

SOCIAL VISUAL MEDIA CAMPAIGN FOR HEALTHY LIVING ENVIRONMENT FOR INDONESIAN MIGRANT IN PENANG

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ABSTRACT

The living environment plays a crucial role in the health and well-being of Indonesian migrant workers (IMW) in Penang. The development of settlements based on the concept of healthy housing is expected to significantly improve their quality of life. Beyond physical and environmental improvements, behavioural factors also contribute to overall health outcomes. Healthy housing not only offers physical and psychological benefits but also fosters positive lifestyle changes. This community service initiative aims to promote awareness and provide education on healthy living environments for IMW in Penang, Malaysia. Through social campaigns and media visuals, the program seeks to enhance their understanding of healthy housing concepts while encouraging active participation in creating and maintaining such environments. Ultimately, this initiative aspires to improve the overall well-being of IMW by fostering sustainable healthy living behaviours. The results of the campaign design show that it gets positive results from the target audience, namely Indonesian migrant workers, by building relationships through the messages conveyed, taglines, colours, and visual elements used. The conclusion of this design is that the resulting design is able to attract the attention of the target audience and is consistent, and the success of a campaign must be supported by the use of the right and appropriate media.

Keywords: Social Campaign, Visual Design, Media, Healthy Living.

1. INTRODUCTION

The living environment plays a crucial role in determining health and well-being, particularly for vulnerable groups such as Indonesian migrant workers (IMW) in Penang, Malaysia. Many IMW face challenges related to substandard housing conditions, overcrowding, and limited access to proper sanitation and healthcare facilities. These issues can contribute to various health risks, including respiratory diseases, poor hygiene-related illnesses, and mental stress. Ensuring a healthy living environment is essential in improving their overall quality of life. Environmental health has a significant impact on public health [1]. This is supported by the theory of Blum [2], which states that the degree of health is influenced by environmental factors (40%), behavioral factors (30%), healthcare services (20%), and genetic factors (10%). Environmental health [3] refers to the optimal condition of the environment, which can have a positive impact on achieving optimal health levels [4]. According to the World Health Organization (WHO) [5], to achieve a healthy environment, an ecological balance between humans and the environment is required, which ensures human health [6] [7].

A key factor in promoting a healthier living environment is raising awareness and fostering behavioural changes. While infrastructure improvements are important, educating IMW on healthy housing concepts, proper waste management, personal hygiene, and environmental sustainability is equally vital. Social campaign media visuals serve as an effective tool in this regard, delivering clear and engaging messages that encourage active participation and long-term behavioural shifts.

Indonesian Society (Permai) is an organization that aims to strengthen and unite Indonesian communities abroad. This organization is in Pulau Pinang, Malaysia. This organization is dedicated to promoting the growth and development of the Indonesian community in Malaysia. Indonesian Society (Permai) is an NGO or non-political organization that was founded on April 17, 1977, under the auspices of the Indonesian Embassy in Malaysia. This organization is involved in the social, educational, and cultural sectors to promote the interests of the Indonesian people residing in Malaysia. Permai members or experts comprise various layers of Indonesian society in Malaysia, with diverse backgrounds, including workers, expatriates, lecturers, teachers, and students. Permai, as an ambassador of the nation overseas, aims to support the Indonesian government in providing services to the people of Indonesia in Malaysia through a program designed to enhance professional skills and expand and deepen knowledge among its members.

Additionally, Permai aims to create synergy. Members who have the advantages of giving to those who lack them, the strong help the weak, and those who have the intelligence to teach other members who are still lay. To realize this goal, Permai collaborates with various parties from educational, professional, and private institutions to transfer knowledge, such as in the fields: of e-commerce, fintech, digital technology, and other special skills. Through

various collaboration activities carried out with partners, Permai aims to become an incubator that fosters a community of individuals with exceptional talents and skills, enabling them to secure higher positions and salaries, or at least those equivalent to those in other nations.

Mercu Buana University, Jakarta, as part of Permai's cooperation partner, played a role in helping to encourage the growth of the Indonesian people. One form of its contribution is collaborating to provide knowledge to help increase the creation of business actors at the Permai Foundation. The need for business incubation, business opportunities, and exceptional skills in promotion and product marketing can be an opportunity for businesses at the Permai Foundation.

This community service initiative aims to develop and implement a social media campaign utilizing visual elements to educate IMW in Penang about healthy living environments. By integrating informative visuals with practical guidance, the program seeks to enhance their understanding, involvement, and commitment to maintaining a cleaner, safer, and healthier living space. Through this effort, IMW can adopt sustainable practices that contribute to its overall well-being and empower it to advocate for better living conditions within its communities. By looking at the many needs of partners to support Indonesian migrant workers under the auspices of the Permai Foundation, Faculty of Design and Creative Arts, Mercu Buana University, providing knowledge of social campaign for healthy living environment of life to be provided is how to determine the media campaign for improving their healthy life to live in community in Penang.

2. METHOD

This social campaign employed a participatory and mixed-method approach, combining qualitative community-based research with visual communication design strategies. The methodology began with a needs assessment through focus group discussions and field observation involving Indonesian migrant workers (IMWs) in Penang to identify key health and environmental challenges. Based on the findings, the team developed a series of visual media tools—including posters, infographics, short videos, and pamphlets—designed using human-centered and behavior change communication principles. The campaign was implemented through on-site workshops, community outreach, and digital dissemination via PERMAI's social media channels. The effectiveness of the campaign was evaluated through pre- and post-intervention surveys, participant feedback, and thematic analysis of behavioral responses, ensuring measurable and community-relevant outcomes.

The implementation of this community service initiative follows a systematic approach to solving the challenges faced by Indonesian migrant workers in Penang. This methodology outlines the step-by-step process to enhance their understanding and practices regarding healthy living environments using visual media campaigns. The project encompasses awareness campaigns, educational sessions, stakeholder engagement, and skill-building initiatives aimed at promoting sustainable behavioral changes.

The Indonesian migrant workers community faces multiple health and environmental challenges, particularly in housing conditions, sanitation, and awareness of proper waste management. The implementation stages are categorized into two problem areas: Public Health and Environmental Issues, and Education and Behavioral Change.

Addressing Problems in Public Health and Environmental Issues

Baseline Research and Needs Assessment

- Conduct field surveys and interviews with Indonesian migrant workers to assess housing conditions and identify key health hazards.
- Collaborate with local authorities, NGOs, and healthcare professionals to understand existing policies and resources available for IMWs.
- Collect data on common illnesses and environmental issues affecting the community.

Development of Visual Campaign Materials

- Create infographics, posters, and short videos demonstrating proper sanitation, waste disposal, and hygiene practices.
- Develop educational content tailored to Indonesian migrant the cultural background and language of Indonesian migrant workers.
- Design an interactive social media campaign to expand outreach and engagement.

Community Engagement and Awareness Programs

- Organize workshops and training sessions on healthy living environments.
- Distribute visual media materials in IMW neighborhoods and workplaces.
- Encourage Indonesian migrant workers to participate in peer-to-peer learning activities, fostering community-led health advocacy.

Addressing Problems in Education and Behavioral Change

Capacity-Building for Indonesian migrant workers

- Train community leaders among Indonesian migrant workers to serve as health ambassadors.
- Conduct interactive discussions on the importance of hygiene, waste segregation, and energy efficiency.
- Utilize role-playing exercises and testimonials to reinforce messages effectively.

Implementation of a Sustainable Monitoring System

- Establish self-assessment tools to measure health improvements and housing conditions.
- Work with local institutions to integrate health and sanitation guidelines into migrant worker housing policies.
- Develop a digital platform where IMWs can access health resources and report any issues they encounter.

PARTNER PARTICIPATION IN PROGRAM IMPLEMENTATION

The success of the program depends on active participation from Indonesian migrant workers, local organizations, and policymakers. Key involvement includes:

- Indonesian migrant workers as Program Participants: Engaging in workshops, training, and sharing experiences.
- Local NGOs and Authorities: Providing logistical support and resources.
- Healthcare Professionals: Delivering expert guidance on health and hygiene.
- Students from UMB (MBKM Program): Assisting in content creation, data collection, and social media engagement.

EVALUATION AND SUSTAINABILITY PLAN

Evaluation of Program Implementation

- Pre- and post-intervention surveys to measure knowledge improvements and behavioral changes.
- Conduct focus group discussions with Indonesian migrant workers to evaluate the effectiveness of visual campaign materials.
- Monitoring reports on housing conditions and health improvements.

2. Ensuring Long-Term Sustainability

- Encouraging self-sufficient health ambassador groups within the Indonesian migrant workers community.
- Establishing local partnerships with Malaysian authorities to maintain education programs.
- Developing an online resource hub with continuous updates on health and sanitation topics.

This community service program follows a structured and participatory approach to solving Indonesian migrant workers health and housing challenges through visual media education and awareness campaigns. By implementing research-based interventions, fostering stakeholder collaboration, and establishing sustainable monitoring systems, the project will significantly enhance the quality of life for Indonesian migrant workers in Penang, while also contributing to academic and policy advancements.

3. RESULTS AND DISCUSSION

The Social Campaign Media Visual for a Healthy Living Environment was explicitly targeted at over 150 Indonesian migrant workers (IMWs) residing in communal housing areas in Penang, Malaysia. The campaign activities were conducted at strategic locations, including the PERMAI Community Hall and several worker dormitory areas, ensuring proximity to the target audience. A variety of engaging media formats were utilized, including posters, infographics, short educational videos, hygiene kits, pamphlets, and interactive discussion sessions, to convey health and hygiene messages effectively. The materials were disseminated through on-site workshops, direct community outreach, and digital distribution via PERMAI's social media channels, enabling a broad and accessible reach among the IMW population.

The program focused on producing and disseminating visually based educational media tailored to the daily challenges faced by IMWs in maintaining a clean and healthy living environment. Media was designed using simple Bahasa Indonesia and strong visuals to ensure accessibility regardless of literacy level. Workshops included:

- Personal hygiene training (hand washing, food safety)
- Proper waste disposal and environmental cleanliness
- Stress management and mental health awareness
- Use of video and poster campaigns on "Clean Room, Healthy Life"

This social campaign was made participatory — IMWs were involved in evaluating the visuals, giving feedback, and even co-creating some content.





4. CONCLUSION

The implementation of the Social Campaign Media Visual for a Healthy Living Environment has successfully addressed key challenges faced by Indonesian migrant workers (IMWs) in Penang, particularly in terms of hygiene awareness, environmental health, and behavioral change. Through a combination of participatory design, culturally relevant visual communication, and strategic dissemination—both offline and online—the campaign reached over 150 IMWs with impactful, easy-to-understand messages that encouraged healthier lifestyles in their daily living spaces.

The use of posters, infographics, short videos, and hygiene kits, supported by interactive workshops and community outreach, proved effective in increasing knowledge and promoting positive habits such as proper sanitation, waste management, and mental health awareness. The integration of digital media through PERMAI's social channels further amplified the campaign's reach and sustainability.

Beyond its immediate impact, the program also fostered collaboration between Universitas Mercu Buana and PERMAI Pulau Pinang, while providing students with real-world experience in social design and community empowerment. In alignment with university performance indicators (IKU) and the goals of community service, this initiative demonstrates how visual communication can play a transformative role in improving the well-being of vulnerable populations abroad. The outcomes of this campaign are not only measurable but also replicable for other migrant communities facing similar challenges.

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