

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of the Study**

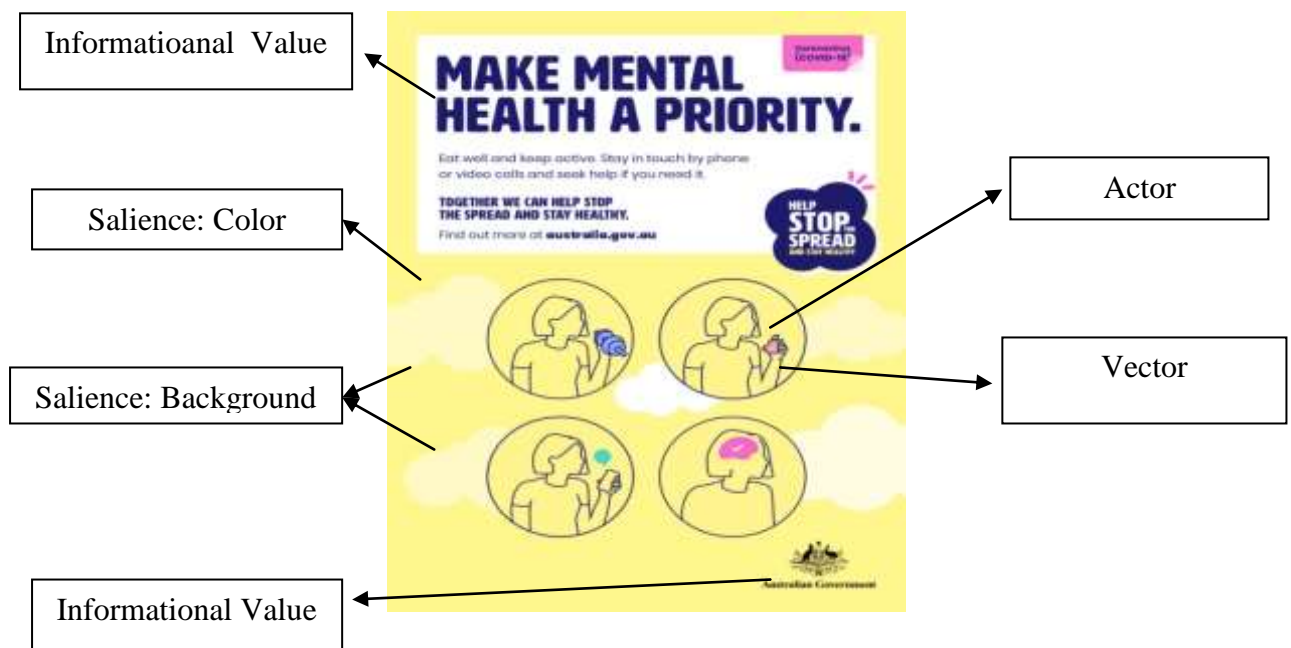
Corona Virus (Severe Acute Respiratory Syndrome Corona Virus 2 or SARS-CoV-2) is a virus that attacks the respiratory system. The disease caused by this viral infection is called Covid-19. Corona virus is a new type of virus that is transmitted to humans. This virus can attack anyone, all age groups. The Covid-19 infection was first discovered in the city of Wuhan, China, at the end of December 2019. This virus spread quickly to other areas in China and most countries in the world, including Indonesia. So far, the COVID-19 pandemic is far from over. Nearly 200 million people worldwide have been infected with Covid-19 and more than 3 million have lost their lives. This number exceeds any other virus that has ever occurred in the world. In order to break the chain of spread that still continuing, the government and various other concerned parties have taken various actions in the form of directions and warnings. As an example, we can see in various posters that appear in online media.

There are many posters in online media with health warning themes, such as a sample poster published by BBC News, about what we should do and avoid during a pandemic. The poster contains logos, symbols and messages in the form of images or leaflets aimed at introducing and attracting readers' interest. A creative and attractive poster gives a message or meaning to its readers.

Poster is a medium that uses text, images and colors that are combined to form information that is intended to be read by the general public (Ismail and

Ahmad, 2021). For example, posters published by the BBC, about what we should do and avoid during the pandemic. Not only installed in several places on the streets, nowadays many posters are also uploaded to various media, such as online media. The use of these posters is usually intended for business, public information, commerce, educational events and many others. The target of this poster depends on what the content of the poster is. Everyone has their own goals because posters invite people to participate.

This research is about the Multimodal Analysis in the Online Poster. It covers two aspects to discuss. Firstly, this poster consists of multimodal visual aspect as a communication that delivered in the form, written and oral, and combined with two modes, namely verbal and visual. Secondly, this poster includes multimodal text since multimodal text on this posters provide where the meaning that can be conveyed to the reader through a verbal and visual combination.



**Figure 1. Preliminary Data**

This Poster consist of two semiotic modes verbal and visual that carry types of multimodal that convey messages of Covid-19. The multimodal component of an images divide to these three metafunction. Representational: **Participants, Vector, Analytical, Symbolic and Classification**. Interactive: **Gaze, size, horizontal angle and vertical angle**. Compositional: **Framing, Informational Value (Left and Right, Top and Bottom, Centre and Margin) and Saliency (Colour, Size, Foreground/Background)**.

In explaining the meaning or message contained in the poster, Multimodal Analysis is the solution. Multimodal Analysis is a study in communication theory and language. In his book, Kress (2010) defined Multimodal Analysis is practical situations on design, rhetorical, linguistic (Semiotic) and grammatical situations that create identity, knowledge construction (Meaning-making) and mobility. The visual (Poster) and the semiotic resources are used to represent the messages. Therefore, posters and semiotics cannot be separated because posters are also a semiotic system, where poster is a form of visual and verbal information.

The problem stated in Nugraha and Haq articles (2021) is many readers only understand the general meaning of a poster that he sees or reads. Meanwhile, there are other things behind the logos, images, shapes and designs that are presented. Many meanings and messages are conveyed through the forms, images and symbols that appear on posters in online media. In this case, the Covid 19 poster published through various online media must be interpreted as language interaction.

From this, the researcher is very interested in conducting a study on **A Multimodal Analysis: The Messages in Covid 19 Online Posters** which focuses on symbols to show the meanings and messages found in the Posters. This will be very valuable in increasing the knowledge of online media readers.

### **B. The Problems of the Study**

Based on the background of the study stated as:

1. What is the Multimodal Visual design that are found in Covid 19 Online Posters ?
2. What is the message of the Multimodal Visual that are found in Covid 19 Online Posters ?

### **C. The Objectives of the Study**

The objectives of the study are divided into three points:

1. To find out the Multimodal Visual design used in Covid 19 Online Posters
2. To describe the message of the Multimodal Visual in Covid 19 Online Posters

### **D. The Scope of the Study**

The scope of this study only focus on the Multimodal Visual and messages in Covid 19 Posters. This study identifies the Multimodal Visual and the meaning in Covid 19 Posters. This research is conducted to describe the messages of each Multimodal Visual in Online Covid 19 Posters by Kress and Leeuwen (2006) theory: Reading Images.

### **E. The Significances of the Study**

This study are expeted to knowledge both theoretically and practically to the readers.

- **Theoretically**, this study would enrich knowledge about Multimodality, particcularly about Visual (Image) Analysis and meaning in posters.
- **Practically**, this study supposed to be useful for students of English Department to explore their knowledge about Multimodal and it can be a new reference for the next researcher who are interested in conducting the similar study about Visual (Multimodality) and meaning.
- This study is also expected to be a source of information about Visual (Image) Design and messages in Online Covid 19 Posters for readers.