

Abstract

Accident victims are a serious problem that must be handled properly. Some people, when an accident happens, tend to watch or record what happened. There are several reasons why people do not directly provide first aid to victims, such as unwilling to deal with the law or limited knowledge of first aid. However, it does not mean that the community has the same response when an accident occurs, there are also those who get a quick response from the surrounding community. This problem is faced by the community in responding if an accident occurs. In designing this information media, the writer uses the qualitative method, namely the search for data using the method of observation, interviews, questionnaires and literature study. The theories used are Visual Communication Design theory, application theory (UI / UX), and first aid theory. From the phenomena that exist together with found problems that occur, the authors find solutions in the form of information media that is application. In the application the authors enter information in the form of infographics that can facilitate the public to know knowledge about first aid that is expected to be useful when an accident occurs.

Keywords: application, first aid, accident.