

Perihal

Infografis

Webinar Parsada (Paparan Statistik & Analisis Data) BPS Provinsi Sumatera Utara Agung Santoso

Statistisi Ahli Pertama BPS Provinsi Sumatera Utara

Apa itu Infografis?

Berasal dari Bahasa Inggris

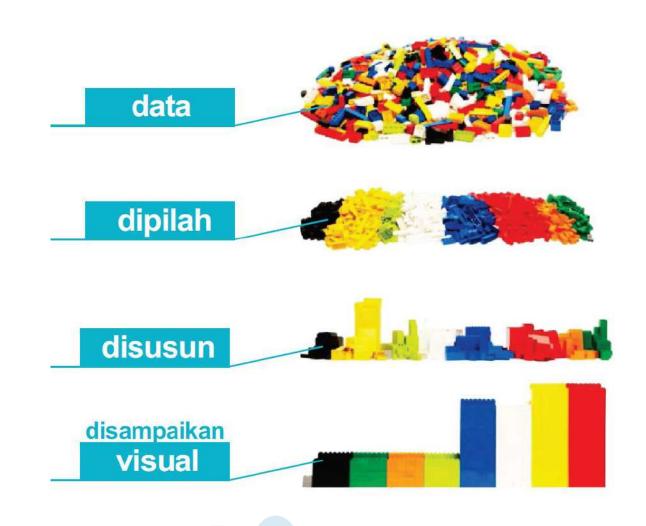
Information dan Graphics

Yang berarti informasi (data) dan grafis visual

"Information or data that is shown in chart, diagram, etc. so that it is easy to understand" **oxford dictionaries**

Visualisasi dari data atau informasi yang menggunakan simbol-simbol visual seperti garis, bentuk, teks, gambar, dan lain-lain.

Data dan Informasi yang dipilah, disusun, dan disampaikan melalui visual yang indah.





Jika Tampilan dan kontennya tidak menarik, apa yang membuat kita harus memilih dan membacanya?

Mengapa Infografis?



90%

Informasi yang dikirimkan kepada otak kita bersifat Visual, Jadi penting untuk memicu saraf otak kita agar orang tertarik dengan informasi yang ingin kita sampaikan. Justin Beegel, 2014

"The Power of Visual Storytelling will teach you how to find stories in your data, and how to visually communicate and share the with your audience for maximum impact" **Jason Lankow, 2013**





VISUAL



TEKSTUAL

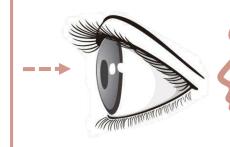
Bidang yang berbentuk
lingkaran berwarna hijau muda.
Bidang ini merupakan bentuk
dua dimensi yang memiliki
semua titik yang berjarak sama
dari titik pusat.

Lebih mudah menunjukan lingkaran tersebut dalam bentuk visual dari pada mendiskripsikannya.

Ini adalah gambar burung diatas ranting pohon

Burung itu menghadap ke kiri dan daun ranting berwana orange

Waktunya saat senja dimusim gugur

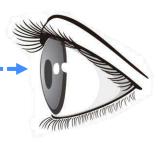


Sebagian besar orang hanya mampu mengingat

20%

Dari apa yang mereka baca







Otak menagkap visual

60.000X LEBIH CEPAT

Dari pada tulisan



Orang mengikuti petunjuk tulisan dengan ilustrasi

> 323% LEBIH BAIK

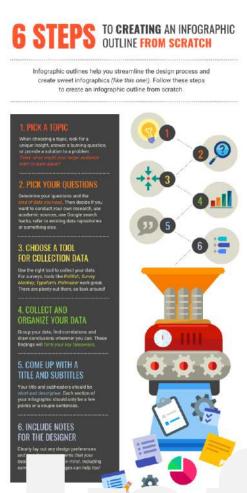
Daripada mengikuti petunjuk tanpa ilustrasi

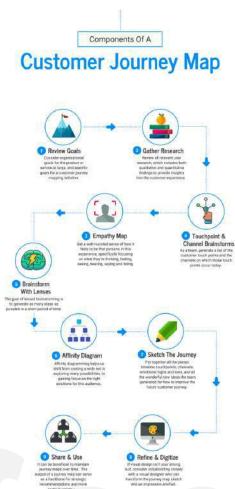


1. Process Infographic

Membantu menjelaskan dan memberikan ringkasan ikhtisar langkah-langkah suatu proses, hampir mirip dengan diagram alur (flowchart).



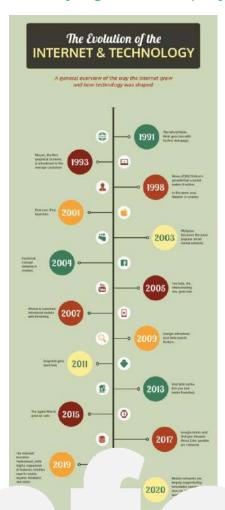




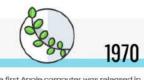


2. Timeline infographics

Memvisualisasikan sejarah/garis waktu sesuatu, menyoroti tanggal-tanggal penting, atau memberikan ikhtisar peristiwa (misalnya, garis waktu proyek atau tanggal penting suatu acara).



A BRIEF HISTORY OF TECHNOLOGY



The first Apple computer was released in April 1978. This was the first computer readily available to the general public. For the most part society was pretty "green" to the whole concept.



The technological advancements made in the 90's was revolutionary, it gave birth to the World Wide Web, better known today as the internet. Today, billions of dollars are made through this platform.



This decade was filled with innovations, creations and revelations beyond many people's wildest

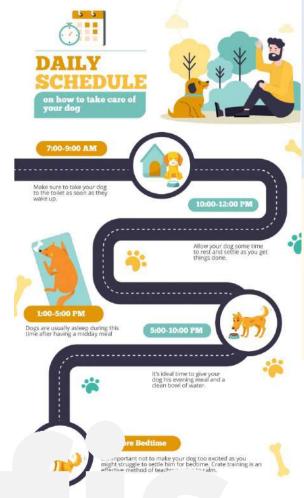


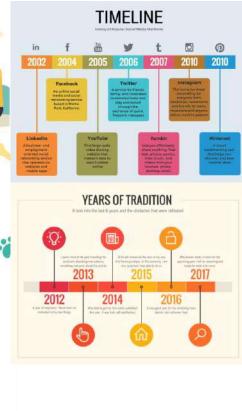
After Apple, other companies like IBM started creating personal computers and others followed shortly after, searching for new ways to introduce devices into people's everyday lives.



Before this decade, a cell phone was just a phone. Many previously used devices adopted new purposes. With more people using toch to batter their lives, internet security became a serious issue.

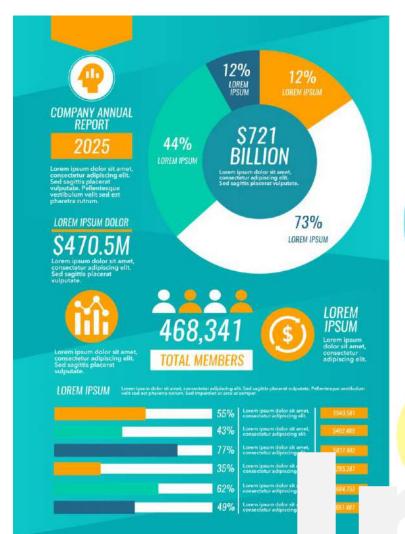
9





3. Data Visualization or Statistical Infographic

Untuk mengilustrasikan data dan informasi yang kompleks melalui bagan, grafik, dan/atau desain. Memusatkan perhatian pembaca pada data yang disajikan. Tata letak dan visual membantu menceritakan kisah di balik data tersebut.



Cloud Survey Facts









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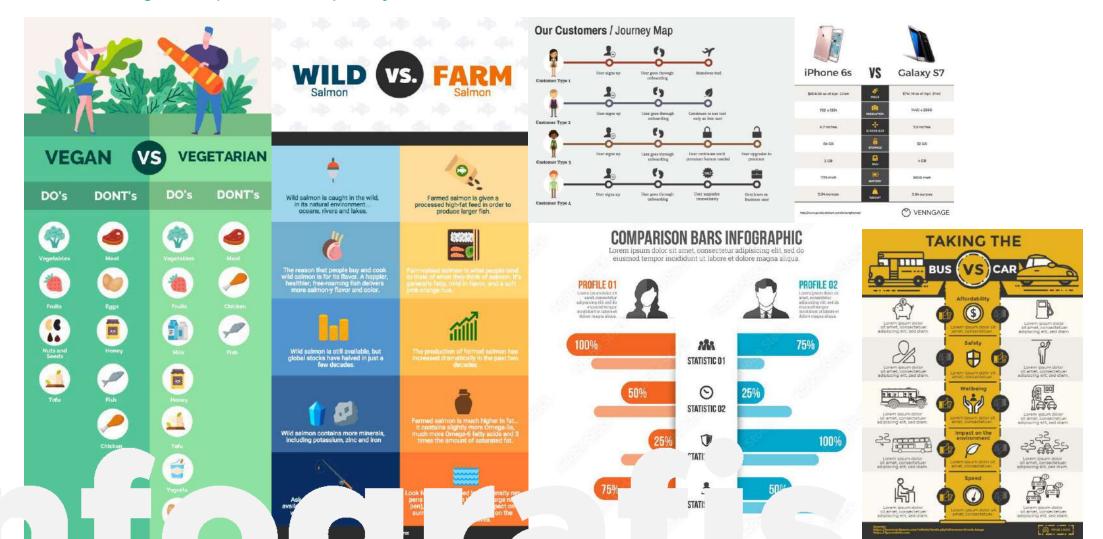
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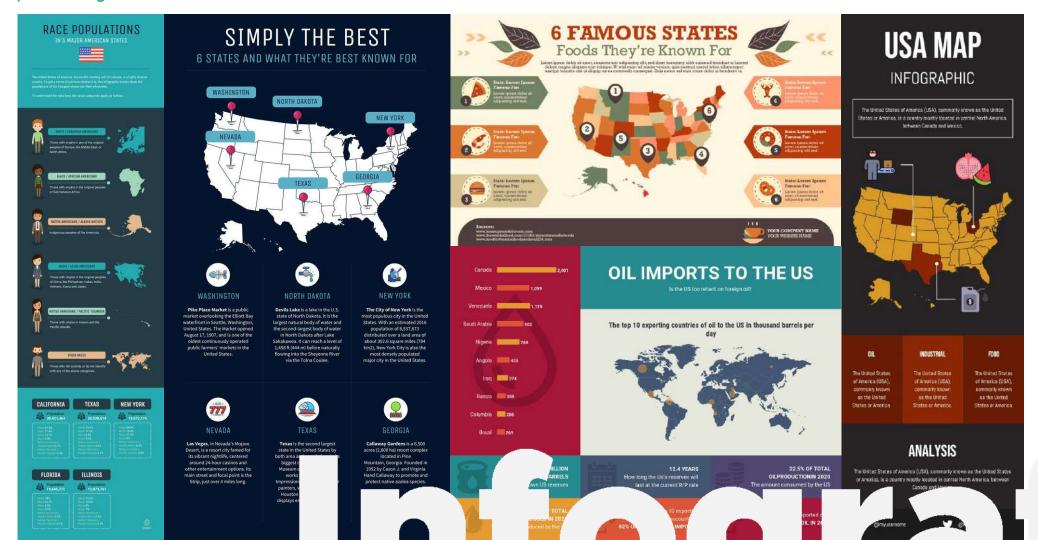
4. Versus or Comparison Infographic

Membandingkan dua ide, konsep, atau objek. Biasanya, infografis perbandingan dibagi menjadi dua bagian, vertikal atau horizontal, dengan satu pilihan di setiap sisinya.



5. Map or Geographic Infographics

Memvisualisasikan data berbasis lokasi, data demografis, atau data dalam jumlah besar. Infografis geografis menggunakan bagan peta sebagai fokus visual.



6. List-based or Informational Infographic

Untuk mengomunikasikan konsep baru atau khusus dengan jelas, atau untuk memberikan gambaran umum tentang suatu topik.



PHONE APPS

Moleskine Timepage

smart calendar and day planner. Timepage works with existing calendar providers like (Cloud, Facebook and Goode, while providing some nifty calendar views and easy event creation.

Word Flow

The Microsoft Garage continues churning out interesting app projects for mobile devices, among them Word Row on IOS keyboard alternative decigned to work with one-handed, thumb-swiping typing while on the go.

Signal

WhatsApp's move to fully encrypted recently, but it's actually a bit late to the party. For something a bit more robust, theck out Open Whisper System's Signal, a free all-in-one messaging and voice-call solution

Oilist Offst prescribes itself as a generational art app. What this means is you feed it an image from Photos, choose a style, and it gets to work, continually repainting your image. like someone's trapped a tiny wan Gogh in your iPhone.

Carrot Weather Snark is a wonderful way to make terrible forecasts early behino



Space Launch Now apcoming take offs, atoms with desire This can also see details of different space vehicles, information on previous southers, and search for specific over





2) CineTrak more feature warked and polithest those erest, For one thing, you can make a list not just of things that you work to worsh, but also have a second for of the things you've seen, so you'll sever ogoin per halfway.

) UVLens Troughout the day so you car plan the you have many frecides out; it will



(4) Runtasty Surpostic has learning an ope called Remotive socked full of healthy regions





TYPES OF CHEMICAL REACTIONS





RIDE THE 🖾 **WATER CYCLE**

-

Informasi padat dan pesannya membingungkan



PROS AND CONS OF COFFEE CONSUMPTION

COFFEE CONTAINS ANTIOXIDANTS, VITAMINS AND MINERALS AND A FEW DIETARY PROTEINS.

Research shows coffee consumption has reduced the risk of some diseases and ailments, including:

- Perkinson's
- · Alzheimer's
- · Type 2 diabetes
- Gallstones
- Cancer oral, esophogeal and phoryngeal
- Asthmo attacks
- · Heart rhythm problems
- Strokes
- · Cirrhosis of the liver
- · Caffeine increases the effectiveness of certain types of painkillers; act as a stimulant



GOOD FOR THE GARDEN: Used roffee grounds benefit many plants. adding nitrogen to the soil.



WOMEN who dronk at least 5 agos a day were 57% less likely to

have estragen receptornegative cancers than these who drank less than a cup a day. Heavy coffee drinkers had 20% less risks of contracting any kind of breast concer when one was taken into occount.

MEN who cleanly an least

6 ques a day were 605 less likely than non-coffee driviers to develop the most lethal form of prostate concer they were 20% less likely to develop any form of the disease. Men who drank 1-3 outs per day were 30% less likely to develop the deadliest for m of prastate conces.



EVEN THOUGH CAFFEINE CAN HAVE POSITIVE EFFECTS. OVERCONSUMPTION MAY CAUSE NEGATIVE RESULTS.

Negative effects may include:

- . Changes in sleep pattern
- · May cause auditory hallucinations
- Hampers absorption of some minerals and vitamins, such as magnesium, zinc
- Can raise blood pressure
- Mild divretic could lead to dehydration and a loss of vitamins B and C as well as colcium, iron and zinc
- Can stain teeth
- Acids can aggravate heartburn



ROASTING THE BEANS: Coffee contains hundreds of compounds, some brought out during the roasting process; some of the cordinagens produced by the high heat of reasting include crosete, pyrimidine, turs and polycyclic aromatic hydrocarbens.

Coffee is among crops most heavily sprayed with pesticides.

AVERAGE CAFFEINE CONTENT POSSIBLE WEIGHT GAIN (CAL.): PER CUP (IN MG): Whigped cream (4 or)

Drip coffee Expresse MEANI Instant DeccrE brewed

Machou caramel (per perso) Supply procket Florered creamer (116-94) Whole wilk (2 teas) Nonformik (2 has) Soy milk (2 Thus)

LOBBECES: Har voor Lebool of Polific Woolth, a compact, com, Rational Culfue describent. The Specialty Culfue Lessation of America, Status described the Laurence Hourt Describes.

© 7917 PREFERRED CREDIT, INC. DELEGIES ET LEGON TREAS

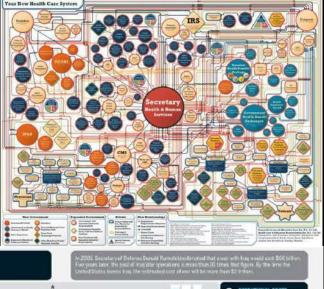
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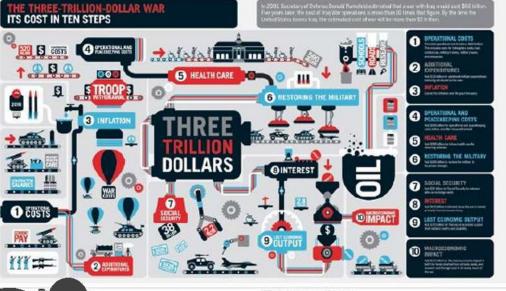
By Design

dott

Informasi terputus dan pesan tidak tersampaikan

Alur bacanya sulit diikuti dan terlalu banyak icon





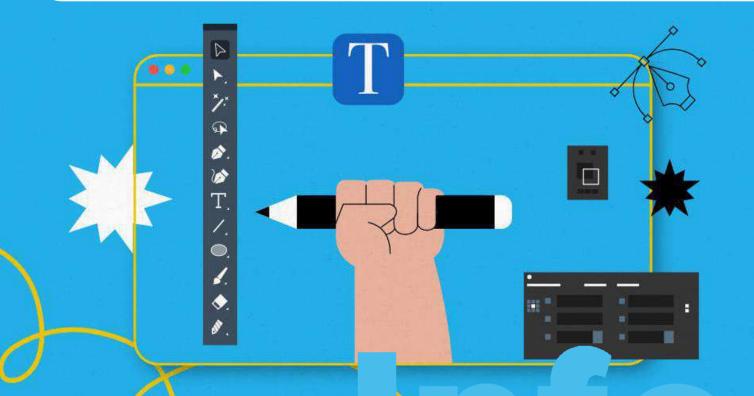




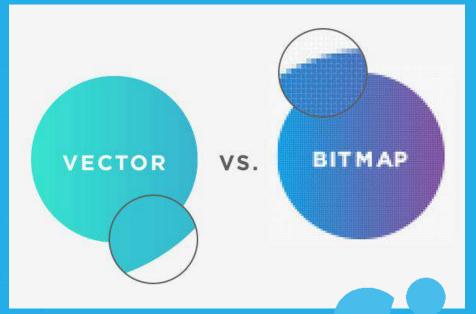




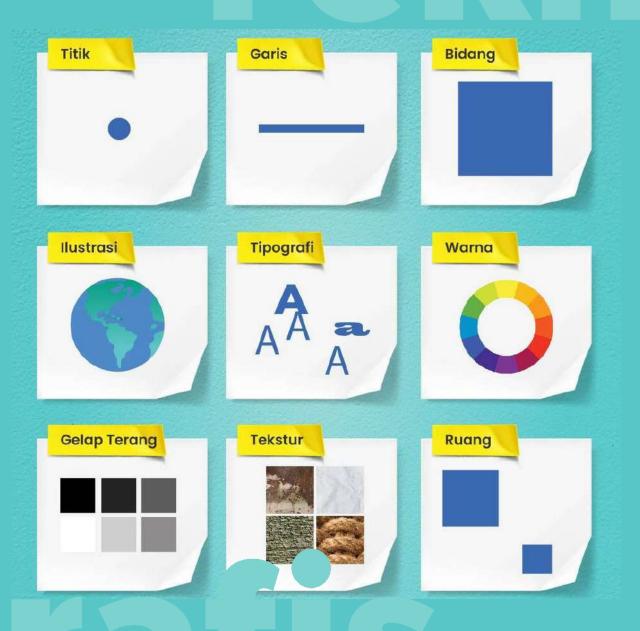
Tools



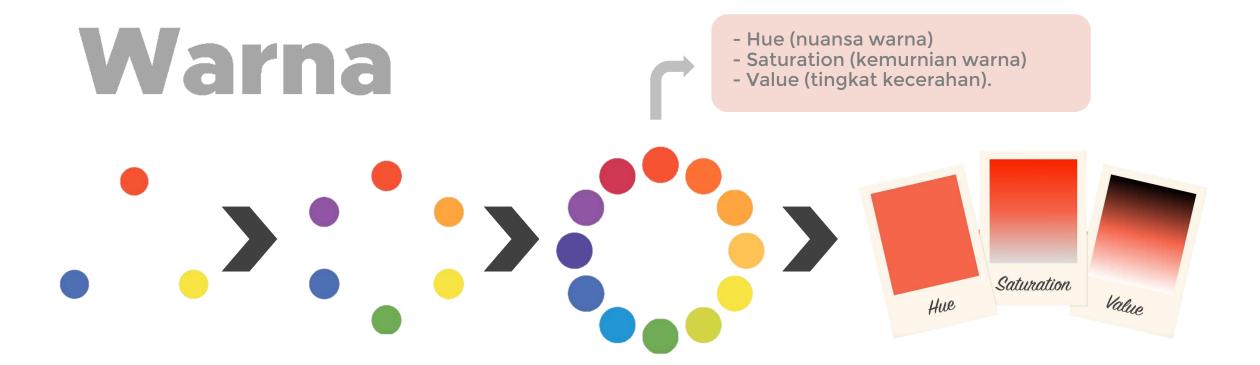
Vector VS Bitmap



Unsur Desain Grafis

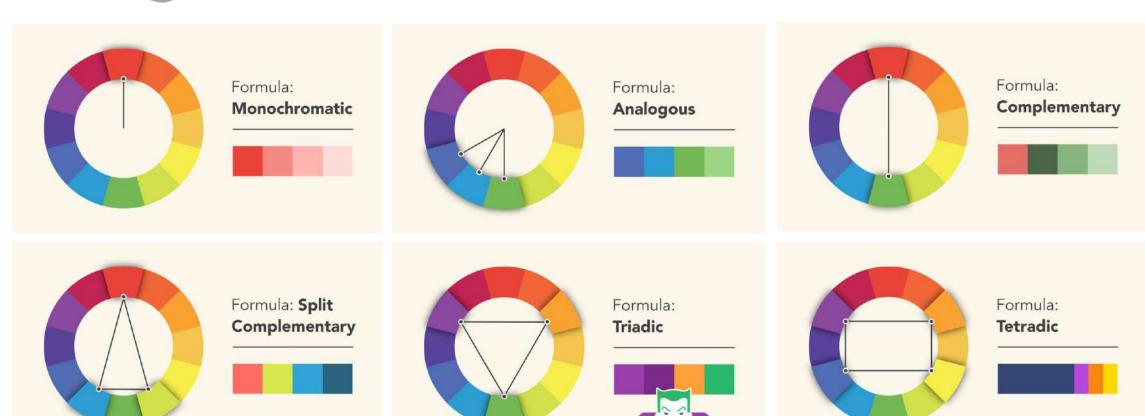








Menghasilkan Harmoni





Typography





BOSS

































































Layout & Komposisi

- 1. Proximity
- 2. White Space
- 3. Alignment
- 4. Contrast
- 5. Repetition



1. Proximity (Kedekatan)

Kenya Reed





Web Designer



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Kenya Reed

Web Designer



kenya@reedweb.com

www.reedweb.com











1. Proximity

(Kedekatan)

2. White Space (Ruang)



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Title

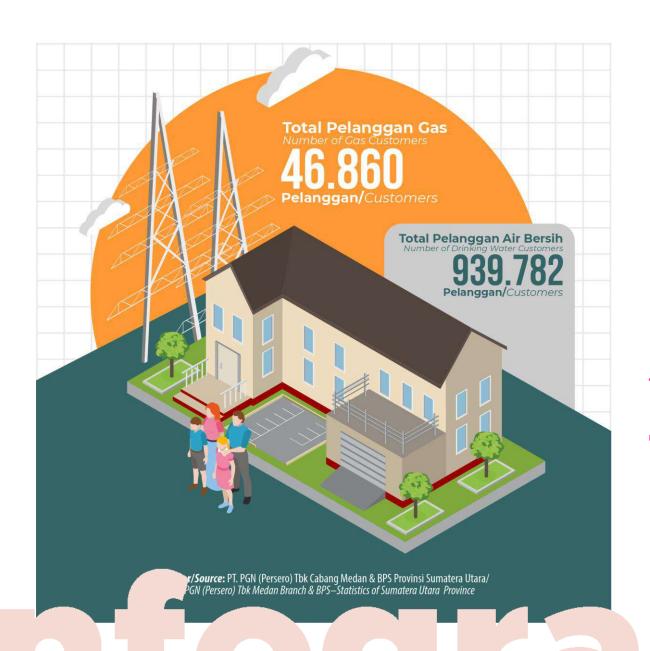
Subtitle

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140 CASA GRANDE WAY BEVERLY HILLS, CA 90210 321.555.9865

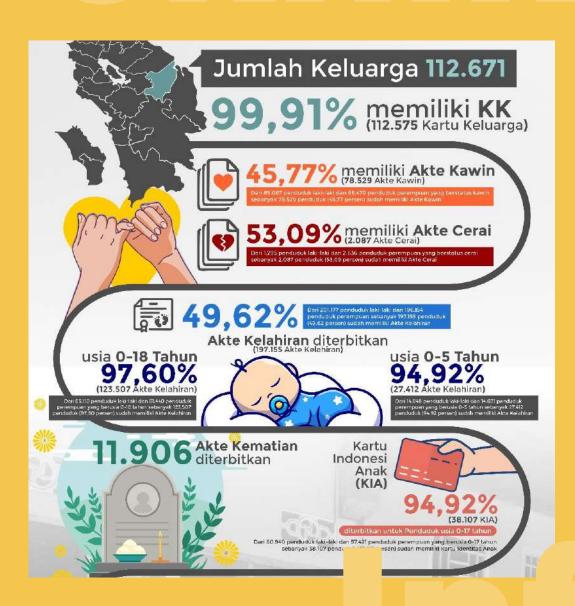


2. White Space (Ruang)

3. Alignment (Perataan)







3. Alignment (Perataan)

4. Contrast (Penekanan)

CAUTION

RADIATION

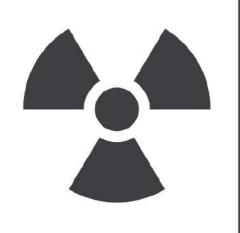
MAY CAUSE SUPERPOWERS

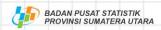


CAUTION

RADIATION

MAY CAUSE SUPERPOWERS





PROM**©**SI STATISTIK

Angka Partisipasi Sekolah (APS) Usia 16-18 Tahun Provinsi Sumatera Utara Tahun 2024 adalah

78,59

artinya 78,59 persen dari penduduk usia 16-18 (yang biasanya SMA) di Provinsi Sumatera Utara **sedang bersekolah.**

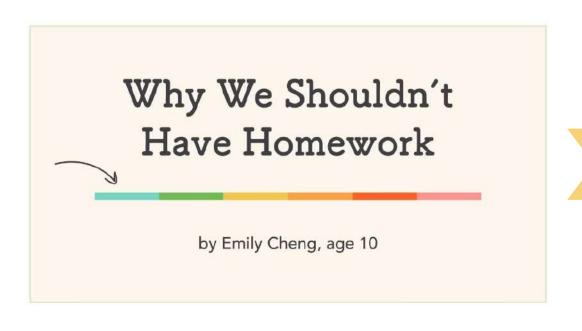
Angka Partisipasi Sekolah (APS) adalah indikator yang menunjukkan persentase jumlah siswa pada kelompok usia sekolah tertentu yang bersekolah di berbagai jenjang pendidikan. APS mengukur seberapa banyak penduduk usia sekolah yang memanfaatkan fasilitas pendidikan yang tersedia. **Makin tinggi APS, berarti makin banyak penduduk** usia sekolah yang bersekolah di suatu daerah.

Sedangkan Angka Partisipasi Murni (APM) SMA Provinsi Sumatera Utara Tahun 2024 adalah **sebesar 69,72 persen.**



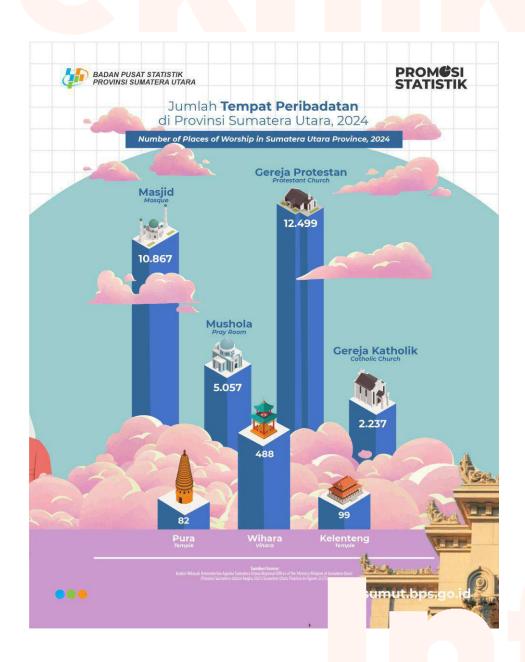
4. Contrast (Penekanan)

5. Repetition (Pengulangan)









5. Repetition (Pengulangan)

- 1. Layout Publikasi
- 2. Sekat Publikasi
- 3. Press Release (Berita Resmi Statistik)
- 4. Publikasi Khusus Infografis*
- 5. Promosi Statistik (Media Sosial)

*Baru saja rilis 5 Juni 2025



1. Layout Publikasi



Hasil Pencacahan Lengkap Sensus Pertanian 2023 - Tahap II Indikator Tujuan Pembangunan Berkelanjutan serta Indikator World Census of Agriculture (WCA)

1.1.1 Lahan Pertanian

krusial dalam menentukan skala dan efektivitas operasional pertanian. Lahan pertanian merujuk pada area yang dimanfaatkan untuk menanam berbagai area vang dibiarkan bera secara berkala atau dijadikan padang rumput sementara. Pentingnya ukuran lahan ini terletak produktivitas pertanian, mempengaruhi economic status of farmers. keberlanjutan lingkungan, serta menentukan status sosial dan ekonomi petani.

2.1.1 Agricultural Land

Ukuran lahan pertanian memiliki peran The size of agricultural land plays a crucial role in determining the scale and operational effectiveness of agriculture. Agricultural land refers to the area utilized for cultivating various types of crops, including both seasonal jenis tanaman, termasuk tanaman musiman and perennial plants, and also encompasses dan tanaman tahunan, serta mencakup areas intermittently left fallow or utilized as temporary pastures. The significance of land size lies in its capacity to support agricultural productivity, influence environmental pada kemampuannya untuk mendukung sustainability, and determine the social and





Rata-rata Luas Lahan Pertanian yang digunakan Menurut Kategori Unit Usaha di Provinsi Sumatera Utara, 2023 Average Area of Agricultural Land Used by Holding Category in Sumatera Utara Province.

mengenai rata-rata luas lahan pertanian yang regarding the average agricultural land area dimanfaatkan oleh setiap kategori usaha utilized by each category of agricultural pertanian. Sebanyak 99,95 persen usaha pertanian perorangan di Provinsi Sumatera individual agricultural holdings in Sumatera Utara mengelola lahan pertanian dengan luas Utara Province manage agricultural land with rata-rata sebesar 0.81 hektar, Sementara an average area of 0.81 hectares, Meanwhile.

Gambar 2.1 menunjukkan hasil ST2023 Figure 2.1 presents the findings of ST2023 holdings. Approximately 99.95 percent of Indikator Tujuan Pembangunan Berkelanjutan Sektor Pertan

itu, perusahaan pertanian berbadan hukum. yang hanya mencakup sekitar 0,03 persen dari total usaha pertanian di Provinsi Sumatera Utara, mengelola rata-rata lahan pertanian seluas 2.334.14 hektar. Di sisi lain. usaha pertanian lainnya di Sumatera Utara seperti kelompok tani, lembaga pendidikan, lembaga keagamaan, dan sebagainya, yang hanya mencakup sekitar 0,02 persen dari total usaha pertanian, rata-rata mengelola lahan pertanian dengan luas 4,13 hektar.

1.1.2 Jumlah Ternak yang Dipelihara

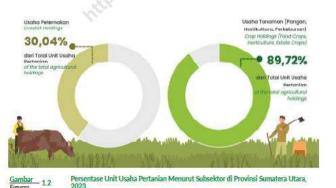
Tingkat kesejahteraan seorang peternak seringkali diukur dengan jumlah ternak vang dipelihara dan ienis komoditas ternak yang dipelihara. Misalnya, semakin banyak ternak sapi yang dipelihara, dapat dianggap bahwa peternak tersebut lebih (rearing), serta produksi daging, telur, susu. madu/ kokon/ liur. Data yang tercantum

Percentage of Agriculture H

agricultural corporations, which only comprise about 0.03 percent of the total agricultural holdings in Sumatera Utara Province, manage agricultural land with an average area of 2.334.14 hectares. On the other hand, other agricultural holdings in Sumatera Utara such as farmer groups, educational institutions. religious institutions, etc., which only make up about 0.02 percent of the total agricultural holdings, manage agricultural land with an average area of 4.13 hectares.

2.1.2 Number of Livestock Kept/Raised

The welfare level of a farmer is often measured by the number of livestock they raise and the type of livestock commodities they raise. For example, the more cattle a farmer raises, it can be assumed that the farmer is more prosperous. sejahtera. Usaha peternakan mencakup Livestock farming activities include breeding, usaha pengembangbiakan, penggemukan, fattening, breeding, rearing of female livestock, pembibitan, pembesaran ternak betina as well as meat, egg, milk, honey/cocoon/saliva production. Data shown in figure 2.2 indicate that there are 30.04 percent of livestock pada gambar 2.2 menunjukkan bahwa holdings out of the total agricultural holdings,



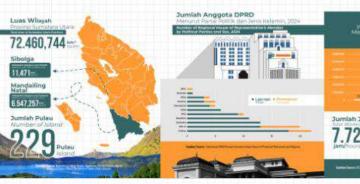


Infografis Persentase Usaha Pertanian Perorangan (UTP) yang Mengalam Permasalahan Produksi Menurut Jenis Permasalahan di Provinsi Sumater Infographic Percentage of Individual Farming Businesses (UTP) Experiencing

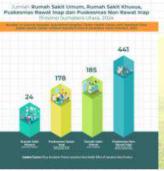
Production Problems by Type of Problem in Sumatera Utara Province, 2024

Subsector di Sumatera Utara Province. 2023

2. Sekat Publikasi







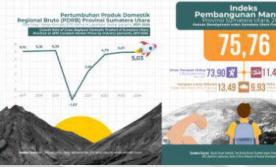




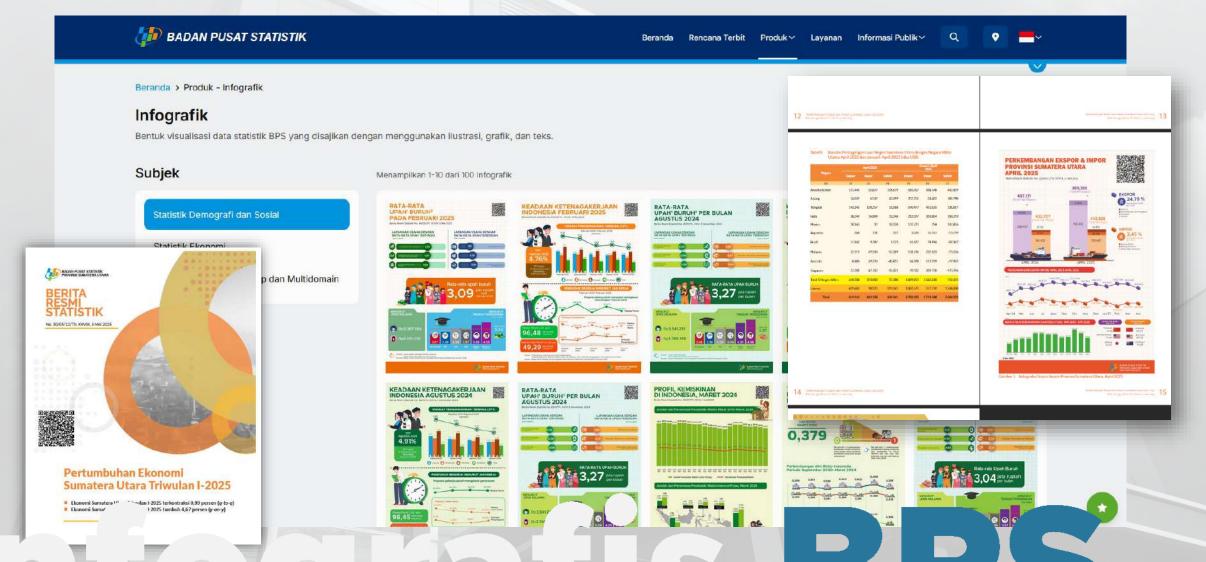




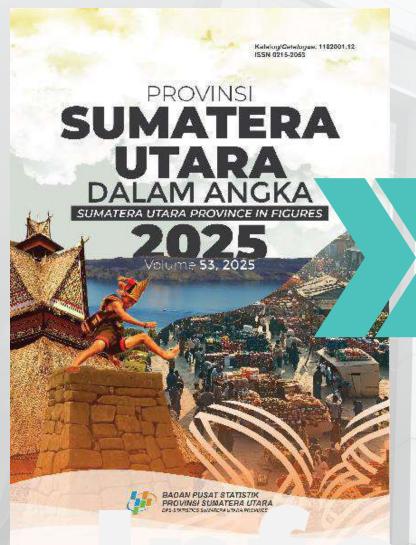




3. Press Release (Berita Resmi Statistik)



4. Publikasi Khusus Infografis







Nomor Publikasi : 12000 25021 : 3021-7806 RESIMES Frokuensi Terbit - Tahunan Tanggal Rills

Frovinsi Sumatora Utara dalam infografis 2024 adalah publikasi yang citerbitian untu molengkapi ciljan data yang disajikan pada buku Provinsi Sumatora Utara Dalam Angka 2025, Data yang sikusalisasikan dalam publikasi ini mencekup beadaan geografi dan ikini, pemerintahan, sorta

ımlah Penerbangan Internasional dan Domestili melalui Pelabuhan Udara Kualanamu (kali), 2024





24.187____

Antar Pulau

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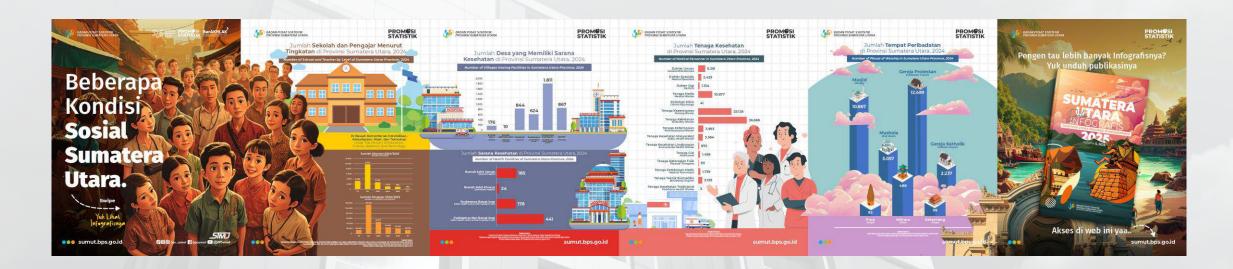
Antar Pulau

ngkar 4.910.022



5. Promosi Statistik (Media Sosial)







s.bps.go.id/PromStat12



Ikut Terlibat dalam Promosi Statistik

- **#PromosiStatistik #CintaData**
- **#EdukasiStatistik**
- **#PojokStatistik**
- **#LiterasiData**
- **#DataMencerdaskanBangsa**
- **#BPSSumut**



