

## Developing Infographic as Visual Literacy in Writing Descriptive Text

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### ABSTRACT

Students need assistance to share their ideas and messages in writing activity, to support them in mastering vocabulary, delivering thought, and using grammar correctly. Infographic as visual literacy media can be used to help students in writing processes that elaborates data with design to communicate messages to their audience. Infographics are assumed can be used to help encourage students' literacy. This descriptive qualitative research involved 36 students of SMAN 1 Bekasi taken from XI graders to investigate two major quest related to plan, implement, and evaluate the use of infographic as visual literacy media in the classroom. This research conducted to investigate the transformation process in writing descriptive text into infographic, to discover benefits and obstacles faced by students in writing descriptive text into infographic as a media to visual literacy in writing descriptive text. The researcher employs qualitative research and descriptive analysis design. Data collection through classroom observation. In addition, the data were analysed and processed to be discussed. Finally, the discussion may lead to answer the research questions and conclude all the result of this research.

**Keywords:** Infographics, Visual Literacy, Writing Ability.

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### INTRODUCTION

Nowadays, numerous schools move from traditional substance to the advanced substance in a massive sum of commercial, open source, incorporate the English dialect learning substance (Adkins, 2014). The challenging of innovation and technology has been alter numerous perspectives of instruction. The changing shape of paper printed fabric to the frame of computerized is one of the confirmations in our got to ICT. At that point, the offline classroom at that point turn to the computerized arranging incorporate lesson arranging (Mursyid, 2018). The request of that circumstance also influence the EFL in classroom naturally with the climate of teaching and learning. These days, technologies especially mobile has been integrated with the learning which produces numerous versatile application.

#### The Infographics as Presentation Media for Students

Infographics have become increasingly popular as educational tools due to their ability to present complex information in a visually appealing and easily understandable format. This study investigates the effectiveness of infographics as a learning aid for various English text in the writing learning processes. The findings provide valuable insights into the optimal design principles and instructional strategies for creating effective educational infographics (Alyahya, D.M., 2019). By systematically evaluating the effectiveness of infographics as learning aids, this study aims to contribute to the growing body of research on visual literacy and instructional design to enhance students' learning processes.

As media used for students to do presentation, infographic combines visual elements like charts, graphs, and icons with concise text to convey complex information in an easily digestible format. Otten, Jennifer & Cheng, et al. (2015) explained that infographics make great presentation media:

- **Visual Appeal:** Infographics are visually appealing and can capture the audience's attention quickly. They utilize colors, icons, and images to make information more engaging.
- **Concise Information:** They condense large amounts of information into bite-sized chunks, making it easier for the audience to understand complex concepts.
- **Memorable:** Visuals are more memorable than text alone. Infographics use visual elements strategically to help the audience remember key points long after the presentation is over.
- **Versatility:** Infographics can be used in various presentation formats, including slideshows, posters, handouts, and digital displays.

- Shareability: Infographics are highly shareable, making them great for spreading information across social media platforms and beyond.

### **Visual Literacy in the English Teaching and Learning**

Incorporating visual literacy into an English class can greatly enhance students' comprehension, critical thinking skills, and engagement with texts. Visual literacy involves analyzing, interpreting, and creating visual images, such as photographs, paintings, advertisements, and film stills. There are several ways to integrate visual literacy into an English class: 1) Analyzing Visual Texts: Include visual texts alongside written ones. For example, analyze political cartoons alongside articles or poems. Discuss how the visual elements convey meaning and enhance understanding; 2) Comparing Visual and Written Texts: Encourage students to compare and contrast visual and written texts on the same topic. This can deepen their understanding of how different mediums convey information and ideas; 3) Creative Responses: Ask students to create visual representations of literary concepts, characters, or scenes from texts they're studying. This could involve drawing, painting, collage-making, or even creating digital artwork.

Visual literacy refers to the ability to interpret, understand, and create visual messages. Experts often define visual literacy as the capacity to analyze, evaluate, and derive meaning from visual elements, including images, symbols, diagrams, charts, videos, and other visual forms of communication (Syarafina, 2019). Visual literacy are able to understand, to create and to use images as a means of expression and communication. It is able to understand, to create and to use images as a means of expression and communication.

### **METHOD**

The research methodology used in this paper is descriptive qualitative. It is a method that is designed to provide the frame of situation as the phenomena naturally happens (Burns and Grove, 2003, p. 201 in Nurroni, 2013, p. 49). It needs an observer to interpret the material practice that makes a series of representation. The observer compiles the data through compiling them such as notes; picture, documentation, and everything support natural setting of research (Denzin & Lincoln, 2000, pp. 4-5).

The data were collected from the one semester process of teaching and learning. Then, the data from this study were analyzed to provide description of how the infographic as visual media used in the classroom can allow students reach their optimum learning, how the teacher utilized the technology for learning to connect the digital with English writing practice of the students.

### **RESULTS AND DISCUSSION**

Infographics can be a powerful tool for presenting descriptive text in English writing. As visual representation, infographics offer a visual representation of information, which can make descriptive text more engaging and easier to understand. For instance, if students are describing a process or a sequence of events in your English writing, creating an infographic with clear, sequential visuals can enhance comprehension.

If students write descriptive text includes statistical information or data points, infographics can be used to visually represent these data sets through charts, graphs, or diagrams. This visual representation can help readers grasp the significance of the data more readily. Infographics can condense lengthy descriptive text into concise, easily digestible visuals. This is particularly useful when you want to highlight key points or summarize complex information in your English writing.

Visual aids like infographics can aid in comprehension, especially for visual learners or those who may struggle with reading large blocks of text. By combining descriptive text with images or icons, it provides multiple points of entry for understanding the content. Infographics have the potential to capture the reader's attention and increase engagement with the English writing. People are naturally drawn to visuals, so incorporating infographics can make your text more appealing and memorable. Infographics can be easily shared across various platforms, including social media, websites, presentations, and printed materials. This versatility allows students to reach a broader audience with your descriptive text.

Infographics offer an opportunity to reinforce identity through consistent use of colors, fonts, and design elements. This ensures that descriptive text not only communicates information effectively but also reinforces the

meaning of image on the text. When using infographics to present descriptive text in English writing, it's essential to maintain clarity, simplicity, and relevance. Avoid overcrowding the infographic with unnecessary information, and ensure that the visuals complement and reinforce the descriptive text rather than overshadowing it.

Using an infographic to complement descriptive text can be a powerful tool for enhancing visual literacy. First, determine what is the purpose of making infographic. Then, gather information: Collect all the necessary data and information on the infographic. This could be statistics, facts, or key points from your descriptive text. After that, create a rough outline of the content you want to present in your infographic. This will help students to organize information and determine the flow of your visual narrative. In writing process and transformation to infographic, decide the design on the layout and structure of infographic. Consider how to arrange the information visually to make it easy to understand. The tools like Canva, Adobe Illustrator, or Piktochart can be used to design infographic. Remember that the points used on the infographic need to incorporate concise and clear descriptive text to accompany your visuals. The text should provide context, explain the information presented, and guide the reader through the infographic.

Before finalizing infographic, test it with a sample audience to ensure that it effectively communicates the information. Ask for feedback and make adjustments as needed. At the end, publish and share the infographic. Once students are satisfied, publish it on the website or social media platforms, or any other relevant channels. Encourage sharing to reach a wider audience and enhance visual literacy on the descriptive text and accompanying its visuals.

## **CONCLUSIONS AND SUGGESTIONS**

Infographics are a powerful tool for presenting descriptive text in English writing. They offer visual representation, information visualization, outline, enhanced understanding, expanded engagement, cross-platform compatibility, and brand consistency. Infographics can offer assistance visualize information sets, highlight key points, and give different points of view to help comprehension. They can also capture the reader's attention, making the content more engaging and vital. They can be effortlessly shared over various stages, permitting for a broader audience. Be that as it may, it's vital to preserve clarity, simplicity, and relevance, maintaining a strategic distance from stuffing and guaranteeing the visuals complement the content instead of eclipse it. It is recommended that teachers and students can explore more practice on using infographics for teaching and learning processes.

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