
Campaign of Covid-19 by World Health Organization (WHO) : Semiotics Analysis

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Abstract

The aims of this study is to Analyze Campaign Of Covid-19 By World Health Organization (WHO) in Semiotics. This poster is one of the media tools that has proven to be effective in spreading the word about the outbreak. The poster's goal is to publish media that includes writing, images, or a combination of the two in order to provide information to the general public. Posters are typically displayed in public places. The data was taken from the internet about the Covid-19 poster from World Health Organization (WHO). The method used is the signifier and signified of semiotics. The collected data were qualitatively analyzed by using Ferdinand de Saussure's theory (1916). Based on the data analysis, there is a finding sign as tools for message delivery. Based on the results of the data obtained that can be concluded that the presence of posters can make people comply with health protocols. A poster can be an effective tool for informing people about the dangers of Covid-19. In this poster, there are verbal and visual signs that can interpret the hidden meaning.

Keywords: *WHO, Covid-19, Semiotics.*

Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis kampanye Covid-19 oleh Organisasi Kesehatan Dunia (WHO) dalam semiotika. Poster ini merupakan salah satu alat media yang terbukti efektif dalam menyebarkan berita tentang wabah tersebut. Poster bertujuan untuk mempublikasikan media yang meliputi tulisan, gambar, atau kombinasi keduanya dalam rangka memberikan informasi kepada masyarakat luas. Poster biasanya dipajang di tempat umum. Data diambil dari internet tentang poster Covid-19 dari Organisasi Kesehatan Dunia (WHO). Metode yang digunakan dalam analisis data adalah semiotika penanda dan petanda. Data yang terkumpul dianalisis secara kualitatif dengan menggunakan teori Ferdinand de Saussure (1916). Berdasarkan analisis data, terdapat temuan bahwa tanda sebagai alat untuk penyampaian pesan. Berdasarkan hasil data yang diperoleh ditemukan bahwa keberadaan poster dapat membuat masyarakat mematuhi protokol kesehatan. Poster bisa menjadi sarana efektif untuk menginformasikan kepada masyarakat tentang bahaya Covid-19. Dalam poster tersebut ada tanda verbal dan visual yang dapat menafsirkan makna yang tersembunyi.

Kata kunci: *WHO, Covid-19, Semiotika*

Pendahuluan

Covid-19 has become pandemic since 2020. Haleem, Javaid, & Vaishya (2020) states that some sectors are influenced such as economic, education, pharmacy industry, electronic, tourism attractions, and information industry. Bedford J (2019)

states Suspension of flights, avoidance of big gatherings, forced face mask use in many countries, social isolation, teleworking, home-schooling of children, and health directives to stay at home were among the other measures. It affects almost all of the sectors in this world. Government has already made a regulation about how the society face Covid-19. The virus has already become a pandemic since 2020 and it is almost 2 years for now. Everyone is hoped to be aware about their safety and health. Especially in Indonesia, health protocol has already announced to manage all of the people. Since the announcement is declared from the first time Covid-19 outbreak in Indonesia is to inform about the way we face the pandemic such as keeping social distance, using mask, and regularly washing hands. All is aimed to decrease the cases that more increasing. The announcement usually delivered in various ways such as in the television, social media, banners in the street or even posters in some public walls. One of the media tools that have proven to be effective in spreading the news about the outbreak is the poster. The poster aims to publish the media consisting of writing, images or a combination of the two with the aim of providing information to the general public. Posters are installed in strategic public places such as schools, offices, markets, malls and other crowded places. The function of the poster is to make the reader interested in the information contained in the poster. Another point is poster are media for conveying information, media for promotion of goods or services, a means for graphic designers to be creative. The purpose of the poster is for the public to know about the activities or events that will be carried out. Posters have various types based on the content and purpose of making them.

Nowadays, poster is used by a lot of sectors such as economic business, technology, and even government. A poster can be a useful tool to warn people about the dangerous of Covid-19. The term "poster" is derived from the verb "to post," which implies "to paste." As a noun, it refers to a piece of mail or a letter. A handyman placing announcement letters on a poster can be regarded as a poster (Sastrosoediro, 1998: 7). A poster is usually designed to be displayed in some public places to get people's attention. According to Darliati & Mahmud (2020), poster is aimed to deliver a message to intended people so the people who see the poster can get the message. Posters are graphic media that are installed or pasted on the wall and contain text, photos, or illustrations (Atika, et al. 2019:15). In presenting a poster, the target audience should be considered. For example, in delivering Covid-19 message about how dangerous it is, the audience should be well thought out. Poster should be well delivered to the audience whether it is lower, middle, or upper economic social status. Posters consist of some elements in it such as the slogan, the icon, or the colour that can present some meaning that the author wants to deliver.

Semantics is a branch of linguistics that studies the meaning contained in a language, code, or other type of representation. The term was first used by a French philologist named Michel Breal in 1883. Semantics is one of the three levels of language analysis (phonology, grammatical and semantic). According to an expert

there are four types of semantics which are distinguished based on the level or part of the language that is the object of research. Semantic knowledge will make it easier for writers such as journalists to choose and use words with the right meaning in conveying information. A word or lexeme is called referential if there is a referent or reference. Words like horse, red, and car are words that have a meaning because there are references. Denotative and connotative meaning is another meaning added to the original meaning of a word. Every lexeme or word has meaning and the meaning of a word is lexical meaning, denotative meaning, or conceptual meaning. Leech (1976 in Dhanawaty et al, 2017, p. 91) provides divide meaning into conceptual meaning and associative meaning. In line with this, this article will analyse with the Semiotic. Semiotics is the study of a sign in human life and the meaning behind the sign. Semiotics is usually concerned with the production of signs and symbols as part of the code system used to communicate information. One of the famous semiotic theories comes from a linguist named Ferdinand de Saussure. He suggested that every sign is composed of two parts, namely the signifier and the signified. This signifier refers to signs that can be seen and heard. While the signified refers to the result or meaning contained in the sign that appear. The purpose of this article is to know the meaning of the signs contained in the poster on the other hand, the poster is also a tool as encouragement and educate public to aware with covid-19.

Metode

The data was taken from the World Health Organization (WHO). This study is to analyse about the ways to protect ourself from Covid-19 by poster campaign by WHO. This poster was chosen because the Covid-19 became a disease that is currently impacting globally. On the other hand, this poster has many meaningful words and eye-catching design that interesting to be analyse. This data was collected using observation and note-taking method also online research. The purpose using observation on collecting data because observation is a way of combining data by seeing objects and their characteristics. The note taking used to take the important sign that would analyse using the semiotic theory. The data was analysed using the semiotic theory from well know Swiss linguist Ferdinand de Saussure (1916) that states about signifier and signified. His theory was concern about the meaning that contain in the sign. The affinity between the informational object and the sign, as well as between information and language as theoretical objects, is founded on the fact that all informative objects are, in the end, signs, expressing a link between a signifier and a signified (Douglass & John, 2003). In a nutshell, Saussure's theory of sign emphasizes internal structure devoted to cognitive thought process or activity of human minds in structuring physical (material) or intangible (abstract) signs of their environments or surroundings, including the structure of linguistic signs in the language system that enables them to function as human beings and communicate with one another (Halina Yakin & Andreas, 2014).

Result and Discussion

The poster was analysed based on the Ferdinand de Saussure (1916) theory of signifier and signified. In this finding, it will be leading to the signifier. The signifier can be analysed from the sign that appears on the poster. Usually in the form of words, colours, signs, pictures. The signifier is more focusing on the sign that is seen. Signifier is a form or physical form which can be recognized through its tangible form in a masterpiece (Suprpto, 2016). In the discussion, there will be more about the result of the findings and the signified of the poster. The sign (marked) is meaning seen through a concept, functions and values contained in a work (Suprpto 2016). The signifier analysis can be analyzed in terms of the words used, the color, the icon, and the background. The analysis can be seen as follows:



Figure 1 : Covid-19 by WHO Poster

Data 1 :

Signifier: **Capital Letter of “DON’T LET COVID-19 SLIP THROUGH THE CRACKS, WHATEVER VARIANT IS CIRCULATING IN YOUR AREA”**

Signified: The Warning about what people should do

Analyse:

From the poster, it can be seen that all of the words and sentences used in this poster are using capital words. For example, “DON’T LET COVID-19 SLIP THROUGH THE CRACKS, WHATEVER VARIANT IS CIRCULATING IN YOUR AREA”. Besides, the warning about what people should do also used capital words like “KEEP A DISTANCE, CLEAN YOUR HANDS” and etc. The use of capital letters is meant to emphasize the message to the reader. On the other hand, the sincerity contained in the poster is kept brief and clear, ensuring that the message conveyed is precise and easy to understand.

Data 2 :

Signifier: **Superwoman**

Signified: People who help prevent the spread of this virus

Analyse:

The interpretation is as a superhero, which in this context is intended to be people who help prevent the spread of this virus, such as healthcare workers who suffer to treat a patient. People who follow every rule, on the other side, can be recognized by their straight hand movements, as if pushing the virus away.

Data 3:

Signifier: **Covid-19 virus**

Signified: Major problem that is affecting the entire world

Analyse:

It is interpreted as a symbol of the covid-19 virus, which is considered as a major problem that is affecting the entire world. The covid-19 virus is represented as the biggest danger to superwomen and healthcare workers in this poster. Nowadays, the government implemented a range of methods to reduce the number of people infected with the coronavirus and to control the virus's spread.

Data 4:

Signifier: **Background color of words (Yellow and White)**

Signified: Yellow is warning, white is clean

Analyse:

Colour is a bridge for communication that expresses messages quickly and meaningfully, and it is commonly used for a variety of purposes. For example, red symbolizes courage and strength, and white is described as holiness. The colour chosen is essential to ensuring that the message was received correctly to the reader's eyes. The use of eye-catching colours such as yellow and white to catch the attention of article readers. The colour yellow is interpreted as a warning. The colour white is also used to express a clean and clear impression. White is often used in hospitals and also by health care workers to create a sterile impression.

Data 5:

Signifier: **Background color of poster (Green and Blue)**

Signified: Green color is identical to the environment and Blue color is identical to Calmness

Analyse:

Green and blue were chosen as the primary colours for the poster because green is a soothing colour for the eyes, making it easier to read the poster; on the other hand, this colour is identical to the environment in which this virus is currently affecting.

Another colour chosen is blue, which is interpreted as supporting the delivery of information as well as representing calmness in a situation where it is critical to remain calm and do not panic in this situation. Data 6:

Signifier: **Syringe**

Signified: Weapon to fight the virus by vaccinating

Analyse:

Syringe in the poster can be interpreted as a weapon to fight the virus by vaccinating. In the current situation, one of the actions taken by the government to prevent the spread of the coronavirus is vaccination. A syringesymbol appears on the poster to symbolize the purpose of vaccination.

Data 7:

Signifier: **Poster style**

Signified: Pop art

Analyze:

Pop art, also known as popular art, is a type of art that uses popular objects as subject matter and relates to material images in everyday environments. Pop art is distinguished by its use of vibrant colors. Typically, primary colors such as red, yellow, and blue are used, which are pigments found in many famous works. The primary color used in this poster is green, which is considered to reduce stress, symbolize healing, and encourage feelings of empathy. Green is frequently used in color psychology to help someone in a stressful situation better balance and calm their emotions.

Data 8:

Signifier: **Red thread**

Signified: Organization's Relationship

Analyze:

Red thread is defined as an organization's relationship, where the organization referred to in this poster is WHO, which is involved in health. It can also be interpreted to emphasize, strengthen, and remind the public about the virus so that no one is unaware of it. Starting with the color red, which is typically associated with strength.

Data 9:

Signifier : **Stars**

Signified: **Symbol of Strength**

Analyze:

It is considered a symbol of strength as a result of following all suggested recommendations, from good behaviours to vaccinations. This power symbol, shaped like a star, stands between the virus and the vaccine, appearing as a barrier between

viruses that cannot reach superwomen as humans because they have taken seriously all appeals and vaccinations.

The nine data above is an analysis of the poster that the author took as a sample. From these nine points, an illustration is drawn that a poster contains many points that deserve attention, such as publication media, commercial purposes, and information media for the public to know about the information conveyed. By poster maker. First, in a poster, the things that must be considered are, the title must be short, concise, and clear, and the title must cover the entire contents of the poster, the use of font size in making the poster must also always be considered. The title in posters should be read from a distance of 2 meters. Second, the information contained in the poster should be made in bullet points so that it is more effective to read. Third, poster pictures must be made as attractive as possible to clarify the poster's contents. Finding pictures that match the poster is also very important to clarify the information you want to convey. Fourth, it is necessary to include source references and pictures from every poster that has been made because this aims to reduce the occurrence of copyright infringement.

Conclusion

Based on the result of this analysis, it can be concluded that posters can be as a medium for promoting various types of products, social activities, education, or other things. In this case, the author wants to emphasize that the use of posters in making official headlines in the form of government appeals to disseminate information to the public about the pandemic has proven to be effective as a medium for spreading light writing but can have good meaning. the poster is an announcement affixed to a large field located in a public place. It aims to be easily read or seen by the public by using sentences that are easy to understand and read by the public. The title of a poster must be short, concise, and clear, and the title must cover the entire content of the poster. The use of font size in making the poster must also always be considered. The poster's title must be read from a distance of two meters. The information on the poster should be presented in bullet points to make it easier to read. Poster images must be as appealing as possible in order to clarify the poster's contents. Finding images that correspond to the poster is also critical for clarifying the information you want to convey. Lastly, it is necessary to include source references and pictures from each poster created in order to reduce the occurrence of copyright infringement.

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