

Visual Communication for Dance Movement Therapy Campaign

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ABSTRACT

Dancing is an activity that moves the body through music, it's not only having physical benefits, but also psychic benefits. Dance can burn more than 300 calories in 30 minutes. There is a Psychological Therapy called Dance Movement Therapy. Dance Movement Therapy promotes healing by motivating participants to express themselves. To do Dance Movement Therapy, participants must be guided by a certified person in Dance Therapy. Unfortunately, this therapy still unknown in Indonesia. This research involves 50 people. Target from this research is women 20-30 years old, like listening to music, social media active, and like to give important information to other people. The usage of visual communication to convey the benefits of dance movement therapy because visual communication has proven could help audience to understand about the message to be delivered. The author used a communication journey named 5A (Aware, Appeal, Ask, Act, Advocate) to make a sustainable message through visual communication. The main media that used in this visual communication is social media, such as Tiktok, Instagram and YouTube for Ad and Content. To support used On-Ground Activation and Microsite. This media is chosen based on media target behavior.

Keywords: visual communication, dance movement therapy, psychological, campaign, media

1. PREFACE

Dance is an activity to move the body through music. Dance, in Oxford Dictionary, (countable) a series of movements and steps, usually performed in accordance with music; a specific example of these movements and steps. Dance is divided by 2 categories, Traditional Dance and Modern Dance. There are also so many types of Traditional Dance, for example, in Indonesia we have Saman Dance, Pendet Dance, Serimpi Dance, and etc. Other countries also have their own Traditional Dance. For Modern Dance, they also have so many types, for example, Tap Dance, R&B, Hip Hop, and many more. There is also a type of dance called "Freestyle" in which people can dance just by hearing random music and moving their bodies to the rhythm of music.

Dance has good benefits for the body. Besides that, dance also helps to exercise flexibility skills, losing weight, and many more. Dance also helps mental health like, brighten the mood, reduce anxiety levels, and many more. For example, Zumba dance can burn about 369 kcal per workout for 40-50 minutes[1].

There is a therapy for psychology called Dance Movement Therapy, people creatively involved in the process of emotional integration, cognitive, physical, and their social. This therapy is a creative application of movement and dance in therapeutic relationships. Dance Movement Therapy is so varied and complex, while it is unknown in the subject area [2]. Dance Movement Therapy promotes healing with motivating participants to express themselves. Nana Koch, Ed. D, BC-DMT, LCAT, NCC, LPC, CMA, a certificated therapist for Dance Therapy from YouTube American Dance Therapy Association said, movements are the first step of communication that at the end can providing opportunity to socialize, to make community for increase the live quality between humans, and the most important expressing the deepest feels of mind and feelings [12]. Dance therapy may have an impact on a variety of health-related psychological outcomes [3].

As well as that, the usage of visual communication to convey the benefits of dance movement therapy because visual communication has proven could help the audience to understand about the message to be delivered. In visual communication design, text is also considered an image because it is the result of abstraction of the audible symbols. Like other designs, visual communication design can refer to manufacturing processes, design methods, products generated by the design, or even the disciplines that used design[4]. Media that was used are social media, such as Tiktok, Instagram and YouTube for Ad and Content, On-Ground Activation and Microsite.

Dance Movement Therapy

The relationship between the body and emotions is an important part of dance movement therapy and it is a central aspect of the healing process. The findings suggest that the dynamic movement element is a rich research topic with great potential for dance movement therapy practice, and that the profession has an opportunity to engage more with physical feedback, the interbody resonance that occurs between therapist and client, and an understanding of emotions. Link to the study of the effects of state [5]. Dance Movement Therapy approach aims to integrate consciousness and body, with a focus on the therapeutic relationship and understanding of unconscious mental processes. Individual integration sought through movement, combining the expressive and creative aspects of dance with insight psychotherapy [6].

Dance Movement Therapy could help many mental disorders, such as Parkinson, Dementia, Alzheimer, PTSD, Anxiety, Depression, Trauma, Stress, Autism, Schizophrenia, and many more. Dance Movement Therapy also could help Veterans, Bullying Victim and even Stroke and epilepsy. Dance therapy is an interesting unconventional physical therapy for Parkinson's patients that may have important effects on motor and non-motor function [7]. Dance Movement Therapy may be included as part of an integrative cancer care treatment for prophylactic pain control at the start of radiotherapy to allow for early intervention [8]. Dance therapy may help the elderly improve their balance and reduce their risk of falling [9]. Dance movement therapy can employ a variety of techniques, including movement exercises connected to the ground, traditional African rhythms and percussion as structures to connect oneself and others, and a variety of appropriate tools and props. Dance movement therapy can also incorporate techniques from other disciplines, such as yoga (breathing techniques and different postures), classical ballet (emphasis on verticality), and even dancers not covered here, such as tango, double dance, swing dance, etc. (focus on in rhythm) connecting people to their bodies, anchoring their bodies to the ground, and connecting them to others [10].

2. RESEARCH METHOD

Qualitative method is used on this research. Data collections are obtained by searching on online journal, digital books, internet articles and interviewing. Since it is hard found specialize dance movement therapy specialize psychologist in Indonesia, finally interviewed held with psychologist who are interest, know better and close to dance movement therapy. Survey for this research was run to 20-30 years old woman, JABODETABEK area. Observation also made through YouTube. YouTube videos were taken from a YouTube account named "American Dance Therapy Association", which in this account, talk about Dance Movement Therapy in every side, such as mental health, or for child and many more.

3. RESULT AND DISCUSSION

Situation Analysis

From the data by interview with 2 Psychologists, first from Mrs. Annisa Prasetyo Ningrum S.Psi, M.Psi, Psikolog, with 4 years' experience, said Dance Movement Therapy is a therapy that uses dance as therapy facilities, with coordination between motors (moving body) and music that can affect emotional condition. When people listen to music, the brain also processes and usually, music can evoke certain emotions. This therapy also needs special training for the psychologist. About this therapy benefits, for general this therapy refers to emotional stability, just different media. A physical activity can distract and increase endorphin and serotonin and make emotional conditions better. She said that dance can be done with all ages just by adjusting the music and moves. She only knows about Dance Movement Therapy, but not to use it in her practice.

Second Psychologist is Mrs. Theresia Susanti S.Psi, M.Psi, Psikolog, with 9 years' experience, said Dance Movement Therapy can channel pent-up emotions and express the emotions so that one can be calmer and happier. In the process, this therapy gives clients/participants freely moving and venting emotions through movement. Dance Movement Therapy needs to be known and needs to be studied further. She also knows and she is also a participant of a seminar in 2012 about Dance Movement Therapy that was held by an Indonesia psychologist organization, but because it was a long time ago, she just knows only a bit. She also did not use Dance Movement Therapy in her practice.

Then, based on the data obtained from the written survey of 50 persons who reside in JABODETABEK, all of them, or 100% say "Yes" with the question "do you love music?" and 72% said "Yes" with the question "Are you like to moves your body when you listen to music?" Next the essay questions about the benefits of dance, and almost all of them only know the benefits for the physical, along with the question "Do you know there is a therapy called Dance Movement Therapy?" 86% or 43 people said "No" and 12% said "Maybe". This means Dance Movement Therapy is still unknown in Indonesia. In addition, in the written survey, social media that the most people used are Instagram, WhatsApp, Line, YouTube and Tiktok.

Visual Communication

For key visuals, this campaign uses Season Concept, which has 4 type seasons themes: summer, spring, autumn, and winter. Seasons, weather, temperature can be affecting mental health. In every case, the pattern of this Seasonal Affective Disorder (SAD) was the same: the highest level in the winter, lowest level in summer, with fall and spring in between [11]. This campaign is named "Dance for Heal" with the hope that Dance Movement Therapy can help to heal people and gain more popularity in Indonesia as an alternative psychologist therapy. Also educate people to know that Dance, not only as a hobby or sports, dance also can be a therapy that can cure mentally and physically. Dance for Heal logo has a form of Four-Leaf Clover, which has the meanings of Love, Hope, Luck and Faith. and the logo has 4 dots and shape look like 4 people who dancing together and different color who represent the difference each other people that means this can be do for everyone, old and young, men and women. With font Helvetica Neue

Figure 1

Dance for Heal's logo



Figure 2
Color Palette



The headlines are the combination between psychic and mental uses. There is also a line of information in the poster about benefits of DMT for mental and physical or scientific information of dance movement therapy. Helvetica Neue font is used in Body copy along with SignPainter font for Headline. For media, Illustration technique were used. Illustration will be for it to aid the imprinting of awareness into subconscious of society at large [13]. And Type of illustration that used in this campaign is Flat Illustration, because Flat illustration could make viewer easily to understand the material [14]. Although adopted the season theme but this campaign chose blue as a main campaign color palette. Blue chosen in order to represents sky and sea that is associated with open spaces, freedom, intuition, imagination, inspiration, and sensitivity. As well as meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, and intelligence [15].

Figure 3

4 Key visual with seasonal background. First (top left) is spring, second (top right) is winter, third (bottom left) is summer, last is autumn.



The usage of the wide scarf on key visual help to enhance the movement, flowing, feel and feel the light of our body and soul as the effect of dance. The headline evoked a spirit of freedom,

intuition and inspiration along as the blue meaning. Headline used for the first key visual for example is “Gerakan tubuhmu, Gapai bahagiamu” mean “Move your body, Reach your happiness” encourages the target intuition to feel the body while they do the freestyle dance.

As for the other media, this campaign put outdoor illustrations of each season as background of each media with blue and white as their main color used on almost of the visual. The visual communication on Instagram is used a simple and light illustration to keep the communication clear and easy to read.

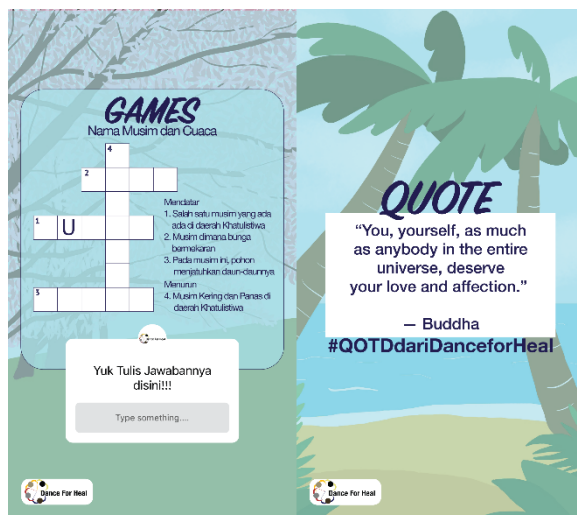
Figure 4

Example of visual communication usage in Instagram Feed Post



Figure 5

Example of visual communication usage in Instagram Story Post



Next is the animation video for ads (Instagram, and YouTube). Except Tiktok ads, in the video would show real person who dance through the music but also in the same theme background, beach. As for YouTube ad, and Instagram ad, the concept was showing the benefits of DMT and inviting audience to do DMT. Furthermore, Tiktok ads use as a teaser of this campaign has different visual concept by show the real dance movement on daily life

Figure 6

Screenshot YouTube Ad



2D Vector Animation were chosen as the animation styles because 2D Vector Animation offering a fast and simple way to quickly turn concepts into videos that get results [16]. This campaign used outdoor illustration of each season as background of each media because outdoor were associate with blue color meaning, open spaces, and freedom.

Figure 7

Example of visual communication usage in Instagram Ad

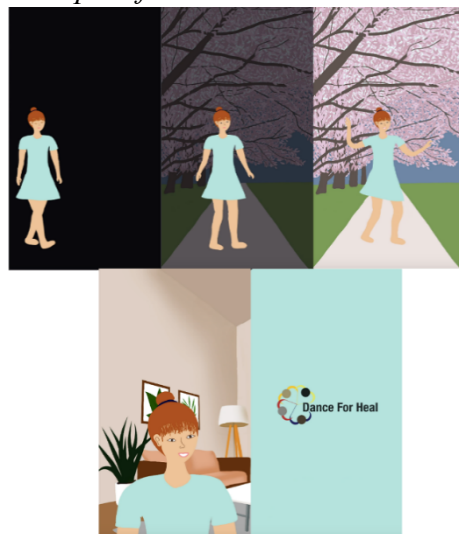
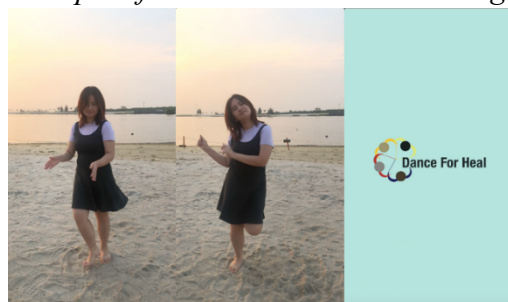


Figure 8

Example of visual communication usage in Tiktok Ad



In addition, for next Dance Movement Therapy Campaign, try to make the campaign more fun as they should be, because it's about dance and mental therapy and make them more understandable with more explanation and examples from psychologist who specialize in dance movement therapy.

Visual Communication Media

Simulation of the adoption process is 5A, which are Aware, Appeal, Ask, Act, and Advocate. For media there will be a YouTube ad, an Instagram Ad, and a Tiktok Ad. Along with On-Ground Activation and Microsite. In Microsite, target can find information such as articles and video. Microsite also contains Tutorial Videos and audience can sharing their own experience about dance movement therapy.

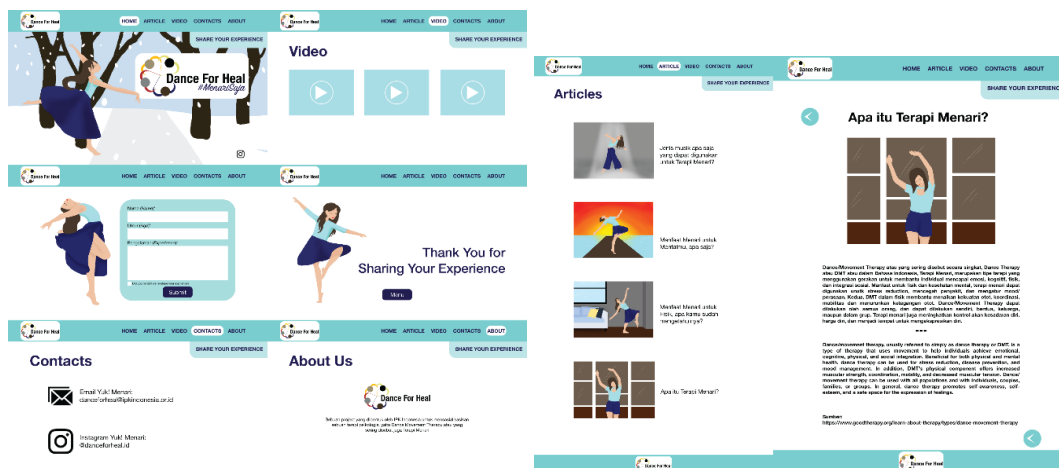
Figure 9

Tutorial Video Microsite



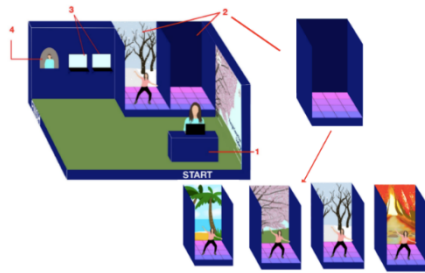
Figure 10

Microsite



The concept of On-Ground Activity is "Freestyle Dance Floor" Challenge. In this activity, people would do Instagram Reels or Tiktok Challenge. First, people register to get into the dance floor box. After that, people will go into the dance floor box, and when they start dancing, the LED back will show a "Season Holiday" background. People record with their phone. After they post it on Instagram or Tiktok, they can share what they feel when they dance on the dance floor on Microsite and show it to staff to get some merchandise.

Figure 11
On-Ground Activation Concept



4. CONCLUSIONS AND RECOMMENDATIONS

Based on all the data above, dancing in Indonesia is just only a hobby or sport. and Dance Movement Therapy is still unknown in Indonesia, Dance Movement Therapy has potential to become a new alternative therapy because almost all people love music, with any genre of music. Visual communication could help the audience to understand about the message to be delivered, and illustration will be for it to aid the imprinting of awareness into the subconscious of society at large. Visual communication that is used are illustrated campaigns that could help the public to understand about Dance Movement Therapy and become another option to Mental Health Therapy.

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