

## **ABSTRACT**

A healthy environment can be interpreted as a balanced environment between abiotic and biotic life. Biotic is a component of life such as humans, plants and animals. While abiotic is like soil, water and air. These two components of life are mutually sustainable. Therefore, it is important to keep the environment healthy in order to avoid various kinds of diseases. In this study the authors created an infographic as a guide for a healthy environment for Purwosari Village. In this design the author uses SWOT analysis. The reason for making this design is because we want to make a guide for environmental hygiene more interesting and informative. Looking at the current appeal, it is still lacking, both in terms of placement and aesthetics. In the infographic there are several steps to keep the environment healthy that can be applied directly by the audience. For the selection of design styles, use flat design because it looks more minimalist and colorful. So that when combined between writing and design, legibility will be easier. Because of its design characteristics, there are not too many complicated shapes. Then in this design there are also supporting media such as tote bags, mugs, key chains and stickers as promotional media.

**Keywords:** Infographics, Healthy environment, Flat design