

Blitar's indigenous knowledge promotion through local content collections at Blitar Public Library

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Abstract

The public library is one of the institutions that have the function and task of preserving indigenous knowledge. Recorded in the form of collections stored in the library's local content service consist of printed books, e-books, and audio-visual collections use social media, especially Instagram, can facilitate the dissemination of indigenous knowledge information to local content collections in public libraries. This study aimed to produce media to promote Blitar's indigenous knowledge in the form of infographics with information sourced from the local content collection at the Blitar Public Library. Research method used development method and the Four-D development model with product development stages consisting of defining, designing, developing, and distributing. Respondents in this study were the people of Blitar, media promotion experts, material experts, and expert practitioners (librarians). In this study, product trials were carried out on three aspects consist of material, visual, and language. Based on the trials and validity tests results, it concludes that Blitar's local content promotion media products in the form of infographics are suitable for use with revisions. Blitar local wisdom infographics increase the reach by maximizing the use of hashtags and scheduling infographic uploads at the best times. Local content promotion media products in infographics form produced in this development research are quite good. However, there needs to be some improvement especially on material aspect. The material that was carried did not represent all local wisdom topics in Blitar.

Keywords: Library promotion; Local content; Social media; Infographics; Indigenous knowledge

Promosi kearifan lokal Blitar melalui koleksi konten lokal di Perpustakaan Kota Blitar

Abstrak

Perpustakaan umum merupakan salah satu lembaga yang memiliki fungsi dan tugas untuk melestarikan kearifan lokal suatu daerah. Koleksi terekam berbentuk layanan konten lokal, seperti buku tercetak, e-book, hingga layanan audio-visual menggunakan media sosial terutama Instagram yang dapat memudahkan penyebarluasan informasi kearifan lokal dari koleksi konten lokal di perpustakaan. Tujuan penelitian ini adalah menghasilkan media promosi kearifan lokal Kota Blitar berupa infografis yang bersumber dari koleksi konten lokal Perpustakaan Kota Blitar berbentuk buku. Metode penelitian menggunakan model pengembangan Four-D dengan tahapan pengembangan produk terdiri dari pendefinisian, perancangan, pengembangan, dan penyebaran. Responden penelitian adalah masyarakat Blitar, ahli media promosi, ahli materi, dan praktisi ahli (pustakawan). Uji coba produk penelitian mengacu pada tiga aspek, antara lain aspek materi, aspek visual, dan aspek bahasa. Berdasarkan uji coba dan uji validitas yang dilakukan, produk media promosi konten lokal Blitar berupa infografik layak digunakan dengan revisi. Untuk meningkatkan jangkauan infografis kearifan lokal Blitar dilakukan dengan memaksimalkan penggunaan tagar (hashtag) dan melakukan penjadwalan pengunggahan infografis pada waktu yang tepat. Produk media promosi konten lokal berupa infografis yang dihasilkan pada penelitian pengembangan ini cukup baik. Akan tetapi, perlu adanya beberapa perbaikan terlebih lagi pada aspek materi. Materi yang diusung belum mewakili seluruh topik kearifan lokal di wilayah Blitar.

Kata Kunci: Promosi perpustakaan; Konten lokal; Media sosial; Infografik; Kearifan lokal

INTRODUCTION

Indigenous knowledge is an asset that needs to be preserved as it contains ideas that affect the development of local communities from time to time. Local wisdom plays a role in making important decisions for people's lives (Hangshing & Laloo, 2021). Indigenous knowledge products can be food, health services, education, culture, agriculture, beliefs, norms, politics, technology, and other values that apply to the local community (Chutia & Kalita, 2021). Hence, preserving indigenous knowledge is essential, and documentation can be a solution to preserving local wisdom.

Furthermore, indigenous knowledge documentation has various forms, such as books, films, and audio-visual collections. Its documentation products are managed and preserved by institutions such as public libraries, which have the authority to preserve intangible cultural heritage. The authority of public libraries in managing indigenous knowledge to preserve their regional cultural products and facilitate lifelong community learning is regulated in Law Number 43 of 2007 concerning Libraries (Republik Indonesia, 2007).

One public library with an original collection is the Blitar Public Library. Indigenous knowledge collection in an area is often referred to as local content. The collections in the Local Content Service of the Blitar Public Library are in the form of books, photos, and audio-visual collections with Blitar's indigenous knowledge as the topic. The local community produced the collection, and individuals and institutions were engaged in preserving Blitar's local resources.

Based on interviews and data collected from related documents during the pre-research, the public rarely accessed the local content collection in the Blitar Public Library. Various information about local wisdom is available in the local content collection of the Blitar Public Library regarding history, art, and culture, the origin of regional names in the Blitar area, tourist

attractions, and the social and economic conditions of Blitar from time to time. The public need to pay more attention to the various types of information contained in the local content collection of the Blitar Public Library. Another finding obtained through interviews with librarians was that the Blitar Public Library aimed to promote its local content collections. The Blitar Public Library carried out the promotion through book review events.

However, book reviews are less effective because the participants are limited to academicians. More comprehensive socialization is needed so that the information value of Blitar's indigenous knowledge can reach more people. Promotion is an essential communication tool to convey messages aimed at getting the subject's attention, growing interest, and the services offered to affect the subject's decision (Nasution & Yasin, 2014). It needs a mechanism for performing promotional activities so the target market knows the products and services offered (Patil & Pradhan, 2014). Promotion becomes marketing communication that aims to communicate information about product advantages affecting potential buyers. Promotion can be carried out through social media. Social media effectively conveys messages and information in promotion because it can connect people worldwide (Ahmad, Musa, Harris, & Harun, 2016). The utilization of social media to disseminate Blitar's indigenous knowledge is needed so that it has more impact and reaches a broader community. In general, using social media to promote libraries aims to build community, reach users more quickly, and persuade users to access relevant information content (Harrison, Burrell, Velasquez, & Schreiner, 2017).

According to Gunelius (2013), an essential component in promotion through social media consists of the 4-Cs, which include content creation, sharing, connection, and community building. Content creation refers to creating good content. The content must be able to describe

the product or business uniquely and interestingly. Sharing content aims to reach a broader community for the content that has been created; it takes effort to share content. Furthermore, connection enables communication with many people, especially those with similar interests, through social media.

There are various types of social media today. According to the survey results, the most accessed social media by respondents is Instagram, founded by Kevin Systrom and Mike Krieger on October 6, 2010. It is a photo and video capture application that allows users to share them quickly (Hu, Manikonda, & Kambhampati, 2014). Instagram offers a way to share moments via photos or videos instantly. Instagram experienced significant development two years after its launch. In 2012 Instagram users reached 300 million users (Huang & Su, 2018).

Based on the researcher's observations of Instagram, the application features consist of videos, adding filters, captions, location tags, and live videos. Besides stories that allow users to add videos or photos that will last for 24 hours, favorite account notifications, photo filters, location markers (Geotagging), IGTV or Instagram TV, and other features. People can share various content forms by adding features to Instagram.

One of the image formats that can be shared via Instagram is infographics. Infographics are unique packaging formats that contain elements of illustration, large typography, and exposure to vertical data (Kurniasih, 2016). Additionally, infographics present information in complex and unusual visual forms that are structured and easily accessible (Dur, 2014).

This research and development used infographics for the local wisdom information packaging format. The use of the infographic format based on the questionnaire results indicated that 59.1% of respondents chose infographics as exciting information about Blitar's indigenous knowledge. Moreover, the presentation of

information in infographics was quite interesting. It is in line with the opinion of Dur (2014) that the presentation of infographics with flowing story sentences or storytelling will attract the attention and curiosity of readers and make information easier to understand, especially with the visual combination of infographics. It also intends to influence the reader to change after reading information from the infographic.

The quality of infographics issued by the Ministry of Communication and Information or KOMINFO (Pang, Santosa, Simanjuntak, Wihartono, & Matroji, 2018) includes; (1) has a clear purpose, (2) the information presented is based on research results or credible sources, (3) the information presented is relevant to the needs of the target reader, (4) has an attractive visual structure, (5) can be easily read (readability), (6) consistency regarding brand guidelines, (7) contains elements of persuasion, (8) straightforward (simplicity), and (9) easy to share through various digital media platforms (shareability).

A previous study by Priatna (2017) has similarities with this study, which lies in the research object regarding the richness of local culture. Priatna's study states that efforts to preserve and deepen information about local culture carried out by the community and government in the Ponorogo Regency have involved many people.

Another similar study by Ma'ruf (2017) has reported the communication strategy results carried out by the Instagram account @nganjukotabayu through eleven stages. The similarity with this study is the use of Instagram as a medium for disseminating information.

The researcher also refers to Setiawan (2010). Research results have shown that efforts to optimize the promotion of cultural arts and local wisdom in Jember Regency in the form of album documentation as a television program can represent and describe the area and culture of the community. The similarity with this study is

the use of media with a broad reach to spread local culture.

A previous study regarding the promotion of Blitar local content distributed via Instagram was conducted by Riswari and Widiarto (2020) using the @jelajahblitar account to promote regional tourism potential in Blitar. The findings are that tourism potential promotion activities through the @jelajahblitar Instagram account routinely upload content in the form of photos and videos (Photos and videos that focus on the uniqueness and advantages of tourist attractions in Blitar). The dissemination is by utilizing features on Instagram, including Hashtags, Sharing, Worldcam, reposting, Searchtagram, Geolocation, Findergram, and Story (Riswari & Widiarto, 2020).

However, the potential of Blitar's local wealth is not limited to tourism potential. Other local potentials need to be explored and promoted to be known by the wider community. According to the researcher's observations during pre-research through interviews and data collection through documents at the local content service of the Blitar Public Library, the potential wealth of the Blitar area has been recorded. The library should introduce it to the broader community, including culinary, tourism, language, art, culture, social life, and history.

Knowing and preserving local cultural heritage is essential, considering that understanding local cultural values can be a reference in today's life. In addition, according to Huda and Feriandi (2018), knowledge and introduction of local wisdom will foster awareness of how important it is to understand the nation's history in terms of the beauty and greatness of culture.

Based on the background's description, this study aimed to produce information promotion media for Blitar's indigenous knowledge from the Blitar Public Library collection in the form of infographics. The quality standards of infographics are appropriate based on information or material, structure or visual appearance,

clarity or legibility, elements of persuasion, and the relevance of the needs of information readers. The assessment criteria are classified into three aspects: material, visual, and linguistic. Outlined topics in the infographic are tourism, culinary, art, culture, social life, and history. The researcher will explore each topic in depth but briefly present it, making it easy to understand.

RESEARCH METHODS

This study used a research and development (R&D) approach. The model used in this methodological approach was Thiagarajan's Four D (4-D) model (1974). The 4-D model developed four stages of development: Define, Design, Develop, and Disseminate.

The 'Define' stage consists of activities such as (1) identification of problems through interviews and data collection from documents, (2) analysis through semi-open questionnaires to respondents from the Blitar community, and (3) collection of materials. These segments include (1) *Wong Blitar*, (2) *Ayo Mangan*, containing information about culinary in Blitar, (3) *Ayo Dolan*, information about tourism in Blitar, (4) *Blitar Khuta Budaya*, containing information about Blitar arts and culture, (5) *Blitar Tempoe Doeloe*: contains information and photos of Blitar in ancient times.

The next stage is the 'Design' stage. The following steps are carried out at this stage: media selection, packaging format selection, and initial design. In the 'Develop' stage, the storyboard that has been created is then developed into an infographic. Product development is to create infographics using Adobe Illustrator and Adobe Photoshop applications. At the 'Develop' stage, the selection of colors and typography shapes will be according to the theme of each infographic. Dissemination is carried out after being declared eligible at the qualification test. Generally, the

'Disseminate' stage is based on validation, packaging, diffusion, and adoption testing. Due to research limitations, this stage is until the product's dissemination in the form of promotional media about Blitar indigenous knowledge, after going through the final revision for a broader target via Instagram.

Data were collected through interviews, documents, and questionnaires. Data collection through interviews was to collect data on local content promotion issues and efforts to promote Blitar's indigenous knowledge. Sugiyono (2017) argues that research and development (R&D) interviews are needed, especially during preliminary studies. Preliminary studies are needed to find the problem. In this study, interviews were conducted in an unstructured manner. Unstructured interviews allowed respondents to answer the questions more freely because the questions were only an outline of the topic. Sampling was done randomly (probability sampling). Respondents at the interviews were librarians of the Local Content Service, Blitar Regional Public Library. Another technique used in this research and development was data collection through documents (Sugiyono, 2017). It aimed to observe the promotion of local content at the Blitar Public Library. Data from documents will strengthen data from interviews. The document formats studied are photos and event reports.

Data collection through questionnaires was carried out to analyze user needs related to product specifications and assess product feasibility at the testing stage to determine product validity and testing. The questionnaire used when conducting the needs analysis was a semi-open questionnaire. A semi-open questionnaire is a questionnaire where the researcher determines the answers; however, the respondents are still allowed to answer according to their respective answers (Surahman, Rachmat, & Supardi, 2016).

During validity tests and product trials, data collection can be obtained using a questionnaire (Fachrozi et al., 2020; Surahman et al., 2016). The validity and product testing used a closed questionnaire. The closed questionnaire is a questionnaire whose answers are determined by the researcher (Surahman, Rachmat et al., 2016). The closed questionnaire instrument is used to assess the feasibility of the product. The product feasibility indicator used in this study is the infographics quality criteria published by the Ministry of Communication and Information (Pang et al., 2018). Infographic feasibility indicators consist of (1) infographics purpose, (2) information or material presented comes from a transparent and credible source, (3) relevant to the needs of the target reader, (4) has an attractive visual structure, (5) can be effortlessly easy to read (readability), (6) has consistent brand guidelines, (7) contains elements of persuasion, (8) straightforward (simplicity), and (9) easy to share (shareability). Classification of the eligibility criteria for the product consists of three significant aspects: the material aspect, the visual aspect, and the language aspect.

RESULTS AND DISCUSSION

In this research and development, problem identification was conducted by collecting data through documents and interviews. In addition, data collection through documents was carried out by observing document reports at the Blitar Public Library's Local Content Service. Identification of findings showed that the collection of local content services at the Blitar Public Library consisted of material on local wisdom that was quite complete. Indigenous knowledge includes food, health, culture, belief systems, norms, politics, technology, agriculture, and social values (Chutia & Kalita, 2021). Indigenous knowledge material in the local content

services collection at the Blitar Public Library consists of culture, culinary arts, history, socio-economics, and local community beliefs.

The book collection in the local content service of the Blitar Public Library was still in print form, so the information values in the content collection could not be conveyed to the broader community. Moreover, visitors to the local content service of the Blitar Public Library were less than 20 people per day. The library should disseminate information about local wisdom to the broader community to ensure sustainability (WS, 2015).

Promotional efforts to disseminate information on local content were conducted through book review events. The review events were entitled "*Rampogan Macan: A Tragedy*" and "*Treading on Wong Blitar's Footsteps from Time to Time*". However, participants in these activities were limited. The majority of participants in

book reviews were academicians. Participants other than academicians were cultural practitioners and local communities interested in learning Blitar's local wisdom.

According to interviews conducted with local content service librarians, promotion on a broader scope was important. It aimed to make the information values of local content collections accessible to the wider community. Promotion in a broad scope could be done through digital platforms. It is in line with Liew, Yeates, & Lilley (2021) statement information in local content collections can take advantage of technology and the internet.

Questionnaires were distributed to users actively using the internet and aged between 15 to 39 years to determine internet usage preferences and develop product specifications. Furthermore, Table 1 presents the results of the needs analysis questionnaire regarding internet usage behavior in seeking information.

Table 1

Table of needs analysis results

Behavior of using online media to access information

No.	Questions	Answer	Percentage
1	Most known online media to search for information	Instagram YouTube	77,30% 77,30%
2	Time used to access information through internet every day	4-6 hours < 4 hours	50% 27,30%
3	Information form that is often accessed through online media	Videos News and Article	86,40% 77,30%
4	The most used media to obtain educational information through internet	Social Media Website/blog	68,30% 27,30%

Source: Researcher's data, 2020

The most widely known internet media for information search were Instagram and YouTube, as much as 77.30%. This figure is directly proportional to the Datareportal (2022) regarding Indonesia's most widely used social media, where YouTube and

Instagram are in the top three positions (Table 1).

Materials were collected through collections at the local content service of the Blitar Public Library. The selected material would underlie the theme and concept of the infographic. The quality materials used

in product development criteria include timelessness, accuracy, relevance to the topic/theme, completeness, and authentic and reliable sources of information (O'Brien & Marakas, 2014). A theme, title, and summary will be determined from the materials collected. Simplifying the material is needed so that the information contained in the storyboard is short, concise, and clear.

The collected material would be divided into several segments. Material segmentation is carried out to determine the design concept and optimize product dissemination. Material segmentation during product dissemination will facilitate the creation of hashtags. In promoting through social media, especially Instagram, hashtags make it easier for products to be found in the Instagram search column (Sari, & Anggraeni, 2019).

Furthermore, the material will be divided into several segments, including "*Wong Blitar*," which contains information about the Blitar people, including history, famous figures from Blitar, urban legends, and the socio-economic conditions of the Blitar people. The "*Ayo Mangan*" segment contains information about culinary in Blitar. "*Ayo Dolan*" contains information about tourism in Blitar. "*Blitar Khuta Budaya*" contains information about the arts and culture of Blitar. The "*Blitar Tempoe Doeloe*" segment contains information and pictures of ancient Blitar.

After collecting materials and determining segments, the media and packaging format for the product specifications began to be determined. Instagram was chosen as a product distribution medium based on the results of a needs analysis questionnaire given to users or the people of Blitar City. The

results showed that 54.5% of respondents tended to choose Instagram.

The product packaging format was in the form of infographics by considering the results of the needs analysis questionnaire, which showed that 59.1% of respondents chose infographics as a form of repackaging information on Blitar local content. (Packaging information through infographics can attract target users.) A study in the Canadian Journal of Emergency Medicine (CJEM) reports that using infographics to promote journals can improve journal access and readability (Thoma et al., 2018).

The initial design of the product is constructed on the storyboard. The storyboard consists of an arrangement of graphics or illustrations that are presented sequentially for design representation (Kunto, Ariani, Widyaningrum, & Syahyani, 2021). Using storyboards is to visualize the infographic's basic design in the product development process. In addition, to make it easier to work on the next stage, the storyboard will display every element in the infographic. Visual elements that will appear in the media products promotion are titles, layouts, icons & symbols, illustrations & images, colors, and typography. Three elements must appear in an infographic: materials, software, and visual elements (Kurniasih, 2016). Before creating an infographic, it is necessary to have a basic knowledge of the visual elements of an infographic. The infographic elements that must be considered at the design stage are the title, layout, symbols, icons, illustrations, and images.

When creating a title, attention must be paid to the words used. According to Novianto and Narida (2019), the

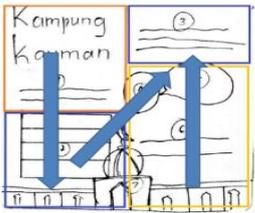
infographic's title should be no more than five words, be interesting, use active words, be persuasive, and represent the entire contents of the infographic. The layout should be the next element in making a storyboard.

The layout shows the position of each element in the infographic. Layout affects aesthetics, the harmony between elements in a design area, and readability. According to Patria and Kristiana (2017), the layout arrangement in graphic design uses the

principles of order, emphasis, balance, and unity.

The order in the infographic's application makes it easier for readers to understand the content of the information. This will minimize misperceptions when reading the information presented. The information order in infographics is arranged sequentially, starting from loading, and opening, to the discussion (Sayyida, Kadarisman, & Soedewi, 2021).

Table 2
Example of using flow sequences in infographic design

Sketch	Description
	<ol style="list-style-type: none"> 1. Those who moved to Kauman Village came from 2. Gresik, Surabaya, Tuban, Arabic. 3. Since its establishment, many Muslims have moved to the area. 4. Illustration 5. "My behavior is <i>Kutho Blitar, ojo lali</i> stop at Kauman Village!" 6. Over time the area was transformed into a village.

Source: Researcher's data, 2020

Emphasis refers to pinpointing the visual focal point with proper placement (Patria & Kristiana, 2017). The visual focal point is the main element of an infographic. The balance in infographics lies in the balance in the design area. The application of balance to infographic design refers to the balanced impression seen from the layout of elements on all sides of the infographic.

One of the essential elements in infographics is icons and symbols. Icons and symbols are supporting elements that aim to clarify the information presented. Similar to icons and symbols, images and illustrations make it easier for readers to understand the information contained in infographics

Illustrations and images used in storyboards should meet several criteria, including making it easier for readers to

understand the information conveyed, the style or type of illustration in infographics must be consistent, and the image resolution must be adequate and relevant. Icons, symbols, illustrations, or images used in infographics affect the rhetorical style of messages in infographics (Handriyotopo, 2021).

Furthermore, at the development stage, the activities include choosing colors. Color is one element that catches the eye when someone first sees an infographic. In infographics, the combination of colors used will produce a particular nuance (Listya, 2018). At the development stage, the activities carried out include color selection. Color is one element that grabs one's attention when first seeing an infographic. In infographics, the combination of colors used will produce a particular nuance (Listya, 2018).

The researcher determined the basic colors used in the infographic by paying attention to the character and psychological effects of color. Colors can affect the state of a person's feelings. Each color symbolizes a specific meaning and affects personal feelings (Budianto, Anggraeni, Kusuma, & Wasiska, 2018). Red gives a vibrant and energetic character. Orange can give the impression of warmth, comfort, passion, abundance, and pleasure. Yellow can give a pleasant and uplifting effect, blue gives a favorable impression, green gives a calming effect, and white gives the impression of freedom and openness (Budianto et al., 2018).

One of the colors may be used to highlight certain parts. The color combinations applied in infographics are called color palettes. In choosing color combinations in developing Blitar local content infographics, the researcher used palette references from internet sources and color palettes in the Swatch Libraries Color feature in Adobe Illustrator. Most of the color palette inspiration used by the researcher came from the Instagram accounts @awsmcolor, @ui.color, and @colors.co. The researcher then made modifications to the color palette that will be used.

Typography is not just the arrangement of writing; its preparation requires skill. The choice of typography also affects the final result of the infographic design and the impression it gives. According to Hananto (2020), typography is the art of arranging and processing letters using certain media by considering aesthetic and legibility aspects which aim to facilitate communication activities.

A person using typography should pay to legibility and typeface and ensures that

the selected font is easy to read (Kartika, 2015). For the ideal font combination, choosing a font that contrasts one text with another is best to determine the font size; one can use the golden ratio. The Golden Ratio is an irrational number equal to 1.618 (Azeez, 2021). The Golden Ratio is often used in design to determine balanced proportions in layout and size. The Golden Ratio can be used in typography to determine the font size.

The next step in developing a product is incorporating the infographic elements into a digital format. This stage is crucial stage for producing a final product. The size of the artboard used by the researcher is 500 x 500 pixels. In a digitized infographic design, the background template is created first. It makes the work process more efficient and conceptualized and gives specific characteristics to each segment. The researcher created seven different infographic background design templates.

The template would be defined according to the infographic segment. Each segment had a different template concept. In the culinary segment template, symbols of food elements were used as characteristics, making it easier for readers to identify information quickly. Traditional musical instruments were used in the cultural arts template as with the arts and culture segment.

In addition to templates, grids are also required to make it easier to place elements in infographics. Grids can be a solution to problems placing elements in infographics. Using a Grid makes it easier to place visual compositions systematically in the design (Patria & Kristiana, 2017). Furthermore, typography and materials can be entered into the design field with a predetermined layout according to the storyboard.



Figure 1. Typography on the infographic "Pusara Para Raja"

Source: Researcher's data, 2020

The following process is to add icons and symbols. Icons and symbols make it easier for the audience to understand the information. In Blitar, local content infographics, icons, and symbols added understanding and support visual displays. Icons and symbols are simple representations of an object (Wahyudin & Anto, 2019).

Once symbols and icons are inserted into the infographic, other elements, such as illustrations and images, can be placed

in the design area. Raden Wijaya's illustration images were edited before being included in the infographic using the Adobe Photoshop application. Editing is to remove the image background.

After all the elements go into the design artboard, the design area needs tidying up. The clipping Masks feature in Adobe Illustrator can be used to tidy up elements on the artboard. The results of using the Clipping Mask feature are in the following image.

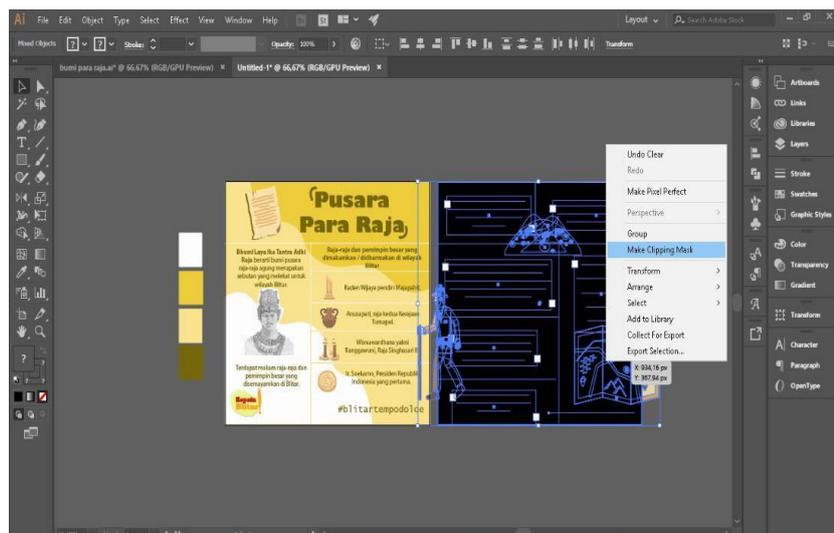


Figure 2. Tidy up objects using the clipping mask feature

Source: Researcher's data, 2020

A Clipping Mask is used by inserting a square-shaped area of 500 x 500 pixels according to the area of the artboard. Then a square area is placed on top of the artboard to cover the overall design element. Then block all the elements on the artboard by right-clicking and selecting Clipping Mask. The elements that initially come out of the artboard are neat.

Once the process is complete, the project is saved in AI or EPS format. The AI format is the default vector format of Adobe Illustrator. The AI format can only be opened using the Adobe Illustrator Application, while the EPS format can be opened in all other vector-based design applications, such as Corel Draw.

After saving the infographic in a vector-based file, it can be exported to JPEG or PNG format. Export is done with the Save for Web menu (Alt + Shift + Ctrl + S) because the resulting image is for screen and not for print. Saving images with the Save for Web menu allows exporting images with a large resolution but not too heavy for computer performance. In the Blitar local content infographic, the desired resolution is 72 dpi, while the desired size is 1080 x 1080 px or 216% of the initial size of 500 x 500 px.

Furthermore, validity tests and trials referred to three aspects: material, visual, and linguistic. Judging from the results of the material aspect validation tests carried out, the average score of the validation test results was 86%. The score would indicate the qualification if the product was significantly valid. Based on the guidelines for the product eligibility criteria, it could be stated that it is feasible to use the research and development product of Blitar local content infographics.

The product also received comments and suggestions from material experts and expert practitioners who provided some suggestions for product revisions that should be made. The researcher then weighed the comments and suggestions. The researcher used some comments and suggestions in the product revision. Suggestions regarding product revision on material aspects provided by Blitar local content experts were related to the material presented.

The material provided already represented the local wealth of Blitar. However, it would be more appropriate if local content information for each period could be presented as infographics. In addition, the material about the presented culture tended to be about local arts and did not yet represent the seven elements of culture. The seven elements of culture in question included language, knowledge, social organization, technology, economic, religious, and art systems. In addition, the material about heroes should be emphasized more, considering Blitar has a historical record of Indonesian independence.

The validation test result showed that the average visual aspect validation test score was 93%, with a significant valid qualification. In accordance with the guidelines for the product eligibility criteria, it could be inferred that it was feasible to use the research and development product in the form of Blitar local content infographics.

Comments and suggestions were still used as guidelines for product revision. Comments and suggestions came from media experts and practitioners (librarians). The advice from media experts was regarding the visual aspect, which

placed too many design elements (layout) on some infographics, so they seemed cluttered. Consequently, reading the information in the infographic would cause viewers to tire quickly. Using negative or empty space would be more appropriate, so it would not look crowded. In addition, the positioning of the logo must be made more consistent. Practitioners (librarians) provided suggestions regarding the visual aspect of adding images that would complement the information in the infographic, especially infographics that showed pictures of Blitar in ancient times. They recommend that current location shots are also shown to help viewers understand the information presented in the infographic.

The validity test results on the linguistic aspect showed that the average score was 85%, meaning it was quite valid. The proposal for linguistic aspects related to Blitar local content infographic products came from practitioners (librarians). According to practitioners (librarians), some mistakes were related to writing sentences in infographics. Based on the data analysis results of the validity test and trial, it inferred that the infographic of Blitar's local content based on material, visual, and linguistic aspects was valid and could be used with revisions.

Infographic dissemination could be done after performing validation and revision tests to produce a decent infographic. Infographics for the distribution of local Blitar content are carried out through Instagram social media. Therefore, it was necessary to create an Instagram account specifically used to spread infographics. The researcher created an Instagram account with the username @kepoiblitar. Not only were infographics

related to Blitar's local wisdom, but @kepoiblitar also contained various educational information related to culture and history.

The branding concept carried out by the @kepoiblitar account was the use of logos, colors, designs, and taglines. The logo of the Instagram account @kepoiblitar was identical to the yellow color. Bright yellow is based on the psychological effect it causes. Yellow color gives the impression of being cheerful and vibrant. It was also in accordance with the design concept in @kepoiblitar's infographic, which was dominated by bright colors. In addition to logos and colors, words or taglines were used as part of @kepoiblitar branding. An example of a word used was "Lur" to address infographic readers.

In order to increase the reach of Blitar's local content infographics, the researcher carried out several strategies, including using the right hashtags, uploading infographics at the best time, and uploading interesting interlude content. Researchers in the infographic upload section explained the use of hashtags and the right time to upload infographics. In addition, they also interacted with followers to increase interest in the Instagram account and uploaded content.

CONCLUSION

Local content promotion media products in the form of infographics produced in this research and development are quite good in terms of material, language, and visual aspects. However, it still needs some product improvements in some aspects. The material presented by the Blitar local content infographic has represented various topics related to

Blitar's local wealth. Besides, Blitar is widely known for its history. However, the material presented is not comprehensive and does not fully represent Blitar's indigenous knowledge of culture and history. Based on the linguistic aspect, the use of language in the Blitar local content infographic is appropriate. The language is brief, concise, clear, and easy to understand. Although some sentences have spelling errors, the improvements needed are not significant. Blitar local content infographics display is quite attractive with the use of colors and the proper placement of various elements. The weakness of the id display infographic lies in the layout, which lacks free space, so it still looks crowded. Suggestions for further research are regarding the perception of Instagram users in Blitar to infographics of Blitar local content distributed through Instagram.

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