

**MULTIMODALITY ON SELECTED INSTAGRAM POSTS OF
WORLD HEALTH ORGANIZATION (WHO)**

THESIS



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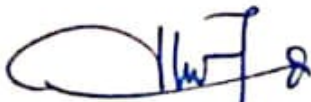
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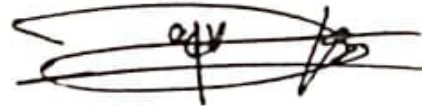
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ABSTRACT

Farahdina, I.A. (2022). *Multimodality On Selected Instagram Posts of World Health Organization (WHO)*. English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M. Pd.

Keywords: multimodality, language metafunctions, instagram.

This study aims to analyze the multimodality contained in the content of the Instagram account belonging to the World Health Organization with the account name @who. The account contains content about health in general. However, since the start of the pandemic season in 2019, this account has regularly uploaded content related to information about COVID-19. In this case, the various uploaded contents contain information that addressed to the account's followers with various designs. Therefore, the researcher answered some research questions related to problems in the public's understanding of the information submitted from the WHO Instagram Account. Some of the research questions answered were as many as two questions, namely 1) what verbal and visual elements are in the @who Instagram account and 2) How is the implied meaning conveyed through collaboration between the verbal and visual elements.

This study used a qualitative approach related to the description of the data analysis. This qualitative approach is carried out to analyze how the implied meaning is formed from verbal and visual structures. First, the researcher collected the data by selecting data with the theme of COVID-19 to identify the verbal and visual elements. After collecting the verbal and visual elements, the researcher analyzed each element using Kress and Leeuwen's theory to find the representative of language metafunction's components.

The results of the study found that there were 60 verbal elements and 62 visual elements. These verbal and visual elements were found in several categories, such as phrases and sentences, which were included in the verbal element, and the colour and illustration categories included in the visual element. Based on the verbal and visual elements, the term multimodality was found based on Kress and Leeuwen. The rest, the multimodality analysis, is studied using the theory of language metafunction. It produces messages through instructions, information, and prohibitions that must be carried out during the COVID-19 pandemic season. In addition, the results of the language metafunction analysis also revealed how the role of creators and viewers through a design that conveys this information becomes a provider of information and who is given information about COVID-19. In addition, the researcher also found that the content design of the World Health Organization's Instagram account has a design that is considered easy to understand by the public by analyzing the verbal and visual elements from each data used the language metafunction data. Although, there are still designs that are less effective in presenting information delivery about COVID-19 because the use of verbal elements and visual elements that are too complicated.

ABSTRAK

Farahdina, I.A. (2022). *Multimodalitas Dalam Unggahan Terpilih Instagram Organisasi Kesehatan Dunia*. Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Dosen Pembimbing: Suhandoko, M. Pd.

Kata Kunci: multimodalitas, metafungsi bahasa, Instagram.

Penelitian ini bertujuan untuk menganalisis multimodalitas yang terdapat dalam konten akun instagram milik Organisasi Kesehatan Dunia dengan nama akun @who. Akun tersebut memuat konten mengenai kesehatan secara umum. Namun, sejak mulainya musim pandemi pada 2019 lalu, akun ini mengunggah konten yang berkaitan dengan informasi seputar COVID-19 secara rutin. Dalam hal ini, berbagai konten yang diunggah memuat informasi yang ingin ditujukan kepada pengikut akun tersebut dengan berbagai desain yang berbeda. Oleh karena itu, peneliti akan menjawab beberapa pertanyaan penelitian ini yang juga berkaitan dengan masalah dalam pemahaman masyarakat terhadap informasi yang disampaikan dari akun instagram Organisasi Kesehatan Dunia. Beberapa pertanyaan penelitian yang dijawab adalah sebanyak dua pertanyaan, yaitu 1) unsur verbal dan unsur visual apa yang ada didalam akun instagram @who, dan 2) Bagaimana makna tersirat yang disampaikan melalui kolaborasi antar unsur verbal dan unsur visual tersebut.

Penelitian ini menggunakan pendekatan kualitatif yang berkaitan dengan deskripsi dari data analisis. Pendekatan kualitatif ini dilakukan untuk menganalisis bagaimana makna tersirat yang dibentuk dari struktur verbal dan visual. Peneliti terlebih dahulu mengumpulkan data dengan memilih data yang bertema COVID-19 untuk diidentifikasi unsur verbal dan visualnya. Setelah terkumpul unsur verbal dan visualnya, peneliti membuat analisis terhadap masing-masing unsur menggunakan teori metafungsi bahasa dari Kress dan Leeuwen.

Hasil dari penelitian menemukan bahwa terdapat 60 unsur verbal dan 62 unsur visual. Masing-masing unsur verbal dan visual tersebut ditemukan dengan beberapa kategori seperti frasa dan kalimat yang termasuk dalam unsur verbal, dan kategori warna dan ilustrasi yang termasuk dalam unsur visual. Dari temuan unsur verbal dan visual, ditemukan istilah multimodalitas berdasarkan Kress dan Leeuwen. Selbihnya, analisis multimodalitas tersebut dikaji menggunakan teori metafungsi bahasa dan mrnghasilkan pesan berupa instruksi, informasi, dan larangan yang harus dilakukan selama musim pandemi COVID-19. Selain itu, hasil analisis metafungsi bahasa juga menemukan bagaimana peran antar kreator dan viewer melalui adanya design yang menyampaikan informasi tersebut menjadi sebuah pemberi informasi dan yang diberi informasi seputar COVID-19. Terlebih, peneliti juga menemukan bahwa design dari konten akun instagram Organisasi Kesehatan dunia memiliki desain yang dinilai mudah dipahami oleh masyarakat, meskipun masih terdapat desain yang kurang efektif untuk disajikan sebagai penyampai informasi seputar COVID-19 dikarenakan oleh penggunaan unsur verbal dan unsur visual yang terlalu rumit.

TABLE OF CONTENTS

Cover Page	
Declaration	i
Approval Sheet	ii
Examiner Sheet	iii
Lembar Pernyataan Persetujuan Publikasi Karya Ilmiah untuk Kepentingan Akademis	iv
Abstract	v
Abstrak	vi
Table of Contents	vii
List of Tables	ix
List of Figures	x
List of Abbreviations	xii
 CHAPTER 1 INTRODUCTION	 1
1.1 Background of Study	1
1.2 Research Question.....	11
1.3 Significance of Study	11
1.4 Scope and Limitation of Study	11
1.5 Definition of Key Terms	12
 CHAPTER II REVIEW OF RELATED LITERATURE	 13
2.1 Multimodality.....	13
2.2 Kress and Leeuwen Theory of Multimodality	14
2.2.1 Ideational Metafunction	15
2.2.2 Interpersonal Metafunction	16
2.2.3 Textual Metafunction	18
2.3 Context of Situations Theory	19
2.3.1 Field	20
2.3.2 Tenor	20
2.3.3 Mode	21

2.4 Multimodal Messages	24
2.5 Public Communication On Instagram	26
2.5.1 @who	28
 CHAPTER III RESEARCH METHODS	 29
3.1 Research Design	29
3.2 Data Collection	30
3.2.1 Research Data	30
3.2.2 Data Source and Subject of Study	30
3.2.3 Instrument	31
3.2.4 Data Collection Techniques	31
3.3 Data Analysis	32
 CHAPTER IV FINDINGS AND DISCUSSIONS	 36
4.1 Findings	36
4.1.1 Multimodality Found In The WHO Instagram Account	36
4.1.2 The Implied Meaning Found In The WHO Instagram Account	41
4.2 Discussions	65
 CHAPTER V CONCLUSIONS AND SUGGESTIONS	 72
5.1 Conclusion	72
5.2 Suggestion	73
 REFERENCES	 75

LIST OF TABLES

Table 2.1 Context of Situations Components	22
Table 3.1 Number of Verbal Elements	33
Table 3.2 Number of Visual Elements.....	34
Table 3.3 Language Metafunction Analysis	35
Table 3.4 Language Metafunction Analysis	35
Table 3.5 Language Metafunction Analysis	35
Table 4.1 Number of Verbal Elements	37
Table 4.2 Number of Visual Elements	37
Table 4.3 Ideational Metafunction Analysis	42
Table 4.4 Interpersonal Metafunction Analysis	43
Table 4.5 Textual Metafunction Analysis	44

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S U R A B A Y A

LIST OF FIGURES

Figure 2.1 Example of Ideational Metafunction	16
Figure 2.2 Example of Interpersonal Metafunction	17
Figure 2.3 Example of Textual Metafunction	19
Figure 2.4 Example of Halliday's Context Of Situation Theory	22
Figure 2.5 The Similarity of Halliday's Context of Situation and Kress and Leeuwen's Language Metafunction	22
Figure 2.6 Example of Monomodal Message	24
Figure 2.7 Example of Multimodal Message	24
Figure 3.1 Example of Downloaded Data	32
Figure 3.2 Example of Observed Data	33
Figure 4.1 Sample Data of Verbal Phrase	38
Figure 4.2 Sample Data of Verbal Sentence	39
Figure 4.3 Sample Data of Verbal Phrase and Sentence	40
Figure 4.4 Sample Data of Visual Illustration and Colour	41
Figure 4.5 Sample Data of Instruction To Wear A Mask	45
Figure 4.6 Sample Data of Instruction To Keep A Safe Distance	47
Figure 4.7 Sample Data of Instruction To Protect Others	50
Figure 4.8 Sample Data of Instruction To Self Protect	52
Figure 4.9 Sample Data of Instruction To Keep Hospitals and Health Workers Safe	54
Figure 4.10 Sample Data of Information About Better Outdoors Than Indoors	56
Figure 4.11 Sample Data of Information About The Role of Communities of Faith	59
Figure 4.12 Sample Data of Information About Better Online Shopping Than Shopping Centers	61
Figure 4.13 Sample Data of Prohibition To Meet Other People In Unwell	

Condition	64
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LIST OF ABBREVIATIONS

WHO: World Health Organization

SFL: Systemic Functional Linguistic

VB: Verbal

VS: Visual



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CHAPTER I

INTRODUCTION

This chapter presents the basis of the research which consist of background of the study, research questions, scope and limitations, significance of the study, and research method.

1.1 Background of the Study

As a result of the government's recommendation to stay at home during the pandemic, people are increasingly consumptive. As a result, they are now extensively exposed to posts on their social media, including Instagram. In this case, Gadde, Peterson, and Koontz (2020) claim that social media has been used for years in the world of health, especially medicine, and has increased in its use during the pandemic. One of the Instagram accounts that netizens most frequently refer to is the official Instagram account of the World Health Organization (WHO), which provides informative and educational content about COVID-19 current updates. Besides providing updated information about COVID-19, the World Health Organization urges the public always to be aware of COVID-19 threats through its posts.

As the primary reference for the public regarding the development of COVID-19 cases, it is essential that the WHO provides the latest information through various media, one of which is Instagram. However, different readers sometimes understand the messages and information differently. As stated by Prestianta, Dewi, and Kusumawati (2021), there was a difference between the younger and older

generations in capturing messages or information through social media, especially when dealing with COVID-19. They found that the younger age group in the range of 11–15 years (Generation Z) was not wholly confident in the media's performance regarding providing information related to COVID-19. On the other hand, the group aged 57 –75 years (baby boomers) is the age group that responds positively to media performance related to the COVID-19-related information.

Semiotics is a scientific discipline that aims to study the signs on an object that contain a specific meaning. An approach of social semiotics, multimodality, may also help someone make meaning from a single media unit from various collections of semiotic elements in the form of verbal and visual. While verbal and visual have slightly different meanings, visual elements may be represented by images (Halliday, 1985) that can be analyzed using grammatical text (Kress & Leeuwen, 2006). Therefore, there are at least three elements that must be met so that readers can understand the message in a text: lead, which represents the central part of the product; second is the display as the visualization of the product; third is an emblem or quickly can be known logo that was promoting the product. Meanwhile, verbal communication that contains words may represent the verbal element. Thus, verbal communication may focus on sounds, words, phrases, clauses, or sentences.

Each product design is formed from various structural elements of different semiotic modes. From some of the structures of these elements, a relationship between elements is needed to make meaning. Therefore, the presence of multimodal plays a role in making it easier to interpret each of the different and meaningful

features. In this case, it means that multimodality is easier to analyze visual aspects in detail. These aspects include colors, expressions, art, poetry, and even text. As Chen (2010) suggests, multimodality processes help us understand how to use linguistic and visual semiotic sources to identify the nature and extent of interactive engagement. Based on the statement, multimodality plays a role in understanding that text and images can understand how the interaction between elements in a product. Furthermore, the multimodality analysis method can investigate and interpret the meaning of words and utterances in the images.

While in text analysis, multimodal can be understood as an analytical procedure that combines several tools packed in systemic functional linguistics (SFL), or functional grammar, with analytical tools to understand images when text is analyzed using two modes, verbal and visual. Moreover, Halliday, Christian, and Matthiessen (2014) defined SFL as a linguistic approach to knowing how a text forms its meaning in the analyzed data. Furthermore, SFL differs from other branches of linguistics; this aspect has a different orientation with syntax, semantics, and pragmatics. In addition, SFL pays attention to factors outside of language, namely the context that investigates the elements and meanings of the features. Thus, SFL also focuses only on the three metafunction analysis tools. First, the ideational-metafunction describes how language expresses the perception of an experience. This function has three interrelated aspects: process, participant, and state. Second, the interpersonal metafunction represents a language in the interaction between speaker and listener. Third, the textual function shows the textual meaning.

Studies on multimodality have been carried out to investigate how various forms of media are used in the film (Wulan, 2017; Asseel, 2020), textbooks (Yong and Qing, 2020; Jusslin et al., 2020), advertisements (Hidayat et al., 2018; Nurhayati & Susetya, 2020; Hidarto, 2021), a poster (Garcia, 2020), world exhibition (Heberle et al., 2021), and a digital comics (Utomo & Maharani, 2021). Using the Multimodality theory of Kress and Leuween, Hidayat et al. (2021), Nurhayati and Susetya (2020), and Hidarto (2021) analyzed verbal and visual elements in the advertisement. They have found that the visual component assists the verbal part in forming the meaning intended by the producer, as evidenced by responding to consumers of each product. Meanwhile, taking a different point of view, by still using the Kress and Leeuwen multimodal theory, Jusslin et al. (2020), Yong & Qing (2020), and Utomo & Maharani (2021) analyzed the verbal and visual elements of writing and pictures in books and a digital comic. They found that visual elements dominate in giving meaning to the researched book.

In addition, some studies use Halliday's Multimodal theory on film (Wulan, 2017; Asseel, 2020). They investigate how the verbal structure with visual elements in each data analysis. In their findings, these two studies conclude that visual features help the film's verbal form attract consumers' attention. Using the same theory, Heberle et al. (2021) have a different point of view by analyzing a world exhibition. As a result, he agrees that verbal structures can form perfect meanings when juxtaposed with visuals in every exhibition space. Finally, with different analytical data, Garcia (2020) also tested a film poster using Halliday's multimodal theory. He

found the poster represented the film perfectly through the use of verbal and visual in a poster.

Studies on multimodality have focused on theory testing the verbal structure used in discourse and visual elements through semiotic signs with most advertising product designs. Thus, it can be proven by several previous studies using two different Multimodal theories from Kress and Leeuwen with Halliday's Theory. However, from the difference in the use of the two theories, previous studies have the same focus, namely focusing on verbal and visual analysis of a product design, which results in the conclusion that the combination of both verbal and visual elements forms a representational meaning that can attract the attention of product design consumers.

Previous research using Kress and Leeuwen's multimodality is divided into three focus data analyses at earlier research. The first is the analysis of advertisements, the second is the text analysis, and the third is the digital comic analysis. The first research is on campaign advertising through Instagram accounts as data from Nurhayati and Susetya (2020), which uses the Kress and Van Leeuwen multimodal method, emphasizing visual modes consisting of expressions and interpersonal relationships and text. The data used in this study are three pre-and post-election photos that got the most likes on the Instagram @sandiuno account in 2019 as research data. The researcher also analyzed the communication style of Tubbs & Moss to find out the technique used by Sandiaga Uno on social media. The study

results show no change in the communication style in the @sandiuno account before and after the election.

In line with advertising on Instagram, Hidarto (2021) explores several semiotic modes as the data in his research, focusing on the linguistic characteristics and descriptions of Instagram influencer advertisements. In this case, the researcher took data from 24 Instagram ads posted by 13 Indonesian influencers. As a result, researchers found that Instagram ads used everyday and informal language. It is designed to get to know your audience. In addition, image analysis shows that influencers must present themselves as credible reviewers with images that can generate trust and credibility.

Slightly varied, Hidayat, Abrizal, and Alek (2018) analyzed an advertisement on television. He investigated three element sources: speech, movement, and images representing intrapersonal meaning. As a result, several aspects of semiotics that have been analyzed show relationships that can attract the audience's attention; first, the visual factor of Miss Universe, who gave the speech in the ad. Second, the attractive color of the packaging used on the product describes its deliciousness. Finally, the verbal element in the tagline "Healthy Inside and Fresh Outside" can make the audience captivated and want to buy the product. Therefore, the researcher considers that the components used as advertising concepts can attract consumers' attention.

The second is Kress and Leeuwen's Multimodality theory in text analysis, as in Jusslin et al. (2020), which presented a multimodal analysis of literacy through written texts. The researcher conducted this qualitative descriptive research to fulfill a

multimodal study in the education field. The researcher focused on students' writings containing semiotic codes in this study. From these semiotic elements, the research found that students' writing abilities can also be seen through the components of students' writing. The results of this study contribute to the discussion of multimodal writing related to students' literacy skills.

Then, an analysis from Yong and Qing (2020) focuses on identifying differences in textual meaning represented through verbal signs with visual signs in picture textbooks. The researcher first obtained data using a system language function to determine the visual and verbal elements of the object of their research. The rest, the visual data identified, will be linked to the verbal data collected to relate to the meaning conveyed by the book's author. As a result, this qualitative descriptive study reveals that visual elements dominate in depicting characters and textual dimensions in the picture textbook.

Also, an analysis from Utomo and Maharani (2021) focused on dissecting digital comics on the @jokowi Instagram Account about the prohibition of the homecoming moment during the pandemic. This research examined Kress and Leeuwen's theory to investigate the meaning of the homecoming prohibition closely clings to hegemonic masculinity. As a result, this digital comic shows masculinity's diversity to return to uphold traditional masculinity values. The government in this comic is an extension of the hegemonic masculinity, managing society during the Covid-19 pandemic. It shows the ideal code of traditional masculinity and patriarchal culture.

In addition, previous research using Halliday's Multimodality includes research on films, exhibitions, and posters as research on the first film is from Wulan (2017), which has identified cartoon films as the data analysis. In examining the multimodal element, the researcher combines verbal text analysis based on Halliday (1994), which focuses on language metafunctions such as ideational functions, intrapersonal metafunctions, and textual metafunctions with visual analysis based on Kress and Leeuwen (1996, 2006) and based on Cheong (2004). From her research, two interrelated linguistic and visual analysis results represent the meaning of education for children through cartoons.

Furthermore, research on the second film from Asseel (2020) analyzes a collection of animated films. His study found as many as 176 elements of euphemism or features of abusive language used in the movie. Then the elements of euphemism representing the verbal structure are analyzed using Halliday's multimodal theory. The researcher states that multimodal animated film analysis using euphemism is more extensive and not restricted to the lexical field. The euphemism covers the importance and capacity as informative qualities that focus on a film's combination of discourse analysis and multimodal analysis.

Heberle et al. (2021) analyzed spatial discourse in EPCOT's World Showcase with different data but still with the same theory. The researcher examines the semiotic elements contained in the entertainment venue using spatial discourse analysis. Moreover, each semiotic part reveals the relationship to each other. As a

result, the spatial of this amusement park is closely related to attracting visitors' attention, from the venue's layout to various food offerings.

Moreover, Garcia (2020), with Halliday's multimodal theory, also conducted research that focuses on Systemic Functional Linguistics on two posters of Harry Potter and the Philosopher's Stone and Harry Potter and the Prisoner of Azkaban films through semiotic elements in the form of sensations, feelings, and possible events. The researcher revealed that posters have a relationship with the film, which means the two film posters that have been analyzed show that the poster is made to summarize the story in the movie. In this case, the semiotic elements on the poster are closely related to the film component. Therefore, posters represent briefly what the film tells consumers. In this case, the semiotic elements on the poster are closely associated with the film component.

From various previous studies, the theory between Halliday with Kress and Leeuwen is not so contradictory because Kress and Leeuwen's theory is an adaptation of Halliday's multimodal theory. Meanwhile, most analyzed data will use a verbal structure in each product design. Halliday's multimodal theory, which focuses on a verbal form, can complement it in this case. Specifically, Kress and Leeuwen's theory analyzed the visual elements such as; images, gestures, language, typography, graphics, and icons that would be more in line with this research. Furthermore, the theory of Kress and Leeuwen is used to complement Halliday's theory which analyzes the verbal structure that seems to dominate product design.

Also, based on the above previous studies, there are several analyzes of various data, especially on Instagram accounts which have recently become a topic that is often mentioned. However, none of the studies examined multimodal analysis based on Kress and Leeuwen using the WHO Instagram account as the primary data source. Those are because posts from an Instagram account are also an integral part of several semiotic elements of fashion that are analyzable to find out how an implied intent of the creator of the content is channeled through verbal and visual. Besides, the WHO Instagram account is an account for publishing information and education about health worldwide, which also plays a vital role among all government organizations involved in handling the pandemic and has become one of the sources of legal authority (Kuznetsova, 2020).

Thus, data collection from the WHO Instagram Account aims to make it easier to understand the meaning conveyed to their account followers from each post that conveys information about the COVID-19 pandemic. Therefore, this research used a theory of the previous studies from Kress and Leeuwen with Instagram posts as the primary data for more accurate results according to the importance of his theory which proposes a grammatical framework theory used in visual design analysis. In addition, the approach focuses on each different visual element that must be known for its continuity to create a unified meaning.

1.2 Research Questions

1. What verbal and visual elements formed multimodal messages in the @who's Instagram posts?
2. How is the implied meaning of the Instagram posts conveyed through verbal and visual elements?

1.3 Significance of the Study

The researcher expects this present research will expand the study of linguistics, especially in the social semiotics field. This research is expected to show the verbal and visual elements of the @who's Instagram posts. Furthermore, this research is expected to provide broader insight to readers, especially the follower of the @who's Instagram, to understand the context displayed in each post through interpretations from the researcher about the relationship between verbal and visual signs based on multimodal terms.

1.4 Scope and Limitation of the Study

The researcher aims to make this research more focused by limiting the aspects to be studied. In this case, this research will only focus on selected posts with content criteria consisting of images from the Instagram WHO Instagram account that convey information about Covid-19. In addition, the data will also be limited to the form of verbal and visual elements, which consist of pictures, colors, words, phrases, clauses, and sentences as the data is analyzed. Thus, the results of this study will undoubtedly

be more focused and will not discuss outside the primary topic that will be analyzed using multimodal theory based on Kress and Leeuwen

1.5 Definition of Key Terms

- a. **Multimodality** is a semiotic science branch that studies meaning communication from various semiotic modes.
- b. **Verbal and Visual sign** is the form of signs that are related to each other as an explanation written in the spoken language or visible illustration.
- c. **Instagram** is a platform that provides photo and video sharing features that allow users to take photos, take videos, apply digital filters, and share them with various social networking services.
- d. **@who** is an official Instagram account from the World Health Organization.

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CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents a theoretical framework that explains the theory used in this research and some aspects of the study.

2.1 Multimodality

Multimodality is one of the social semiotic approaches. As stated by Kress (2010), multimodality is a rule that focuses on how information can be formed and known, especially in the social sphere. Hence, Ferdinand de Saussure also assumed (in Christine, 2019) that sign science is a primary semiotic study of society. The primary source of analysis is not limited to writing, pictures, or speech. Furthermore, Kress and Leeuwen (2001) also affirmed that the multimodal principle is a study that frames visual elements and written elements and social phenomena even through different semiotic modes. Multimodality is a term used to analyze the meaning of every phenomenon that contains aspects of verbal and visual signs around the universe. According to Halliday (1994), who took a gander at punctuation not when in doubt but rather as a hotspot for making and passing on importance, Kress and van Leeuwen see that pictures can be dealt with language, having every one of the three conceptual, relational, and textual based metafunctions. The image or picture may have a sentence structure in which individuals can peruse the image effectively to communicate the importance passed on.

Moreover, multimodality has several theories with different points of view from each expert in conducting multimodal studies. This approach was subsequently grown further, for instance, by Halliday (1985), which stressed semiotics, language codes, and how discourse and messages decide every likely significance, examining the functional and situational association of language in friendly settings, also by Machin and Myer (2012), and O'Halloran (2008) who consolidated it with foundational, practical etymology. However, this research will present a multimodal study based on systemic functional language based on Kress and Leeuwen. Also will use Halliday's Register Theory and Multimodal Messages Theory.

2.2 Kress and Leeuwen's Theory of Multimodality

Kress and Leeuwen (in Gumilang, 2018) assumed that the concept of multimodality is a study that observes the incorporation of the inevitable semiotic mode used in one media that aims to provide information or communicate to the public. In this case, every semiotic mode from verbal or visual form may be analyzed as a one-component that seeks to communicate with society. Hence, in conducting the study, this theory was supported by the metafunction of language, known as system functional linguistics, formed by Halliday. Moreover, every semiotic mode may be categorized into three components in the case of creating meaning. Thus, the metafunction of language has three primary features to study; Ideational Metafunction, Intrapersonal Metafunction, and Textual Metafunction will be explained below.

2.2.1 Ideational Metafunction

The ideational metafunction has transitivity systems. They may be called logical functions and experiential components. Kress and Leeuwen (1976) explain that ideational metafunctions are the aspect that interprets experiences or things related to semiotic signs; for example, in the form of verbal meaning, this metafunction explains its grammatical source (Haratyan, 2011). Halliday (1976) said through SFL that transitivity is a verb concept, both intransitive and transitive, which connects the grammatical structure with the experience or ideology of the author. He considered that every verbal sign was related to the doctrine of the verbal sign maker. Thus, transitivity is used to identify how ideational processes are formed.

There are three transitive systems, namely process, participant, and circumstantial. First, the process in ideational metafunctions can be analyzed depending on the presence of matter, behavior, relations, and even verbs. Meanwhile, participants can be analyzed depending on the presence of the actor, sayer/speaker, and senser/receiver. In addition, a composition of circumstances can be measured by the location, time, or even how the multimodality message is delivered. In this case, the situational terrain may be constructed by examining the transitivity pattern in the design product. For instance, the transitivity analysis may show the meaning of what happened and who is involved (Hassan, Matthiessen, & Webster, 2005).

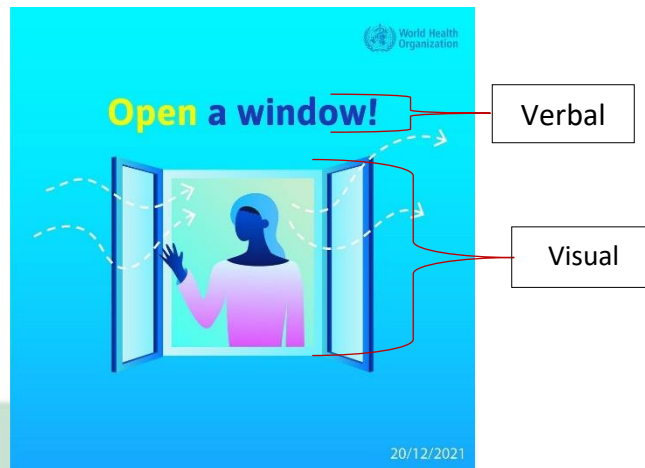


Figure 2.1. An Example of Ideational Metafunction

The ideational metafunction component in the WHO Instagram account upload is represented by the verbal expression “Open a window!”. The picture showed a woman described as an alleged interlocutor; in this case, the speaker is the creator of the image above. Moreover, a woman who opens the window is a visualization that affirms the invitation sentence in the upload above.

2.2.2 Interpersonal Metafunction

In terms of language, interpersonal metafunction is the process of playing in terms of enjoying the mood. The maker and the consumer may relate to the atmosphere through the communicated element. Haratyan (2011) explains that intrapersonal metafunction has explored the degree of intimacy of the writers, and readers can be more accurate in making meanings. This metafunction focuses on three grammatical categories: speech function, scales, and point of view.

Interpersonal metafunctions concentrate on social roles and relationships through the

speech functions that are conveyed by exchanging information between the speakers and addressees.

The speech function could be seen from the message delivered as a command or as an offer. Moreover, those speech function involves the scale of how the messages are delivered from the speakers to the addressees. Thus, the scale of the message might be measured by three fundamental values: high scale, medium scale, and low scale. Furthermore, another component might be seen from how far the speakers and addressees are accepting the messages addressed. Thus, the components might be measured from the point of view that appeared by the collaborated elements in the message (Cerban, 2016).

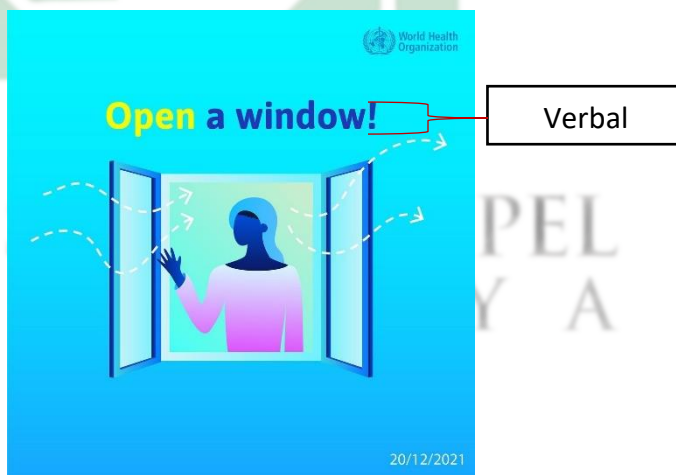


Figure 2.2. An Example of Interpersonal Metafunction

The interpersonal metafunction component in the image upload above is the imperative of the sentence made by the creator in the image. Also, the imperative text “Open a window!” shows the interaction between the creator and the consumer. In

this case, the social relationship between the creator and the consumer is the speaker and the speech partner.

2.2.3 Textual Metafunction

In terms of textual metafunctions, meaning is a textual study by considering the structure of the clause, such as subject, predicate, and complement; it is related to the theme chosen in a media. For example, Halliday (1981) states that the identity of the relationship between signs is shown through themes that include messages in a sign (Haratyan, 2011). In this case, textual metafunctions may be seen from how the verbal and visual structure is formed. How the verbal and visual are formed to be a message might be measured by the information values, saliences, and the framing of each product's design.

In this case, the information values are the composition formed by the centered or non-centered information types. Centered information is the main point of the information positioned at the center of the design. While non-centered information is the type of information positioned at the design's right, left, top, or bottom. Furthermore, the composition of salience is the representation that is made to attract the viewer's interest with the scale of the relative size or contrast value of the elements used in each product design. Moreover, the components of framing are represented by the realization that the elements which created the boundary of the line or frame line are not related to the picture and also as a sign that not part of the core message (Kress & Leeuwen, 2016).



Figure 2.3. An Example of Textual Metafunction

The textual metafunction component may see from what the speaker wants to convey to the recipient of a product design. For example, in the upload above, an imperative text, “Open the window!” is affirmed by the visualization of humans opening windows. In this case, the message to viewers as speech partners is the importance of getting used to opening windows to get fresh air during a pandemic to help maintain a healthy lifestyle.

2.3 Context of Situations Theory

Various groups of people experience differences in understanding each content from social media. Thus, it is a problem that can hinder a successful communication process. In response to this, the clarity of how the success of the communication process needs to be reviewed. In this case, starting from Malinowski, Halliday, and Webster (2009) coined the term “context of situation” to examine the meaning of each language in the environment. In this case, the theory of ‘context of situation’ is

used to make understanding communication in our environment easier.

Furthermore, Halliday focuses the term ‘context of situation’ on communication between people. Halliday (1985) assumes that achieving successful communication is to predict what will be said from interaction by both parties and how we understand what the communication means. Moreover, Halliday determined that understanding the context of a situation that occurs in interaction is needed to make a prediction. The communication may seek a piece of information among parties, and the meaning may change or even still be changed. Therefore, Halliday (1985) simplified the prediction step into a single term, ‘Register,’ which means using the appropriate language in the situation with several features, such as; Field, Tenor, and Mode, which will be reviewed below.

2.3.1 Field

Halliday (1985) defines the field of discourse as a term that refers to answering the question of what is happening. Clearly, who are the participants involved in the social activities taking place. Briefly, ‘Field’ is one of the contexts of a situation in which the participants are doing is discussed. ‘Field’ also includes the nature of social behavior.

2.3.2 Tenor

Halliday (1985) defined ‘Tenor’ as a term to explain the nature of the participant, especially about who is taken apart. The tenor discusses the statutes and roles of the participant in the relationship between the part of the communication. Briefly,

‘Tenor’ is one aspect of the context of the situation that addresses who is taking part.

It includes the nature of the participants, their status, and roles.

2.3.3 Mode

Halliday (1985) defines 'Mode' as a term that addresses the part of a language played. That is, 'Mode' explains how language relates to participants. Also, explain the form of the language used, whether spoken or written or even a combination. Moreover, 'Mode' also describes the rhetorical aspects of a language. Briefly, 'Mode' is one aspect of the context in which language's role in what participants expect from language is discussed. These include oral, written or a combination of both and rhetorical modes.



Figure 2.4. Example of Halliday's Context of Situations Theory

An image from the WHO Instagram account upload above builds a context of the situation, where the description of the situation is as follows:

Table 2.1. Table Context of Situations Components

Field	Mandatory 3rd dose of vaccine for Sinovac and Sinopharm vaccine recipients.
Tenor	‘World Health Organization’ (Government) addressing ‘People 60 Years Old’ (Society)
Mode	Textual language here used as a tool to convey an order to be fulfilled. Also, as an intermediary for social action between human elements, especially the government and society.

However, after knowing the components of the context of the situation, it turns out that the components are the same as the components in the language metafunction. It can also prove that the language metafunction, according to Kress and Leeuwen, is an adaptation of Halliday’s context of situation theory. More in the following chart and explanation.

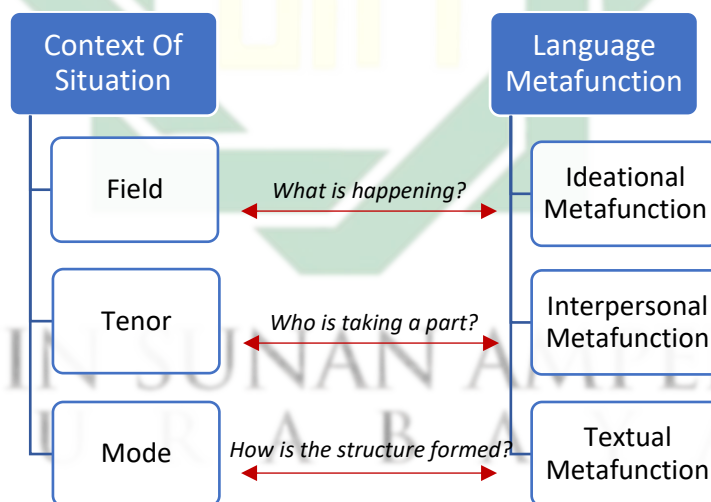


Figure 2.5. The Similarity of Halliday’s Context of Situation and Kress and Leeuwen’s Language Metafunction
(Adapted from: Halliday & Hasan 1985, p. 26)

The chart above explains that the position of the field in the context of the situation is the same as the role of the metafunction of language. Both discussed

what, who, and how a structure was formed. The ideational metafunction has the same meaning as the field component as a tool for analyzing what is happening. Furthermore, the interpersonal metafunction has the same role as the tenor component as a tool for analyzing the relationship between roles in a structure. Meanwhile, the textual metafunction is similar to the mode component, which acts as an analytical tool for knowing the structure's process and the role of each element in the structure. However, the difference lies in the context of situation analysis which only focuses on verbal elements. At the same time, Kress and Leeuwen's language metafunctions can be used to analyze verbal and visual elements.

2.4 Multimodal Messages

A multimodal message, also known as a multimodal text (Zebrowska, 2014), combines two or more elements that construct meaning. Multimodal messages are defined as a group of several artifacts that imply the collaboration of their integrated meaning (Culache, 2015). In other words, a multimodal message combines two or more semiotic elements that raise a unity of meaning that is different if it stands alone. Therefore, multimodal messages can facilitate the meaning of collaboration from visual and verbal that are fused as a design product. In that way, multimodal messages externalize ideas before creating meaning to share with participants. Moreover, the difference between monomodal and multimodal messages can be seen in the following example.

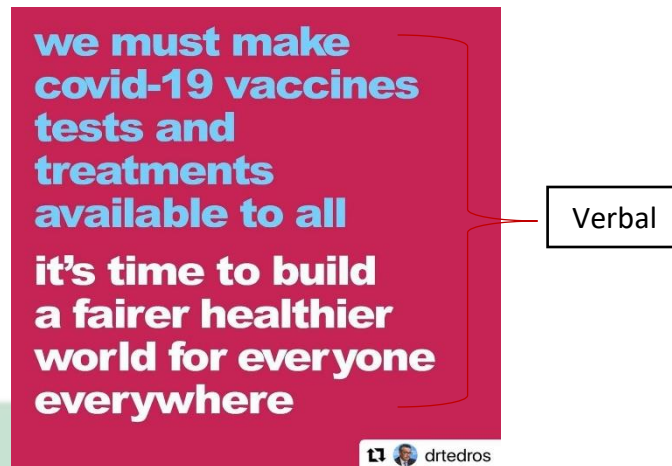


Figure 2.6. Example of Monomodal Message

The above figure appeals to the public to get vaccinated evenly and not limited to the community level. The above warning is a message uploaded to the WHO Instagram account in the form of content containing text. In this case, the message or appeal above can be said to be a monomodal message or text. Because the content only contains a verbal, written text without any additional elements.

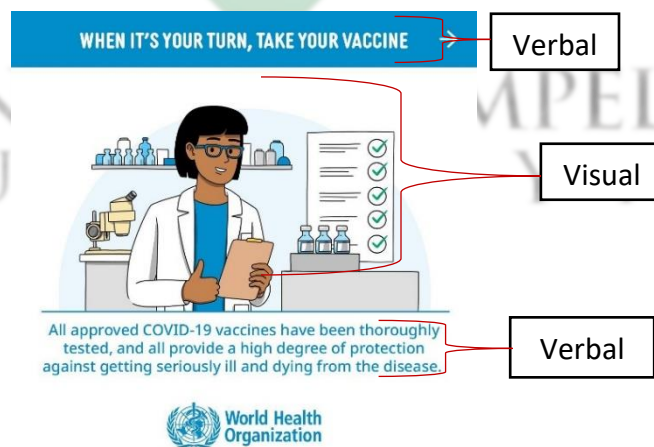


Figure 2.7. Example of Multimodal Message

Next, we focus on the figure above, which contains a command to get vaccines

according to the schedule and guaranteed safety vaccinations. From the @who content above, there are several elements in the delivery of appeals as messages addressed to the public, especially followers of the WHO Instagram account. The content has several elements; the first is the written text and image elements. In this case, several image elements serve as an affirmation of the narrative conveyed. Therefore, the above appeal can be called a multimodal message because there is a combination of written narrative elements and several image elements.

We know from the two examples of messages above that the first is a monomodal message, and the second is a multimodal message. The type of message can be seen from the mode used. The monomodal message exemplified above only uses one mode, namely written text. Meanwhile, the second example uses a multimodal message using two elements: text and images.

The two contents have the same message theme in terms of the theme used in the content. However, the different modes used cause difficulty in interpreting the message conveyed. For example, using written text only in monomodal messages gives the impression that it is less innovative and monotonous. Meanwhile, the use of narrative text and image elements can strengthen the meaning conveyed from the content of the command. In addition, the use of a multimodal approach can make it easier for those who are illiterate and easier to translate messages through existing images.

2.5 Public Communication on Instagram

In the development of communication technology, the internet is a new media. New media is a technology that relies on the internet to connect communication with the public, and the internet provides convenience in increasing communication. One example of the implementation of the internet is social media. In this case, social media is a bridge in communication between communities. An example is Instagram which has recently developed rapidly (Lavoie, 2015). While Instagram is a platform from one social media used to document and publish photos or videos. 'Instagram' was taken from the word 'Insta' derived from 'Instant,' which means an efficient way to do something. At the same time, the term 'Gram' was derived from 'Telegram,' which can provide information quickly. In this case, Instagram has the function same as the platform's name; it shares or delivers pictures or videos instantly. Furthermore, Instagram was established by Kevin Systrom and Mike Krieger in San Francisco, California, and formally dispatched solely for iPhones on October 6, 2010.

These apps also help users apply advanced channels and offer photographs and recordings of interpersonal organizations and other online media stages. Moreover, Instagram users can follow other users' feeds, "like," and remark on pictures, interface their Instagram records to other long-range interpersonal communication locales and offer photographs. The application's unique name is Burbn, which plans to consolidate some of the

qualities of famous web-based media administrations like Foursquare. When Krieger joined the venture, the two software engineers chose to zero in solely on photo sharing.

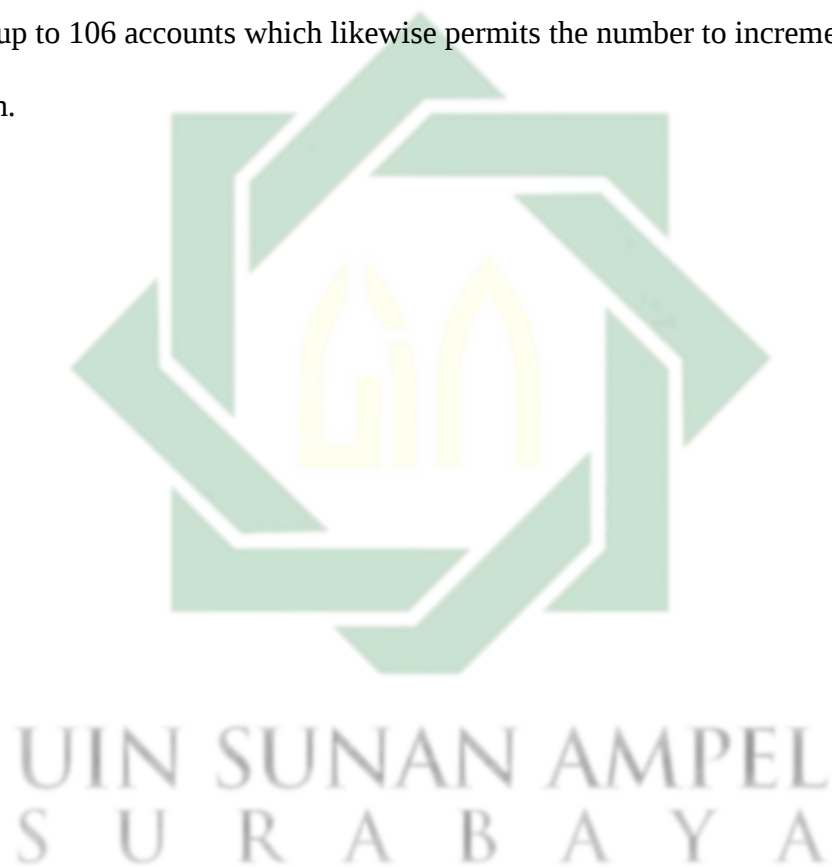
Instagram likewise has an embedded location-based feature, allowing clients to add geo-found information to their substance. Again, this application is viewed as appealing to all circles. For instance, among lawmakers or local area associations, Instagram can be utilized as a media for content distribution that can be used as a component of missions.

2.5.1 WHO Instagram Account (@who)

One of the efforts to encourage people, in general, to be aware of the COVID-19 pandemic, the World Health Organization utilizes its informal community Instagram as a mission media. For this situation, the world wellbeing association uses the *WHO Instagram account*, one of the authority Instagram stage account names having a place with the World Health association. This account becomes official because it has received a blue tick from the platform founder of Instagram. This account previously transferred its substance as a challenge to give blood unequivocally on June 15, 2011. Therefore, it can be used as an early sign that this association uses Instagram as a media crusade for wellbeing.

The World Health Organization keeps up with this record determined to spread data and schooling about well-being to the general population, particularly Instagram followers of the WHO Instagram account. Not just that, in this COVID-19 pandemic

circumstance, *which* has additionally utilized Instagram as a media to encourage people, in general, to execute well-being conventions and disperse data on COVID-19 cases through its substance since the end of 2019. The *WHO Instagram account* has around 2,600 contents, 1.1 million followers, and following other Instagram accounts adding up to 106 accounts which likewise permits the number to increment over the long run.



CHAPTER III

RESEARCH METHODS

This chapter presents the procedure used to collect and analyze the data. In this chapter, the researcher explained several points, namely; research design, data collection, research data, data source, instrument, data collection techniques, and data analysis

3.1 Research Design

In this research, the writer used the qualitative descriptive method. While, Wray and Bloomer (2012) said that qualitative used descriptive explanation and in-depth understanding to analyzed the data. In addition, Miles, Huberman, and Sdana (2014) argued that qualitative data can strengthen the research flow of causal research. Furthermore, Bogdan, Taylor, and DeVault (2016) also assumed that qualitative research methods are research that used procedures by producing descriptive data in the form of written and oral expressions and social behaviour that can be studied. Moreover, qualitative methods can also be found in causal research that not contain the division of variables and hypotheses to achieve accurate results. In line with this, this study also did not use the division of variables and hypotheses. Therefore, this study has used a qualitative descriptive method to support the accuracy of the data results to be analyzed by the researcher.

3.2 Data Collection

In this subsection, the researcher explained the methods used to collect data. Several explanations include research data, data sources, research subjects, instruments, and data collection techniques.

3.2.1 Research Data

Knowing a large amount of content uploaded to the WHO Instagram account feed, the researcher randomly selected posts in the form of images containing information about COVID-19. For time efficiency, the content to be selected as data analysis is 30 out of 2000 more total content. Furthermore, this study used data from Instagram account posts with content categories that include a combination of two forms of verbal and visual elements. In this case, verbal data is in words, sentences, clauses, or phrases from writing. At the same time, visual data in the form of images and colors, motion, sound, and sound in the posts. Moreover, verbal and visual elements are help to analyzed the representation meaning of metafunctional groupings in multimodal terms.

3.2.2 Data Source and Subject of the Study

Researcher used the data sources from <https://www.instagram.com/who/>, the Instagram account, which is the official account of the World Health Organization. @who is a social media account that WHO officially manages. The rest, this account is generally used as a medium for publishing information about health aimed at the general public, especially Instagram social media users. In this case, the author of this

account as a research subject by accessing it was using the Instagram social media application through the author's account.

Given the limitation of the data used for information content about Covid-19, only which contains verbal and visual elements, the researcher will choose the criteria for image content that has elements of words, sentences, phrases, illustrations, photography, and colors. The rest are posts related to COVID-19 information in the form of imperative and informative sentences aimed at the public so that they are always vigilant during the pandemic.

3.2.3 Instrument

Lincoln and Guba (1981) stated that the human concept as the main instrument of research affirms the unique role of researchers in scientific studies. This research used the researcher herself as the only research instrument in response. Only the author carried out the entire research process by accessing social media, observing, and obtaining data for the current analysis.

3.2.4 Data Collection Techniques

The researcher used a documentation technique as a data collection technique in this study. A documentation technique is a data collection technique that examines documents to obtain data or information related to the research topic (Sugiyono, 2013). In this case, there are several procedures in data collection:

1. In order to obtain the data to answer the first research question, the researcher first accessed the Instagram platform to find the official account @who.
2. Having found the official WHO Instagram account, the researcher sorted out content that focuses on information about covid-19. In this case, the researcher selected 30 data randomly with one representative data from several data with the same criteria.
3. After successfully collecting 30 selected posters, the researcher downloaded the selected image content to facilitate data analysis to answer the second research question.



Figure 3.1. An Example of Downloaded Data

3.3 Data Analysis

In this subsection, the researcher explains the procedure of data analysis. Several procedure of data analysis includes of observing, identifying, classifying, discussing, drawing conclusion.

3.3.1 Observing

The first stage in the data analysis procedure is observing data that has been collected. The researcher observed the data by marking the verbal and visual elements as below.



Figure 3.2. Example of Observed Data

The picture above is an example of the data observation process in finding verbal elements and visual elements as data to be identified. In this case, the researcher used the term 'Vb' to refer the verbal data and the term 'Vs' to refer the visual data.

In this process, the researcher also made three types of verbal elements: words, phrases, and sentences. After making observations, the data collected is summed according to the type as shown in the following tables.

Table 3.1. Number of Verbal Elements

Types of Verbal	Number of elements
Words	0
Phrases	0
Sentences	0
Total of Verbal Elements	0

After the types of verbal data were collected, the researcher also made a total of the various types of visual data into a table to make it easier to find out what elements were included in the visual data, as follows:

Table 3.2. Table of Number of Visual Elements

Types of Visual	Number of elements
Illustration	0
Photography	0
Colors	0
Total of Visual Elements	0

The two tables of the amount of verbal and visual data above helped researchers make it easier to analyze the verbal and visual elements in the content of the world health organization's Instagram account.

3.3.2 Identifying

Next, the researcher identified the data based on three data metafunctions based on the theory of Kress and Leeuwen. The researcher identified verbal and visual elements in order to find the implied meaning of the components used in the WHO Instagram Account content. In this step, the researcher break down each verbal and visual elements to identified every elements based on the

language metafunction.

3.3.3 Classifying

After identifying each finding of verbal and visual elements, the researcher counted the number of features based on the category of language metafunctions. In this stage, the researcher made a table as below:

1) Table 3.3. Table of Language Metafunction's Analysis

Ideational Metafunction's Components	%	Σ
Types of Ideational Metafunction	0%	0

2) Table 3.4. Table of Language Metafunction's Analysis

Interpersonal Metafunction's Components	%	Σ
Types of Ideational Metafunction	0%	0

3) Table 3.5. Table of Language Metafunction's Analysis

Textual Metafunction's Components	%	Σ
Types of Ideational Metafunction	0%	0

The researcher described the number of analysis results in the above tables. In addition, the researcher also described each of the three tables above.

3.3.4 Interpreting

Next, the interpreting stage is to find out the implied meaning composed of components in the content structure of the WHO Instagram Account. The researcher made narrative paragraphs to explain the meaning related to the metafunction of the language used. The researcher interpreted each of identified data according to the implied meaning of the language is used in the data.

3.3.5 Discussing

After the entire data identification process, the researcher discussed all the data findings that had identified language metafunctions and their implied meanings. The researcher also linked the findings and results of data analysis with previous studies. The rest, the researcher also discussed how the WHO in urging the public through social media.

3.3.5 Drawing Conclusion

After analysis procedures were completed, the researcher concluded all verbal and visual elements contained in the official Instagram account of the World Health Organization. In addition, the researcher also explains the existence of a language metafunction based on Kress and Leeuwen, which is used in the content of an Instagram account called @who. Finally, the researcher explains the meaning to be conveyed to consumers of WHO Instagram account.

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CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the findings and discussions of this research. The researcher identified the collaboration of verbal and visual elements from the World Health Organization's official Instagram account, that forms a multimodality unit based on the Kress and Leeuwen theory. In addition, the researcher also identified the types of multimodality contained in the @who Instagram account (henceforth, WHO Instagram account). The rest, the researcher also presents an explanation of the implied meaning of the content based on Halliday's context of situation theory.

4.1 Findings

In this section, the researcher explains the results of this study which tested two research questions. First, the researcher explains the findings of verbal and visual elements that form a multimodality unit on the WHO Instagram account as a tool to convey messages to the public. Second, the researcher explains the implied meaning of the message that WHO wants to convey to the public based on Kress and Leeuwen's language metafunction theory. The following are the findings and discussion of this research.

4.1.1 Multimodality Found in WHO Instagram Account

The researcher describes the results of the findings in this section. This sub-chapter describes the discovery of verbal and visual elements that collaborate to form

multimodalities in the official World Health Organization Instagram account.

Research findings raise multimodality, a unity of verbal and visual elements that make up meaning (Kress & Leeuwen, 2001). In this case, the researcher found 60 verbal elements and 62 visual elements from every single data of WHO Instagram Account. Furthermore, the findings are displayed in the below tables.

Table 4.1. Number of Verbal Elements

Types of Verbal	Number of elements
Phrases	31
Words	0
Sentences	29
Total of Verbal Elements	60

In the table above, this study found 64 verbal elements consisting of 31 phrase elements, 33 sentence elements, and 0-word elements. In this case, the findings of verbal elements can be complementary in a multimodality unit if combined with the results of visual elements, which are explained in the below table.

Table 4.2. Number of Visual Elements

Types of Visual	Number of elements
Illustration	50
Photography	0
Colors	12
Total of Verbal Elements	62

In the table of findings of visual elements, there are 62 elements of each product design that form a multimodality. In this discovery, the researcher found 50 illustrative image elements, 12 color elements, and no photography element to visualize the product design of the WHO Instagram account.

By finding the elements of each verbal element and visual element, the researcher found that the creators of the design products used more verbal elements to emphasize the message they wanted to convey to the WHO Instagram account consumers. The verbal element used written expressions. Moreover, the role of the verbal element is used as the central point of the message to be conveyed. With various verbal elements, the creator used more phrase elements to convey messages. Meanwhile, visual element uses illustration images with various color combinations to attract the attention of WHO Instagram account consumers to pay more attention to the message conveyed.

Moreover, the representation of verbal and visual element findings may seen in the following figures.

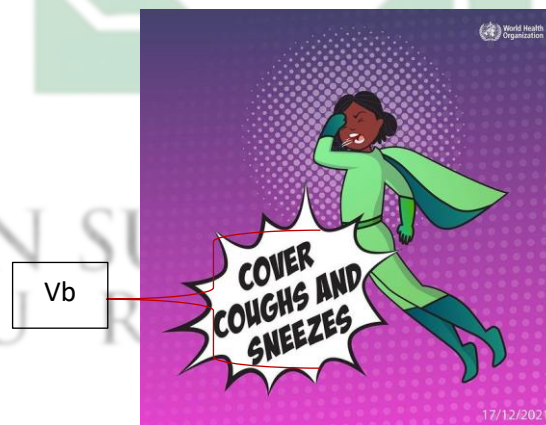


Figure 4.1. Sample Data of Verbal Phrase

From the example of data finding above, it can be seen that there are visual and verbal elements. The visual element of the content above is an illustration of a green female superhero covering her mouth with an expression of coughing. Meanwhile,

the verbal element of the above content is a phrase that reads 'COVER COUGHS AND SNEEZES'.



Figure 4.2. Sample Data of Verbal Sentences

The next data is the example of the identified data that has verbal sentence only. In the above data there was a sentence 'Consider taking part in religious and social celebrations virtually, or just with people you live with. These are the safest options as they minimize chances of spreading the virus.' Those sentences are called the verbal sentence because it consist of the subject, verbal actions, and the object in the structure of that sentence.

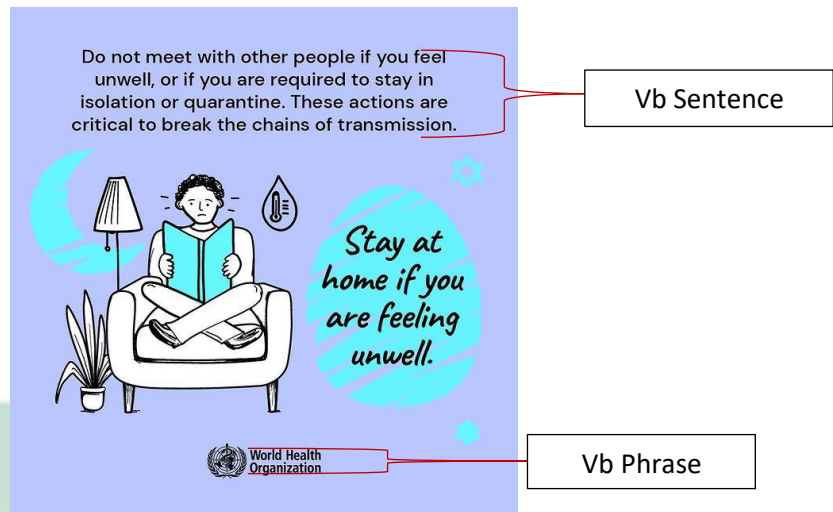


Figure 4.3. Sample Data of Verbal Phrase and Sentence

Next, the above data is the example of the identified data with phrase and sentences verbal elements. In the above data there are a long sentence ‘Do not meet with other people if you feel unwell, or if you are required to stay in isolation or quarantine. These actions are critical to break the chains of transmissions.’ Then, in the bottom of the design there was a verbal phrase because it is the collection from several words of ‘World Health Organization’ as the logo of the organization which as the speaker in the above data.



Figure 4.4. Sample Data of Visual Illustration and Colour

Furthermore, the representation of the second data finding contains a visual element in the form of an illustration of a turquoise female superhero carrying a clear bottle. The illustration above is the visualization of the verbal elements. Then, the colour that used in the above data is the combination of turquoise, sky-blue, navy-blue, white, and lawn-green.

4.1.2. The Implied Meaning Found in WHO Instagram Account

In identified the implied meaning, the researcher conducted the language metafunction theory by Kress and Leeuwen which known as Systemic Functional Linguistics (SFL). SFL played a role in analyzing three metafunctions such as; Ideational Metafunction, Interpersonal Metafunction, and Textual Metafunction. Thus, the researcher found 3 types of verbal process components, 3 types of participant components, and also 3 types of circumstance components from ideational

metafunction. While, the researcher found 2 types of speech function components, 2 types of message scale components, and also 2 types of point of view components from interpersonal metafunction. Also, the researcher found 2 types of information value, 3 types of salience components, and also a type of framing component from textual metafunction. Furthermore, the three metafunctions are displayed in the following tables.

Table 4.3. Ideational Metafunction's Analysis

Verbal Process	%	Σ
Instruction	70%	19
Information	24%	10
Prohibition	6%	1
Participant	%	Σ
Government	48%	28
Society	45%	25
Health Worker	9%	5
Circumstances	%	Σ
Circumstances of condition	60%	18
Circumstances of Time	23%	7
Circumstances of Place	17%	5

The researcher found as many as three components representing ideational language's metafunction. The first component is verbal process with 70% instruction elements or 21 elements, 24% information elements or 8 elements, and prohibition elements as much as 6% or only 1 element. The participant component found as much as 48% or a total of 28 elements for the government category, society category as much as 45% or a total of 25 elements, and health worker elements as much as 9% or 5 elements. Rest, the circumstantial component found 60% or 18 elements of circumstances of condition, 23% of circumstances of time or 7 elements, and 17% of circumstances of place elements or 5

elements. Moreover, the three components that have been found collaborated in forming meaning according to the component functions.

Table 4.4. Interpersonal Metafunction Analysis

Speech Function	%	Σ
Demand	20%	17
Offer	13%	13
Message Scale	%	Σ
Medium Scale	19%	17
High Scale	15%	13
Point Of View	%	Σ
Eye Level	29%	26
Low Angle	4%	4

Next, the researcher found the majority of interpersonal metafunctions in the visual elements used by creators in their designs. Furthermore, the researcher found three components of an interpersonal metafunction in interpersonal language metafunction. The first largest component is speech functions, consisting of 20% demand elements or 18 elements, 13% offer elements, or 12 elements. The second component is the message scales, consisting of 19% of medium elements or 17 elements and 15% of high scale elements or 13 elements. The third component is the point of view components, which consists of 29% eye level elements or 26 elements and 4% low angle elements or four elements.

Table 4.5. Textual Metafunction Analysis

Information Value	%	Σ
Centred	94%	29
Given	6%	2
Salience	%	Σ
Color Contrast	73%	27
Font Size	19%	7
Illustration Size	8%	3
Framing	%	Σ
Background Color	97%	29

The last language metafunction analysis is the textual metafunction contained in the content of the WHO Instagram account. In his analysis, the researcher found three textual metafunction components: information value, salience, and framing. In this case, the information value component is seen with two elements: centered and non-centered. The centered components were found in as much as 94% or 29 features, and the non-centered components were found in 6% or 2 parts. Furthermore, the salience component found as many as three elements: color contrast, font size, and illustration size. In this case, there are 73% color contrast elements or 27 elements, 19% font size elements or 7 elements, and only 8% for illustration size elements or only 3 elements. The last component is the framing component with the discovery of only 1 element with the background color category as much as 97% or a total of 29 elements.

4.1.2.1 Instruction

According to the Merriam-Webster dictionary, the word 'Instruction' means a directive calling for obedience. It can be interpreted that the word 'Instruction' is a verb that needs the subject as the doer and needs the object to be fulfilled according to the directive. Therefore, the researcher found various kinds of 'Instructions' in the

WHO Instagram Account that need to be fulfilled by the public. The various kinds of instructions are described in the following explanation.

a. Instruction to wear a mask

First, the researcher found the representation of instruction to wear a mask from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by language metafunction. Furthermore, the analyzed data is reported below.



Figure 4.5. Sample Data of Instruction To Wear A Mask

The results of the first analysis are based on ideational metafunction. The ideational metafunction components found from the data above are; verbal process, participant, and circumstances. The verbal process components in the data above can be seen from the verbal element in the form of the phrase 'WEAR A MASK.' From this phrase, the presence of a verbal process is represented by the verb 'WEAR' which means an **instruction**. The meaning means an instruction to use a mask during a

pandemic. Next is the participant component. This component is represented by the visualization of a blue-violet superhero wearing a sky-blue mask. The visual element has an implied meaning as the intended role of the creator. In this case, the role intended by the creator is the **community**, especially followers or consumers of the WHO Instagram Account. The last component is the circumstance in the data above; the circumstance found in the data above is the **condition** of wearing a mask.

Next is the analysis of interpersonal metafunctions on the data above. The results of the analysis showed that three components represent the ideational metafunction. The first is speech function; the first component in the data above is represented by a verbal element 'WEAR A MASK.' The phrase has an element of command from the word 'wear,' which in this case can be called the **demand** category. The second component is the message scale which can be seen from the consumers' impression when they see the visual quality of the elements presented; in this case, the design above is presented with a **high scale**. The visual quality of the above elements is presented clearly with the overall form of an illustration of a superhero. The last component is how big the size of the above design can be enjoyed by consumers or what is called the point of view. The point of view the above is found to be an **eye-level** measure or easily caught by sight. Moreover, the above content also categorized as the easy to understand instruction because of the caption used. The caption used in the above content is the same phrases as in the content.

The third metafunction analysis is the textual metafunction. In the analysis results, the researcher found three components in the data above. The first component is the

value of information. The first component above is in the **centered** category seen from the placement of topics represented by verbal elements and visual elements in the middle of the design. The second component is the salience of the design above, namely the use of a **font size** that is written in large size and is seen as the most highlighted element in the design above. The third component is the framing component; in this case, the framing of the design structure above lies in the **background color** as the element that forms the frame of the main topic in the form of a square with a basic color combination of sky blue and turquoise.

b. Instruction to keep a safe distance

Second, the researcher found the representation of instruction to keep a safe distance and avoid crowds from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by language metafunction. Furthermore, the analyzed data is reported below.



Figure 4.6. Sample Data of Instruction to Keep A Safe Distance

Furthermore, the researcher found the implied meaning of an instruction to maintain a safe distance and stay away from crowds. The meaning is realized based on the ideational metafunction analysis. In this case, the researcher found a verbal process component in the verbal element 'KEEP A SAFE DISTANCE AND AVOID CROWDS.' In the verbal element, there is verbs 'keep' and 'avoid,' which means an order or **instruction** to keep a safe distance and stay away from crowds. Furthermore, the participant component is found in the visual elements of a sky-blue superhero and two white people illustration in a royal-blue circle who represents the community, which is the goal of the message from the **government**. In the data above, the government is represented by an image of the World Health Organization logo on the top right side of the design. Finally, the circumstance component in the data above represented the **circumstance of place** implied by the word 'AVOID CROWDS.' The phrase describes instructions to stay away from a crowded place or location.

The second metafunction analysis is interpersonal metafunction. The researcher found a speech function component in verbal elements using the command words 'keep' and 'avoid' to represent the element of **demand**. Furthermore, the message scale component in the data above contains two categories. Firstly, The placement of superhero visual elements in the **high scale** category because it is presented with a clear illustration of that can be seen clearly. Secondly, The placement of the visual elements of the WHO logo in the **low angle** category because its size is very small when compared to the first visual element. Moreover, the point of view component in the data above is included in the **eye level** category because the

creator designs the verbal element and the visual element becomes the core of a message that consumers easily digest. The content above also categorized as the easy to understand instruction because of the caption used in the post which same as the phrases used in the conten.

The third metafunction analysis is based on textual metafunction. The information value component in the data above is in the **centered** category because the core placement of the message in the design is right in the middle. Furthermore, the salience component of the data above is the font size and the **illustration size** used. The **font size** in the data above is large, using capital letters as an affirmation. While the size of the illustration in the data above is made a size larger than the size of the two illustrations on the right and left, this is also considered as an affirmation addressed to the public that the illustration of a superhero stretching her arms is a symbol to keep her distance. Finally, the framing component, in the data above, the design of the core of the message to be conveyed is also framed with the combination of blue, dark-orchid, and magenta **background colors** that form a square.

c. **Instruction to protect others**

Third, the researcher found the representation of instruction to protect others from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by laguage metafunction.

Furthermore, the analyzed data is reported below.



Figure 4.7. Sample Data of Instruction To Protect Others

The result of the first metafunction analysis is the ideational metafunction. The verbal process component in the data above is conveyed through a verbal element in the phrase 'PROTECT OTHERS.' The phrase contains the command word 'protect' which represents an **instruction** to care for others. Furthermore, the participant component represents visual elements with illustrations of two women and one man in yellow colour. In this case, the illustration is realized as a **society** that must care for each other's health during the COVID-19 pandemic. The third component, namely circumscision in the data above, is in the verbal element in the form of the word 'protect' which is realized to maintain **conditions** to stay healthy.

The second metafunction analysis is interpersonal metafunction. The first component is speech function, which in the data above is found in the verbal element in the form of the phrase 'PROTECT OTHERS.' The phrase contains the **instruction**

word 'protect' which is indicated as a **demand**. Furthermore, the message scale component in the data above is found in the verbal and visual elements in the **high scale** category. Because the two elements are designed with clear sizes and colors that seem very contrasting with the background. Finally, the point of view component is in the **eye-level** category by looking at how the creator designs the message clearly and easily captured by consumers. Moreover, the above content is used the same phrases as used in the caption as the affirmation of the instruction.

The third metafunction analysis is textual metafunction. The first component is the value of information included in the **centered** category. Because the message to be conveyed is located in the middle and is easily digested by the viewer. The second component, namely the salience of the data above, is in the contrasting **color contrast** of the verbal and visual elements with the background color, making the message stand out and be seen as the core. The third component is the framing component which in the data above uses a red-orange **background color** to form a square as the frame of the message design.

d. Instruction to self protect

Next, the researcher found the representation of instruction to self protect from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by language metafunction. Furthermore, the analyzed data is reported below.



Figure 4.8. Sample Data of Instruction To Self Protect

The result of the first metafunction analysis is an ideational metafunction. The first component is the verbal process, which is realized from the verbal element in the phrase 'PROTECT YOURSELF.' This phrase has an instruction meaning from the verb 'protect.' In this case, the data above means an **instruction** to take care of yourself. Furthermore, the second component is the participant, which is realized from the verbal element 'yourself,' which is directed at the viewer of the message above. In this case, the participant in the data above is included in the category of society that is subject to the instruction. In addition, this **society** category is also emphasized by a visual element in the form of an illustration of a woman wearing a mask in yellow colour. The circumstance component in the data above is in the verbal element in the form of the word 'protect,' which is realized to maintain one's **condition** to stay healthy.

The second metafunction analysis is interpersonal metafunction. The first component is speech function, which in the data above is found in the verbal element in the form of the phrase 'PROTECT YOURSELF.' The phrase contains the instruction word 'protect' which is indicated as a **demand**. Furthermore, the message scale component in the data above is found in the verbal and visual elements in the **high scale** category. Because the two elements are designed with clear sizes and colors that seem very contrasting with the background. Finally, the point of view component of the design above is in the **eye-level** category by looking at how the creators designed the message clearly and easily captured by consumers. In this case, the content is easy to understand which affirmed by the caption used. Because the caption used is the same phrases as in the content.

The third metafunction analysis is textual metafunction. The first component is the value of information included in the **centered** category. Because the message to be conveyed is located in the middle and is easily digested by the viewer. The second component, namely the salience of the data above, is in the contrasting **color contrast** of the verbal and visual elements with the background color, making the message stand out and be seen as the core. The third component is the framing component which in the data above uses a red-orange **background color** to form a square as the frame of the message design.

e. Instruction to keep hospitals and health workers safe

Next, the researcher found the representation of instruction to keep hospitals and health workers safe from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by language metafunction. Furthermore, the analyzed data is reported below.



Figure 4.9. Sample Data of Instruction To Keep Hospitals and Health Workers Safe

The first metafunction analysis is the ideational metafunction. The first component, namely the verbal process in the data above, is in the verbal element in the form of the phrase 'KEEP HOSPITALS AND HEALTH WORKERS SAFE.' In this verbal element, there is a 'keep' verb representing the meaning of **instruction**. In this case, the data above is meant as a message to keep hospitals and health workers. Furthermore, the participant component is in the verbal element 'health workers' which means a **medical worker** with an affirmation of a visual in the form of an illustration of a yellow doctor. The third component is circumstances in the data

above using **circumstances of location**, which is realized by the verbal element 'hospitals' which means explaining a location that must be kept safe. Also, the **circumstance of condition** is realized from the verbal element in the word 'safe' which explains the conditions that must be pursued during the COVID-19 pandemic.

The second metafunction analysis is interpersonal metafunction. The first component is speech function, which in the data above is found in the verbal element in the form of the phrase 'KEEP HOSPITALS AND HEALTH WORKERS SAFE.' The phrase contains the instruction word 'keep' which is indicated as a **demand**. Furthermore, the message scale component in the data above is found in the verbal and visual elements in the **high scale** category. Because the two elements are designed with clear sizes and colors that seem very contrasting with the background. Finally, the point of view component of the design above is in the **eye-level** category by looking at how the creators designed the message clearly and easily captured by consumers. Moreover, the content categorized as the easy to understand instruction affirmed by the caption used. Because, the caption is used as same as the phrases in the content.

The third analysis is based on the textual metafunction. The first component, namely the value of the information conveyed in the message above, is included in the **centered** category because the creator places the message right in the middle and is easily understood by the viewer. Furthermore, the second component is the salience in the data above in the use of **color contrast** between the background with very

different visual and verbal elements. This indicates that the creator wants to highlight the message he wants to convey by using a lighter color than the background. Finally, the framing component in the data above also continues to use a red-orange background color in the form of a square.

2. Information

According to the Merriam-Webster dictionary, the word 'Information' means knowledge acquired by investigation, study, or instruction. It can be interpreted that the word is a tool to convey a message. Therefore, the researcher found information as a means of conveying messages and suggestions for preventing the transmission of COVID-19 during the pandemic. In this case, some of the information found from the WHO Instagram Account is explained in the following explanations.

a. Information about better outdoors than indoors

First, the researcher found the representation of information about better outdoors than indoors from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by language metafunction. Furthermore, the analyzed data is reported below.

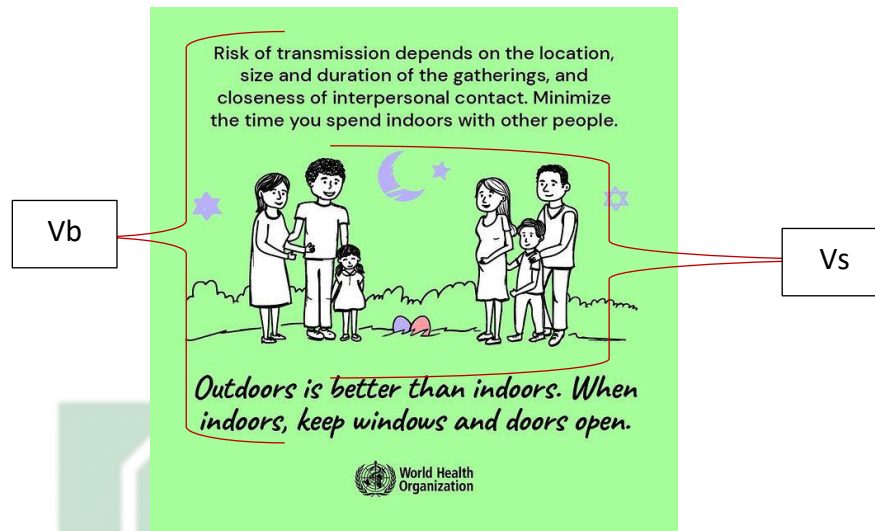


Figure 4.10. Sample Data of Information About Better Outdoors Than Indoors

The first data analysis above is based on the ideational metafunction. The first component is the verbal process. In the data above, there is a verbal element in the form of the sentence 'Outdoors is better than indoors. When indoors, keep windows and doors open.' In this sentence, there is the meaning of **information** about conditions outside the room that is better than inside. Furthermore, the participant component in the second verbal element is the sentence 'Minimize the time you spend indoors with other people.' In that sentence, the word 'you' is addressed to the viewer, who represents none other than the role of **society** that represented by illustration of two family groups consisting of father, mother, and children. The rest, this message is implied to be addressed to everyone regardless of religion with the symbols of Islam and Jewish on the design background. The third component is the circumstances in the data above, explaining the **location** of the first verbal element by representing the

words 'outdoors' that represented by the illustration of the grass that identical with outside.

The second metafunction analysis is interpersonal metafunction. The first component is speech function. In the data above, it is found in the first verbal element represented by the sentence 'when indoors, keep windows and doors open.' This sentence means a suggestion or **offers** to the viewer to keep the doors and windows open when in the room. Furthermore, the second component is the message scale in the data above, which is included in the **medium scale** category, as evidenced by the use of visual and verbal elements that are too much so that they have a relatively medium size. The third component in the data above is the point of view included in the **low-angle** category because the core message at the bottom of the design makes it difficult for the viewer to capture the essence of the message. Besides, the caption in the content used sentences that were not related to information about COVID-19. The creators used the caption "Spring time is rich with religious celebrations," which was considered not to explain the information in the content. In this case, the above content is categorized as the harder information to understand.

The third metafunction analysis is textual metafunction. The first component is the value of information. The value of the information in the data above is included in the **non-centered** category because the message is not written in the middle of the design section. This makes it difficult for viewers to capture the essence of the message. Furthermore, the second component, namely the salience of the design above, is in the visual element that uses a lighter **color contrast** than the other

elements. The third component is framing the data above, which also uses a pale-green **background color** that forms a square.

b. Information about the role of communities of faith

Second, the researcher found the representation of information about the role of communication from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by language metafunction. Furthermore, the analyzed data is reported below.

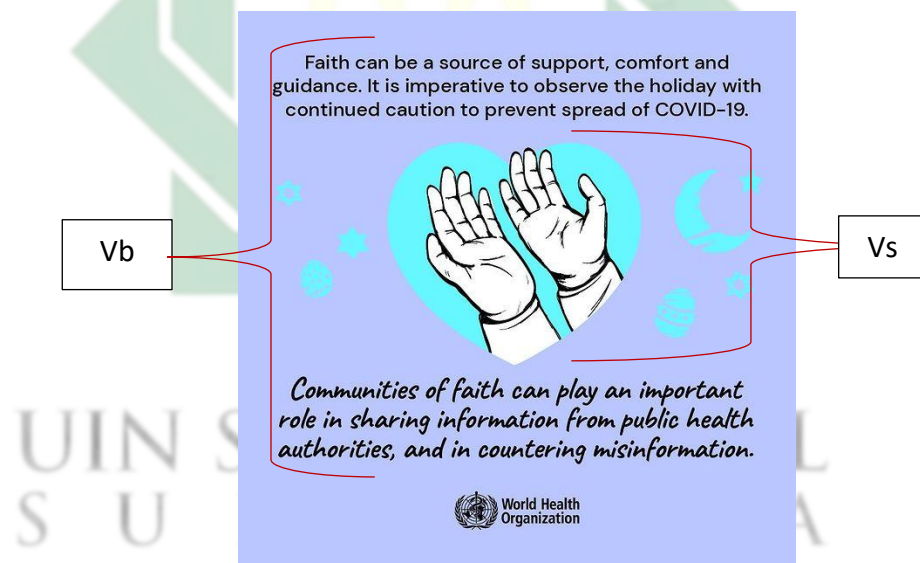


Figure 4.11. Sample Data of Information About The Role of Communities of Faith

The first analysis of the data above is based on the ideational metafunction. The first component is the verbal process in the first verbal element in the sentence 'Communities of faith can play an important role in sharing information from public

health authorities, and in countering misinformation.' The sentence contains **information** about the role of religious communities in public health information and their role in tackling misinformation about COVID-19. Furthermore, the second component is the participant, which in the data above is found in the verbal element in the form of the phrase 'communities of faith.' In this case, the phrase shows that the actors from the data above are **society** who are members of religious communities. Moreover, this information is addressed to all people regardless of religion with illustrations of Islamic, Christian and Jewish religious symbols on the design background. The third component is the circumstances of time found in the message above in the second verbal element in the word 'holiday' which indicates the religious holiday **times**. In this case, the creator intended to convey a message to stay alert to the spread of COVID-19 at any time and in any situation.

The second metafunction analysis is interpersonal metafunction. The first component is speech function. In the data above, there is the first verbal element that provides information about the role of religious communities in public health information. In this case, the message's intent falls into the **offer** category. The second component is message scale. In the data above, the verbal element is included in the **medium scale** category due to the number of sentence elements used with a relatively medium size. Meanwhile, the visual element is included in the **high scale** category because it illustrates a praying hand larger than the verbal element. The third component is the point of view where the data above is included in a **low angle** seen from the delivery of the message that is too long-winded by using two long sentences.

Additionally, the caption included sentences that had nothing to do with the material about COVID-19. The caption "Spring time is rich with religious celebrations" was utilized by the authors, however it was deemed unnecessary to clarify the information in the material. The information that is described above in this scenario is considered to be more difficult to understand.

The third metafunction analysis is the textual metafunction. The first component is the value of information. The value of the information in the data above is included in the **non-centered** category because the point of the message conveyed is not placed in the middle of the design. This makes it difficult for viewers to capture information. Furthermore, the second component is the salience in the data above in the visual element, which uses an illustration of praying hands with an illustration size that is larger than the other elements and brighter **color contrast** than other colors. The third component is framing. The data above is also framed with a medium-purple **background color** to form a square.

c. **Information about better online shopping than shopping centers**

Third, the researcher found the representation of information about better online shopping than shopping centers from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by language metafunction. Furthermore, the analyzed data is reported below.



Figure 4.12. Sample Data of Information About Better Online Shopping Than Shopping Centers

The first analysis of the above data is based on the ideational metafunction. The first component is verbal process. The data above is represented by a verbal element in the form of the sentence 'Avoid crowded shopping centres, shop at less crowded times, and use online shopping if you can.' In the sentence, consist the word 'avoid' which means advice or **information** in shopping transactions by staying away from the crowd. In addition, the word 'use' is a verbal word that shows suggestions or **information** for shopping online that represented by the gift illustration in the phone display. The second component is the actor. The data above shows a verbal element with the word 'you.' The word is addressed to the **public**, especially the followers of the WHO Instagram Account. Moreover, the actor here represented by a hand which holding a phone that represented as the society. The third component is the

circumstances of time, in the above data found in the verbal element in the phrase 'crowded time' which describes a busy time when shopping.

The second metafunction analysis is interpersonal metafunction. The first component is speech function. In the data above, it is found in a verbal element that conveys a suggestion to stay away from crowds when shopping using online shopping. In this case, the information is included in an **offer**. Furthermore, the second component is the message scale data above, which is included in the **high scale** category because of the placement of relatively large visual elements with relatively large verbal elements even though they use long sentences. This is related to the third component, namely the point of view data above, which is included at the **eye-level** because the viewer can easily digest the message formed from the unity of verbal and visual elements. Meanwhile, the caption used in the content categorized as harder to understand information because the caption did not explain the information in the content. In the end, the above content is feared to cause difficulties in public understanding of information due to captions and sentences in irrelevant content.

The third metafunction analysis is the textual metafunction. The first component is the value of information included in the **centered** category because the core of the message is placed in the middle above the visual elements making the message easy to understand by the viewer. The second component is that the salience of the data above is in the use of **contrasting colors** of verbal elements, which are darker than the background color so that they are easier to read. Furthermore, the visual element,

which is the confirmation of the verbal element, uses a relatively large **illustration size** and helps facilitate the viewer's understanding of the message. The last component is framing, which uses a light-pink **background color** to form a square.

4.2.1.3 Prohibition

According to the Merriam-Webster dictionary, the word 'Prohibition' means an order to restrain or stop. It can be interpreted that words that use the theme of prohibition are something that should not be done. Therefore, the researchers found the meaning of prohibition to convey rules containing prohibitions to prevent COVID-19 transmission during the pandemic. In this case, some of the information found from the WHO Instagram Account is described in the following explanation.

a. Prohibition to meet other people in unwell condition

First, the researcher found the representation of information about better outdoors than indoors from the content of WHO Instagram Account. The implied meaning was delivered by the verbal and visual element that analyzed by laguage metafunction. Furthermore, the analyzed data is reported below.



Figure 4.13. Sample Data of Prohibition To Meet Other People In Unwell Condition

The first analysis data above showed the ideational metafunction representation that defined the WHO Instagram account content as a **prohibition**. The phrase 'Don't meet' may indicate the representation element. This phrase is the essence of the unity of the sentence in the sample data above. The first sentence in the sample above means prohibiting meeting other people when you are not feeling well. Furthermore, the second component is participant, which is realized from a visual element of a sick man. This man is realized into a role subject to the message above, namely **society**. Furthermore, the third component is the **circumstance of the condition**, represented by the verbal element in the form of the phrase 'feeling unwell.'

The second metafunction analysis is interpersonal metafunction. The first component is speech function, which is realized from the verbal element in the form of the phrase 'do not meet' as a **demand** to not hold a meeting. The second

component is the message scale found in the data above, which is included in the **medium scale** category. Because the use of various verbal elements and visual elements is too much with a relatively medium size, this is related to the third component, namely the point of view data above, which is included in the **low angle** because the message formed from the unity of verbal and visual elements is considered too much so that it is not clear where the core message is conveyed. Also, the above content used the irrelevant caption which made the prohibition is feared to cause difficulties in public understanding.

The third metafunction analysis is the textual metafunction. The first component is the value of information. The value of information in the design above is included in the **non-centered** category because the presentation is not at the midpoint of the design. Furthermore, the second component, namely the salience in the data above, is in the use of **color contrasts** used in visual elements in the form of illustrations with brighter colors than other colors. Finally, the third component, framing in the data above, also uses a purple **background color** to form a square.

4.2 Discussion

This study aims to facilitate public understanding of insights from information about COVID-19 so as not to misunderstand in capturing the information. Therefore, the researcher analyzed the content with the theme of COVID-19 on the WHO Instagram Account. Also, the researcher identified verbal elements and visual elements that makeup multimodality. The researcher also identified the meaning

conveyed by the WHO Instagram Account from this multimodality. Therefore, the researcher has chosen two research questions. The first is regarding the findings of verbal and visual elements in the WHO Instagram Account. The second is about how the meaning is implied in the collaboration of verbal and visual elements that make up the multimodality.

In this study, the researcher succeeded in finding verbal elements and visual elements as the answer to the first research question. In this case, verbal and visual elements are found in various types. Verbal elements are found in sentences and phrases, and visual elements are found in different illustrations and colors from each data sample. Various types of verbal elements and visual elements form a unit called multimodality. Thus, following the theory in this study which defines multimodality as a mode formed from various types of verbal elements and visual elements that can be taken from the surrounding environment (Kress & Leeuwen, 2010). Therefore, product designs uploaded by WHO Instagram account can already be considered as examples of multimodality as a tool in delivering information to the public.

With regards to the first research question, this study found that the contents of WHO Instagram Account have employed multimodality. The unity of multimodality in design products uploaded to the WHO Instagram account does not only form collaborations between verbal elements and visual elements. However, the multimodality of the analyzed data has a metafunction. The metafunction is a language device that appears in every design product unit to describe the meaning the design creator wants to convey in the WHO Instagram account. In this case, the

researcher analyzed the selected data based on Systemic Functional Linguistics (SFL) theory. From the analysis, the researcher found that each language metafunction collaborates to form a unified product design that has an implied meaning.

In addition, multimodality in this study is considered beneficial as a tool to convey messages to the public. This is in line with research on two posters of Harry Potter and the Philosopher's Stone and Harry Potter and the Prisoner of Azkaban films (Garcia, 2020). In this case, the researcher analyzed how the multimodality in the poster collaborated in making meaning that was used to attract the public attention to the film. The researcher revealed that posters have a relationship with the film, which means the two film posters that have been analyzed show that the poster is made to summarize the story in the movie. From this, research using this multimodality can inevitably make it easier for people to understand information, especially about the appeal for implementing the Health protocol through posters uploaded to the WHO Instagram Account.

With regards to the second question, the study found that ideational metafunction analysis plays a role in what message the WHO Instagram account wants to convey to the public, especially the followers of the WHO Instagram account. From the results of the metafunction analysis, it was found that there were three categories of the implied meaning of the message to be conveyed by WHO. The implied meaning is categorized as instructions, information and prohibitions. However, this still differs from the results of the analysis of digital comics on the @jokowi account (Utomo & Maharani, 2021), which also discusses multimodality in health protocols. The

difference is that the research only focuses on data representing a prohibition, specifically the homecoming ban. This can be considered incomplete in conveying information regarding implementing the Health protocol. Therefore, this research is expected to complete the shortcomings of the previous research mentioned above.

The meaning of the majority of instructions is found in the orders to use masks, keep a distance, keep people around us healthy, keep ourselves healthy and keep hospitals and health workers safe. Furthermore, the meaning of information is found in the information on activities that can prevent the transmission of COVID-19. Meanwhile, the meaning of the prohibition in the WHO Instagram Account is only contained in the prohibition on meeting other people outside the home during the pandemic. The rest of these messages involve several roles, namely between the government and the community and between the government and health workers.

Second, interpersonal metafunction plays a role in how each design interacts with society. In this case, the researcher found that each design has differences in terms of the verbal and visual elements' appearance. Some of the data is displayed with a large verbal and visual design so that the eye easily catches it. Meanwhile, some of the data is displayed with relatively medium design size and is too crowded, so it is feared that it will cause the viewer to have difficulty capturing the information conveyed. As the analysis of the advertisement of YOU C1000 (Hidayat, 2018). He stated that the result of his analysis formed an advertising unit that can attract many consumers to buy products from these advertisements. This results from the perfect visual design with the presence of Miss Universe and the packaging that uses an attractive colour

combination. Therefore, the element's position in the design also impacts the viewer's understanding of the message.

Third, the researcher also identified how the messages displayed in a design could be structured. The researcher identifies the data using the textual metafunction to see the value of the information the creator wants to highlight. In this case, the researcher found that the WHO Instagram Account uses visual elements to affirm the value of information conveyed by verbal elements. From this, it can support several previous research by Hidayat, Abrizal, and Alex. (2018), Nurhayati and Susetya (2020), and Hidarto (2021). They argue that the visual element emphasizes the verbal element in multimodality in advertising. Because, with the present of the visual elements, it becomes an affirmation of the verbal element conveyed to the viewer. Therefore, the viewer will remember the message conveyed better with the help of memory about the visualization of the spoken message.

However, in conveying the message during the COVID-19 pandemic, the creators of the WHO instagram account have created a design with information value that is not placed correctly. For example, in some designs, there is the use of visual elements with a relatively small size and difficulty in capturing the message points. In addition, there is also a verbal element with the use of sentences that are too long which is also worrying that it can cause the viewer to have difficulty capturing information. In fact, according to Girard, Scott, and Pierce (2012), designs that are easy to understand are those with visual aids that are larger than other components and also used uncomplicated design and not used too many objects. Meanwhile,

according to Utoyo (2020), the value of information in a design must be short and clear because it impacts the viewer's understanding. As the result from the analysis on the health campaign poster in Jakarta (Utoyo, 2020) which resulted in the use of colour contrast, precise font size and the size of the space on the poster being considered to facilitate the viewer's understanding.

Therefore, based on the statement above, a good design is a design that easily conveys its core message to the viewer. In this case, the WHO Instagram Account has followed the right design rules in the selected designs as data for this study. However, some designs are still considered too complicated in using excessive verbal and visual elements in compiling messages as an appeal to health protocols to the public during the COVID-19 pandemic. Therefore, it is hoped that the creators of the WHO Instagram Account design can improve the designs that are still difficult for the viewers to grasp the meaning of the message by aligning the use of verbal and visual elements that are not excessive, unbiased and easy to understand.

In response to the various discussions of the data above, it is sure that the pandemic period will continue. So, collective awareness is needed to implement a healthy life consistently. In addition, the implementation of healthy living also requires the role of the government and the authorities in taking persuasive actions to the entire community in order to reduce the spread of COVID-19. One way of using social media to encourage people to adopt a healthy life can provide significant benefits if the message is concise, unbiased and exciting.

CHAPTER V

CONCLUSION AND SUGGESTION

In this part the researcher presents the conclusions of this study. Moreover, the researcher also presents the suggestions for upcoming research which related to the topic used in this research.

5.1 Conclusion

From all the steps in analyzing this research data, the researcher managed to find answers to the two research questions written at the beginning of this research section. Based on the results of the analysis, it was found that there were 62 representative elements of visual data. In contrast, for verbal data, 60 representative data were found. From the findings of visual data, there are several types, such as illustrations and colours. Meanwhile, verbal data found several types, such as phrases and sentences. From the findings of the two verbal and visual elements, they can be called multimodality in a platform called Instagram. This multimodality acts as a tool for conveying information to the public. In this case, the information submitted to the public is interpreted from the results of the identification of researchers using the Systemic Function Linguistics (SFL) theory based on Kress and Leeuwen. The theory can also be called the language metafunction, which consists of three metafunctions; Ideational Metafunctions, Interpersonal Metafunctions, and Textual Metafunctions.

From the analysis based on the three metafunctions, several messages were found with the theme of instructions, information, and prohibitions that must be

carried out during the COVID-19 pandemic. Some of the instructions found were regarding orders to wear masks, maintain distance, wash hands, cover mouth when coughing and sneezing, keep ourselves, medical personnel and hospitals safe and orders to get vaccinations in their respective order. Meanwhile, some of the information found was information about the importance of vaccination after being infected with COVID-19, information about the efficiency of online shopping, information about the role of religion, information about how to visit and information on how to get good air during the COVID-19 pandemic season. The rest found a prohibition not to meet people outside the home, especially when we are sick. Furthermore, from the analysis results, it was also found how the role of creator and viewer through interpersonal metafunction analysis was in the design of content in the WHO Instagram Account that conveyed information about COVID-19. The results of the study show that most of the roles of creators provided design efforts that are easily captured by viewers so that the information is easy to understand. In this case, the design creators of WHO Instagram Account used the superhero icon as the majority icon in each design with the aim of inviting the public to become heroes who can fight the COVID-19 pandemic. In addition, the results of the analysis also show how content design is formed into an integrated design structure that is easy to understand in the context of the message based on textual metafunction analysis. Where in the process, the creator used visual elements such as illustrations and unbiased colors as well as verbal elements in the form of short phrases. Moreover, the relevant captions used in the most of the contents are also easily helped the public to

understand the messages. Although, in the results, the creators of the WHO Instagram Account still made designs that were difficult to understand the message due to the use of visual elements with objects that were too complicated and verbal elements with sentences that were too long.

5.2 Suggestion

The result of this study still has many shortcomings. Therefore, further research, especially in the field of multimodality, especially on the Instagram platform, is expected to be more detailed in analyzing every element of Instagram. Because this research only identifies visual and verbal elements without analyzing audio or video elements on the Instagram platform, the rest of further research is expected to be more detailed in analyzing each element that makes up multimodality, such as more detail in colour analysis using related theories. In addition, further research is expected to analyze uploaded content and how the response between creators and consumers is through the comments column provided by the Instagram platform based on multimodality theory. Finally, the researcher hopes that this research can be a source of insight for readers and a source of linguistic studies that focus on multimodality studies.

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