

## Multimodal Analysis in Covid-19 Advertisement of Indonesia and Arabic Version

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### Abstract

The COVID-19 advertisement made by the Indonesian and Arab governments on the official website of the Ministry of Health's online media is a Public Service Advertisement (ILM) which aims to educate the public in dealing with this pandemic. This research will discuss the verbal and visual texts contained in the Indonesian version of the COVID-19 advertisement using a functional systemic linguistic approach (Halliday, 1985) and (Kress & Leeuwen, 2006) multimodal analysis model. The purpose of this research is to see how to construct and interpret meaning, discourse with words and images of COVID-19 in Indonesia and Arabic and how the images and words in the discourse are linked. The method used is a descriptive qualitative method. The results obtained in this study is an ideational function consisting of material processes, mental processes, relational processes, behavioral processes, verbal processes and physical processes.

### Keywords

Multimodal; Covid-19;  
Advertisement Indonesia; Arab  
Version



### I. Introduction

Coronavirus Disease 2019 (COVID-19) is an outbreak of a disease caused by a virus, and causes infections of the respiratory tract. This virus that attacks humans was found to have first appeared in Wuhan, China and has spread to almost all countries in the world. The World Health Organization (WHO) has announced that this virus outbreak is categorized as a global pandemic. The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Indonesia is also inseparable from this pandemic, based on data WHO (2020) Indonesia is the country with the second most cases in the Southeast Asia region with a total of 779,548 cases including 23,109 deaths. One of the impacts of this pandemic was when Saudi Arabia announced that Indonesia was one of the countries that had temporarily revoked entry permits for the implementation of Umrah and/or pilgrimages to the Prophet's Mosque and tourism to Saudi Arabia (Kemenlu RI, 2020) Saudi Arabia is a center of worship for Muslims who welcomes thousands of pilgrims to perform Umrah every day, causing Saudi Arabia to become a country that is very vulnerable to the spread of the COVID-19 virus.

Various efforts have been made in dealing with this pandemic, one of which is the government of Indonesia and Saudi Arabia through the Ministry of Health providing the latest information regarding COVID-19 through their official social media pages in order to reduce the spread of this virus, such as information regarding, lockdown, Large-Scale

Social Restrictions (PSBB), information on health protocols to information on adapting new habits. This information is packaged through advertisements that can be viewed and downloaded on the official social media pages of the Ministry of Health.

The advertisements displayed by the Indonesian Ministry of Health are Public Service Advertisements (PSA) which aim to increase public knowledge, awareness of attitudes, and public behavior towards advertised problems (Pratiwi & Hidayat, 2020). In line with the purpose of PSAs, the notion of advertising according to (Widyatama, 2007: 15) states that advertising is a means of communication that has the power as a marketing tool in selling goods, providing services, and other ideas or ideas in a persuasive form. The language used in an advertisement is a persuasive language, meaning it attracts the interest of the audience.

The Indonesian and Arabic versions of the COVID-19 Public Service Advertisement (ILM) are a combination of sound (audio), image (visual) and language (verbal) elements which become a unified whole and are interrelated so that the intent and purpose of the COVID-19 advertisement can be understood by the public as the target, then in accordance with (Sinar, 2008)'s statement that when there are two or more means that interpret a text (verbal and non-verbal) then the text is a multimodal text.

Several previous studies related to COVID-19 with multimodal analysis are (Al-Ghamdi & Albawardi, 2020) reviewing the COVID-19 discourse on social media broadcasts and arguing that the COVID-19 discourse mediated in Saudi Arabia imposes various voices and thematic discourses that cannot be fully evaluated without reference to the sociolinguistic semiotic locality of the speech community. WhatsApp and Twitter were chosen because they are considered the most used platforms by Saudis in Saudi Arabia. The analysis aims to integrate social semiotics and a multimodal approach to better understand Saudi Arabia's dynamic discourse on COVID-19. Discourse on COVID-19 has revealed the multi-layered dynamic nature of government, individual and public voices relating to the multi-discourse themes of COVID-19, new multimodal resources, and Saudi Arabia-specific cultural semiotics.

(Mulia, 2020), examined print advertisements from the Kompas daily newspaper related to COVID-19 as a data source. Advertisements that support government policies during a pandemic while still encouraging consumers to use their products and services. This study uses a multimodal analysis approach with the generic structure of print advertising by O'Halloran (2004) and finds various text genres that go hand in hand with visual displays to articulate meaning, and this study observes how linguistic and visual components simultaneously convey the meaning of various the ad during a pandemic. This research is able to show that the products and services offered by the company in advertising during the pandemic are part of the solution to consumer needs when physical and social distancing is enforced.

In this study, we will examine COVID-19 advertisements by comparing Indonesian advertisements and Arabic advertisements using an analytical model (Kress & Leeuwen, 2006) which applies a representational function that includes narrative structure and concept representation. In this study, the researcher only focuses on the narrative structure, which consists of the action process, reaction process, conversion process, verbal and mental processes.

## II. Review of Literature

The method used is a qualitative approach with comparative descriptive. According to (Ahyar et al., 2020) qualitative research methods are research methods used to examine the condition of natural objects where the researcher is the key instrument. Comparative is doing analysis to find and find similarities and differences in phenomena. In this study, the data are the Indonesian version of the Indonesian version of the COVID-19 Public Service Advertisement (ILM) video and the Arabic version of the COVID-19 advertisement.

The data used in this study were verbal data in the form of clauses and visual data on the Indonesian and Arabic versions of the COVID-19 advertisement. Visual data is collected through the documentation method, namely by taking screenshots according to the movement of the seconds on the video ad. Oral data was collected by using note-taking techniques in the form of text, sentences and clauses in the advertisement. sourced from the Indonesian and Arabic versions of the COVID-19 advertising video. Data sources for the Indonesian version of the COVID-19 advertisement can be downloaded on the official website of the Ministry of Health at <https://www.youtube.com/c/KementerianKesehatanRI>, and the Arabic version of the COVID-19 advertisement published on the official website of the Ministry of Health at <https://www.youtube.com/c/Saudimoh/>.

## III. Result and Discussion

Verb and non-verb (visual) data found in the Indonesian and Arabic versions of the COVID-19 advertisement will be analyzed using language metafunctions, on experiential functions (Halliday, 1985) which divides them into six processes, namely: material processes, mental processes, relational processes, behavioral processes, verbal processes and processes of being.

### 3.1 Material Process

Material processes are activities or activities involving physical and real activities carried out by the perpetrators because of their nature, material processes can be observed with the senses, for example in verbal: reading, writing, hitting, jumping, swimming. (Sinar, 2008). Material processes in Arabic are expressed by verbs to do such as *غرس* /*gharasa*/, (*ramā*), and (*dharaba*) (Al-Hindawi & Al-Ebadi, 2016)

The following is the process material found in the Indonesian and Arabic versions of the COVID-19 advertisement:



*Figure 1*

In Figure 1 we can see there is the following verbal data:

### Data 1:

*Jaga jarak 1-meter antar pegawai*

*Jaga (material proses), jarak (goal), 1 meter (circumstans), antar pegawai (penyerta)*



**Figure 2**

### Data 2

”حافظ على مسافة مترين عند مخالطة الآخرين

*/hafiz ‘alā masāfati mitrain ‘inda mukhālaṭati al-akharaini/  
‘Jaga jarak 2 meter saat kontak dengan orang lain’*

*حافظ /hafiz/ ‘jaga’ (material proses), على مسافة ‘alā masāfati/ (goal), مترين عند مخالطة  
الآخرين /mitrain ‘inda mukhālaṭati al-akharaini/ (circumstan)*

In pictures (1) and (2), it can be found that the material process in the form of the verb 'keep the distance' which in multimodal is realized as an action process where the picture shows the two people who are drawn far apart are the actors who describe the process of keeping a distance.

In figure 1 is realized in the process of action (action) marked by two people who are doing keeping the distance with the symbol (x) prohibition sign.

In figure 2 حافظ على مسافة مترين عند مخالطة الآخرين / hafiz ‘alā masāfati mitrayn ‘inda mukhālaṭati al-akhiraini / ‘Keep a distance of 2 meters when in contact with others’ is analyzed with a repressive component, realized in the process of action. The main message is a goal with the actor (actor) that is two people who are meeting by keeping a distance.

### 3.2 Mental Process

Mental process is the process of sensing or showing activities or activities involving the senses, cognition, emotions, and perceptions that occur in humans, such as: seeing, knowing, loving, hating and hearing. (Sinar, 2008). Mental processes in Arabic can be expressed by what are called 'verbs of heart' (Hassan, 2005: 59); which does not denote a physical act, but an act of affection, cognition and perception. The verbs include cognition 'رأى, لم', affection 'رغب', and perception 'رأى', There is no data found in the Indonesian and Arabic covid-19 advertisements.



Figure 3

**Data 3**

*Perhatikan tanda yang dianjurkan*

*Perhatikan (mental proses), tanda yang dianjurkan (fenomenon)*



Figure 4

**Data 4**

*تجنب الإزدحام /tajnibu al-izdihami/ 'Hindarilah kerumunan'*

*تجنب /tajnibu/ 'hindarilah' (mental proses), الإزدحام /al-izdihami/'kerumunan' (fenomenon)*

**3.3 Relational Process**

The relational process is a connecting process that functions to connect one entity with another being or environment in an intensive, circumstantial, or ownership relationship and by means of identification or attributes. In Indonesian, the relational process is realized verbally, such as: is, becomes, is, looks, is valuable, is valuable, sounds, sounds, shows, signifies, looks, is valuable and others (Sinar, 2008). The relational process is a process that is defined as a process of marking or characterizing, that is, something that is said to have properties or signs (Al-Mwtoukel, 1995: 87). The relational process of possessing (possession) is usually based on a preposition or semi-preposition, and is often the first element of the sentence. In the Indonesian of the Covid-19 advertisement, this data was not found.

**Data 5**

*و تذكر وعيك هو درعك*

*/Wa tażkuri wa 'iyyaka huwa dar'aka/*

*'Dan ingat bahwa kesadaran Anda adalah perisai Anda'*



### 3.4 Process Behavior (Behavioral)

The process of behavior (behavioral) is a physiological or psychological process that states human physical behavior, which can be exemplified through the process when humans carry out breathing activities, dreaming, smiling, laughing and others (Sinar, 2008). Behavioral processes in Arabic are realized with human physiological activities such as verbs such as احمر (achmara), (dhacika), and the word لم (chalima). (Al-Hindawi & Al-Ebadi, 2016: 10)

### 3.5 Verbal Process

Verbal processes are between mental and relational processes whose activities are carrying, conveying or asking questions, telling, exclaiming, promising, and so on (Sinar, 2008). Verbal processes can be expressed with explicit verbs such as the verb ال (qāla), ابلغ (ablgha) or synonyms such as the verb اعلم (a'lama) (Al-Hindawi, 2016:203).

### 3.6 Process of Being (Existential)

The process of being is a process that expresses the existence of a single entity. Included in the form are verbs, such as exist, exist, survive, appear, occur, spread and grow (Sinar, 2008). The existential process in Arabic can be expressed by verbs such as 'يوجد' (yūjadu) and adverbs such as اك (hunāka) and (tsam-mata) (Ryding, 2005:61). In the Indonesian and Arabic versions of the COVID-19 advertisement, this data was not found.

## IV. Conclusion

The Indonesian and Arabic versions of the COVID-19 advertisement can be summed up as follows:

1. In the Indonesian and Arabic versions of the COVID-19 advertisement, four types of processes were found, namely: material processes, behavioral processes, and verbal processes.
2. In the Indonesian version of the Covid-19 advertisement, there are 2 material processes, 1 behavioral process, and 1 verbal process. Meanwhile, in the Arabic version of the Covid-19 advertisement, it was found: 2 verbal processes, and 2 behavioral processes.
3. on multimodal analysis of visual data found

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