

A Multimodal Analysis In Banner Of COVID-19

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ABSTRACT

This will discuss multimodal analysis where there are visual and verbal, This study aims to see changes in the visual function of the WHO banner itself which is conveyed through objects that are following the objectives themselves. In this study, the authors also used a qualitative descriptive approach where all data were analyzed with the theory of Kress and Van Leeuwen (2006). The results of the study show where the visual and verbal processes that occur in this banner.

Keyword : Multimodal Analysis, Verbal & Visual

1. Introduction

In 2020 the world has been shocked by a dangerous virus named Coronavirus or COVID-19. This virus is currently shocking the world since this new type of virus, namely Sars-CoV-2, which has occurred in the country of Wuhan, China for the first time on December 31 2019 until it spreads endlessly to Indonesia at this time. COVID-19 as it is named has been in Indonesia for almost a year since the government in Indonesia announced the overwhelmed by the fear of COVID-19 by February 2020. This coronavirus is a disease that can transmit to humans and animals with a very fast spread of transmission compared to other viruses. The number of cases of coronavirus is more than any other disease that occurs in the world. With the dangers of

this coronavirus, people all over the world should be always reminded of the harmful of the virus and be worried about their health. The reminders provide banners to cut the coronavirus spread.

There are more and more coronavirus infections, banners with the theme of health warnings, for example on this research banner uploaded by WHO on health care and how to wear cloth masks on children. Banners are information media that contain logos, symbols, or certain messages in the form of a sheet and aim to introduce and invite readers. Banners are now various kinds of decorations so that they are beautiful for the interest of consumers who read them because of the strong purpose of an attractive banner to give

a message or meaning that is promotional to the audience.

Banners have been around for a long time, but banners in the past were just ordinary, not like today because nowadays banners look more creative and are designed as beautiful as possible so that the audience is interested in reading the information provided by the author, for example, the same as the banner uploaded by WHO. procedures for using health masks for children. Banners are not only useful for media information but also useful for promotional media and media for identity or website characteristics, banners are also widely used by business people to market their products and show their potential to the audience. We can also see the banner not only on the road, but we can also see it on several social media such as Instagram, Twitter, Google, and others. Multimodal is a communication that uses two different modes at the same time, namely verbal and visual, and is combined by two semiotic systems, namely meaning and expression. Therefore, the banner cannot be separated from multimodal because the banners are a form of visual and verbal role information.

About WHO's actions in preventing the coronavirus, they are extraordinary and serious enough to tackle the prevention of this

virus, and WHO's efforts in this case strongly emphasize the COVID-19 test are an important step in mapping a strategy for handling COVID-19 particularly in terms of contact tracing and isolation of infected individuals. WHO also provides recommendations for Indonesia regarding the prevention of this virus, there are several, namely: activation of national emergencies and forming a special team that has the authority to make evidence-based decisions. Extending intensive case detection and contact tracing to find out exactly which areas of Indonesia are active transmission; Encouraging the decentralization of laboratory capacity, especially in laboratories that have the capacity and increase the capacity of existing laboratories, Announce confirmed cases and submit contact tracing details immediately to WHO so they can be analyzed and provide advice to the government to close schools, prohibit large gatherings, reduce travel to public places, social prompts such as not shaking hands and advising people showing respiratory symptoms to stay at home, isolate yourself at home.

This study has three reasons to discuss the multimodal images in the printed banner. Firstly, this banner consists of multimodal visual aspect as a communication which is

delivered in the form of written or oral form which is combined from two modes, namely verbal and visual. This banner includes multimodal texts since multimodal texts on these banners provide where the meaning that can be conveyed to the reader through a combination of visual. So in this study, the writer analyzes the multimodal structure of 8 images found in the banners that are very prominent in WHO. The focus of the banners is the messages that consist of WARNINGS that uploaded by WHO in September 2020. The authors also use qualitative method data in the form of descriptions of the research object. Where qualitative data provides and shows the quality of the object of the research carried out. Why the researchers chose this data for analysis because the authors wanted to prove the multimodal visual and verbal processes that occurred on this WHO banner.

2. Literature Review

2.1 CONCEPT

2.1.1 Multimodal

A text may be defined as multimodal when it combines two or more semiotic systems. There are five semiotic systems in total:

Linguistic: comprising aspects such as vocabulary, generic structure and the grammar of the oral and written language. *Visual*: comprising aspects

such as colour, vectors and viewpoint in still and moving images. *Audio*: comprising aspects such as volume, pitch and rhythm of music and sound effects. *Gestural*: comprising aspects such as movement, speed and stillness in facial expression and body language. *Spatial* comprising aspects such as proximity, direction, position of layout and organization of objects in space (Anstey & Bull, 2010)

Semiotic System	Some examples of signs and symbols that create meaning within them
Linguistic : oral and written language	Vocabulary, generic structure, punctuation, grammar, paragraphing
Visual : still and moving images	Colour, vectors, line, foreground, viewpoint
Gestural : facial expression and body language	Movement, speed, stillness, body position
Audio : music and sound effects	Volume, pitch, rhythm, silence, pause
Spatial : layout and organisation of objects and space	Proximity, direction, position in space

Table 1 : (Anstey & Bull, 2010)

2.1.2 Analysis Banner

The banner contains communication that cannot be separated by multimodal combining two modes, namely verbal and visual. This model has a structure such as Emblem, Lead, Tag, etc.

Structure of Advertisement (Cheong, 2004)	
Verbal Component	Visual Component
<i>Announcement: Primary, Secondary</i>	<i>Lead: Locus of Attention (LoA), Complement to the Locus of Attention (Comp. LoA)</i>
<i>Enhancer</i>	<i>Display: Explicit, Implicit, Congruent, Incongruent (metaphorical)</i>
<i>Emblem</i>	212 <i>Emblem</i>
<i>Tag</i>	
<i>Call-and-visit information</i>	

Table 2 : Cheong 2004

2.2 Theoretical Approach

In this study, The theoretical foundation of this study Kress and Van Leeuwen (2006: 43) “In order to function as a full system of communication, the visual, like all semiotic modes, has to serve several representational and communicational requirements.

Kress and Van Leeuwen (2006: 43)

1. Representational Function, the first function of images corresponds the Halliday’s SFL ideational function. It deals with the way elements in images are representing the world as experienced by humans. Here, Kress and Leeuwen (2006) Propose that there are two different representations of the aspect of the world.

1.1 There are two kinds of Representation: Narrative and Conceptual representation

1.2 The key elements in Narrative Representation are Participants and Vectors. Participants are

people, places and things that are depicted in the images and Vector is an oblique line formed by arrows, bodies, limbs or tools.

1.2 The elements of Conceptual Representation are Classification process, Analytical process, Symbolic attributive process

2. Interactive Function, corresponds the Halliday’s SFL *interpersonal function*. It deals with how the represented participants relate with the viewer.

2.1 The Interaction is the elements of the images that supports the pattern of interaction are gaze, framing size, horizontal angle and vertical angle.

2.2 Gaze refers to the eye contact that occurs between the participants in the image and the viewer. (+) demand (-) offer

2.3 The size of frame defines the social distance

2.4 Horizontal angle is a function of the relationship between the frontal planes both participants.

2.5 Vertical angle describes the power differences possesses by both participants.

3. Compositional Function, the third function of a visual image correspond with the *textual function* by Halliday. It deals with the way the elements in image are organized that could impact the overall meaning of the image. Representational Interactional
Compositional :

- 3.1 Composition is interpreted by three inter-related system:
- 3.2 Information value is a placement of elements in image zones that reflect the values of specific information.
- 3.3 Saliency is the arrangement of elements in the drawn participants or the representative participants, made to guide attention of viewers in different degrees.
- 3.4 Framing is associated with the presence or absence of a boundary line.

3.1 RESEARCH METHODOLOGY

3.1.1 Research Design

In this journal, the writer uses a qualitative descriptive method. Qualitative research descriptive research and tends to use analysis. Process and meaning (subject perspective) are emphasized more in qualitative research. In qualitative research,

researchers start from the data, utilize existing theories as explanatory material, and end with "theories". Kriyantono stated, "Qualitative research aims to explain phenomena in depth through in-depth data collection." Qualitative research emphasizes the depth of data obtained by researchers.

3.1.2 Source of Data and Data

3.3.2.1 The Source of Data

The research method that the researcher used for source of data is the online banner from WHO official account Instagram. The primary data used are text and pictures in the banner. The secondary data used are any related information from previous research journals or articles about verbal and visual analysis. The author takes this research source from WHO uploads on health, <https://www.instagram.com/p/CFIKR7JjJBd/?igshid=n6fw9m6egy2j>.

3.1.3 Data collection Methods

The data research method is a way to collect the data you want to research. The author collects this data through qualitative methods, qualitative methods are methods that focus on an object that explains more deeply, where this method is used to find and

understand what is hidden in an object. So here the author takes the method modified by Miles, Huberman and Saldana (2014) where this type of research only focuses on the objectives of the research that is studied with theories that match the research objectives.

3.1.4 Technique of Data Analysis

This study using descriptive technique analysis to get conclusions. This technique focuses on four characteristics according to Miles, Huberman, & Saldana, namely:

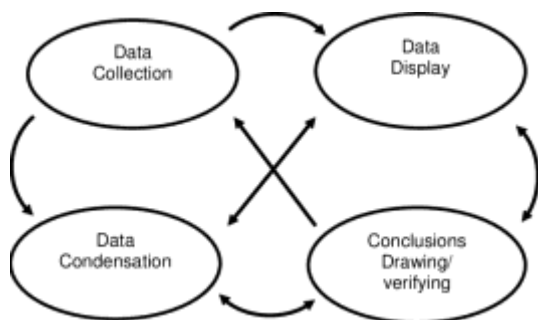


Diagram 1: Four Characteristics in technique of data analysis

1. Data collection means that this research begins with the collection steps. The data as specified in the technique is then analyzed for the problem. this research using Banner WHO ads as the data source.

2. Data condensation refers to the process of selecting, focusing, simplifying, abstracting empirical data (Miles and et al, 2014: 31).
3. Data Display is an organized and compressed collection of information that allows the conclusion and action (Miles and et al, 2014: 31). This study shows Eight Banner WHO of Covid-19 ad images.
4. Conclusion and verification are qualitative data collection analysts interpret what is meant by noting patterns, explanations, causal flows, and propositions (Miles and et al, 2014: 32). This research used Kress And Van Leeuwen (2006) as well as Visual and Verbal concurrently taken from the point of view by the theory of Cheong (2004) as a complement to the analysis process on the COVID-19 banner made by WHO.

4.1 FINDING AND DISCUSSION

In this chapter, the writer will explain and analyze which focuses on the visual and verbal elements contained in the WHO banner data which are below, and in this study, the researcher plays a linguistic analysis that focuses on Ideational Functions, the researcher uses Narrative Representations

based on Representation theory by Kress and van Leeuwen (2006) for analyzing visual text. This analysis is supported by the Potential Generic Structure of Cheong (2004) in analyzing the structure of Print Ads which consists of Lead, Display, and Emblem for visual text. Verbal text is formed by several elements, namely Emblem, Announcement, Enhancer, Tag, and Call-and-Visit Information.

4.1.2 Visual Types of P3 "KNOW THE SYMPTOMS OF VIRUS COVID-19"



Picture 1: Know The Symptoms of virus covid-19

Representational

Analytical Process: Seen in the banner above, all the participants above represent the whole of the viewer when they see this banner and the attributes that represent it, namely by wearing a mask and a woman who appears to be in a bad condition along with the attributes of the health symbol.

Participant: There is a woman who is standing wearing white clothes while holding her forehead who looks dizzy so that

observers see her know what her purpose is.

Action Process

Actor: because in this banner you can see a woman moving her hands to her head by closing her eyes while looking down a little and wearing a mask.

Size: In this banner the object is made large so that the entire audience can see it and the writing in this banner is made big.

Color: Here the background uses soft but bright colors, namely blue and white, so that the observer finds it attractive as experienced in everyday life and a woman wearing a white shirt and a white mask.

Vector: In this image a woman is alone without any other participant.

Gaze

Offer: This participant in the banner is made inconvenient to the observer, he only cares about himself and the observer is only asked to observe what the purpose of the woman's picture means.

4.1.3 Analysis Multimodal Visual by Kress and Van leeuwen

Representational

Analytical Process : It can be seen in the banner above that all the participants above represent the whole person who is in the viewer when they see this banner along with the attributes that represent it, namely by wearing a mask and a woman who looks not

in a good condition along with the attributes



of the health symbol.

Participant : There is a woman who is having a headache with her head bowed while holding her forehead



Action Process

Actor : because in this banner, you can see a woman moving both parts of her hands to her head by closing her eyes while slightly lowering her head and wearing a mask.



Size : In this banner the object is made large so that the entire audience can see it and the writing in this banner is made big and the writing is also made big



Color : Here, the background uses soft but bright colors, namely blue and white, so that the observer finds it attractive as experienced in everyday life and a woman wearing a white shirt and a white mask.

LOW COLOR

BLUE —————> **WHITE**

Vector : In this picture a woman is alone without any other participant.

Gaze

Offer : This participant in the banner is made not targeted by the observer, he only cares about himself and the observer is only asked to observe what the purpose of the woman's picture means.



So from that the author doubles the analysis and takes a visual and verbal point of view using the theory of Cheong (2004) as in P.3 below.



4.1 Previous Research

(Debby Febrian Indrias, 2015) analyzed about *THE REPRESENTATION OF WOMAN RIDER AS A ROLE MODEL INTRAFFIC RULES DISSEMINATION THROUGH SATLANTAS'S BANNER IN SURABAYA: A SEMIOTIC ANALYSIS*. By applying semiotic method of Roland Barthes, this study considers those banners as the main analysis. Under the theory of beauty myth by Naomi Wolf, it will be unveiled whether the portrayal of woman rider in both banners

upraises woman's position or just subordinates it.

(Xin Guan, 2017) analyzed *A Study of Multimodal Banner Discourse on Chinese E-Commerce Websites From the Perspective of Discourse Information*. In linguistic sense, a banner is multimodal ads discourse being composed of text and images. So far, most of the multimodal studies of ad discourse take traditional printed ads other than banners as research object, and analysis is conducted, with metafunctions of language from the systemic functional linguistics as the basis, and visual grammar by Kress & van Leeuwen as the theoretical framework, to describe their representational meaning, interactive meaning or compositional meaning as well as meaning-construction patterns in ad discourse.

(Dharma Ayoeb, 2018) analyzed *A MULTIMODALITY ANALYSIS OF THE POSTERS 'BALI TOLAK REKLAMASI' MADE BY FOR BALI IN 2014, 2015, AND 2016*. The data were analyzed by using the framework of multimodality from Kress and Van Leeuwen (2006).

(Rambe, Reka Purnama, 2019) analyzed *A Multimodal Analysis of English Courses' Brochures Advertisement in Medan*. Halliday's (2004) Ideational Function and the Representational by Kress and van Leeuwen" (2006) are used to analyze the verbal and the visual texts.

(Zhen Troy Chen & Ming Cheung, 2020) Analyzed "*Click-Through Rate Prediction of Online Banners Featuring Multimodal Analysis*" We introduce another text analysis technique and more detailed metadata.

5.1 CONCLUSION

After the author discussed in the previous chapter about the analysis based on the Kress Van Leeuwen Visual Structure along with Cheong, namely Verbal and Visual Structure which are presented in the WHO banner, from that this chapter can conclude about the analysis described, namely :

1. The type of structure in the visual that is most prominent in the WHO banner is the Action Process (Goal / Object, Size, Color, Vector,) Gaze (offer, Demand), Representational, and Analytical Process. Furthermore, the most prominent Verbal Structure Types on the WHO banner are Linguistic Emblem, Visual Linguistics, Enhancer, Primary Announcement, Secondary

Announcement, Lead, Tag, Call, and Visit.

2. On the 8 WHO banners showing visual text in percentage through images which consist of Narrative Representations based on Kress Van Leeuwen.

5.2 SUGGESTION

This research is based on the visual type and the verbal type based on Kress van Leeuwen and Cheong which are combined into a verbal and visual point of view in the WHO banner about COVID -19. This research can be done using other printed media such as advertisements and brochures which can be done visually and verbally. To carry out further research, it is necessary to use other theories to interpret and understand printed works more broadly. This study also shows that printed work can be even more helpful in making it build relationships between the public when understanding it. Meanwhile, the community, which is the target of the promotion, must pay more attention to the special meaning contained in the banners conveyed by the maker.

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