



Semiotics Analysis on World Health Organization Instagram Post

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ABSTRACT

This study is aimed to analyze the type of signs and meaning found in pictures related to Covid-19 post by World Health Organization (WHO) in their Instagram account. This study used observation method to collect the data that taken from Instagram Post by World Health Organization, afterward, to analyzing the data this study applied the qualitative method. This study were analyzed using theory of Semiotics by Saussure (1959) in order to find out verbal signs and Barthes (1964) theory of Denotation and Connotation to explain the reality. The data were presenting by using formal and informal method. The data finding of this study showed there are 8 verbal signs in both of data. Those type of signs consist of Connotation and Denotation.

1. INTRODUCTION

Communication becomes the most important thing in human life, interacting with other people. During the communication process, people need media to deliver

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the information through sign for example. According to Ferdinand de Saussure (1959:65), the study of sign is called a Semiotics which is related to the investigation within the meaning is created and how the sign can build a communication through the sign. The concept of sign is to look after that meaning that occurred whenever there is a relationship between the signifier and the signified. A sign is the particle of the union of the signifier with a concept/idea called the signified. The meaning itself can be defined through a word or sentence uttered with the sign's specific meaning.

The sign arrangements of the signifier or the sign refer to the sign that can be taken and seen, while signified refers to the concept of sign usually represents both verbal and nonverbal signs (Ferdinand De Saussure: 1959). The verbal sign categories as spoken or written language included the word, letter, sentence, and phrases. Whereas the nonverbal signs indicate as the picture, color, and others. Both signs allow us to tell our idea, feelings, and thoughts to tell the information. Through the signs usually implied the implicit meaning. Barthes (1964) defines the different definitions of meaning. They are Denotation (the meaning which is indicated for the reality) and Connotation (the second word of the idea to express the literal meaning). The meaning of sign can be found in any part of the poster, advertisement, and pictures published on social media. Social media is a platform, particularly as a media for delivering information, the target can be for the entire world. The current time, social media that has thousands of users is Instagram. Digital photographs shared on Instagram have an open-ended, unstable, and readily modified media character.

Seeing this purpose, one of the Instagram users, the World Health Organization (WHO), took advantage of it to share more accurate health information, particularly about Covid-19. Information is conveyed in the form of an image, when traced, is linked to the study of signs, i.e. Semiotics. These findings result in the creation of two sorts of signs: verbal and nonverbal and their meanings. Many kinds of signs can be found on World Health Organization (WHO) Instagram post, especially in the pictures. Therefore, it's possible to find out type of sign in the pictures. This study analyzes the meaning of the signs based on the theory of Denotation and Connotation by Barthes (1964) to present the signs' reality and literally meaning. Moreover, this study focused to identifying the verbal signs found in World Health Organization Instagram Post especially the pictures based on the theory of Semiotics by Saussure (1959). Furthermore, this study also analyzing the implied meaning behind the signs. It is significant to know the implicit meaning of signs to create the purpose of those picture to be delivered well.

There are similar studies concerning on Semiotics analysis. It have been conducted by other studies. They are *An Analysis of Semiotics Found in Selected Skincare Advertisement* by Suwitri, et.al (2021). In their study, the first advertisement about moisturizer as number 1 of lotion in Japan consists of 10 verbal signs and 3 of nonverbal signs. The second advertisement about facial wash for women provide a lot of benefit for their skin care, consist of 4 of verbal signs and 2 of nonverbal signs. The last advertisement, it is tells about high-end of products launched by Clinique, this advertisement consist of 6 verbal signs and 2 of nonverbal signs. Both of the signs have connotative and denotative meaning.

The second study is *Hidden Messages in Pinterest's Public Health Advertisement: A Semiotics Analysis* by Sari, et.al (2022). Their study found 8 verbal signs and 12 nonverbal signs in four public health advertisements. Both of signs show hidden messages. The first advertisement conducted the information for reader to eat the healthy food to create the good shape of body condition. The second advertisement persuades the reader to apply a healthy lifestyle in their life, such as consuming healthy food, exercising regularly, and others. The third advertisement reminds the people to maintain their mental health for being positive. The last advertisement is the prohibition for the reader to avoid consuming the addictive substance indirectly, which can be serious damage for people who consume it.

The third study is *The Analysis of Semiotics on Forest Fire's Posters* by Pratiwi, et.al (2021). Their study focuses on analyzing the sentences, background colors, symbols, and images. This posters designed as interesting to reach the impression of reader. The verbal and nonverbal signs in the poster give information for people to be more aware of the global issues while seeing the fact that many animals are suffering from fires and burnt trees.

The fourth study is *Semiotics Analysis of Symbol (Emoji) that Found in the Captions of @brianimanuel Instagram Account* by Jannah, et.al. (2022). Their study focuses on analyzing the emoji and meaning of captions of @brianimanuel Instagram account. The first emoji represents the gratefulness of those Instagram users after doing activities in that country. The second emoji tells about the tickets of his music tour sailing around Europe. The third emoji is to showed his love to his lover. The four emoji is represented the appearance of his hair looks like spiny. The last emoji is expressed the user Instagram love to his father.

The last previous study is *An Analysis of Verbal and Non-Verbal Signs in Nivea Nourishing Body Lotion Advertisements* by Jayanti, et.al. (2021). In their study, it is found 5 verbal and 9 nonverbal signs. The nonverbal signs are dominant to make the reader interested with those products. This study found 1 of denotative meaning and 13 of connotative meaning.

Eventhough this study and previous studies were analyzed the same topic, the main difference this study and the previous was approved from the data source. This study depends on some pictures found in World Health Organization (WHO) Instagram Post. This picture provides verbal and nonverbal signs. However, this study only focused on analyzing the verbal sign to expand this study. Moreover, the analysis should be explained wider. Furthermore, the majority of previous studies were aimed to show the message of the sign from their data sources, this study presented a different result and point of view in resolving the functions and meaning of verbal signs. The similarity this study and previous study are mostly in the method being applied, it is used qualitative method.

2. METHODS

The data of this study were taken from several pictures on World Health Organization. Those pictures were chosen due to consideration about the overcoming statement while facing the danger of Covid-19. In addition, the appropriate consideration is pictures from World Health Organization were rarely analyzed in the previous study. The previous study are often analyzing either poster, memes, or advertisements. Those pictures mostly related to some instructions about the current situation faced by people especially the health protocol and pictures were used to create some advice on the social media. The data were collected by observation, searching, selecting and storing, and classifying the data based on the verbal sign. Furthermore, the data analyzed using descriptive method. In this study the theory by Saussure about Semiotics (1959) and theory of Denotation and Connotation by Barthes (1964). The last, data were presented by using both informal and formal method.

3. RESULTS AND DISCUSSION

Results

The finding is presented in the table below to show the total of verbal signs found in World Health Organization (WHO) Instagram Post Pictures and the implied meaning contained in the signs. It is important to show data found in pictures as follows:

Table 3. 1 The Occurrence of Verbal Signs Found World Health Organization Post

No.	Type of Sign	Frequency	Meaning	Frequency	Percentage (100%)
1.	Verbal Sign (Attending Small Gathering)	6	Connotative Denotative	6	75%
2.	Verbal Sign (Step to Stay Fit)	2	Connotative Denotative	2	25%
Total		8		8	100%

Based on the table above, this study found 8 verbal signs to be discussed in the data. The whole data finding it is have implicit meaning, there are Denotative and

Connotative meaning. The data were taken from Instagram post pictures by World Health Organization (WHO) and there are 2 pictures to be analyzed. It shows the form of verbal signs is written text as a result wanted to giving an instruction for reader while overcoming the danger of Covid-19.

Discussion

In this part process analyzing the data. This process is presented by showing the verbal signs in World Health Organization (WHO) Instagram Post Pictures. Afterward, it continues by explaining the type of signs and its implied meaning. The italic form is used to show type of signs that contained verbal signs. Furthermore, there are seven of data found in those data. The analysis of the signs can be seen below:

Data 1

The Analysis of Attending Small Gathering



Figure 1. 1 Attending Small Gathering Picture

Table 3. 2 The Analysis of Verbal Sign

No.	Signifier	Signified
1.	If you are attending small gathering or event, protect yourself and others from infected with Covid-19	It is signified about an activity will be attended by people.
2.	Always comply with the following 3 basic measures	It is described as a reminder for reader to follow the health protocol.
3.	Maintain at least 1 metre distances from others	It is described as an instruction to keep a distance from their surroundings.
4.	Clean your hands frequently	It is described as reminder for keep the hygienes of hands.
5.	Cover a sneeze or cough with a tissue or bent elbow, and immediately dispose of tissue in a closed-lid bin. Avoid touching eyes, nose, and mouth	People cannot touch the respiratory while experiencing the cold.
6.	World Health Organization	It is a company take a responsible for delivered those information.

There are five verbal signs in this pictures, the first verbal sign is *“If you are attending small gathering or event, protect yourself and others from infected with Covid-19”* it is denote about people who have been participated in a variety of events and activities, it is necessary to have high level of awareness with their surroundings. Even though some of their closest relatives frequently attend a small meetings with the goal of exchanging information, strengthening relationships with those in attendance, and has a positive impact on meeting new people and reconnecting with old ones. However, it could be harmful if one of those participant that attending the event has Covid-19 virus. As a result, it is crucial to remember about statement to protect theirselves by following health protocols when participate in any activity or small gathering. The denotative meaning is as a reminder for people if they are will be attending an even presenting a lot of people and for connotative meaning is clearly a lot of people should be carry out those procedures regarding handling of Covid-19 reduction with the recommendation to always stay at home, if there there is no any urgent situation.

The second verbal sign is *“Always comply with the following 3 basic measures”* is related to when people are going to visiting a place and as long as the world are still

experiencing Covid-19, moreover, the injected people by the virus does not decreased. Therefore, the steps in controlling the spread of this virus when going out of the house serve to prevent transmission to people are susceptible to contracting the disease or for all participants. Furthermore, people usually care for to attend certain events is required to continue applied three basic steps of health protocol. Besides being useful for themselves, it could be able to affect the health conditions of others around them. The denotative meaning is the creators wants to remind about the three basic measures must be implemented properly. The connotative meaning through those signs can help people be more introspective.

The third verbal sign is *"Maintain at least 1 metre distances from others"* it is considered to one of health protocols that are currently still being carried out and it is important to keep a distance from others. Attending an event can still be done if the person holding the event applies an appeal to maintain a minimum distance of 1 meter between people from one another. So that the virus that spreads through it is not easy to stick to one party or a large enough number. The denotative meaning is that the creator wants to re-tell the statement about keeping distances still important. It must be applied periodically both in attending a gathering or in public places and for connotative meaning attending a certain event can still be done by people during Covid-19. However, the awareness of each individual is also right and must be a priority in fighting this invisible disease.

The fourth verbal sign is *"Clean your hands frequently"*. This statement is a recommendation to everyone to keep their hands clean from contamination by bacteria, people must always wash their hands regularly and cannot separate these activities from their daily habits. It is shown as an activity has been listed in every spot place. This suggestion is often reiterated on object charts such as in restaurants, supermarkets, markets, and other public places. As it is well-known hand hygiene cannot be measured by the appearance of the hands, the bacteria attached to the hands are usually invisible to the bare eye. It could happen because a hand is an object of the body most often has direct contact with the environment.

Moreover, washing hands must be carried out regularly, both when visiting a certain event and after participating in the event. The denotative meaning is a recommendation to maintain hand hygiene which must be done at all times. The connotative meaning is to overcome the termination of the spreading Covid-19 virus, it is necessary to have self-awareness from each individual, especially concerning their cleanliness. Therefore, it is very important to realize this virus can not be contaminated with others depending on a person's habits in taking care of themselves.

The five verbal signs is *"Cover a sneeze or cough with a tissue or bent elbow, and immediately dispose of tissue in a closed-lid bin. Avoid touching eyes, nose, and mouth"*. The common cold is one of the symptoms of people infected with this virus, so when people have a cough or cold, they should cover their mouth with a tissue or their elbow. Used tissue has been used should not be reused, therefore, the germs have attached in re-used tissue does not spread widely again. They are also advised about when people have a cold and attending a small gathering, they are required to avoid

direct interaction with parts of the face, especially those related to the respiratory system, such as the mouth and nose. The denotative meaning is that the instructions persuade people to cover mouth and nose, if they are sneezing or coughing to prevent the spreading of the virus. The creator wanted to remind the connotative meaning about the ordinary symptoms that can be fatal to their own health. Self-awareness is an important stigma in dealing with this invisible dangerous virus.

The six verbal sign is *"World Health Organization"*. It suggests those signs refer to the directions about World Health Organization (WHO) was in charge of disseminating. It will get the full faith of the entire world community as a trusted source. When dealing with the Covid-19 virus, the government in charge of the situation has always depended on the information provided by this international health agency. In addition, the organization keeps track of all events, such as changes in the number of curve periods or the number of infected people. This arrangement also reflects how a country handles this case in terms of cause and effect. The denotative meaning is described about the company take a responsibility to deliver the information related to overcoming the danger of Covid-19. The connotative meaning is people will be more convinced the information being conveyed.

Data 2

The Analysis of Steps to Stay Fit



Figure 1. 2 Step to Stay Fit Picture

Table 3. 3 The Analysis of Verbal Sign

No.	Signifier	Signified
1.	Smokers are 1.5x more likely to get sever Covid-19	It is described about the impact people can get while consumed the addictive substance.
2.	UN interagency task force on NCD's	The company take a place I order to make the information more trusted.

There are two verbal signs in this pictures, the first verbal sign is "*Smokers are 1.5x more likely to get sever Covid-19*" it is denote about reminder for reader there are a lot of impact they can get by comsuming the addictive substance. The smoke produced by cigarettes can cause a damage of respiratory system in every human being. It is already known about Covid-19 attacks the respiratory system in humans. The virus can create a higher chance of being infected with this virus through the air. The content of this smoke can also be fatal for those who inhale the smoke. Through this instruction, people expect to become more aware of their health. Clearly, those instructions want to make people realize that consuming it does not create the good shape of their condition. It could makes them more susceptible to being injected with the virus. The denotative meaning is the creator wants to remind about the consequence they can get after consuming the smoke while facing the Covid-19 and connotative meaning is when facing Covid-19, the awareness to carryout theirselves more significant than showing the fashion in consuming these substances.

The second verbal sign is "*UN interagency task force on NCD's*". It describes as the United Nation Office control of non-communicable of diseases. The relationship between these office with picture there is a legalize of the company as a responsibility in sharing this information. Seeing, the fact there are a lot of hoax information shared by unresponsibility of platform. Through this company, people would get accurate instruction to become healthier people. The denotative meaning in this verbal sign is company that overcome the current diseases facing by whole word. Meanwhile, the connotative meaning is that the picture talks about platform who have a significant aspect that should be put on the picture to make the information more accurate.

4. CONCLUSION

After analyzing the data on *World Health Organization* Post Pictures. It can be concluded that the verbal signs in pictures have a strong advice about overcoming the danger of viruses. Those pictures were provided instructions and reminders for maintaining all aspects of their healthcare. Verbal signs also have a significant statement e healthier during against the virus. The instructions are delivered. Based

on the result and discussion, this study found each picture's verbal. There are 8 verbal signs, those sign in the pictures is presented by sentences.

In addition, the meaning also found in each pictures. There are connotative and denotative meaning supported by the theory of Denotation and Connotation by Barthes. It can be concluded about the denotative meaning was described the reality of meaning. Meanwhile, the connotative meaning is delivered literal meaning of the sign. The connotative meaning has an ability to delivered the idea of creator pictures, it is could happen because through the written instructions indirectly people will be formed the good shape of body condition in order to prevent being injected by Covid-19 virus. Therefore, the meaning of verbal signs in the pictures and the statement of creator pictures want to explain could be easier to understand. This study suggests that the next researcher read more literature on the same topic. In purpose to get new knowledge related to the Semiotics analysis.

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