

Poster COVID-19 sebagai strategi edukasi dan interaksi: kajian multimodalitas = COVID-19 posters as education and interaction strategy: multimodality discourse

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Abstrak

Informasi yang menggemparkan dunia pada awal tahun 2020 adalah Virus Corona atau yang saat itu disebut Novel Coronavirus. Kasus terinfeksi virus Corona yang dapat menyebabkan kematian ini ditetapkan oleh World Health Organization (WHO) sebagai pandemi COVID-19. Pandemi COVID-19 membuat krisis kesehatan global pada masyarakat dunia termasuk Indonesia. Oleh karena itu, pemerintah melalui Direktorat Promosi Kesehatan Kemenkes RI mensosialisasikan informasi terkait COVID-19 salah satunya melalui media sosial Instagram. Penelitian ini dilakukan untuk mengetahui bagaimana strategi pemerintah mengedukasi dan berinteraksi kepada masyarakat dalam memberikan informasi terkait COVID-19 melalui poster. Metode penelitian yang digunakan dalam penelitian ini adalah pendekatan kualitatif. Penelitian ini menggunakan data moda verbal dan moda visual dan sumber data berupa poster COVID-19 yang diunggah oleh akun Instagram @dit.promkes. Sumber data sebanyak 153 poster direduksi berdasarkan tema yang ditemukan. Terdapat 9 poster dari 9 tema dipilih karena mendapatkan likes terbanyak di Instagram. Data berupa moda verbal dan visual dari poster dianalisis dengan menggunakan teori SFL (Halliday, 2014) dan Visual Grammar (Kress & Van Leeuwen, 2021). Hasil penelitian menunjukkan bahwa moda verbal poster COVID-19 berdasarkan fungsi ideasional berisi identifikasi, definisi, dan deskripsi tindakan-tindakan pencegahan COVID-19. Moda verbal poster COVID-19 ditinjau dari fungsi interpersonal berisi klausa perintah dan pernyataan. Kemudian, moda visual poster COVID-19 dilihat dari fungsi representasional menampilkan partisipan representatif sebagai lambang ide pokok moda verbal dan tema utama tiap poster itu sendiri. Fungsi interaktif dari moda visual poster dilihat dari partisipan representatif sebatas memberikan informasi dan menunjukkan adanya kuasa (power) dari pembuat poster ke pembaca. Terakhir, berdasarkan komposisional poster COVID-19, hal yang paling ditonjolkan tiap poster-poster tersebut adalah moda verbal.

.....The information that shocked the world at the beginning of 2020 was the Corona Virus or Novel Coronavirus. The case of being infected by Corona virus which can cause death is designated by the World Health Organization (WHO) as a COVID-19 pandemic, The COVID-19 pandemic has created a global health crisis for the world community, including Indonesia. Therefore, the government through the Health Promotion Directorate of the Indonesian Ministry of Health gives the information related to COVID-19 through social media Instagram as one of the platform used to spread the news. This research conducts to find out how the government's strategy to educate information related to COVID-19 and interact to the public through posters. The research method used in this study is a qualitative approach. This study uses verbal and visual mode as the data and the data source is COVID-19 posters uploaded by the Instagram account @dit.promkes. There are 153 posters reduced to 9 posters based on the topic found. Those 9 posters of 9 topics are choosen because they get the most likes by the reader in Instagram. Then, verbal and visual mode of the posters are analyzed using theory of Systemic Functional Linguistics (Halliday, 2014) and Visual Grammar (Kress & Van Leeuwen, 2021). The results showed that the verbal mode of the COVID-19

posters based on the ideational function contained identification, definition and description of COVID-19 preventive acts. The verbal mode of the COVID-19 poster in terms of interpersonal functions contains command and statement clauses. Then, the visual mode of the COVID-19 poster is seen from the representational function featuring representative participants as a symbol of the main idea of the verbal mode and the main theme of each poster itself. The interactive function of the poster's visual mode is seen from the representative participant only provides information and conveys the existence of the power from the poster creator to the reader. Finally, based on the composition of the COVID-19 poster, the salience of each posters are the verbal mode which dominate the posters.