[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)A Design Thinking Approach to Create Posters and Infographics for Socialising Clean and Healthy Lifestyle in Gayungan Village, Surabaya City

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| ABSTRACT |  |  |
| Gayungan Urban Village in Surabaya City has a flagship programme aimed at promoting a clean and healthy lifestyle to its local community. Through an interview with Lurah Pramudita Yustiani, S.T., it was revealed that the programme focuses on educating the community about waste sorting, waste utilization, and creating a smoke-free environment. A questionnaire-based observation showed that 65% of the community had embraced a clean and healthy lifestyle, while 35% had not. Additionally, 55% of the community were unaware of the socialization programme, while 45% were aware. To address these issues, the suggested solution is to create media in the form of visually appealing posters and infographic handbooks. These media materials were designed using the design thinking method, which emphasizes meeting user needs and providing an optimal user experience. By offering clear instructions and appropriate visualizations, these materials can be easily understood and followed by the lower middle-class community. Ultimately, the aim is to increase public awareness and participation in living a clean and healthy lifestyle. The study underscores the significance of an effective visual design in conveying information and highlights how the design thinking approach ensures the media created meets users' needs, thus enhancing the effectiveness of the socialization programme.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  Poster Design Infographic Handbook Clean and Healthy Lifestyle  Design Thinking Community Socialisation |