

ABSTRACT

Mimika Regency faces several health problems. PT Freeport Indonesia, through its Community Health Development department, has attempted to address these issues by establishing health service programs, but has encountered challenges in introducing its programs. The department often changes its name and the reading ability of the community is quite weak. PT Freeport Indonesia also does not have a main media for information reference. This research aims to produce a design for health program information media that is easily accepted by the community. The methods used in the research were direct observation, interviews, and documentation studies involving the Design Thinking and Visual Communication Design processes. Data analysis used a comparison matrix and also CRAP analysis. The results showed that the difference in perception between the community and PT Freeport Indonesia regarding the health program offered can be resolved with the main information media that is representative of the health program and also contains the identity of the Community Health Development department. This study successfully created an information media design that uses visual media so that local communities can easily receive information about PT Freeport Indonesia's community health programs.

Keywords: Health, Freeport, CSR, Information, Poster, Merchandise, Timika