

## ABSTRACT

**Wunikha, Mitha.** 2022. Representational Meaning of WHO's COVID-19 Related Campaign Posters: A Visual Grammar Perspective. Thesis. English Literature Study Program. English Department. Faculty of Humanities. Jenderal Soedirman University. Purwokerto. Supervisor 1: Asrofin Nur Kholifah, S.S., M.Hum. Supervisor 2: Ika Maratus Solikhah, S.S., M.A. External Examiner: R. Pujo Handoyo, S.S., M.Hum.

**Keywords:** Multimodal Discourse Analysis, Representational Meaning, Visual Grammar, WHO'S COVID-19 Related Campaign Posters.

This research aims to analyze the verbal and visual aspects and how they construct the WHO's COVID-19 Related Campaign Posters meaning. The research was conducted by applying theory of visual grammar by Kress and van Leeuwen (2021). This research applied a descriptive qualitative method and used purposive sampling technique. The research involves verbal (text) and visual (image) data, while the source of data in this research is 5 campaign posters about COVID-19 advice for the public from the World Health Organization. This research shows that: first, there are 61 data of verbal aspects and 41 visual aspects including 1) 109 Participants, 61 Processes, and 2 circumstances in the verbal aspects 2) 65 participants, 25 Processes, 23 symbolic processes, 29 circumstances in the visual aspects. The most frequently used verbal aspects are participant (goal), process (unidirectional transactional action process), and circumstance (means). The most frequently used visual aspects are participant (actor), process (unidirectional transactional action process), symbolic (attributive), and circumstance (setting). Second, the visual and verbal aspects of representational meaning construct the meaning related to the COVID-19 issue, they are: 1) first poster related to the topic of shopping for groceries during the pandemic, 2) second poster related to the topic of home care for family members suspected of COVID-19, 3) third poster related to the topic of chronic conditions that may affect the high risk group if they get infected by the virus, 4) fourth poster related to the topic of vaccine, and 5) fifth poster related to the topic of vaccine's side effect. Therefore, it can be concluded that the representational meaning in this research represents objects and the relation to social issues that currently happen which is the COVID-19 pandemic. The findings show that WHO as the producer use verbal and visual aspects in order to make the COVID-19 information acceptable and have impact on the audiences. Besides, the researcher suggests other researchers to continue this study by adding the interactive meaning and compositional meaning to make the study more detailed. It can use the same COVID-19 poster or other health topic poster.

## ABSTRAK

**Wunikha, Mitha.** 2022. Representational Meaning of WHO's COVID-19 Related Campaign Posters: A Visual Grammar Perspective. Skripsi. Program Studi Sastra Inggris. Jurusan Bahasa dan Sastra Inggris. Fakultas Ilmu Budaya. Universitas Jenderal Soedirman. Purwokerto. Pembimbing 1: Asrofin Nur Kholifah, S.S., M.Hum. Pembimbing 2: Ika Maratus Solikhah, S.S., M.A. Penguji Eksternal: R. Pujo Handoyo, S.S., M.Hum.

**Kata Kunci:** Analisis Multimodal Discourse, Makna Representational, Visual Grammar, Poster Kampanye WHO Terkait Dengan COVID-19.

Penelitian ini bertujuan untuk menganalisis verbal dan bagaimana aspek tersebut mengonstruksi makna di poster kampanye WHO terkait dengan COVID-19. Penelitian ini menggunakan teori *Visual Grammar* oleh Kress and van Leeuwen (2021). Penelitian ini menggunakan metode kualitatif deskriptif dan menggunakan teknik pengambilan sampel purposive. Data dalam penelitian ini adalah *verbal* (teks) dan *visual* (gambar), sedangkan sumber data dalam penelitian ini adalah 5 poster kampanye tentang COVID-19 anjuran untuk masyarakat umum dari *World Health Organization*. Hasil dari penelitian ini menunjukkan bahwa: pertama, ditemukan 61 data aspek *verbal* dan 41 data aspek *visual*, yakni 1) 109 *Participants*, 61 *Processes*, dan 2 *Circumstances* di *verbal aspects* 2) 65 *Participants*, 25 *Processes*, 23 *Symbolic Processes*, 29 *Circumstances* di aspek *visual*. Aspek *verbal* yang sering digunakan adalah *participant (goal)*, *process (unidirectional transactional action process)*, dan *circumstance (means)*. Aspek *visual* yang sering digunakan adalah *participant (actor)*, *process (unidirectional transactional action process)*, *symbolic (attributive)*, dan *circumstance (setting)*. Kedua, aspek *visual* dan *verbal* dalam makna representational mengonstruksi makna terkait isu COVID-19, yaitu: 1) poster pertama terkait dengan topik belanja bahan makanan di masa pandemi, 2) poster kedua terkait dengan topik perawatan mandiri untuk anggota keluarga yang terinfeksi COVID-19, 3) poster ketiga terkait dengan topik kondisi kronis yang dapat memengaruhi kelompok beresiko tinggi jika mereka terinfeksi virus, 4) poster keempat terkait dengan topik vaksin, dan 5) poster kelima terkait dengan topik efek samping vaksin. Oleh karena itu, dapat disimpulkan bahwa makna representational di penelitian ini merepresentasikan objek dan kaitannya dengan isu sosial yang sedang terjadi saat ini yaitu pandemi COVID-19. Selain itu, peneliti menyarankan peneliti lain untuk melanjutkan penelitian ini dengan menambahkan makna interaktif dan makna compositional untuk membuat penelitian lebih rinci. Hal ini dapat menggunakan poster COVID-19 yang sama atau menggunakan poster kesehatan yang lain.