

ABSTRACT

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The study deals with A Multimodal Analysis: The Messages in Covid-19 Online Posters. The objectives of the study were to find out the visual structure and the messages of Poster. In analyzing the data, the researcher was conducting by using qualitative content analysis. The data are 10 posters from Australian Government official Website. The data were analyzed by Kress and Leeuwen's theory, each of the analyses that were found in Covid-19 posters has a different visual design and messages. The visual design of each poster was analyzed through the Representational, Interactive and Compositional. The message of each poster was conclude after the analysis of meta-functions. Not all posters in this study have classification and analytical (Representational), Horizontal Angle (Interactive) and Frame (Compositional).

Keywords: Visual Design, Multimodal Meta-functions, Covid-19 Posters