NEW NORMAL CAMPAIGN OF COVID-19 ADVERTISEMENTS BY WHO: A MULTIMODAL STUDY

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Abstract: After Covid-19 outbreak spread around the world, many advertisements campaign the new normal life. WHO made some rules how the way to life in new normal. This research aims to describe verbal and visual elements in the new normal campaign of Covid-19 advertisements by WHO. The research used qualitative descriptive research with an interactive model. The technique of collecting data was documentation. The researcher used Ideational Function to analyze verbal elements and Grammar Visual Design Theory to analyze visual elements. Based on the finding, there were three dominant elements in verbal elements. First, the dominant participant was the goal (19). Second, the dominant process was material (20). Third, the dominant circumstance was manner (4). Meanwhile, there were also three dominant elements in visual elements. First, the dominant representational was narrative (17). Second, the dominant elements in interactive were offer (19), medium long shot (6), oblique (16), and eye level (17). Third, the dominant element in compositional was salience (54). The conclusion was the visual elements were more dominant than the verbal elements. The visual element showed many images that made the readers understand by looking at them and the verbal elements were just additional information to the readers to not get misunderstood the images. Thus, the verbal elements correlated with the visual elements to convey the meaning from advertisements to the viewers

Keywords: *advertisements; covid-19; multimodal study; new normal.*

INTRODUCTION

The Corona Virus, also known as Covid-19, was first discovered in Wuhan, China at the end of December 2019. This virus spread quickly all over the world and death rate caused by this virus has made countries race against the time and unpreparedness to find the right solution. Thus, WHO officially declared the Covid-19 as a pandemic on March 9, 2020. The pandemic has completely changed the way people live (Erwani *et al.,* 2022). The methods that have been tried by many countries affected by Covid-19 are regional quarantine or lockdown (Satnoto *et al.,* 2020). Lockdown is a regulation that is made by the government to ask societies to do all the activities at home such as working, studying, praying, and shopping. But, a lockdown is not an effective way because it had a drastic impact on economies around the world. Therefore, WHO suggests to use another way to prevent the spread of coronavirus by implementing the new normal life.

The new normal is a situation of new life to carry out activities as usual. New normal life is more emphasis on changing society's habits to get used to having a healthy lifestyle by implementing health protocols. Unfortunately, the new normal life is misinterpreted by some people who comprehend the new normal as back to normal life without Covid-19. Globally, the number of positive cases of Covid-19 crease. There are 4.7 million new cases reported. The data is taken by WHO from health national authorities. It happened because the awareness of society in implementing health protocols is low. It is also because they do not understand well the meaning of the new normal life during the Covid-19 pandemic.

Advertisements are a form of written communication that is often used in society.

According to Nederstigt & Hilberink-Schulpen (2018) advertisement is a communication medium. The purpose of advertising is to persuade people to buy or use the services or products offered. The product is not only in the commercial field but it can also be in the non-commercial field. There are two types of advertisements, namely commercial advertisements, and non-commercial advertisements. Commercial advertisements are advertisement which promotes the sale of goods to the public generally. As a result, advertising has developed into a potent marketing technique for luring customers away from non-consumers and toward their goods or services (Jaworska, 2020).

Meanwhile, Non-commercial advertisements contain messages that remind and invite the public to participate in the success of a program aimed at common interests. They also play an important role to create public awareness. The language used in an advertisement must be persuasive and engage to influence the readers. The language used is short, clear, concise, and effective hence it can be easy to understand by readers. Selective phrases and visuals that allow for numerous readings contribute to the diversity of meanings in ads (Eynullaeva, 2018). To make it more attractive, advertisement is also supported by the use of colors, illustrations, and logos (Al-Omar, 2019; Pecoraro *et al.*, 2020). The use of verbal and nonverbal language aspects in the advertisement helps to express its meaning (Arinata *et al.*, 2022; Dewi *et al.*, 2022).

At this time, we can find lots of new normal campaign advertisements in various kinds of media, videos and images, such as magazines, newspapers, television, radio, or internet. The multimodal aspect of advertising is one of its most crucial components (Perangin-Angin *et al.*, 2022). The purposes of the new normal campaign advertisements are to give brief explanation about the new normal and to remind us the importance of implementing health protocols. The new normal campaign advertisement is a non-commercial advertisement that aims to give information and to increase the awareness of public society about the attitudes and behavior to the problem advertised.

Regarding non-commercial advertisements, WHO as the biggest World Health Organization is responsible to educate societies about the new normal in the Covid-19 pandemic. Not all societies have the same knowledge about the new normal (Effendy *et al.,* 2020). Therefore, WHO launches non-commercial advertisements, the new normal campaign of Covid-19 advertisements, on its official website. Through advertisements, it hopes that all societies can easily understand Covid-19

and how to live in new normal life.

The researcher chooses the Covid-19 advertisements by WHO is because they provide different modes. These modes are sentences and images that are contained in the advertisements. These modes work together to create messages which means to be communicated. The purpose of new normal campaign of Covid-19 advertisements is to set examples of implementing health protocol during Covid-19.

Multimodal is a theory that looks at how people communicate and interact with other people because it uses different modes. It can be defined as the use of some semiotic modes in product design or semiotic events and in some ways, these modes are combined to strengthen, complete, or be in a particular. Multimodal (text, image, and audiovisual) advertisements are a successful technique to introduce products or services (Alhadi *et al.*, 2022; Miharti & Fitrawati, 2022).

Multimodal also can be defined as a technical term that aims to show the meaning that we have done so far to utilize a variety of semiotics. The multimodal analysis emphasizes that all means of communication, both verbal and nonverbal, play an important role in making meaning.

Many researchers have studied advertising using multimodal analysis such as Guo & Feng (2018), Napitupulu (2018), Sitanggang (2018), Amatullah (2019), Raharjo *et al* (2020), and Dania & Sari (2020). Guo & Feng (2018) conducted the 2014 Brazil World Cup advertisements with grammar visual design to represent semiotic acts. Raharjo *et al.*'s (2020) study on the multimodal analysis of Wardah Lipstick examined aspects of multimodal on advertisements that featured persuasive messages impacting the buyer's decision. Hafrianto (2019) did another study that examined the multimodal analysis of Indomie in the Arabic translation. Sitanggang (2018) investigated the visual and verbal elements in political satire through the use of metafunction and grammar visual design cartoons and illustrated how they are specifically interrelated to construct satire. Napitupulu (2018) identified the visual and verbal elements in advertisements of the online marketplace Shopee. He used metafunction to analyze the verbal elements and grammar visual design and generic structure to analyze the visual elements. Amatullah (2019) analyzed and compared semiotic systems such as linguistic, visual, audio, gesture, and place in beauty product advertisements. Raharjo *et al.* (2020) analyzed wardah lipstick advertisements. Dania & Sari

(2020) identified food advertisements. Meanwhile some researchers who conducted a research of a campaign are: Serena Williams and Megan Rapinoe are among the cast members of this advertisement, which was launched as part of Nike's promotion for International Women's Day 2020 (Verry, 2020). Lose Count is the name of the second advertising. One of Nike's ads, Lose Count, which was part of the Stronger than One campaign and debuted in February 2021, is designed to empower female football players, therefore it makes sense to label it femvertising. The Stronger Than One campaign was created to empower the future generation of female athletes, particularly those playing American football (Codega, 2020).

Although many researchers have conducted research related to multimodal analysis in advertisements, there is still a need to investigate how multimodal analysis contributed to other types of advertisements. In this research, the difference and the novelty of this research are the data and the theory. Numerous research used commercial advertisements as the data, but the current research used non-commercial advertisements, new normal advertisements by WHO. This research is conducted to determine the elements of verbal and visual that appears in new normal campaign of Covid-19 advertisements by WHO. Therefore, the researcher takes the new normal campaign of Covid-19 advertisements by WHO as the data of the research. The purpose of the research was to identify the visual and verbal elements in the new normal campaign of Covid-19 advertisements by WHO. It uses the ideational function by Halliday metafunctions' theory to analyze the verbal elements. Then, it combines with visual elements, the grammar visual design.

METHOD
In this research, the researcher used a descriptive qualitative design. It aims to explain what exists in a situation in terms of variables or conditions and to obtain information concerning the current phenomenon. The research on multimodal is usually divided into two groups: verbal elements and visual elements to see how the modes create meaning in communication. Thus, this research aims to identify the verbal and visual elements in the new normal campaign of Covid-19 advertisements by WHO.

The reason behind selecting the new normal campaign of Covid-19 advertisements resides in the fact that multimodal is claimed to look at how people communicate with other people in different modes. Modes are socially and culturally shaped resources for making meaning. Moreover, the previous research did not use non-commercial advertisements as the data in multimodal. Whereas non-commercial is public service advertisement to create awareness or raise funds. Non-commercial advertisements attempt to influence public opinion on the happening issue such as the Covid-19 pandemic.

The data of this research were visual and verbal elements in seven new normal campaigns of Covid-19 advertisements by WHO selected by the researcher. Visual elements were taken from the image components of the advertisements. The images were about human bodies, objects, and illustrations in public places. Meanwhile, Verbal elements were clauses found in advertisements. Based on Halliday's in Systemic Functional Linguistics, a clause is a unit of linguistics. Therefore, verbal elements included words, phrases, and clauses.

The source of data took from WHO's official website: https://www.who.int/indonesia/news/novelcoronavirus/newinfograpihics/new-normal. It was accessed on Tuesday, January 5th, 2021. The reason why researcher took from the WHO official website, is because of WHO as the biggest world organization gave guidance on us how to implement health protocols and how to implement the new normal life during the Covid-19 pandemic.

In analyzing the data, the researcher used the interactive model analysis. There were four steps in analyzing data: data collection, data condensation, data display, and conclusion.
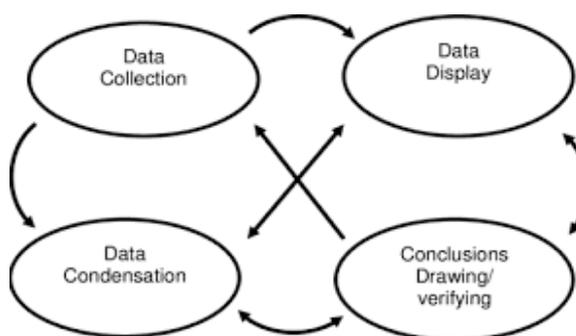

Figure: 1. *Four steps of analyzing data*

Based on the interactive model presented in figure 1, the first step was data collection. Data collection means the process of gathering and measuring information about targeted variables in an established system, which enables one to answer relevant questions and evaluate the results. This research applied documentation techniques for collecting data. Documentation technique is a technique that documents as a form of data include

material obtained via the internet. The documents had been provided by WHO official sites and they were available for other people to check.

To collect the data, the researcher searched the data from WHO's official website, then the researcher selected some new normal campaigns of Covid-19 advertisements based on the representation of implementing the health protocols in the new normal. Next, the researcher downloaded the selected advertisements and classified the data into visual and verbal elements.

The second step was data condensation the process of selecting, focusing, simplifying, abstracting, and transforming data. The data was selected based on visual and verbal elements in the new normal campaign of Covid-19 advertisements by WHO, then the process of the data focused on verbal elements and visual elements. In verbal elements, the data were analyzed based on the ideational function of the transitivity process in an experiential process which consisted of three aspects: participants, process, and circumstance. In visual elements, the data was analyzed using grammar visual design which consisted of three aspects: representational, interactional, and compositional. The researcher used code to simplify data. The codes presented in the analysis were NNCA1, NNCA2, NNCA3, NNCA4, NNCA5, NNCA6, and NNCA7.

The third step was data display to an organized assembly of information that allows the conclusion. The process of reducing and displaying data was based on the formulation of the research problem. The research displayed the data analysis of verbal and visual elements used in the new normal campaign of Covid-19 advertisements.

The last step was the conclusion to make a summary of the research. Concluding is the process of drawing the content of data collected in the form of good statements. The conclusion is made after analyzing the data and then the researcher got the conclusion as the answer to the research problems.

RESULTS AND DISCUSSION
This data finding is divided into two elements, the first was verbal elements. The researcher used the ideational function in the transitivity process by M.A.K. Halliday (2004) to analyze the verbal elements. From the analysis, the researcher found that there were 17 clauses in advertisements. Table 1. was the result of the verbal analysis:

Table 1. *Verbal elements*

Verbal Elements		
Participants	Processes	Circumstances
Actor = 8	Material = 20	Manner = 4
Goal = 19	Mental = 5	Time = 2
Senser = 3	Relational = 4	
Phenomenon = 3	Behaviour = 1	
Token = 1		
Value = 1		
Attribute = 3		
Carrier = 1		

In table 1, there were 3 elements in verbal: participants, processes, and circumstances. The researcher discovered that the most dominant participant in ideational function was the goal (19). Then, the actor came after it (8). It was noticeable that the advertisements brought important messages to the readers to get a clear understanding of the new normal and health protocols. WHO engaged the readers to obey the rules of the new normal life by implementing health protocols during outside activity.

Then, the most dominant process was material (20). Many sentences used a material process to show what was the doer doing. It meant that the advertisements encouraged readers to do and to participate in maintaining health procedures in the new normal life by adhering to WHO guidance. Meanwhile, the researcher found that there were two circumstances. They are manner and time. The manner circumstance was 4 and the time circumstance was 2. As a result, the manner circumstance was more dominant than the time circumstance. The advertisements gave more examples of implementing new normal life by manner circumstance than time circumstance. When the readers saw the examples of health protocols, they will easily understand how to do it by copying the actions.

On the other hand, there were 20 images with visual elements found in the new normal campaign of Covid-19 advertisements. The researcher used grammar visual design theory by Kress and van Leeuwen. It has three parts: representational, interactive, and compositional. Representational is used to look at the position of the participants wheater writers or readers are dominant. Interactive is used to know the interaction between the image-maker and image-viewers. Compositional is related to the arrangement of all the elements from representational and interactive. Thus, compositional sees how these elements from two parts relate to each other into a meaningful whole. Table 2. showed the result of the visual analysis.

Table 2. *Visual elements*

Visual Elements		
Representat i-onal	Interactive	Composition -al
Narrative = 17 Vector: 17 Actor: 17 Goal: 19	Gaze: Offer = 19 Demand = 1	Information value = 30
Conceptual = 3 Carrier: 3 Attributive: 6	Social distance: Close shot = 2 Very close shot = 4 Long shot = 5 Medium long shot = 6 Medium close shot = 3	Salience = 54
	Horizontal angel : Frontal = 6 Oblique = 14 Vertical angel : Eye-level = 17 Low level = 2 High level = 1	Framing Unframed = 17 Framed = 3

In visual elements, the most dominant process in representational was narrative (17). Then it was followed by the conceptual process (3). The advertisements used more vectors to connect the participants (images and readers) by limbs, eyeliners, bodies, or tools to indicate the connection. It related to verbal elements that the most participants dominant was a goal which is used direct vector to the readers.

In interactive, the most dominant gaze was an offer (19). The images of the advertisements used a lack of eye contact with the readers. Participants in the offer image should not be aware of the presence of the camera. Therefore, many images did not seem directly to the readers when giving examples of maintaining health protocols and they are represented to the readers as if they are on display to observe by the readers.

Next, the most dominant social distance was a medium-long shot (6). It was followed by a long shot (5), a very close shot (4), a medium close shot (3), and a close shot (2). Many images in advertisements used medium-long shots as social distance to show whole the images situation. Thus, the readers could see what is going on and where is it. Meanwhile, the less dominant social distance was close shot. This social distance only shows the images from head to shoulder. It meant that the images were closer and bigger from the frame and the readers could not see around the images.

Then, there were two angles; horizontal and vertical. In horizontal angle, the most dominant was the oblique (14). Then it was followed by frontal (6). These images were not created as

perfect images because they avoided facing the readers. The main goal was not to see the readers but to tell the readers what should they do during the Covid-19 pandemic by implementing health protocols. Meanwhile, in vertical angle, the most dominant was eye level (17). Next, the low level was 2 and the high level was 1. The images used eye level to represent that the images and the readers were symbolically same position. Therefore, WHO through the advertisements invited society to build awareness of how important the health protocols are.

Compositional sees how representational and interactive are connected to be meaningful as a whole. Thus, compositional has three parts: information value, salience, and framing. Based on the result, the information value found 30 elements. It meant that the images in advertisements were found in strategic places so the readers were easy to understand the intention of the images. Then, salience was 54 elements; more dominant (54) than information value (30). Salience was used to attract the readers to participants, representational, and interactive parts images. It refers to the degree to of compositional elements draw attention to themselves. In advertisements, they used soft colors and the dominant color was blue. The blue was used to show that those advertisements were official from WHO.

Meanwhile, framing was used to refer to the presence or absence of a margin to hold the image within the page. In the result, the more dominant framing was unframed (17) than framed (3). It meant that the images were free and connected with other elements such as vectors and continuities or similarities of color, visual shape, etc. The images of those advertisements showed that our daily activities must change because of the Covid-19 pandemic. They also gave us procedures for how to live in new normal life by implementing health protocols. With the new normal procedures from WHO, the people hoped to comprehensive understanding of keeping health protocol to reduce the spread of Covid-19.

As mentioned before, the purpose of this research was to identify the verbal and visual elements in the new normal campaign of Covid-19 advertisements by WHO. The first was verbal elements. It is used to explain the images. There were three parts to verbal elements: participants, process, and circumstance. In participants, the most dominant was a goal (19). It meant that the WHO wanted to achieve the goal of the advertisements. Therefore, the WHO used many

persuasive sentences in advertisements to invite the readers to implement the new normal. Then, the most dominant process was material (20). The material process was used to show how to live in the new normal situation during the Covid-19 pandemic. Therefore, the advertisements used concrete and observable activities such as stay, touch, spread, and so on. Next, the most dominant circumstance was manner. WHO did not want any misunderstanding about the new normal life, thus it explained keeping health protocols during the Covid-19 pandemic to reduce the spread of Covid-19.

The second was visual elements. It was also divided into three parts: representational, interactive, and compositional. In representational, it was engaged with represented participants which can be people, things, or places with circumstances in which events or actions are being illustrated. The most dominant representational was narrative (17) because images showed the participants and connected with the vector (17) to make an example of how to do the health protocols. In interactive, the most dominant was an offer (19) in gaze because the participants in advertisements made eye contact with the readers. Then the most dominant social distance in making eye contact was a medium long shot (6) because they showed whole images to show the application of health protocols in the Covid-19 pandemic so the readers could see obvious images. In advertisements, the angel is also an important part because if the angel in the images did not fit with the readers' eye contact, they will not easily and clearly understand. Based on the finding, the most dominant angel was eye level (17). They showed the same positions to tell that the readers had the power to decrease the spread of Covid-19 by implenting health protocols.

CONCLUSION

Based on the result of analyzing, the verbal elements found in the new normal campaign of Covid-19 advertisements were participants, process, and circumstance. The dominant elements of participants were goal (19). The dominant elements of the process were material (20). Then, the dominant circumstance was manner (4). From verbal elements, the researcher concluded that every sentence in advertisements aimed to give explanation about how to live in new normal by implementing health protocols and social distancing.

In visual elements, there were three elements: representational, interactional, and compositional.

The more dominant element in representational was narrative (17). Next, the dominant elements in interactive were offer (19), medium long shot (6), the oblique (14), and eye level (17) Then, the most dominant elements in compositional were salience (54), information value (30), and unframed (17). From those findings, the researcher concluded that the advertisements used proper images layout so that the viewers could see clear images without any ambiguity.

The current research has limitations. The first was the number of selected advertisements. The researchers just took seven advertisements based on the guidance of WHO about new normal and health protocols. Then, many researchers used commercial advertisements as the data meanwhile the research which was used non-commercial advertisements was hard to find. Therefore, the researcher hoped that future research could use more non-commercial advertisements so that we could compare the analysis using commercial and noncommercial advertisements in multimodal.

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