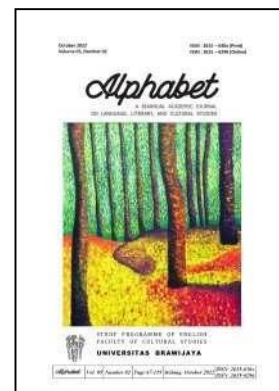


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Insta-Health: The Multimodal-Social Semiotic Analysis of WHO's COVID-19 Promotion Campaign Posters

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Abstract

The study aimed to provide an in-depth understanding of the messages conveyed by the posters related to COVID-19. Employing descriptive qualitative method, the study analyzed the verbal and visual elements of health promotion posters posted by the World Health Organization's (WHO) official Instagram, using Halliday's social semiotic metafunction and Kress and van Leeuwen's multimodality. The study found that the multimodal posters effectively conveyed messages related to instructions, information, and prohibitions. However, an imbalance in the application of various modes within the posters was identified, posing the potential for misunderstanding and confusion among viewers. Nevertheless, the study offers several suggestions on creating health promotion posters that are both persuasive and informative. The findings contribute to the development of health campaign poster materials that capture attention, convey messages effectively, and align with expectations outlined in health campaign targets, while simultaneously ensuring comprehensive communication. The study provides evaluative results that can inform effective communication strategies for promoting public health during the ongoing COVID-19 pandemic.

Keywords: campaign posters; multimodal-social semiotic; world health organization; Covid-19

Social media technology has become ubiquitous in modern life, and public health campaigns during the COVID-19 crisis must constantly respond to new and unanticipated trends in social media use. With the government's admonition to stay at home during the pandemic, people have become more responsive to social media messaging, particularly on Instagram. Consequently, government institutions are required to continue educating the public through various media and modalities. Although previous multimodal social semiotic research has examined how modalities are used in commercial advertisements (Hidarto & Andrieza, 2022; Hu & Luo, 2016; Muhammed & Abbaas, 2019; Susetya & Nurhayati, 2020), movies (Asseel, 2020), textbooks (Gheisari & Akbari, 2022; Jusslin et al., 2020; Xiong & Hu, 2022), and digital comics (Utomo & Maharani,

2021), few social semiotic studies of social media have investigated how semiotic modes are used to communicate messages and encourage people's awareness of the COVID-19 threat. Hence, this study aims to investigate how multimodality is used in health promotion posters on WHO Instagram account, particularly those related to COVID-19.

Since the first reported cases in Wuhan, China in December 2019, the COVID-19 pandemic has become a global topic of discussion, and information about the pandemic has inundated the press and social media. Governments and health organizations continue to inform the global community about the danger posed by COVID-19. However, the rapid spread of the COVID-19 pandemic has also led to a massive 'infodemic' invading press and social media. In response, not only governments and health organizations but also

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media, local authorities, and communities have been called upon to participate in responding to concerns through their social media posts. This has demonstrated how communities have actively engaged in COVID-19 prevention and control. However, the ease of producing and disseminating information on social media has also led to questionable information and generated public fear. As a primary reference for the public regarding the development of COVID-19 cases, it is essential that the WHO provides the latest information through various media, notably social media platforms like Instagram.

Posters are effective communication tools that aim to inform, persuade, change thoughts, and even mobilize people. They use various modes of communication, such as words, images, and illustrations, to convey information, making them a form of multimodality. Posters are considered signs, as the images they use are intentionally chosen to convey a message. The signified of the poster message is formed by the attributes of the image. Social semiotics and multimodality can help us produce meaning from a single media unit by analyzing the different collections of semiotic elements, both verbal and visual. According to Chen (2010), the use of multimodality processes enables us to understand how to use verbal and visual semiotic sources to determine the nature and extent of interactive interaction.

Various studies have been conducted to explore how multimodality can effectively communicate messages to audiences. For instance, Hidarto and Andrieza (2022) and Susetya and Nurhayati (2020) investigated how visual and verbal elements are used in advertising. The studies found that visual elements in advertising assist the verbal elements in conveying the intended message. Similarly, Jusslin *et al.* (2020) studied the use of multimodality in textbooks and found that incorporating diverse modes in textbooks may improve students' critical thinking skills beyond writing and images. Multimodality has also been used to examine how verbal structures with visual elements assist verbal elements in drawing the attention of consumers (Asseel, 2020). Jiménez García's (2020) examination of film posters using Halliday's multimodal theory

found that the posters accurately represented the film through the use of verbal and visual elements.

Public health promotion posters, like other forms of advertising, frequently employ multiple modes to construct meaning through the integration of verbal and visual elements. Public campaign poster designs depend heavily on visual structures most of the time, which require simplicity to reach ordinary people and avoid the complexity of multimodal designs. Moreover, verbal elements complemented by visual elements makes the message easier to understand, as the combination of the two elements creates an interaction of various semiotic sources and composes a narrative that can improve public literacy at a certain level, particularly related to promoting COVID-19 health prevention (Bedi, 2019; Zhang *et al.*, 2016). Therefore, employing multimodality in design should minimize the use of complicated and sophisticated designs, as these can lead to a misunderstanding of the intended message (Aragbuwa & Adejumo, 2021).

Despite the abundance of studies on multimodality, the field of national and global pandemic prevention posters for public health promotion remains relatively unexplored. While scholars such as Aragbuwa and Adejumo (2021) have examined how public posters are utilized to promote awareness and educate about COVID-19, their research is limited to posters produced by the local health authority of Nigeria, indicating the need to expand the literature. Nugraha and Haq (2021) investigated the Covid-19 posters of the WHO using Barthes' semiotics theory, but their research was restricted to posters that contained stigma and prejudice, leaving room for a more nuanced analysis. Although Khusna *et al.* (2022) combined Halliday and Kress and van Leeuwen's multimodality, their analysis was restricted to the ideational metafunction, and only by examining ideational, interpersonal, and textual meaning can a complete picture of meaning be obtained. Additionally, while Gill and Lennon (2022) examined how the UK government increased public awareness of COVID-19 through the use of language-oriented data, their research is largely political in nature, falling under the political genre. Given

the scarcity of studies dedicated to health campaign or promotion posters, this article employs Halliday's transitivity to evaluate verbal data and van Leeuwen's visual semiotics to examine health promotion posters as a form of public service advertising.

Multimodality highlights the collaboration of the verbal and visual components. According to Kress (2010), this principle focuses on how knowledge can be constructed and acquired, particularly within the social sphere. It is important to note that written, visual, and verbal communication are not the only primary sources of analysis. Instead, the multimodal principle examines how written materials, visual elements, and social phenomena are framed by various semiotic modes (Kress & Van Leeuwen, 2021). Kress and van Leeuwen propose that pictures can be analyzed in terms of language, with conceptual, relational, and textual-based metafunctions, according to Halliday (1994), who viewed punctuation not as an afterthought but rather as a source for creating and conveying meaning. Furthermore, the image or picture can possess a syntax that enables viewers to understand the message conveyed by the image with clarity.

In accordance with Kress and Van Leeuwen (2021), multimodality pertains to research that examines how the inevitable semiotic mode is integrated into a single medium that seeks to inform or engage its audience. In this regard, each semiotic form, whether verbal or visual, can be analyzed as a distinct element that seeks to connect with society. Therefore, throughout this study, this concept is informed by Halliday's Systemic Functional Linguistics (SFL), language metafunction. Furthermore, any semiotic mode can be broken down into three components when it comes to generating meaning. These three components: ideational, interpersonal, and textual metafunction.

The ideational metafunction, as explicated by Kress and Van Leeuwen (2021), refers to the component of a semiotic sign that pertains to the analysis of experiences or things associated with. For instance, when a semiotic sign takes on the form of linguistic means, this metafunction elucidates its grammatical origin

(Haratyan, 2011). The transitivity systems for the ideational metafunction comprise two logical functions and experiential components. Halliday's SFL (1994) posits that transitivity is an idea pertaining to intransitive and transitive verbs that links grammatical structures with the writer's experience or ideology.

The interpersonal metafunction pertains to the role of language in expressing emotions and establishing social relations between the speaker and the audience. As Haratyan (2011) elucidates that this metafunction is concerned with the degree of intimacy between the communicators, and allows for a more nuanced interpretation of meanings conveyed through language. Speech acts, modality, and mood are among the linguistic features that are analyzed by the interpersonal metafunction. Formality, pronoun usage, and declarative, imperative, or interrogative sentence structures are also considered as they convey information about social roles and relationships between the communicators.

Textual metafunction refers to the analysis of meaning in relation to the structure of a clause, including the subject, predicate, and complement, as it pertains to the chosen theme of a given media. According to Halliday (1994), themes within a sign demonstrate the identity of the relationship between them, thus enabling the detection of textual metafunctions based on the verbal and visual structures created.

The aim of this study is to conduct a social semiotic and multimodal analysis of the COVID-19 related posters in order to identify any imbalances in the use of various modes and provide suggestions for creating effective health promotion posters. The research outcomes contribute to the development of health campaign materials that align with health campaign targets and inform effective communication strategies for promoting public health during the COVID-19 pandemic.

METHOD

This study employs a descriptive qualitative method to provide a comprehensive analysis and comprehension of the messages transmitted through health promotion posters published on the official Instagram account of

the World Health Organization (@who), concerning COVID-19. The present study analyzed the posters disseminated by the World Health Organization (WHO) on their Instagram account between May 2020 and December 2021, a period marked by the peak of the COVID-19 pandemic globally. Given the criticality of this period, health campaigns played a significant role as a preventive measure. To ensure an objective analysis, a purposive sample of 30 posters was selected based on the criterion of featuring visual and verbal elements and a lack of explanatory captions that could potentially influence the analysis.

In order to analyze the collected data, the present study employs Halliday's social semiotic metafunction to examine the verbal data and Kress and Van Leeuwen's (2021) multimodality to evaluate the visual data. Kress and van Leeuwen's multimodal approach to visual communication draws on Halliday's social semiotics, which postulates that visual designs perform three fundamental functions or metafunctions: ideational, interpersonal, and textual.

In the study, the ideational metafunction represents the world as it is experienced in reality by humans, including process, participant, and circumstance. The process is the central element of the ideational metafunction and refers to the action or event being described. Participants are the actors or entities involved in the process, which include actors and goals. Circumstances provide additional information about the process and participants, such as time, location, manner, and other relevant factors.

The interpersonal metafunction is concerned with the expression of speaker attitude and the negotiation of social roles and relationships through language. The present study employs gaze, social distance, and point of view to examine this metafunction. Gaze refers to the way in which people use eye contact to signal their level of engagement and interest in the conversation. Social distance refers to the perceived physical and social distance between speakers, including differences in social status, power, or familiarity. Point of view refers to the

perspective from which the message is presented.

The textual metafunction is concerned with the way in which language is organized into coherent and cohesive texts. The study includes several elements that contribute to the organization and presentation of information in a text, such as information value, framing, and salience. Information value refers to the relative importance of different pieces of information in a text. Framing refers to the way in which information is presented or contextualized in a text. Salience refers to the degree to which information stands out or is emphasized in a text, which can be achieved through various linguistic devices, such as repetition, emphasis, or placement within a sentence or paragraph.

RESULTS AND DISCUSSION

In this section, the researchers present the results of the study and discuss them in the context of pertinent prior research.

Results

The multimodal content present on WHO Instagram account is generated from the interplay of verbal and visual elements that contribute to the creation of meaning. The study identified a total of 60 verbal elements and 62 visual elements that work in conjunction to convey messages targeted towards society. The language metafunctions was employed to decode the meaning of the messages present in the content, which were categorized into three distinct categories: instruction, information, and prohibition.

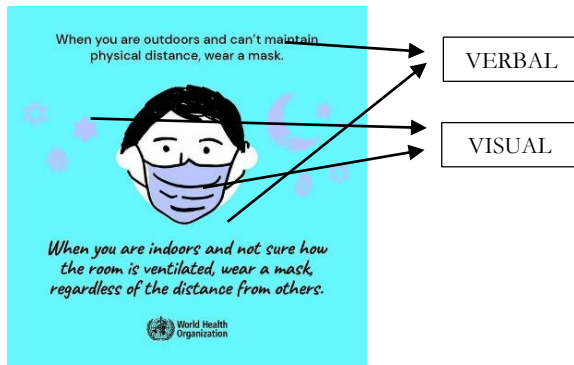
Instruction

The Merriam-Webster dictionary defined instruction as "a direction requiring obedience." The term instruction functions as a verb that obliges the subject to execute an action, and the object must be completed according to the given direction.

Instruction to Wear a Mask

A call to wear a mask is communicated employing verbal elements in the form of sentences, as demonstrated in the following data analysis.

Datum 1



In the analyzed design, the ideational metafunction represents the three conceptual metafunction components. Firstly, the material/process component is realized through the verbal element of the phrase 'wear a mask,' which is located at the end of the first sentence at the top of the design. This is also depicted visually by the image of a man wearing a mask, and it is intended to instruct people to wear masks during the pandemic. Secondly, the actor/participant component is realized through the use of the word 'you,' which indicates that the intended audience is the viewer as a member of society. This is also visually represented by the image of a masked man. Additionally, the instructional message is not limited to any specific religion, as evidenced by the presence of religious symbols in the background of the design. Finally, the circumstances in the design refer to the location, with the use of words such as 'outdoors,' 'indoors,' and 'the room,' which indicate the state of a place.

Furthermore, the analysis of the interpersonal metafunction in the design above encompasses three components. Firstly, the contact/gaze component can be observed from the use of the verbal word 'wear a mask,' which falls under the demand category. Secondly, the social distance component in the design is evident from the layout, which employs a close-shot that provides a balanced combination of verbal and visual elements that are not overly complex for the viewer's eye to comprehend. Lastly, with regards to the gaze, viewers of the design may feel a sense of eye-level inclusion, which is in line with social distance norms.

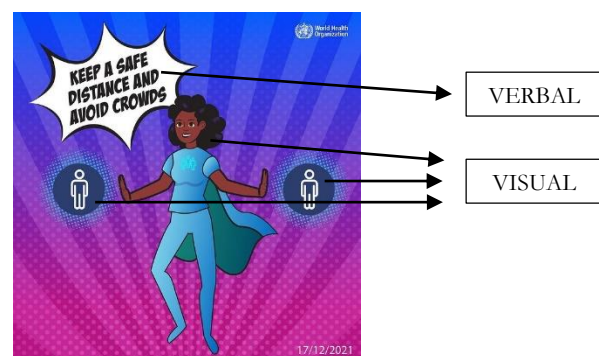
Additionally, the textual metafunction of the design above can be analyzed based on three

components. Firstly, the information value component is centered, as the conveyed instructions are easily comprehensible for the intended audience. Secondly, the design employs visual elements that enhance the emphasis on the instruction message, rendering it more appealing and acceptable to the public. Finally, the design is framed in a square with a medium turquoise background, serving as a framing element, highlighting the key message.

Instruction to Keep a Safe Distance

The second finding of the study pertains to the representation of instruction on maintaining a safe distance and avoiding crowds in the material posted on the WHO Instagram account.

Datum 2



The study also yielded insights into the implied meaning of an instruction to maintain a safe distance and avoid crowds, as revealed through an analysis of the ideational metafunction. Specifically, the meaning was realized through the identification of the verbal component "KEEP A SAFE DISTANCE AND AVOID CROWDS" as a material/process component. The verbs 'keep' and 'avoid' within the verbal component signify a directive or command to maintain a safe distance and avoid crowds, respectively.

Furthermore, the actor/participant element is evident in the graphic elements of a sky-blue superhero and a depiction of two white people in a royal-blue circle, representing the community and conveying the intended message of the government. The WHO logo in the top right corner of the layout stands in for the government. Lastly, the place situation is implied by the word "AVOID CROWDS," which is represented by the circumstance component in the data. The expression signifies

a warning to refrain from congested or crowded areas.

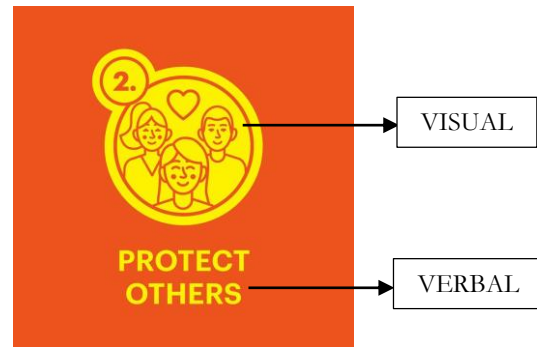
In the second metafunction analysis, the interpersonal metafunction was examined. The researchers used the phrases ‘keep’ and ‘avoid’ to represent the demand aspects, which were found to have a contact/gaze component. Moreover, there are two groups in the social distance component of the data analyzed. The location of the superhero visual element in the close-shot category can be easily understood as it is presented with a clear image. Additionally, since the creator developed both the verbal and visual components, the point of view component in the data above is classified as being at eye level. This is because it facilitates the audience’s comprehension of the message.

The third metafunction analysis focuses on the textual metafunction. The positioning of the message at the center of the design places the information value component of the data in the centered category. The font size used in the design is relatively large and employs capital letters, which enhances the message’s visibility and importance. Moreover, the use of visual elements, such as the illustration of a superhero outstretching her arms, is designed to be larger than the two illustrations on its right and left, which serves as a visual cue for the public to maintain social distancing. The framing of the central message in the design is also achieved through the use of backdrop colors such as blue, dark-orchid, and magenta, which together form a square. This framing further emphasizes the importance of the message and draws attention to it.

Instruction to Protect Others

Thirdly, the researchers identified a portrayal of guidelines for protecting individuals from the content on the WHO Instagram account. The analysis of the verbal and visual elements by the language metafunction revealed the implicit meaning. The analyzed data is presented below.

Datum 3



In the initial metafunction analysis, the ideational metafunction was examined, which resulted in the following findings. The verbal component in the data, namely “PROTECT OTHERS,” was identified as the material/process component that conveys a directive to take care of others. The verb ‘protect’ in the phrase is a command to safeguard other people. Moreover, the actor/participant component of the data presents visual elements featuring two women and one man in yellow. The image represents a community that must look out for each other’s health due to the COVID-19 pandemic. Lastly, the third component, namely the circumstantial component, is verbal and is represented by the term ‘protect,’ which implies maintaining a healthy environment.

The second metafunction analysis focuses on the interpersonal metafunction. The first element of this metafunction is gaze or eye contact, which is represented by the verbal element “PROTECT OTHERS” in the data above. The term ‘protect’ in the phrase serves as both a command and a demand to the audience. In addition, the close-shot category of the verbal and visual components reflects the social distance component in the aforementioned data. These components are created using distinct sizes and colors that contrast with the background. Finally, the point of view element is classified as being at eye level, as the design of the message aims to ensure that customers can quickly and clearly understand it.

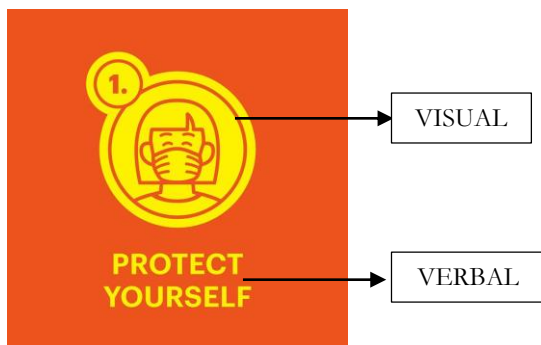
In the third metafunction analysis, the textual metafunction is the subject of investigation. The first element that was examined is the centrality of the message presented in the data, which is important in helping the audience easily comprehend the message since it is positioned at the center of

the video. Secondly, the salience of the verbal and visual components is achieved through the use of a contrast between the background color and the text, making the message stand out and be perceived as the main idea. Finally, the third element analyzed is framing, which is employed in the data above using an orange-red backdrop color to frame the message design in the shape of a square. This framing technique draws the viewer's attention to the message and provides a sense of completeness to the overall design.

Instruction to Self-Protect

The researchers then discovered a representation of instructions from WHO Instagram account for how to defend oneself. The verbal and visual components that language metafunction examined provided the implicit meaning. Additionally, the results of the analysis are shown below.

Datum 4



In the first metafunction analysis, the ideational metafunction is examined, which reveals three components. The material/process component is evident in the linguistic element “PROTECT YOURSELF” in the given data. The word ‘protect’ in this statement has an instructive connotation, indicating that the information conveyed is a directive to take care of oneself. The second component, the actor or participant, is revealed through the verbal element ‘yourself,’ which is directed towards the recipient of the message. In this instance, the subject of the command is the actor or participant in the data. The visual component in the form of an illustration of a woman wearing a yellow mask further emphasizes this societal group and reinforces the actor/participant component. The verbal representation of the circumstance in the data is

the word ‘protect,’ which is understood to preserve one’s state to stay healthy.

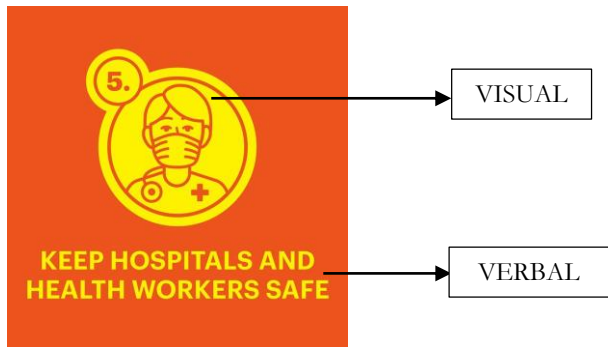
The second metafunction analysis pertains to the interpersonal metafunction. The first element under scrutiny is the eye contact or gaze, which is represented in the data by the verbal element “PROTECT YOURSELF.” The word ‘protect’ functions as both a command and a demand. Furthermore, the verbal and visual components of the close-shot category reflect the social distance aspect of the data. This is due to the contrast in size and color between the components and the background. Additionally, the point of view component in the design is categorized as eye-level since it is intended to be easily and quickly understood by the audience.

The third metafunction analysis pertains to the textual metafunction. The first component is the importance of the data presented in the centered category, where the audience can easily comprehend the message due to its central placement in the video. The second component is the salience of the data above, where the verbal and visual elements are intentionally contrasted with the background color to emphasize the message as the main idea. This contrast highlights the significance of the data and helps the audience to perceive it as the focal point. The third element in the textual metafunction analysis is framing. In the data above, the framing is achieved through an orange-red backdrop color, which outlines the message design in the form of a square. This framing technique enhances the visibility and clarity of the message, emphasizing its importance to the audience.

Instruction to Keep Hospitals and Health Workers Safe

The researchers then discovered a visual representation of instructions for protecting hospitals and medical personnels from the content of the WHO Instagram account. The verbal and visual components that language metafunction examined provided the implicit meaning.

Datum 5



In the context of metafunction analysis, the first metafunction study concerns the ideational metafunction. The linguistic aspect of the sentence “KEEP HOSPITAL AND HEALTH WORKERS SAFE” reflects the first component, which is the material/process. The term ‘keep’ signifies an instruction in this sentence, while the presented information aims to warn hospitals and medical professionals. Furthermore, the word ‘health workers,’ which refers to medical practitioners, embodies the actor/participant component by including a yellow doctor’s picture. The verbal element ‘hospitals,’ which pertains to a location requiring safety measures, realizes the third component, which is circumstances in the data presented involving location. Moreover, the verbal component ‘safe’ indicates the required measures to be followed during the COVID-19 pandemic, revealing the contextual aspect of the condition.

In the second metafunction analysis, the focus is on the interpersonal metafunction. The verbal component “KEEP HOSPITALS AND HEALTH WORKERS SAFE” in the data above represents the first element, contact/gaze. The term ‘keep’ is used as both a command and a demand in the phrase, indicating that the speaker is addressing the audience directly. Additionally, the close-shot category’s verbal and visual components both reflect the social distance component of the aforementioned data. The two components are made with distinct sizes and colors that appear to be in stark contrast to the background, emphasizing their importance. By examining how the message was intended to be quickly and clearly understood by consumers, it can be concluded that the point of view component of

the design above falls into the eye-level category.

The third metafunction analysis is concerned with the textual metafunction. The first component of this analysis is the importance of the information presented, which is exemplified in the data above through the use of the centered category. By placing the message in the center of the visual field, the creator has made it easy for the viewer to understand. The second component is salience, which is achieved through the use of color contrast between the background and the highly distinct visual and linguistic elements. This intentional use of a lighter hue for the message than the background draws the viewer’s attention to it. Finally, the framing element in the data is a red-orange background color in the form of a square.

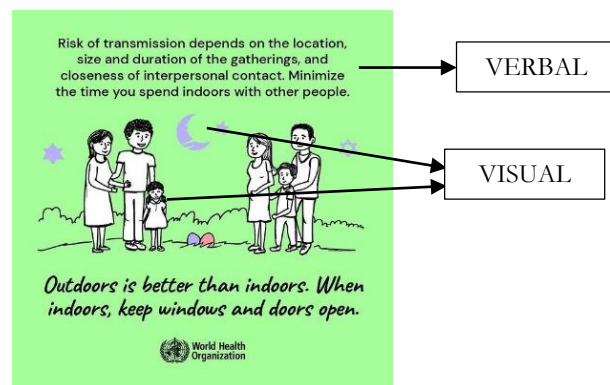
Information

The Merriam-Webster dictionary defines the word “information” as knowledge obtained via research, study, or education. The word can be seen as an instrument for delivering a message. In order to deliver messages and make recommendations for preventing the spread of COVID-19 during the pandemic, the researchers discovered information.

Information about the Benefits of being in Outdoors Areas

First, the researchers discovered information regarding how being outside is preferable to being inside in the WHO Instagram account posts. The verbal and visual components that language metafunction examined provided the implicit meaning.

Datum 6



In the above data, the first analysis is concerned with the ideational metafunction. The material or process component takes precedence. The verbal element “Outdoors is better than indoors” is presented, which conveys information about the preferable conditions outside the room compared to inside. Furthermore, the second verbal element “Minimize the time you spend indoors with others” contains the actor/participant factor. The use of the word ‘you’ addresses the reader, who is depicted as a member of society, as demonstrated by the example of two families, each with a father, mother, and child. The Jewish and Islamic symbols in the background suggest that the message is intended for a wide range of people, regardless of their religion. The third element of the data is the circumstances, which is represented by the picture of grass identical to the outdoor environment, where the first verbal component “outside” is located.

The second metafunction analysis pertains to the interpersonal metafunction. The first element examined is eye contact or gaze, which is present in the initial verbal element, ‘When indoors, keep windows and doors open.’ This statement conveys the message to the audience to leave the windows and doors open while inside. The second element, social distance, is also apparent in the data above and is classified as medium-level due to the use of excessive visual and verbal elements, which are comparatively medium in size. Lastly, the point of view is the third element analyzed in the data and is classified as low-angle because the main idea is located at the bottom of the design, making it difficult for the observer to comprehend the primary message.

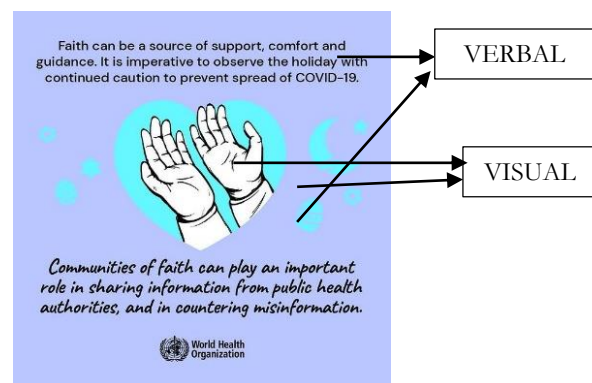
The third metafunction analysis pertains to the textual metafunction. The first component of this analysis is concerned with the value of the information presented in the design. In the given data, the message is not positioned at the center of the design section, resulting in a lack of emphasis on the importance of the information conveyed. As a result, comprehending the main points of the message may prove to be challenging for the viewers. The second component in the analysis pertains to the salience of the design, which is reflected in the visual element having a lighter color

contrast than the other elements. This intentional use of color contrast draws attention to the message and emphasizes its significance. The third and final component is framing, which is employed in the data above through the use of a square-shaped pale green background that provides a boundary around the message design.

Information about the Communities of Faith’s Role during COVID-19

Second, the researchers found information on the function of communication in the WHO Instagram account’s material.

Datum 7



In the analysis of the aforementioned data, the ideational metafunction serves as the foundation for the first study. The initial component is the material or process, which is illustrated by the first segment of the sentence, “Communities of religion can play an essential role in sharing information from public health authorities and in fighting disinformation.” This phrase provides information about the function of religious communities in combating COVID-19 disinformation and their role in disseminating public health information. Moreover, the second factor in the data above is the actor or participant, which is indicated by the verbal term “Community of religion.” In this case, the statement suggests that the participants in the aforementioned statistics are members of society and religious communities. Furthermore, this information is intended for everyone, regardless of religion, and the design background features images of religious symbols from the three major faiths: Islam, Christianity, and Judaism. The second verbal component in the sentence, the word ‘holiday,’ which refers to the dates of religious holidays,

encompasses the third component: the temporal circumstances. In this case, the author aimed to emphasize the need to remain vigilant against the spread of COVID-19.

The second metafunction analysis focuses on the interpersonal metafunction. The first element examined is eye contact or gaze. The initial verbal component relating to the role of religious communities in public health information is found in the data mentioned above. The purpose of the message is to offer information. The second factor analyzed is social isolation, which is indicated by the relatively medium size of the sentence components in the data. The visual element is classified as a close-up shot because it shows a praying hand that is larger than the verbal component. The third element considered is the vantage point from which the information is presented, which is from a low angle due to the delivery of the message in two lengthy phrases.

In the third metafunction analysis, the textual metafunction is examined. The first element is the value of information presented. In the given data, the message's main point is not located at the center of the design, making it difficult for viewers to comprehend the most critical information. As a result, this information's importance is included in a new category. Moreover, the second element is the salience of the visual element. The image of the praying hands, which has a higher color contrast and larger size than the other elements, contributes to the salience of the design. Finally, framing is the third element, and a square-shaped background with a medium purple hue frames the data.

Information about the Effectiveness of Online Shopping during COVID-19

Thirdly, the researchers obtained information on the superiority of online shopping over traditional shopping malls from the content of WHO's Instagram account. The implicit meaning was analyzed by examining the verbal and visual components using the language metafunction.

Datum 8



In the first analysis of the given data, the ideational metafunction serves as the foundation. The material/process is the initial element. The sentence “Avoid crowded shopping centers, shop at less congested times, and use online shopping if you can” is a verbal component that describes the statistics provided. The term ‘avoid’ in the sentence conveys advice or information regarding retail transactions by avoiding crowded spaces. Moreover, the verb ‘use’ provides tips or information for online shopping, which is depicted by the gift illustration on the phone’s screen. The actor is the second component. The data above shows that the word ‘you’ is a verbal element. The message is intended for the general public, particularly for the followers of the WHO Instagram account. Furthermore, the actor in the illustration is holding a phone, which represents society. The third element is the temporal circumstances, which are visible in the verbal aspect of the phrase ‘less congested times’ in the data above, referring to a less busy period for shopping.

In the second metafunction analysis, the focus is on the interpersonal metafunction. The first element to be examined is eye contact or gaze. In the given data, the verbal component provides advice to avoid crowds while shopping online. The intention of this message is to offer guidance. Moreover, despite the use of long phrases, the relatively large visual and verbal components categorize the social distance data as close-shot. This is related to the third element, which is the point of view information. The information presented above eye level ensures that viewers can easily comprehend the message created by the integration of both the verbal and visual components.

In the third metafunction analysis, the textual metafunction is examined. The first aspect to consider is the importance of information, which is categorized as centered. This is because the main idea of the message is placed in the center of the design, making it easy for the viewer to understand the message. The second element is salience, which is achieved by using contrasting colors that are darker than the background color, making the verbal elements stand out and easier to read. Moreover, the visual component, which supports the verbal message, uses a relatively large image size to facilitate the viewer's understanding of the message. Finally, framing is another element that is present, where a light pink background hue is used to create a square frame around the message.

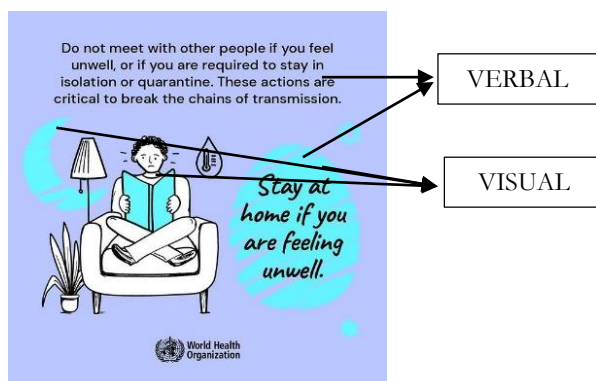
Prohibition

The Merriam-Webster dictionary defines the word "Prohibition" as a command to restrain or cease. It is possible to take this as meaning that speaking in terms of prohibition is inappropriate. As a result, the notion of prohibition was determined by the researchers to signify regulations that contain restrictions to stop COVID-19 spread during the pandemic. In this instance, the description that follows describes part of the data that was obtained from the WHO Instagram account.

Prohibition to Meet Other People during COVID-19

First, the researchers discovered information regarding how being outside is preferable to being inside in the WHO Instagram account's posts. The verbal and visual components that language metafunction examined provided the implicit meaning.

Datum 9



In the initial analysis data presented above, the WHO Instagram account's content was classified as "forbidden" based on the ideational metafunction representation. The phrase "Don't meet" can be interpreted as representing the prohibition aspect of the message. The sentence's cohesion in the aforementioned sample data can be attributed to this phrase. The first clause in the sample above signifies the prohibition of social gatherings when one is not feeling well. Furthermore, the second element, an actor or participant, is represented by a visual element of a sick man. This individual assumes the role of society, which is the target audience for the message. Lastly, the third element is the contextual condition, which is expressed by the verbal phrase 'feeling unwell.'

Interpersonal metafunction is the subject of the second metafunction analysis. The verbal part of 'do not meet' as a request to avoid holding a meeting is accomplished as the first element, which is contact or stare. The social distance identified in the aforementioned data, which falls within the medium-level group, makes up the second component. The third component, the point of view data above, which is included in the low angle because the message formed from the unity of verbal and visual elements is considered too much so that it is unclear where the core message is conveyed, is related to the use of various verbal elements and visual elements because it is too much with a relatively medium size.

In the third metafunction analysis, the textual metafunction is examined. The first aspect considered is the value of information, which is placed in a new category due to its presentation not being at the center of the design. The second component, salience, is achieved through the use of color contrasts in the visual elements, where the images are brighter than other colors. Finally, the data presented in the design is framed with a purple background, forming a square.

Discussion

The study examines the use of multimodality in health campaign posters on WHO Instagram account. The researchers employed Systemic Functional Linguistics (SFL) to analyze the posters, which revealed the

pervasive use of multimodality in the content shared on the WHO Instagram account. The integration of verbal and visual elements in design products enables designers to effectively convey their intended meaning. The findings of the study suggest that the posters effectively convey their intended messages, increasing the likelihood of public engagement. Overall, the study stresses the importance of multimodality in designing health communication campaigns and calls for further research integrating other fields of study such as visual communication to provide more profound analyses.

Incorporating verbal and visual modes, media creates engaging, memorable messages retained by the audience. Multimodality ensures mutual communication by complementing different modes, enhancing message effectiveness. Multimodality allows for diverse learning styles and accessibility, capturing attention and conveying messages effectively, including those with disabilities. Nugraha and Haq's study (2021) discovered connotative and denotative implications of stigma in COVID-19 health campaign posters, emphasizing the need for meticulous crafting to prevent prejudice and bias. This is consistent with the assertion made by Sulatra and Pratiwi (2020) that COVID-19 public campaigns play a crucial role in promoting collective responsibility in defeating the pandemic, not only by encouraging the public to follow preventive measures and government regulations, but also by emphasizing the need to maintain a positive attitude toward sensitive issues.

The study also discovered that ideational metafunction analysis contributes to the message that the WHO Instagram account seeks to share with the public, particularly its followers. The inferred meaning of the message that was intended to transmit could be divided into three groups: instructions, information, and prohibitions. To address the issue of misunderstanding and negative perception towards government COVID-19 policies, health campaigns should utilize multimodal approaches that combine visual and verbal modes (Kadim & Abbas, 2022) as complex information, rumors, and social barriers often contribute to the misinterpretation of policies. The use of multimodal health campaigns can

help engage diverse audiences and present information in a more accessible and positive way, ultimately increasing understanding and encouraging the adoption of preventive measures.

Our analysis highlights that most COVID-19 prevention guidelines are communicated through straightforward instructions, including wearing masks, practicing social distancing, maintaining personal hygiene, and ensuring healthcare facilities and personnel's safety. However, executing these measures is critical to halting the virus's transmission. It is worth noting that only one guideline, specifically the WHO's Instagram account's prohibition on meeting individuals outside the household during the pandemic, explicitly clarifies its intended purpose that the posters were designed for the community.

Public service posters play a critical role in promoting public health by providing information and encouraging behavior changes. To be effective, they should be clear, concise, and free of complex elements that can confuse or mislead the target audience (Aning, 2021; L. Zhang et al., 2022). This is particularly crucial in the context of the COVID-19 pandemic, where people must understand complex medical concepts and follow strict guidelines to prevent the virus's spread.

Understanding the significance of the facts that a creator wants to emphasize is crucial for effective communication. In the case of the WHO Instagram account, we discovered that visual aspects are used to support the importance of the verbally communicated information. This is consistent with earlier studies by Hidarto and Andrieza (2022) and Susetya and Nurhayati (2020), that visual components highlight verbal elements in advertising, aiding viewers in retaining messages.

However, the designers of the WHO Instagram account may have failed to deliver the message effectively during the COVID-19 pandemic. Some designs use small visual elements, which can make it challenging for viewers to grasp the message points. Additionally, the use of overly long words in the vocal component may make it harder for

viewers to retain information. Girard and Price (2012) suggest that designs with visual aids that are larger than other components are simpler to understand. Similarly, Utoyo (2020) argues that information in a design should be brief and understandable to enhance comprehension. Consideration of factors such as color contrast, font size, and poster space can also aid viewers' understanding (Utoyo, 2020).

CONCLUSION

This study highlights the importance of using verbal and visual elements in health communication campaigns, especially during the ongoing COVID-19 pandemic. Multimodal approaches increase the effectiveness of health promotion materials and engagement of the public. The study provides an evaluative result that could help create health campaign posters that precisely meet the outlined promotion targets. Posters must be clear, concise, and simple to avoid confusion. Future research could focus on specific design elements, cultural factors, and social media platforms such as Instagram to optimize audience engagement. Further analysis using theoretical frameworks like visual communication or psychology could provide a deeper understanding of the impact of multimodal health campaigns. The goal of future research is to comprehensively identify design elements that enhance the effectiveness of health promotional posters campaigns during the pandemic.

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