

A Multimodal Analysis of the Ministry of Health in Indonesia's Covid-19 Advertisement

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ARTICLE INFO	ABSTRACT
Received: November 2023 Accepted: November 2023 Published: December 2023	This study looks into the analysis of multimodal in covid-19 advertisements. Multimodal commercials for covid-19 are being analyzed in this study to determine their ideational and linguistic content and to see how these aspects interact. The study used a qualitative approach. The data was obtained from YouTube and then screen shot to create five pictures. Cheong's study employs Halliday theory to detect language function while identifying visual element usage (GSP). The findings revealed that there are visual and linguistic elements in the covid-19 commercial that symbolize the GSP process. Leads, Display, Primary Announcements, Secondary Announcements, Call and Visit, and Tag are the specific terms. Material Process, Actors, Circumstances, and Goals are the linguistic components of ideational function.
Keywords: Multimodal, Advertisement, Linguistic	

INTRODUCTION

According to Amatullah, et al., (2019), stated that advertisement is one of the techniques or tactics that marketers use to sell a product or service. The advertising language includes the names of products, ideas, and services that may benefit the user. Alsri and Rosa's implicative analysis of the slogan in the advertisement is one example of how advertisement can be studied from a variety of linguistic perspectives. Other examples include: (1) sociolinguistic perspectives, which examine how advertisement texts are influenced by social and gender roles; (2) pragmatic perspectives, which examine how the language in advertisements is influenced by social and gender roles; and (3) morphology perspectives, which examine how the language in advertisements is influenced by gender roles. From the perspective of discourse analysis, studying advertising using a multimodal approach is connected to the verbal and visual features of advertisements.

Promoting seeks to captivate audiences with items, as Helland recommended by advertising fundamental goals with more clear information. As a result, there are numerous advertisings on TV right now that have distinctive and appealing music as well as inventive and convincing visual graphics. An excellent advertising is one that accurately expresses the concept (Helland, 2018). As Liu (2019), points out, language, picture, sound, and color are all used in the advertising, which demonstrates the use of multimodal aspects and the usage of semiotic resources. According to Srikandiati and Luluk (2015), advertising may be divided into three types: print (magazines, newspapers, and other print ads), audio (radio), and audio-

visual (movies, television, and other video commercials) (TV and internet sites).

According to Srikandiati and Luluk, ads may be divided into three basic categories: print (magazines, newspapers, and other print advertisements), audio (radio), and audio-visual (TV and internet sites) (Bull, G & Michele Anstey, 2010).

Christie defines 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 (Christie, 2005). The author asserts that multimodality has existed from the origins of communication, when drawings or paintings were first hung on walls to allow people to express themselves and share their ideas. The usage of multimodal texts is becoming more widespread for all users of information and communication technology (ICT) and computer-mediated communication (CMC) nowadays, as technology continues to progress (CMC). In response to technological advancements, I found new techniques to make sense of multimodal texts. Multiliteration is a novel literacy form developed by linguists in response to this, which combines the use of words with the use of visual representations. A novel study subject may be generated fast, according to Kress and Van Leeuwen, when using multimodal discourse analysis. It premiered on television in the early 1990s. It is also often used in a variety of disciplines of study, including literature, art, and classroom instruction, to name a few examples of applications (Kress & Van Leeuwen, 2006). According to Chen, (2010) stated that, when we talk about multimodality, we're talking about more than just language when it comes to communication and representation. Is concerned with the use of nonverbal modes of communication such as gestures and gazes; posture; color; typography or compositions; and compositions. Multimodality is defined as "understanding how semiotic sources verbal and visual might be leveraged for developing kinds and degrees of dialogic interaction, dialogic engagement" in a textbook. Furthermore, Suprakisno emphasizes the importance of images in the multimodal study of composition, citing its representational and interactive implications (Srikandiati & Luluk, 2015). The three systems that Kress and Leeuwen (Cited as Sinar, 2013) say are involved in image witnessing that Images that can be seen from different perspectives (right, left, up, down, center, and side) have different informational values. The informational value comes from (a) sticking to participant elements, (b) sticking to participant elements, and (c) sintagma that connects the two and each other with image witnessing. In terms of information value, there are 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. B. Sensitivity to stimuli (bulge). 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, color value contrast, and sharpness variations are all used. in addition to others c. The framing of photographs

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 or not they are included in or excluded from the picture (Suprakisno, 2015). In the words of Saragih, the SFL theory claims that language performs three tasks in life: narrating experiences, exchanging experiences, and shaping ones' own experiences. Verbal, visual, auditory, gestural, and geographical semiotic systems are among the five kinds of semiotic systems that have been identified (Saragih, 2006). Marketers also have a myriad of media outlets through which to offer their products or services (Sinar, 2013). 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. As we all know, in this day and age, the internet can access everything, and many people utilize it more often. To promote a product or service online, there are several benefits. Internet marketing is a priority for many organizations since it is very successful at selling goods and services via the internet.

Kristina defines multimodality as a combination of writing, speaking, pictures, sound, music, and other forms of communication (Kristina, 2018). Systemic Functional Linguistics theory, according to Halliday, serves as the framework for multimodal study, with a major focus on conceptual meaning (Halliday, 2004). According to Halliday (2004), each social semiotic has a conceptual goal, which is a function of displaying the world around and inside us, as well as an interpersonal role, which is a function of social communication as social interactions. A text is called multimodal if it has two or more semiotic systems, according to the multimodal analysis. There are five types of multimodal semiotic systems in a text, according to linguistics, as defined by Bull and Anstey: the study of words, grammar, and the general structure of spoken and written language. In both still and moving visuals; vectors, colors, and viewing angles. In addition to sound effects, audio includes music's timbre and loudness. It is a combination of gestural and spatial cues such as the amount of movement, rapidity, and stillness in face expressions and body language (Bull, G & Michele Anstey, 2010).

On the internet, public service advertisements are often utilized in conjunction with commercial promotion. Public service advertising on the internet includes the Covid-19 virus warning advertisement. This commercial promotes a healthy lifestyle as well as preventative measures against the Corona / Covid-19 virus. There are a number of measures being taken by Indonesia's government to prevent the virus from spreading inside the country. Public service announcements including virus-prevention advice may be aired. The Ministry of Health has released a number of advertisements in an effort to raise public awareness about the dangers of this illness. To prevent covid-19, the Ministry of Health utilized these advertising to encourage people to have healthy lifestyles and separate themselves from their peers. The corona issue, which is now impacting Indonesia, has not swayed many people.

Covid-19's advertising was selected as the study's focus. According to the WHO website, the corona virus is a big virus that may infect both animals and people and cause disease. From the ordinary cold to the Middle East Respiratory Syndrome

(MERS) to severe acute respiratory syndromes (SARS), respiratory ailments cause the formation of corona (SARS). The Indonesian Ministry of Health posted this video on the STOP Pneumonia Campaign Indonesia YouTube channel. In addition to promoting a healthy lifestyle, this advertisement also aims to stop the spread of the Covid -19 virus. This research, according to Machin, is a study of the rules and principles that help viewers understand the likely meaning of the relative positioning of components, framing, salience, proximity, color saturation, front style, and others (David, 2007). 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 may also be used to analyze and evaluate the many ways in which meaning is conveyed.

Multimodal communication was chosen for this research because it is an innovative way of connecting with others. This research takes an advertisement for the prevention of the covid-19 virus and evaluates and investigates it in its totality. Next, we want to look at the various sorts of visual components and the conceptual significance of covid-19 advertising in multimodal communication. The depiction of visual qualities and cognitive processes in the covid-19 commercial message was the subject of a separate study.



Fig.1. Indonesian Ministry of Health Brochure

According to the image above, lead may be identified in the visual aspects of the product. The lead picture 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 tag is shown in a small type that does not look appropriately and is often recognized as being non-finite, as demonstrated below. To find out more about the product, give us a call or stop by the store. Following the description above, 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's visual appearance.

As a result, the writer wishes to conduct this investigation in order to offer a fuller explanation of the roles and applications of the many visuals and lines contained in the advertising.

This study's difficulty was highlighted as follows:

1. The visual features and conceptual purpose of the Covid-19 commercial that have not been presented to the spectator as a whole.
2. The Covid-19 advertisement's representative of visual features and ideational roles in communicating messages.

The scope of this research was on semiotics as a multimodal subject. The disadvantage of this research is that it uses Halliday's theory (2004) to identify linguistic functions, while Kress and van Leeuwen's model was utilized to identify visual elements in Covid-19 advertisements using the Cheong model of Generic Structure Potential (GSP) (Cheong, 2004).

The formulation of the study as follows:

1. What are the multimodal aspects of the Covid-19 advertisement in terms of design and conceptual intent?
2. How does the Covid-19 commercial's message make use of both the visual elements and the ideational function?

The study of multimodal analysis is quite interesting. Several multimodal studies have recently been conducted that are linked to the finished study. To begin, Ansori and Taopan used Kress and Van Leeuwen's Systemic Functional Linguistics and Visual Grammar framework to examine the conceptual and symbolic meaning of the advertisement video Wonderful Indonesia. Multimodal theory was also examined, as was that of Bull, G., and Anstey's work in 2010 (Ansori & Taopan, 2019).

The second is a study completed by Sarah Aisyah (2017) from Universitas Sumatera Utara entitled: "A Multimodal Analysis of Cosmetic Advertisements". The distinction between this and prior studies is that the earlier research employed cosmetic as the topic and cosmetic brochures as the data.

The third is Juliana creates a notebook named: "The multimodal analysis of advertising tagline *Tolak Angin Sidomuncul* through systemic functional linguistic approach". The purpose of this research is to analyze the effectiveness of the Tolak Angin Sidomuncul advertisement using a qualitative method and multimodal

linguistics. The contrast between this study and an earlier one is that the older study used systemic functional linguistics (Juliana, 2018).

The fourth study was carried out by Suprakisno (2015) at Medan State University. "Analysis Multimodal pada Iklan Indomie" is the title of the journal. Language theory and functional analysis are used in this study's multimodal analysis (LSF). Anstey and Bull, 2010 and Kreen and Van Leeuwen, 1996-2006 were used to build the multimodal analysis model used in this work. This research represents a departure from the previous one.

METHOD

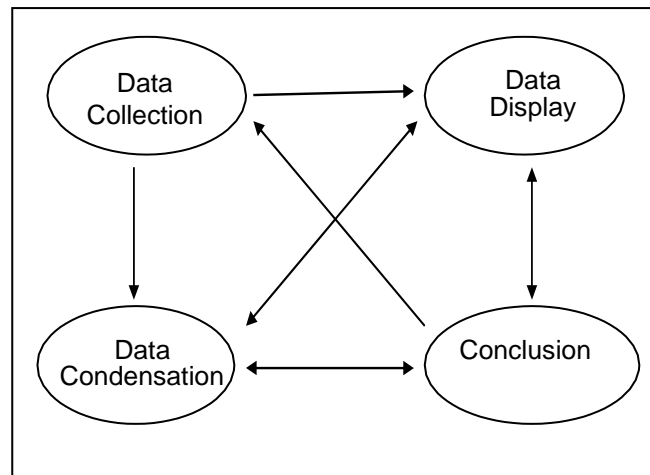
An overview of the research methodology, including research design, sample size, tools, data collecting methods, and analysis, will be provided in this study. Writing a lengthy summary of your study methodology is unnecessary.

Descriptive and qualitative research methods are used in this study. Human actions, according to Miles and Huberman, may be described in terms of qualitative data (Miles, et al, 2014). In order to follow the events that lead to certain results and get important insights, we might utilize qualitative data. This is an in-depth investigation. Descriptive research 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. Using data such as words, images, and physical things, qualitative researchers look for patterns and relationships. The aim is to provide a comprehensive and in-depth discussion of the results, as well as a variety of thoughts and concepts.

Descriptive research using qualitative methodologies will be used in this investigation to show how the meaning realized in the covid-19 advertisement may understand the meaning disclosed in visual components and ideational functions in multimodal. Adverts for Covid-19 were used in this study's research. <https://youtube.com/shorts/tiA8BOhQzg?feature=share>. This commercial was obtained from YouTube. The purpose of this advertising is to persuade the public to help stop the spread of this virus.

The study of documents is a data collecting strategy. There are various stages in this study to gather data. (1) Obtaining the advertising to be examined. (2) Carefully watching and scrutinizing the video segment provided in the commercial. (3) Finding the visual features and ideational function by identifying and evaluating the data. The descriptive analysis approach was utilized to get the results and conclusions in this study's data.



The analytical approach concentrated on four characteristics: data gathering, data condensation, data presentation, and conclusion.

1. Data Collection

Data collection denotes that this study starts with the processes of data gathering as described on procedure, followed by an analysis of the issue. The Covid-19 advertising is used as a data source in this study.

2. Data Condensation

Analyze and assess each image's general structural potential, then reduce it into visual and verbal forms.

3. Data Display

Researchers may then use this information to make decisions and take action after an evaluation of overall structural potential and a sorting of the data into linguistic and visual.

4. Conclusion

For the purpose of determining whether or not the ideational function is visual and verbal characteristics appear in advertisements.

RESULTS

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 “*Jaga Diri dan Keluarga Anda dari Virus Corona dengan GERMAS*” (protect yourself and your family from corona virus with community movement) as shown in Figure 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 main 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.



Fig 1. Advertisement of 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)

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.

Table 1. Secondary announcement of the advertisement

Process: Material	Actor
<i>Makan ‘Eat’</i>	<i>dengan gizi yang seimbang ‘with balanced nutrition’</i>
<i>Rajin olahraga dan istirahat yang cukup ‘Do exercise and get enough rest’</i>	-
<i>Cuci tangan ‘Wash (your) hands’</i>	<i>pakai sabun ‘with soap’</i>
<i>Jaga kebersihan lingkungan ‘Keep the environment clean’</i>	-
<i>Tidak merokok ‘Do not smoke’</i>	-
<i>Gunakan masker atau tutup mulut ‘Use a mask or cover your mouth’</i>	<i>dengan lengan atas bagian dalam ‘with inner upper arm’</i>
<i>Jangan lupa berdoa ‘Do not forget to pray’</i>	-
<i>Bila demam dan sesak nafas segera ‘If (you) have a fever and shortness of breath, immediately’</i>	<i>ke fasilitas Kesehatan ‘to health facilities’</i>
<i>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’</i>	-
<i>Minum air mineral 8 gelas/hari ‘Drink 8 glasses of mineral water/day’</i>	-

After examining the data, it was discovered that this study had two research results. The first result showed that the Covid-19 commercial has visual and linguistic elements that describe the process of Generic Structure of Potential (GSP). Specifically, there are leads 10 and display 5 in visual element. There are primary announcements 2, secondary announcements 10, tag 2, call and visit in linguistics 1. 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.

The second result is Linguistics of ideational function include the following elements: material process 10, actors 10, circumstances 3, place 1, and aims 10. Goals was the most dominating ideational function, whereas location was the least significant. Material Process is the most important, while Location is the least important. So, we can conclude that from the advertisement above has had a complete element of the multimodal in advertisement where each of them is displayed and organized very well.

CONCLUSION

In the end, the researcher concluded that visual representation is depicted in the form of a visual image. There are two aspects to the visual images. You may find them in Covid-19's advertising as Lead and Display. Linguistics is depicted via the use of text. There are three main announcements in this commercial: the primary announcement, secondary announcement 10, and tag 1. The most typical use of language in this context is Secondary Announcement. Secondary Announcements may be seen in each of the 10 images. Call and visit, tag, and call and visit are the least common. As shown in the Covid-19 commercials, the ideational process comprises of Material Process, Actors, and Circumstance. Advertisers use language analysis to show that their communications have the potential to create the components of ideation. This may be seen in the Covid-19 advertising's primary ideational function, Material Process.

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