



Poster Design Planning to Increase Community Motivation in using the Satu Sehat Application at Harapan Bunda Clinic Ngampel

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Abstract. The Satu Sehat application was developed as an integrated electronic medical record platform. However, low public awareness and the absence of visual promotional media at Klinik Harapan Bunda Ngampel have resulted in minimal application usage. Therefore, a poster design is needed to increase public motivation to use the application. The study was conducted at Klinik Harapan Bunda Ngampel with participants including clinic staff, patients/family members, and a design expert. The method used was Research and Development (R&D) with a 3D model: Define (needs identification), Design (poster design), and Development (product testing and revision). The research took place from April to May 2025. The results showed that the designed poster contained essential information about Satu Sehat and was considered effective as a promotional medium. Validation by clinic staff and the design expert yielded scores of 84,28% and 90%, respectively, categorized as "good." The poster was found to be attractive, easy to understand, and capable of increasing public motivation. The design of the poster to increase public motivation in using the Satu Sehat application at Klinik Harapan Bunda Ngampel proved effective in conveying information visually and can serve as a communication strategy to support digital transformation in healthcare services at the clinic.

Keywords: Clinic; Motivation; Poster; Satu Sehat Application; Visual Communication.

1. BACKGROUND

Digital transformation in the health sector in Indonesia continues to grow, one of which is through the implementation of Electronic Medical Records (RME) integrated in the Satu Sehat application. This application was developed by the Ministry of Health as an effort to improve the quality of health services and the efficiency of patient data management. All health care facilities, including clinics, are required to implement this system in accordance with Permenkes No. 24 of 2022.

However, the adoption rate of the Satu Sehat app is still low in many facilities, including Harapan Bunda Ngampel Clinic. Based on data from the Ministry of Health, only a small proportion of people know and actively use this application. Lack of understanding of the benefits of the application, limited digital literacy, and the absence of attractive promotional media are some of the factors causing low public interest.

Visual communication media such as posters play an important role in conveying health messages in a quick, clear and engaging manner. A well-designed poster can increase understanding, grab the audience's attention, and motivate them to take action, such as downloading and using the app. Therefore, this media is considered effective as a promotional and educational tool in health care facilities.

At Harapan Bunda Ngampel Clinic, there are no posters or other visual media promoting the use of the Satu Sehat application. This is an obstacle in increasing the awareness and motivation of clinic visitors towards the importance of utilizing health technology. Therefore, an appropriate communication strategy is needed to reach the community more effectively.

Based on these conditions, this research was conducted to design an informative and attractive poster design as a means of promoting the Satu Sehat application at Harapan Bunda Ngampel Clinic. It is hoped that through this design, the level of understanding and participation of the community in using the application will increase, while supporting digital transformation in primary health care.

2. THEORETICAL STUDY

Visual communication is one of the most effective forms of communication in delivering messages to audiences. Through symbols, colors, illustrations, and other graphic elements, messages can be conveyed more quickly, interestingly, and easily understood by audiences, including those with low literacy levels. In the context of health promotion, visual communication is a strategic tool to reach the wider community and increase understanding of certain health issues or services.

Posters are a form of visual communication media that has been proven effective in conveying information in a short, concise and interesting manner. According to Ewles & Simnett (1994), posters have the advantage of conveying educational and informative messages because they can harmoniously combine text and visual elements. In addition, Kurniawati and Rachmawati (2020) also emphasize that posters are able to increase public awareness of certain health issues, especially if the design is made by considering the needs and characteristics of the target audience.

In graphic design, the success of a poster is greatly influenced by the selection and application of appropriate visual elements, such as color, typography, layout, contrast, and visual balance (Meggs & Purvis, 2016). Contrasting colors can attract attention, legible typography makes it easier to convey messages, and a neat layout makes information more structured and easy to follow. When all these elements are used proportionally and in context, posters can be highly effective communication tools.

Several previous studies support the effectiveness of posters in health campaigns. Aditya & Marsudi (2022) designed posters for the promotion of health protocols during a pandemic and successfully increased community compliance. Rina Wahyu et al. (2024)

designed an educational poster on diabetes and noted an increase in public awareness regarding the prevention of the disease. Meanwhile, Henni Febriawati et al. (2022) proved that posters as a medium for promoting COVID-19 prevention are very helpful in increasing student knowledge in an educational environment. These results show that poster media, if designed with good visual communication principles, can educate and motivate positive actions from the community, including in the use of health applications such as Satu Sehat.

3. RESEARCH METHOD

This research uses Research and Development (R&D) research and development steps. The method of data collection used by observation and interviews, by conducting development to find out the potential and existing problems, designing poster designs to increase public motivation to use the satu sehat application at Harapan Bunda Ngampel Clinic.

4. RESULT AND DISCUSSION

Result



Figure 1. Product design Poster design to increase public motivation to use the satu sehat application at Harapan Bunda Ngampel Clinic.



Figure 2. Product design Poster design to increase public motivation to use the one healthy application at Harapan Bunda Ngampel Clinic.

The test results from the validator of the development of the poster design design to increase public motivation to use the one healthy application at the Harapan Bunda Ngampel Clinic are depicted in the:

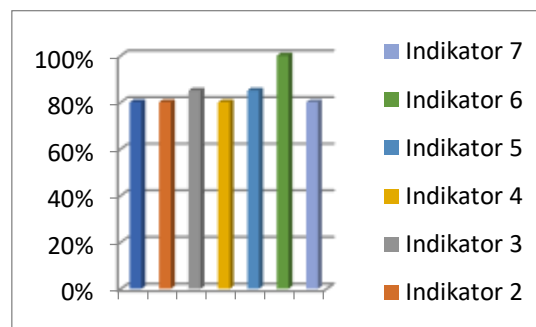


Figure 3. Development Validation by Harapan Bunda Ngampel Clinic Officers on May 21, 2025

Based on Figure 2, the results of the acquisition of the percentage of development validation to clinic staff show that the assessment of indicator 1 regarding the design of poster design to increase public motivation to use the Satu Sehat application at the Harapan Bunda Ngampel Clinic uses Albartos paper with a thickness of 180-210 gsm (grams per square meter) as much as 80%, indicator 2 of the Satu Sehat Application Poster as designed by the researcher already has a clinic logo, agency logo, full address and title as much as 80%, indicator 3 of the Satu Sehat Application Poster as designed by the researcher contains aspects related to the features contained in the Satu Sehat application and how to download as much as 85%, indicator 4 The Satu Sehat application poster designed by the researcher contains information to increase public motivation to use the Satu Sehat application at the Harapan Bunda clinic as much as 80%, indicator 5 The Satu Sehat Application Poster designed by the researcher has bright colors so that the text is easy to read as much as 85%, indicator 6 The Satu Sehat Application Poster designed by the researcher has an image in accordance with the Satu Sehat application that serves to strengthen the message that sees as much as 100%, indicator 7 The Satu Sehat Application Poster designed by the researcher is able to attract the reading power of patients/visitors who see 80%. The results are included in the good category.

The test results from the expert design validator are depicted in the form of a bar chart:

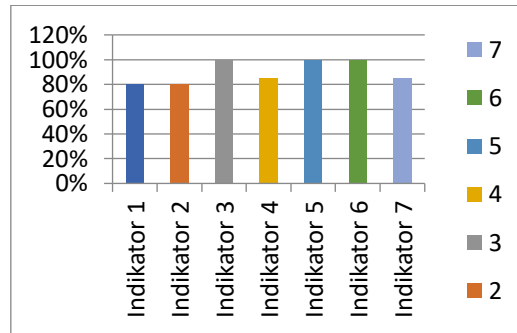


Figure 3. Development Validation by Design Experts on May 23, 2025

Based on Figure 3, the results of the acquisition of the percentage of development validation to design experts show that the assessment of indicator 1 regarding the design of poster design to increase public motivation to use the Satu Sehat application at the Harapan Bunda Ngampel Clinic uses Albartos paper with a thickness of 180-210 gsm (grams per square meter) as much as 80%, indicator 2 of the Satu Sehat Application Poster as designed by the researcher already has a clinic logo, agency logo, full address and title as much as 80%, indicator 3 of the Satu Sehat Application Poster as designed by the researcher contains aspects related to the features contained in the Satu Sehat application and how to download as much as 100%, indicator 4 The Satu Sehat application poster designed by the researcher contains information to Increase public motivation to use the Satu Sehat application at the Harapan Bunda clinic as much as 85%, indicator 5 The Satu Sehat Application Poster designed by the researcher has bright colors so that the text is easy to read as much as 100%, indicator 6 The Satu Sehat Application Poster designed by the researcher has an image in accordance with the Satu Sehat application that serves to strengthen the message that sees as much as 100%, the Satu Sehat Application Poster designed by the researcher is able to attract the reading power of patients/visitors who see as much as 85%.

From all aspects, they are then summed up and divided by the number of aspects, so the total obtained is 90%. These results are included in the good category.

Discussion

The design of the poster design to increase public motivation to use the Satu Sehat Application at Harapan Bunda Ngampel Clinic contains activities to make the design into a product and test the validity of the product according to the specifications set.

Field trials by making validation sheets given to several validators, namely: 1) The developer validator is addressed to Harapan Bunda Ngampel clinic staff Susi Endang, the resulting value is 75%, this value according to Arikunto (2020) is good. The criteria according to Arikunto (2020) are a score of 81% 100% very good, a score of 61% 81% good, a score of

41%-60% sufficient, a score of 21%-40% not good, a score of 1%-very bad. 2) Expert validator addressed to Alwi Hidayatulloh The resulting score of 80% of the assessment criteria according to Arikunto (2020) is a score of 81%-100% very good, a score of 61% 81% good, a score of 41%-60% sufficient, a score of 21%-40% not good, a score of 1%-20% very bad. 3) The product revision suggested by the design expert validator is a change in size on the logo made a little bigger to make it more visible, color changes in the How to update to Satu Sehat Mobile section are made brighter and simpler.

5. CONCLUSIONS AND SUGGESTIONS

Based on the results of research with the title Designing Poster Design to Increase Public Motivation to Use the Satu Sehat Application at Harapan Bunda Ngampel Clinic. 1) This research successfully describes the specifications of posters that are effective in increasing public motivation to use the Satu Sehat application. The content of the poster contains important elements such as the agency logo, clear title, application feature information, usage steps, and call to action. 2) Poster design is carried out through the stages of the Research and Development (R&D) method. The poster design results were then validated by clinic staff and design experts, showing an average score of 84.28% and 90%, which is in the "good" category. The poster is proven to have visual appeal, clarity of information, and high content relevance in supporting the promotion of the use of the Satu Sehat application.

Researcher suggestions in the research results of Poster Design Design to Increase Public Motivation to Use the Satu Sehat Application at Harapan Bunda Ngampel Clinic include: 1) For clinic staff, increase direct education to patients about the benefits and how to use the Satu Sehat application, both verbally and with the help of posters and make posters a supporting tool in the registration or consultation process to introduce the clinic's digital services. 2) For the Clinic, expect infrastructure that supports the implementation of the Satu Sehat application, including HR training and integration of clinic information systems. Making this poster design as part of the clinic's branding in supporting the national digital health program. 3) For Other Researchers, this research is expected to be a reference material for further research related to developing other educational media (video, animation, digital infographics) as a companion to printed posters to increase the reach of education

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