

PARENTING EDUCATIONAL VISUALS TO INCREASE CHARACTER EDUCATION AWARENESS IN FAMILIES

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Abstract. The uneven quality of character education in Indonesia is not only caused by the limitations of the formal education system, but also by the low level of family involvement in the process of forming children's values and behavior. Many families, especially those from underprivileged communities, face obstacles in accessing relevant, interesting, and easy-to-understand learning resources. In today's digital era, technology should be able to bridge the role of families in children's character education. In this context, visual parenting education through digital graphic design has great potential as a visual literacy medium that can convey moral and social values in a simple, communicative, and inclusive manner. This study aims to: (1) Analyze the perspectives of designers and educators on the effectiveness of visual approaches in conveying character education messages to parents. (2) Identify educational graphic design strategies that are most relevant and easily accepted by families from various socio-economic backgrounds. (3) Evaluate the potential for collaboration between designers, teachers, and literacy communities in developing visual parenting media oriented towards strengthening children's character in the family environment. The research approach used was qualitative with a case study method on various educational visual media (posters, comics, infographics, and simple audiovisual content), as well as in-depth interviews with graphic designers, teachers, and family literacy activists. Data were analyzed to identify patterns, perceptions, and key strategies in implementing character-based parenting visual education. The research results are expected to produce a framework of effective, affordable, and contextual educational graphic design principles for character education in families, as well as provide collaborative recommendations for designers, educators, and communities in developing sustainable and socially impactful educational media.

Keywords: visual parenting education, character education, digital graphic design, visual literacy, family

INTRODUCTION

With better education, people have better thinking skills, emotional regulation, and social interactions, all of which contribute to better health and health equity. (Hahn & Truman, 2015) Although education in Indonesia continues to progress, fundamental issues such as the uneven quality of character education remain a serious challenge. This problem is caused not only by the limitations of the formal education system, but also by the low role of families in the process of character and behavior formation in children. Many families, especially those from underprivileged communities, face obstacles in accessing relevant, engaging, and easy-to-understand learning resources. In today's digital era, technology should be able to become a means of equalizing knowledge while strengthening the role of families as the first educational environment for children. In this context, visual parenting education through digital graphic design media has the potential to be an effective solution for conveying character values in a simple, communicative, and inclusive manner. Parents play a crucial role. important for development children's moral behavior because of parents is teacher the first one to be implant moral behavior towards child age early For support the development process child at the time undergoing the educational process at school , so that party school only will continue developments that have been There is (Mulyati, Id, & Penulis, 2020). Digital graphic design, as a simple, communicative, and inclusive visual communication medium, has great potential in supporting visual literacy and strengthening the role of the family as the center of children's character education. Through collaboration between designers and educators, visual parenting education media such as posters, comics, infographics, and simple digital content can serve as an effective means of conveying moral and social values to parents. Thus, these visual

media not only help raise family awareness of the importance of character education but also encourage the creation of a participatory and sustainable learning environment within the family, especially in communities with limited access to formal education.

This research begins with the gap in the utilization of educational media that can strengthen the role of the family as the first character education environment for children. Based on this background, the formulation of the problem in this research includes: (1) How effective is visual media for parenting education in increasing family awareness of the importance of children's character education?, (2) What kind of educational graphic design strategy is most relevant and easy to understand by families from various socio-economic backgrounds?, (3) Why is collaboration between designers, teachers, and literacy communities important in developing visual media for parenting that is oriented towards strengthening children's character in the family environment?

It is hoped that this research can achieve the following objectives : (1) Analyze the perceptions of designers and educators regarding the effectiveness of visual approaches in conveying character education messages to parents. (2) Identify educational graphic design strategies that are most relevant and easily accepted by families from various socio-economic backgrounds. (3) Evaluate the potential for collaboration between designers, teachers, and literacy communities in developing visual parenting media that are oriented towards strengthening children's character in the family environment. According to (Suryono, 2022) the benchmark for the success of a study, it can be seen from performance indicators, performance indicators are quantitative or qualitative measures used to measure the extent to which the goals, objectives, or performance of an activity, program, or organization have been achieved. This indicator functions as a tool to monitor progress, assess success, and become the basis for strategic decision making. , in the context of this study, performance indicators are in the form of assessments from professional educators and at least 80% of respondent parents can easily access parenting literacy media. This research will later use a qualitative research approach, where data is obtained directly from the field, either in the form of observation, interviews or documentation. while the qualitative objective is field research using theory without using statistical formulas (Ernawati & Arifianto, 2023).

Many studies discuss educational materials or methods both in formal education and education at home or foster care, but there are still few that discuss relevant media for literacy tools in the field of education, especially in this study which focuses on character education in the family with the aim of increasing parental understanding, it is hoped that this study can find ways of delivery and media used to increase understanding of the importance of character education, and it is hoped that it can find out the role of collaboration between graphic designers and educators with the aim of increasing parental understanding of character education, because collaboration/dual discipline is needed to face the complexity of the modern era (Rif'ah & M. Husnaini, 2024).

RESEARCH METHOD

This study employed a qualitative approach. Qualitative research methods are descriptive and tend to utilize analysis. Process and meaning (the subject's perspective) are emphasized in qualitative research (Qurotul et al., 2025). Therefore, a qualitative approach is highly relevant for exploring the needs and context of character education, or determining relevant concepts and media.

A simple case study or R&D, Research and Development (R&D) is the process or steps to develop a new product or improve an existing product. Development research is a type of research that can bridge the gap between basic and applied research (Okpatrioka, 2023). However, in this research, the development steps are limited to determining the concept of graphic design media, which includes choosing a design style, font type, color type or color psychology, and so on.

In addition, in qualitative research, data is also obtained using interview methods (teachers & designers), surveys (parents), visual media documentation. Interviews are the process of obtaining

information for research purposes by means of questions and answers while face to face between the interviewer and the informant or interviewee, with or without using an interview guide (Nur & Yaumil Utami, 2022.). With this method, more in-depth and broad information can be obtained, not only from several statements from the main informants to answer the research objectives, but also other statements that can help research increase awareness of the importance of character education in the family.

And to analyze the results of data collection, thematic analysis and source triangulation were used to summarize all the data needed. investigators conduct a thematic analysis that identifies the themes and relationships that exist in the abstracted data. Thematic analysis is considered to be the most appropriate in synthesizing research designs. It is also known as a descriptive method that reduces data in a flexible fashion combined with other data analysis techniques (Zahir M & Rosnah, 2023). and triangulation is combining information and data obtained from interviews and observations (Hia Yubilate, 2022).

RESULT AND ANALYSIS

1.1 Research Methods, Concepts, and Techniques

This study uses a Research and Development (R&D) approach with descriptive qualitative methods supported by simple quantitative data. This approach was chosen to develop visual educational media based on real needs in the field, with a focus on analyzing the assumptions of designers, teachers, and parents. The research design is exploratory, consisting of three main stages: the exploration stage to identify problems through literature studies and teacher interviews, the development stage to design media based on designer input and limited trials, and the validation stage through parent surveys to assess the ease of use and relevance of the media. Data collection techniques include semi-structured interviews with teachers and designers, analysis of existing media design documents, satisfaction and usability surveys with parents, and source triangulation to ensure data validity.

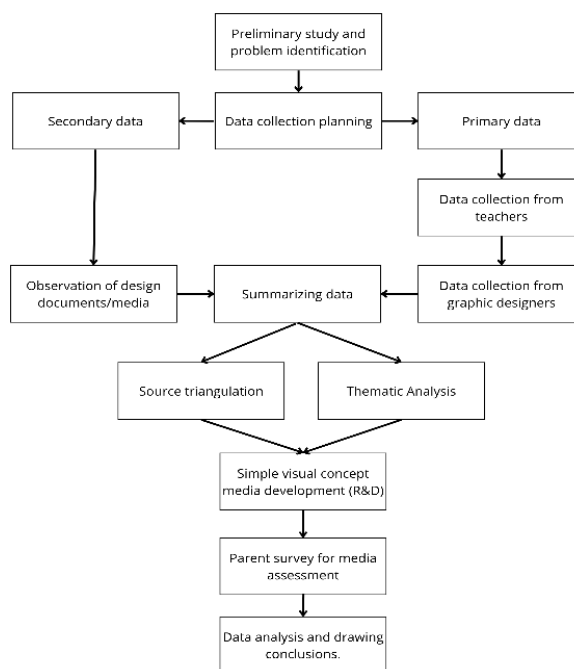


Fig. 1. Research stages that were passed.

1.1.1. Preliminary Study and Problem Identification

Based on interviews with educators at several schools, it was found that the most difficult character values to teach are honesty, discipline, and responsibility.

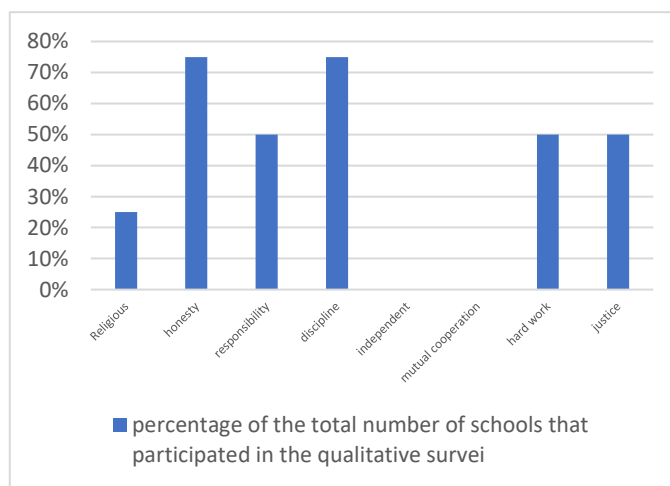


Fig. 2. The Most Difficult Character Education Values to Convey to Parents

The media currently used are posters, school social media, and educational videos, with the main obstacles being busy parents and the lack of engaging and easy-to-understand media. Analysis shows a communication gap between schools and parents in character education,

where existing visual media are considered insufficient to reach parents from various socio-economic backgrounds. This is despite (Usman, 2025) the opinion that the role of parents is important in supporting children's education, where actively involved parents can provide a conducive environment for children's development.

Character Values	Busy Parents	Lack of Communication	Parents Think Education Is the School's Duty	Economic Limitations	Lack of Understanding	Lack of Engaging Media
Discipline						
Honesty						
Responsibility						
Hard Work						
Fairness						

Frequently occurring values: Rarely occurring values

Fig. 3. Data mapping between the correlation of character values and obstacles from parents

"Parents feel education is the school's job" emerged as the dominant obstacle to core values such as Discipline (33.3%) and Responsibility (33.3%). This indicates a need to change the parental mindset through more effective communication approaches through the media or . "Busy parents" and "economic limitations" had minimal influence. This indicates that the main problem lies in communication and understanding, not external limitations.

1.1.2. Planning and Primary Data Collection

1.1.2.1. Interview with a Graphic Designer

Designers stated that visual media should be simple, contextual, and use everyday stories, with short videos and infographics being rated most effective according to opinion (Aisah, Ismail, & Margawati, 2021), as well as the importance of involving parents in the feedback process.

1.1.2.2. Document Observation and Secondary Data Design Media

It was found that most of the media used by schools was textual and lacked interactivity, making it less engaging for parents. Analysis showed that designers and teachers shared a shared perception of the importance of simple visuals and emotional narratives, but there was no structured collaboration mechanism between the two parties.

1.1.3. Simple Visual Media Concept Development (R&D)

Based on input from teachers and designers, a series of short live-action videos involving children, digital posters with short messages, and a parenting WhatsApp group were developed. Analysis showed that this concept met inclusive design principles, was easily understood by parents with low visual literacy, and was easily accessible via mobile devices.

1.1.4. Parent Survey for Media Assessment

A total of 25 parents were involved in a usability survey, with 92% stating that the video media was easy to understand and engaging, and 88% agreed that the media was suitable for busy parents, with suggestions for improvements including adding a conclusion at the end of the video and simplifying the text. The analysis demonstrated that the developed media was relevant and easily adopted by parents, indicating

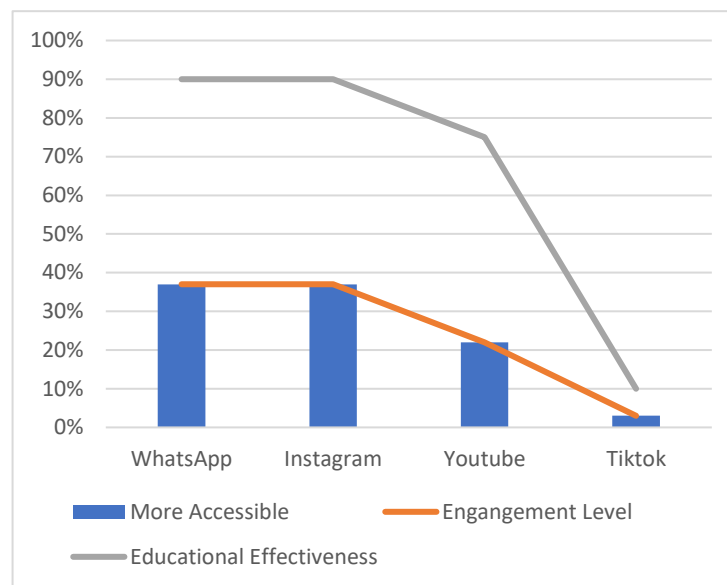


Fig. 4. Comparison between Social Media Platforms and Parent Engagement

that a simple visual approach with contextual content can overcome time and literacy constraints. They agree (Amirah Zahra Muthi, Nuraida Rezeki Fadhilah, Desy Safitri, & Sujarwo Sujarwo, 2023) that using documentary videos as a learning medium can provide a more meaningful and engaging learning experience. Through appropriate activity design and integration with other learning strategies, documentary videos can help develop conceptual understanding and critical thinking skills. However, their effectiveness depends on good learning design, user readiness to utilize technology, and adequate infrastructure support to ensure optimal access and implementation.

2. Thematic Analysis and Triangulation

2.1.1. Theme 1: Effectiveness of Visual Media in Increasing Parental Awareness

Based on triangulation of data from teachers, designers, and parents, it was concluded that visual media is effective when it uses everyday stories, involves children as role models, and is delivered through easily accessible channels such as WhatsApp and Instagram.

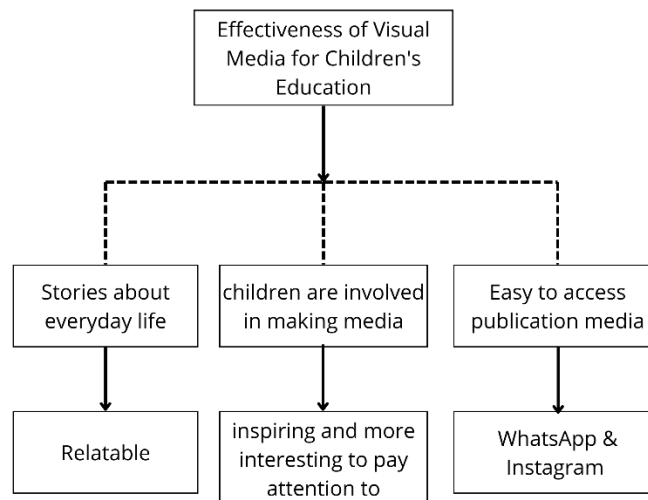


Fig. 5. Comparison between Social Media Platforms and Parent Engagement

(Fadila, Ulviana, Husna, & Marsitah, 2024)concluded that social media management has a significant role in shaping learning and interaction patterns in educational environments, in this context the educational environment is changed to a family environment.

2.1.2. Theme 2: Design Strategies Relevant to Diverse Socio-Economic Backgrounds

The simple, concise, and contextual design has proven to be acceptable to parents from diverse backgrounds, aligning with universal design principles that emphasize accessibility and understanding. Involving their children as role models in the videos also increases parents' interest in the media.

2.1.3. Theme 3: The Importance of Cross-Party Collaboration

Collaboration between teachers, designers, and the literacy community plays a role in ensuring that messages are not distorted, expanding distribution reach, and maintaining the sustainability of the program.

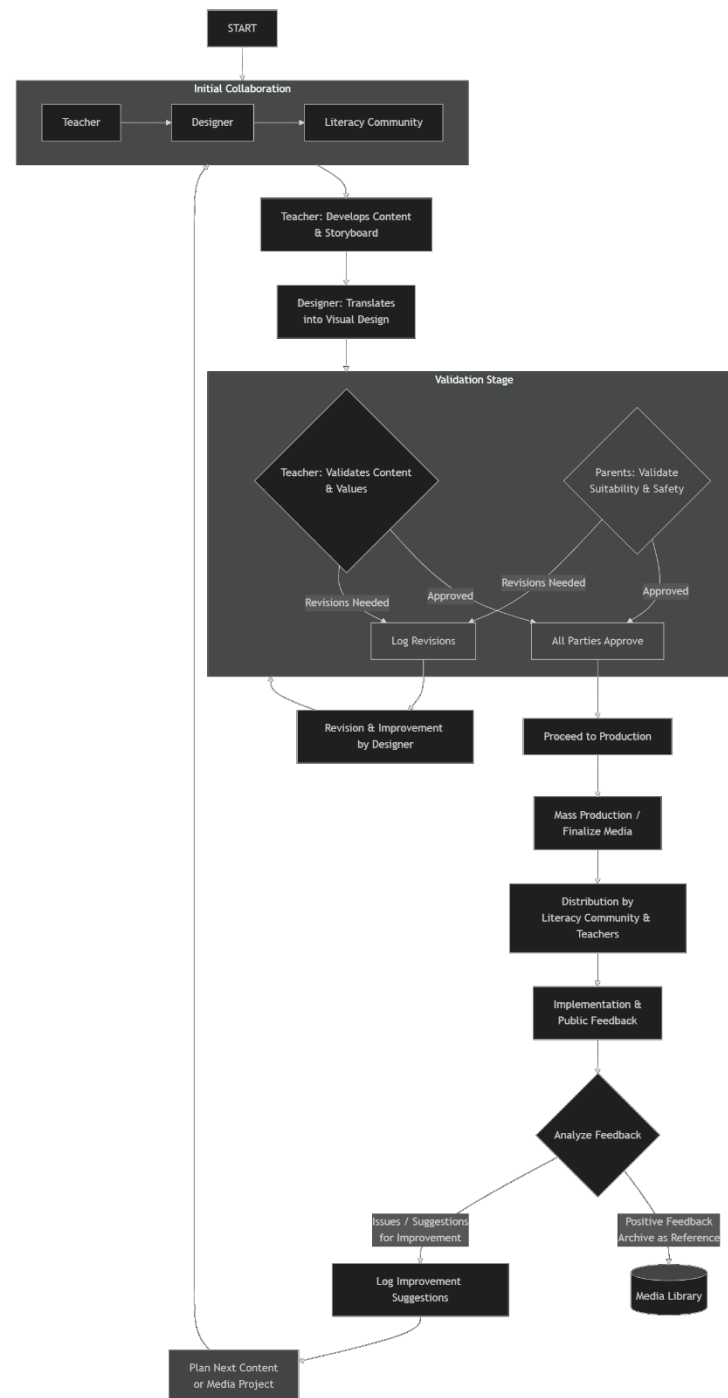


Fig. 5. Flowchart for Collaborative Educational Media Production

3.1 Recommendations Based on Findings

Based on all the results and analysis, it is recommended for further researchers to develop media in audio podcast format to reach parents with literacy disabilities, for education policy to form a permanent collaborative team between schools, designers, and communities for the production of sustainable educational media, and for school practice to utilize WhatsApp groups not only for administrative information but also as a means of character education through short visual content. This research proves that a simple collaborative and visual-based approach can be an effective solution in increasing the role of parents in children's character education.

CONCLUSION

Based on results analysis that has been done, it can be concluded that visual media for parenting education has significant effectiveness in increasing awareness of family importance of education characters. Media that uses story of everyday life, showing child as role model, and spread through an easy platform accessible like WhatsApp and Instagram, it is proven more capable of attracting attention as well as helping parents understand the values of the character you want delivered.

In addition, the design strategy the most relevant and easy graphics accepted by the family from various background social economy is simple, concise, and contextual design. This kind of design, especially those who use color interesting and easy illustrations understood, can help overcome difference level literacy in society. Use of short live-action videos and infographics with message short also proven effective, especially for parents who have limitations time. Interestingly, research this also found that parents more pay attention and feel more connected with educational media when child they follow involved in the manufacturing process or appearance in the media.

Apart from the factors design and delivery messages, collaboration between designers, teachers, and communities literacy own role important in guard relevance and sustainability of educational media character. Collaboration This not only help ensure message education character delivered with precise, but also expanding range media distribution and enrichment content from side educative and social. With Thus, research This confirm that success of educational media not only relies on attractive visuals, but also on synergy between various parties involved in the process.

Based on findings study In this regard, it is recommended that the development of parenting education media is also carried out in audio or podcast format. This can become more alternatives easy accessed by parents who have limitations literacy read-write. Besides, it is necessary formed team collaborative involving schools, designers, and communities literacy for the production of educational media can walk in a way sustainable and consistent. Utilization WhatsApp groups can also expanded, not only as means distribution information administrative, but also as a learning medium interactive and light characters through short visual content.

As notes reflective, research This still own limitations on space scope and quantity participants, so that study advanced recommended For involving more Lots respondents from various area so that the results more representative. Going forward, exploration to other forms of media such as animation interactive or educational games can also be become step innovative For strengthen effectiveness delivery values character to family.

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