

Conference Paper

Ambient Media on The Behavior of the 5M Movement Disciplined in Eco-tourism Wonorejo Mangrove Surabaya

Aileena Solicitor Costa Rica El Chidtian^{1*}, Diana Aqidatun Nisa¹, Riza Septriani Dewi²

¹Visual Communication Design Study Program, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya 60294, Indonesia

²Interior Design Study Program, Institut Seni Indonesia Yogyakarta

*Corresponding author:

E-mail:

aileena.dkv@upnjatim.ac.id

ABSTRACT

The COVID-19 pandemic in Indonesia has not yet ended. In fact, the situation is getting worse with many people being exposed, millions of people are confirmed positive for COVID-19 and it continues to grow every day, both from medical personnel, state civil apparatus and other public services. As an effort to prevent the spread and exposure of COVID-19, the Government of Indonesia has issued policies to stop the rate of increase in Covid-19 cases, one of which is the policy of making a health protocol for the 5M movement (Washing hand, Wearing Mask, physical distancing, Avoiding crowds and Reducing mobility). However, there are still many people who do not comply with the health protocol. This can be found in tourist sites, such as the Wonorejo Mangrove Ecotourism. To assist the government in suppressing the rate of increase in Covid-19 cases, it takes a unique and unusual media in conveying the importance of disciplined behavior in implementing 5M, one of which is through ambient media design. Ambient media is considered an effective medium to convey the message of the importance of disciplined behavior in implementing 5M and is then expected to contribute positively to the development of similar tourist areas. For this reason, research is carried out on the design of ambient media that is attractive to the public, especially tourist visitors. The results of this study are expected to produce ambient media that can attract the public so that education about the importance of disciplined behavior in implementing 5M can be carried out effectively. The method used is a qualitative research method. The data is obtained in non-numbers, but it could be in text, documents, pictures, photos, artefacts, or other objects found during the research. The research process includes the collection of primary and secondary data. Primary data consists of observation, documentation and semi-structured interviews with tourist visitors, while secondary data uses references and literature. The final result of the research is to produce ambient media that can convey messages to the public about the importance of disciplined behavior in implementing 5M effectively.

Keywords: Ambient media, eco-tourism, health protocol, discipline

Introduction

Coronavirus Disease 2019 (COVID-19) is an infectious disease caused by Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). SARS-CoV-2 is a new type of coronavirus that has never been previously identified in humans. At least two types of coronavirus are known to cause diseases that can cause severe symptoms, such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). Common signs and symptoms of COVID-19 infection include symptoms of acute respiratory distress such as fever, cough and shortness of

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breath(Handayani et al., 2020). The average incubation period is 5-6 days, with the longest incubation period being 14 days. In severe cases of COVID-19, it can cause pneumonia, acute respiratory syndrome, kidney failure, and even death.

2020 and 2021 are very unpredictable years after the Covid-19 pandemic has attacked the whole world, including Indonesia. The number of Covid-19 patients in Indonesia is approximately 4 million people and Indonesia ranks 18th from all over the world (Kementrian Komunikasi dan Informatika, 2021). The Indonesian government has implemented various policies to deal with the Covid-19 pandemic. In the first semester of 2020, the Government of Indonesia issued policies, including health rules and protocols, hand washing campaigns, wearing mask, massive social distancing, establishing large-scale social restrictions (PSBB) in various regions, travel ban for Eid, provide laboratories for Covid-19 tests, hold Covid-19 tests in various places, to establish a new normal order.

The Indonesian government has implemented various policies to deal with the Covid-19 pandemic. In the first semester of 2020, the Government of Indonesia issued policies, including health rules and protocols, hand-washing campaigns, wearing a mask, massive social distancing, establishing large-scale social restrictions (PSBB) in various regions, travel ban for Eid, provide laboratories for Covid-19 tests, hold Covid-19 tests in various places, to establish a new normal.

In addition, the government also continues to make efforts to stop the rate of increase in Covid-19 cases by expanding the scope of strategies, including handling the impact of Covid-19 in the economic field. The government continues to campaign for 3M behavior in the health sector: wearing a mask, physical distancing, and washing hands with soap. Meanwhile, in the second half of 2020, general policies related to handling Covid-19 issued by the central government include increasing discipline and enforcement of health protocols, accelerating behavior change, and establishing a national vaccination program. However, government policies will not succeed if more or fewer people still do not support government programs. For example, many people violate health protocols when doing activities in public places, especially tourist sites.

The Wonorejo Mangrove Ecotourism Area is one of the favorite destinations for Surabaya residents. Wonorejo Mangrove Coordinator, M Suwito, said that he had implemented the rules for visitors. Tourists are also required to comply with health protocols. Visitors who want to enter Wonorejo Mangrove Tourism must also have their body temperature checked by officers. Even though the Wonorejo Mangrove Ecotourism has equipped its facilities and infrastructure with supporting health protocols and implemented penalties for visitors who violate the Covid-19 protocol, many tourists still ignore health protocols while inside the area.

The application of the 3M movement is no longer enough to break the chain of the spread of COVID-19. More than 1 million people in Indonesia have been infected. The number of people who have died has exceeded 30,000, and many businesses are collapsing because of this deadly virus. On the other hand, many people violate the latest health protocols, namely the 5M movement. The government made this policy to fight the coronavirus, which is getting fiercer day by day. This 5M movement is in addition to the 3M movement that the government previously recommended. The addition of this advice is to stay away from crowds and reduce mobility (Ulfa, 2021). The importance of the 5M movement awareness is not obtained automatically but is the result of socialization and continuous learning. For that, the field of Visual Communication Design can take on its role. One of which is educating the public about the importance of disciplined behavior in implementing the 5M movement in a unique and unusual way through ambient media.

Ambient media is a non-conventional media that advertisers in advertising products often use. Ambient media are not only used as product advertising media but can also be used as public service advertisements (Hestanto, 2021). In this case, the design of ambient media as a form of public service advertising against the 5M movement. Ambient media has the advantage of being in a broader media application area and has a unique form and visual. The characteristic of ambient media is to have a surprising effect on the target audience to remember the message

easily. The 5M COVID-19 movement must still be implemented, even though the corona vaccine is already running. Thus, the pandemic will soon end, and life will return to normal.

Material and Methods

The research method used is qualitative. Qualitative research is flexible and changes according to conditions. The data obtained are text, documents, pictures, photos, artefacts, or other objects found in the field during the research (Sarwono, 2006). In addition, the researcher uses a qualitative method because it is based on responses or reactions to forms and verbally by observers or target audiences from the design of ambient media as a medium for delivering messages about the importance of disciplined behavior in implementing the 5M movement to the community. The methods used in this research are:

1. Comparator studies; researching ambient media about other types of public service advertisements, to be used as inspiration and comparisons, including public service advertisements about health through ambient media.
2. Interviews, which are divided into:
 - Structured; interviews were conducted with several related groups, namely ecotourism management groups (Mangrove Information Center Coordinator (MIC), Jogging Track Coordinator, and Pier Coordinator), and community groups (Mangrove Farmers' group), as well as private sector groups (PKL Wonorejo).
 - Unstructured; carried out to 10 visitors to the Ecotourism Mangrove Wonorejo Surabaya through a sampling process.
3. Literature Studies; using books as literature studies, including books on Media in Visual Communication Design.

Results and Discussion

The covid-19 virus can endanger lives, so humans need to be vigilant by carrying out the 5M movement behavior. This behavior must always be carried out even after getting the vaccine. Therefore, we need a media that can remind the public of the importance of disciplined behavior in implementing the 5M health protocol through data analysis from the collected data to get a media ambient design that is by the community's problems. Data analysis was carried out in interview analysis with managers and some tourists of Mangrove Ecotourism. From the interview analysis, several points were found, there are:

- Found several violations of health protocols by tourists.
- Media Information about the 5M movement is only in front of the entrance, but not at certain points that require the media.
- The number of supervisory officers is deficient and the working hours are excessive. It can be seen that the welfare of the officers is less concerned.
- Some information boards are illegible. There needs to be an update of the information board.

Existing and comparator studies

Collect data about an object (product, activity, and environment) that already exists and will be redesigned as an effort to improve quality. Existing studies are carried out to study the success and failure of the object's objectives to be a lesson in the following process and a better result. Mangrove Ecotourism Wonorejo Surabaya has two information media regarding health protocols. Both of these media information messages are clearly visible, but they do not attract the attention of tourists. The arrangement between images and text is not balanced and has no effect on visitors' emotional side. In addition, the placement of health protocol information media is not ideal, and there are few. Improper placement and only has two health protocol information media located outside the ecotourism area (entrance and parking area). Therefore, in this design, media is needed that reminds visitors to apply the 5M health protocol.



Figure 1. Comparator 'Social distancing managed by plushies'

In addition, comparative studies are also needed. The comparator in this design is 'Social distancing managed by plushies', a social campaign held by the local Prisma hypermarket (Finland) belonging to HOK-Elanto. This social campaign carries a message and reminds people that social distancing is way essential than ever. They placed big teddy bears on buses and ferries, wearing a paper necklace, written with social distancing messages. It has a fresh and unique idea for its citizens (Finland) to keep their distance. It becomes a magnet for people who see it to behave in accordance with the physical standing campaign. In addition, the message is conveyed precisely by seating the teddy bears. The idea is to let teddy bears share an important message about social distancing: "Now it is not safe for you humans to sit next to each other. You can sit next to me". Apart from sharing messages, it is also an advertisement that guides people to charity. So, the thing that can be used as a reference is the idea that can touch the community emotional side, and the message conveyed is clear.

Target audience

The demographic target audience consists of men and women aged 21-25 years; minimum education is high school, economic level B and middle. From a geographical point of view, people who work or study in the city of Surabaya. The target audience has sufficient knowledge about the 5M movement regarding psychographics, but it is not appropriately implemented. They love to hang out with relatives in public places, do some outdoor activities, travel, and enjoy something new. Lastly, in terms of behavior, they are active on social media among their daily activities, willing to learn new information, and pay attention to everything they do.

Design process

The ambient media design process about the importance of the disciplined behavior of the 5M movement starts from making a strategy or design concept which includes creative concept, message concept, visual concept and media concept. The design concept starts from tracing the identification of problems obtained through surveys and in-depth interviews with the Mangrove Information Center (MIC) and the community. Then, the data is analyzed with literature and comparator studies. The results of the design concept:

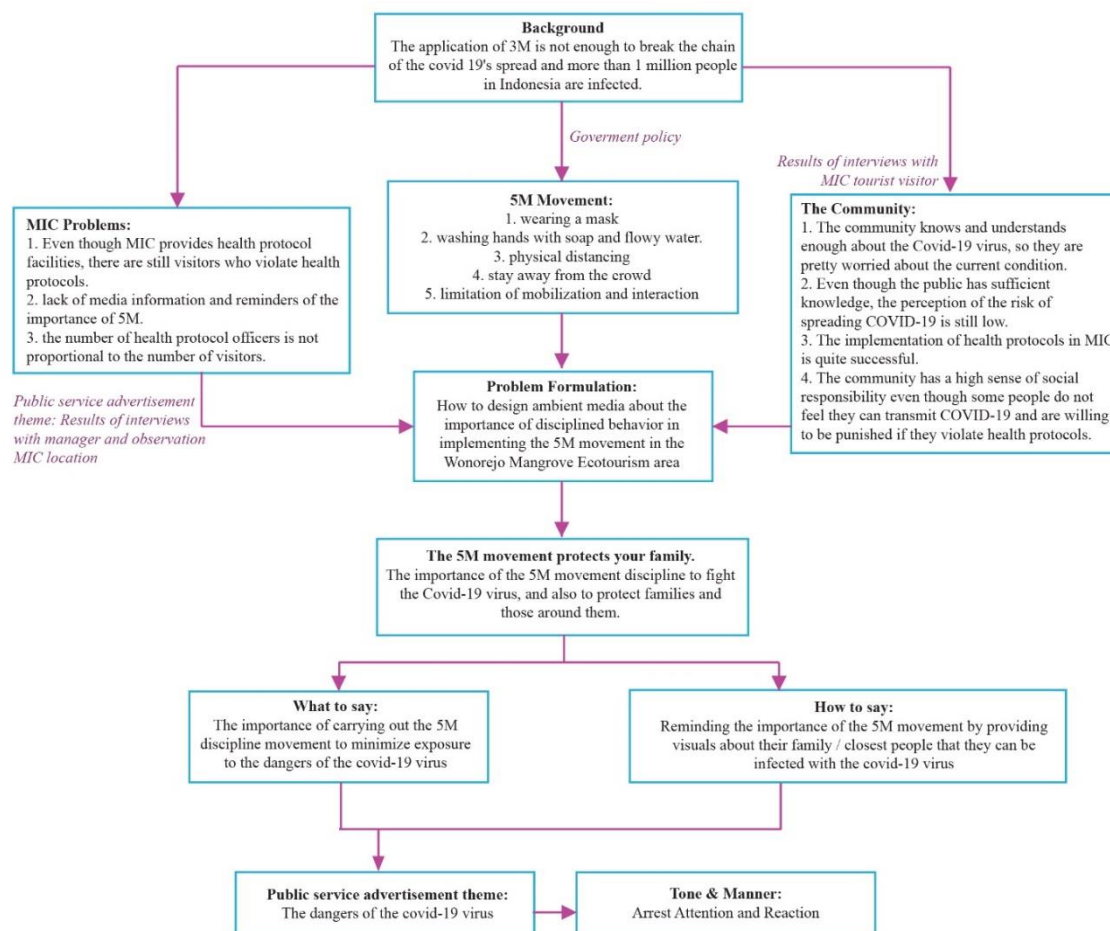


Figure 2. The design concept

The design concept obtained is the discovery of keywords as a design guide. The keyword is "5M Melindungi Keluargamu (Protecting Your Family)", which denotatively has the meaning of protecting (caring or saving) family (a basic kinship unit in society) based on the meaning of Kamus Besar Bahasa Indonesia (KBBI). Meanwhile, in connotation, it means that protecting families from the dangers of coronavirus can be started from 5M disciplined behavior. What To Say concept from these keywords are the importance of carrying out the 5M movement strictly and obediently to minimize exposure to the dangers of the covid-19 virus and How to Say Concept is to remind the importance of the 5M movement by providing visuals about their family or closest people that they could be affected by the covid-19 virus.

From the description above, in designing ambient media, the approach used is Arrest Attention and Reaction as a tone and manner in ambient media public service advertisements. Arrest Attention means that attracting attention can be done by taking pictures of people vulnerable to the Covid-19 virus, such as grandparents, mothers, children and others who are part of a family. Reaction means that the overall visual displayed will provide an empathetic response to the target.

Creative concept

Creative design ideas are obtained from observation. Visitors are families, couples, friends, or groups to visit ecotourism to find a new atmosphere, mind refresh, study or vacation. Based on this identification, the idea came up to make the figure of mothers and children, parents, teenagers, and others part of the family. They are photographed and arranged into 2D media (1

meter). Next, the finished image arrangement, pierced with an iron affixed with Styrofoam balls, resembles the shape of the Covid-19 virus. The design idea is made by using objects in public spaces to give the effect of an atmosphere of alertness. Each ambient media design created is given a QR Code directly connected to the Surabaya City Government's Covid-19 information website, containing information about COVID-19 cases and 5M information. This design persuades citizens to implement the 5M movement.

Verbal concept

As for the copywriting, first, the sentence "Bahaya Tak Kasat Mata (Invisible Danger)" means that the danger of the covid-19 virus can happen to anyone without knowing the form of the virus. Danger can be known through the symptoms that appear on the body. The second tagline is "Waspada Covid-19, Sayangi Keluargamu! (Beware of Covid-19, Love Your Family!)" This means that citizens must be vigilant about the spread of the Covid-19 virus, which could affect our families without realizing it. The third message is "Prevent the coronavirus by using the 5M approach", this sentence means that the 5M health protocol application can minimize the impact of exposure to the covid-19 virus. The three messages above have the same meaning: fight the covid-19 virus to stay disciplined by implementing the 5M health protocol.

Media concept

The main media conveying information on the importance of the 5M discipline is ambient media, a 1-meter billboard installation with various elements. Environmental media is applied initially to outdoor media that does not look ordinary (Rosalind et al., 2004). However, ambient media is widely used to describe any outdoor media nowadays, although some ambient media may be indoors. Ambient media can be applied to cars, laser shows, people, tickets, stairs, postcards.

Visual Concept

Illustration

An illustration is a dominant part of print advertising and plays an essential role in determining effectiveness. The visual part of an advertisement must attract attention, communicate an idea or image, and work synergistically with the headline and body copy to produce a compelling message, according to Belch (Kanaidi, 2011). The illustration uses photographic techniques that show children, adults, and women in a crowded public space. The photography technique used is the Bokeh technique to give a more pronounced shock effect to the target.

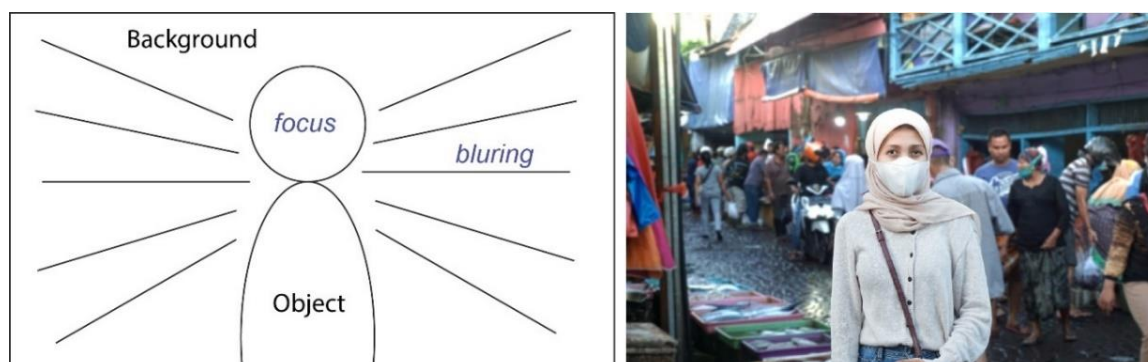


Figure 3. Photography techniques in public service advertisement visuals

The bokeh technique is a photo technique that only accentuates the closest object to the camera while the background becomes out of focus. In the picture above, a focal point is a human

object wearing a mask (a woman in a hijab), while at the back, the market atmosphere is out of focus or blurry, but the market crowd is still visible.

Color

In addition to a great picture, color is also a unity in making a design. The choice of color must be right following the target audience because this element also affects a person's emotions to make decisions. The dominant color used in the design refers to the tone and manner of the design, Arrest Attention and Reaction. The colors are bold colors and are adjusted to the background color of the image for balance. The following are the color tones used in the design:

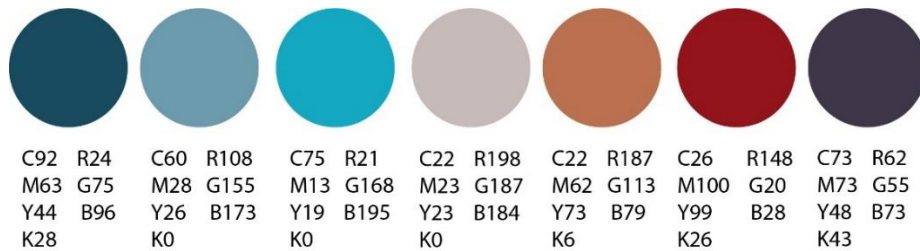


Figure 4. Color tones

Typography

Typography has the primary function as a transmitter of information that makes the reader feels comfortable reading the text (Rustan, 2009). Font selection is easy to read in illustrations. Therefore, the Monserrat font was chosen, which has clear and firm characteristics, and capital letters will make it easier for people to read the message. Here are the type of fonts that will be used:

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 1234567890|!@#\$%^&*)(

Figure 5. Monserrat Font

The Monserrat font is used in the headline 'bahaya Tak Kasat Mata (Invisible Danger)' to emphasize that the COVID-19 virus could negatively impact health. In addition, this design also uses the Myriad Pro font, which has clear and strong readability characteristics.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 1234567890|!@#\$%^&*)(

Figure 6. Myriad Pro Font

The Myriad Pro font is used as body text to describe the advertising message. In this design, the message to be conveyed is the application of 5M (wearing a mask, washing hands, physical distancing, staying away from crowds and reducing mobility).

Design implementation

Ambient media advertising is a poster installation measuring 4 x 2 meters. On the poster, styrofoam balls (as a form of covid-19) are arranged to form the words "Covid-19". The placement of ambient media is located in the education area, food court area and the ecotourism entrance.



Figure 7. Ambient media and perspective view



Figure 8. family-themed ambient media series

In addition, there are also poster media that can be placed in flat spaces such as walls, dining table mats and office doors. The poster design for the importance of disciplined behavior in applying the 5M health protocol is as follows:



Figure 9. family-themed poster media series

Conclusion

To reduce Covid-19 virus spreading and establish a healthy environment, the community and government need to act as a driver in suppressing the rate of increase in the virus. Thus, ambient media advertisements are designed to support government programs in preventing the spread of the Covid-19 virus indirectly. This is because the 5M movement is an easy way to protect ourselves

from the Covid-19 virus. In addition, the design of this advertisement could convey important messages to the target audience effectively. The public's response to ambient media advertising could have a positive effect by increasing public understanding. As a recommendation, the design of this research can be further developed on a larger scale so that it has a more significant impact. Not only about the dangers of Covid-19 and the 5M movement, but this ad can also be used for other valuable topics.

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