

Designing Infographic Book about the Risk of Free Sex for Teen Girl by Using Religious Approach

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Abstract. The increasing number of free sex phenomenon causes many problems that have negative impacts, especially for teenagers. One of the factors which causing free sex behavior in teenagers is lack of religious education and religious understanding in daily life. Indeed, religious approach is the one right way to provide a comprehensive understanding about free sex and takes an important role to control teenager lives so they will not do something in contrary to religious law. This approach is eligible for people who have good religious understanding (e.g. Indonesian society). One of the media that effectively gives information is book, because book is one of sources which are needed by teenagers to get information and knowledge. Especially, if the book is designed with the communication style and visual style that suits to teenage characters, so it would be more effectively to explain the material and make it easy to understand by the teenager. This paper will explain about how to design an infographic book about the risk of free sex fir teen girl using religious approach.

Keywords: Book, Infographic, Free Sex, Religious Approach.

1. Introduction

Nowadays we can easily find a number of social problems in our country, for instance the free sex phenomena among teenagers that increased day by day. Based on a research in 2010, there are about 21 percents of teenagers, especially in urban areas, are suspected of committing free sex or sex before marriage. And in 2013, children aged 10-14 years that has been doing free sex reached 4.38 percents, while other children at the aged 14-19 years reached 41.8 percent who have doing free sex activities. Other research said that no less than 700,000 teen girls perform an abortion every year [1].

One of the factor which can be blamed for this condition is the lack of serious attention by the parents. For this reason, Sarwono[2] mentioned that the more attention given by the parents to their young children, the less possibility of negative behaviour occured to them. It's widely known that children in young age are in the transition period to be adult. During this period, teenagers are undergoing changes in their emotions, physical forms, desires, and behaviours as well as problems that they are facing. They are in the period of searching of their identities considered to be mostly fit to them; which are usually done through experiments (try and error) although by means of many mistakes. This mistakeness often causes worries along with unpleasent feelings toward parents.

Religion is also important to develop good attitude of adolescents. Religion is needed to anticipate deviant behaviors of teenagers, because in any case a religious person can always put his/herself in control in order to not do negative things that are opposed to religious law. Adherent to religious rule can prevent someone from having forbidden sexual relations with other people before marriage. The opposite, for individuals who are brittle of its faith, are prone to commit a violation of religious teachings, especially in terms of sexual behavior.

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Infographic book is one of effective media that is suitable for summarizing, presenting and teaching the public about the danger of free sex in religious view. As a medium to read, book has a lot of advantages than other media. First, book can be carried anywhere, in addition to writing that displayed over a page through ink more readable than writing with existing models of pixels on the luminous screen. Second, books can be read from dozens to hundreds of printed pages without experiencing eye irritation compared to reading through online media. Third, the page of book can be reversed faster and flexible than virtual page, and also white space margin on the edge of book pages can be used as note important sentences. And the last, the book can also be collected and loaned by friends [3].

Infographics itself, is a term that refers to the use of graphic visual device to communicate complex information quickly and clearly. Infographic can be made in various kind of techniques depending on the message. Good infographic indicates reliability of the designer who make it to convey information that is not only easy to understand but also more interesting and more enjoyable than simply reading only the text. In other word, infographic is visualization of information involves collecting and processing provided data so that it can be delivered more concise and clear [4]. Infographic also described as explainer of information data that include the raw data, a series of actions, and processes, become a visual formations that capable of revealing core problems in certain circumstances where readers can absorb them properly [4]. In addition, some other of the benefits by using infographics are improving way to understanding information, ideas and concepts; enhancing the ability to think critically, develop and organize an idea; improve absorption in recalling information [5]

The design of infographic book about the dangers of free sex with religious approach for teen girls will be created as infographic book where explain about facts, dangers, penalties, stories, and religious law that represented in combination between texts and visuals. This infographic book will be processed becomes an effective medium, communicative, and interesting which convey information about free sex that fit in capabilities and design taste of target audience. This infographic book expected to be an admonition, guidance, and knowledge for the reader or target audience, particularly about moral that should be maintained in social environment.

Characteristics of teenager who become target audience of this book is girl aged 15 to 20 years which is move into maturity period and represents apex of emotional development. According to Hasanuddin, women have relatively less sense aggressiveness than men and also more likely express their verbal aggressiveness and rational manner [6]. Women's value on empathy aspect – which are includes orientation towards others, feel concern, and personal suffering – are higher than other aspects. Therefore women's feeling are more easily touched than men. These psychographical characteristics of women are the reason why women is the right target for this infographic book, because women will more easy to persuade emotionally than men. In addition, in the context of free sex activity, women are always be the victim under domination of men.

The other characters of target audience as follows:

- Have religious belief.
For instance, Indonesia have majority muslim citizen, so it would be effective if the target audience are belong to them.
- Live in urban area.
It because majority of teenagers who live in urban area are already have sexual relations before marriage. They are required to improve their religious education to prevent negativity of their social environment. In urban areas, there is also a book shop that will be the place of this infographic book.
- More interested in visual than text
Nowadays, majority of young people are more interested in visual elements of book than its text elements. It can be a big chance to persuade them easily with infographic book.
- Interested to popular issues in society.
This kind of teenagers are always talk about hot topics. They like to hang out with their friends and discuss about their relationship with their boyfriends.

2. Design Methodology

The method in designing this infographic book as follows:

- Recognize the problem
In this step, there are some researches to find out the crucial problems in society, especially related with free sex issue. Then, find out the solution by collecting data through interview with experts, questionnaires, observation and literatures.
- Formulate design concept
In this step, designer performs data analysis resulting from the research that has been done before. After that, formulate the synthesis into creative idea and design concept.
- Determine design criteria
In this step, designer describes the design concept into design criteria. These criteria include the visual aspects, verbal messages, and media specification.
- Alternative design
In this step, designer explores the design concept into several alternatives, then selects the best one to give perfection for final design.
- Design implementation
Design implementation gained after the final design are chosen from several alternatives that have been questioned.

3. Design Concept

The main concept of this infographic book represented in keyword “strict but pop”, that means “deliver strictly religious law using popular communication style to achieve the easy acceptance and understanding of teenagers, especially teen girls.

This design focused on explaining communication strategies which are related with verbal and visual aspects. Hopefully, this concept can be used as reference for all book authors who are interested in free sex issue with religious approach.

3.1. Communication Strategy

Messages contained in religious teaching usually contains the laws firm action on concerning social problems. If that kind of material directly passed on to among teenagers who have psychological character that tends to rebel and do not want to be regulated, then it is likely to be rejected. Therefore in this communication concept, all verbal materials in this book will delivered with friendly and non-formal language styles. The use of popular terms being trend among teenager’s daily conversation are also recommended. Friendly language style can be represented in the form of dialogue or interpersonal communication between the author of the book with the reader individually. The addition of non-formal style of language and using terms that match the trend that is often worn by teens today is for presenting comfortable emotion caused by the similarity of the taste and style on behavior leading in common that they follow.

This infographic book will show a figure or character representing the author which play a role as a friend for the audience or reader. It as if speaking directly to the reader as a friend that will convey homilies about the dangers of free sex from the perspective of religion.

3.2. Visual Strategy

Visual strategy of this infographic book must be in line with the concept of “pop” that simple and colourful. This applied to a style of pictures, illustrations, typography; color, and layout. Character design that used for “speaker” in this infographic book will be made in the form of a teen girl who wears a religious attribute, for example, in the context of Islam, can be represented in the form of a teen girl using hijab.

- Illustration style
Illustration style that will be used on designing this book is vector illustration style, according to visual interest of young people at this time. Using design character which impressed funny and cute can be preferred by the target audience.
- Typography
The selection of the font that used on this infographic book is adjusted with the shades of “pop”. The font that is impressed ‘girly’ and ‘cute’ will be more appropriate to used for title of the book or chapter titles

of the books inside. The aim is to build impressions of comfortable and friendly to the target audience, namely teen girl. Fonts that have shades 'girly' and 'cute' as follows "marmellata", "lobster", ect. While the contents of the book will be more appropriate if body text font in the category of san serifs , like "century gothic", "helvetica" and "arial", because they are more comfortable read, simple and clear.

- Colour

Colour composition that selected for this infographic book is dominated with pastel shades colour but still contains the feel of feminine, for example: pink, light blue, light purple.

- Infographic and layout style

Layout style of this infographic book are simple but still informative. Meanwhile, the types of infographic used in this book are static infographic, moving infographic and interactive infographic.[9]

3.3. Supporting Strategy

To increase effectiveness of the main media (infographic book) there is no harm to add supporting medias (such as merchandise) that be able to increase desire of audience to buy the infographic book; like a bookmarks, stickers, note papers, key chains, balpoint, ect.

4. Conclusion

This infographic book about the dangers of free sex with the approach this religion is expected to be a medium that is effective in giving information to teenagers woman to be cautious in intercourse , so that from falling into lifestyle free sex. Typically strict messages of religion can be more comfortable and attractive among teen girls if it delivered with smart communications strategy and tricky visual strategy. A friendly style of language, non-formal, and using terms that follow trend among teenagers can ease material effectively. While "pop" visual style , simple and colourful can be an attraction that also support verbal message in this book effectively.

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