

**A CRITICAL MULTIMODAL DISCOURSE ANALYSIS OF ANTI-
VAXXERS AND ANTI-MASKERS MEME IN COVID-19
CONTEXT**



An Undergraduate Thesis
Submitted as a partial fulfillment of the requirements
for *Sarjana Sastra* Degree

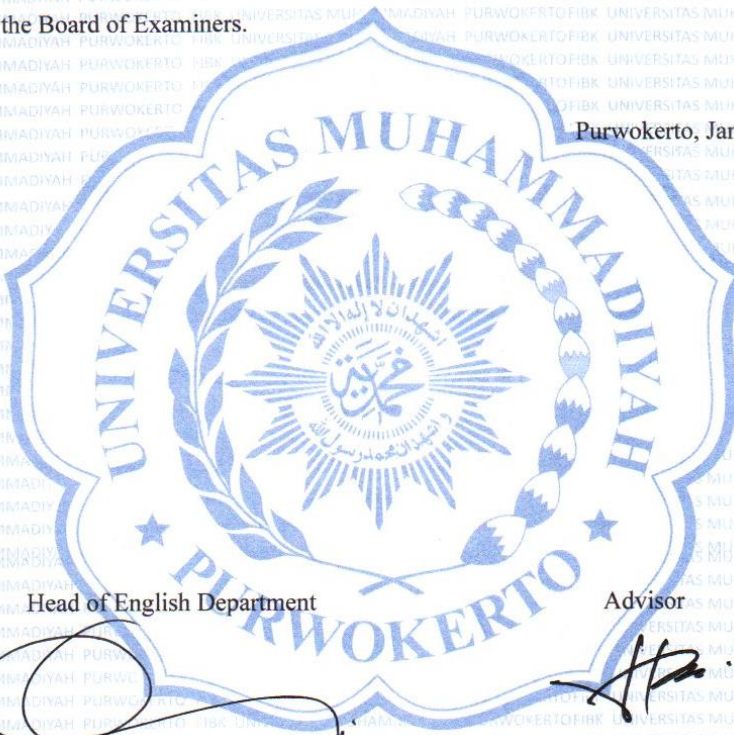
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2024

APPROVAL SHEET

This is to certify that this graduating paper entitled "A CRITICAL MULTIMODAL DISCOURSE ANALYSIS OF ANTI-VAXXERS AND ANTI-MASKERS MEME IN COVID-19 CONTEXT" by Diva Indro Kuncoro has been approved by the advisor(s) and the Head of the English Department to be examined by the Board of Examiners.

Purwokerto, January 2024



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A CRITICAL MULTIMODAL DISCOURSE ANALYSIS OF ANTI-VAXXERS AND ANTI-MASKERS MEME IN COVID-19 CONTEXT

An Undergraduate Paper

by
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Has been examined and approved by the Board of Examiners as one of the requirements for Sarjana Sastra degree on -- January 2024

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With this, I would like to take this opportunity to dedicated this thesis to all of them who have prayed, supported, and motivated for me in completing this thesis to:

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I want to thank everyone who helped me, even though I can't mention each person individually. May Allah bless and guide all of us. I hope this thesis can be useful for everyone.

Purwokerto, January 2024

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A CRITICAL MULTIMODAL DISCOURSE ANALYSIS OF ANTI-VAXXERS AND ANTI-MASKERS MEME IN COVID-19 CONTEXT

ABSTRACT

This study aims to identify and analyze the visual and verbal representation of anti-vaxxers and anti-maskers in COVID-19 memes, as well as investigate the correlation between the caption and visual representation of these memes. The research design involves Critical Multimodal Discourse Analysis to examine COVID-19 memes obtained from internet meme sites. The visual and verbal representations of the memes were analyzed using Kress and van Leeuwen's visual metafunction theory and Halliday and Matthiessen's Transitivity theory. The findings reveal that narrative processes dominate the visual representation, with a prevalent additive relationship between visual and verbal elements. The study concludes that the memes effectively convey messages related to the global conversation on the COVID-19 pandemic. The implications of the study highlight the importance of visual and verbal elements in creating impactful and cohesive messages in memes.

Keywords: *COVID-19 memes, multimodal discourse analysis, visual metafunction, transitivity, intersemiotic.*

A CRITICAL MULTIMODAL DISCOURSE ANALYSIS OF ANTI-VAXXERS AND ANTI-MASKERS MEME IN COVID-19 CONTEXT

INTISARI

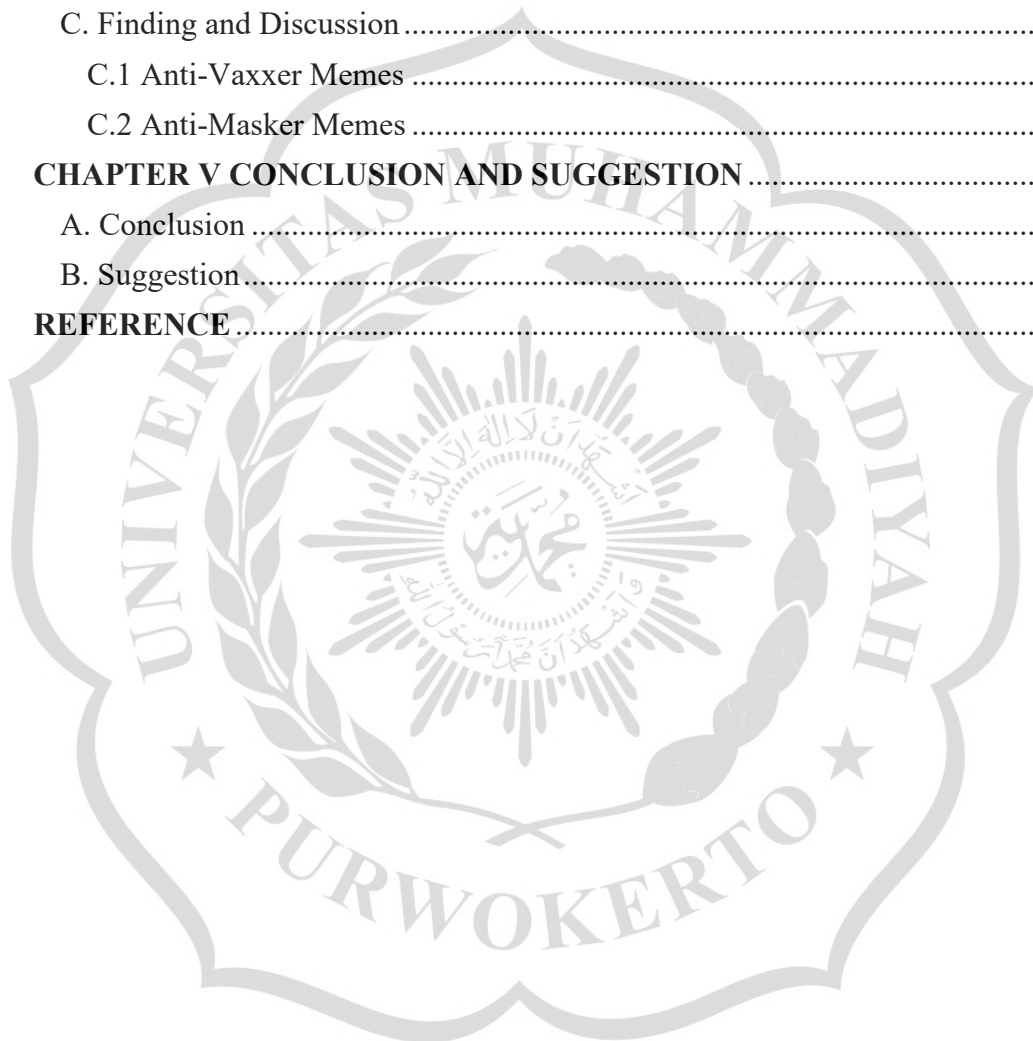
Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis representasi visual dan verbal anti-vaxxer dan anti-masker dalam meme COVID-19, serta menyelidiki korelasi antara teks dan representasi visual meme tersebut. Desain penelitian ini menggunakan Analisis Wacana Multimodal Kritis untuk meneliti meme COVID-19 yang diperoleh dari situs meme internet. Representasi visual dan verbal dari meme tersebut dianalisis dengan menggunakan teori metafungsi visual dari Kress dan van Leeuwen serta teori Transitivitas dari Halliday dan Matthiessen. Temuan menunjukkan bahwa proses naratif mendominasi representasi visual, dengan hubungan aditif yang lazim antara elemen visual dan verbal. Penelitian ini menyimpulkan bahwa meme secara efektif menyampaikan pesan yang berkaitan dengan percakapan global tentang pandemi COVID-19. Implikasi dari penelitian ini menyoroti pentingnya elemen visual dan verbal dalam menciptakan pesan yang berdampak dan kohesif dalam meme.

Kata kunci: *Meme COVID-19, analisis wacana multimodal, metafungsi visual, transitivitas, intersemiotik.*

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