

Design And Development of Manners Poster In Vihara Grha Buddha Manggala

Mulyanto¹, Tony Wibowo²

Universitas Internasional Batam

Email of correspondence: 2131056.mulyanto@uib.edu tony.wibowo@uib.ac.id

Abstract

As society and technology evolve, it has become increasingly crucial to preserve ancient values, particularly in hallowed spaces like temples. The etiquette poster developed for Vihara Grha Buddha Manggala attempts to educate the guests on respectful temple behavior. Where It provides straightforward instructions and gentle reminders about the need for respect and mindfulness in temples. The poster covers a variety of important subjects, including attire, shoe removal methods, courteous language, respectful greetings, and proper posture during prayers. It uses basic design ideas and graphics to effectively explain these standards, ensuring that the audience understands them. The temple administration staff and guests provided positive feedback about the poster, indicating that it has been developed in an environment of respect. The poster's appealing design and informative content render it an invaluable educational tool, contributing to the creation of a harmonious experience for all guests at the temple and enriching their spiritual journey.

Abstrak

Seiring perkembangan masyarakat dan teknologi, semakin penting untuk melestarikan nilai-nilai kuno, terutama di tempat-tempat suci seperti Vihara. Poster etiket yang dikembangkan untuk Vihara Grha Buddha Manggala berusaha mendidik para tamu tentang perilaku kuil yang menghormati. dimana Ini memberikan instruksi yang sederhana dan pengingat lembut tentang kebutuhan untuk menghormati dan memperhatikan di Vihara. Poster ini mencakup berbagai topik penting, termasuk pakaian, metode penyingkiran sepatu, bahasa sopan, salam hormat, dan postur yang tepat selama doa. Ini menggunakan ide desain dasar dan grafis untuk secara efektif menjelaskan standar ini, memastikan bahwa audiens mengerti mereka. Staf administrasi kuil dan tamu memberikan umpan balik positif tentang poster, menunjukkan bahwa itu telah dikembangkan dalam lingkungan yang menghormati. Desain menarik poster dan konten informatif menjadikannya alat pendidikan yang tak ternilai, berkontribusi pada penciptaan pengalaman yang harmonis bagi semua tamu di Vihara dan memperkaya perjalanan spiritual mereka.

Keywords: *Temple, Poster*

Introduction

Vihara Grha Buddha Manggala is a place of worship and spiritual sanctuary for Buddhists. Located in Batam and is build at 1997, this temple has become one of the pillar in the Buddhist community in the area. And it's know from the place it's having a problem with information about etiquette and proper conduct within the temple. To address this issue, a poster on temple etiquette has been designed and created. The poster serves as a visual aid to educate visitors about the proper behavior and conduct within the temple premises. The poster includes guidelines on various aspects of etiquette, such as dress code, noise level, respectful behavior towards the Buddha statues and others.

In today's digital age, technology plays a crucial role in effectively reaching and engaging with a wider audience. By leveraging technology support, such as graphic design software and digital printing, the creation and dissemination of the temple etiquette poster can be made more accessible and impactful. Utilizing technology support allows for the incorporation of visually appealing designs and vibrant colors in the poster, making it more attention-grabbing and memorable for visitors. Additionally, digital platforms and social media can be utilized to share the etiquette poster widely, reaching not only local visitors but also those who may be interested in learning about temple etiquette from afar. Moreover, technology support enables efficient and cost-effective production of the poster, ensuring that the message of proper conduct and respect within the temple is widely spread and easily accessible to all. By embracing technology, we can effectively uphold traditional values and etiquette in the digital age (Yue, 2022).

Visual design plays a crucial role in the effectiveness of a poster, especially one intended to educate and inform, such as an

etiquette poster in a temple (Faulkes, 2023). A well-designed poster not only attracts attention but also ensures that the information is easily understood and retained by its audience (Li, 2021). A clear and well-organized layout helps guide the viewer's eye through the poster. Using sections or blocks to separate different pieces of information, along with headings, subheadings, and bullet points, makes the content more digestible. Establishing a visual hierarchy by varying the size and weight of text elements ensures that important information, such as the main etiquette guidelines, is more prominent.

Typography is another critical aspect, with font choices that should be easy to read and appropriate for the context. Complementing the text, the use of color is essential in creating visual interest and highlighting key elements. Colors should be harmonious and respectful of the temple 's cultural significance, often incorporating traditional or soothing tones (Hidayah, 2023). Additionally, incorporating images or icons can enhance understanding and retention of the information. Visual aids such as illustrations of proper dress codes or respectful behavior can make the guidelines clearer and more engaging (HL et al, 2023). Overall, the visual design of an etiquette poster should balance aesthetics with functionality, ensuring that it is both attractive and educational.

Furthermore, the development of the poster will leverage digital platforms and social media channels to maximize its reach. The use of digital printing technology will ensure high-quality production of the poster, maintaining the vibrancy of colors and the clarity of visual elements. By embracing a visual-media design and development approach, the temple etiquette poster will not only serve as a visual guide for proper conduct, but it will also leverage technology to effectively promote and educate the public and the

Buddhist community about the traditional values and etiquette upheld within the sacred space of Vihara Grha Buddha Manggala.

Methods

Vihara Grha Buddha Manggala is a place of worship and spiritual sanctuary for Buddhists. Located in Batam and is build at 1997, this temple has become one of the pillar in the Buddhist community in the area. And it's know from the place it's having a problem with information about etiquette and proper conduct within the temple. To address this issue, a poster on temple etiquette has been designed and created. The poster serves as a visual aid to educate visitors about the proper behavior and conduct within the temple premises. The poster includes guidelines on various aspects of etiquette, such as dress code, noise level, respectful behavior towards the Buddha statues and others.

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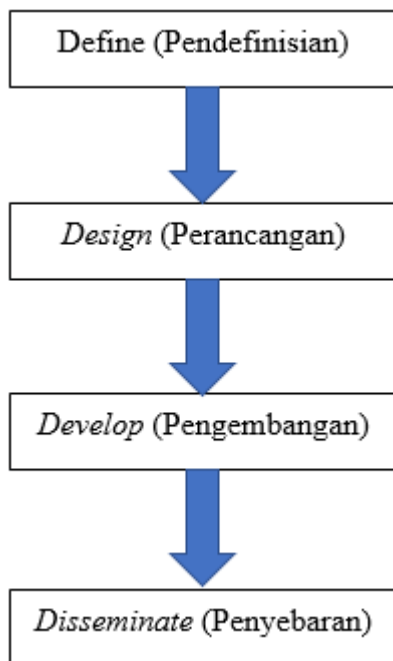
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Define In this stage, the research team will conduct a thorough analysis of the current etiquette within the temple, and gathering the necessary information to create the poster. This step will involve :

Interview with the temple management team to understand their expectations and preferences for the etiquette poster, gathering the specific guidelines and rules to be included. Observation of visitor behavior and interactions within the temple to identify the key etiquette issues that need to be addressed. Review of existing literature and best practices for etiquette in Buddhist temples, to ensure the poster aligns with established cultural

norms and practices (Huang & Fu, 2022; Irawan et al., 2018).

Design In this stage, the team will conceptualize and plan the visual design of the etiquette poster. The design will focus on: Developing a clear layout and information hierarchy, using sections, headings, and visual cues to guide the viewer (Alim & Rahim, 2021; Murchie & Diomedes, 2020). Selecting appropriate typography, color palettes, and imagery that are culturally relevant and visually engaging. Incorporating design elements that balance aesthetics and functionality, making the poster both attractive and easy to understand.

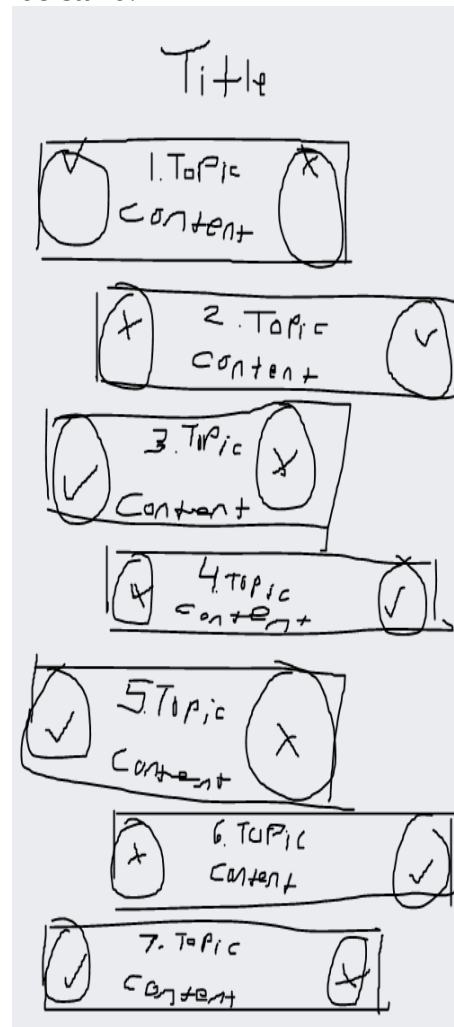


Figure 2 Design Concept

The design concept comprises five main ideas, presented in the form of a title, topic, content, correct reference, and wrong reference. The title is designed to

convey the first impression of the content to the reader, which necessitates a simplified approach. The topic of each box is presented in a larger font size than the explanation, indicating the topic's focus. It is therefore necessary to ensure that each topic is more eye-catching, which can be achieved by bolding the text. The content of each topic should be straightforward and clearly delineate the purpose of the item in question. If the text design is overly complex, it will impede the reader's comprehension and make it challenging to read. It is also essential for the concept to be expressed in language that is readily comprehensible to the general public. If the text is excessively intricate, it will be difficult for the reader to grasp the message. The subsequent element is the appropriate reference, which is represented by a circle with a check mark within it. This symbol indicates to the reader that the image or illustration in the reference is the correct method for performing the task or the correct approach for completing the task. Similarly, the incorrect reference is intended to convey the incorrect way in which something should be done. This is done by showing the reader that the incorrect method is not the correct one.

Upon completion of the design concept for the poster, the author initiates the design process. The software utilized for this purpose is Google, accessed via the Canva website. The poster was developed on the ASUS Zenbook 14 OLED (UX3405), which is equipped with an Intel® Core™ i7-1260P Processor 2.1 GHz (18M Cache, up to 4.7 GHz, 4P+8E cores). Subsequently, a meeting was held with the client to present the final result of the development process. Subsequently, the client and supervisor evaluated the design that had been created. The client and supervisor evaluated the result based on the author's performance. However, as the design has not yet been finalized, the client will provide input or revision to the

poster. Subsequently, the author will implement the revisions provided by the client. The completion of the poster, which informs etiquette in temple, is contingent upon the final stage of assessment and comprehension by the readers.

In the development stage, the designed poster was brought to life using Canva to create the finished result. This poster has been previously designed and is tested for content validity until the outcome is deemed suitable for use. Prior to distribution, the poster will be pretested with members of the temple community to obtain input and make any required changes.

Dissemination, The final stage of the dissemination process is the distribution and promotion of the temple etiquette poster. Potential dissemination strategies include the placement of the poster in prominent locations within the temple, such as the entrance, the prayer hall, and other crucial areas. To reach a larger audience, the digital version of the poster should be shared on the temple's website and through social media networks. Additionally, collaboration with local Buddhist organizations and educational institutions to spread the poster and raise knowledge about temple etiquette is recommended.

Result and Discussion

(The product developed is an interactive etiquette poster for the temple, which effectively combines traditional values with modern digital technology to promote proper conduct and respect within the sacred space. The poster is designed to be visually appealing, easy to understand, and accessible to a wide range of visitors, both local and from outside the community.

The design blends a relaxing and inviting color palette with clear visual and verbal instructions to teach visitors about basic Buddhist temple etiquette. The usage of orange for the headers makes the main theme stand out. The light beige background maintains a neutral color scheme, allowing the content to shine without overwhelming the reader. The use of red and green colors provides rapid feedback on correct and incorrect behaviours.



The concept of the poster is to educate and inform people who visits Vihara Grha Buddha Manggala. About the etiquette that is done and need to be followed when visiting a temple.



Figure 3.1 Title and Subtitle

From the picture pointed at figure 3.1 is to point out the main idea and information from the poster that will be produced.



Figure 3.2 Polite Clothes

In Figure 3.2 the point is to talk about polite dress and how to dress in temple and how not to dress in temple



Figure 3.3 Remove Shoes or Sandals

In Figure 3.3, the point is to talk about the condition of the foot needed when being in the temple. People should not use their shoes or sandals when they are in the temple. And place the shoes or sandals in the designated place.

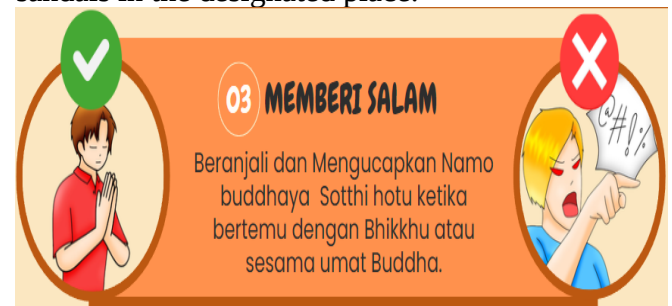


Figure 3.4 Greetings

Figure 3.4 discusses greeting etiquette to be followed while interacting with other guests and monks.



Figure 3.5 Salute to The Buddha Figure

Figure 3.8 Don't be noisy

In Figure 3.5, the point is to talk about the behavior to do when they are in the dhammasala. And the right way to greet when the time is needed

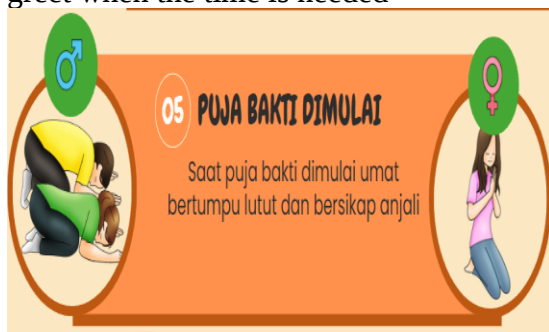


Figure 3.6 Praying Started

In Figure 3.6, the point is to talk about the leg position when praying is started. Where the male feet posture and female feet posture is shown with different way



Figure 3.7 Sit politely

In Figure 3.7, the point is to guide and let the people know the correct way to sit down.

In Figure 3.8, the point is to tell the people to not be noisy when being in temple

This project's implementation is located at Jalan Perum Baloi Mas Permai, Blok B No. 21, RT003/RW006, Jl. Anggrek Permai, Baloi Indah, Kec. Lubuk Baja, Kota Batam, Kepulauan Riau 29444. The poster was produced using Canva software, with an output size of 36 x 72 inches. The device used for editing is an ASUS Zenbook 14 OLED.

After completing the poster, we sent the raw file via a Google Drive link to the management of Vihara Grha Buddha Manggala for review. The response was mostly positive, with the temple administration praising the accurate depiction of etiquette and the simple design. We were also informed that temple visitors gave positive feedback, stating that the poster was easy to understand and clearly explained the etiquette to be followed. The poster has proven to be a valuable tool for informing and educating the community. Through the use of basic design and images. The guide will be easy to experience and understand. Allow the community to understand the proper way to behave in temple. By showing how to do things using graphics.



Figure 4 Poster shown at the projector

The poster is then displayed at the temple's projector which is shown as the praying is about to begin to show the visitors the etiquette that must be followed.

During our research in the temple, we discovered that some people do not know correct etiquette and conduct within the temple. To address this issue, a poster about temple etiquette has been devised and produced. The poster acts as a visual aid to teach visitors about correct behavior and conduct on the temple grounds.

Conclusion

In conclusion, the development and dissemination of the temple etiquette poster have been crucial in promoting proper conduct and respect within the sacred space. The interactive nature of the poster, combined with its visually appealing and easily understandable design, has made it an effective tool for educating both local and visiting members of the temple community. By incorporating traditional values with modern digital technology, the poster has successfully conveyed the importance of etiquette through simple but impactful visual and textual elements. The strategic distribution of the poster in prominent locations within the temple, as well as its 293 Prosiding National Conference for Community Service Project (NaCosPro) <http://journal.uib.ac.id/index.php/nacospro>

digital presence on the temple's website and social media channels, has contributed to its widespread reach and influence.

Overall, the poster serves as an important guide for individuals to understand and adhere to the proper etiquette when visiting the temple. It not only educates the community but also emphasizes the significance of respectful behavior within the sacred space, ultimately contributing to a harmonious and spiritual environment for all visitors. Moving forward, the poster will continue to play a fundamental role in educating and reminding individuals about the expected conduct within the temple, ensuring that the sacred space is honored and respected by all who enter.

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