

RECOMMENDATIONS FOR VISUAL COMMUNICATION IN THE "SENYUM MAHKOTA HATI" INITIATIVE CAMPAIGN

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ABSTRACT

The Baby Blues syndrome often occurs by a mother after giving birth due to the lack of information and concern from those around them. The behavior of people around the mother who belittle and ignore the Baby Blues can unknowingly worsen the mother's condition. If this condition persists for more than 14 days, the mother will experience more severe symptoms. There is already a significant amount of education on Baby Blues syndrome, but very little of it is accompanied by illustrations. The usage of visual communication including illustrations in conveying Baby Blues education, has been proven to help the audience understand the message being delivered, especially for young adults aged 20-26. The purpose of this design is to provide comprehensive information to people around the mother to increase their awareness and understanding as an initial step in preventing the mother's condition from worsening due to Baby Blues. The design method utilizes Robin Landa's method, consisting of Orientation, Analysis, Concepts, Design, and Implementation. Data collection is conducted qualitatively through surveys, observations, social media listening, and interviews. Provides visual communication recommendations with fun illustrations of the situation of baby blues mothers to educate the target audience. Using digital media and social media to make it easier to reach them.

Keywords: baby blues, illustration, education, visual communication

1. PREFACE

Becoming a mother can be one of the most anticipated moments for many people. The birth of a baby is a joyful anticipation for parents, family, friends, and those around them. However, in reality when a mother is not able to adapt yet, it is possible for them to have psychological disturbances with various symptoms and postpartum syndromes. One of these is baby blues syndrome. Baby Blues Syndrome is a feeling of sadness that is experienced by a mother after giving birth that is related to her baby (Alviena, 2019). This is commonly developed between 2 to 4 days after birth, and is typically resolved within 14 days (McKelvey & Espelin, 2018). In Indonesia, the incidence rate increased in 2020 to around 70-80% of postpartum mothers experiencing baby blues syndrome (Deniati & Agnesfadia, 2022). The primary factor leading to baby blues is the change in hormones, specifically estrogen and progesterone, which decrease after giving birth. The decline in these two hormones causes mood swings in the mother without a clear cause and hard to explain (Eristono et al., 2023). Other contributing factors include feeling pain from childbirth and breastfeeding, body changes, extreme exhaustion from taking care of the baby, excessive worry about their role as a mother, a lack of attention and support from the closest and others that make the mother's mood worse and out of control (Pazriani et al., 2021).

The symptoms of baby blues include mood swings, mental and physical fatigue, anxiety, irritability, crying, and sleep disturbances. These symptoms usually disappear as the mother adjusts to her role and typically resolve within 10-14 days after childbirth (Pazriani et al., 2021). If experienced for more than 14 days, there is a huge concern that it may lead to postpartum

depression, which can involve negative thoughts, including a desire to harm oneself or the baby physically (Fithriany et al., 2022). The people around the mother will have a significant role in overcoming it, but most of them tend to ignore it. According to Psychology Lecturer Andini Dwi Arumsari, the main factor contributing to the occurrence of baby blues syndrome is a lack of emotional support, both from immediate family and the people around (Sahal, 2022). The people around significantly influence the mother's mental condition, and one factor is mom shaming (Ramadhan et al., 2023). Negative criticism, even seemingly trivial, can result in stress, loss of confidence, and even baby blues. The demanding tasks of motherhood are often underappreciated by those close to her who focus more on the child. This dynamic makes it difficult for the mother to control her emotions, which can consciously or unconsciously affect the child (Sari, 2022). According to Dr. Titi, with immediate support from the husband, family, and those around her, the mother's psychological condition may improve (humas.fku, 2022). Their role is crucial for both prevention and reducing other negative symptoms. However, there is still a lack of awareness about baby blues and how to anticipate it (Tyarini & Resmi, 2020).

Figure 1

The Scenes from “Save Me”



A similar form of communication that provides education on baby blues has been found in the dance film "Save Me" by Rini Utami (figure 1) (Utami, 2023). Save Me is a dance film that explores the social event of baby blues syndrome with a focus on the physiological impact of mothers in Indonesia who experiencing depression and control lost over their bodies. This communication takes a unique approach by creating performances presented through dance by a mother, accessible through both live performances and via the internet. Targeting mothers experiencing baby blues, the film delivers a message that 'support from fellow mothers is one of the key factors for healing'. However, this communication does not reach around the people around the mother who plays a crucial role in her healing. Additionally, there hasn't been a similar communication method found to provide early prevention education.

Unknowingly, it's not only the mother, those around her also have a crucial role to overcome baby blues. We must begin to understand, support, and provide education about this issue as early as possible by campaigns for people around mothers. In this context, young adults around the age 20-26 play a significant role, as this period often marks the beginning of marriage and pregnancy journeys. Designing a baby blues education campaign to people around through digital media will simplify information delivery and practical especially for young adults (Irfan & Yuliati, 2022). Education through motion graphic videos based on illustrations can attract the audience's interest in understanding baby blues and actively reducing the risk of baby blues in the future. The use of Instagram and a microsite on social media allows this campaign to reach a broader and faster audience.

Providing education to the people around the mother to build awareness and understanding of baby blues. This is also to offer support to mothers who have just given birth.

Baby Blues

Postpartum blues in Indonesia has a high prevalence, comprising around 70-80%. Mental and emotional changes occur from the early stages after childbirth and evolve over time into postpartum depression and psychosis. Postpartum blues tend to serve as predictors of postpartum depression to the extent of 15% to 20%. The progression from postpartum blues to severe depression must be prevented, given the risk that mothers may be triggered to harm themselves, contemplate suicide, or neglect their infants (Manurung & Setyowati, 2021). Postpartum blues are experienced by 70-80% of postpartum women within 2-4 days after childbirth. Results indicate that 10% of mothers experience depression after giving birth, and only 10% remain unchanged. This condition lasts between 3-6 months, and in some cases, occurrences may extend throughout the first year of the baby's life (Yuliasari & Putri, 2022).

Visual Communication

Illustration is an image created with the purpose of visually clarifying a story, text, or other content. Effective illustrations are images that can reflect the text, sentences, or story that is the essence of a work (Kusumasari, 2020). Motion graphics is a branch of graphic design art that combines illustration, typography, photography, and videography using animation techniques. Motion graphics consists of two words, "motion" which means movement and "graphics" which we often know as graphic. From the origin of the meaning of these two words, it can be said that motion graphics can also be called motion graphics (Dafideff.com, 2020). Anggraini and Nathalia explain that color is one of the design elements that can establish a message's identity, create an atmosphere, and attract attention. It also serves as a means to clearly convey a message with its intended purpose and goal. According to Anggraini and Nathalia, typography, or commonly referred to as fonts, is a science of selecting and arranging letters in design fields to create a certain impression and message (Witarsa, 2019).

2. RESEARCH METHOD

This study uses a qualitative method. Based on the problem formulation outlined above, the first data collecting method involves observing and analyzing Facebook social media platforms where mothers can exchange stories and information about their baby blues experiences to find out more about what they have been through and how to deal with it. Following this, in September 2023, a written interview was conducted by Niken Terate, a mother who successfully navigated through her baby blues, to explore coping strategies. Furthermore, a media habits survey was conducted using Google Form with the aim of obtaining information about the media habits of young adults in Jakarta. To understand the perspectives of teenagers in Jakarta regarding baby blues experiences, additional surveys and interviews were conducted by several respondents to gain deeper understanding. The target of this research is all young adults ranging between the age of 20-26 in Jakarta. The data analysis method utilizes the Miles and Huberman model by reducing the data.

3. RESULTS AND DISCUSSIONS

Target Segments

The research is targeted towards all young adults ranging from the age of 20-26 in Jakarta. They belong to the Z generation (1997-2000s) that heavily revolves on the internet and social media. Social media serves as their platform to receive various information and socialization. The target audience tends to prefer consuming health information through digital media because it is a lot more practical and engaging. The publicity of information on the internet makes the target audience a lot more receptive to mental health issues.

Situation Analysis

The baby blues education campaign has the potential to increase awareness among young adults about the importance of understanding baby blues. Social media makes this campaign accessible and shareable to anyone. However, reaching those who aren't planning to have children may be challenging as they may not feel the need of education at the moment. In reality, this education is valuable for those who do not have children yet as a first step to help around them who may experience baby blues in the future. Mothers who have experienced baby blues would likely appreciate and support this campaign. Threats may happen because some people are not aware of baby blues education due to not experiencing it themselves and the social media contents that can attract the audience's attention. Effective strategies are required to optimize this campaign while mitigating potential risks to achieve its objectives.

Communication Objective

The campaign aims to foster a deeper understanding of baby blues among individuals, particularly targeting young adults. Its overarching goal is to equip them with the knowledge and awareness necessary to mitigate the risk of prolonged baby blues, both for themselves and for those within their social circles.

Insight

"The Mother's Crown Taken by the Child"

When someone has just given birth, often all attention is focused towards the baby. They are sought after, praised, and noticed, while the mother, who has gone through an extraordinary struggle, often does not receive what they need, such as support. The mother often feels neglected due to the overwhelming focus on the baby's needs and attention.

Creative Concept

Creative concept for this campaign is "Mother Forever Queen" (big idea). A mother plays a crucial role in the family by providing love, attention, and invaluable support, thus elevating her as a "queen" is a way to appreciate and honor her role. The message to convey (what to say) is that our behavior can indirectly make mothers feel neglected and replaced by their babies, whereas a mother still needs attention and support after giving birth. Communication strategy (how to say) involves showing the problem, depicting the postpartum mother's situation experiencing mood changes due to her surrounding environment, and symbolizing the problem (symbols and analogy) by illustrating the mother's experiences and feelings represented by specific expressions and a crown symbolizing the rightful position of a mother. The applied idea integrates reframing and skill-up.

Visual Communication

For key visual, this campaign uses “Mahkota Abadi”. “Mahkota” (crown) symbolizes honor and appreciation given to mothers as recognition of their extraordinary and enduring roles, indicating that a mother's role in the family is irreplaceable; deserving care from those around them. Therefore, this “Mahkota Abadi” serves as a reminder that we should pay attention to and prioritize the well-being of mothers after childbirth. Additionally, two color situations are used: a colorful one depicting a happy mother and a blue lines art representing a colorless condition, indicating sadness. This campaign is named "Senyum Mahkota Hati" with the hope that society can create a positive environment and build smiles for new mothers to avoid deep sadness (baby blues). “Mahkota” becomes a symbol of honor and appreciation given to mothers (queens) in recognition of their extraordinary role.

Figure 2
Media Journey 5A



The chosen Communication and Media Journey framework is the 5A model (figure 2) consisting of Awareness, Appeal, Ask, Action, Advocate. For awareness, out-of-home media such as LED standing, Instagram story ads, and Instagram feeds and stories are utilized to make the target audience aware of the importance of their role in addressing baby blues in mothers. Appeal using Instagram feeds and stories for a deeper understanding of baby blues Ask through Instagram feeds and stories, then directing them to a microsite when their interest is piqued and to want to join the campaign. For action, they will watch educational videos and download story templates upon completion as steps to participate in the campaign. In the advocate phase, will recommend everyone to join the campaign through feeds and stories. Then, those who have joined can share the story templates on their respective Instagram accounts to invite their friends.

Figure 3
Senyum Mahkota Hati's logo



The logo of “Senyum Mahkota Hati” (figure 3) is heart-shaped, symbolizing love, with a hugging gesture representing support and care that can bring a smile to a mother's face. The crown serves as a symbol of a mother's position and role.

Figure 4
Color Palette and font



The campaign chooses a bright blue as the main palette (figure 4) because it symbolizes the feeling of sadness, representing the mother's emotions and the name of the depression itself (Cherry, 2022a). Pink is used for happy moments as it is associated with love and kindness (Cherry, 2022b). The characters are in white, symbolizing freedom where mothers can be free from various burdens and social pressures (sensationalcolor.com, n.d.). Yellow represents the sparkling crown. The Mithella font (figure 4) is used for headlines, and the Nunito font is used for body copy.

Figure 5
Key Visual



The key visual (figure 5) depicts two situations of mothers: the red color representing a happy situation, and the blue color representing a sad situation for the mother. The colors used in the key visual poster are very bright because 3D glasses will be used, requiring vibrant colors. Consistent with the same color concept, other media will use shades of blue and reddish pink that are more comfortable to view. A crown is used to symbolize the mother's position, where when she feels sad and neglected, her crown will crack, symbolizing that people have become indifferent to her existence.

Around the mother's head, there will be chat bubbles with clouds inside, each expressing different emotions. The clouds come in various types often associated with human moods, representing the mother's true feelings. The headline used is "Senyum Mahkota" in the red visual and "Kian Memudar" in the blue visual, interpreting that behind the usual smiles we see, mothers actually experience various sorrows. For other media, the campaign portrays the mother's mood predominantly using line art with primary colors of white and blue.

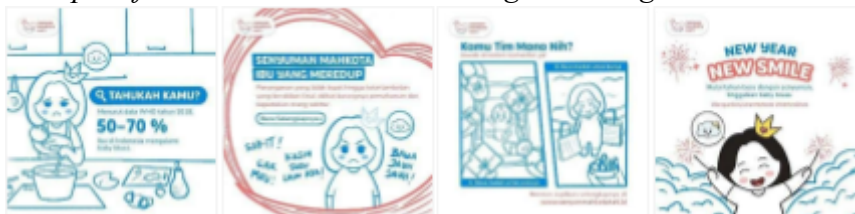
The visuals employ illustration techniques because they can convey messages in an enjoyable way and engage the audience (Dowdall, 2021). The illustrations are kept simple to allow the audience to focus more on the expressions and feelings of the characters without being too intricate in physical details, making them easy to remember and understand. The chosen illustration style is cartoon with simple outlines, so the message conveyed is easy to understand but still interesting (Hoare, 2021).

Figure 6
On-Ground Activation Concept



The concept of the On-Ground Activity (figure 6) is illustrated in a digital standing poster using a 3D glasses approach. Initially, the audience will see a seemingly chaotic poster. In this activity, the audience can try using 3D glasses. When they view the image through blue lenses, they will be presented with an illustration of a mother in a happy situation, which we consider as the "Senyum Mahkota." However, when the lenses are switched to red, the image changes to illustrate a mother experiencing sadness, depicted with a frown. This concept is designed to visualize the difference between the joyful mood of a mother that we often perceive and the reality that may not be visible to the naked eye. It aims to make the audience aware that we and people around the mother can contribute to her sadness and baby blues. Afterward, there is a QR code that will direct the audience to the campaign's Instagram account.

Figure 7
Example of Visual Communication Usage in Instagram Feed Post



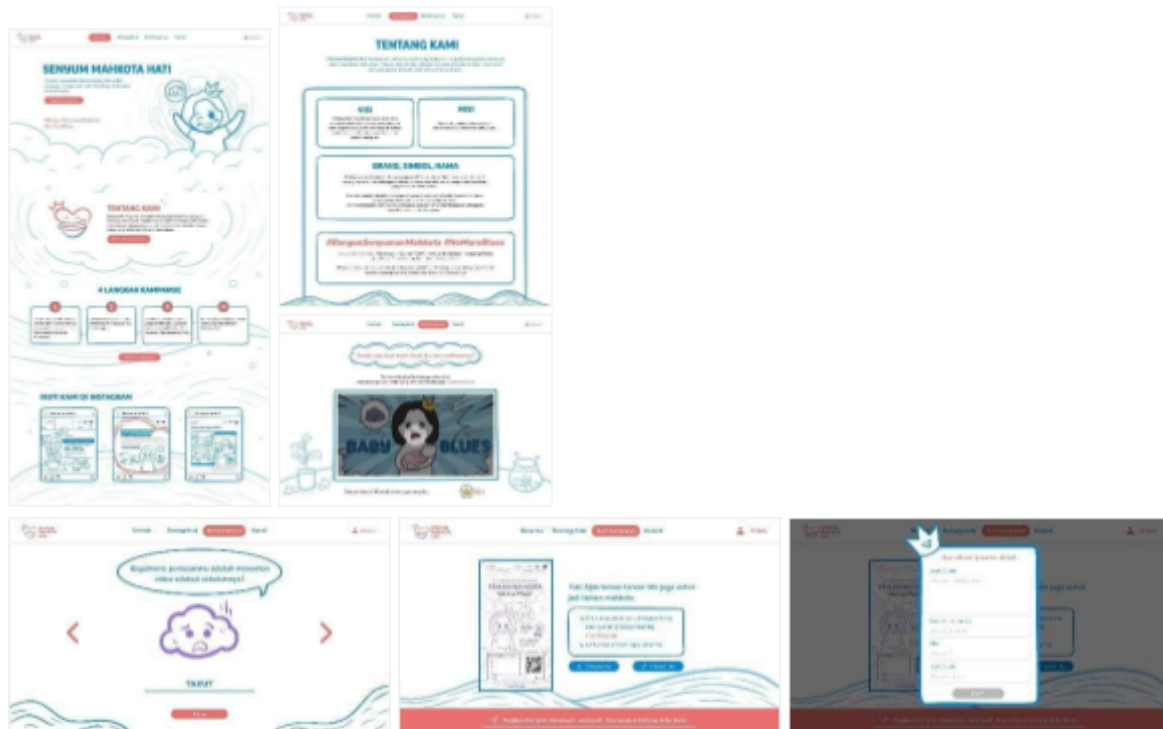
On Instagram feeds and stories (figure 7), the content is categorized into three content pillars: education (Monday), inspirational & motivational (Wednesday), and consumer engagement (Friday). This content schedule will run for three months during the ongoing campaign.

Figure 8
Example of Visual Communication Usage in Instagram Story Post



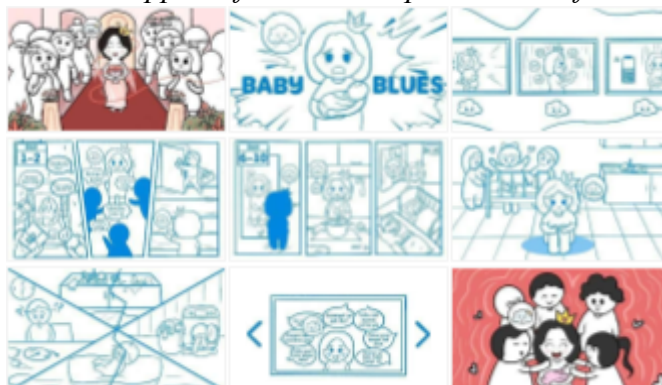
The Instagram story (figure 8) will be utilized to enhance engagement and to repost feed posts, ensuring that the content reaches a wider range of audience. The content created in stories includes interactive games that the audience can participate in, along with appealing holiday greetings.

Figure 9
Microsite



The microsite (figure 9) will be utilized to provide in-depth information to the audience about the campaign and serve as a platform where the campaign activities take place. It will include educational videos, story templates, and inspirational letters that the audience can fill out. Participants will be guided to watch the educational video in its entirety, activate the crown button as proof of participation, choose the mood they are currently experiencing, and then proceed to download the story template. They are encouraged to share this template on their respective Instagram stories, including the microsite link.

Figure 10
Several Snippets of Motion Graphics Scenes from the Educational Video



The motion graphics (figure 10) unfolds the story of a woman who once wore a crown due to her happiness, her life took a turn when she experienced baby blues exacerbated by the behavior of those around her. There is crucial general information about baby blues and the mother's journey during the 14 days postpartum. Highlighting the impact and suggesting solutions those around her should undertake to prevent the worsening of baby blues.

Figure 11
Story Templates



The story templates (figure 11) will be available after the audience watches the educational video in its entirety and selects the mood they are currently experiencing. The design of the story template will be tailored to match the chosen mood theme. There are 5 story templates with various choices according to the mood after watching that the audience chooses. These moods include happy, sad, afraid, surprised and annoyed.

4. CONCLUSIONS AND RECOMMENDATIONS

Building awareness and understanding among the people around about baby blues through a campaign. Utilizing LED standing posters, inviting people to experience what mothers truly feel after giving birth, which may not be as beautiful as it seems. Using illustrations with a play of blue and red colors seen through 3D glasses to give the audience a new experience and create curiosity. Instagram social media is used as a platform for wide information dissemination, especially for the younger generation. A microsite is employed as a campaign hub where educational videos can be watched and facts and information are provided through illustrations. Depicting the experiences of mothers during the 14 days after childbirth, highlighting potential challenges related to baby blues, which may be exacerbated by the influence of those around them. What mothers need from those around them to regain their crown is illustrated through motion graphics videos. Various template story options with attractive illustrations are provided to be distributed to the Instagram audience. Since this design is initiative-based, it is open for further continuation and experimentation.

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