

**ANALISIS PRAGMATIK MULTIMODAL DALAM POSTER  
KAMPANYE PENCEGAHAN DAN PENGENDALIAN *CORONAVIRUS*  
*DISEASE (COVID-19) DI INDONESIA***

Tesis

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Magister  
Humaniora pada Program Studi Linguistik UPI



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**Analisis Pragmatik Multimodal dalam Poster Kampanye Pencegahan dan Pengendalian *Coronavirus Disease* (COVID-19) di Indonesia**

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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Humaniora (M.Hum.) pada Program Studi Linguistik Sekolah Pascasarjana

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## ABSTRAK

Penggunaan beragam sumberdaya semiotik sebagai medium penyampaian pesan dalam masyarakat kontemporer telah menuntut pembaca untuk mampu memahami, menanggapi, dan merangkai makna melalui pengetahuan teks multimodal. Penelitian ini bertujuan untuk mengkaji makna pragmatik yang disusun oleh produsen serta mencermati bagaimana pembaca memberikan respon terhadap poster kampanye pencegahan dan pengendalian *Coronavirus Disease (COVID-19)* di Indonesia. Penelitian ini menggunakan analisis tiga dimensi Sara Dicterto (2018) yang terdiri atas representasi semantik moda individual (verbal dan visual), representasi semantik teks multimodal (hubungan antar moda), dan makna inferensial (makna pragmatik) serta menggunakan pendekatan *thematic analysis*. Sumber data primer yang digunakan adalah sepuluh poster kampanye yang dipilih secara purposive sedangkan sumber data sekunder berupa hasil kuesioner dari lima puluh responden dengan kriteria yang sudah ditentukan sebelumnya. Temuan penelitian menunjukkan bahwa representasi semantik teks individual didominasi oleh moda visual melalui bentuk objek berupa logo dan simbol, representasi semantik teks multimodal didominasi oleh relasi *equivalence* sub-jenis *agent-object* sehingga pembaca dituntut untuk mampu memahami moda verbal dan visual secara bersamaan, dan makna inferensi poster secara umum berfungsi sebagai medium dalam menyampaikan pesan kampanye, membangun citra produsen, dan penanda kredibilitas sebuah sumber informasi. Respon kognitif dan umpan balik positif yang mendominasi mengindikasikan bahwa pesan dalam poster kampanye telah diterima dengan baik oleh pembaca. Sebagai simpulan, hasil penelitian menunjukkan bahwa poster kampanye terdiri atas beragam sumberdaya semiotik yang dapat mempengaruhi pembaca.

Kata-kata kunci: Pragmatik multimodal, poster kampanye, analisis tiga dimensi Dicterto (2018), dan *thematic analysis*

## ABSTRACT

The use of various semiotic resources as a medium of messaging in contemporary society has demanded that readers comprehend, respond to, and connect meaning through multimodal text knowledge. This research aims to examine the mode of multimodal text (in pragmatics) that producers compile and observe how readers react to posters of Coronavirus Disease (COVID-19) control and prevention campaigns in Indonesia. This study used Sara Dictero's three-dimensional analysis (2018) consisting of semantic representations of individual modes (verbal and visual), representation of multimodal text (intermodal relationships), and inference meanings (pragmatic meanings) and also used a thematic analysis approach. The primary data source used was ten campaign posters selected purposively, while secondary data sources were the results of questionnaires from fifty respondents with predefined criteria. The study findings showed that semantic representations of individual text dominate visual mode through the shape of objects in logos and symbols. The semantic model of multimodal text dominated the agent-object subtype equivalence relationship. So, the reader must be able to understand verbal and visual modes simultaneously. In addition to the meaning of poster inference, it also acts as a medium for delivering campaign messages, enhancing producers' image, and establishing the reliability of a source of information in general. The dominating cognitive response and positive feedback indicated that readers had well received the message in the campaign poster. To conclude, this research showed that the campaign posters consist of various semiotic resources that influence the readers.

Keywords: Multimodal pragmatics, campaign posters, Dictero's three-dimensional analysis (2018), and thematic analysis

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