

# Instagram Microblog Design as Information Media About Toxic Family in Indonesia

*By Arjuna Bangsawan*



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## Abstract

The family environment is the first environment where a child gets the first experiences that affect their lives. But sometimes, family doesn't work as it should. One of the criteria of family dysfunction is bad parenting from parents (toxic parents), which leads to negative environmental conditions (toxic family). The lack of information and public understanding about toxic families is the main cause of these problems, especially in a big city in Indonesia. Therefore, this social campaign is designed to inform the public about matters related to the toxic family. This social campaign uses qualitative research methods with data collection through observation and interviews with sources related to toxic families, literature studies, and other sources from the internet. The design process begins with a background analysis of the problem, formulating campaign objectives, determining the theme of the campaign message, creating a campaign program, identifying campaign targets, developing strategy and tactics, formulating the message, and selecting the media. The final result of designing this social media campaign is microblog content uploaded on Instagram called "welcomehomeproject.id" as the main media. The total amount of Instagram feed content is 90 posts that raise the topic of information about toxic families, from introduction to support and advising the

community, both from the perpetrator's and the victim's sides. In addition to microblog content, some interactive content in games and quizzes, simple illustrations, and quotes about family are also uploaded. Several supporting media are useful to increase the audience's enthusiasm for this social campaign.

## Keywords

Family dysfunction · Awareness · Psychology · Harmony · Microblog Instagram

## 1 Introduction

Family is a forum for the formation of each family member, especially children who are still under the guidance and responsibility of their parents. The family environment is the first environment in which the child acquires the first experiences that affect his life. The family is very important for the personal formation of the child (Gunarsa & Gunarsa, 1995). Erik Erikson says that human growth is influenced by environmental and cultural factors (Erikson, 1993). That can mean that social factors are family, where children learn everything from their parents who care for them from infancy to adulthood. In this problem, people grow based on how parents educate their children. Parents must set a good example for their children to form a good personality. In other words, the family serves as a means of socializing.

According to its function, families can be divided into functional and dysfunctional groups. Dysfunctional families can cause various problems; one example is bad parenting, which creates a negative family environment. Sometimes, a family does not run as it should and does not function properly. Its failure to function has negative influences on humans and is the cause of various problems (health, psychic, and social) when humans are growing up.

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It can be said to be a failure to function as a family when the child feels hatred toward his parents because they feel too restrained and have to obey their parents' orders. The child usually feels uncomfortable, giving rise to an inferiority complex, insecurity toward oneself, or even an unstable personality. This condition is called a dysfunctional family. According to data from the Ministry of Women's Empowerment and Child Protection, from January 1 to July 31, 2020, there were 4116 cases of violence against children committed by parents, including 1111 physical violence, 979 psychological violence, 2556 sexual violence, 68 cases of exploitation, and 346 cases of child neglect. According to psychologist Anita, many people still misunderstand toxic families. Meanwhile, in terms of solutions, many people still have not found a way to overcome the problem of toxic families. Even if some understand toxic families, most people remain silent and do not dare to act to overcome these problems.

Dysfunctional families can cause various kinds of impacts, one of which is the negative family environment or what is commonly called the toxic family. Based on the above circumstances, the lack of information and public understanding of the topic of toxic families is the main cause of this problem in many families in Indonesia. Welcome home! The social campaign aims to be a medium that is capable of increasing public awareness about the topic of toxic families through an approach using social media that is commonly used daily by the community with a target audience of people in big cities, especially young families with an age range of 20–35 years. Microblog content uploaded on Instagram is the main media that applies a simple illustration style and is adapted to the theme of the social campaign, namely warm and minimalist, and also adapts to the target audience of adults, especially young couples. The purpose of this social campaign is as a medium that can provide information about the toxic family to Indonesian people.

The reason for choosing the Instagram platform is based on data; according to Napoleon Cat, it is said that until the period January–May 2020, Instagram users in Indonesia reached 69.2 million users, dominated by the productive age group, namely in the age range of 18–34 years or commonly called the millennial generation. Instagram users from the millennial generation group dominate as many as 25 million users, or around 36–38% (for 18–24-year-olds), and 21 million users, or around 31–33% (for 25–34-year-olds).

Based on the problem above, the following problem formulation is obtained: (1) How to design informative media about toxic families through microblog content on the social media platform Instagram? (2) How to design a social campaign on the Instagram platform to increase

public awareness about toxic families in Indonesia in an interesting and informative manner?

## 2 Method

This social media campaign uses qualitative research methods to understand the object under study as well as possible and participate in exploring the things experienced by the object in everyday life. Interviews, observations, literature studies, and data sources from the internet are used to collect qualitative data. The campaign design methods used include the phenomenon analysis phase, formulating campaign objectives, determining campaign themes and messages to be conveyed through the campaign, determining campaign programs, determining campaign targets, determining strategies and tactics in disseminating messages, composing the message in the social media campaign so that is easy to understand by the target audience, and finally determine what kind of media is suitable for use in the campaign.

### 2.1 Research Methods

According to psychologist Anita Carolina M. Psi, a toxic family is a condition where the family environment is negative. The negatives referred to are the environment and family conditions that are not good regarding emotions or psychological, verbal, and physical. Usually, the environmental conditions of a toxic family have several characteristics, such as controlling (authoritarian/always demanding and imposing the will without tolerance), manipulation (manipulative, using various improper methods to family members to get what they want), blaming each other, harassing, and degrading, verbal violence, and physical abuse. There are various kinds of factors that cause toxic families, some of which are family parenting (hereditary). These negative life experiences affect the way of thinking and behaving and the presence of mental disorders in family members. In terms of understanding, people already know enough about toxic families. But many of the public have misperceptions on this topic. While in terms of solutions, many people do not yet understand how to overcome toxic families. Some already understand but have not dared to act or make decisions to overcome toxic families. The most effective way to reduce the existence of a toxic family is when the victim and the perpetrator are both aware of what they are experiencing in their family, then jointly see a psychological expert for consultation.

The second speaker was Rose Merry Purnomo, a housewife with daily care for her two children, who are still

studying. Merry admitted that she did not understand the topic of toxic families or things related to dysfunctional families. But in everyday life, she said that he often finds people around him, be it his friends or others, committing acts of violence against children in public places. When asked further, it seems that the act of violence has almost the same reason for everyone, for the sake of the child becoming a better person. But she felt she could not stop these people from committing violence because she was reluctant to give advice. According to Merry, childcare patterns based on violence are not effective enough in educating the child because it will make the child afraid and like to cover up things, become unconfident, or even traumatize the child or keep anger toward his parents. Merry reinforced this because she had experienced family violence and parents who dominated at an early age. For her, a fairly effective way to educate children is to be a support system, a good listener, and a friend to the child.

The third speaker was Stefanie Tessa Hutyama, a Faculty of Law, Narotama University, Surabaya student. Tessa was one of the victims of a toxic family from an early age. In her case, her father always dominated every decision and tended to pose a threat if the decision was not implemented. According to Tessa's view, many people still do not understand the topic of toxic families. Some people understand the topic but still have a misperception, so the toxic family circle continues.

### 3 Literature Review

#### 3.1 Dysfunctional Family

A dysfunctional family does not function as the family it should. Family dysfunction can also be explained as a situation where there is a conflict or dispute between one individual and another, resulting in a loss of affection, family warmth, and mutual respect. A family is said to be dysfunctional if; the family experiences disturbances in wholeness, parental roles, interpersonal relationships with families that are not good, and others (Sarwono, 2006). When a condition interferes with the functioning of a good family, such as an act of violence occurs in the family. This condition can cause "toxic" internal family relationships or toxic family, which is a condition of a negative family environment and between family members hurting each other damaging each other physically, mentally, and psychologically.

According to Science of People, toxic family has behavioral patterns that do not have the application of boundaries. Some of the descriptions of the characteristics of the toxic family include tending to overreact to the situation and

enjoying making noise by exaggerating the problem. When conflicts occur often use emotions and behave unreasonably, then try to control the lives of other family members. Perpetrators tend to compare and criticize without listening to other family members' feelings. The condition can worsen when manipulating other family members based on guilt so as not to respect physical and emotional boundaries, then never apologize and admit mistakes.

#### 3.2 Social Campaign

According to Venus (2009), a social campaign is an effort to create certain changes in social life that are carried out with a purpose and in a certain period. Social campaigns can focus on one of the concepts or combine different concepts into a single message. The process of conveying information or messages should be able to pay attention to the information. In essence, social campaigning is a goal-oriented communication action because there are always goals to be achieved in campaign activities. In a campaign situation, the messenger seeks to influence others with the help of communication media. The campaign tries to make an impact and focus on human aspects, including knowledge, attitudes, and behaviors. After paying attention, the audience will feel interested in the message and want to participate in the campaign. After that, the audience will begin to perform the same actions or actions that have been directed at a social campaign. People will generally be happier processing information without thinking too hard, especially in advertising. For the message to be conveyed well to potential audiences, designers must have the right media.

#### 3.3 Microblog Instagram

A microblog is a blog that allows users to create short messages of less than 200 characters and publish them on social media platforms to be seen by all specific people or groups. The difference between a microblog and another blog is that the microblog is smaller than the actual size of the blog but has the same purpose of briefly and concisely providing information to others. The form of microblog can be created in various formats, for example, audio, photo, video, and text. Instagram is also used as a microblog because of its features and ease of user access. In the microblogging process, there are several advantages obtained by users, namely: content is easy to create, understanding is faster, can communicate directly, and reach millions of social media users.



## 4 Media Selection

The design of this social campaign is divided into several selected media that are included in the category of main media and supporting media. The selection of media designed by the author has a role and purpose in each of its uses. The following is the selection and approach to the role of media design, including:

- Instagram Microblog Content, this microblog content on the Instagram platform is the main media for the campaign, which will later present various information and interesting content about toxic families.
- Instagram Story Content, Instagram stories contain light daily posts that will be uploaded daily to increase engagement with the audience. This content will have various interactive content, such as quotes, games, question-and-answer content with the audience, and sharing sessions.
- GIPHY Sticker, GIF stickers on the GIPHY platform are in the form of illustrations and motion text (GIFs), which can later be used by the audience as decoration for Instagram story uploads and can also be used as GIF stickers on other social networking applications.
- Instagram Filter, filters on Instagram are used as interactive decorations that the audience can use and share through their respective Instagram story features. The use of Instagram filters is expected to increase engagement with the audience.
- Merchandise, this social campaign merchandise is in the form of an Instagram Story, Instagram Filter, GIPHY Sticker, Tote Bag, Notebook, T-Shirt, Cloth mask, Mug, and Pouch. Merchandise will be given as a gift from simple games to increase engagement with the audience.

### 4.1 Content Planning

The design of this social campaign uses the Instagram platform as the main medium with the main focus of the microblog. Feed content will be uploaded daily on the Instagram platform for three months. Each month will contain 30 contents, with 12 microblogs, single posts in quotes and illustrations, and interactive posts in games and quiz content. Here is the content planning arrangement for this social campaign:

- First Month Instagram Feeds Content:

In the first month, the content topic focused on introducing social campaigns and toxic family problems and their description. The purpose of the content in this first month is to provide information to the public about

matters surrounding toxic families to gain awareness from the public about the importance of this topic to be discussed.

- The Second Month of Instagram Feeds Content

The second month focused on tips and advice on how to relax and control yourself and your emotions to minimize problems in the family environment. The purpose of this second month's content is to make people feel inspired by the tips provided, from tips for activities at home to tips for controlling negative emotions, which will then be encouraged to apply in real life to build a better home atmosphere.

- The Third Month of Instagram Feeds Content

The content in the third month focuses on support and self-development to the audience in the form of words of motivation and support, as well as discussing the review of social campaign activities from the beginning so that it can leave an impression on the minds of the audience. This third month of content aims to end the social campaign with memorable content in the audience's mind. Of course, this social campaign can better impact toxic family problems in Indonesia.

- Instagram Story Content

Interactive story content will be uploaded regularly every week. In addition, the story will be uploaded as a medium to repost microblog content uploaded previously to get attention from the audience. The focus of interactive story content is to create content that can build engagement with the audience through interactions that can be done on the Instagram story feature, for example, the poll feature and the questions feature. In addition, the topic of this interactive Instagram story aims to encourage people to participate in social campaigns by actively participating both in disseminating campaigns through reposting content and being active in sharing sessions and games.

## 5 Visual Approach

This social campaign has a target audience, especially young couples aged early (20–35 years), societies of various types of work with a millennial lifestyle, living in big cities in Indonesia. This social campaign was created to be a medium that can increase public awareness about the topic of toxic families. This campaign includes three aspects, Dynamic, Harmony, and Awareness, where each aspect contains the theme, message, and purpose of the campaign to be conveyed to the public. Based on the three keywords, it was found that the main word points were the focus of the right keywords and could answer the design of the social campaign, namely "Welcome Home!" which is a

depiction of the word greeting commonly used by people in everyday life.

The main media generated through the design of this social campaign is in the form of microblog content uploaded on Instagram. Visualization is applied in microblog design using a combination of simple illustrations and informative text. The purpose of creating a microblog on Instagram is to make it easier for the audience to receive information from social media platforms often used in everyday life. In addition to the main media, this social campaign is also supported by several supporting media that are packaged in an interesting and informative manner, with the hope of arousing curiosity and attracting audience interest in this social campaign. The concept for supporting media is to use a minimalist and clean-themed visual application according to the intended target. Some supporting media are Instagram Story, GIPHY Sticker, Instagram Filter, Twibbon, and merchandise.

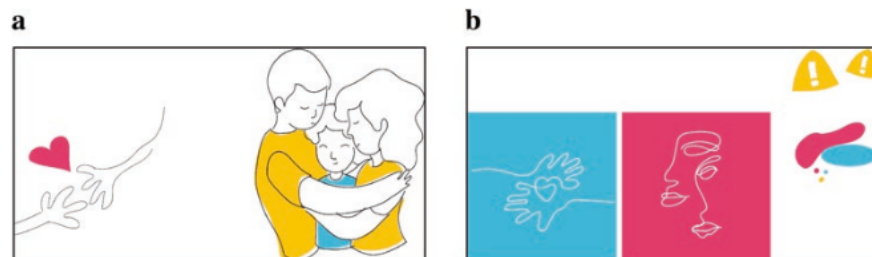
The visual style in this social campaign design applies a minimalist and warm-themed visual style. The application of minimalism to social media is to take advantage of lots of white space in the layout so that the audience is more focused on the information conveyed and is not distracted by the many other visual elements, as shown in Fig. 1a. The

minimalist theme is also applied to the illustration style used in each media by using simple illustration forms that use thin line art and one-color blocks in each illustration. The warm theme is visualized in illustrations of people, families, and hearts. Symbol as a form of love. The warm theme represents family warmth, as shown in Fig. 1b.



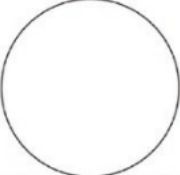
## 5.1 Color

Color has a certain impression and influence on people's thoughts and emotions. The color selection combines blue, yellow, magenta, and white, as shown in Fig. 2. Wexner (1954) explains that blue is the second color group that describes cold colors or often called low-temp. Blue color communicates peace and trust. Based on the perspective of psychology, the blue color can calm the mind and increase concentration. Yellow color psychologically has the happiest meaning, namely warmth, optimism, enthusiasm, cheerfulness, and a sense of happiness. Yellow is usually used to attract attention. In addition, yellow can stimulate the brain and mental activity and has an aura that can help in logical reasoning. Magenta color has the meaning of emotional balance, harmony, intuitiveness, spirituality or change, and

**Fig. 1** a First variety illustration style. b. Second variety illustration style. *Source* Personal documentation



**Fig. 2** Color palette. *Source* Personal documentation

	R : 95 G : 195 B : 219 #5FC3DB		R : 233 G : 66 B : 112 #E94270
	R : 253 G : 200 B : 24 #FDC818		R : 255 G : 255 B : 255 #FFFFFF

uplifting. In addition, magenta also describes love, joy, and happiness, as well as responsibility. And white color has a meaning that is closely related to the impression of being clean, light, holy, and bright.

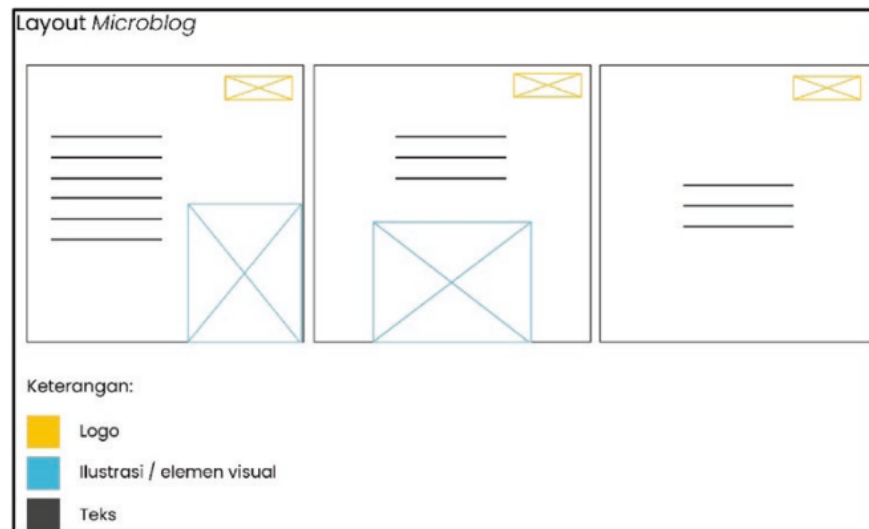
## 5.2 Typography

The selection of typography in the campaign design uses typefaces included in the Sans-serif type category, namely Poppins Family, and Script-handwritten typeface, namely Tentang Nanti as shown in Fig. 3. Poppins typeface is used because it has a fairly high level of readability, making it easier for the audience to understand the content more quickly. Meanwhile, the Tentang Nanti typeface can give a personal and friendly impression so that it makes



**Fig. 3** Poppins and Tentang Nanti typeface. *Source* Personal documentation

**Fig. 4** Axial layout. *Source* Personal documentation



the audience think that the content from this campaign can be felt and experienced by the audience in their daily life, seems relaxed and friendly so that it is easier to increase engagement with the audience.

## 5.3 Layout

The campaign design uses an axial layout, where illustrations and text are the main focus while other visual elements adjust. The purpose of using the axial type layout is so that the audience can focus on the information conveyed from the campaign, either in the form of text or illustrations, as shown in Fig. 4. In the microblog content design, the main illustration is placed at the bottom of the right with a fairly large size so that it looks dominating from the appearance of the content. Then on the supporting medium, illustrations are used as the main focus without any other elements around them.

## 6 Communication Approach

### 6.1 Campaign Name

Welcome Home! is a greeting sentence in English that describes a welcome to newcomers. The meaning of Welcome Home, when translated, is "Welcome." This greeting is widely used in the family circle to greet other family members who have just returned home. The campaign name Welcome Home! raised the "warm and caring" element from a simple greeting sentence. This social campaign aims



to describe a warm and caring atmosphere between individuals in the family. Name Welcome Home! is also supported by selecting appropriate campaign colors following the customized theme.

## 6.2 Tagline

"#Imhome" is a tagline sentence that comes from the word "I Am Home," which explains that the audience has "go home" after seeing the social campaign. This tagline sentence relates to the social campaign in terms of the name and the purpose of the campaign itself. The words "welcome home" and "I'm home" are interrelated words when associated with greeting sentences after returning home, so the use of the tagline does not deviate from the campaign concept with the theme of "warm" and family.



Fig. 5 Microblog design. Source Personal documentation

## 7 Result

### 7.1 Main Media Design

The main media is Instagram microblog content with a size of  $1080 \times 1080$  px. The content on the microblog contains information about toxic families, as shown in Fig. 5. Other content created is interactive content in the form of quizzes and games, as well as some visual content in quotes and simple illustrations as a compliment, as shown in Fig. 6.

### 7.2 Supporting Media Design

The first supporting media is the Instagram story. Instagram Story functions as a promotional medium and a medium that can increase engagement with the audience. Instagram

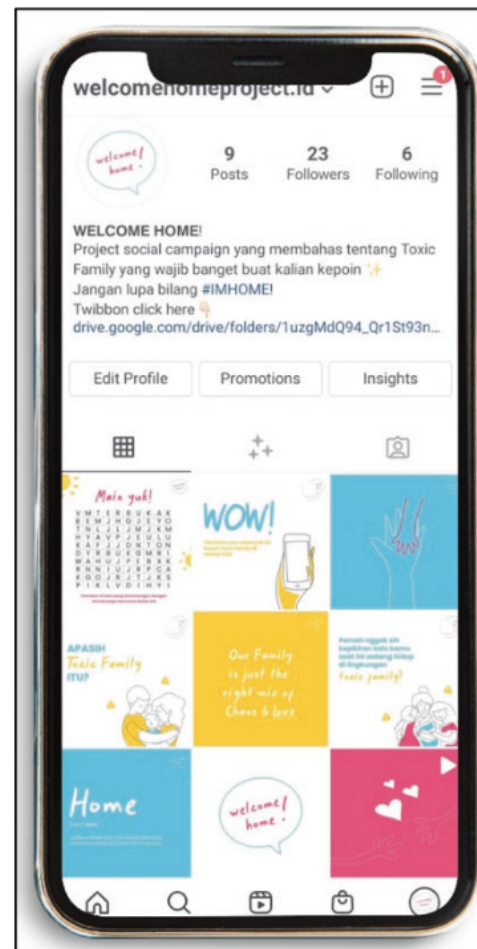


Fig. 6 Microblog Im Home. Source Personal documentation



**Fig. 7** Supporting media. *Source* Personal documentation



stories contain interactive content and as a medium to repost content that has been uploaded previously. The second is the GIPHY sticker which functions as a decoration for the story and can later be used by the audience through the Instagram story feature. Next is the Instagram Filter, a form of campaign support media that can be used and spread by the audience through Instagram stories. Then there is a  $5 \times 5$  printed sticker with bontax sticker material as shown in Fig. 7.

The illustrations used as stickers depict social campaigns about toxic families, which are also used in the main media. Supporting media uses a minimalist and clean design but still adapts to the themes and concepts raised in the social campaign, namely family.

## 8 Conclusions

The main media chosen in the social campaign design is microblog content uploaded on the Instagram platform with the welcomehomeproject.id account. The purpose of the social campaign is to serve as a medium that can provide information about toxic families to the public in Indonesia. The process of delivering information requires a visual stimulus in the form of illustrations so that the intent of each content can be conveyed more efficiently. The content on the main media uses a simple illustration style adapted to the theme of the social campaign, namely warm and minimalist. It adapts to the target audience, namely early adulthood, especially young couples. Several supporting media

also support this social campaign in the form of Instagram stories, Instagram filters, Twibbon, GIPHY stickers, printed stickers, mugs, pouches, t-shirts, tote bags, notebooks, and cloth masks that are packaged in an attractive, creative, and informative way. Hopes to increase curiosity and stimulate the audience about this social campaign. With the social campaign "Welcome Home!" it is hoped that the audience with early adulthood in Indonesia can be more aware of the toxic family problems that are rife in many families in Indonesia.

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