

**“PROTECT AGAINST COVID-19” VS. “LINDUNGI DIRI LINDUNGI NEGERI”:
AN ANALYSIS OF INDONESIA AND USA COVID-19 POSTERS**

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Abstract

Vaccination is considered as one of the efforts to prevent Coronavirus. In fact, it is commonly known that some people are unwilling to be vaccinated. To overcome this issue, government institutions create posters to inform people about Coronavirus and the vaccination program. This paper will analyze COVID-19 or vaccination posters created by the US and Indonesian institutions. It is aimed at comparing how the verbal and visual elements in the posters are used to deliver the hidden messages. This research employs semiotics (Peirce) and illocutionary acts (Searle) as framework for analysis and descriptive qualitative as a method of analysis. The results reveal that in terms of verbal elements, both the US and Indonesian institution posters use directive and representative speech acts, while the commissive speech act is used in Indonesian poster. Visually, the US government institution posters use cartoon illustrations while the Indonesian present real models that appear as healthcare providers and government official. These findings indicate that the US institution posters convey messages about Covid-19 prevention efforts by relating them with the importance of the vaccine and family health, while the Indonesian government relates Covid-19 prevention and vaccination to religion and as an act of patriotism. Furthermore, the posters suggest that both governments try to get their people to be vaccinated since it is regarded as an effective way to prevent and stop Covid-19.

Keywords: covid-19, posters, semiotics, speech act, vaccination.

1. Introduction

Nowadays, the whole world is being shaken and tossed around by a deadly virus named Covid-19. Hundreds of million death cases have forced governments of many countries to take steps quickly and precisely. Various ways have been done to prevent the spread of the virus. Vaccine and health facilities are some of the solutions given to the society. In Indonesia, vaccines are provided for free. This effort is not only applied in Indonesia, but also in many countries.

However, these solutions are not fully well accepted by the societies. In Indonesia, there are a lot of pros and cons behind, especially concerning the vaccine. Some consider that it is not necessary for them to wear a mask and to be vaccinated. Some are still afraid and unsure that the vaccine is safe and effective because it is a new virus. Some even underestimate and neglect that the virus exists.

Interestingly, the same issue does not only happen in Indonesia. Various countries, including the United States, are experiencing the same problem. The governments strive to convince their people to perform health protocols and be vaccinated by doing various efforts, one of which is by creating posters.

Indonesia, now categorized as lower-middle income country [1], has been reported as the country with the highest new Covid-19 cases in the world [2]. In contrast, USA, a high-income country, ranked fifth in the number of new Covid-19 cases. This suggests that both countries face similar issues in the pandemic. Many ways have been done by governments to overcome the pandemic. Poster is considered as one of the strategies that governments and institutions in these countries use to get people to take parts in preventing the spread of Covid-19 pandemic.

A poster is usually large printed sheet containing pictures and put in public place. Posters can include a variety of information. It can be used to advertise products, offer information about an activity, or even educate the public. Posters can persuade, inform, or remind people through the maker's thoughts, feelings, and desires. The wording of poster plays a big role. The text in the poster is intended to be as attractive as possible, so that those who read will be moved to act on the message. As a result, poster's wording should be kept as brief as possible. However, the message needs to be delivered easily comprehended by the reader.

Today's poster distribution is no longer limited to post in public areas due to the technological enhancement. Posters may now be posted through the internet which absolutely ease them to reach a larger audience. In the cyberworld, posters are usually posted on websites or social media.

Apart from the matters above, the existence of poster is strongly intertwined to both verbal and visual aspects. These aspects are meant to deliver the message to the reader in order to get the meaning or message given. Verbal signs can be interpreted as a form of writing contained in posters, while visual signs are images used to convey the message.

Posters generally convey a special social message. It is formed in the shape of an implied message for the society with varieties of topics, starting from warnings about the effects of Covid-19, ways of how to prevent the spread, how to apply health protocol, up to vaccination invitations. In order to obtain the implied message in the posters, this research will investigate this phenomenon by analyzing how the verbal and visual elements in the posters are used to deliver the hidden messages dealing with Covid-19 pandemic in Indonesia and United States. This research tries to compare the posters created by the Indonesian and US governments or institutions to look at how both countries convey messages to their respective people. Furthermore, this research employs semiotics and speech act frameworks for the analysis.

2. Literary Review

Semiotics is the study of sign. Semiotics is an offshoot of philosophy that studied sign, commonly called an identification philosophy. Each act of communication is regarded as a message that is sent and received through a variety of different signals. The complex rules governing this combination of messages are determined by various social codes. The whole form of expression - music, art, film, fashion, food, literature - can be analyzed as a sign system.

According to [3], there are three types of sign, namely icon, symbol, and index. Icon is the appearance of an object or image which is a form of representation of it. Symbol is representation of an object by mutual agreement. Index is a sign that gives a clue or can be said to be a sign that has a causal relationship related to the object. Peirce suggests the model of sign in the form of trichotomy consisting of representant (the form which the sign takes), interpretant (the sense made of the sign), and object (to which the sign refers).

According to [4], a speech act is something conveyed by someone that does not only presents information but also performs an action through words. An utterance may have a command status depending on conventional formulas. When we ask someone to come closer, we may say "Hey! Come closer!" instead of "Hey? Come closer?". An interrogative sentence "What time is it?" may be meant to remind that the listener comes very late; "Can you open the door?" may be meant to ask someone to do something not asking the capability of opening the door [5]. Naming something, wagering something, requesting something, are considered speech acts because when said they perform some activity. Saying 'I bet you . . .' lays a wager; saying 'We'll call the bear Erasmus' names the bear, and so forth [6]. This is in line with Searle's classifications of speech acts, which consist of the following:

1. representative, a statement about what the speaker believes to be the case or not (stating facts, asserting, concluding, and describing)
2. directive, a form of speech which aims to get the listener or reader to do

- something the speaker wants (ordering, requesting, advising, commanding, recommending)
3. expressive, the kind of speech act that expresses or demonstrates the speaker's psychological attitude towards a condition (thanking, congratulating, apologizing, praising)
 4. commissive, the kind of speech act in which the speaker commits to future actions (promising, threatening, refusing)
 5. declaration, utterances that change the world (sentencing, naming, christening, appointing)

Studies of semiotics and illocutionary act have been done by several scholars. [7] analyzes the types of sign and the meaning behind the chain of signs that appear in ads, so it is possible to know if ads have used a sign which is either changing public opinion or not. This research concludes that the verbal signs appearing in each ad have a sense of connotation, the visual signs show some of the pictures that reflect the contexts behind the ads, and the verbal and visual signs as well as being able to support and benefit one another. Both of these signs can stand alone and point to the meaning that would be conveyed to the reader by the complete illustration. [8] seek the hidden messages by using tools in the woman perfume advertisements. Their findings show that assertive speech act was mostly used since the advertisements inform, describe, state, or claim about the products. Furthermore, different images of each advertisement were created. To support the tagline and the body copy of the advertisements. [9] analyze how advertising slogans were created to transform information and persuade reader by analyzing the trends of speech act in international advertising slogans in 2017. The finding show that directive speech act dominated in advertising slogans. The declarative and commissive speech act were the least used in advertising slogans. The similarity is that there is representative speech act in every slogan and there is no declarative speech in all slogans. Besides, the differences of speech act in advertising slogans may occur because of the amount of

advertising space and function of speech acts.

While the three studies above focus on advertisement, other studies concern on educational issue. [10] discusses directive speech act in educational poster. The data in this study consists of tangible data of words, terms, phrases, sentences, discourse that contain directive speech act. Six functions of speech act are found in education posters, namely prohibiting, inviting, command, counseling, satire/criticizing, and request/appeal. [11] analyze directive illocutionary acts in school slogans by using Searle's speech acts theory. This study finds that the school slogans contain more philosophy of life and education values because context plays a crucial role. [12] tries to seek semiotics sign and interpretation signs of "Ruang Guru" application on online poster ads. The results reveal that 11 icons, 14 indexes, and 25 symbols were coded in 5 posters of advertisement of "Ruang Guru" Application. The interpretation of signs was described from the relation between sign or representment and its object based on the classification of sign.

[13] illustrate the implications of internet meme using Grice's theory in a semiotics and pragmatics perspective as all context, symbols, icons, and indexes in meme influence the interpretation of implied meaning and intent. This study concludes that internet meme is a vast and wealthy involvement based on context and that it is a social media phenomenon that can be learned in various ways.

[14] analyze the illocutionary speech acts performed in Tom Cruise's interview in promoting his movie. The result of this study shows that Tom Cruise tended to convey his utterance to give statements of fact or to describe things that he believed to be true. Meanwhile, the percentages of the most performed or the most used speech acts to the least one in Tom Cruise's interview are representative (48.7%), expressive (38.5%), commissive (7.7%), directive (5.1%), and declarative (0%).

[15] tries to seek the type and characteristics of markers contained in the poster Environment Agency, meaning imperative and directive follow the dominant type used in the poster. The

results of the research show that there are four types of markers and traits namely requestive, requirement, prohibitive, and advisories.

[16] intends to seek linguistics signs of Greenpeace campaign posters in climate change series and to describe its semiosis process using the triangle of semiosis process of C.S. Peirce's theory. The research result shows that the triadic concept of Peirce can describe the semiosis process and explain the meaning of linguistic signs in the Greenpeace campaign poster in climate change series related to the interpretation of the researcher.

This research attempts to fill in the gap from the previous studies above as it compares posters using two different languages, i.e. Indonesian and English. It also concerns on the current phenomenon of Covid-19 pandemic; therefore, it is expected that this research will contribute in the efforts of minimizing the pandemic impacts.

3. Research Method

This research used a qualitative descriptive method. A qualitative research involves the inductive investigation of the data to identify repeating themes, patterns, or concepts and the description and interpretation of the data [17]. This research describes the verbal and visual elements of the Covid-19 prevention posters without using statistics. The data consist of 3 posters created by Indonesian and the US government/institutions respectively. They are:

Table 1. Source of Data

No	Description	Source	Code
1	President Jokowi Lindungi Diri, Lindungi Negeri	https://twitter.com/jokowi/status/1302145457540313089?lang=da	P-IND-1
2	Tak Kenal Maka Tak Kebal	https://covid19.go.id/edukasi/masyarakat-umum/tak-kenal-maka-tak-kebal	P-IND-2
3	Vaksin Covid-19	https://covid19.go.id/masyar	P-IND-3

	Produksi Sinovac Suci dan Halal	akat-umum/vaksin-covid-19-produksi-sinovac-suci-dan-halal	
4	The Covid-19 Vaccine Helps Protect you & Your Family	COVID-19 Vaccine - Oconto County (ocontocounty covid.info)	P-USA-1
5	Roll Up Your Sleeves, Vaccine Advocates!	https://www.health.state.mn.us/diseases/coronavirus/vaccine/community tk.html	P-USA-2
6	Learn how you can get the COVID-19 vaccine	https://aapcho.org/covid19/	P-USA-3

The data were analyzed by classifying the verbal elements and visual elements. The analysis of verbal elements focused on the taglines and body copy. Then, they were analyzed in terms of the types of speech act. Meanwhile, the visual elements were interpreted by using semiotics. Then, the differences and similarities between the Indonesian and US government posters were identified.

4. Results and Discussion

Based on the analysis, the results of the verbal elements of the posters can be classified below.

Table 2. Types of Speech Acts

NO	SPEECH ACT	IND		USA	
		Σ	%	Σ	%
1	Representative	2	33%	3	33%
2	Directive	2	33%	6	67%
3	Commissive	2	33%	-	0%
TOTAL		6	100%	9	100%

It can be seen that the type of speech act that is mostly used in both posters is directive, because the posters are aimed to invite people to get the vaccine. Representative speech act is used in the posters to give information related to the vaccine. Commissive speech act is found in Indonesian posters. It deals with a warning

about the impact of vaccine and health. The USA posters use more directive speech acts than Indonesian posters. In terms of the visual elements, Indonesian posters commonly use real models while USA posters use cartoon images. The background of USA poster is colorful, while Indonesian poster uses a neutral color.

The following section discusses the results of the analysis in detail.

Posters from Indonesia

a. P-IND-1



Non-Verbal Analysis of P-IND-1

There are five elements that are indicated as sign; the picture of Indonesia's president, a mask which is used by President of Indonesia in the picture, the shield surrounding the president's picture, the illustration of the president of Indonesia wearing a red colored mask in the corner, and the red-white background color. They are indicated as sign, and then turned into object and interpretant through a cognition process.

The first element in this poster is the side part portrait of the president of Indonesia, who is also known as Mr. Jokowi. President is generally someone who holds a very big role in a certain country. Big role results in big impact. Likewise, the purpose of using the real portrait of the president of Indonesia in this poster is to attract the Indonesian citizens' attention and pump some spirit of obedience. In other words, a president is also someone who has an authority role as a public figure who has to be respected by the citizens. By showing Mr. Jokowi's image, it is expected that all Indonesia's citizens follow their leader and obey the rules. Next, the second element in this poster is the grey mask worn by Mr. Jokowi himself. Jokowi's mask in this poster also comes for a certain reason. As a

responsible leader, Mr. Jokowi wants to come with a good example for Indonesian citizens. This implies a meaning that as a personage, he also obeys the rules and shows leadership.

Next, there is a shield surrounding the president's picture as the third sign. Here, the shield implies defense and safety from virus infection. The red-white shield in this poster means to protect the figure covered by this shield, which is Mr. Jokowi. In this element, the presence of Mr. Jokowi plays a role as an example for the citizens. Mask is for everyone, it will not only protect Mr. Jokowi, but also anyone who wears it. The fourth sign, the illustration of the president of Indonesia wearing a red color mask in the corner of the poster has a purpose as a symbol supporting the text next to it. Besides, the purpose of giving the illustration is also to get people to wear a mask. Last, the red and white background of the poster. The use of these colors implies Indonesia's flag that represents the country's national identity.

Verbal Analysis of P-IND-1

From the poster above, the speech act can be found in the poster taglines. The first is "*Lindungi Diri, Lindungi Negeri*". This sentence is considered as a directive speech act because it persuades people that by protecting themselves, they will also play a role in protecting the whole country. Therefore, people are indirectly asked to protect and defend themselves from the virus by wearing a mask because it also leads to the act of protecting the country. This suggests an act of patriotism.

Meanwhile, the tagline "INDONESIA berMASKER" is considered as a directive speech act because it implies that people should follow the Indonesia wearing mask movement as exemplified by the president. In other words, people should follow the good example from leader.

b. P-IND-2

**Non-Verbal Analysis of P-IND-2**

There are seven elements that are indicated as sign; a woman posing as a strong person, a grey veil worn by the model, a mask on the model's face, the illustration of virus surrounding the model, four logos of government agencies, the logos of social media, and the light grey of background color.

The first-time vaccination program in Indonesia resulted in various conflicts and rejections. The majority of Indonesian refused to be vaccinated because there are some issues about whether the vaccine is halal or not. As it is known, the majority of Indonesian are Muslim, and they avoid consuming the non-halal things. In this poster, using a real model here has a reason. Due to many bad issues regarding vaccines, this poster uses real model to convince the public that the vaccine is a safe substance for human. Besides, as it is seen, the pose of a woman as she is bending her hand up with a convincing fist is also made for a special reason. Here, the woman wants to show and convince the citizens that she is getting stronger by taking a vaccine.

Next, the woman wears veil/hijab as the second sign. Hijab is one of the characteristics of a Muslim woman. The purpose of it is to convince Muslims should not hesitate because the vaccine is halal. Next, the mask worn by the model has a purpose as a demonstration for people to wear mask. Fourth, the illustration of virus. The virus illustration surrounding the model implies the attack of the virus. Next, the four logos of government agencies; KPCPEN (Coronavirus Disease Management Committee on 2019 and National Economic Recovery), Logo of Economic Motto, Task Force to Accelerate Handling of COVID-19, and Ministry of Communication and Information Technology. The purpose of placing the logos is to inform the readers

that the poster is supported and approved by the government institutions. Besides, the logos are also placed to convince that it is real and approved. Sixth, the grey background of the poster. According to [18] grey color depicts seriousness, stability, independence, and even gives the impression of responsibility. There are also some logos under the website link. There are Instagram and Twitter logos that are aimed to inform the readers that they can access more information on social media.

Verbal Analysis of P-IND-2

There are tagline and sentence that indicate the verbal sign: "*Tak Kenal Maka Tak Kebal*," and "*Vaksin melatih tubuh untuk kenal, lawan, dan kebal dari penyebab penyakit seperti virus atau bakteri*". The tagline "*Tak Kenal Maka Tak Kebal*" can be classified as commissive speech act. Here the sentence implies a threatening act as "if you are not vaccinated, you will not be immune from the virus". From that tagline it can be seen that the poster presents a sense of warning that people need to be vaccinated to gain immunity.

Next, the sentence "*Kesehatan Pulih Ekonomi Bangkit*" is also considered as a commissive because it also gives a kind of indirect threat to the readers to pay attention that their health will affect the economy indirectly. The Indonesian economy will not run smooth without the presence of health.

Meanwhile, the representative speech act can be seen from sentence "*Vaksin melatih tubuh untuk kenal, lawan, dan kebal dari penyebab penyakit seperti virus atau bakteri*." It is a representative speech act because this sentence is used to describe what the vaccine does in our body. There are three words that are emphasized, "*kenal*" (know, acknowledge), "*lawan*" (fight against), and "*kebal*" (immune). The sentence means that vaccines are tamed viruses and are used to train our body so that if we get infected, our body already knows how to fight against the virus. If we are vaccinated, our body automatically tries to "know" first about the substance which is injected to our body, then the body "fights" the virus and succeeds so that the body will become "immune". Therefore, the virus or

vaccine that has been injected into the body can recognize the Covid-19 virus, so the body will not be “surprised” or is already immune. Furthermore, the website link and social media username given show that people can access the social media to get more information.

c. P-IND-3



Non-Verbal Analysis of P-IND-3

There are six elements that are indicated as sign; a hand wearing a blue medical glove holding the Covid-19 vaccine bottle, the Covid-19 vaccine bottle, halal symbol, three government agency logos, lines, and laboratory-like background.

The first sign, a hand wearing a blue medical glove holding a bottle of vaccine represents a doctor's hand. The purpose of showing the blue-glove handed is to convince the people about how trusted it is. The second sign is the Covid-19 vaccine bottle. The purpose of it is to explain and make clear to the citizen about the substance that will be injected. The third sign is the halal logo. The purpose of this logo is to tell and convince the readers that the Covid-19 vaccine is halal and proven by the halal logo. Fourth, the three logos of government agency, KPCPEN (Coronavirus Disease Management Committee on 2019 and National Economic Recovery), Ministry of Communication and Information Technology, and Ministry of Health of the Republic of Indonesia.

The poster also contains website link and important phone number. The purpose is to inform the readers that the poster was supported by the government. Fifth, the line connecting the bottle to the halal logo. The purpose is to point out that the vaccine is halal. Last, the laboratory background of the poster. The purpose of using this kind of

background is to support the medical reliability of vaccine.

Verbal Analysis of P-IND-3

There are tagline and sentence that indicate the verbal sign: “*Vaksin COVID-19 Produksi Sinovac SUCI DAN HALAL,*” and “*Kesehatan Pulih, Ekonomi Bangkit,*”. From the illocutionary act analysis, there are two acts found in the tagline and sentence of P-IND-3, they are representative and commissive.

The representative speech act can be seen from the sentence “*Vaksin COVID-19 Produksi Sinovac SUCI DAN HALAL.*” That sentence is to explain that Sinovac vaccine is purified and halal as supported by the halal logo. The word “*SUCI DAN HALAL*” is also written in uppercase and red color to emphasize that the Sinovac vaccine is reliable and complies to the Islamic law. While the commissive speech act can be seen from the sentence “*Kesehatan Pulih, Ekonomi Bangkit.*” This sentence implies that “if you care about your health, the Indonesian economy will improve”. This sentence is made in order to warn the readers to focus on the main problem, health.

Posters from USA

a. P-USA-1



Non-Verbal Analysis P-USA-1

There are two elements that are indicated as sign; a father holding his son illustration with blue color, the blue, purple, and green word background, and white color poster background.

The first sign is a father holding his son illustration with blue color. There is a bandage on the father's arm. This implies he is already vaccinated. It reflects that if people are vaccinated, they will be able to gather safely with their family. This illustration is made to convince the readers to get such an advantage in accordance to

the illustration. According to [19], blue color can give the impression of being strong and steadfast or light and friendly. Blue is used to symbolize piety and sincerity in various symbols. The second sign is the blue, purple, and green word background color and white background poster. Those colors are used to show that a certain color is commonly used in the hospital and to attract the readers.

Verbal Analysis P-USA-1

There are two sentences in this poster. They are: "THE COVID-19 VACCINE HELPS PROTECT YOU & YOUR FAMILY," and "A safe and effective vaccine to protect against COVID-19 is now available." The representative speech act can be seen in the sentence "THE COVID-19 VACCINE HELPS PROTECT YOU & YOUR FAMILY." The website link is also provided in the poster to inform people the access of information. This sentence states that vaccine will protect everyone. The sentence is written uppercase in order to get the attention of the reader. A representative speech act also can be seen from the sentence "A safe and effective vaccine to protect against COVID-19 is now available." This sentence is informing the availability of the Covid-19 vaccine.

b. P-USA-2



Non-Verbal Analysis of P-USA-2

There are six elements that are indicated as sign; an illustration of a man, a mask, a plaster, a green tick symbol, a symbol on hat, and background of forest.

The focus of the sign in this poster dominating the whole view is the man who is rolling his sleeve. The rolling sleeve here supports the sentence in this poster. Not only rolling up his sleeve, the man illustration also seems so proud of showing his arm. This illustration gives an implied meaning. Besides showing how proud he is,

the man also shows that he is safe and even becomes stronger after being vaccinated. The second element in this poster is the illustration of mask. Here the illustration of mask tells that it is still necessary for people to keep their face masked even after being vaccinated. The third element that is presented in this poster is the illustration of a bandage on the man's arm. The bandage here shows that the man in the illustration has already gotten his vaccination. The fourth element is the green tick symbol. As it is seen, there are 3 green ticks that are placed before every sentence. The green ticks there imply a to-do-list that is need to be done by all the readers, such as asking people to get their vaccine, share this poster on the social media, and also asking people to encourage at least 3 other people to also get vaccinated. The fifth element is the symbol on the man's hat. The symbol on the man's hat is the symbol of Minnesota. Minnesota is a state in the upper Midwestern United States. The purpose of placing the symbol there is to promote to all of the Minnesota citizens to get their vaccine. The sixth element in this poster is the background of forest. The background of forest in this poster is not happening for no reason. Minnesota is a state that is famous for its forest. Most of the state are filled with green trees around. The purpose of showing this background is to support the vibe of Minnesota in this poster.

Verbal Analysis of P-USA-2

There are tagline and sentence that indicate the verbal sign: "ROLL UP YOUR SLEEVES, VACCINE ADVOCATES!", "Get your shot", "Share on social media", "Encourage at least 3 other people to get vaccinated", and "STAY SAFE MN." From the speech act analysis, there is one act found in the tagline and sentence of P-USA-2, it is directive speech act.

The directive speech act can be seen clearly from the very first sentence up to the last sentence. The first sentence of "ROLL UP YOUR SLEEVES, VACCINE ADVOCATES!" is not just a literal meaning about rolling up our sleeves, but it talks about asking us to do our vaccination. This sentence has an implied meaning. This sentence is considered as a directive speech

act because indirectly this sentence invites the readers to do the vaccination and support the vaccination program. Besides, at the end of the sentence, an exclamation mark indicates that this sentence is a command. The other sentences such as “Get your shot”, “Share on social media”, and “Encourage at least 3 other people to get vaccinated” are also considered as a directive speech act. These sentences directly ask people to get their vaccine, to share this poster on the social media, and to encourage at least 3 other people to also get vaccinated. Besides those three sentences, the last one which is written as “STAY SAFE MN” is also considered a directive speech act. This sentence asks all the Minnesota citizens to maintain health and always stay safe in this pandemic.

c. P-USA-3



Non-Verbal Analysis of P-USA-3

There are five elements that are indicated as sign; an illustration of a girl, a laptop, an injection, a virus, and a background of green.

The first and most dominating sign in this poster is an illustration of a girl with a wavy hair. The meaning behind this illustration is speaking about a representation of society in general. Next, the second sign is a laptop. As it is known, laptop is one of electronic devices which can provide and help people to reach various information. As the poster shows, it is seen that the girl is seeing and using the laptop. Here, the sign of laptop is holding a big role. Through this sign, it is shown that the reader can access the information very easily through an electronic device. In the third sign, there is an illustration of an injection. Besides the laptop, this illustration also plays a role in this poster.

This sign shows the reader what she is looking for is about the vaccine information. This sign points out the focus of this poster about. As the third sign, the fourth sign also tells the same meaning. The fifth element is the green background in this poster. Green is a representation of the color of nature which gives the impression of freshness, peace, empathy, while providing a relaxing effect and also symbolizing healing. In the world of psychology, green is often used to help those who are in a stressful situation to calm and balance their emotions. As the explanation, the purpose of green background in this poster is to show a positive calm situation in today's bustling situation. Besides, it also symbolizes healing.

Verbal Analysis of P-USA-3

There are tagline and sentence that indicate the verbal sign: “Learn how you can get the COVID-19 vaccine” and “the COVID-19 vaccine is another important tool to help stop the pandemic”. From the speech act analysis, there are two acts found in the tagline and sentence of P-USA-3, they are directive and representative.

The directive speech act can be seen from the sentence “Learn how you can get the COVID-19 vaccine”. This sentence invites all the readers to read about the way to get the Covid-19 vaccine and other vaccine information through the website that is written on the poster. While the sentence “the COVID-19 vaccine is another important tool to help stop the pandemic” is considered as a representative. Here the sentence informs the readers that vaccine is one of ways to stop and get out of this pandemic.

5. Conclusion

From the analysis above, it can be concluded that the verbal elements that appear in every poster contain directive, commissive, and representative speech acts. The Indonesian poster use 2 representative, 2 directive, and 2 commissive speech acts. While, the USA poster use 3 representative and 6 directive speech acts. The directive, representative, and commissive are evenly used in Indonesian posters, while directive speech act is mostly used in USA posters.

The verbal signs in the posters aim to get the readers to be vaccinated and to inform the readers about the pandemic. For the nonverbal element, the Indonesian poster use 18 signs, while USA poster is 13 signs. The visual signs depict the meaning of each poster and support the verbal signs. The differences between Indonesian posters and USA posters is Indonesian posters use real people as models while the USA poster use illustrations. The Indonesian posters focus on the visual element, while the USA posters focus on the verbal element. Furthermore, Indonesian posters use government official and government institution logos in the poster while the USA poster only attach the institutions' website. The model and illustration also support the sentences and taglines in the posters. The USA institution posters focus on Covid-19 prevention efforts that deal with the importance of the vaccine and family health. In contrast, the Indonesian government relates Covid-19 prevention and vaccination to religion especially Islam and as an act of nationalism. To sum up, these posters suggest that both governments try to get their people to be vaccinated because it is considered as an effective way to prevent and stop Covid-19.

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