



A multimodal analysis of public service announcement for covid-19

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ABSTRACT

This study examines the interactive meaning and level of realness in three Public Service Announcement poster for Covid-19. The data are in the form of pictures and they are obtained through accessing and downloading them from The Directorate of Health Promotion and Community Empowerment of Indonesian Ministry of Health's Website. This study used qualitative approach since the researcher was trying to observe, interpret, and understand how an in-depth analysis of visual elements is used to make meaning out of a social phenomenon product which in this case are PSA posters. The theoretical framework used for this study is visual grammar by Kress and Van Leeuwen's (2006) to analyze the interactive meaning and the degree of realness. The results of the study show that in term of the interactive meaning, the represented participant mostly look directly into the viewers which create a demanding gaze, it can be said that the producer of the PSA for Covid-19 in Indonesia intended to create some sort of persuasion for the viewers as the interactive participants to take some actions or to do something. Additionally, the Public Service Announcement also made in a way that encourage viewers to relate themselves with the represented participant and making both the viewers and the represented participant hold the same level of power. In terms of the degree of realness, it is also revealed that the PSA tends to give high value of realness or modality.

Keywords: Multimodality; Public service announcement; Visual grammar.

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INTRODUCTION

In this modern age, information plays a huge part in our daily lives. People are constantly bombarded with vast information coming from various sources like magazine, newspaper, television, internet, and any other resources. When it is used by someone with a certain agenda, information could become a weapon as it can lead to people to have an opinion or a stance on a certain subject. Information has the power to bring people together and raise awareness about issues if used properly. On the other side, if it is abused, it may divide society and create chaos. Therefore, it is crucial to disseminate accurate information that is beneficial for the public.

The need for factual information has been increasing for the last two years from 2020 to 2022, especially during the early year of covid-19 outbreak. The information about the outbreak in Indonesia spread rapidly starting from March 2020 since this new virus is known to be harmful whereas there was very little information known about this virus. Indonesia government regulate a restriction in April called Large-scale social restriction or “*Pembatasan Sosial Berskala Besar (PSBB)*” in

Bahasa Indonesia. This restriction is implemented by the local governments under Indonesia ministry of health supervision in order to minimize the spread of the virus. Unfortunately, the number of cases keeps increasing steadily. The government has tried to inform and educate the citizens about this virus through various ways, and one of them is through Public Service Announcement (PSA).

Public Service Announcement is a message spread in the interest of the public with objectives to raise awareness and change public attitudes, opinions, or even behavior towards an issue (Warfield, n.d.). The messages that PSAs offer could be instructional, inspirational, or even shocking to elicit emotion and action of the reader. Therefore, Public Service Announcement (PSA) serves as one of the most important methods of informing and educating citizens. Public Service Announcement can be found in various forms, it can be in video, audio or even picture. This research will only be focusing on the picture forms of Public Service Announcement since it is one of the easier methods of spreading information in many platforms. It can be printed and spread as a physical form, or it can be

spread online in a digital form. Nevertheless, both physical and digital form of the picture will usually have an image (visual mode) that could attract the interest of researcher to analyze how that mode interact with the viewers to create a meaningful set of information. One method of analyzing an in-depth study of the visual modes of a picture is through Multimodal Analysis.

There were several studies which focused on using Multimodal Analysis as their main tool of analysis. Guo and Feng (2017) analyzed sixteen pictures about World Cup that has advertisement elements inside them using Visual Grammar (VG). Ananda, Fitriani, Samad, & Patak (2019) analyzed six cigarette billboard advertisements of “A Mild” brand by using Multimodal Discourse Analysis (MDA) and Systemic Functional Grammar (SFG). Lastly, Rahayu, Lukmana, & Riesky (2020) analyzed several lifebuoy online advertisements using visual grammar and transitivity analysis.

There were also some studies that implemented Multimodal analysis that focused on Public Service Announcement (PSA). Oyeboode & O Unuabonah (2013) analyzed Six posters written in English and sourced from two state hospitals in south-western Nigeria, Liu (2019) analyzed three different Public Service Advertisements Posters in the field of wildlife protection, parenting, and health using Visual Grammar, and Jibril (2020) analyzed a government sponsored warning advertisement regarding cybercrime using Visual Grammar.

Considering all the previous studies above, this present study focuses on analyzing Public Service Announcement on Covid-19 which has not been widely studied by many researchers considering for the past 2 years Covid have become a global phenomenon and affected how people live and behave in many ways. Therefore, this study aims to analyze how PSA posters that are created by the government take part in spreading information related to prevention of the disease by analyzing the visual mode of the poster. To analyze the poster, the study uses visual grammar by Kress and Van Leeuwen (2006) as its framework.

METHOD

This study used qualitative approach since the researcher was trying to observe, interpret, and understand how two different analysis frameworks are used to make meaning out of a social phenomenon product which in this case are PSA posters about Covid-19. According to O’Leary (2017) Qualitative approach is highly reliant on

qualitative data such as words, images, experiences, and observations that are not quantified for its research and often tied to a set of assumptions related to relativism, social constructionism, and subjectivism. Therefore, the researcher considered this approach as the most suitable for this study.

The data for this study were Secondary data in the form of posters (images). Secondary data are data that can be found in documents, databases, and on the Internet – none of which was created by the researcher for the express purpose of his or her research project (O’Leary, 2017) The data were collected through accessing and downloading them from The Directorate of Health Promotion and Community Empowerment of Indonesian Ministry of Health’s Website <https://promkes.kemkes.go.id/>. The Website provides a huge number of promotional posters, videos, flyers, brochures, and pamphlets related to Covid-19. As for this study, the researcher focused on several posters that show or provide information related to Covid-19 prevention.

After the data were collected, the researcher started to identify the realizing factors of interactive meaning in each data which are the gaze, the size of frame and social distance, and the selection of the angle. The first step was to identify the gaze by focusing in the human participants’ eye gaze, to see whether the participants are looking straight at the viewers’ eyes or not. The second step was to identify the size of frame and social distance. Identifying the size of frame means to see whether the image is an extreme close shot, a close shot, a medium close shot, a medium long shot, or a very long shot. The next step was to identify the point of view. In order to identify this part, the researcher focused in exploring the angle of the pieces that are taken by the image maker/photographer. Moreover, the researcher also identified the degree of realness of the images using the modality markers proposed by Kress and van Leeuwen (2006) as well. In this step, there were eight modality markers explored by the researcher namely color saturation, color differentiation, color modulation, contextualization, representation, depth, illumination, and lastly the brightness. For the final step, the researcher included the conclusion of the investigation on the last part.

Data Presentation

Figure 1

Preliminary Analysis



Table 1
Preliminary Analysis

Realizing Factors / Modality Markers	Findings
The Gaze	The represented participants on the picture are sitting while looking at a phone. Their eye gaze is not directed towards the image maker and image viewers as the interactive participants. There is no any imaginary relation established in the picture between the couple as the represented participant and the interactive participants.
Size of Frame & Social Distance	The represented participants can be seen from their head to their waist
Point of View	The represented participants are displayed at oblique point of view if it is looked from the perspective of horizontal angle. Meanwhile, looking from vertical angle, the image is taken from an eye-level angle.
Color Saturation	The image has a full saturation and far from over saturation which leads to high modality.
Color Differentiation	There are visible range of colors, such as blue, white, grey and orange which leads to higher modality.

Color Modulation	The image uses small varieties of shades for its colors, such as different shades of orange, white, and grey. This leads to low modality.
Contextualization	There is absence of visual details in the background of the image. The unmodulated background leads to low modality.
Representation	The poster presents low abstraction in which the represented participant, the objects, and background are far from simplicity. This also higher the modality.
Depth	Normal depth according to the standard naturalism which leads to high modality.
Illumination	No abstract illumination, the shadow of the represented participants could be seen. This shows high modality.
Brightness	The image has varieties of brightness degree which shows high modality as well.

FINDINGS AND DISCUSSION

This section presents the findings and discussions of the study. It includes findings on interactive meanings, modality, and the discussions regarding the two findings. Based on the analysis, the research reveals that the majority of PSA utilize represented participants who use demanding gaze, frontal point of view, eye level angle, with medium close shot distance. Additionally, the research reveals that most of the data appear to have a high modality.

Findings on interactive meanings

The summary of interactive meaning within the three data is shown in the table 2 below. The table

displays the findings of the realizing factors namely the gaze, size of frame and social distance, and the point of view.

Table 2
Overall Findings on Interactive Meanings

Interactive Meaning	Data 1	Data 2	Data 3
The Gaze	Represented participant's gaze avoids the camera.	Represented participant's gaze looking at the camera.	Represented participant's gaze looking at the camera.
Size of Frame & Social Distance	Half of represented participant's bodies are visible.	Half of represented participant's body is visible.	Half of represented participant's bodies are visible.
Point of View	The image is created a bit slanted from represented participant's front side.	The image is created right in front of the represented participant.	The image is created right in front of the represented participant.

Table 2 above presents the overall finding of interactive meanings in the three Public Service Announcement. According to the table, most of the represented participants eye gazes in the Public Service Announcement are looking directly at the camera. By looking at the camera and the interactive participants behind it, these represented participants demand something to the interactive participants. On the other hand, the three public service announcements depicted at least half of the participants' bodies. Additionally, the majority of the PSA are shot with the represented participant located directly in front of the interactive participant.

Findings on modality

The summary of modality within the three data is shown in the table 3 below. The table displays the findings of the realizing factors namely the color saturation, color differentiation, color modulation, contextualization, representation, depth, illumination, and brightness.

Table 3
Overall Findings on Modality

Modality	Data 1	Data 2	Data 3
Color Saturation	Full saturation.	Full saturation.	Full saturation.
Color Differentiation	Varies in color ranges.	Varies in color ranges.	Varies in color ranges.

Color Modulation	Plain shade ranges.	Plain shade ranges.	Plain shade ranges.
Contextualization	Decontextualized background.	Decontextualized background.	Decontextualized background.
Representation	High details representation.	Low details representation.	High details representation.
Depth	Normal depth.	Normal depth.	Normal depth.
Illumination	High value of light and shade.	low value of light and shade.	High value of light and shade.
Brightness	Varies in brightness degree.	Varies in brightness degree.	Varies in brightness degree.

The table above shows overall finding of the public service announcement's modality. The finding reveals that two out of three public service announcements have high modality. Every modality marker gives high modality to most of the public service announcements. However, the findings discover that color modulation and contextualization of every data give low modality.

Findings from Data 1 and Data 3 show that the color saturation and the color differentiation of the public service announcement give high modality to the picture as it has fully saturated color and diverse range of colors. Meanwhile, the color modulation and the contextualization give low modality since it uses a small varieties of color shades and it doesn't have a background. Lastly, representation, depth, illumination, and brightness also give high modality to the image as well.

As for the findings on Data 2, color saturation and the color differentiation give high modality to the picture as it has fully saturated color and diverse range of colors. Depth and brightness also give high modality to the image as well. But, the color modulation, the contextualization, representation, and illumination give a low modality since it uses a small varieties of color shades, decontextualized background, high level of abstraction, and low value of light and shade.

Discussion

The purpose of this section of the study is to provide a more thorough explanation of the findings from the previous section. The findings are further explained in this part, along with how they connect to the theory. The first goal of this study is to identify and examine the interactive meaning and modality of the visual components in public service announcement. The findings will be further discussed in the paragraphs that follow.

Gaze

According to Kress & Van Leeuwen (2006) Represented participants' eye gaze could tell the viewers about what kind of imaginary relation they try to build between them and the viewers as the interactive participants. Based on the findings previously, represented participant in Data 1 appears to not looking at the camera while represented participant in Data 2 and Data 3 appears to look directly to the camera. According to Kress and Van Leeuwen (2006), this case means the image is 'demanding' something from the viewers or interactive participants "it wants them to do something (come closer, stay at a distance) or to form a pseudo-social bond of a particular kind with the represented participant".

Figure 2
Gaze in Data 2



The researcher also found an image act from the finding in Data 2. The represented participant form a gesture of raising their index finger upwards while looking into the interactive participants which can be suggested as a warning gesture coming from the represented participant. The use of demanding gaze can also be found in a study conducted by Tehseem, Sibtain, & Obaid (2018). The gaze within the data, media advertisements in Pakistan, also considered as a demanding gaze because most of the represented participants' gaze in the poster are directed towards the camera, and they are looking at the interactive participant.

Size of Frame and Social Distance

The size of frame of an image can be determined by looking at how much of presented participant's body portion is visible in the image. Similarly, social distance can be determined by looking at how close the represented participant is to the interactive participant (Kress & van Leeuwen, 2006).

Figure 3
Size of Frame and Social Distance in Data 1



Based on the findings previously, every represented participant in every data is portrayed from head to waist which in this case Kress and Van Leeuwen (2006) label this case as a medium close shot range. The results may thus suggest that the producer aims to encourage viewers to relate themselves with the represented participant in Data 1. The results of Hu and Luo's (2016) study, which examined an audio-visual advertisement for an online mall, show some similarities with this study in terms of the size of the frame and social distance, which is a medium close shot with a majority a close social distance.

Point of View

Point of view of an image can be looked at two angles. Horizontal angle relates to involvement, meanwhile vertical angle relates to power. According to the findings, represented participants in Data 1 is taken from an oblique point of view from the perspective of horizontal angle. In Data 2 and Data 3 the represented participants are shot from frontal point of view. Meanwhile if looked from vertical perspective, all represented participants from every data is taken from an eye-level shot.

Figure 4
Point of View in Data 3



According to Kress and Van Leeuwen (2006), frontal point of view shows a sense of involvement in which the image maker, as an interactive participant feels toward the represented participant. Additionally, the way eye level angle shot applied in every data indicates that the represented participant in the picture holds equal power with the interactive participant. Viewers of the PSA, as the interactive participants, are made to see the represented participants as someone who is on the same level of power with them. They are guided to look them as your typical family that you could easily relate to. One of Liu's (2019) data in his study, which explored the interactive meaning within three public service advertisements appears to have similar angle with the data from this study, which is a frontal point of view in the perspective of horizontal angle and eye level angle in the perspective of vertical angle.

Modality

Modality of an image can be analyzed through eight realizing factors namely the color saturation, color differentiation, color modulation, contextualization, representation, depth, illumination, and brightness. Based on the findings of this study, all data are shown with a high degree of modality with almost every element of modality marks in high level. Interestingly, the findings discover that color modulation and contextualization of every data give low modality. Despite that, the overall modality still turned out high for every data. A similar phenomenon occurred in Ly and Jung's (2015) study, in which the two data they analyzed show some modality markers that lower the modality while the others give high modality.

CONCLUSION

This study examines the interactive meaning and level of realness in three Public Service Announcement poster for Covid-19 created by The Directorate of Health Promotion and Community

Empowerment of Indonesian Ministry of Health using Kress and Van Leeuwen's (2006) metafunction of visual grammar. To reveal the interactive meaning, the study explores the realizing factors of interactive meaning, namely the gaze, the size of frame and social distance, and lastly, the point of view. Moreover, the study also explores the eight modality markers, namely color saturation, color differentiation, color modulation, contextualization, representation, depth, illumination, and the brightness in order to reveal the degree of realness in each Public Service Announcement.

When considering the interactive meaning, the results show that the represented participants from data 2 and data 3 have a "demand" gaze while the represented participant in data 1 have an "offer" gaze, in terms of frame size and social distance, all represented participants from three data are shown in close medium shot with a close social distance. Lastly, in terms of point of view, the majority of the data have frontal points of view with eye level angles.

The results also show how realistic each Public Service Announcement is to a certain extent. It is made clear that the majority of the modality indicators used in the Public Service Announcements give them a high modality. Only a few of the modality indicators in the three data indicate low modality, namely color modulation and contextualization. Thus, it can be said that the three Public Service Announcement are quite realistic.

After looking at the result of both interactive meaning and the degree of realness for the Public Service Announcement, it can be concluded that the producer of the Public Service Announcement for Covid-19 in Indonesia intended to create some sort of persuasion for the viewers as the interactive participants to take some actions or to do something by making the represented participant's gaze look directly to the viewers and even showing one data that have a gesture of a warning sign by lifting their index finger up. The gazes and gestures entice the viewer to look for the information in the poster on what step they should take in order to prevent the spread of the virus. Additionally, the Public Service Announcement also made in a way that encourage viewers to relate themselves with the represented participant and making both the viewers and the represented participant hold the same level of power by making the size of frame in a close medium shot and the point of view in an eye level angle.

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