

Visual Communication of Murals

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ABSTRACT

The aim of this study is to describe the visual communication of mural in Tamanbali village, Bangli-Bali. The mural in Tamanbali village is a visual communication work that conveys information and persuades the public to always follow the health protocols during this Covid-19 pandemic. This study used a qualitative design. Everything related to the mural made by the 2021 Community Services Programme students of Indonesian Institute of the Art Denpasar in Tamanbali village, Bangli regency will be describe qualitatively. The subject of this research is a mural made by the 2021 Community Services Programme students of Indonesian Institute of the Art Denpasar in Tamanbali village, Bangli. The object of this research focus on analyzing the illustration, typography, colour, and layout as well as the denotative and connotative meaning. The presence of the mural in Tamanbali village, Bangli made by the 2021 Community Services Programme students of Indonesian Institute of the Art Denpasar is a form of visual communication work that effective in conveying messages. The mural that presents the social problem related to the corona virus becomes an effective way to persuade and inform the public to always be aware of the spread of the corona virus. This mural reminds Tamanbali residents and the people in general to always follow the health protocols in various actions. The health protocols mentioned above, such as maintaining distance between one another during meetings, always wearing a mask, and also washing hands regularly to maintain cleanliness.

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1. Introduction

Mural is one of the alternative media for visual street art/visual street art which functions as a forum for people's aspirations through illustrations with nuances of criticism, providing information about an event, as well as a means of unifying consciences between designers and the public. (Pramudita dkk., 2018) Initially, the murals were inscribed on the surface of the cave walls to function as a medium of expression and communication as well as for traditional ceremonies. In a further development, murals are used to decorate spaces and strengthen architectural figures, besides that the work considers visual elements related to the content of the message and the context of the social environment Intentilia, A. A. M., Haes, P. E. ., & Suardana, G. (2022) .

The message in the mural is conveyed in a visual form that is full of signs, symbols that function to convey messages, which means they have meaning. (Sumbo, 2004) The method of conveying a mural's message is categorized as conveying a message visually. The message on the mural is the language in the form of illustration, typography, color and layout. Mural as a form of visual communication, its main task is to convey messages from designers to the public. As a language, the effectiveness of conveying messages is the main thought of the mural designer. This form of visual communication through murals will be effective if the form and message mutually represent the ideas offered by the designer with the visual appearance presented.

In general, in conveying messages, designers create images, use metaphors, symbols and myths that occur in society, so that the contents/messages in the murals are interpreted as a discourse. Mural as a medium for "mouthing the tongue" of the people, of course, always brings up fresh ideas related to topics, themes and events that occur in Indonesia. In this case mural is a relevant and proportional media as a street visual communication media which is full of meaning. Related to the current situation, murals can also convey various information related to the Covid-19 pandemic.

The Covid-19 pandemic or known as the corona virus has infected almost all countries in the world, including Indonesia. Pandemic is a term used when there is an outbreak or a virus has spread globally. Then apply health protocols in each country. Appeals by the government related to preventing the spread of the Corona virus through various media such as; diligently washing hands, wearing masks when traveling, and implementing other health protocols such as keeping a distance (social distancing) are often violated by the community. It is undeniable that it is people who work outside the home who interact the most with people. Therefore, it is necessary to have a wise attitude in complying with and dealing with this pandemic outbreak, especially for many traders who still do not follow the health protocol Liana, C., & Soemardjo, H. A. (2022).

Seeing this situation on the ground, students from the Denpasar Indonesian Arts Institute (ISI Denpasar) carried out several activities or real work programs. One of his work programs is to make mural works. By inviting several youths from Tamanbali village, Bangli, ISI Denpasar students wanted to provide information related to Covid-19 to all Tamanbali villagers in particular and all people who saw the mural work in general. Done while paying attention to health protocols, this mural has succeeded in attracting public attention.

This mural is very interesting to study because of its presence as a work of visual communication, it (the mural) conveys information, provides public understanding regarding the importance of health protocols during a pandemic and is also present to invite people to always maintain their health. This mural not only conveys a message, but its presence has also turned an empty space into a useful one and looks more beautiful. We all believe that the beauty that is presented can refresh the mind and help maintain the body's immunity for every person who sees it.

2. Method

This study uses a qualitative design. Everything related to the murals made by ISI Denpasar students in the village of Tamanbali Bangli will be described qualitatively. The qualitative steps taken were collecting, filtering and analyzing data to produce descriptive data in the form of words, notes related to meaning. The subject of this research study is a mural made by ISI Denpasar students in 2021 in Tamanbali Village, Bangli. From a number of murals observed, this mural was chosen as the sample because this mural shows social issues around the COVID-19 pandemic.

The object of this research is focused on the analysis of illustrations, typography, colors and layouts as well as denotative and connotative meanings. Illustration by definition is the art of drawing that is used to give a visual explanation of an intention or purpose. In its development, illustration has turned out to be not only useful as a means of supporting stories, but can also decorate empty spaces and tell something. (Nuriarta, 2018) Typography is a field of science that studies the intricacies of letters, which have two functions, namely as an aesthetic function and a communication function. As an aesthetic function, typography is used to support the appearance of a message to make it look attractive, while as a communication function typography is used to convey messages (information) in the form of verbal text clearly and precisely. (Ari & Nuriarta, 2021) Color is the property of light

emitted as part of the experience of the sense of sight which is an important thing in determining a person's response. Color is the first thing that is seen by someone, each color will give a certain impression and identity, although this depends on the background of the observer. Layout can be described as the layout of design elements for an area in a particular media to support the concept/message it carries Suyasa, I. M. ., Putri, P. I. D., & Suparna, P. (2022).

Furthermore, the denotative meaning, in this case, is the meaning of what appears. Denotation is a sign whose marker has a high level of convention or agreement. (Piliang, 2004) While connotation is the level of signification that explains the relationship between the signifier and the signified, in which the meaning operates which is not explicit, indirect, and uncertain (meaning it is open to various possibilities). The research object is based on visual communication design elements and denotative and connotative meanings using Roland Barthes' semiotic theory.

Data about the murals were collected by observation and documentation methods. The observation method was carried out on a number of mural works in Tamanbali village. The documentation method is done by reading a number of writings related to murals and visual communication, both in textbooks and in the mass media. The data that has been collected is analyzed in several stages. Data analysis according to Moleong (2001: 103) is the process of organizing and sorting data into patterns, categories and basic descriptive units so that themes and hypotheses can be found as suggested by the data. The organization and ordering of the data is adapted to the concepts in visual communication theory and semiotics Kumara, I. N. I. ., Pratiwi, N. I. ., & Pertiwi, A. A. S. M. . (2022).

3. Results and Discussion

The implementation of ISI Denpasar during the Covid-19 period in 2021 from 1 to 31 August 2021 requires students to carry out this activity not far from the area where they live. When carrying out _, students are assigned to play a role in helping the community in preventing the transmission of Covid-19. One of the student activities located in Banjar Siladan, Tamanbali Village, Bangli District, Bangli Regency is making visual communication works in the form of murals (see picture). Conclusion



Fig. 1. Tamanbali-Bangli Village MuralPicture student work _ ISI Denpasar 2021

The illustration presented in the 2 x 1.35 meter mural in Tamanbali village is a character wearing thick clothing that covers his entire body, wearing a mask and thick glasses. His hands also appear to be wearing turquoise gloves, the same color as the mask he is wearing. This figure is presented right in the middle of the image field as a whole. His left hand is depicted as carrying a flower, and his right hand is depicted as stroking the chest. At the bottom of the figure, an indented plane is depicted which resembles the shape of smoke coming from the left to the right of the drawing space. The right and left of the figure are flanked by repeated curved lines with a gradient color from light blue to dark blue/dark blue. Furthermore, on the left and right of the figure is also depicted a shape resembling a brownish-white cloud. Character backgrounds are made with red, white and red color blocks. Between the red, white and red blocks there are writings.

The writings presented were made manually. The text reads "WE FIGHT TOGETHER BY COMPLYING WITH HEALTH PROTOCOLS". Then another inscription reads "IN THE 21st CENTURY OUR EARTH IS CONTAMINATED WITH A VIRUS. THEY CALLED COVID-19". Using sans serif typeface, this article was written in black paint on a white and red background.

In denotation the mural made on the wall of I Wayan Suana, a resident of Tamanbali village, means the presence of someone carrying flowers between the curves of lines, clouds and gradations of color. Using complete personal protective equipment, this character is staring at everyone who passes by on the street. As if he wanted to say something, using a mask, this character stroked his chest. Using very closed glasses, this illustration with an explanation of the writing can be read as a savior during a pandemic situation. This character who wears PPE (Personal Protective Equipment) is a health worker who always provides assistance to those who are indicated to have contracted Covid-19 or the Corona virus. The mural designer also presents words as explanatory information or persuasive messages in the mural. The persuasive words were written "We Fight Together By Obeying Health Protocols" and "In the 21st Century Our Earth Is Contaminated With Viruses. They Call It Covid-19". The background for the work uses red and white colors which are identical to the flag of our country, Indonesia.

Connotatively, this mural can be interpreted as the presence of medical staff wearing PPE to inform the public about the dangers of the corona virus. This medical officer wants to invite the Indonesian people to always maintain their health and follow the health protocols that have been submitted by the government. The goal is to prevent the spread of the corona virus from becoming more widespread, the hope is that people and their families will stay healthy.

Medical personnel who treat patients are people who are very concerned about health. Medical personnel maintain health and avoid the spread of the corona virus by following health protocols and always using PPE in treating people or patients affected by the corona virus. Rows of doctors, nurses and health workers have been working on the front lines in handling the epidemic with the available equipment. Medical personnel will be ready to help and treat anyone if there is a patient who has contracted the corona virus with adequate equipment. Medical personnel are present in the midst of an uncertain situation during a pandemic.

The public also needs to know, that in the process of handling the spread of the virus and treating people affected by corona, there are also many medical workers who are exposed to the corona virus from patients and die. The community must continue to be vigilant, but not panic in stopping the spread of the corona virus so that the number of patients does not increase. Efforts to prevent transmission of the corona virus are not only the government's duty, but the responsibility of every citizen. This obligation is the responsibility of every citizen so as not to contract the corona virus, namely by following all health protocols; keep your distance (social distancing), diligently wash your hands, wear a mask and maintain your body's immunity. One of the goals is not to increase the

workload of the medical personnel on duty because of the increasing number of patients infected with the corona virus. That kind of social solidarity is really needed and must be followed by society. To remind and invite the public to follow health protocols, this mural has become a very representative medium for conveying messages of being wary of the corona virus. It is the awareness and will of the citizens that can save this country.

Efforts to maintain distance or social distancing are then carried out by carrying out activities that are often referred to as WFH (Work from Home). WFH makes it easier for people to keep their distance from each other, then travel only when it's important, maintaining cleanliness by washing hands and using masks when leaving the house or at home can reduce the burden on medical personnel while reducing the spread of the corona virus. There needs to be solidarity among the people at the village, district, province or even between countries to stop the spread of the corona virus. Solidarity also needs to be extended to foreign countries. International support does not always have to be in the form of money or goods, but can also be in the form of health workers or even information to reduce the transmission rate of Covid-19. Raising international solidarity is the most important step because all colors of countries in the world are experiencing a crisis due to Covid-19.

The number of Covid-19 cases in Indonesia is more than 23,165 cases. This was stated by Government Spokesman for Handling Covid-19 Achmad Yurianto during a press conference at Graha BNPB, Jakarta. It is known, the total number of positive patients on Monday (25/5/2021) was 22,750 people. Meanwhile, the number of patients who were declared cured was 5,877 people. Positive cases of the corona virus in Indonesia are still increasing. Throughout May 2021 the number of positive cases of Covid-19 jumped dramatically. As of May 1, to 31, the number of positive cases has reached 16,355 people. The Eijkman Biomolecular Institute previously predicted that Covid-19 cases would begin to fall at the end of May in line with the spike in cases during last Ramadan. However, Director Eijkman Amin Soebandrio noted that the cases would decrease if the community complied with the health protocol.

The increasing number of cases is also contrary to President Joko Widodo's wish to lower the Covid-19 case curve in May 2021. In fact, cases have continued to increase day by day since March 2, 2021. In early May 2021, Jokowi asked for a reduction in the Covid-19 curve to be achieved in May 2021 by any means. He believes, if successful in reducing the number of cases in May, in June and July the number of cases will continue to decrease.

The presence of this mural in the village of Tamanbali Bangli is an effort to remind the public to always follow health protocols, so as to be able to prevent the spread of Covid-19 in Bangli district and on the Island of the Gods. So far, traditional villages in Bali have been struggling to deal with the pandemic. Even after the Bali Provincial Government (Pemprov) claimed to be the best province in Indonesia in handling Covid-19, traditional villages have been receiving praise. Not only by the Governor of Bali Wayan Koster, President Joko Widodo (Jokowi) and Minister of Finance Sri Mulyani Indrawati also conveyed praise. President Jokowi specifically expressed his appreciation for Bali's success in handling the corona virus. According to the president, even though Bali has not implemented Large-Scale Social Restrictions (PSBB), the Island of the Gods has in fact shown sufficient ability to suppress the rate of spread of the virus that started in Wuhan. The high recovery rate in Bali and the low death rate are highlighted by President Jokowi as another proof of Bali's success in handling the corona virus. Bali Governor Wayan Koster said, when the first corona case appeared in Bali on March 10 2021, Bali immediately moved, holding discussions with various parties to create a pattern of handling and prevention by limiting people's movements. Koster acknowledged that policies in handling the Covid-19 pandemic in Bali could not only rely on government policies, but also by means of local wisdom. According to Balinese beliefs, local wisdom is a legacy from

ancestors that can be used in dealing with an epidemic Wedagama, D. A. T. A., Dewi, K. A. E. S., & Pratiwi, K. Y. (2022).

This mural in the village of Tamanbali Bangli is one of the works of visual communication that will always be “alive” informing the public about the importance of maintaining health. This work is also able to invite the public to always be vigilant against the spread of the corona virus. The hope that the people are always in good health and that the corona will quickly pass is not only the goal of this mural work, but is a prayer for all the people of Tamanbali village, the people of Bali and the world. The existence of visual communication works then becomes very important as a medium for carrying messages that always make people know (remember) about various efforts to prevent transmission of the corona virus.

4. Conclusion

The presence of a mural in Tamanbali village, Bangli district, made by students from ISI Denpasar in 2021 is a form of visual communication that is effective in conveying messages. The mural by presenting social problems related to the corona virus becomes a persuasive medium to invite people to always be aware of the spread of the corona virus. This mural reminds Tamanbali residents as well as the general public to always follow health protocols in various actions. Health protocols such as keeping a distance from one person to another during meetings, always using a mask and also washing hands regularly to maintain cleanliness. Other things, this mural also presents a medical officer figure wearing PPE conveying a message to the public to always follow health protocols. This medical officer warns the public, because medical officers have treated many patients with the corona virus. The officials hope that no more people will be affected by this virus. People must stay healthy at home, or still be able to carry out their activities safely. The message in the form of a warning contained in the mural image is very contextual with people's lives and the problems that are happening. In addition, this mural work also exists as a work that gives aesthetic value to public spaces.

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