# Persuasive Techniques in Who Indonesia's Infographics about Covid 19 Disease

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## Abstract

*Infographics are served with visualization and define the process of perceiving and using visual information for the purpose of persuasion. This research is a descriptive qualitative study to identify the types of persuasive techniques disease and to investigate ways of using persuasive techniques used in WHO Indonesia's infographics about covid 19. This method was carried out by working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering the findings. Based on the result, The techniques of persuasive used in the infographics of WHO Indonesia are rationalization, identification, conformity and compensation. Those techniques use certain ways, they are: evidence, anecdote, emotive, loyalty and patriotism value, and graphs and diagram. It can be concluded that the infographics by WHO Indonesia use persuasive techniques to meet the aims that is to inform, educate, entertain, and persuade the audience to change their behavior about the Covid 19 disease.*

## I. Introduction

Since Covid-19 has contagiously spread in Indonesia. The increasing number of positive cases in all over the world has created a panic attack to the world, including the organizations which stand under The United Nation. Based on the data from the WHO (World Health Organization) official website, WHO issued its first Disease Outbreak News report. This is a public, web-based platform for the publication of technical information addressed to the scientific and public health communities, as well as global media. The report contained information about the number of cases and their clinical status; details about the Wuhan national authority's response measures; and WHO's risk assessment and advice on public health measures. Thus, WHO published a comprehensive package of guidance documents for countries, covering topics related to the management of an outbreak of a new disease. Until today, WHO is actively sharing and approaching people all over the world to take actions to combat the disease, as well as encouraging everybody to maintain a preventive action, which is known as health protocol. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

On their official website, WHO shares information on coronavirus disease and advice for the public on how to keep healthy and prevent the spread of illness in Indonesia. One of the ways that they use is through infographics. Infographics are displayed on the official website of WHO Indonesia in order to utilize the people in Indonesia with credible information and prevention to the spread of Covid 19. In designing the infographics, WHO

uses illustration, data display such as line graphic, bar charts, pie charts or time series plot. This is in accordance with what has been stated by Dur (2014) That Infographics include visual presentations that can explain a series of stories or process of a series of data using various elements such as pictures, illustrations, typography, maps and visualization (Dur, 2014).

Infographics are served with visualization, it defines the process of visualization, that is a mechanism for how human perceive and use visual information so that the information is conveyed accurately short and clear. This is relevant to what is stated by Kim and DiSalvo (2010) about the power of graphic design is to explain the purpose and the data, while data visualization emphasizes aesthetics by adopting graphic design principles. The meeting between the two makes the data more meaningful, insightful and influential. It can be concluded that an infographic, which are designed as a combination of data visualization and graphic design, is used and aimed to inform, educate, entertain, and persuade its audience so that the audience pays attention, takes time to read, conclude and take action according to what is in the infographic (Krum: 2013).

The purpose of this research to identify the types of persuasive techniques used in WHO Indonesia's infographics about covid 19 disease and to investigate ways of using persuasive techniques used in WHO Indonesia's infographics about covid 19 disease. As a result, this research questions are the following:
• What are the types of persuasive techniques used in WHO Indonesia's infographics?
• How are the persuasive techniques used in WHO Indonesia's infographics?

Development of technology has been occurred in all fields, especially internet technology which provides various facilities for the community. One of many examples is the development through internet-based applications such as mobile applications and websites that can accessed from anywhere. Information could be transferred through digital visualization such as digital posters, digital maps, digital infographics and digital public service announcement. According Lazard and Atkinson ( 2014 ) Infographics are in short a form of data visualization that are ''graphic representations of information (…) designed to communicate information that range from anything as simple as a pleasing arrangement of figures to stylized illustrations of complex interactive data animations''. Infographics are used to integrate text and visual aspects in order to increase the audience engagement with the content of a message.

Further, a research which has done by Arroyo (2013) exposed the function of infographics to the society is to represent the world that surrounds us, spread knowledge, synthethize information and to dominate complexity. And all this answers to the human necessity of making everything that surrounds them intelligible, so they can apprehend it. Because a comprehension precedes action, In the time that we are living on, in which an authentic avalanche of data is given to us in an incoherent, disorganized and uncontrolled way, to know how to filter it and how to give it a logic structure helps us to make decisions in an optimal way.The use of infographics in media such as newspapers, televisions and internet based media has been increased widely in the form of images, annotated charts, maps, comic strips, and interactive graphics, or other useful illustrations. This idea is to encourage narrative enhancement visualization or storytelling, with visuals playing an important role in telling a story or informing rather than simply be a supporting illustration or become a secondary text.

According to Kurniasih (2016 ), the purposes of an infographic are : (1) to transfer a complex message into a more simple form, (2) to present information in a short and clear way, (3) to display data simply, to periodically monitor every parameter of changes. As with communication in general, the goal of infographics can be made for the purpose of

conveying information, changing perceptions, persuade or take an action. Goal setting will affect the presentation of the infographic to be created.

The previous research by Van Dalen ( 2021 ) has revealed the effective use of infographics in generating conceptions supportive of the measures among adolescents by Dutch national government supporting Covid 19 and to explore the topic of persuasion of adolescents via infographics. In his research, it was found that infographic as an effective persuasion has positively change conceptions is largely dependent on a simple and straightforward design, strong emotional appeal and the receptivity to persuasion of the viewer. Receptivity to persuasion seemed largely influenced positively by the viewer's sensitivity to emotions and degree of motivation to view the infographic, and negatively influenced the higher a viewer's visual literacy was.

Persuading people is a matter of paying attention to four things–who says what to whom and how they say it (Lasswell in Bryson: 1948). Persuasion involves a goal and the intent to achieve that goal on the part of the message sender. communicator's variable (who) can involve the communicator's credibility, expertise, trustworthiness and attractiveness, message content variable (what) can involve such things as whether the content should appeal to reason or the emotions or whether you need to answer the opposing side's arguments or only put your own, audience variable (to whom) can involve asking who your audience is, how old they are, what they know already about the topic and how involved they are, and last is speaking techniques or channel variables (how) can involve delivery, enthusiasm, media, as well as placement and organization of the argument.

The purposes of persuasive language depend on what purposes persuasive language is being used for example;
a. In advertising, persuasive language is used to encourage the consumer to believe that they need or want a particular product or service.
b. In writing essay, article, editorials, persuasive language is used to convince argument.
c. In public speaking, persuasive language is a form of propaganda to indoctrinate the public during political campaigns to choose the best leader or in times of war used to increase the moral and spirit of soldiers to be confident to win the war.

The purposes of persuasive language is to convince someone that the opinion, idea, assertion, or claim of the writer or persuader is correct or valid and present facts and an argument that will persuade audience that persuader views are the ones they should adopt.

Persuasive language can be found in television commercials, social media, newspaper editorial, personal opinion, political speech, songs and poems, love letters and many others. All of them use persuasive language to attract people. Leanne (2009) defined persuasive as an art of influencing someone to do something by advising, encouraging or convincing them. It is not an easy thing to give advice, to encourage, or to convince someone about something, it needs a good way to make people believe. The main purpose of persuasive techniques is to place reader in a position to agree with or support the writer's point of view.

There are many of persuasive techniques. A theory comes from Kleppner (1986) who proposed three types of persuasive techniques; they are pioneering stage, competitive stage and retentive stage. Another one was stated by Keraf (2009), Techniques of persuasion are rationalization, identification, suggestion, conformity, compensation, projection, and displacement. Rationalization is a process of justification in mind that is used to justify that a method or a principal is true. As a persuasive technique, rationalization is used to give a social justification for an issue. Identification means to recognize the circumstances

around. A media of persuasion has to identify the viewers and their situation accurately. Suggestion is an attempt to persuade the viewers. Suggestion is used by the media to influence, thereby the viewers can receive the purpose or to obtain the information. Conformity is when the persuasive media is made from the point of view of the viewers. It presents a meaning of whatever is delivered is suitable for the viewers as it is for the person/organization that made. Compensation is an act or the result of an effort to find that a situation is unacceptable. Displacement is a process of displacing an intention or something which faced an obstacle with other means. Projection is a technique which presents the advantages and disadvantages of a thing/ a situation and compare it with other.

Furthermore, According to Beardwood and Friends (2010) there are types of persuasive technique:

A.) **Alliteration**: repetition of a consonant, especially at the start of words. This technique is used to gain attention, to draw attention to key words and to bring out when used with other techniques.

B.) **Anecdote**: a story about someone or something that the writer has experienced or heard about. This technique persuades people from personal experience which lends weight/credibility to the writer's viewpoint. And gives a human angle, making the issue seem more relevant or 'real'.

C.) **Appeal to family values**: Suggest that families are good, especially traditional nuclear families.

D.) **Appeal to fear and insecurity**: Arouses fear and anxiety by suggesting that harmful or unpleasant effects will follow. This technique makes the reader want to lessen the threat to themselves or society by taking the writer's advice.

E.) **Appeal to the hip-pocket nerve**: Suggest that the viewers should pay the least amount possible, either individually or as a society.

F.) **Appeal to loyalty and patriotism**: Suggest that the viewers should be loyal to their group and love the country.

G.) **Appeal to tradition and custom**: Suggest that traditional customs are valuable and should be preserved.

H.) **Attacks and praise**: Attack or praises an individual or group.'

I.) **Cliches**: Overused phrase quickly understood by a wide audience. This technique is used to reassure the reader through a familiar expression.

J.) **Emotive language**: Language that has strong emotional impact. This language uses the positive and negative connotations of words to influence the reader's response.

K.) **Evidence**: The use of facts and figures to suggest a rational or scientific basis for a point of view.

L.) **Exaggeration, overstatement and hyperbole**: Exaggerates the true situation drama impact. Hyperbole uses a figure of speech (simile or metaphor) to do this.

M.) **Generalization**: A sweeping statement that suggest what is true for some is true for most or all.

N.) **Graphs and diagrams**: Evidence presented in a visual form. This technique uses a visual presentation to give a clear picture of situation and appears to be factual, therefore true.

O.) **Inclusive language**: Uses 'we', 'our', 'us', etc to include the readers in the same group as the writer.

P.) **Metaphor and simile**: Figures of speech that identify a similarity between two different things. A simile uses 'as if' or 'like'. A metaphor does not.

**Q.) Pun**: A play on a word that suggest a double meaning (e.g. 'bombers' meaning the football team or aircraft in WWII ). Often plays on a word with a similar sound but different spelling (e.g. whet/ wet).

**R.) Reason and logic**: Used to link ideas together and develop an argument in support of the main contention.

**S.) Repetition**: Using a word or phrase several times.

**T.) Rhetorical question**: A question with an implied but unstated answer.

## II. Research Method

This Method used in this research is qualitative descriptive study. Descriptive method is a method of research that makes the description of the situation of event or occurrence so that this method only performs the mere basic data accumulation Nazir (1998). The resource of the data is the infographics about Covid 19 which are posted on WHO Indonesia's official website. According to Bogdan and Biklen (1990) qualitative data analysis as "working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be learned, and deciding what you will tell others." The data which are chosen will be organized and synthetized and classified into patterns to be analyzed.

There are 29 sections of infographics about Covid 19 and each section is classified into monthly of publication according to the period of Covid 19 pandemic in the world. The researcher took 1 infographic from each section to get the total of 29 data of infographics. This technique of collecting data is relevant to the theory which is stated by Sugiyono (2015) In qualitative research, the main research instrument is the researcher because the researcher decides the topic of the research, selects the subject, collects and analyzes the data.

## III. Result and Discussion

Based on the research questions above, this research aimed to identify the types persuasive techniques used and to find how the persuasive techniques are used in infographics. The data findings which were analyzed and identified based on the types of persuasive technique by Keraf (2009): rationalization, identification, suggestion, conformity, compensation, projection, and displacement. Moreover, to find out how the persuasive technique which are used in the infographics, the theory by Breadwood and Friends (2010) was used, and there are 20 techniques are used to analyze the data.

As the result, there were 29 data that can be categorized according to the types of persuasive technique. From 29 data of infographics, it is found six persuasive techniques in the infographics based on the theories were proposed by Keraf (2009). The findings are: rationalization, conformity, compensation and identification. However, there are 6 ways of techniques are used, based on the theory of Beardwood and Friends (2010). The ways used are: evidence, anecdote, appeal loyalty and patriotism, appeal to tradition and custom, emotive language, and graph and diagram. The findings are shown in the table below:

### 3.1 Rationalization

**Table 1.** Persuasive technique: rationalization supported with evidence

| NO | Data<br><br>( source : https://www.who.int/indonesia/news/novel-coronavirus/new-infographics) |
|---|---|
| 1. | *Dengan divaksin, anda dapat melindungi diri sendiri dan orang-orang disekitar anda dari Covid 19. Data –data baru menunjukkan bahwa vaksin covid 19 membantu mencegah anda terinfeksi virus dn menyebarkannya kepada orang lain. Keputusan Anda untuk divaksin juga menolong orang lain.*<br><br>*Vaksin tidak memberikan perlindungan 100%. Terus terapkan tindakan – tindakan pencegahan untuk melindungi diri sendiri, teman-teman dan keluarga bahkan setelah vaksinasi* |
| 2. | *Kebanyakan orang mengalami efek samping ringan atau tidak sama sekali setelah menerima vaksin Covid 19.*<br><br>*Hingga Mei 2021, 1.35 miliar dosis vaksin telah diberikan dengan aman di seluruh dunia. Efek samping yang di laporkan umumnya ringan – sakit kepala , demam, nyeri pada tubuh- dan biasanya hilang dalam dua hari. Jika muncul kekhawatiran mengenai efek vaksin, segera laporkan pada tenaga kesehatan anda.* |

The rationalization technique is the most widely used technique in infographics published by WHO Indonesia. This technique aims to justify public opinion, clarify rumors circulating and dismiss hoaxes that spread in the community. This technique is presented using evidence and facts as an approach so that readers have the correct knowledge about the information presented. Furthermore, through this technique, the Indonesian people can be influenced to change their perspective and assumptions regarding the issues raised through the infographics presented. Supported by Keraf (2004) The characteristic that stands out in rationalization technique is the involvement of reason or deep thought. Rationalization means make sense. To strengthen the justification, WHO as well, provides evidence such as figures, illustrations and facts.

### 3.2 Identification

**Table 2.** Persuasive technique: Identification technique supported with anecdote

| No | Data<br><br>( source : https://www.who.int/indonesia/news/novel-coronavirus/new infographics) |
|---|---|
| **1.** | *Saya seorang penjual buah. Saya tahu bahwa risiko COVID-19 masih ada. Saya pastikan untuk:*<br>• *Pakai masker dengan tepat, menutupi mulut hidung dan dagu* |

| | |
|---|---|
| | • *Batuk atau bersin pada siku terlipat*<br>• *Cuci atau bersihkan tangan secara teratur*<br>• *Pastikan ventilasi yang memadai di dalam ruangan*<br>• *Jaga jarak fisik dari orang lain*<br>• *Segera divaksin COVID-19 sesuai jadwal yang direkomendasikan* |
| 2. | *Mengirim anak anda kembali ke sekolah? Tanyakan pertanyaan yang tepat: apakah mereka menunjukkan gejala covid-19? Jika anak anda demam, batuk-batuk, atau menunjukkan gejala lain yang mirip dengan penyakit flu, sebaiknya ia tetap di rumah saja dan dites covid-19.* |

**Table 3.** Persuasive technique: Identification technique with loyalty and patriotism value and emotive

| No | Data<br>( source : https://www.who.int/indonesia/news/novel-coronavirus/new infographics) |
|---|---|
| 1. | *Tetangga, teman, Ramadan keluarga: jangan lupa Kareem untuk mendapatkan vaksin untuk melindungi diri Anda dan orang yang Anda sayangi, terutama mereka yang lebih berisiko tinggi mengalami penyakit berat dan kematian akibat COVID-19.* |
| 2. | *Jalankan peranan Anda. Bantu orang-orang lain untuk berpartisipasi dalam vaksinasi COVID-19 dengan cara: • Membagikan fakta-fakta tentang vaksin atau Mencari tahu apakah mereka termasuk ke dalam kelompok prioritas Mendaftarkan mereka Membantu agar mereka dapat pergi ke tempat vaksinasi dan kembali ke rumah Membantu jika mereka mengalami efek samping • Mengingatkan mereka untuk mendapatkan dosis kedua.* |

Identification techniques is used in a variety of different ways so that they appear persuasive. The two most dominant methods used in this technique are the use of anecdotes, namely in the form of engineering stories or cases that occur in the community. This is so that viewers can see the relevance of real life to what is conveyed in the infographics. Meanwhile, identification techniques are also delivered by including exposure to patriotism values along with emotive language. This method is expected to be able to touch the human side of the public so that they can finally change their perspective.

### 3.3 Conformity

**Table 3.** Persuasive technique: conformity technique with anecdote

| No | Data<br><br>( source : https://www.who.int/indonesia/news/novel-coronavirus/new infographics) |
|----|-------------------------------------------------------------------------------------------------|
| 1. | *Saya berusia 26 tahun, atau sedang hamil, atau memiliki penyakit penyerta, apa yang harus saya lakukan agar tetap aman dari COVID-19 selama bepergian? Segera divaksin jika tiba giliran Anda. Bahkan setelah divaksin lengkap, tetap terapkan tindakan-tindakan pencegahan seperti menjaga jarak fisik, mengenakan masker, menutup mulut dan hidung saat batuk dan bersin, dan membersihkan tangan. Bawa masker ekstra, hand sanitizer berbasis alkohol, dan tisu disinfektan. Dapatkan informasi tentang pedoman keselamatan untuk wisatawan dan ikuti panduan dari pemerintah setempat. Tunda perjalanan jika merasa kurang sehat.* |
| 2. | *Saya mengadakan pertemuan kecil atau acara seperti... Pernikahan lokal sport match party perhatian apa yang harus saya lakukan untuk mencegah penyebaran covid-19 di antara tamu?* |

**Table 4.** Persuasive technique : conformity technique with tradition and culture and emotive language

| No | Data<br><br>( source : https://www.who.int/indonesia/news/novel-coronavirus/new infographics) |
|----|-------------------------------------------------------------------------------------------------|
| 1. | *Tetangga, teman, Ramadan keluarga: jangan lupa Kareem untuk mendapatkan vaksin untuk melindungi diri Anda dan orang yang Anda sayangi, terutama mereka yang lebih berisiko tinggi mengalami penyakit berat dan kematian akibat COVID19.* |
| 2. | Tunjukkan pada orang-orang di sekitar Anda pentingnya bersikap baik kepada orang-orang dari semua latar belakang .<br><br>" Saya minta maaf atas perlakuan beberapa tetangga kami akhir-akhir ini, tetapi jangan pernah lupa bahwa Anda adalah anggota komunitas kami yang disambut dan penting. "<br><br>( illustration is provided ) |

Conformity technique is a technique made from the point of view of the readers. This is considered able to touch the hearts of readers directly because it is lifted from the point of view that occurs in the field. Anecdotes, tradition and culture, and emotive language are the most popular methods used in this technique because they are considered the easiest to understand, as well as the most influential.

### 3.4 Compensation

**Table 5.** Persuasive technique : compensation technique with graph and diagrams

| No | Data<br><br>( source : https://www.who.int/indonesia/news/novel-coronavirus/new infographics) |
|---|---|
| **1.** | *Ikuti model hierarki limbah untuk pengelolaan limbah medis yang aman dan berkelanjutan:*<br><br>*- Non-limbah pencegahan penggunaan yang rasional, contohnya jangan menggunakan sarung tangan jika tidak diperlukan*<br><br>*- Daur ulang mempersiapkan ~ penggunaan ulang berinvestasi dalam produk-produk yang aman dan dapat digunakan kembali dan sistem dekontaminasi dukung sistem dan produk-produk daur ulang limbah pemulihan pembuangan beli produk-produk yang menggunakan biomaterial dan bahan-bahan daur ulang.*<br><br>*– Berinvestasilah pada tempat-tempat pembuangan sampah dan pekerja limbah yang dikelola dengan baik*<br><br>*( Graph and diagram provided )* |
| **2.** | *Respons covid-19 menghasilkan timbulan limbah ekstra berjumlah besar. hampir setengah dari limbah tersebut merupakan alat pelindung diri (apd) non-esensial. 38.000 ton.*<br><br>*( Graph and diagram provided )* |

The compensation technique offers data in the form of tables and graphs that present accurate figures and percentages according to the latest research. That matter is done if a situation has experienced a frustration. A writer will be able to easily persuade the audience by encouraging the viewers to perform a desired action.

## IV. Conclusion

Based on the data from the data in table 1-6, it has obtained some conclusions as follows: 1. There are 4 techniques of persuasive which are used in the infographics of WHO Indonesia, those are: rationalization (10 data), identification (8 data), conformity (7 data) and compensation (4 data). And mostly used in slogan is rationalization and identification. 2. The way WHO used to persuade public are vary, those are: evidence (12 data), anecdote (10 data), emotive (15 data), loyalty and patriotism value (10 data), graphs and diagram (5 data) The most way of persuasive technique which is used by WHO Indonesia is emotive language. This way of persuasion is considered to be the best way of persuasion that can touch the heart of public. To educate public with factual data and scientific findings, the way of showing strong evidence is used. This evidence is expected to be succeeding in changing the behavior. However, anecdote is as well considered to be effective because the stories or cases in the infographics are adapted from problems which are commonly faced by public.

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