

## ABSTRACT

Astiti., Ni Made Menuh. 2023. **The Semiotics Analysis of Verbal and Visual Signs Found in COVID-19 Posters Taken from Facebook Account of World Health Organization South East Asia Region – (WHO SEARO)**. English Study Program, Faculty of Foreign Languages, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S., M.Hum.; Co-supervisor: I Gusti Ayu Mahatma Agung, S.S., M.Hum.

This study concerns on semiotics that occur in COVID-19 posters from the Facebook account of World Health Organization South East Asia Region – WHO SEARO. The study aims to find out the verbal and visual sign and also explain the message conveyed by verbal and visual sign in COVID-19 posters from Facebook account World Health Organization South East Asia Region – WHO SEARO. The data were taken from the COVID-19 posters from Facebook account World Health Organization South East Asia Region – WHO SEARO by applying the semiotics theory proposed by Barthes (1964), the theory of meaning by Barthes (1977) and supported by the theory of color term by Wierzbicka (1996). The researcher analyzed three posters from Facebook account by using the descriptive qualitative method. The result of this study shows that data 1 consists of 5 verbal signs and 10 visual signs, data 2 consists of 8 verbal signs and 4 visual signs, and the last data which is data 3 consists of 4 verbal signs and 4 visual signs. So, from three posters consist of 17 verbal signs and 18 visual signs. Based on the analysis of the posters, it can be concluded that the verbal sign contains a lot of declarative sentences containing information, such as the protective measures to avoid the virus, the date of the data posted and the characteristic of the antigen test. The visual sign is used to support the ideas of verbal sign and also emphasize certain recognitions through visualizations, images and colors.

*Keywords: semiotics, verbal sign, visual sign, COVID-19, poster, WHO*