

CHAPTER I

INTRODUCTION

1.1. Background of the Research

COVID-19, or *coronavirus disease 2019*, is a disease caused by a virus named SARS-CoV-2 and was discovered in Wuhan, China in December 2019. Almost three years ago, it caused a pandemic of respiratory illness. COVID-19 is a severe disease that has caused millions of cases to spread around the world, as well as long-term health issues in those who have survived it. This infection can spread from individual to individual. It is analyzed with a test. The most perfect way to ensure ourselves is to be inoculated and boosted when we are qualified, take after-testing rules, wear a cover, wash our hands, and practice social removal.

As time goes by, this virus is growing and has a variety of dangerous variants, which unfortunately is also accompanied by an increase in the number of sufferers. Therefore, people all around the world are trying to make a warning to make everyone aware of the dangers of this virus. Various ways have been taken to achieve efforts to reduce cases of this virus occurring throughout the world. Authorities like the World Health Organization provide an infographic to decrease the corona virus spread through vaccination and quarantine infographics. There are

a lot of infographics about COVID-19 on the WHO website, ranging from mental health, how to handle the disposal of COVID-19, etc.

Infographics are an inventive way of outwardly communicating data colorfully and briefly. The representation of information in graphic format enhances audience understanding and their ability to make a decision. Infographics come from two words: information and graphic, which means a form of conveying complex information through data visualization to readers so that they can be understood more efficiently. Making infographics can be done online and offline. The form can be in digital or printed form. We can easily find an infographic on several social media platforms, such as Instagram, Google, Pinterest, websites, and others.

Infographics are a form of visual communication that appears in colors, typography, characters, and, of course, information. Infographics can also function as an advertising tool if they are seen for their purpose, which is to try to provide information to many people so that it has an effect after seeing or observing it. Infographics are not only a medium for illustrating data and information. Infographics also function as awareness-forming, especially educational infographics created by public institutions that encourage their audience to think and behave according to the contents of the infographic in society. Along with what has been mentioned previously, it can be concluded that the making of meaning rarely occurs

if it only depends on the language of the text. There are pictures, color symbols, colors, and even sound, which are other media in modern communication.

So we need an analysis mode that can cover everything both verbally and visually, such as multimodal critical analysis. The combination of two modes, visual and verbal elements, is called multimodality. Multimodality is a study that requires a closer look at features and elements of images that work together. Kress and van Leeuwen (2006) mentioned that every element in a multimodal text is attributed as having potential meaning. They need to work together in meaning-making. They also stated that the use of several semiotic modes simultaneously is the way to strengthen and complete their meaning. Thus, the verbal and visual languages must be combined to gain the intended meaning and understand the communication easily.

Multimodal communication is a process of communication through signs by combining a sign system between communicators to connect semantically and formally to each other with signs expressed. For example, the use of the website, which has a role as a source of official information centers, a place for coordination, a place for promotion or development, media for publication, and two-way communication. The web guides the audience to recognize combinations such as images and sounds and the shared interactions that create meaning. Therefore,

multimodality analysis may help to promote the understanding of the website from the perspectives of linguistics and non-linguistics.

Since Kress and van Leeuwen have developed social semiotics based on Halliday's systemic functional grammar, they propose that an image also has three kinds of metafunctions to create meanings: representational, interpersonal, and compositional metafunctions (Harrison, 2003, p.50). Representational metafunction refers to how the producer expresses his or her experience of the world through the depiction of people, places, and objects, which are called, represented participants within a text. Interpersonal metafunction refers to the way images engage the reader by using such aspects as gaze, social distance, and perspective. Then, the compositional metafunction refers to the way the representational and interpersonal integrate with the image to create a meaningful whole.

In compositional metafunction, an image is analyzed in terms of information value, salience, and framing. Information value is the position of the image, whether it is placed on the left and right, top and bottom, or center and margin in the text, which can indicate different information roles. Kress and van Leeuwen (2006) argued that information placed to the left may be carrying an informational load of given-new, and several scholars are supporting this view in other publications (Thomas, 2004). Social meanings, it is argued, are reproduced in the *new*, which is

also the space where ideologies are reproduced and contested (Kress and van Leeuwen, 1996). However, Kress and van Leeuwen (1996) further propose that information placed at the top or the bottom of the horizontal axis is rendered as *ideal* and *real*, respectively, whereas any information placed at the center represents the mediator of the text. However, the given-new/real-ideal analyses also apply recursively.

Saliency refers to the ability of the elements in the picture to capture the reader's attention through the use of color, font size, capital letters, emboldening, etc. Saliency produces a 'hierarchy of importance among the elements, selecting some as more important and more worthy of attention than others' (Kress and van Leeuwen, 1996:212). Framing refers to how the message is embedded in context (Harraison, 2003, p.57).

The multimodal hypothesis has been created within the field of social semiotics, which thinks about context-bound message trade. In this study, the researcher uses several relevant references, including "An Analysis of Compositional Meaning in Maltina Advertisements in Nigeria" by Babatunji Hezekiah Adepoju (2020), "The Interplay Between Interpersonal and Compositional Meaning in Multimodal Texts about Animals for Young Children" (2019) by Maria Koutsikou, "Multimodality on Humor Represented in 9GAG's Twitter Account" (2019) a Thesis

by Nasru Ilahiyati, "Exploring the Multimodality of EFL Textbooks for Chinese College Students: A Comparative Study" (2014) by Xiqin Liu, "Multimodality in Property Commercial: Linguistic Cityscape of Batu" (2018) by Feny Anggeria, and "Multimodal Analysis on Ertiga Car Print Advertisement" (2020) by Ridwan Purba."

As mentioned before, Kress and van Leeuwen (2006) adopted Halliday's concept of Systemic Functional Linguistics (2004) in the making of the grammar of visual design and in describing the three metafunctions in a visual image. The main reason the researcher chose to study multimodality on the WHO website using the related theory is that the theory is qualified to analyze how the visual and verbal modes work together to form the complete meaning for understanding the selected infographics. The researcher would like to analyze the compositional meaning and combining with the general potential structure analysis theory behind those selected infographics. The coronavirus pandemic was obtained from the WHO website as a reference and was posted from 2020 until 2022 because in these years the pandemic has been spread in Indonesia.

1.2. Problem of the Research

1.2.1. How the visual elements of the selected COVID-19 infographics construct compositional meaning?

1.2.2. How do the verbal elements of the selected COVID-19 infographics use the Cheong generic structure potential analysis?

1.3. Objective of the Research

1.3.1. To investigate the compositional meaning of the COVID-19 infographic.

1.3.2. To investigate the generic structure potential of COVID-19 infographics on the WHO website.

1.4. Significance of the Research

1.4.1. Theoretical Significance

Hopefully, this research will contribute to knowledge in linguistics fields, particularly Critical Multimodality Discourse.

1.4.2. Practical Significance

Practically, this research is expected to be useful for the following parties:

Linguistics Concentration Student

1.5. Limitation of the Research

In this study, the researcher focused only on analyzing the compositional meaning metafunction of selected infographics on the WHO website. There were

some pictures that the researcher downloaded, especially about providing information regarding COVID-19.

1.6. Definition of the Keyterms

1.6.1. Multimodality

Thibault (2001) defines multimodality as the various ways in which several semiotic sources, such as language, visuals, images, or sounds, are shared and contextualized in the creation of specific meanings of the text. Diverse modes have become more coordinated and visual components are used to communicate complex thoughts and demeanors in multimodal communication. Multimodal discourse analysis is concerned with the hypothesis and investigation of semiotic assets and semantic expansions that occur when semiotic options are combined in multimodal phenomena.

1.6.2. Visual Images

Kress and Van Leeuwen (2006) describe Visual Grammar as a clear multimodal approach to visual communication that provides a thorough and precise outline of the language structure visual plan. Dialect and visual communication both realize the same more fundamental and distant coming to frameworks of meaning that comprise culture, but each does so in its own unique and autonomous way.

There were three perspectives of visual grammar use, specifically representational meaning, intuitive meaning, and compositional meaning.

1.6.3. Compositional

Compositional metafunction refers to a composition related to the arrangement of material elements to promote the superiority of the message in a sense. Compositional refers to how components are organized in an image or text to offer a sense of structural coherence (Royce, 1999). The compositional metafunction, according to Kress and Van Leeuwen (2006) when viewed from a multimodality perspective, is the value of information, framing, and salience in infographics in the realm of advertising to find out how messages are selected in organized infographics.

1.6.4. Infographics

An infographic is an abbreviation of the term "*information graphic*" and uses visual cues to communicate information (Lankoff, Ritchie, & Crooks, 2012:20). According to Oxford and Lexico, infographics are information or data that is shown in charts, diagrams, etc. so that it is easy to understand. It is a type of representation and illustration in which graphic elements are used to present information in visually appealing ways, accompanied by minimal text. It contains the basic elements of

graphic design, such as color, typography, image characters, and, of course, data. The purpose of infographics itself varies from education to promotion. Even if the audience does not read the text in the infographics, the visualized data serves as a pointer to the core topic of discussion.

1.6.5. Generic Structure Potential Analysis

Cheong (2004) initiated a concept to state the elements that occur in advertisements in general, which are divided into two categories: verbal and visual elements. The visual elements consist of lead, display, and emblem, analyzed through color, placement, size, frame, and information. While the verbal consists of primary announcement, secondary announcement, enhancer, emblem, tag, and call and visit information.

1.6.6. Public Service Announcement

According to Syversten (2003), public service advertising is a special form of media governance, with a set of political inventions in the market to ensure that broadcasters produce programs that are beneficial and valuable to society as a whole. PSAs serve as visual arguments because they overtly make a claim and provide reasons for that claim that can be consciously analyzed by an audience. In other words, PSAs seek to raise public awareness of social issues via mass media and

encourage more people to get involved in the creation and interpretation of advertisements. PSA uses several modes, such as image, sound, gesture, and even the text itself. The meaning behind the PSAs will be delivered through the use of many resources, not only those recognized through the language.

1.7. Organization of the Research Report

The researcher arranges the writing system to be systematic as follows:

1.7.1. CHAPTER I : Introduction

This chapter consists of the background of the research; the problem of the research; the significance of the research; the limitations of the research; and the definition of key terms.

1.7.2. Chapter II : Review of Literature

It deals with literature review. It covers the theoretical framework and a review of related research.

1.7.3. Chapter III : Research Method

This chapter describes the research method, which includes the design of the research, data, and source of the data, method of collecting the data, the technique of collecting data, and method of analyzing data.

1.7.4. Chapter IV : Data Analysis

It comprises the data analysis, containing data description, data analysis, and discussion.

1.7.5. Chapter V : Conclusion and Suggestion

In conclusion and suggestions, they contain the conclusion and the suggestions from this research.

