Multimodal Analysis of Covid-19 Public Advertisement by Indonesian Department of Health

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ABSTRACT

In the context of verbal and visual semiotics, multimodal can be used as a tool to analyze them so that the realization of the types and levels of dialogical involvement in a text can be understood. This study is aimed at seeing multimodal appearing in COVID-19 advertisement which is analyzed to determine their ideational and linguistic content and to see how these aspects interact. The study used a qualitative approach in which the data was obtained from YouTube. The findings revealed that visual and linguistic elements exist, that symbolize the GSP process. Leads, display, primary and secondary announcements, call and visit, and tag become the specific terms in the advertisements. Material process, actors, circumstances, and goals are referred to as the linguistic components of ideational function.

Keywords: visual and linguistic elements, leads, display, material process, actors, and goals

INTRODUCTION

As techniques or tactics used by marketers, advertisements consist of product names, ideas, and services that benefit the users. Advertisements seek to captivate audiences with items; as a result, there are numerous advertisements on TV right now that have distinctive and appealing music as well as inventive and convincing visual graphics. Excellent advertisements, for instance, are ones that are accurately expressed in language, picture, sound, and color; the use of multimodal aspects and the usage of semiotic resources certainly exist there. The writer wishes to investigate roles and applications of visuals and lines in COVID-19 advertisements which are formally and publicly made by Indonesian Department of Health. Two difficulties can be raised that the visual features and conceptual purpose of the COVID-19 advertisements have not been presented to the spectator as a whole and that the advertisements have never been studied on the basis of the representatives of visual features and ideational roles in the grasp of message communications.

In general, this research is addressed to semiotics of multimodal subject with reference to Halliday's theory to identify linguistic functions, to Kress and van Leeuween's model to comprehend the visual elements of the advertisements,[1] and to apply Cheong's model of generic structure potential (GSP).[2] Two questions are formulated: what multimodal aspects of design and conceptual intent are promoted and how are visual elements and ideational function written in the advertisements?

LITERATURE REVIEW

Amatullah et al. did research in implicative analysis of the slogan in the advertisements consisting of a variety of linguistic perspectives, for example, socio-linguistically, advertisement texts were influenced by social and gender roles and in the perspective of discourse analysis, they displayed verbal and visual features of multimodal aspects.[3] Advertisements are divided into print (magazines, newspapers, and other print ads), audio (radio), and audio-visual (movies, television, and other

video commercials) (TV and internet sites).[4] Promoting seeks to captivate audiences with items of advertising fundamental goals with more clear information[5] and an excellent advertising is one that accurately expresses the concept (Liu, 2019) comprising of language, picture, sound, and color. Multimodality as the use of more than one communication channel in a text at the same time, with meaning created not just orally, but also visually and, in some circumstances, audibly.[6] Hence, multimodality exists from the origins of communication and interests users from other disciplines, for example, literature, art, and classroom instruction,[1] information and communication technology (ICT) and computer-mediated communication (CMC). The use of multimodal texts becomes more widespread in response to technological advancements.

When talking about multimodality, we are involved in the use of nonverbal modes of communication, such as, gestures and gazes, posture, color, typography, or compositions. Multi-modality is defined as "understanding how semiotic sources verbal and visual might be leveraged for developing kinds and degrees of dialogic interaction, dialogic engagement"[7] and can concern on "images".[4] Kress and Leeuwen (in Sinar[8]) argued that images can be seen from different perspectives (right, left, up, down, center, and side) with different informational values.

In terms of information value, two types of compositions: the center composition, which has a central element placed in the centre of a composition that contains no components in the middle, and the composition without a center element. As a non-central element in a composition center, triptychs may be put on the right or left side, top or bottom of a center, circulars can be positioned either above or below or side of a center, and other components can be placed in between polarized locations.

In order to bring attention in various ways to participant components, interactive representations, and techniques are used,

such as backdrop positioning, foreground positioning, relative size, colour value contrast, and sharpness variations are all used. in addition to others. A frame tool's presence or absence is expressed by components that form a line or frame line that is not linked to or related to pictures, indicating whether they are included in or excluded from the picture.[9] Verbal, visual, auditory, gestural, and geographical semiotic systems are among the five kinds of semiotic systems that have been identified.[10]

Marketers have a myriad of media outlets through which to offer their products and services.[8] Both are from internet media, banner, advertisements, magazines, newspapers, and television. However, among all of them, the use of digital media is the most popular and effective. Today, internet can access everything, and people utilize it more often.

As a combination of writing, speaking, pictures, sound, music, and other forms of communication,[11] multimodal study is focused on "conceptual meaning" and a text is called multimodal if it has two or more semiotic systems.[12] Five types of multimodal semiotic systems in a text.[13] Internet public advertisements are often utilized in conjunction with commercial promotion, as well as COVID-19 advertisement promoting a healthy lifestyle as well as preventative measures against the Corona / Covid-19 virus. There are several measures being taken by Indonesia's government to prevent the virus from spreading inside the country. The advertisement covers virus-prevention advice may be aired. The Ministry of Health released several advertisements in efforts to raise public awareness about the dangers of this illness.

The Ministry also posted a video to the stop COVID -19 virus. This study helps viewers to understand the likely "meaning of the relative positioning of components, framing, salience, proximity, colour saturation, front style, and others".[14] When semantic multimodality is primarily concerned with

the interrelationships between diverse forms of communication, and each semiotic mode represents a velocity of meaning or potential in this regard, multimodality in this research may also be used to analyse and evaluate the many ways in which meaning is conveyed.

Advertisement can be seen from visual components and conceptual significance. First is lead which can be identified in the visual aspects of the product. The lead is the most noticeable since it is the primary center of attention that draws visitors in to the site. The big announcement is made up of the phrases that appear in the broad front, as well as the words or phrases that surround them and help to assemble and integrate them. This is called a secondary announcement since the term has an interpersonal meaning and is shorter than the primary announcement.

The second is tag which is shown in a small type that does not look appropriately and is often recognized as being non-finite. Following the description, there is an issue in the advertisement where the delivery of messages via pictures and text has not been fully realized to the audience, such as the tag that is put in the bottom left of an image, the audience may be unsure as to what function the tag serves. A crimson message is then delivered with force. Because the marketer does not provide any context, the viewer is just aware of the advertisement visual appearance. When using Kress and Van Leeuwen's SFL and visual grammar framework Ansori and Taopan examined conceptual and symbolic meaning of the advertisement video Wonderful Indonesia.[15] However, Aisyah carried out her research on cosmetic advertisement,[16] Juliana on advertising tagline,[17] and Suprakisno on fast food advertisement.[9]

MATERIALS & METHODS

Since this research is an in-depth investigation, descriptive and qualitative methods are used in this study[18]; the main reason is that a descriptive method may reveal the present state of a phenomena. Finding out what is in terms of the scenario's variables and conditions serves as the primary objective.

The analytical approach was directed to data collection, data condensation, data presentation, and conclusion. Data collection was carried out through looking for the advertisement to be examined, watching, and scrutinizing the video segment provided in the advertisement, and finding the visual features and ideational function by identifying and evaluating the data. Data was taken from online source from the website. Data include words, images, and physical things.[19]

Data condensation was focused on the analysis and assessment of each general structural potential of the image; then, visual, and verbal forms are reduced. Data display was principally done by determining the overall structural potential and by sorting the linguistic and visual data. In case of conclusion, it strictly tried to determine whether the ideational function is visual or verbal characteristics.

RESULT AND DISCUSSION

Data of this study refers to the advertisement entitled "STOP Pneumonia Campaign Indonesia" taken from YouTube channel, and the advertisement promotes a Covid-19 prevention brochure from the Indonesian Ministry of Health. The primary focus is directed to visual elements consisting of an image and experiential functions. The advertisement is brief and relevant to the current condition of health in Indonesia; in addition, its visual and linguistic elements is written "Jaga Diri dan Keluarga Anda dari Virus Corona dengan GERMAS" (protect yourself and your family from corona virus with COMMUNITY MOVEMENT) as shown in Fig. 1.

Visual Elements

The visual elements may consist of lead and display. Figure 1 shows that the most prominent feature is the image of lead, which is the focus of viewers' attention to the advertisement. In the advertisement, the

lead of hand is used to convey the most important message. Everyone who is compelled to wash their hands in public is seen in this advertisement. In the display, the effect is clearly visible and the display communicates a social advice in which the proper method to wash hands is shown. In other words, just by looking at the display, viewers may deduce that the first step in preventing the corona virus is to wash their hands.

Figure1. Advertisement on COVID-19 by Indonesian Ministry of Health

Linguistic Elements
1. Primary Announcement
The primary announcement is written as: "Jaga diri dan keluarga Anda dari virus corona" (protect yourself and your family from corona virus) is considered as the goal of the advertisement, and the "dengan GERMAS" (with community movement) is called the circumstance. Hence, the "Jaga diri dan keluarga Anda dari virus corona dengan GERMAS" consists of mental process inside human beings who are only capable of feeling or believing what they choose to feel or believe. Cognition, emotion, perception, or desire are all synonyms for this procedure. The phrase "dengan GERMAS" refers to the frequency in which people are reminded of the need of washing their hands.

2. Secondary Announcement
The phrase "cuci tangan" (wash [your] hands)" is the material process which must be done by viewers physically. When they finish washing hands, the phrase is considered successful. The phrase "pakai sabun" (use the soap) is precisely the goal, which tries to attract viewers to obey. Other statements can be found in the advertisement (see Table 1).

Table 1. Secondary announcement of the advertisement

Process: Material	Actor
Makan 'Eat'	*dengan gizi yang seimbang* 'with balanced nutrition'
Rajin olahraga dan istirahat yang cukup 'Do exercise and get enough rest'	-
Cuci tangan 'Wash (your) hands'	*pakai sabun* 'with soap'
Jaga kebersihan lingkungan 'Keep the environment clean'	-
Tidak merokok 'Do not smoke'	-
Gunakan masker atau tutup mulut 'Use a mask or cover your mouth'	*dengan lengan atas bagian dalam* 'with inner upper arm'
Jangan lupa berdoa 'Do not forget to pray'	-
Bila demam dan sesak nafas segera 'If (you) have a fever and shortness of breath, immediately'	*ke fasilitas Kesehatan* 'to health facilities'
Makan makanan yang dimasak sempurna dan jangan makan daging dari hewan yang berpotensi menular 'Eat perfectly cooked food and don't eat meat from potentially infectious animals'	-
Minum air mineral 8 gelas/hari 'Drink 8 glasses of mineral water/day'	-

3. Tag
The clause *Kementrian Kesehatan Republik Indonesia* (Ministry of Health of Indonesia) is the participant II which is called circumstance.

4. Call and Visit Information (CVI)
In the advertisement, viewers can see clearly the contact information telling them about where, when, and how they require help or service through "Hotline virus

Corona: 021-5210411 dan 081212123119" (Corona virus hotline: 021-5210411 and 081-212123119). The hotline is open 24 hours and task force is ready pick anyone who is believed to be infected by COVID-19.

The COVID-19 advertisement has visual and linguistic elements that describe the process of generic structure of potential (GSP). Specifically, *lead* is exhibited in the visual element. In the advertisement, primary and secondary announcements, tag, call, and visit are found. *Lead* is the most dominating visual element, whereas *display* is the least dominant. Primary and secondary announcements are the most common in linguistics, whereas *call* and *visit*, and *tag* are the least common. Linguistics of *ideational function* include the following elements: material process, actors, circumstances, place, and aims. *Goals* are the most dominating ideational function, whereas location was the least significant. *Material process* is the most important, while *location* is the least important.

CONCLUSION

In the end, it is concluded that visual representation is depicted in the form of a visual image, for instance, lead and display. Three main announcements in the advertisement refer to ten primary and secondary announcements and one tag. The most typical use of language in this context is secondary announcement which amounts to ten images. Call and visit and tag are the least common; the ideational process comprises of material process, actors, and circumstance. The advertiser uses simple language to show that his/her communications are potential to create the components of ideation.

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19. https://youtube.com/shorts/ tiA8OBOhQzg?feature=share. Data include words, images, and physical things.

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