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Design of Infographic for Children About Indonesia's Endemic Chickens

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ABSTRACT

Low public awareness, particularly among children, poses a significant threat to the conservation of Indonesia's 31 native chicken breeds, which are increasingly at risk due to habitat loss, illegal hunting, and overexploitation. To address this challenge, this study was conducted to design an educational infographic that introduces these endemic chicken species to children by combining scientific accuracy with creative visual communication. The research followed a three-stage methodology, beginning with pre-production, where data were collected from credible sources such as scientific journals, government publications, and academic literature, followed by the organization of information into a visual narrative supported by layout planning, color selection, typography, and illustration style. The production stage translated these concepts into digital media through the creation of child-friendly illustrations in Clip Studio Paint, layout composition in Canva, and integration of supporting graphics to ensure cohesiveness and clarity. Post-production focused on refinement, readability, and factual validation to ensure that the infographic was both accurate and engaging for the target age group. The final design proved effective in simplifying complex biodiversity knowledge, enhancing children's comprehension, and fostering early awareness of conservation while also promoting pride in Indonesia's cultural and biological heritage. These results demonstrate the potential of infographic media as a valuable educational tool for biodiversity conservation and environmental stewardship among younger generations.

KEYWORDS

Infographic
Illustration
Children
Endemic Chickens of Indonesia
Conservation

INTRODUCTION

Indonesia is recognized as one of the countries with the highest biodiversity in the world (Heryandana et al., 2024). According to the Ministry of Environment and Forestry, Republic of Indonesia (2024), the nation encompasses 21 distinct ecosystem types and 75 vegetation types, each serving as critical habitats for a wide range of endemic flora and fauna. These endemic species not only sustain ecological balance but also form an integral part of Indonesia's cultural heritage. Among these, indigenous chicken breeds hold notable ecological, economic, and socio-cultural significance. Current data indicate that there are approximately 31 native chicken breeds distributed across the archipelago, utilized for diverse purposes including meat and egg production as well as ornamental and cultural functions. These breeds represent an important component of Indonesia's genetic livestock resources and are closely linked to regional traditions and identity (Ismoyowati, 2018).

The existence of these endemic chickens is deeply rooted in local traditions and belief systems. Yet, in the contemporary era of globalization, public awareness—particularly among children—regarding Indonesia's endemic fauna is notably low. This is exacerbated by biodiversity threats such as habitat conversion, illegal hunting, overexploitation, and pollution, which accelerate species extinction (Prayogo et al., 2024). Furthermore, Indonesia's high extinction rate poses a threat not

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only to ecological sustainability but also to economic resilience as traditional livelihoods depend on the continued availability of these genetic resources (Ngabekti & Rahayu, 2019). Cultural influences, particularly from Western media, further erode the appreciation and preservation of native species among younger generations (Dwi Widianti, 2022).

In this regard, environmental education at an early age is recognized as a pivotal strategy for cultivating ecological awareness and conservation-oriented attitudes (Azima, 2022). Research affirms that early exposure to environmental concepts nurtures positive attitudes toward nature and supports the development of sustainable values and behaviors later in life (Lamanauskas, 2023). Moreover, creative media such as interactive drawing (Sidyawati & Prasetyo, 2024), children's books (Darmo et al., 2024), and educative games (Adila et al., 2024) have been shown to effectively convey complex messages to children. However, many existing learning resources still highlight foreign animal species, which limits children's exposure to Indonesia's rich native biodiversity (Ismoyowati, 2018, Heryandana et al., 2024).

One potential solution lies in the use of engaging educational media that effectively merge scientifically accurate information with creative visual design. According to Arsyad (2007), effective learning media for children should stimulate multiple senses, particularly visual and auditory, to facilitate better understanding and memory retention. Infographics, by combining clear illustrations, appealing colors, and concise texts, can effectively capture children's attention and support comprehension. This visual emphasis makes infographics a suitable tool for introducing biodiversity concepts to young learners Research by Sari et al. (2021) demonstrated that infographic design successfully delivered complex technical information in a clear and accessible manner, proving its effectiveness as an educational medium. Moreover, infographic design has been shown to simplify complex geography lessons (Akhmad et al., 2018).

Illustrations play a vital role in conveying information visually, as they can represent ideas and concepts more concretely. The essence of illustration lies in the idea communicated through the image, where illustrators combine analytical thinking and practical skills to create visuals that contain specific messages (Fachrizal et al., 2023). Similarly, Soedarso (2014) notes that images and illustrations are important elements in media because they attract attention, quickly and effectively clarify content, and build imagination and emotion. Deswanty et al. (2024) further emphasize that free expression drawing activities, such as representing flora through creative sketches, can foster children's imagination and artistic appreciation, making illustration a highly effective medium for education. Illustrations do more than complement text; they strengthen messages and enhance visual appeal, creating a more enjoyable and effective learning experience.

Infographics, or information graphics, as a medium of visual information delivery, have emerged as a powerful tool in public communication and educational contexts (Isla & Hunowu, 2022). Their effectiveness derives from the capacity to synthesize complex data into concise, visually appealing formats that are easily understood by a broad audience. By integrating factual content with modern digital design techniques, infographics can convey messages that might otherwise be perceived as tedious in purely textual form or incomplete when presented solely through static imagery. Consequently, their application has expanded across domains including corporate reporting, academic dissemination, public awareness campaigns, and environmental education. The combination of clarity, brevity, and visual engagement positions infographics as an optimal medium for introducing biodiversity concepts to younger audiences.

Previous studies confirm the effectiveness of visual and infographic-based media in enhancing learning. (Widya & Juwita, 2023) emphasized the role of interactive visual books for children, (Isla & Hunowu, 2022) showed the potential of infographics in simplifying information for public literacy, (Mansyur et al., 2022) demonstrated improved interest and comprehension in science learning through infographic media, and (Zahra & Mansoor, 2024) highlighted the role of color and emotion in designing engaging interactive media. However, none of these studies focused on the use of infographics to introduce Indonesia's endemic chickens to children.

The research gap lies in the absence of child-friendly educational media that combine biodiversity content with creative digital illustration. Despite their ecological, economic, and cultural importance, native chicken breeds remain underrepresented in children's learning materials.

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This research aims to design and develop an educational infographic for children, presenting Indonesia's endemic chicken species through accurate scientific descriptions, original digital illustrations, and concise texts. The digital illustrations accurately depict anatomical features and vibrant feather patterns using bright, child-friendly colors and styles to support understanding. By integrating digital art with accurate information, the infographic effectively combines visual communication with biodiversity education, fostering early environmental awareness and appreciation of Indonesia's natural heritage.

METHOD

This study employed a three-stage methodology—pre-production, production, and post-production—commonly used in the design and development of educational media (Arsyad, 2007). This structured workflow ensured that the infographic was both pedagogically effective and visually engaging for the target audience of elementary school students.

1. Pre-Production

The pre-production stage focused on collecting, selecting, and analyzing content related to Indonesia's endemic chicken species. Data collection was conducted through a review of credible sources, including scientific journals, government publications, and academic literature, to ensure accuracy and validity (Sugiyono, 2022). The collected information covered physical characteristics, geographical distribution, cultural functions, and conservation status. This information was then organized into a visual narrative suitable for children, and preliminary design planning was carried out by determining layout structure, color palette, typography, iconography, and illustration style. This phase corresponded to the planning stage in instructional design, where content preparation and media conceptualization are emphasized (Kembaren et al., 2020;Sitepu et al., 2020).

2. Production

The production stage translated the planned concepts into digital visual media. This process involved three key steps: digital illustration, layout composition, and integration of visual elements. Illustrations of the endemic chicken breeds were created in Clip Studio Paint, with attention to anatomical accuracy and child-friendly stylization. Layout composition was performed in Canva, arranging illustrations, texts, and supporting graphics into a cohesive infographic design. Consistent with (Murtadho et al., 2022), this stage reflected the development stage, where media prototypes are produced by combining textual and visual elements to achieve both clarity and engagement.

3. Post-Production

The post-production stage focused on refinement and quality assurance. The draft infographic was reviewed for visual consistency, readability, and factual accuracy against the collected sources. Adjustments were made to balance text and imagery, enhance color contrast, and ensure appropriateness for the target age group. This stage also ensured alignment with the intended educational objectives, reflecting the evaluation phase in instructional design frameworks (Arsyad, 2007). The finalized infographic was prepared as an educational tool designed not only to inform but also to stimulate curiosity and awareness of Indonesia's endemic chickens among elementary school students.

RESULT AND DISCUSSION

This research developed the Ayam Endemik Indonesia infographic through a three-stage process: pre-production, production, and post-production. Each stage produced specific findings that were analyzed in light of existing theories on educational media design and infographic development.

1. Pre-Production

The pre-production stage resulted in the collection and selection of information on Indonesia's endemic chicken breeds. Data was compiled from scientific journals, government reports, and academic literature, covering physical characteristics, geographical origins, cultural roles, and conservation significance.

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Table 1. Characteristics and cultural significance of selected Indonesian endemic chicken breeds.

No	Breed Name	Origin Location	Distinctive Physical Traits	Cultural/Economic Significance
1	Ayam Pelung	Cianjur, West Java	Large body size; long, melodious crowing in roosters	Ornamental and competition value in crowing contests
2	Ayam Nunukan	North Kalimantan	Extremely slow feather growth on wings and tail	Local heritage breed; rarity adds economic value
3	Ayam Randah Batu	West Sumatra	Short body stature; distinct crowing pattern	Regional identity and cultural pride
4	Ayam Sentul	Ciamis, West Java	Grey feathers with dragon-scale pattern	Superior local chicken for meat and breeding
5	Ayam Bekisar	Sumenep, Madura	Hybrid with junglefowl; high-pitched crowing	Cultural symbol; popular in cock crowing contests
6	Ayam Cemani	Kedu, Central Java	Entirely black body, including flesh and bones	Believed to have mystical properties; high economic value
7	Ayam Ketawa	South Sulawesi	Unique laughter-like crowing	Cultural icon of the Bugis people

Source: Compiled from various literature, including (Iskandar & Susanti, 2007) Sartika et al., 2006; Tyautari, 2020).

These findings were then organized into a child-friendly narrative that highlighted both biological traits and socio-cultural values. The planning phase of instructional design requires alignment of content with audience needs. Similarly, Arsyad (2007) emphasizes that media selection must ensure accessibility for learners' cognitive levels. In this study, the dataset served as the foundation for designing visual content that was simple, accurate, and engaging for elementary students. This is consistent with the findings of Aisyah et al. (2022), who demonstrated that the application of a scientific approach in art education significantly improves student learning activities, underscoring the importance of designing instructional media that matches children's cognitive development.

2. Production

The production stage translated the data into a structured visual format through three phases: sketching, inking and rendering, and layout design.

Figure 1. Rough Sketch Process
Source: (Petrof, 2025)

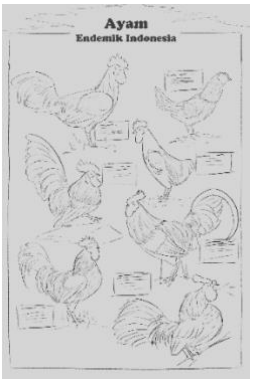

Figure 2. Rough Sketch
Source: (Petrof, 2025)

a. **Sketching:** Preliminary outlines of each breed were digitally drawn in Clip Studio Paint, focusing on anatomical accuracy and recognizability (Figure 1–2).

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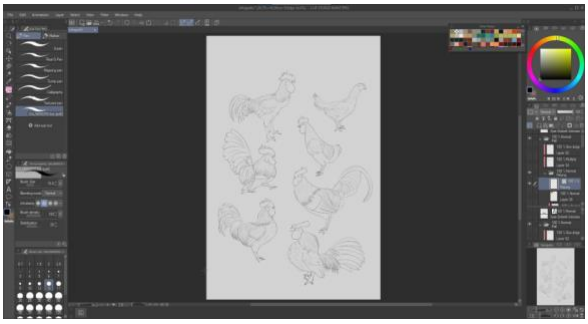

Figure 3. Inking Sketch
Source:(Petrof, 2025)

Figure 4. Inked Drawing
Source: (Petrof, 2025)

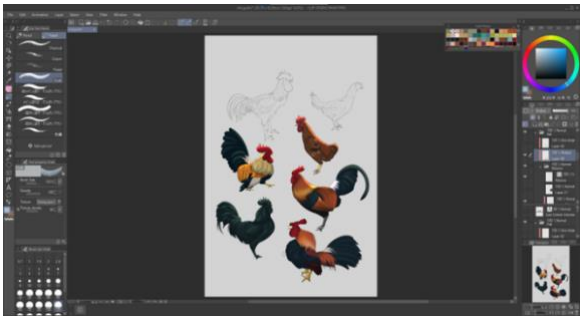

Figure 5. Rendering Process
Source: (Petrof, 2025)

Figure 6. Rendered Drawing
Source: (Petrof, 2025)

b. **Inking and Rendering:** Vector-based inking ensured clarity of form, while chalk-textured brushes added warmth and approachability (Figure 3–7). Colors were based on photographic references to maintain realism, consistent with research showing that authentic visuals enhance comprehension.

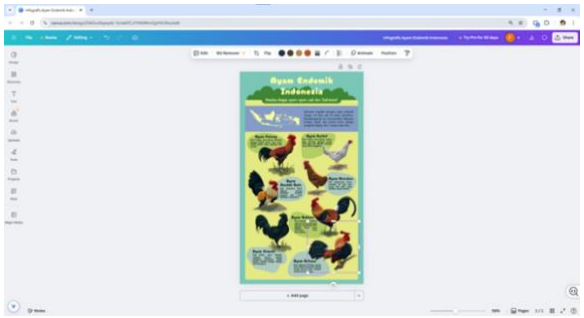

Figure 7. Rendered Drawing
Source: (Petrof, 2025)

c. **Layout Design:** Illustrations and texts were integrated in Canva, with thematic titles, map elements, and rounded containers for grouping information (Figure 8). Typographic hierarchy was applied to guide readers logically through the content. This process reflects assertion that layout composition is essential for readability and structured information delivery in instructional media.

3. Post-Production

In the post-production stage, the infographic was refined to ensure technical clarity, aesthetic

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appeal, and communicative effectiveness.

a. Technical Evaluation

Adjustments were made to balance text and images, improve color contrast, and optimize readability. Technical clarity in infographics determines how easily information can be processed by learners (Kembaren et al., 2020).

b. Aesthetic Evaluation

The final design employed harmonious color palettes (green, yellow, red, orange) and combined bold display fonts with legible body text. This aligns with (Listya, 2018), who argues that aesthetics in information design must attract attention while maintaining functional clarity.

c. Message Evaluation

The infographic successfully conveyed conservation-related messages by pairing each chicken breed's illustration with concise descriptions of origin, traits, and cultural value. This finding resonates with (Segel & Heer, 2010), who note that effective data storytelling requires integration of factual content with compelling narratives. By synthesizing these evaluations, the final infographic emerged as not only a visually appealing medium but also an effective educational tool. Its design supports the dual objectives of introducing children to Indonesia's biodiversity and fostering awareness of conservation issues. This emphasis on the integration of text and visuals also corresponds with (Yulius et al., 2024), who highlight that the effectiveness of educational visual campaigns depends strongly on typographic legibility and appropriate spatial arrangement.

d. Final Design Evaluation

Following the completion of the infographic on Indonesia's endemic chicken breeds, the final stage focused on evaluating its overall effectiveness. This evaluation was conducted through three perspectives: technical, aesthetic, and communicative.

Figure 8. Final Design of Indonesia's Endemic Chickens Infographic
Source: (Petrof, 2025)

From a technical standpoint, the infographic was produced digitally using Clip Studio Paint for illustrations and Canva for composition and typography. The chosen vertical format (21 × 36 cm) ensures legibility in both print and digital contexts. Clear organization of illustrations, texts, and supporting elements such as maps and background shapes was applied to optimize information flow.

From an aesthetic perspective, the design adopts a vibrant, yet harmonious palette dominated by green, yellow, red, and orange to create an engaging learning atmosphere. Subtle gradients are used to separate sections without clutter, while rounded containers and balanced typography enhance visual hierarchy. The chicken illustrations are rendered with chromatic accuracy to reflect their real appearance, strengthening authenticity.

From a communicative perspective, the infographic presents concise descriptions alongside illustrations of each endemic chicken, emphasizing their origin and characteristics. This integration of text and visuals supports comprehension, aids memory retention, and fosters engagement—particularly among younger audiences. By combining educational content with appealing design, the infographic serves as both an informative medium and a tool for cultivating biodiversity awareness and conservation values.

CONCLUSION

The findings of this design research indicate that the development of the Indonesia's Endemic Chickens infographic—through a structured process of pre-production, production, and post-production—successfully produced a visually coherent, scientifically accurate, and age-appropriate educational medium. Evaluations of its technical, aesthetic, and communicative aspects confirmed clarity in information delivery, visual harmony, and cultural contextualization, showing strong potential as an alternative environmental education tool for elementary students. By integrating factual biodiversity content with engaging visual storytelling, the infographic effectively stimulates curiosity, supports comprehension, and fosters positive attitudes toward conservation, consistent with previous studies highlighting the role of visual media—especially infographics—in enhancing understanding, long-term memory, and pro-environmental values from an early age. Therefore, the designed infographic does not merely transfer information but also acts as a catalyst for cultivating environmental awareness and local pride, reinforcing that the integration of creative visual design with scientific accuracy can significantly contribute to biodiversity education and conservation-oriented behavior in early childhood.

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