very important for a Motekar staff to be able to motivate, mediate, educate, or other tasks towards building family resilience. The reality on the ground is that there are still many Motekar staff who are less skilled in communicating with the fostered families as agents of "family empowerment". This was conveyed by Tari Syafia Tami from DP3AKB who stated that:

"Many of Motekar's personnel do not have knowledge and communication skills. This is because the recruitment of motekar personnel is more focused on those who come from the local area and have experience of engaging in activities in the community. This is one of the disadvantages that motekar has, but because of motekar is the locals this becomes easier. It would be better if there was an increase in communication skills for motekar..." (Interview, Monday November 30<sup>th</sup>, 2020, at 15.00)

The lack of communication skills possessed by motekar personnel will certainly have an impact on the effectiveness of empowerment activities carried out. The message in communication activities carried out by motekar personnel in family empowerment in Ciparay Subdistrict certainly needs to be designed so that the message becomes interesting and ultimately communication becomes effective. This is where the solution offered is the delivery of material about visual

communication, which becomes part of the communication process. Especially in pandemic times, face-to-face cannot be done motekar energy, but motivating activities can be done by utilizing media, such as social media [3,4]. Visual images are often understood as additional modes of communication complementing written or spoken text— they help the viewer to understand a message faster [5].

Creating attractive visual communication, there are currently design programs that can be used easily. One application that is quite popular is Canva, which has complete features and makes it easier for someone to design, such as posters, greeting cards, brochures, infographics to presentations. Canva has text and animation features. One of the advantages of Canva is that it is easy to create designs by *dragging and grouping available image* and animation *templates* without having to redesign from scratch, so that with this convenience it can attract even ordinary people [6,7]. Interestingly, the Canva program can be used on *smartphones*, so that motekar activities can be done anywhere.

Based on the situation faced by Motekar staff as agents of "empowering" families in building family resilience who are still lacking in visual communication competence, it is necessary to have self-development training in the form of skills using the Canva application with a *smartphone*. The development of technological and communication media in this digital era makes everyone can communicate without limited space and time [8].

**II. METHODS**

Training of visual communication skills for motekar personnel in Majalaya sub-district of Bandung district, conducted with (1) lectures delivered by speakers consisting of a service team; (2) discussion activities are carried out in conjunction with the delivery of materials; (3) the implementation of the quiz is carried out after the provision of the material is completed; (4) Simulation activities utilizing smartphones to design effective visual communication. The target audience of this training activity is motekar personnel in Majalaya Subdistrict (Table 1). Majalaya district became one of the sub-districts in Bandung Regency with a population of 165,621 people with a male gender of 84,813 people or as much as 51.2%. While the population of the female sex as many as 81,008 people or as many as 48.8%. For information in the pandemic period to be conveyed effectively and efficiently, motekar personnel are prepared to be able to manage messages through social media with interest. The biggest challenge is that the motekar must adjust to the current technological proficiency so that it needs to be improved or competence [9].

TABLE I. DEVOTION TARGET

NO	Name and Village	Gender	Education	Village
1	Asep Suningrat	M	Senior HS	Majalaya
2	Yayan Herlina	F	Senior HS	Bojong
3	Wina Nawangsih	F	Senior HS	Majakerta
4	Dede Kadarwati	F	Senior HS	Padamulya
5	R.Hani Kustiyah	F	Diploma	Wangisagara
6	Erna Gunawan	M	Bachelor	Neglasari
7	Iyan Sofyan Azis	M	Senior HS	Sukamaju
8	Dinar Indrawati	F	Bachelor	Majasetra

Beginning with knowledge of visual communication concepts as a foundation for understanding the structure of communication messages, until their implementation in a design work that can convey messages appropriately and attractively.

**III. RESULTS AND DISCUSSION**

Effective communication is the goal of the communication training carried out. Every communication that is made certainly requires the effectiveness of its implementation. The knowledge of the mechanics regarding the effectiveness of communication activities was quite good. Effective communication would be relevant for interpersonal communication made in the implementation of community empowerment is done, particularly in the form of visual communication of media. The existence of social media is also used to inform things faster today [10].

The initial stage of creating a visual communication message is to prepare the material to be delivered. Motekar workers have obtained materials that will be conveyed to the community in their area. So far, the message was delivered in the form of face-to-face communication. However, during this pandemic, messages need to be conveyed through the media, because face-to-face activities are limited by the local government regarding the spread of COVID-19. The media commonly used by Motekar's staff are Facebook and Instagram. Based on the information submitted by the training participants, the material distributed through the media is mostly photos of activity documentation. Meanwhile, messages related to family resilience are rarely disseminated through social media. This is due to the lack of understanding of effective communication through the media, as shown in Figure 1.



Fig. 1. Motekar's knowledge chart on effective communication.

Therefore, participants are given practical material about design, so that the theory or design concept that has been submitted can be directly implemented in practice. It can also increase participants' knowledge about the concept of effective and interesting visual communication. To help novice users, the Canva app features video tutorials covering a wide range of topics — from Canva tips and tricks to using graphic design for various publications. In addition, there blog Canva also a science field. Through the articles in it, users can learn various creative techniques using visual content.

Before you can use Canva, users must first register. After accessing the site, click the “sign up” button in the left or top right corner of the screen. To register, you can use a Google account, Facebook, or email address (Figure 2).

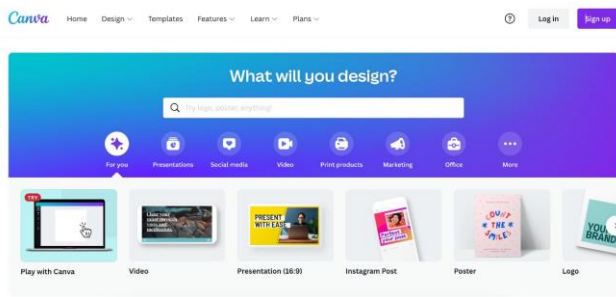


Fig. 2. Canva sign up page.

To create a visual communication design, this application provides various types of visual content that can be selected as needed, according to what social media is the location of publication. After selecting the type of content that you want to create, Canva also provides design with the help of templates, or you can start from scratch so that users can better understand the functions of Canva's various editor menus.

The first step is choosing a background. There are two menus can at select when they want to specify a background image for the design, the "Photos" and "Background". It doesn't matter which menu is selected, the difference between the two is just a given option. In the “Photos” menu, users can find a variety of photos with different styles. Not all these photos have the same orientation—some are horizontal, and others are vertical. While on the "Background" menu users can find various color gradients and images with a minimalist style. All the options available in this menu is horizontal, as is apparent in Figure 3.

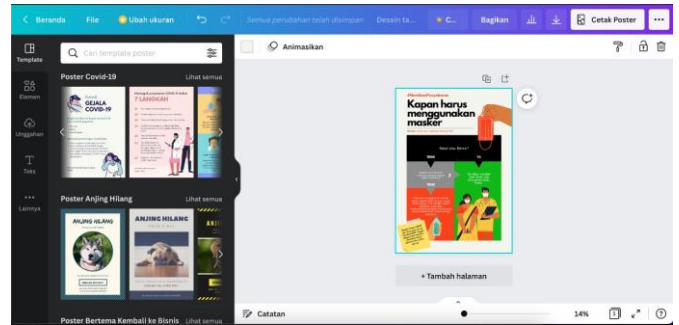


Fig. 3. Background menu options in Canva.

Next, users need to edit the background so that the text to be added later is easier to read. The important thing to understand is to use light-colored text on a dark background or vice versa to increase the readability value. Selection of crispy and clear typefaces to make it easier for readers to browse visual content. A design that is too crowded will also make the reader become tired visually, because minimalist design makes the message look more efficient. Canva has many examples of writing designs that can be customized at will. This feature can be relied upon if you want to save time in visual content creation.

After adding a background and changing the typeface, the user can add some visual ornaments such as lines, shapes, or other elements to enhance the appearance according to the target audience, for example. Line elements are often used to direct the reader in visual works to give the impression of affirmation, direction, or message hierarchy.

Visual communication principles also need to be applied when users prepare visual content materials. The principles of balance, harmony, unity, rhythm, to the focal point in space are the basis for designers to create effective and efficient visual communication messages. Therefore, these principles must be able to be implemented in the work in Canva.

Another convenience of the Canva program is autosave, so that the design process carried out by the user in real time will be stored on the Canva server. So, users don't need to be afraid of losing the process, even if suddenly interrupted by network technical problems. The next thing users can do is download the design or share it on other platforms, such as Motekar's social media accounts. In fact, users can also transfer the designs created to online storage media such as Google Drive or Dropbox.

The convenience that Canva provides to novice users provides a positive value for the motekar staff to be able to produce visual content that is in line with the purpose of the message to be conveyed. Relying only on their respective smartphones, and using minimal internet quota, because they are only used when downloading applications and when sharing visual content to other media, from beginners to visual communication professionals.



Fig. 4. The workshop results of using Canva via a smartphone of Motekar officer do.

#### IV. CONCLUSION

Visual communication skills are indispensable during the current covid-19 pandemic. Currently, the task of the motekar in motivating families in their area to build a healthy and prosperous family is different from the past which was done face-to-face. The digital era and the presence of smartphones also contribute to facilitating learning for technicians to develop their abilities, especially in the field of information and communication technology. Canva as a visual communication design application, which can be accessed for free, is one of the media that is quite helpful for novice users to produce visual content works that can be immediately distributed through Motekar's social media accounts. However, there are still few who use it due to the ignorance of the power of the motekar itself about the existence of Canva. Owned smartphone is only used to access communication or entertainment services. In fact, with smartphones, and the current media convergence, digital literacy, especially visual communication learning, can be done as much as possible.

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