

## *The Effectiveness of Covid-19 Health Posters Using Symbols of Indonesian Traditional Fairy Tales on Knowledge, Attitude, and Behaviour*

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### ABSTRACT

**Background:** The phenomenon of the outbreak of COVID-19 in various parts of the world has created a global panic that has a tremendous effect on all sides of life. Currently, COVID-19 is still a pandemic in Indonesia. Health appeals and messages circulating to prevent the transmission of COVID-19 have not been fully heeded by the public. Without a strong cultural basis, the change in behaviour is difficult for the community to accept. The social context highlighting descriptive norms for certain types of behaviour caused the command norms to conflict with the highlighted behaviour and dissonance (discomfort) increases. Health messages are designed based on symbols that in Indonesian society may be more effective. **Objective:** This study aims to determine the effectiveness of using traditional Indonesian fairy tale symbols in COVID-19 health posters on knowledge, attitudes, and health behaviours related to COVID-19. **Methods:** A total of 51 respondents aged 18-40 years who registered on the online questionnaire filled a link with the determination of the sample, namely random sampling which measured knowledge, attitudes, and behaviour before and after being given a poster designed using symbols found in traditional fairy tales. This study uses an online pre-test and post-test. Respondents come from various regions in Indonesia. **Results:** Respondents stated that posters with fairy tale symbols were interesting, not monotonous, and educative. After seeing posters designed using symbols from traditional fairy tales, respondents' knowledge about COVID-19 increased by 102%, attitudes increased by 6%, and behavior increased by 17%. **Conclusion:** The use of symbols in traditional fairy tales conveyed through poster media is effectively used to convey health messages to the public during the COVID-19 period. Health messages should be designed using symbols rooted in people's culture such as traditional Indonesian fairy tales.

**Keywords:** COVID-19, Effectiveness, Health Message, Traditional Symbols

### INTRODUCTION

The spread of COVID-19 grows rapidly even across countries. Currently, there are 188 countries that have confirmed contracting COVID-19 (Hanoatubun *et al.*, 2020). The phenomenon of the COVID-19 outbreak in various parts of the world has created a global panic that has had a tremendous effect on all sides of life. In Indonesia, from day to day the number of victims infected with this virus is increasing. As of August 9, 2021, in Indonesia, there were 3,686,740 total positive cases, 3,129,661 recovered, and 108,571 deaths (Satuan Tuga Penanganan COVID-19, 2021). With this growing number, the government has

made a policy to suppress, anticipate, and break the chain of the spread of COVID-19. The Indonesian government has set several regulations in dealing with the COVID-19 pandemic, including Large-Scale Social Restrictions (PSBB), work from home (WFH), online schools or lecturers, travel bans, and health protocols to prevent the transmission of COVID-19.

However, in reality, the community has not fully complied with the established regulations (Buana, 2020). Knowing that the stipulation of these regulations definitely has an impact on a number of public activities (Cindrakasih, 2021). The COVID-19 pandemic demands rapid behavioral changes in society. However, without a strong cultural basis, the change

in behavior is difficult for the community to accept. Due to the social context highlighting a descriptive norm of a certain type of behavior caused the command norm contradicts the highlighted behavior as well as the increase in dissonance (discomfort). The occurrence of change is certainly not desired, let alone planned by the whole community because it causes disorganization in all areas of human life (Prasetya, Nurdin and Gunawan, 2021).

It is necessary to carry out continuous socialization in all regions so that people have awareness which can help them to understand the various dangerous impacts caused by COVID-19 (Syafrida, 2020). The government has taken various ways to prevent, suppress, and break the chain of the spread of this virus. One of the methods used is by conveying the 7M health protocol message (wearing masks, washing hands, keeping distance, staying away from crowds, limiting mobility, avoiding touching eyes, nose, and mouth, and eliminating stigma). However, the health message was not fully heeded by the public. Improper behavior, even tending to underestimate this pandemic is quite disturbing because it can spread COVID-19 more widely. Behavior is one of the factors that affect a person's health status. Preventive actions such as providing education are needed to make people aware of the importance of implementing a clean and healthy lifestyle so as not to contract this disease (Rahmatina and Erawati, 2020).

Although efforts to prevent and control COVID-19 continue to be carried out by the government, the number of victims and patients has not been able to decrease significantly. The widespread circulation of incorrect information regarding health protocols and COVID-19 as well as the behavior of people who are not aware of obeying the government's appeal in this pandemic era is one of the main causes of the difficulty of controlling COVID-19 in Indonesia (Ngadiran *et al.*, 2020). Thus, public awareness of the risks posed by COVID-19 that leads to changing behavior is the main factor to improve individual health and health status in order to avoid COVID-19 (Sampurno, Kusumandyoko and Islam, 2020). Behaviour changes in addition to requiring support from various parties also requires knowledge provided to the community through educational media that are spread

so that they are easily accessible and contain messages that are easy to understand. With good knowledge, it will form a good attitude and behavior, such as disciplinary behavior in implementing health protocols during the ongoing COVID-19 pandemic (Sudayasa *et al.*, 2021).

By providing education, information or material can be conveyed so as to increase knowledge which in turn can be obtained by changing behavior that supports efforts to improve health quality (Sukei *et al.*, 2020). Given the current state of the COVID-19 pandemic, which requires people to avoid gathering or crowding, a health promotion educational media is needed regarding preventing COVID-19 and implementing health protocols that can be accessed by the public easily and anywhere without having to huddle together.

One of the educational media that is often used to educate the public is a poster. A poster is a presentation of a clear, striking, and attractive visual combination with the intention of attracting people's attention to something or influencing someone to act (Kurniawan *et al.*, 2020). The form of a simple poster, presenting one idea and achieving one main goal, colorful, has a special slogan, as well as clear and varied writing can make it easier and faster for the audience to catch the message presented (J, Okatvidanti and Astuti *et al.*, 2019). poster media can also facilitate faster and more efficient delivery of ideas, supported by the rapidly growing social media (Qomarrullah, R; Siahaan, J; Sawir, M; S Wulandari, 2021).

Online educational media, especially content on social media, is considered an effective medium for conveying information to the public (Nurhayati, 2020). Several other research results also showed that education through social media is effective in increasing public knowledge. In addition, social media communication is a fundamental component of many health promotion strategies designed to change health risk behaviors. Social media can influence individual behavior and community values that support the environment and individuals, thus, it is necessary to maintain habits of behavior to be health-conscious (Sampurno, Kusumandyoko and Islam, 2020).

This study is in line with the results of research on the role of posters as a COVID-19 educational medium on Instagram social media. In this study, responses to COVID-19 educational media posters can be monitored from the number of likes, comments, and views by Instagram users. Not only is posted in the Instagram account feed but it can also be added to the Instagram story feature to get more attention from Instagram users because this poster is presented with an attractive and conceptual design. Instagram users showed interest in the information submitted and gave feedback that the poster is well-received (Indah Melati, Murtafi and Bayu Pambagyo, 2020).

These tales and legends used symbols that are easily understood by the public. Fairy tales express emotional impressions (Anditasari, 2016). In addition, through fairy tales or stories, a person's imagination will develop and be taken to another world that is free and wide (Sari, 2019). Symbols in posters can be made in such a way that new experiences which only appear in imagination can be realized in reality. The use of symbols that are deeply rooted in culture in the design process will strengthen the effectiveness of health messages.

In Indonesia, data on the incidence of COVID-19 has been regularly updated. However, research on the behavior of implementing health protocols on preventing the spread of disease was still lacking (Rahmatina and Erawati, 2020). Moreover, the picture of knowledge that has not been maximized as well as the behavior of the community still tended to not heed health protocols during the pandemic. This needs to be improved and straightened out so that the spread of COVID-19 infection does not increase.

Public awareness is the main thing in breaking the chain of spreading COVID-19. Whatever the concept is implemented, whether it's a lockdown, social distancing, or anything else, if people can't be disciplined and have no high awareness, it will never work. The local government must have a firm strategy so that the appeals issued can be obeyed by the local community. In order to raise public awareness and help them to understand the dangers of COVID-19, it is necessary to carry out continuous socialization in all regions (Yatimah *et al.*, 2020).

One of the efforts that can be made to change knowledge, attitudes, and behavior is to increase public understanding through media that are easily accepted by the public, such as the distribution of posters with symbols of traditional Indonesian fairy tales. Efforts to use visual symbols depart from the premise that visual language has distinctive and even very special characteristics to cause certain effects on the observer. This is sometimes difficult to achieve when expressed in verbal language.

The existence of attributes or symbols is grouped in the categories of non-verbal and verbal communication languages. In verbal language, it can be in the form of writing or speech. In graphic design which later developed into visual communication design, many utilize the carrying capacity of images as visual symbols of messages in order to increase the effectiveness of communication (Pamungkas and Pinandita, 2021). Based on these considerations, the purpose of this research is to increase knowledge and change attitudes as well as behavior by using posters with symbols from traditional Indonesian fairy tales.

## METHODS

The type of research used is quantitative research with a cross-sectional method with the aim of testing examples of health messages using symbols in traditional Indonesian fairy tales resulting from the research. This type of research was pretest-posttest without control. The population in this study was the Indonesian people who received information about the research that was distributed via WhatsApp. Data collection was done online using Google Forms within 3 days, starting from August 18, 2021, to August 22, 2021, due to the sufficient number of respondents. The inclusion criteria for this study were Indonesian citizens, aged 18 to 40 years, willing to be respondents who have filled out and signed an online informed consent. Informed consent was signed in the form of a word file that the researcher had previously sent and after it was signed, it was sent back to the researcher. As for the exclusion criteria, the respondent did not fill out one of the pre-test or post-test given. The total

sample that completed the questionnaire was 51 people.

The method used in distributing posters that have symbols containing health messages was by presenting two posters that can be assessed by respondents through a Google form distributed on Whatsapp. The two posters were one poster with a magician symbol that is closely related to magical beliefs and supernatural powers, which can be associated with phenomena in a society where many myths and hoaxes were spread regarding COVID-19 which is considered not real and only a made-up issue, and one poster with symbols of arrogant characteristic which can be attributed to the large number of people who feel immune from COVID-19, thus violating health protocols. The message was designed using symbols identified from traditional Indonesian fairy tales related to the disease. Respondents were first asked to sign an informed consent and then asked to answer questions to assess their opinion about posters with symbols and measure changes in their knowledge, attitudes, as well as behavior related to COVID-19 after being given the poster. The procedure for the research activities carried out was the aspect of measuring data which consists of data on knowledge, attitudes, and behavior.

The measurement of knowledge was based on 10 questions with alternative answers a, b, c, and d where respondents were free to choose the answers provided, then given the weights True (score 10) and False (score 0), the total score is a maximum of 100. Measurements were carried out before and after the implementation of the intervention. Measurement of the attitude variable was based on 10 questions with alternative answers 'agree' and 'disagree'. Measurement of behavioral variables was based on a ratio scale of 10 questions with alternative answers for the pre-test including always, often, sometimes, rarely, and never. While for the post-test included strongly agree, agree, undecided, disagree, and strongly disagree.

Univariate data analysis was carried out to obtain an overview of the frequency distribution of respondents. This analysis is used to obtain a description of the independent variable (giving health messages with poster media) and the dependent variable (knowledge, attitudes,

and behavior about health messages using symbols in traditional Indonesian fairy tales using poster media). Bivariate analysis was carried out to test whether there was a relationship between the influences of poster media in increasing knowledge and changing attitudes as well as behavior by using the Wilcoxon statistical test because the data were not normally distributed, then the results would be narrated. The ethics certificate number in this study is No: 27/EA/KEPK/2021 which was obtained from the Research Ethics Committee of the Faculty of Public Health, Universitas Airlangga.

## RESULTS AND DISCUSSION

**Table 1.** Comparison of Understanding and Clarity between the Symbol Poster and the Standard Poster of the Ministry of Health of the Republic of Indonesia

	Opinion	n	%
Fairy tales symbol poster is better		25	49.0
Both are the same		10	19.6
Do not know		9	17.6
Ministry of Health's poster is better		7	13.7
<b>Total</b>		<b>51</b>	<b>100</b>

Most of the respondents (49%) stated that posters with traditional fairy tale symbols were better than the standard posters we chose from the one made by the Ministry of Health. Only 13.7% of respondents stated that the posters made by the Ministry of Health were better (Table 1).

**Table 2.** Distribution of Average Scores of Knowledge, Attitude, and Behavior of Respondents Before and After Media Posters with Traditional Indonesian Fairy Tales Symbols were Given for Delivering Health Messages during the COVID-19 Pandemic.

Variable	Average		Change	P-value
	Before	After		
Knowledge	6.5	13.1	6.6	<0.001
Attitude	10.5	11.2	0.7	0.01
Behavior	22.8	26.7	3.9	<0.001

This research shows that most respondents rate posters with fairy tale symbols with an average range of 8-9 out of a maximum score of 10. This means respondents thought that posters with traditional Indonesian fairy tale symbols were easy to understand, clear, easy to remember, and quite effective. In line with the results of other studies, posters have advantages over other health promotion media. These advantages include (1) Can simplify and speed up understanding of the message presented. (2) Can be equipped with colors so that it is more attractive to students. (3) The shape is simple without requiring special equipment and easy to place, requiring little additional information. (4) The making is easy and the price is cheap (Sumartono; Astuti, 2018).

The results of the Wilcoxon Rank test showed that after being given a poster with a health message using traditional symbols, the average knowledge rating of respondents increased from 6.5 to 13.1, attitudes increased from 10.5 to 11.2 and behavior increased from 22.8 to 26.7. All of these increases were statistically significant ( $<0.05$ ) (Table 2).

Communication is said to be effective if the communicator succeeds in conveying what the communicator intended to the communicant (recipient). Communication is considered effective if the stimuli conveyed and intended by the sender of the message are closely related (identical) to the stimuli that are captured and understood by the recipient of the message (Sumartono; Astuti, 2018). There were many studies that examine the effectiveness of posters as media in delivering health messages (Rachmadiyah, Dwijayani and Fitria, 2022). Health messages given in the form of posters will certainly be more interesting because posters are loaded with visual images, thus involve one's sense of sight more, what a person sees only involves 30% of the sense of sight, the more exerting the senses when receiving a health message, the higher the level of delivery of the health message to someone in catching the message or counseling material will be more effective (Adriansyah, Rahmah and ..., 2021). Health messages given in the form of posters will certainly be more interesting because posters are loaded with visual images, thus involve one's sense

of sight more, what a person sees only involves 30% of the sense of sight, the more exerting the senses when receiving a health message, the higher the level of delivery of the health message to someone in catching the message or socialization material will be more effective (Adriansyah & Rahmah, 2021). The use of media that involves many senses will further increase understanding of information, thus the use of poster media is considered more effective and attractive for respondents to achieve the goal of delivering health messages (J, Oktavidiati and Astuti, 2019).

This research was in line with the research on the effectiveness of poster media which showed the differences in the level of knowledge before and after being given poster media to respondents. Poster media is said to be effective in increasing knowledge regarding Basic Sanitation in SDN 01 Wonosoco students because the post-test score with an average of 88.71 was greater than the pre-test score with an average of 55.46 which indicated an increase in score with a percentage of 55.95% (David Laksamana Caesar, 2020). In line with this, the use of poster media is effective as a medium of socialization to increase knowledge, as seen from the results of the pre-test and post-test scores of 30 mothers of under-five children who were given counseling using poster media. The average value of the pre-test score was 6.717 while the post-test score was 8.183, thus there was a difference in the average pre-test and post-test scores (Winingsih *et al.*, 2020). This research was in line with the health promotion program through posters throwing garbage in its place where posters have effectiveness in delivering health messages as proven by the positive response from respondents (Nursamsam, Rachmat and Thaha, 2020). Another study also showed that health education with poster media was more effective in increasing knowledge of hypertension management compared to providing health education without posters (Ulya and Iskandar, 2017). The results of the same study also obtained the average value (mean) of the pre-test value, namely 64.38 to 83.75 (an increase of 19.37 from initial knowledge) which indicated that the poster media for the diet intervention of autistic children was effective and has an effect on increasing mother's knowledge

regarding diet interventions for autistic children (Kaka, Takaeb and Riwu, 2020).

Posters have been widely used for communication purposes, including as a communication medium such as a medium in promoting products, used in campaign activities including the PHBS (Clean and Healthy Living Behavior), 7M implementation, and vaccination campaigns. Posters as a communication medium used to convey messages have proven effective in educating consumers in implementing post-meal cleaning activities which were reviewed through the theory of message effectiveness by Willbur Schramm (Triulandari, 2021). The results of other studies proved that direct and indirect counseling using poster media was quite effective in increasing the knowledge of the local community. The difference in public understanding between before and after the counseling was 22%. This showed an increase in public understanding of the health information counseling provided (Yulianis, Fauziah and Kusumawati, 2020).

Previously there had been no research that tested the effectiveness of posters using traditional fairy tale symbols in delivering Health messages, but there were similar studies discussing the effectiveness of posters using symbols. Research that discussed the effectiveness of poster messages using symbols was conducted by Ayu Berlian Triulandari regarding the effectiveness of the #BUDAYABEBERES poster message in educating KFC consumers on clean living behavior in Palu City. The results showed that the average respondent gave a good assessment or strongly agrees with the pictures/symbols on the poster which made it easier for consumers to understand the message. On the other hand, it also showed that the average respondent gave an assessment of agreeing that the words on the poster were clear and easy to understand when using a symbol (Triulandari, 2021). In accordance with this research, the symbols of persuasive messages contained in the design of the Ngayogjazz festival event poster were found in several visualizations based on illustrations, the use of fonts, the use of colors in the background, and typography which made the respondents easier to understand messages from various sides (Ramadhon and Fardiyah, 2018). This research was supported by research on the effectiveness of messages which assumed

that if communication is expected to be effective then the messages need to be packaged in such a way that it fits or constitutes the needs of the communicant. The elements that support the effectiveness of the message included: (1) creating needs, (2) attracting attention, (3) symbols that are understood, and (4) ways of obtaining (Marlina, Saleh and Lumintang, 2009).

The 2020 study also stated the same regarding the evaluation of educational programs with videos and posters on people's behavior in dealing with COVID-19 (Preliminary Study), which concluded that health education using posters and videos can change people's behavior towards a healthier direction in dealing with COVID-19 (Rahmatina and Erawati, 2020). This study has the advantage of testing the effectiveness of using traditional Indonesian fairy tale symbols through posters as the media. By using the effectiveness testing method, namely pre-test and post-test related to changes in knowledge, attitudes, and behavior of respondents after seeing health posters with traditional Indonesian symbols. Training and counseling using poster media plays a major role in changing behavior as a result of the adoption of information that a person gets either quickly or slowly (Iqbal and Winarsih, 2020). The delivery of health messages has the main goal of changing behavior by improving knowledge (cognitive), attitudes, and practices (getting access to health information, using the information), thus can be used to improve or maintain health. In addition, one of the factors of forming a person's attitude is social communication in the form of information received by the individual (J, Okatvidanti and Astuti et al., 2019). Behavior change experienced by the community was due to an increase in knowledge about the benefits of behavior and how to change their behavior (Buana, 2020).

## CONCLUSION

There was a significant change in the knowledge, attitudes, and behavior of respondents after being given posters with symbols of traditional Indonesian fairy tales, thus the symbols in traditional fairy tales conveyed through poster media were effectively used to deliver health messages to the public during the COVID-19 period.

The use of traditional Indonesian fairy tale symbols to convey health messages during the COVID-19 period can be used as input for the government to deliver health messages in the future. Based on the results of respondents' opinions regarding the advantages of posters, the respondents also said that the presence of symbols to convey health messages could help a better understanding and remembering the health messages conveyed. Thus, the public will have the possibility to better remember and understand health messages with the use of traditional Indonesian fairy tale symbols in it.

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