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CONTENT ANALYSIS OF INFOGRAPHIC RUBRIC IN REPUBLIKA.CO.ID MEDIA

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Abstract

Information technology and telecommunications have become a trend in every individual's life, marked by increased internet users in society. The growth in internet use has also changed the journalistic process to digitization, one of which is Republika. Republika became the first mass media to launch an online news portal and present multiplatform information, including the power of text, graphics, audio, and visuals. One of the innovations in presenting the information presented is infographics. In this study, researchers will use content analysis with a quantitative approach by systematically identifying visible communications (manifests) in Republika.co.id infographics during May 2023. The research concludes that the infographic production of Republika co.id media in May 2023 contained 69 Infographics dominated by sports themes amounted to 15 (30%), while only 9 (13%) had religious themes. Based on *the characteristic representation*, republica infographics are dominated by the informational type, amounting to 44 (63.8%) and at least the *mixed chart* type, amounting to 2 (2.9%). Based on *characteristics*, all infographics produced by Republika media (100%) are static infographics. Based on the contents of the infographic, it shows that Republika adheres to the ideology of prophetic journalism by disseminating information and news using friendly, polite, peaceful, soothing and dialogic language.

Keywords: Infographics, media, Republika

INTRODUCTION

The era of 2000 was the culmination of technological progress with very rapid development. Information technology and telecommunications are the trend of every individual's life. This is marked by an increase in internet users in society. The Indonesian Internet Profile 2022 released by the Association of Indonesian Internet Service Providers or APJII recently stated that internet users in Indonesia in 2022 will reportedly reach 210 million or 77.02 percent of Indonesia's population. This figure has increased compared to the previous period of around 73.7 percent (196.71 million people), and in 2018 the penetration was only 64.8 percent (171.17 million people) (Kominfo, 2023). The use of internet technology makes it easier for various activities in the fields of communication, information, transactions, education, entertainment to personal needs to be served by technology. Digital transformation utilizes new digital technology as a model of activity and transactions to encourage every activity by individuals, government and private institutions, community organizations and others to utilize digital media as their primary means (Danuri, 2019).

The growth in internet use has also changed the journalistic process to digitization, where print or electronic media have online media and various social media platforms as news publication (Iskandar, 2018). The shift in the use of mass media to online media has become a demand, considering that online mass media has many advantages, including easy access, more attractive presentation because it can be equipped with videos, images, sounds and links. Research on the millennial

generation found that motivation for using online media included considering online media to be the primary source of information because it could be accessed quickly, it was easy to check information on other media companies to eliminate information bias, online media designs were attractive, flexible, concise, and doable. anytime at the lecture place is wifi and a personal data plan. Meanwhile, online media dislikes many advertisements blocking news pages (Qorib, 2020) .

One of the media companies carrying out digital transformation is Republika. Republika was the first newspaper to pioneer the use of technology and the internet as a news portal in 1995. Currently it is Republika as a subsidiary of MahakaX, it has completely transformed into mass media in digital format as of January 1, 2023. With this transformation, it is hoped that Republika will meet the public's need for the latest information by utilizing technology to make it faster and more concise. MahakaX *Chief Executive Officer* (CEO) Farash Farich said that Republika continues to adapt to technological developments so that Republika remains relevant and responds to the needs of an increasingly progressive society with the changing times, including the need for presenting news and information. Republika presenting multiplatform information that includes the power of text, graphics, audio, and visuals. Digital transformation is also expected to broaden the reach of audiences from various groups by presenting quality news and a variety of information. One of the innovations in presenting information presented by Republika is the infographic rubric (Republika, 2023).

The emergence of infographics as a combination of conveying information between reading material and attractive graphics makes the information presented easier to read and attracts attention. Another advantage of infographics is the combination of aesthetics, graphics, data processing results, word writing, and image placement. With infographics, readers will get information that is easy to understand without having to read long texts and attract interest because of the information's shape, color, and appearance (Wiradharma et al., 2021) . Conveying information with infographics can be said to be better than using long sentences, because the advantages of infographics are equipped with pictures and numbers that come from extracting data (Meidina, 2018) . Research on Generation Z shows that reading infographic news affects 36.4% of trust in online news; whereas for concise news, it only shows an effect of 28.0% (Indrajaya & Lukitawati, 2019) . From these data it can be concluded that the information presented in infographics is quite attractive to Generation Z.

Information packaged in infographics can provide complete , more accessible, faster, concise, and clear information to the public. This can prevent information distortion considering the tendency of Indonesian people to have low interest in reading, especially if the writing is very long and contains words that are not familiar to the public. UNESCO said that Indonesia ranks second from the bottom regarding world literacy, meaning that interest in reading is shallow. According to UNESCO, the reading interest of the Indonesian people is very concerning, only 0.001%. This means that out of 1,000 Indonesians, only 1 is an avid reader. *The World's Most Literate Nations Ranked* research conducted by *Central Connecticut State University* in March 2016, Indonesia was ranked 60th out of 61 countries in terms of reading interest, just below Thailand (59) and above Botswana (61), even though the assessment infrastructure to support reading, Indonesia's ranking is above European countries (Kominfo RI, 2017) . Another factor that supports the importance of infographics is that Indonesian people from various groups are very close to social media. The public can access much information through social media . Infographics can be one of the media for disseminating information more accurately.

Therefore, this study aims to identify and quantitatively analyze the contents of both the theme and the type of infographics for Republika online media. So that it can be known the tendency of the information conveyed .

METHODS

The research method used in this research is content *analysis* . Content analysis is a research technique for making inferences that can be replicated (imitated) and the data is valid by considering the context (Krippendorff, 2018) . Content analysis helps study and draw conclusions about a phenomenon using a document or text. In this study the researcher will use quantitative content analysis based on the theme and type. Quantitative content analysis is a scientific research technique aimed at describing the characteristics of the content and drawing inferences from the content. Content analysis is intended to systematically identify visible communication (manifest) and is carried out objectively, valid, reliable and replicable (Eriyanto, 2011) . The primary data source was taken from the text on the official Republika.co.id website. The infographic rubric for the period 1-31 May 2023 was collected, then grouped by theme and type of infographic. Infographic data that has been grouped will be analyzed using message theory to determine infographics as an effective and efficient form of news packaging.

RESULTS AND DISCUSSION

Reporting from the Republika co.id page, Republika co.id media is one of the online media that has existed since August 17, 1995, two years after the printed Republika Daily was published based on verification by the Press Council with certificate number 1058/DP-Verification/K/XII /2022. Republika co.id is a news portal that provides information in text, visual, audio and video forms based on hypermedia and hypertext technology. The information presented is in rubrics Meera , Sharia, Khazanah, Islam Digest, News, Sport, International, Techno, Economics, Visual Index, Iqra and Republika TV. Infographics are a visual product that presents various domestic and foreign information, with various attractive designs.

Infographic descriptions at Republika.co.id from 1-31 May 2023 are explained in table 1. infographic descriptions based on infographic themes and table 2. infographic descriptions based on infographic types.

Table 1. Infographic descriptions based on infographic themes
period 1-31 May 2023

No	Theme	Amount (n)	Frequency (%)
1	Sport	15	30
2	Religion	9	13
3	Political	2	2,9
4	Health	12	17,4
5	Culture	1	1,4
6	Law	4	5,8
7	Figure	5	7,2
8	Economy	2	2,9
9	Entertainment	1	1,4
10	technology	10	14.5
11	Government	4	5,8
12	International	3	4,3
	Total	69	100

Table 1 shows that the production of infographics by Republika.co.id media in May 2023 included 69 infographics. The order of the number of infographics by theme, the highest sports theme was 15 (30%), health theme 12 (17.4%), technology theme 10 (14.5%), religious theme 9 (13%), character theme 5 (7, 2%), at least explaining cultural themes 1 (1.4%) and entertainment 1 (1.4%). Descriptions of infographic types based on *information representation* are explained in table 2.

Table 2. Description of the types of infographics based on *information representation* period 1-31 May 2023

No	Type	Amount (n)	Frequency (%)
1	<i>Mixed Charts</i>	2	2,9
2	<i>informational</i>	44	63,8
3	Process	6	8,7
4	comparison	7	10,1
5	Timeline	10	14,4

Based on table 2. Above, the types of infographics produced by Republika Co.id media in May 2023 were dominated by informational infographic types, totaling 44 (63.8%), timeline types 10 (14.4%), comparison 7 (10.1%)), 6 process types (8.7%), and at least 2 *mixed chart types* (2.9%). Descriptions of the types of infographics based on *the characteristics* are described in table 3.

Table 3. Description of the types of infographics based *based on characteristics* period 1-31 May 2023

No	Type	Amount (n)	Frequency (%)
1	<i>Static infographics</i>	69	100
2	<i>Motion infographics</i>	0	0
3	<i>Interactive infographics</i>	0	0
	Total	69	

Based on table 2. It can be concluded that all infographics produced by Republika Co.id media in May 2023 (100%) are static infographic types. Next, we will describe the research results and discuss the contents of infographics by type.

An overview of the results of the analysis of infographic content based on themes was obtained by Republika infographics for May 2023 dominated by sports and health themes. Information on the theme of sports includes, among other things, the journey of achievements of Indonesian badminton men's doubles players to Paris 2024, Indonesia's achievements in the Sudirman Cup from year to year, facts ahead of the Inter Milan match and Fiorentina winning the Copa Italia, Indra Sjafri's four assistants, the English Premier League championship celebration match, The English Premier League title is getting closer between Manchester City and Chelsea, the English Premier League between eEverton vs Manchester City, the Catalunya Derby that decides the winner of the match between Espanyol vs Barcelona, one step towards the head to head Champions League final between Manchester City and Real Madrid, List of *winning* countries badminton team gold at the Sea Games, hunting for the first La Liga title, Napoli's championship party, Ginting continues Taufik Hidayat's achievements, 10 badminton titles in 4 months.

The second most infographic is conveying the theme of health. The information conveyed is the health theme providing information about being aware of the

symptoms of dehydration, the benefits of walking 100 steps after eating, five tips to overcome lethargy, 5 foods that help children gain weight, these 5 foods are believed to control high blood pressure, thalassemia, the dangers of syphilis, 11 benefits of eating dates every day, 8 tips for healthier eating, asthma and the dangers of saba medicine, why are you more susceptible to illness during extreme weather, be aware of symptoms of dehydration, 5 tips for dealing with a burning tongue . The third most infographics convey the theme of technology. The information conveyed is about electric car conversions, tips for using *voice typing* on Windows 11, 10 tips on caring for electric cars, easy tips for locking the YouTube screen on iOS, types of cyber attacks, the threat of *lockbit ransomware* , chronology of Bank Syariah Indonesia (BSI) cyber attacks, tips for using private mode in Gmail, 6 mistakes of mobile users, 3 considerations before using a smart lock at home and tips for keeping your smart home secure.

Infographics with religious themes are not produced too much by Republika media. Based on research data, it was found that Republika.co.id media produced infographics on religious themes in small quantities, namely religious themes 9 out of 69 infographics (13%). The religious theme conveys information about reminding zakat gold and silver, elements that must be fulfilled in food packages for pilgrims, schools of jurisprudence in Islam, protective equipment for pilgrims in hot Saudi Arabia weather, the law of selfies when in the holy land, remembrance of Prophet Yunus, learn to face trials according to the Prophet Muhammad, important events in the Month of Shawwal, 10 Praises of the Chinese Emperor to the Prophet Muhammad SAW.

Republika.co.id media covers religious themes in the infographic rubric and other sections such as Sharia, Khazanah, and Islam *Digest* . However, it is hoped that religious information packaged in an infographic rubric can strengthen *brand awareness* in society , especially the millennial, Z, and younger generations, because Republika is specific, namely targeting the Muslim community. In its official website, Republika.co.id has a vision of becoming an integrated and superior online media. Republika.co.id's mission is to build moderate, intelligent and empowered Muslims, to voice aspirations, ideas and the voice of the people to establish a healthy and prosperous democracy and to create sound and effective management. (Muhtadi, 2021) . Through infographics, it is hoped that Islamic teachings can be better known and disseminated among the younger generation through social media. In the era of globalization of information and technology as it is today, the agenda of contemporary Islamic da'wah can be carried out through many ways and media, such as Instagram. Instagram is a medium that has the advantage of presenting visual information. This social media is on the rise leaving Facebook, Twitter, and Pinterest. Instagram is a visual-based social media, so it is very suitable to be a fertile ground for the development of infographics . Most Instagram users are young people aged 12-40, including millennials. Some of them are included in the *digital native group* . *Digital native* refers to a generation experiencing development and growth amid digital technology or the rapid flow of the technological era . Thus, readers or listeners of infographics (*followers*) have sufficient digital literacy but still need to continue developing literacy skills (Kurniawan, 2020) . From the description above, it can be concluded that the packaging of information on religious themes in the form of infographics has the potential to be disseminated through social media Instagram readers and Republika's Instagram, namely @republikaonline.

Based on the analysis of the information or da'wah messages contained in the infographic rubric and other religious rubrics, it describes the ideology of Republika media. Republika's Islamic media ideology will influence the presentation of news,

information, discourse, and supporting arguments. If analyzed from Republika media information, then this media has the ideology of prophetic journalism. This is reflected in the news published on the Republika platform, including infographics that tend to be friendly, polite, informative and not provocative. An example is the Infographic of the four Schools of Jurisprudence in Islam, Republika conveys information in the title statement that as followers of *ahlus sunnah wal jamaah* acknowledges that there are 4 schools of jurisprudence which are followed by Muslims around the world including Indonesia. The description of this title gives the message that even though the schools of jurisprudence among Indonesian people are different, so there are often differences of opinion in the implementation of worship such as differences in the start of the month of Ramadan and the month of Shawwal, but if there is a basis, then this does not need to be an issue. The contents of the infographic message explain the founders, methods and distribution of the four schools of thought. This message provides an understanding to the public about the uniqueness of the four schools of thought in the *fiqh* method, so that it is hoped that the community can respect each other and respect the differences in *fiqh* views, not be divided. This supports the priority of unity and tolerance in differences, all of them are brothers because they are *ahlus sunnah wa jama'ah*.

The ideology of prophetic journalism is prophetic journalism that seeks to spread information and news using friendly, polite, peaceful, soothing and dialogical language. So that people find more enlightenment, education, peace and openness of mind to understand Islam meaningfully. the quality of the news content is emphasized more than the mere ideology of Islamism. At the end of the prophetic ideology is the creation of peace (*peace building-oriented*), anti-violence and anti-conflict. Building a plural and multicultural society is strengthened (Mahfud, 2014) .

Former chief editor of Republika, Parni Hadi said that Republika developed prophetic or prophetic journalism. Which means that Republika journalism is rooted in the universal characteristics of the Prophet, such as: *Shiddiq*, *Tabligh*, *Amanah* and *Fathonah*. As an Islamic media, it does not always use a name that shows Islamic identity, such as *Al-Jihad* or an Islamic appendage behind the name of the media concerned which is essential, but the quality of the content or content is prioritized (Voa Islam, 2011).

The discussion of content analysis is based not only on the infographic theme, but also on the type of infographic. Based on how information must be communicated between users, infographics are divided into 2 types: *the information representation type* and the second type *based on characteristics type* . Various types of information representation include *mixed charts*, *informational* or *list*, *time line*, *how - to*, *process*, *hierarchical*, *comparison*, *location* and *photographic types*. (Yuvaraj, 2017) . Analysis of the contents of the research results, the infographics produced by Republika media is dominated by the informational type, namely 44 (63.8%). as shown in Figure 1.



Figure 1. Infographics of informational types

Informational type infographics as shown in Figure 1. An infographic that visualizes informative data. The data in this infographic is usually like general knowledge around us which is then visualized to make it more attractive to readers (Alfathan, Fajar, Kusumandyoko, 2021) . The infographic above visualizes information regarding alertness for signs of dehydration. Dehydration is a symptom that can occur due to the hot weather phenomenon that has hit several parts of the world, including Indonesia. The public is given information so that they have awareness by recognizing signs of dehydration which are explained with representative text and pictures.

In research on the analysis of the selection of infographics as a medium for conveying information, it was stated that the selection of infographics as a medium for conveying information by the Ministry of Trade of the Republic of Indonesia was considered by observers of social media and graphic design as a good step in increasing public understanding. Moreover, the information that the Ministry of Trade usually conveys is related to the economy's language, so the use of infographics combines several components such as text, images, colors, and others. It can make it easier for the public to understand the contents of the information or message. Social media expert and practitioner Nukman Luthfie said that using infographics by government agencies is appropriate to attract attention and increase the understanding of young people, especially with increased use of social media. Nukman also said that memes and infographics are mediums that people like because they can describe something complicated simply (Juliyanto & Rusdi, 2018) . However, the delivery of Republika media information in infographics is still not varied, because it produces little timeline, process, comparison and *mixed chart types* .

If viewed from the basic infographic format, all Republika infographics include static infographics. Static infographics are infographics in static images containing tables, graphics (illustrations and pictures) and text. The infographic format can be developed in a more lively form, namely dynamic infographics (*motiongraphics*) which are infographics in the form of videos that contain moving visual compositions (animations) of infographic elements and have an easy-to-understand flow (Kominfo RI, 2018) . Dynamic infographic format (*motiongraphic*) is perfect for conveying information through processes. One of the infographics that explains the process produced by Republika media is explained in Figure 2 below.

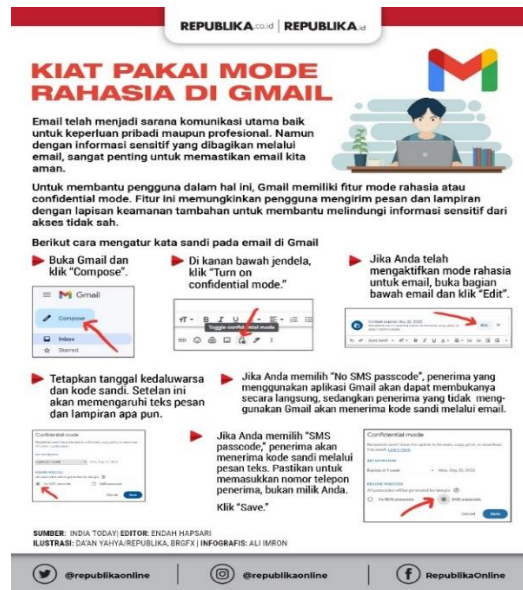


Figure 2. Process type infographics

The infographic in figure 2 above explains the steps or process for activating private mode in Gmail. Activating private mode in Gmail is explained through text (small and quite a lot of writing), accompanied by a visual *screenshot* of the Gmail display to explain each step and arrows to explain the clicked part. An infographic display like this does not look very easy to understand to explain a process. This information will be easier to understand and more interesting if you use dynamic infographics (*motion graphics*). With dynamic infographics, the presentation of data about the steps to activate Gmail's private mode can be visualized with engaging text and pictures (illustrations), created and arranged to produce moving images (animations).

One example of applying dynamic infographics (*motiongraphics*) made by the Denpasar City Sanitation Service which conveys information about household waste management in Denpasar City. Through this *motiongraphic* , the message's sender, the Urban Sanitation Service, hopes the community can solve household waste problems by processing their respective household waste using the 3R method (Marthanayusa & Saputra, 2016) . An example *motiongraphic* is described in figure 3.

No.	Iklan animasi 2 dimensi	Keterangan
1		Scene satu, diawal video terdapat animasi karakter manusia yang berjalan menuju Bank Sampah.
2		Scene dua, terdapat infografis yang menjelaskan bahwa sampah dapat diubah menjadi uang dengan menukarkannya di Bank-sampah yang terdapat di kota Denpasar.
3		Scene tiga, terdapat animasi yang menjelaskan proses sampah yang sudah dikumpulkan diubah menjadi energi alternatif bagi masyarakat.
4		Scene empat, seorang staf DKP kota Denpasar mengajak masyarakat untuk ikut serta berpartisipasi dalam Program Bank Sampah.
5		Scene lima (closing), menampilkan logo kota Denpasar.

Figure 3. Dynamic infographics (*motiongraphic*)

From the results of evaluating the community's response to all information conveyed through dynamic infographics (*motiongraphics*) it was conveyed well, this shows that respondents can find out about household waste processing through the video, so that the contents of the message can be applied to their respective household waste processing. each daily. In addition, regarding media display, the results show that the dynamic infographic design (*motiongraphic*) is included in the outstanding category according to the respondents (Marthanayusa & Saputra, 2016) .

Based on the description above, it shows that Republika.co.id as a productive digital information media in packaging news in infographics. The presentation of news or information by Republika to the public in an exciting infographic medium, facilitates understanding, and makes it easier to share via other social media such as *WhatsApp* , *Instagram*, *Facebook* and others. However, certain information such as process and timeline information needs to be developed using dynamic infographics or animated infographics, or infographics hyperlinked with other Republika platforms such as video and Republika TV, so that information is easier to understand and enjoyable for all people, especially the younger generation. .

Hypertext according to Kathleen Gygi (1990: 282) is described in two categories, namely the broad or general category (termed " *broad-spectrum* ") which is grouped in Group I, and the clinical category (" *more clinical variety* ") in Group II. According to Gygi, the meanings in Group I are generally used in the mass media, advertisements and commercial publications, while the meanings in Group II are used mainly by scientific journals and academic circles. The difference between Group I and Group II can be explained in the following table (Perpuspedia, 2012) :

Group I (<i>broad-spectrum</i>)	Group II (<i>more clinical varieties</i>)
1. Hypertext is an association technology, not indexing. 2. Hypertext is a format for presenting ideas non-sequentially. 3. Hypertext is an alternative to traditional and linear approaches in presenting and processing information. 4. Hypertext is nonlinear and changing (dynamic). 5. In hypertext, content-statements are not bound by structure and organization	1. Hypermedia is a way of developing information representation and management systems within a network of nodes connected through links. 2. Hypertext is: (1) a form of electronic document, (2) an approach in information management that utilizes data storage technology in a network with various nodes and links. This facility is then utilized through interactive browsers and manipulated with an editor. 3. Hypertext has a technique for managing textual information in a complex and non-linear way to help humans explore a substantial body of knowledge. Conceptually, a hypertext database can be seen as a directed graph in which each graphic node is a piece of text and the edges of the nodes are connected to other pieces of text. Then there is an interface that allows text users to take advantage of the text, directing their "travel" in the

	text network by moving text through various available links. Various windows are linked to various objects in the database. There are links between one object and another, both graphically and as pointers.
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Based on the two groups of understanding above, both Group I and Group II, it shows that *hypertext* contains at least 3 essential elements and concepts. The first element is the concept of nodes as a meaningful (*semantic unit*), whether as full text or multimedia. The second element is that these nodes are interconnected through links so people can move between nodes quickly. While the third element, an interactive and dynamic interface device is used by someone to explore information networks in ways and patterns that are determined by themselves (Perpuspedia, 2012) .

The application of hypermedia and hyperlink technology that presents information in text, visual, audio and video has been implemented by Republika.co.id media. This is shown by evidence that when the reader is in the Shariaa section, one click can access other news related to the news being read. Other information channels on Republika.co.id media include Ameera, Khazanah, Islam Digest, News, Sport, International, Visual, and [Republika TV](http://Republika.co.id).

CONCLUSION

[Republika co.id](http://Republika.co.id) is a digital news portal that provides various kinds of information in text, visual, audio and video, including infographics. [Republika co.id](http://Republika.co.id) media infographic production in May 2023 was 69 infographics. Infographic themes were dominated by sports themes, namely 15 (30%) and health, with 12 (17.4%) health themes, while religious themes only amounted to 9 (13%). Based on *the characteristic representation* , republica infographics are dominated by the informational type, amounting to 44 (63.8%) and at least the *mixed chart* type , amounting to 2 (2.9%). Based on *characteristics* , all infographics produced by [Republika media](http://Republika.co.id) (100%) are static infographics. Based on the contents of [Republika co.id](http://Republika.co.id)'s infographic rubric message. this media adheres to the ideology of prophetic journalism, namely journalism that disseminates information and news by using friendly, polite, peaceful, soothing and dialogic language.

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