

Designing an Infographic Poster for a Social Campaign Regarding Smartphone Addiction

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ABSTRACT

The purpose of this study is to design an infographic-based social campaign strategy as a form of representative effort against smartphone addiction in early childhood. This research method is based on qualitative descriptive. Using interviews and field study documentation as research data, this study analyzed the research subjects, parents who have early childhood experiences in Padang Panjang, using the SWOT method. Meanwhile, the object of this research is the visual communication design of social campaigns with the theme of smartphone addiction. The objective of this research can be achieved through four stages: data source analysis, exploration, planning, and realization. At the realization stage, three infographic posters were created, namely illustrations of children who passively use smartphones as a form of criticism of digital parenting patterns, infographic designs on the bad impact of smartphones on children, and tips so that children are not addicted to smartphones. This infographic poster is available in both print and digital forms, making it an efficient medium for conveying complex information on social media.

KEYWORDS

Design
Infographic Poster
Social Campaign
Smartphone Addiction

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INTRODUCTION

The rapid development of information technology has made the internet an essential part of modern society's life, especially for students and workers. Smartphones play a crucial role as the primary device for accessing the internet due to their portability, practicality, and multifunctional features that support communication, entertainment, learning, and productivity activities. In Indonesia, the popularity of smartphones has increased significantly, which has also had an impact on increasing the duration of use of these devices in daily life. Research conducted by (Amalina & Samat, 2023) It shows that the duration and frequency of smartphone use are significantly related to the risk of addiction in early childhood, which indicates the importance of intervention and supervision in children's use of digital devices.

This study aims to design an infographic-based social campaign strategy as a preventive effort against smartphone addiction in early childhood. The design is focused on the application of informative, educational, and communicative visual communication design principles, which can be used by parents as a guiding medium in recognizing the symptoms and risks of digital addiction. In

addition, this design also aims to encourage the realization of healthy digital parenting patterns. Campaign design refers to thinking (Agus Sachari, 1998) which affirms that design is a creative process based on social, aesthetic, and moral values, which contributes to improving the quality of human life. In this context, infographics are positioned as a strategic communication tool that is able to convey educational messages in a visual, structured, and easy-to-understand manner, especially in supporting changes in people's behavior through a visual social campaign approach.

Infographic posters have several advantages that make them an effective medium for conveying information. According to (Smiciklas, 2012) Infographics combine visual elements, such as icons, colors, and typography, with data and narrative, making it easier for the brain to process information and enhance the audience's memory. Another advantage is its ability to simplify complex information into an easy-to-understand and visually appealing form (Krum, 2013). In the context of social campaigns, infographics have also been proven to be able to increase audience engagement and participation through concise, emotional, and relevant presentations (Chandra, 2023) Therefore, infographic posters were chosen as the main medium in this campaign because they are able to bridge educational messages to the target audience effectively and efficiently.

This study aims to design an infographic-based social campaign strategy as a form of preventive efforts against smartphone addiction in early childhood. The focus of the design is directed at the application of visual communication design principles that are informative, educational, and communicative, which can be used by parents as a guide in recognizing the symptoms and risks of digital addiction. In addition, this design is also intended to encourage the formation of healthier and technology-aware digital parenting patterns. Campaign design refers to the view of Sachari (1998), which affirms that design is a creative process that is rooted in social, aesthetic, and moral values, and contributes to improving the quality of human life. In this context, infographics are positioned as an effective strategic communication medium in conveying educational messages in a visual, structured, and easy-to-understand manner. Infographics not only simplify complex information, but are also able to build emotional engagement of the audience, thus supporting more comprehensive social behavior change (Yousef et al., 2021)

The addition of a visual dimension in social campaigns also simplifies the process of receiving messages. In addition, it also creates stronger emotional engagement from the audience. Infographics as a form of multimodal communication allow the simultaneous integration of text, images, iconography, and visual data, thereby strengthening the absorption of information in a short time. Infographics as a form of multimodal communication allow the simultaneous integration of text, images, iconography, and visual data, thereby strengthening the power of information in a short time. According to (Kostelnick, 2016) The infographic has the visual rhetorical power that allows for the efficient and engaging delivery of complex messages, especially in the context of social campaigns and public education. In the context of early childhood, the delivery of messages through visual media is also in line with pedagogical principles that emphasize visual stimulation and parental involvement as the main companion.

Contextually, this study also pays attention to the social situation of the community in Padang Panjang as a location for design development. The city, with its identity as a center for the arts and education, has the strategic potential to develop family digital literacy practices through a visual culture approach. By combining the principles of visual communication design and social campaign strategies, this research is expected to make a conceptual contribution to the development of infographic-based educational campaign models, as well as provide real solutions in efforts to prevent smartphone addiction in early childhood in Indonesia.

METHOD

This study employs a qualitative descriptive method, focusing on designing a social campaign infographic poster about smartphone addiction in early childhood, targeting parents in Padang Panjang City. Data were obtained through observations, interviews with five parents, questionnaires to 40 Design students, and documentation studies. The analysis is carried out qualitatively through reduction, presentation, and conclusion drawn, and is equipped with a SWOT analysis. The

realization of design works follows the stages of visual communication creation methods. The stages that the designer applies in the design creation are as follows.

1. Data Source Analysis

The first step is to analyze data sources. The analysis was carried out using ethical and ethical sources. Ethical data sources refer to the results of studies with literature reviews, while emic data sources are carried out by observations, interviews and archival documents. Interviews were conducted with parents and students, while the interview grid with parents is in the following table.

Table 1. Interview Grids For Parents

No	Aspects Explored	Question Indicators/Substance
1	Children's smartphone usage habits	Duration, time of use, types of frequently used applications
2	Parents' perception of smartphones	Benefits, risks, role of smartphones in children's daily activities
3	Impact	Symptoms of addiction, behavioral changes, social disorders
4	The role of parental supervision	Control efforts, screen time rules, mentoring
5	Knowledge of campaigns or education	Have you ever received education, what media is used
6	Response to visual media	Do posters/infographics be interesting and easy to understand

Next is an interview grid for students of the Visual Communication Design study program. You can see the table below.

Table 2. Interview Grid for Students of Visual Communication Design

No	Aspects Explored	Question Indicators/Substance
1	Knowledge of smartphone addiction	Understanding definitions, common symptoms of addiction in children
2	Perception of the impact on physical health	Sleep disturbances, tired eyes, poor posture
3	Perception of impact on social development	Lack of social interaction, dependence on devices
4	The role of visual media in education	The effectiveness of infographic posters as a campaign medium
5	Visual communication design advice	Visual styles, color approaches, key messages that are considered effective

2. Exploration

Includes exploration activities to explore the source of ideas with the Brainstorming step then identification and formulation of problems, exploration exploration, data collection and references, along with processing and analysis of design data to obtain important nodes, theoretical problem solving concepts, the results of which are used as the basis for design.

3. Design

The design stage is built based on the important points of the analysis results that are formulated, then mapped with the mindmapping method, followed by visualizing the idea in the form of an alternative sketch, then determining the choice of the best sketch as a design in the realization. Visual element objects with sketches of design images, then continued with the application of an infographic layout that will be used as a poster form.

4. Realization

The realization stage starts from making a model according to an alternative sketch or technical drawing that has been prepared, then being used as a model until the desired perfection of the work is found. Furthermore, it is manifested in the form of a 2-dimensional work. The form must be able to be displayed and can be enjoyed by the connoisseur which contains two basic elements, namely, form and structure, so affirmed..

RESULT AND DISCUSSION

In this section, we present the results of the social campaign design process with the theme of

Designing Infographic Posters for Social Campaigns on Smartphone Addiction which aims to increase parental awareness of the risks of smartphone addiction in early childhood. The results displayed include the process of collecting data through observation and interviews, analyzing visual needs based on communication design approaches, and the realization of works in the form of digital infographic posters. All findings were analyzed to assess the effectiveness of visual media in conveying educational messages to the target audience.

1. Data Source Analysis

Data collection was carried out using interviews, which provided a series of structured questions, thereby speeding up the primary data collection process. Of the forty design students surveyed, thirty-four of them stated that smartphone addiction has a negative impact on children's health and social development. One of the respondents specifically emphasized the need for educational media that immediately discusses the issue.

In addition to interviews, this study also used direct observation of families with early childhood at home and through social media such as Facebook, Instagram, and WhatsApp, to accurately capture verbal and nonverbal data. This method helps to understand the context of the subject while providing a representative picture of the significant influence of smartphone use on children's behavior and development, which is then supported by respondent data from interviews and questionnaires. Here is a screenshot of respondents' data based on the results of interviews and questionnaires:

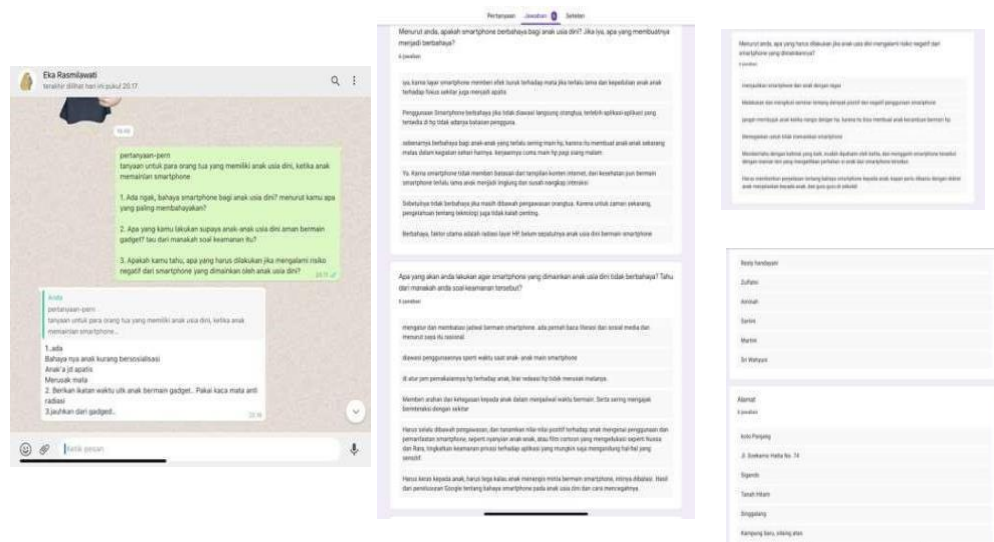


Figure 1. Screenshot of Interview Results and Questionnaire Through Google Form

Figure 1 above is one of the screenshots of the results of the questionnaire and in-depth interviews conducted with students and parents who have early childhood. This shows the need for serious handling of Smartphone addiction in early childhood. In addition to questionnaires and in-depth interviews, the author also conducted direct observations, and the results of which the author was able to document the following images.



Figure 2. Photos of Children Playing with Smartphones with Negligent Parents

Figure 2 show the children's daily situations that show a pattern of excessive interaction with gadgets without parental supervision. In the left image, the child is seen focusing on playing the smartphone in a lying position, while in the right image, the child is left alone to play on the floor with the gadget, while the parents fall asleep around him. Both of these conditions reflect the weak control and involvement of parents in children's digital activities. This lack of assistance has the potential to strengthen addiction patterns from an early age, as revealed in various studies that the unlimited use of gadgets can have a negative impact on children's social, emotional, and cognitive development.

This study uses a qualitative descriptive approach with a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis method to evaluate the potential success of social campaigns regarding the dangers of excessive smartphone use in children. The analysis is carried out to understand the internal and external factors that affect the strategic planning of the campaign.

a. Strengths Analysis

The strengths analysis shows that the rapid development of smartphone technology in Indonesia is the main force in supporting the spread of campaign messages. shows that the rapid development of smartphone technology in Indonesia is the main force in supporting the spread of social campaign messages. Indonesia, as the country with the fourth largest population in the world, is a very potential digital market. Based on research (Pratama, H. G. & Firmansyah, 2021) More than 60% of Indonesia's population is an active internet user, and the majority access through smartphone devices.

The high number of smartphone users makes digital media, especially visual media such as infographics, very relevant and effective in conveying social messages widely. In this context, visual communication design-based campaign media can be a strategic tool to reach the public in an interesting, easy-to-understand, and fast-spreading way (Ekasiswanto; Scott, 2020). With this figure, Indonesia occupies the fourth position as the country with the most active smartphone users in the world, after China, India, and the United States. This condition opens up great opportunities for the reach of campaign distribution through digital media.

b. Weaknesses Analysis

The weaknesses analysis identified that although some people have become aware of the negative impact of excessive smartphone use on children, there is still a lack of understanding of appropriate prevention and treatment strategies. Lack of information and permissive attitudes from parents, especially those who are very busy, also worsen this condition. Smartphones are often used as a distraction tool for children, so children's interaction with the real world is decreasing. According to (Wartella, E., Rideout, V., Lauricella, A. R., & Connell, 2013), many parents use digital devices as a Digital Babysitter due to time constraints and fatigue after work, without adequate assistance or direction. This is reinforced by the results of research by (Hill et al., 2016) which shows that the unsupervised use of digital media can have a detrimental impact on children's social and emotional development. Therefore, it is important for parents and caregivers to understand how to use technology wisely and in a targeted way in children's lives.

c. Opportunity Analysis

Opportunity analysis shows that some parents are starting to apply smartphone time limits on their children. This awareness arises in line with the increase in digital literacy and access to information about the negative impact of excessive use of gadgets. In addition, trainings such as talk shows have been held by Detections ION International Education which provide knowledge to parents related to the concept of "Smartphone vs Smartparent", namely understanding how to be digitally smart parents. Another support comes from the momentum of the commemoration of "World No Gadget Day" every September 18, which can be used as a scheduled and global campaign strategy. Efforts like this are aligned with the findings (Hill et al., 2016) also recommend the implementation of Media Use Plan as a strategic step to establish a balance between digital

interaction and children's real lives.

d. Threat Analysis

Threat analysis It shows that currently smartphones are no longer luxury goods, but have become mass consumption goods that can be accessed by various groups at increasingly affordable prices. The phenomenon of research conducted by (Oksman & Turtiainen, 2004), it was found that social pressure among adolescents and children in terms of cell phone ownership and use had a significant effect on the formation of identity and feelings of acceptance in social groups.

Through these four SWOT aspects, this study maps the strategic direction of the social campaign to be developed and formulates a communication approach that is relevant to the sociocultural conditions of the Indonesian people.

2. Exploration

The exploration stage in designing infographic posters for social campaigns regarding smartphone addiction was carried out to explore the source of ideas through brainstorming and mapping methods. Brainstorming is an exploratory technique that encourages the emergence of various ideas spontaneously and openly, which has proven to be effective in the creative design process (Wang, X. & İlhan, 2019). In this context, brainstorming allows the author to identify various initial ideas related to the issue of smartphone addiction, such as its impact on children's development, disruption of social interaction, and the weak role of parental supervision in the use of gadgets.

Furthermore, the process of mapping or mapping ideas is applied to construct the relationships between concepts visually and systematically. Mind mapping can improve the connectivity between information elements and facilitate the structuring of complex visual messages (Liu, Y.; Wei, J.; Gao, 2020). In addition, the exploration stage also produces a formulation of the visual purpose of the infographic, namely to convey education in a concise manner, attract attention to social media, and encourage awareness and behavior change against excessive smartphone use. Thus, the exploration stage becomes an important foundation in producing visual works that are strategic, communicative, and relevant to the social issues raised. Exploration stage through activities Brainstorming and Mind Mapping it can be seen in the following image.

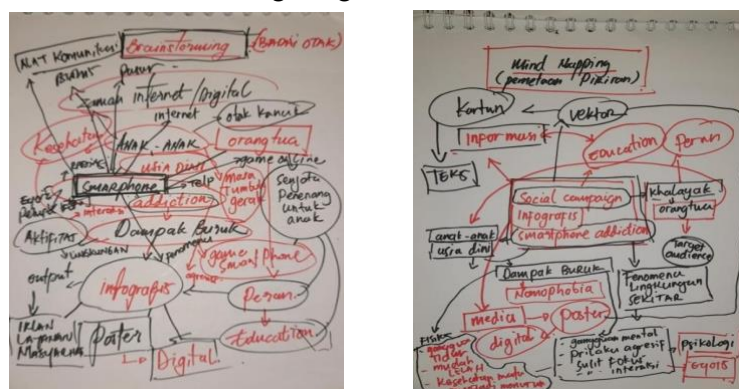


Figure 3. Brainstorming and Mind Mapping

Figure 3 show the results of exploring ideas using brainstorming and mind mapping methods in designing social campaign infographic posters about smartphone addiction in early childhood. This process explores key issues such as the use of gadgets, the role of parents, and the negative impacts of emotional disturbances and children's physical activities, and then connects them to visual elements (cartoons, vectors), types of educational information, audiences (parents), and main messages related to the dangers of excessive gadget use, including nomophobia, social pressure, and psychological disorders. This mapping is the basis for determining the concept of digital posters as well as visual communication strategies that are relevant, effective, and according to the characteristics of the target audience. At this stage, it can be formulated that three posters will be designed. The first poster contains the phenomenon of smartphone addiction. The second poster is

about the bad impact of excessive smartphone use on children. The third poster is about tips so that children are not addicted to smartphones.

3. Design

Design of social campaign designs to support social movement hazard education programs Smartphone For early childhood, it has the goal of inviting parents to care about their children's interaction activities with Smartphone. Planned using the 'Myriad Pro' Typography which is Layout Adjust the illustration so that it is easy to read about the target audience, namely parents who have early childhood. With colors that are adapted to the psychology of parents, not colors that are philosophically close to children, although illustration is a vector image with children playing smartphone, because the target audience is parents. Myriad Pro itself is a sans-serif typeface designed by (Slimbach, Robert; Twombly, 1992), known for its modern, clean, and easy-to-read appearance. The main advantages of the Myriad Pro lie in its simplicity of shape, neutral impression, and flexibility in various design contexts, both print and digital. According to (Rinaldi, 2018) Myriad Pro has a visual character that is not rigid and reader-friendly, making it very effective in use in information media such as posters, infographics, and public campaigns.

Next is layout, In the context of a visual campaign, the right layout arrangement is able to effectively direct the audience's focus on the main message. This is in line with the findings (Purnomo et al., 2022) which states that layout in infographic design is not only a matter of aesthetics, but also concerns how information is visually processed to make it attractive, easy to digest, and appropriate to the characteristics of the target audience. According to (Moussadecq et al., 2022), one of the important elements in designing social media campaigns is the use of the right colors to attract attention and create an emotional impact on the audience.

The design of this campaign uses social media networks such as Facebook and Instagram as the main media, by carrying the form of a digital infographic poster. The visual style used adopts an approach Full Color Sketch with the stylization of artistic realism to create representations that are close to reality, yet still simple and communicative. Illustration elements are combined with icons that are easily recognizable by the general public, to make it easier to understand the visual message. A similar approach is also applied in the design of disaster mitigation infographics by (Sari et al., 2021), which emphasizes the importance of visual simplicity and clarity of information so that it can be effectively received by a wide audience through digital media. Theme that used in planning the social campaign of smartphone addiction as an information and educational medium for parents who have early childhood is "Parental Guidance Adverse impacts and overcoming Smartphone addiction towards early childhood", as the main theme of designing social campaigns on danger Smartphone addiction for children and a warning for parents not to make Smartphone as a powerful weapon in calming children.

4. Realization

The realization of the design is carried out by considering the function, aesthetics, and message strategically through visual media in the form of infographics and digital posters which function as a means of education as well as a tool of persuasion to influence the awareness and behavior of the community, especially parents, by going through two stages, namely sketch and the final stage.

a. Sketch:

To reinforce the visual narrative in this social campaign, sketches are used as an initial representation of the situation that is the focus of the issue. This visualization is the basis for developing more complex design elements in the later stages of realization. The sketching process is in the following image.



Figure 4. Sketching Process

This sketch depicts a young child lying down while holding a smartphone, representing a common reality in today's digital age. This visual aims to show the child's passive condition when interacting with gadgets, which is one of the early indications of addiction. This image is used as an initial element in the process of realizing the design of a social campaign to educate parents about the dangers of uncontrolled smartphone use.

b. Final stage

Furthermore, in the final stage of developing the sketch into a complete poster after adding colors and a few words as a complement to the poster are found in the following image.



Figure 5. Final Poster

Figure 5 shows an illustration of a passive child using a smartphone as a critique of digital parenting patterns, with text messages emphasizing the importance of parents' role in controlling gadgets. These visuals are designed to evoke emotional awareness and reflection in family education, using the dominance of dark colors to create a gloomy and negative impression that represents the impact of smartphone addiction, while strengthening the audience's perception of the campaign message, as explained by Purnomo et al. (2022), that in infographic design, color elements not only function aesthetically but also communicatively, especially to emphasize emotional messages and build atmosphere according to the visual context that you want to convey.

Color is an important element in visual communication design because it is able to evoke emotions and shape the audience's perception of the message being conveyed. Dark colors are psychologically able to evoke constructive feelings of reflection and anxiety, prompting audiences to revisit their parenting (Jonauskaite & Mohr, 2025). Yellow and orange are used to highlight the main message because they are associated with alertness and are able to attract attention quickly; This color is effective in stimulating cognitive responses because it is classified as a warm color that is easily picked up by the human eye (Gupta & Dingliwal, 2023). Meanwhile, the white color in the closing text serves to give a neutral and firm impression, clarifying the final message while creating contrast that supports readability. Thus, the choice of colors in this poster not only functions aesthetically, but also supports the success of visual communication functionally and psychologically.

The following infographic poster is the main media of social campaigns focused on the issue of smartphone addiction in early childhood, and tips so that children are not addicted to smartphones. This poster aims to educate about the negative impact of excessive use of gadgets from a psychological and physical perspective through final visuals that are specifically designed to support the campaign message.



Figure 6. Final Design Infographic on the Adverse Impact of Smartphones on Children and Final Design Infographic Tips so That Children Don't Get Addicted to Smartphones

Figure 6. Poster infographic as a result of the realization of a social campaign design with the theme of Smartphone Addiction in Early Childhood. This poster displays the negative impact of excessive smartphone use from psychological and physical aspects, designed to educate parents through a concise, communicative, and informative visual approach. This visual contains six important points as a practical guide for parents in managing the use of gadgets by children. Through an educational and communicative infographic visual approach, this poster is designed to raise family awareness of the importance of digital mentoring from an early age.

The last infographic poster is related to tips so that children are not addicted to smartphones. The infographic entitled "Tips So that Children Do Not Become Addicted to Smartphones" is intended for parents as an educational medium that contains six preventive steps, namely not introducing smartphones to children under 6 years old, providing examples of using gadgets, directing children to physical activities, limiting usage time, and ensuring the safety of internet content accessed. The visual design features children's characters with a symmetrical layout and a dominance of blue color that gives a calm and assertive impression, making it easier to understand the message and attract the audience's attention. This infographic is part of a visual communication strategy in a social campaign to educate about the dangers of smartphone addiction, while supporting the role of families as the frontline in healthy digital parenting to prevent smartphone addiction nomophobia in children.

CONCLUSION

From the analysis carried out, it can be concluded that social design design has an important role in supporting social campaign programs regarding smartphone addiction in early childhood. The results of the synthesis from the analysis became a reference in the design of visual communication designs that aimed to convey the dangers of excessive use of smartphones by children. This design covers several key aspects. First, a visual communication campaign was designed with the theme "Overcoming Smartphone Addiction in Children," which represents an effort to overcome excessive interactions that lead to addiction and negatively impact. The visual of this campaign depicts the value of togetherness, closeness, mutual teaching, and caring between family members. Second, the design of social campaign infographics is aimed at parents who have early childhood, which is arranged in two media: main media in the form of illustrations containing tips and tricks to distract children from smartphones, and supporting media in the form of posters distributed through social media networks.

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