
Adapting Traditional Communication Through Banner Design: The Role of Village Government Media in the Digital Disruption Era

I Dewa Putu Pasnadi Putra ¹, Ni Made Ary Widiastini ²,
Komang Krisna Heryanda ³

Abstract:

Werdhi Bhuwana Village, located in Mengwi District, Badung Regency, serves as an example of a rural community in Badung that continues to rely on conventional media such as banners and billboards as visual communication tools to disseminate information to its residents. The use of billboards in strategic locations—such as in front of the village office, at major intersections, and in other public spaces—remains common and serves as a primary medium for conveying information about village programs and governmental achievements. This phenomenon indicates that, despite the rapid development and dominance of digital media, printed visual media such as banners have not been entirely replaced. This situation calls for concrete and measurable solutions from the Werdhi Bhuwana Village Government. By implementing the solutions proposed in this study, it is expected that banners will not only persist but also improve in effectiveness and relevance as modern communication tools amidst the current digital disruption. This research employs a descriptive qualitative approach, chosen to provide an in-depth and contextual understanding of the existence and effectiveness of banner (billboard) design utilized by the Werdhi Bhuwana Village Government as an information medium for the community.

Keywords: *Banner Design, Communication Media, Village Government Management, Digital Media*

Submitted: August 27, 2025, Accepted: September 19, 2025, Published: October 20, 2025

1. Introduction

In today's era of rapid digital development, social media and information technology have become the main instruments for disseminating information, promotion, and public communication by both governmental institutions and private organizations

¹Master's Program in Management Science, Postgraduate School, Universitas Pendidikan Ganseha, Indonesia. idedwaputupasnadiputra@gmail.com

²Master's Program in Management Science, Postgraduate School, Universitas Pendidikan Ganseha, Indonesia.

³Master's Program in Management Science, Postgraduate School, Universitas Pendidikan Ganseha, Indonesia.

(Kalesaran et al., 2024; Chiguvi, 2022). The digital transformation has significantly changed communication strategies in public administration, including at the local government level. However, despite the widespread adoption of digital platforms, many regions, especially at the village level, have not fully transitioned to digital-based communication systems. This situation reveals that the digital divide remains a major challenge in achieving effective public information delivery.

Werdhi Bhuwana Village, located in Mengwi District, Badung Regency, serves as a concrete example of a rural area that still relies heavily on conventional media such as banners and billboards to convey governmental messages to its residents. Physical visual media displayed in public spaces possess distinct advantages, as they can reach citizens who are not digitally active and symbolize institutional presence and engagement in community life (Elrod & Fortenberry, 2017; Gebreselassie, 2019). The placement of banners in strategic points such as village offices, intersections, and community halls remains a primary communication channel for disseminating information about government programs and achievements. This phenomenon highlights that printed visual media continue to maintain relevance despite the expansion of digital communication.

Previous studies have shown that the effectiveness of traditional visual media depends on factors such as design, placement, and message clarity. Cai et al. (2024) and Talebzadeh and Nowghabi (2019) found that design elements—such as size, color, and readability—significantly affect an audience’s ability to recognize and understand messages. Similarly, Mohamadpour et al. (2024) emphasized that well-designed, informative visuals enhance public understanding and engagement, particularly in health communication. In this sense, banners and billboards are not merely information tools; they also serve as visual representations of institutional credibility and identity.

However, in many villages, including Werdhi Bhuwana, the management of visual communication media often lacks professionalism. Messages tend to be text-heavy, visually unattractive, or poorly positioned, leading to ineffective message delivery and limited public engagement. This issue frequently results in low citizen participation in village programs—not due to a lack of activities, but because government messages fail to reach the community effectively (Besti Rohana Simbolon et al., 2022; Aryandono et al., 2024). Handariani et al. (2023) also assert that ineffective communication can negatively affect organizational motivation and performance, as well as the public’s trust in local governance.

The research gap lies in the limited number of empirical studies that specifically examine the effectiveness of banner or billboard design as a communication medium in village governance. Most existing studies have focused on digital communication and social media platforms (Kalesaran et al., 2024; Suwastika & Atmojo, 2024) or on visual design in urban or commercial contexts (Ulusoy et al., 2023; Zhang et al.,

2024). There remains a scarcity of research linking outdoor visual design elements with public communication effectiveness in rural governance, despite the fact that printed media remain dominant in many Indonesian villages. This gap underscores the need to explore how banner design influences public perception and engagement with local government messages.

The urgency of this study is further emphasized by the importance of village government communication in realizing the principles of good governance, which stress transparency, accountability, and public participation (Aryandono et al., 2024). Within the framework of community-based development, effective visual communication is a crucial factor in ensuring participatory success (Heryanda et al., 2023). Consequently, the ability of village governments to design and position visually appealing and comprehensible media plays a vital role in achieving responsive and inclusive governance.

Furthermore, the novelty of this study lies in its integration of village government communication with visual communication design, two dimensions rarely examined together in the Indonesian context. While previous studies have focused primarily on media effectiveness in commercial or promotional settings (Rice, 2023; Chiguvi, 2022), this research investigates the effectiveness of government banners in enhancing citizen engagement at the village level. Thus, this study contributes to the broader literature on local public communication strategies and extends understanding of the role of traditional visual media within non-digital governance environments.

The purpose of this study is to analyze the influence of banner (billboard) design on public perception and engagement in receiving village government information in Werdhi Bhuwana. It also seeks to identify key design elements that most effectively attract attention and facilitate public understanding of government messages. The findings are expected to serve as a foundation for developing more effective and adaptive communication strategies tailored to rural community characteristics (Dirgayusa et al., 2025; Widiastini et al., 2020).

Therefore, this research aims to provide both theoretical and practical contributions to improving governmental communication in the digital era, particularly for villages that still rely on traditional visual media. Moreover, the study's findings may serve as a reference for formulating visual communication strategies capable of bridging the gap between digital advancement and rural information needs (Selvaag et al., 2023; Erawati et al., 2019). Effective visual communication through banner design is expected to strengthen the relationship between village governments and their communities and to foster more participatory and inclusive local governance practices.

2. Methodology

This study employed a descriptive qualitative approach to obtain an in-depth and contextual understanding of the existence and effectiveness of banner (billboard) design as a communication medium used by the Werdhi Bhuwana Village Government. The qualitative approach was chosen because it allows the researcher to explore the meanings, experiences, and perceptions of both the village officials and the surrounding community directly. Through this method, the researcher aimed to capture how visual communication is implemented, perceived, and interpreted in its real social context. The descriptive nature of this approach provided the opportunity to portray the phenomenon systematically and factually, focusing on how banners function as instruments of government information dissemination at the village level. In this study, the researcher acted as the main instrument, engaging directly with participants and the field environment to ensure that the data reflected the authentic realities of village communication practices.

The subjects of this research consisted of village government officials, including the Village Head, Village Secretary, and staff members responsible for information and communication management, as well as community members such as local leaders, youth representatives, and residents who frequently interact with or access village information. These participants were selected because they represent both the creators and the recipients of government messages. The research was conducted in Werdhi Bhuwana Village, Mengwi District, Badung Regency, which was deliberately chosen due to its continued use of traditional visual media such as banners and billboards as public communication tools despite the growing dominance of digital platforms. This location provided an appropriate and relevant setting for observing how conventional media still play a central role in rural communication systems.

The data collection process was carried out using several complementary techniques. First, direct observation was conducted to examine the content, design, and placement of banners in public spaces such as intersections, village offices, and community centers. These observations focused on identifying the visual characteristics and communicative functions of the banners within the village environment. Second, in-depth interviews were conducted with both village officials and community members to gather insights into their perspectives, experiences, and interpretations of banner usage as a communication medium. These interviews provided a deeper understanding of how visual communication influences public awareness and engagement with village programs. Third, documentation was collected in the form of photographs, archives, and records of previous village announcements, which served as supporting evidence for the observations and interviews. In addition, a literature review was conducted to strengthen the theoretical framework and to position the findings within the broader academic context of visual and public communication studies.

The data analysis in this research followed a descriptive qualitative framework, which included several stages. The first stage was data reduction, where all collected information was reviewed, organized, and selected according to its relevance to the research objectives. This process ensured that only meaningful and contextually significant data were retained for further analysis. The second stage involved data presentation, in which the findings were arranged into descriptive narratives supported by field observations, interview summaries, and visual documentation. This stage aimed to present the data in a coherent and interpretative manner, reflecting the real conditions observed in the field. The final stage was conclusion drawing and verification, where the researcher synthesized all findings to construct a comprehensive understanding of how banner design functions as a communication medium for the Werdhi Bhuwana Village Government and how effective it remains in engaging the community amidst the ongoing digital transformation.

Overall, this methodological framework enabled the research to capture both the tangible and intangible dimensions of visual communication within the context of local governance. The combination of direct observation, participatory engagement, and interpretative analysis allowed the study to produce findings that are both empirically grounded and contextually meaningful, contributing to a deeper understanding of how traditional media can coexist and remain effective in an increasingly digital communication landscape.

3. Empirical Findings/Result

The findings of this study indicate that banners or billboards play a significant role as visual communication media in Werdhi Bhuwana Village. Visually, banners have the ability to attract public attention, making the delivery of information from the village government more effective and engaging. Their design is not merely intended as an information display but also as a part of the village's visual communication strategy that aims to increase community participation and awareness of ongoing government programs. The banners serve as more than one-way communication tools; they also contribute to enhancing transparency and fostering active involvement from the local community in governance processes.

In terms of design, the banners used by the village government are generally arranged with professional considerations, incorporating communicative visual elements such as color selection, typography, and layout that align with the visual identity of the village. These elements make the information easier to understand and more visually appealing to the residents. Within the current digital era, banners are expected to complement online platforms such as the village's social media accounts and official website, forming a synergistic communication ecosystem between physical and digital media.

Field observations revealed that banners are typically placed in strategic locations such as the village office yard, main roads, and community centers. These placements allow the banners to function as effective public communication touchpoints. However, several issues were also identified, including limited public engagement with the information provided, suboptimal placement of banners, and the small number of banners installed. In several community halls and meeting points, no banners were found as of 2025. These challenges highlight the need for practical and measurable solutions to optimize the role of banners as part of the village communication system.

Based on these findings, several improvement measures are recommended. First, the capacity of human resources involved in visual communication should be strengthened through basic training in banner design and public communication principles. This would ensure that the banners produced are consistent, visually appealing, and aligned with the goals of government transparency. Such initiatives could involve collaboration with universities or professionals in graphic design and communication fields. Through this, banners can continue to serve as relevant communication tools rather than being seen as outdated media.

Second, a participatory approach in banner development should be implemented by involving feedback from community members, including traditional leaders, youth groups, and local organizations. Their participation would ensure that the messages conveyed are relevant to community needs and reflective of local values. This inclusive process also helps foster a sense of ownership among residents toward government communication efforts.

Third, the establishment of internal policies regarding banner standardization is necessary. These policies should regulate aspects such as size, color, font type, content format, and placement guidelines to ensure that all banners convey a consistent visual identity. Strategic and visible installation points should be prioritized, particularly in high-traffic areas such as village intersections, marketplaces, and community gathering spots.

Fourth, to enhance message effectiveness, banners could be integrated with digital components such as QR codes linking to official village platforms. These may include the village's website, YouTube channel featuring activity reports, or official social media pages. This integration between traditional and digital media would broaden the reach of information and engage tech-savvy audiences more effectively. Additionally, establishing a dedicated village communication team or involving youth organizations like *Karang Taruna* could help monitor banner effectiveness and maintain regular updates to ensure the information remains current and relevant.

Furthermore, the physical installation of banners requires attention to both functionality and aesthetics. Proper placement in safe and visually appropriate

locations ensures that banners not only serve as effective communication tools but also contribute to the village's spatial order and public aesthetics. Installations at key points such as the village hall, main intersections, temples, or local markets were observed to attract more public attention compared to those placed in less visible areas. Hence, banner placement planning must consider visibility, accessibility, and compliance with local spatial regulations to maintain order and professionalism in public information dissemination.

Overall, the results of this study show that banners remain an essential part of the village's communication management system. Despite the rapid advancement of digital media, traditional visual media such as banners continue to serve an important function in ensuring that information reaches all levels of society, especially in rural areas with limited digital access. When designed and managed effectively, banners not only convey messages but also reflect the transparency, credibility, and identity of the village government in building an informed and participatory community.



Figure 1. Installation of Banners/Billboards in Public Area – In Front of the Temple



Figure 2. Installation of Banners/Billboards in Front of the Village Office



Figure 3. Installation of Banners/Billboards at the Road Intersection

4. Discussion

The findings of this study highlight the continuing relevance of banner and billboard media as effective tools for public communication at the village level, even amid the rapid advancement of digital technology. In the case of Werdi Bhuwana Village, banners remain a primary medium for disseminating information about government programs, events, and public services. This aligns with the concept of good governance, which emphasizes transparency, accountability, and accessibility of information to all citizens, including those with limited access to digital media (Aryandono et al., 2024).

From a communication perspective, the persistence of banners in the digital era demonstrates the importance of context and audience segmentation in public communication. According to Besti Rohana Simbolon et al. (2022), effective government communication in rural areas requires a hybrid approach that considers both traditional and modern media to ensure message inclusivity. The findings from Werdi Bhuwana support this notion, showing that physical media, when designed and placed strategically, remain highly effective in reaching diverse community groups.

The visual design of banners also plays a crucial role in ensuring message clarity and public engagement. Research by Cai et al. (2024) and Rice (2023) emphasizes that

factors such as color contrast, typography, and layout greatly affect message visibility and comprehension. In Werdi Bhuwana, banners that integrate these visual design principles—combined with culturally relevant symbols—enhance the community’s perception of professionalism and trust in village governance. Similarly, Ulusoy et al. (2023) found that well-designed signage influences emotional engagement and positive perceptions of public institutions.

Another critical discussion point is the integration between traditional visual media and digital platforms. Kalesaran et al. (2024) argue that social media serves as an extension of local government communication channels. The current study suggests that banners can complement digital media by serving as physical entry points into the online information ecosystem through QR codes or website links. This combination of conventional and digital media creates a multi-channel communication system that caters to both digitally literate and non-digital community segments (Chiguvi, 2022).

Furthermore, the effectiveness of banner communication also depends on internal management and collaboration among government staff. As noted by Bujana and Asmike (2024), internal communication and organizational culture significantly influence the quality of public information delivery. In Werdi Bhuwana, the coordination between village leaders, communication staff, and local youth organizations determines how efficiently banner campaigns are planned, produced, and maintained. Similarly, Dirgayusa et al. (2025) emphasize the importance of environmental and motivational factors in enhancing employee performance, which can also be reflected in the government’s communication practices.

In addition, visual communication must align with community participation to strengthen local governance. Heryanda et al. (2023) and Widiastini et al. (2020) both assert that community engagement in communication processes increases ownership and trust toward local government initiatives. Involving residents in determining banner content, placement, and design can therefore improve the relevance and reception of messages within the community. This participatory approach supports the cultural and social identity of the village, making the communication process more inclusive and locally grounded.

The discussion also reveals that the strategic placement of banners has a measurable effect on visibility and impact. Studies by Talebzadeh and Nowghabi (2019) and Gebreselassie (2019) demonstrate that placement in high-traffic public areas significantly enhances the reach of outdoor messages. In Werdi Bhuwana, positioning banners near temples, intersections, and the village office ensures that messages are easily noticed and absorbed by residents during daily routines. This supports the view that visual media should not only deliver information but also reinforce symbolic government presence and credibility within the community.

Lastly, this study underscores that while digitalization offers efficiency and wider reach, traditional visual media like banners remain indispensable in fostering inclusive and transparent governance. As emphasized by Elrod and Fortenberry (2017), physical communication media provide vital access to information for disadvantaged populations. The Werdi Bhuwana case thus illustrates a balanced model of communication that harmonizes visual design, digital integration, and participatory governance. Such a model can serve as a framework for other rural communities seeking to modernize their public communication strategies without neglecting their local context and accessibility.

5. Conclusions

This study concludes that the use of banners and billboards as communication media in Werdi Bhuwana Village continues to play a vital role in disseminating government information and encouraging community participation, even amid the ongoing expansion of digital media. The research findings reveal that professionally designed banners—featuring coherent layouts, appropriate color combinations, readable typography, and messages aligned with local cultural identity—enhance message clarity, visibility, and audience engagement. The continued relevance of printed visual media indicates that digital transformation has not entirely replaced conventional communication tools at the village level. Banners remain effective, particularly for reaching residents with limited digital access or low digital literacy. Furthermore, the integration of conventional and digital platforms—such as QR codes or links to official village websites and social media—can strengthen communication effectiveness and extend the reach of public information. The study also emphasizes that the success of banner communication depends on community involvement, visual standardization, and consistent management by village officials. When managed properly, banners not only serve as tools of information but also act as visual representations of transparency, accountability, and the village government's active role in fostering inclusive governance. Thus, banners remain relevant as complementary tools to digital media in achieving efficient and equitable information dissemination.

Future studies should explore the quantitative measurement of banner effectiveness, focusing on how design elements (such as color psychology, typography, and visual hierarchy) influence audience comprehension and behavioral response. Researchers could also conduct comparative studies between villages that primarily use traditional media and those that rely heavily on digital communication to assess which combination yields higher levels of community participation.

References:

Aryandono, K. K. T., Heryanda, K. K., & Telagawathi, N. L. W. S. (2024). Analisis penerapan prinsip *good governance* pada pelayanan publik di Badan Kesatuan

- Bangsa dan Politik Kabupaten Buleleng. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)*, 11(1), 1–14. <https://doi.org/10.35794/jmbi.v11i1.54417>
- Besti Rohana Simbolon, D. T. M. R. P., & Piki Darma Kristian Pardede. (2022). Government communication model in strengthening village institutions in Bertah Village, North Sumatra. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 7(2), 377–390. <https://doi.org/10.25008/jkiski.v7i2.701>
- Bujana, R. A., & Asmike, M. (2024). Pengaruh komunikasi internal dan budaya organisasi terhadap kinerja karyawan Perumda BPR Bank Daerah Kota Madiun. *SIMBA: Manajemen Bisnis dan Seminar Inovasi Akuntansi*, 6. Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun.
- Cai, J., et al. (2024). How do design factors of stacked directional signs affect visual recognition? *Transportation Research Procedia*, 100, 323–335. <https://doi.org/10.1016/j.trpro.2024.100323>
- Chiguvi, D. (2022). Effectiveness of traditional and digital advertising platforms for the marketing of tourism. *International Journal of Research in Business and Social Science*, 11(10), 1–12. <https://doi.org/10.20525/ijrbs.v11i10.2141>
- Dirgayusa, I. B. R., Widiastini, N. M. A., & Rahmawati, P. I. (2025). Enhancing employee satisfaction through cultural, motivational, and environmental drivers: A case study of PLN ULP Singaraja. *International Journal of Economics Development Research (IJEDR)*, 6(5), 2817–2828. <https://doi.org/10.37385/ijedr.v6i5.9139>
- Elrod, J. K., & Fortenberry, J. L. (2017). Billboard advertising: An avenue for communicating healthcare information and opportunities to disadvantaged populations. *BMC Health Services Research*, 17(Suppl 4), 787. <https://doi.org/10.1186/s12913-017-2754-6>
- Erawati, M. D., Buana, T., & Wunawarsih, I. A. (2019). Efektivitas media cetak leaflet dalam peningkatan pengetahuan petani padi sawah (*Oryza sativa L.*) di Desa Peatoa Kecamatan Loea Kabupaten Kolaka Timur. *Jurnal Ilmiah Membangun Desa dan Pertanian*, 4(2), 47–51. <https://doi.org/10.33772/jimdp.v4i2.6656>
- Gebreselassie, A. (2019). The meaning and effectiveness of billboard advertising in least developed countries (LDCs): The case of Ethiopia. *Journal of Advertising Research*, 59(4), 421–432. <https://doi.org/10.1080/10496491.2018.1536618>
- Handariani, N. L. I., Suarmanayasa, I. N., & Widiastini, N. M. A. (2023). Pengaruh beban kerja, komunikasi, dan kepuasan kerja terhadap kinerja guru. *Cakrawala Repositori IMWI*, 6(3), 386–398. <https://doi.org/10.52851/cakrawala.v6i3.365>
- Heryanda, K. K., Dharmayasa, I. P. A., Suwena, K. R., & Irwansyah, M. R. (2023). Advancing customary village development in Bali through community participation: Do village government roles matter? *Journal of Accounting Research, Organization and Economics (JAROE)*, 6(1), 1–10.
- Kalesaran, E. R., Rondonuwu, S. A., & Rembang, M. M. (2024). Social media as a village government communication channel in improving public services to the community in Minahasa Regency. *Journal of Management and Administration Provision*, 4(3), 286–292. <https://doi.org/10.55885/jmap.v4i3.408>

- Mohamadpour, F., et al. (2024). Text analysis of billboards and infographic graphics related to promoting preventive behaviors and vaccination. *International Journal of Environmental Research and Public Health*, 21(3), 2432. <https://doi.org/10.3390/ijerph21032432>
- Rice, W. L. (2023). The impact of graphic design on attention capture and persuasive outcomes. *Social Science & Medicine*, 115086. <https://doi.org/10.1016/j.socscimed.2023.115086>
- Selvaag, S. K., Keller, R., Aas, Ø., et al. (2023). On-site communication measures as a tool in outdoor recreation management: A systematic map. *Environmental Evidence*, 12, Article 14. <https://doi.org/10.1186/s13750-023-00305-2>
- Suwastika Anggraeni, & Muhammad Eko Atmojo. (2024). Komunikasi pemerintahan daerah dalam pembangunan daerah wisata di Kabupaten Magelang. *Ranah Research: Journal of Multidisciplinary Research and Development*, 6(5), 1017. <https://doi.org/10.38035/rj.v6i5.1017>
- Talebzadeh, A., & Nowghabi, A. S. (2019). The visual effects of store's signage displays in urban landscape. *Civil Engineering Journal*, 5(1), 191–199. <https://doi.org/10.28991/cej-2019-03091237>
- Ulusoy, N., et al. (2023). Visual signs at sociable place entrances: User perceptions and preferences. *SAGE Open*, 13(2). <https://doi.org/10.1177/21582440231174418>
- Widiastini, N. M. A., Rahmawati, P. I., & Koma, F. Y. I. (2020). Ragam branding desa dalam mengembangkan potensi wisata berbasis budaya masyarakat di Kabupaten Buleleng. *Jurnal Master Pariwisata (JUMPA)*, 7(1), 199–214. <https://doi.org/10.24843/JUMPA.2020.v07.i01.p09>
- Zhang, E., Zhao, W., Mei, Z., Yang, Z., Chen, F., Xia, Y., & Wang, Y. (2024). Experimental study on the universal design of signage size and brightness contrast for low vision individuals. *Buildings*, 14(7), 2063. <https://doi.org/10.3390/buildings14072063>