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## MEDIA OUTLETS RECOGNIZING BELL'S PAROXYSMAL DISEASE WITH MOTION GRAPHICS

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### Abstract

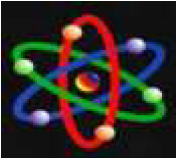
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The design of this Motion Graphic media aims to increase public awareness and understanding of Bell's Palsy, a medical condition that can cause paralysis on the side of the face. By using a creative approach through visual animation and attractive design, this task aims to overcome the lack of understanding about the causes, symptoms, treatment, and impact of this condition, as well as reducing the stigmatization associated with it. This motion graphic media is expected to provide accurate and easy to understand information about Bell's Palsy to audiences from all walks of life. Through a motivating combination of visual explanations and clear narratives, this final project aims to help the community, especially parents who, if their child has Bell's palsy, seek appropriate medical treatment, as well as additional supporting media such as posters, banners, x banners and brochures and merchandise. pen, glasses and tote bags. It can also be accessed via social media Instagram and you tube.

**Keywords:** Information Media, Bell's palsy, Motion Graphics



## INTRODUCTION

Disorders that occur in the nerves and muscles are a problem that is often encountered in society. One of them is facial nerve dysfunction which can affect a person's quality of life. Meanwhile, the human face is the focal point for communication and expression. Dysfunction of the facial nerve results in imperfect facial shape, decreased facial muscle function, disrupts the sufferer's daily life when eating and drinking using a glass, disturbances when speaking, inability of the sufferer to close their eyes tightly when sleeping, until pain appears around the ears and neck. This problem is a nervous disorder that occurs in the facial nerve. This condition is commonly referred to as Bell's Palsy[1]. Bell's Palsy is facial paralysis that occurs due to acute peripheral facial nerve dysfunction (Nervus VII Fascialis) without a cause (idiopathic) which is easily identified with several recovery methods within six months. This is an acute disorder of the facial nerve that causes symptoms of pain and completely or partially paralyzes one side of the face. Bell's palsy accounts for 60-70% of all cases of unilateral peripheral facial paralysis. There are 4 hospitals in Indonesia showing a frequency of Bell's palsy of 19.55% of all neuropathy cases (Mujaddidah, 2017). There are still many people who don't know about Ball's Palsy. People's knowledge regarding certain medical conditions can vary depending on a number of factors, including level of education, access to health information, and awareness of certain health problems in their local environment. Here, researchers invite the public to care more about education and public awareness regarding various medical conditions, especially Bell's palsy, along with the development of science and information technology. From this phenomenon, there

is a need for media that can provide information about Bell's palsy by displaying motion graphic visualizations.

Many people don't know what Bell's palsy is, especially parents. The onset of the disease in early childhood is very vulnerable and they can suffer from Bell's palsy. It is better for people to know about Bell's palsy to support knowledge about Bell's palsy. There are many ways to convey information to the public, one of which is in the form of motion graphics as the main media for conveying information to the general public. Motion graphics are an attractive, effective and efficient medium for conveying, because information is conveyed through images, text and sound that are easily received. With the explanation above, the author is interested in choosing information media in the form of motion graphics as a medium for conveying information.

## RESEARCH METHODS

Observations carried out fall into two main groups consisting of direct observation and indirect observation. Direct observation is carried out by observing the object to be studied, in this design the author makes direct observations of "BELL'S PALSY Disease Information Media in the form of MOTION GRAPHICS as an effort to increase parents' knowledge. Observations are carried out by searching for existing data from related hospitals and clinics. , and look for several references from journals to strengthen the correct data. Observations are carried out by coming directly to the hospital or clinic location. The nearest health center is in Sungai Manau, Merangin, Jambi. After conducting observations and interviews, they then carried out data analysis based on the data obtained at the Sungai Manau





District Health Center. In designing motion graphics as a medium for information about Bell's Palsy, the data analysis methods used are SWOT (Strength, Weakness, Opportunity, Threat) and 5W1H (What, Where, Who, When, Why, How).

## RESULTS AND DISCUSSION

The creative goal to be achieved in the information media for Ball's Palsy in the form of motion graphics is as an information medium by conveying accurate information to the target audience about Ball's Palsy. It is hoped that the presence of Motion Graphics with displays and visuals can increase public knowledge to understand more about Ball's Palsy. This motion graphic can help explain information about Ball's Palsy as an effort to increase public knowledge, especially parents. With this motion graphic, it can help explain information about Bell's palsy, so that the public, especially parents, can understand Bell's palsy more informatively.

Creative strategy is one of the methods used to reach a predetermined target audience. The creative strategies that will be used to design information media for Ball's Palsy disease based on motion graphics are, among others, language, typography and color.

The concepts in this design are divided into verbal concepts and visual concepts. The verbal concept used in designing information media for children affected by Bell's palsy is an effort to increase parents' knowledge. The designer will provide information explaining what Bell's palsy is, the history of Bell's palsy, the characteristics of children with Bell's palsy, treatment methods that can be carried out for children who suffer from Bell's palsy. suffer from Bell's palsy and provide

motivation to parents who have children with Bell's palsy.

The information is packaged in the form of motion graphics starting with a general introduction about Bell's palsy.

- a) Target Audience: Community
- b) Program duration: 2 minutes 41 seconds  
Narrative

Narrator: hello everyone, let's get to know Bell's palsy in children aged 6 years, let's watch the following video, Bell's palsy is paralysis on one side of the facial muscles, so that one side of the face seems to sag, Bell's palsy occurs suddenly, but usually not permanent.

For parents, seeing their child develop Bell's Palsy can be a frightening experience. It is important to remember, however, that this condition is generally temporary and most children recover completely within a few weeks to a few months.

Bell's palsy is an acute weakness or paralysis of the peripheral facial nerve, and the cause is exposure to a virus. This condition is known as Bell's palsy which is caused by swelling and pressure on the nerve in the stylomastoid foramen and causes inhibition or damage to the nerve. Bell's palsy was first introduced in 1812 by Sir Charles Bell, a Scottish researcher, who studied the innervation of facial muscles. For information, the incidence of Bell's palsy syndrome is around 23 cases per 100,000 people every year.

This is an example of a patient suffering from Bell's palsy. You can see the changes in his face from the comparison above. Support and understanding from family and friends are very important in helping children face this challenge. They have a great chance of recovering fully and getting back to living their lives. happily.

Some of the symptoms of Bell's palsy are: Weakness on one side of the face from



the forehead to the chin, facial swelling, difficulty smiling, difficulty raising the eyebrows, and difficulty closing the eyes. Hearing becomes more sensitive, namely hearing in the ear on the paralyzed side of the face feels louder.

Bell's palsy cannot be prevented. However, the risk of Bell's palsy can be reduced by controlling the diseases associated with this condition and avoiding direct exposure to cold air on the face. If a child has Bell's palsy, a combination of certain treatments such as physiotherapy and taking medication is recommended.

With proper treatment and enough time adequate recovery will help children recover fully.



Figure 3. Scene One Motion Graphic



Figure 4. Online Media Preview

Nama	Estetika	Komunikatif	Dinamis	Keterbacaan
Frankling Gothic		√	√	√
Century Ghotic		√		√
Cambria	√	√		√

Figure 1. PRA-Design Concept

Visual	Jenis	Hex	Keterangan
	Biru	#94d8dd R: 148 G:216 B: 221	Ketenangan, Percaya Diri, sedih atau kesunyian
	Kuning	#EBE031 R: 235 G:224 B: 49	Optimis, Semangat, Ceria
	Hijau	#3B7933 R: 59 G:121 B: 51	Kedamaian, Keseimbangan emosi

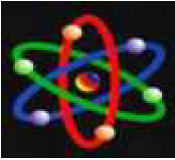
Figure 2. typography



Figure 5. Support Media

## CONCLUSION

Information Media to recognize Bell's palsy in the form of Motion Graphics produces motion graphic videos as information media for the public and parents who have children suffering from Bell's Palsy, which will later be used as a means of promotion and information for target audiences on several social media



platforms and also electronic media. This information media design method is carried out by analyzing the target audience, looking for several ideas and discussing with several experts in the field.

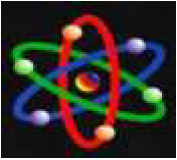
The design of this information media is adapted to some information that many people do not yet understand what Bell's Palsy is. This is based on research, analysis and processing of ideas formulated in the creative brief. This design carries an exciting and modern concept which is implemented using the flat design animation / 2D Animation method which is supported by the delivery flow, layout, animation effects, colors, sound effects, background sound in motion graphic design.

The design of this motion graphic is an effort to convey a message to the target audience, as we know, animation, which is one of the audio-visual media, is interesting and can be accessed from various social media platforms anywhere and anytime. What can be concluded is that this design can be an opportunity to convey information more clearly, more interestingly and effectively.

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