

Social Semiotic of COVID-19 Health Protocol: Systematic Functional Linguistics

I Ketut Suardana

English Program, Bali Dwipa University, Indonesia
 Email Correspondence: suardanate920@gmail.com

Abstract

Background:

Covid-19 is viewed as multimodality, it can be analyzed from many lives aspects point of view. This research analyzed Covid-19 health protocol from Systemic Functional Linguistics perspective.

Methodology:

The research employed qualitative research, phenomenology research. The researcher observed communities' health protocols to find the data. The data were taken in Denpasar from 2020 to 2021 in connotative references by non-verbal language.

Findings:

The research suggested that (i) Using masker is interpreted that we must control what we speak. What we speak must have correlation with Grice's maxims theory. (ii) Using face shield is associated with thinking positively. We must think positively in every phenomenon. (iii) Washing hands means that we must use our hand based on the right function. (iv) Working from home is interpreted that we have to improve our selves through learning and studying. (v) Keeping distance is associated that we have to focus on what we want to achieve.


Conclusion:

The ideology of social behaviors represents that we have to follow the moral values embedded in such non-verbal language to get harmony. The findings of the texts are (i) the text belongs to motivation to get harmonies in the life, (ii) the text teaches us how to get success, and (iii) the reference of the signs is categorized rheme. The text is categorized as procedural text.

Originality:

The research is hoped to be able to give the meaning of health protocol performance by social semiotics approach.

Key words: health protocols; connotative; ideology; maxim

DOI	:	https://doi.org/10.24903/sj.v8i2.998
Received	:	July 2023
Accepted	:	October 2023
Published	:	October 2023
How to cite this article (APA)	:	Suardana., I., K. (2023). Social Semiotic of COVID-19 Health Protocol: Systemic Functional Linguistics. <i>Script Journal: Journal of Linguistic and English Teaching</i> , 8(2), 247-262. https://doi.org/10.24903/sj.v8i2.998
Copyright Notice	:	<p>Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a <u>Creative Commons Attribution 4.0 International License</u> that allows others to share the work with an acknowledgement of the work's authorship and initial publication in this journal.</p> 

1. INTRODUCTION

Covid-19 has occurred in the world since 2019 so it is called Covid-19. It has brought many effects in the world, for example, medical, economic, social cultural and other effects. Those effects come in the same time so many people get panic in communities. The main frightening effect in communities is medical effect because such effect makes many people get frightened. Many community members become victim of the disease. Government through the related institutions campaign the disease including the how the disease comes and how to anticipate the disease ([Aulani, 2020](#)).

Empirically, such phenomena are associated with medical phenomena since the phenomena lead negative impacts in the world. The impacts can be seen from all life aspects in the world. Such impacts were felt in Bali because Bali is supported by tourism industry. Many tourism employers got dismissal from the work. Such phenomena caused many unemployment in Bali ([Sembiring, 2021](#)).

Nevertheless, Covid-19 must be also seen from positive impacts for communities in semiotic point of view. The reference of social behaviors done by communities were realized with health protocol. There are some numbers of Covid-19 health protocols which can be interpreted from semiotics perspective. The health protocols are considered as non-verbal language which have certain reference in community. Every phenomenon occurring in community is considered as social phenomenon as long as it is suited with the social context ([Fairclough, 2001](#)). The health protocols can be considered as a text because they occur with certain social context.

Regarding to such statement, health protocol can be interpreted in different references which are suited in social context and ideology. It means that different social context creates different references. The different references of text are influenced by differences of academical discipline, level of education, social and culture, certain purpose, and others. It is called potential meaning ([Halliday, 1999](#)). Interpreting text of Covid-19 can be interpreted from denotative and connotative references. This research observed the text from connotative perspective through social behaviors done by communities living in Denpasar.

The health protocols which were found in Denpasar were, namely; (i) using masker, (ii) using face shield, (iii) washing hands, (iv) working from home, (v) keeping distance, and (vi) doing vaccination. The health protocols were analyzed in linguistic perspective by Systemic Functional Linguistic (SFL). SFL is more popular in verbal language than non-verbal language because SFL emphasizes linguistic proof realized by three aspect such as; phonology, lexicogrammar, and semantic discourse. Verbal language does not involve those aspects, but it

involves context of situation, context of culture and ideology (Eggins, 2004). The analysis of the health protocols needs deep interpretation based on the context and ideology applied in Denpasar-Bali during Covid-19.

Previous researchers analyzed semiotic in movie such as; Putri et al. (2022). The research analyzed sign in denotation, connotation and myth. The references of the sign were defined by the social context. Prasojowati et al. (2019) analyzed sign in cigarette product. That research analyzed the pictures on the cigarette package with deep interpretation. That research found messages associated with health conveyed through the cigarette package for active and non-active smokers. Diantari and Putri (2022) did research in semiotic analysis. The focus of the research was verbal and visual signs used in ASUS advertisement. The research found denotative and connotative message conveyed by signs.

Fitria (2017) did research on advertising campaign of the governor and vice governor candidates of Bengkulu Province in 2015 by using Peirce theory of sign. The candidates used very interesting signs in advertising on television. The signs were realized with color, background, local figures, the candidates, and geography. Another research was done by Wulandari and Siregar (2020). The research analyzed short story by Peirce theory. The result of the research indicated that the short story used icon, index, and symbol. Anwar et al. (2018) did research about symbol of National library by using Peirce theory of sign. The result of the research stated that (i) star was interpreted as the natural shine and (ii) the opening book was interpreted as library wealth. The two signs represented that library is lifelong learning.

Suardana (2021) analyzed Balinese narrative text entitled *Měn Brayut*. The research analyzed the social semiotic of the text. The qualitative research was used for the research by library research with grounded theory. The result of the research indicated that *Měn* is interpreted as *God*, *Brayut* is interpreted as *love* or *care*. The meaning of *Měn Brayut* means that *The God love and care very much to all of living thing in the world*.

Semadi (2021) did research in Balinese written narrative text entitled *I Durme Anak Lara* by SFL theory. The focus of the research was social semiotic of the text by analyzing behavioral process applied in the text. The research applied qualitative research with library research. The research result suggested that happiness in the life must be done through serious and continuous efforts. The success is obtained from some kinds of problem. Everybody has own problems which must be solved with patience, continuity, sincerity feeling.

Bratayadnya et al. (2021) did research Balinese narrative text of *I Lubdaka Maboros* from social semiotics SFL perspective. The problems proposed for the research were context of

situation, context of culture, and ideology of the text. The qualitative research was used to analysis the research, library research. It was grounded theory applied in the research, namely it developed the theory of social semiotics. The research result indicated that we have to control our ego called *Sapta Timira* ‘Seven social behaviors causing destruction for our lives’, they are related to arrogances, namely: (i) beauty or good looking, (ii) wealth, (iii) cleverness, (iv) social status in communities, (v) strength, (vi) alcohol drink, and (vii) bravery. The ideology of the text taught us how to control our bad emotion in communities.

The previous researches mentioned above have similar focus on semiotic analysis with this research. Each analysis has own context so to find the reference of the sign, the research must comprehend the context whether the reference has denotative, connotative, or myth. they need deep analysis to find out the references. However, this research has differences in the theory used to analyze the data.

This research aimed to explore the references of Covid-19 health protocol from connotative perspective. As mentioned above, the theory which is used for this research is SFL proposed by Halliday (1999) and supported with two theories. The first supporting theory is triadic theory of sign proposed by Peirce (Short, 2007; Chandler, 2007). The second supporting theory is Cooperative Principle called maxim proposed by Grice (1991). The theory of SFL is used to analyze context and ideology to find out the references of sign, the theory of triadic of sign is used to identify representamen, interpretant, and object, and the theory of maxim is used to signs related to speech.

This research is categorized as new research. Therefore, there are some findings which can be useful for communities’ knowledge. In addition, this research is expected to able to stimulate other research to do non-verbal language research in semiotic analysis. This research findings are not only for academics purposes, but the findings are also useful for non-academic purposes.

2. THEORITICAL FRAMEWORK

As mentioned above, SFL focuses on analysis of language based on the context. Language and the context establish certain meaning called potential meaning (Halliday, 2014). The analysis of SFL involves: phoneme, lexicogrammar, semantic discourse, context of situation, context of culture, and ideology. The whole analysis of those stratum is called text (Halliday, 2014). Text can be classified into two forms, they are: (i) verbal text involving spoken and written texts and (ii) nonverbal text. Verbal text analysis is from phoneme, lexicogrammar, context of situation, context of culture, and ideology. Whereas, nonverbal text involves social

behavior realized with social phenomena occurring in communities such as: using masker, using face shield, working from home, washing hand, and many others.

Context of situation involves three aspects, namely; field, tenor, and mode ([Halliday, 2014](#); [Halliday & Hasan, 1999](#); [Martin & Rose, 2008](#)). Field is associated with some aspects, namely; what happens, participant involving the actor and the target, what kind of activity, how the activity is done, time, and place. The participant serves certain functions based on kinds of activity is performed whether the participant serves as actor, target, benefit or others. Tenor is associated with the relationship between among the participants. The relationship is related to the position owned in community. Each participant has certain position in community whether it is permanent or temporary status, involving vertical or horizontal relationship. The relationship among the participants can be found in social interaction involving language use. Mode is associate with the media used to communicate. The media has close relationship with language. Mode is related to how the language is formulated as communication tool so the participants enable to use easily.

Context of culture is associated with more abstract meaning interpreted from cultural values. Context of culture uses interpretation taken from context of situation. Certain event performed by certain communities may have different way of performing. It is caused by different context of situation. For example, asking one to do something in community must have certain strategy because the participants (the speaker and the listener) have own culture involving esthetic, ethic, and logic. The three aspects are related to technique or strategy to approach the target. To achieve the target, there are certain steps which must be performed ([Eggins, 2014](#)). Therefore, context of culture is associated to stages to achieve the goals expected by communities.

Ideology of text is more abstract than context culture. Ideology of text uses analysis of context of culture to find out the essence of the text. The word of ideology is derived from the word “idea’ and “logy”. “Idea” is associated with thought, behavior, and work which are performed by certain group living in certain society collectively. Therefore, the concept of ideology is every social behavior including the result and the way of thinking which is stipulated by the communities. Ideology in linguistics is associated with language in function. Therefore, it is related to social context ([Halliday, 2014](#); [Martin, 1992](#)) namely; what the signs refer to, how the signs are organized, what media should be used, to whom the signs are intended, who create the signs, and what language are used to convey the messages.

Peirce's theory is very important for this research because the data for this research were taken from non-verbal language namely social behaviors related to health protocol behaviors. The concept of the theory is called triadic ([Short, 2007](#); [Chandler, 2007](#)), involving representamen, interpretant, and object. The three aspects have social and cultural linkage to create certain reference. Each of the three aspects is categorized as first, second, and third. The first is associated with the reference of sign which has potential reference, sign can be interpreted in different point of view. The second is associated with the reference of sign which is considered as fact, many communities know the reference of sign. The third is associated with reference of sign which is legalized.

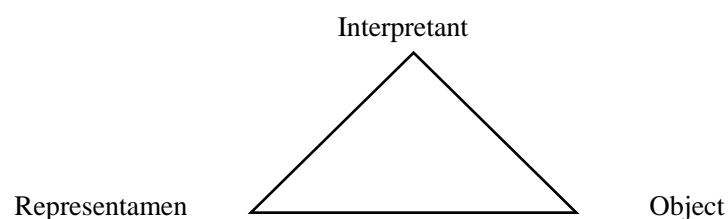


Figure 1. The proposed theory

Representamen is sign which is used to represent the message in society. The representamen can be realized with word, clause, code, picture, action, or others which will be understood by communities where the sign work. Representamen is associated with denotative reference. Representamen can be classified into three sub categories, namely; qualisign, sinsign, and legisign. Qualisign is associated with the character or quality of the sign. It is categorized as the first. Sinsign is associated with the existence or fact that the reference of sign is accepted by all communities. Legisign is associated with the sign has been accepted by all communities with legal or conventional ([Kaelan, 2009](#)).

Object is the entity which is used to convey the reference. Object which is used convey the reference can be divided into icon, index, and symbol. Icon is stated that the signifier resembles to the signified. The users of language understand easily regarding to the reference of sign. The resemblance can be seen from many aspects such as: picture, color, sound, form, character, and many others). Index is related to signifier and signified which they have cause and effect. The signifier represents the cause of event, while the signified represents the effect. Symbol is stated that the signifier does not resemble with the signified. The meaning of sign is conventional, understood by all of the participants living in certain communities where the signs work. Symbol is associated with metaphor since what the sign conveys does not have similarity with the reference or it is considered as connotative sign ([Kaelan, 2009](#)).

Interpretant is reference of sign. The reference is the analysis of sign and the object which is suited with social and cultural perspective. Interpretant is associated with connotative references. Interpretant can be classified into three aspects, namely; rheme, Design, and argument. Rheme is the reference of sign which has probability reference, one can give some interpretation for sign based on the view, it can be denotative or connotative reference. Design is the reference of sign based on the fact. Argument is the reference of sign which has been accepted ([Kaelan, 2009](#)).

Grice's theory emphasizes maxim of speech community. The theory is very important for community because the theory teach us how to speak properly to others. Grice ([1991](#)) proposes the way to speak based on context called maxim, namely: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. Maxim of quantity is maxim associated with the number of topics are used in performing social interaction. The concept such maxim is how to control our speech, we are not supposed to speak when it is not needed. Maxim of quality is related to the quality of language used in social interaction. We are not supposed to speak anything which cannot be proved with the fact. We must speak based on fact or reality. Maxim of relevance is maxim associated with what we speak must have relevance with what we do. Maxim of manner is associated with the way to speak such as: to whom we speak, where to speak, what tool we use to speak, what language we use, what intonation is used to speak, and many others. Those maxims are very closed to situation and culture contexts.

3. METHODOLOGY

This is anthropological linguistics, this research focuses on how language is used based on the culture in area ([Duranti, 1997](#)). The reference of the text is suited with context occurring in community. Health protocol behaviors are non-verbal language forms which can be analyzed from connotative perspective. As mentioned previously, this research analyzed the signs which were realized with Covid-19 health protocols from linguistics point of view. Therefore, the research is semiotic research ([Chandler, 2007](#)).

This research used qualitative research ([Yusuf, 2016](#)), phenomenology research. The researcher observed the communities performing Covid-19 health protocol in Denpasar in 2000-2001. The health protocols were realized with some behaviors such as; using masker, washing hands, using face shield, keeping distance, and working from home. Those health protocols were performed very tightly in Denpasar during Covid-19. Most people living in Denpasar did not brave to break the regulation by the related institutions of Denpasar. Therefore, the social activity did not run very well. The data were taken in Denpasar with

method of introspection ([Mahsun, 2019](#)), the method used the research's ability to use language in observing the data by finding other references.

The theory used for this research is the theory of SFL known as social semiotic proposed by Halliday and Hasan ([1999](#)) and Halliday ([2014](#)). The theory focuses on language in context which involves context of situation and context of culture ([Martin & David, 2008](#)). The ideologies of the text were taken from the analysis of context of situation. The theory of SFL was supported by two theories, namely; the theory of semiotic proposed by Peirce ([Short, 2007](#); [Chandler, 2007](#); [Kaelan, 2009](#)) and the theory of speech act known as maxim which was proposed by Grice ([1991](#)). Grice's theory was used to analyze the datum of using masker since the datum was viewed as speech act. The two of supporting theories have close relationship with SFL because those theories focus on language in context. The combination of those theories enables to find the reference of the signs.

The data were analyzed in connotative reference since this research focused on linguistic research. The data were analyzed with extralinguistic since the data were analyzed with signs and the context ([Mahsun, 2019](#)). The data were associated with beliefs or ideologies applied in Balinese communities. The results of the analysis were used as references of sign.

The results of this research were presented in description. Each of the sign was organized and completed with the reference of the sign. The presentation of the research result eased the readers to understand connotative references of Covid-19 health protocols.

4. FINDINGS & DISCUSSION

In this section, the analysis is divided into three problems formulated in the previous section, namely; context of situation, context of culture, and ideology.

4.1 Context of Situation

Context of situation is related to physical point of view. The context of situation can be seen from emphatical view so context of situation is viewed as denotative references. Context of situation is associated with social behaviors performed in Denpasar during Covid-19. Every community performed the health protocol very tightly in Denpasar when social interaction was performed. The related institutions controlled the communities when social interaction was done. That control made the social activity restricted in the community. There are some positive and negative effects resulted from health protocols which were felt by some communities in denotative meaning.

- a. Using masker made the communities feel uncomfortable. The communities felt that their activities disturbed because they felt that they could not speak as they wanted. They also found negative effect by using masker such as; allergies in round of face (pimples, itchy).
- b. Using face shield made the users feel uncomfortable in their activities because the users head were bound with the rubber binding.
- c. Washing hands made the communities healthy. Food and drink taken with healthy hand made the body healthy.
- d. Keeping distance made the communities not do many works. Keeping distance were realized with some traditional behaviors which they had performed before Covid-19 such; shaking hands, gathering, selling some goods or products, and some others.
- e. Working from home made many communities not work outside because most of Balinese communities worked in informal and private offices. The regulation made the communities jobless.

4.2 Context of Culture

Context of culture is related to norms which are embedded within the text. Context of culture is associated with non-physical view, but it is associated with beyond clause or real social behaviors. It is associated with the reference beyond Covid-19 health protocols. The connotative references of the protocols were analyzed as below;

Using Masker

Using masker can be interpreted more abstract way. Our breath is interpreted as our speech. It is associated with what we speak. We must be careful to speak to others because language has certain power. What exists in our thought can be realized with language ([Hurn & Barry, 2013](#)). A wise man will never use impolite language to others because she/he always has positive thought, every phenomenon is seen in positive matter. A wise man always respects others by using polite language.

Bad smell released from mouth is interpreted that what we speak can hurt others. It means that impolite language must not be released in communities because it stimulates situation to get worse. Language is not as viewed as communication tool, but it has power. Language is not only viewed from the word or clause. however, language has certain symbolic ([Bourdieu, 2020](#)).

The representamen is realized with language has power, language has positive and negative impacts. The object is realized with using masker. The interpretant can associated with Grice's

maxim, namely: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner ([Grice, 1991](#)).

1. Maxim of quantity, we must speak based on what the target or the listener's need. We cannot speak what we want if the listener does not need. Speaking based on quantity is very important in communities because speaking excessively makes the listeners uncomfortable.
2. Maxim of quality is related to the quality what we speak. We speak based on data or proof. We must not speak as we want. Thinking twice about the effect of what we speak before speaking. Many people can be provoked with illogical reason which enables to make chaos. We are expected to speak based on the truth or logic. We have speak based on norms applied in communities.
3. Maxim of relevance is related the relevancy of what we say. It is related what we speak must be suitable with what we do. Promise must be filled in order other people believe in what we speak. The trust given by others must be held tightly. The trust can emerge because of the relevance of what we speak and act in communities.
4. Maxim of manner is related to how we speak to others in order what we speak can be understood easily for examples; using simple clause or simple way, lexical choices, the media, style of language, speaking politely, and others.

Using Face Shield

The representamen is realized with good thought, speech, and view. The object is signed with using face shield. The interpretant is associated with the way language use. Face shield is one of instruments used to prevent face from direct air. The appearance is limpid. It symbolizes that we have to think of every phenomenon positively. Every positive thinking results positive result. Thinking as clear as water will lead our brain positive so what we hope can come true. The relation of such behavior is that what we think will be realized in the language use. Good thinking which is kept in the mind will be realized with polite language. The language will be actualized with social behavior in communities. The use of nonverbal language can be valued by others in communities, called appraisal ([Martin & White, 2008](#)). In other word, our thought defines our language whether verbal or nonverbal languages. Using face shield can be interpreted in language application in communities. Positive thinking can be construed as below.

1. We have to respect others when social interaction is performed. Respecting others represents the speaker's mental quality. Speaking politely makes others feel be respected,

in turn the listener respects the speaker. Therefore, this phenomenon indicates social behavioral reciprocal. It means that if we want to be appreciated in communities, we must use the appropriate language.

2. We have to say thank you to others who give some help as appreciation. Thanking to the right persons represents the speaker's good ethic in communities. The persons who ever give some help to the speaker feel satisfied when giving some helps, (Leech, 2014).
3. We have to say apology when making some mistakes or disappointment to others. Such social behavior indicates that sense of responsibility of what we do (Leech, 2014).
4. We have to say congratulation to persons who get their achievement. Such social behavior indicates the speaker is happy because others get success. Their achievement is appreciated by the speaker so others will appreciate the speaker as well by saying "Thank you". In addition, we must say "good wishes" for others who do their effort. Such phenomenon can motivate them to do their best.

Washing hands

The representamen is realized with using the hands appropriately. The object is signed with washing hands. Washing hands makes our hands clean. The word "clean" is interpreted as positive use. The appropriate use results harmonies for the lives because we work with hands which can help others in any aspects. In contrast, inappropriate use of hands makes troubles. For example, many kinds of criminal behavior are found in communities in which such behaviors use hands in inappropriate use such as: stealing, killing, rubbing, scratching wall in public area, and many others. The sign of washing hands is interpreted as below.

1. Write our life program, fill with positive activities in our program. It involves the steps what we should do for the first time and the next step. Plan our program very well. Good planning for our lives will give good result quality.
2. The hands can be used to help others. Helping others in communities represents harmonies in the life. Such social behavior indicates that Indonesian people apply *gotong royong* 'work together' based on *Pancasila* 'five principles held by Indonesian people to achieve national goal'.
3. If we are lectures, writing books or other academic works is very important increasing educational quality. Writing academic writing does not only give any advantages for the writer, but it also helps others by reading the writing that we do.

Working From Home

The representamen is realized with working based on ability. The object is signed with working from home. The word “home” is not interpreted from denotative point of view, it is interpreted from connotative reference. The word “home” can be interpreted as “one’s body or personality’. Personality has own profession based on ability. Therefore, working from home can be interpreted from professional ability as below.

Thanking of our capability is very essential. We are very unique, we have own ability which must be improved for communities’ need. We must work from anywhere based on our profession. For examples, working as a lecturer, the word “home’ is interpreted as body and creativity’. A lecture must be creative by doing academical research, writing academical books, doing innovative teaching, and creativities. The word ‘home’ for businessman is interpreted as ‘innovation’ to create products which are required by markets.

Keeping Distance

The representamen is realized with not so close with others. The object is signed with keeping distance for example sitting no so close, not shaking hands, and others. Keeping distance is not seen as place, but it is associated as focusing on the achievement. If we aim to achieve our goal, there are some steps that must be followed very well. In the middle of doing process, there are some problems that obstruct to achieve the goal. The problems may come from internal or external aspects. The internal aspects may come from our ego. In the middle of process of achieving the goal, there will be other interests which can endanger the main goal so the main goal will be obstructed by interest which does not have correlation with the main goal. The problems from the external aspect are from the environment where we live. The environment aspects can be obtained from interference of friends. if we cannot control them very well, the goal will not be realized. The sign of keeping distance can be interpreted as below.

1. Focus on the benefit or advantage of our goal, we are not supposed to think the negative impact dominantly. If we say “we can achieve”, it will come true. Otherwise, if we are in doubt in our goal, it will bring failure. Having self-confidence to achieve the goal is must. The success of achieving the goal is determined by how far we have self-confidence in our mind,

2. Surrendering ourselves to the God is very important because we believe that we must do efforts. However, the result is defined by the God. Such social behavior is performed to control our ambition.
3. Finding the right environment to get success is very important. The right environment has very important role to determine the success. Environment may become obstacle or it may support. Halliday, (2014) states that we learn from environment, the environment gives everything through verbal or nonverbal languages. Therefore, the personal characteristics can represent the characteristic of environment. The relation with language, the used language can be used to identify the character of the environment where we live (Skinner, 2013).

4.3 Ideology

As mentioned previously, Covid-19 health protocols are viewed as nonverbal text because it is categorized as social phenomenon involving social behaviors that happens in communities (Halliday, 2014). The ideology of the text is related to field, tenor, and mode. Those aspects can be construed as follow.

Field, we are supposed to improve our creativities to achieve our goal. The process of improvement to get the success emerges some kinds of problem. Such problems must be seen as challenge instead of obstacle. The problems make us think more creatively to find out the solutions so we will be much easier to adapt in some kinds of environment. Persons who have more creative, innovative and inspired thought will get mature mental process development.

Tenor, using appropriate language represents that the characteristics of the language user. We will be appreciated by others when we use polite language because we can humanize others. Therefore, we can be assessed by others who we are based on the language used in social activities (Martin & White, 2005).

Mode, the language used in the text is nonverbal language realized with social behavioral such as: using masker, using face shield, washing hands, working from home, and keeping from distance. Such social behaviors are interpreted from connotative point of view. The aims of such social behaviors are to create harmony life in communities. Appropriateness in using language makes social interaction work very well. We can respect ourselves from our language spoken to others. By using polite language, we can attract others' sympathy and empathy in turn they appreciate the speaker.

This text emphasizes non-verbal language which is realized with Covid-19 health protocols. The analysis of the research results in three findings.

1. This is semiotic research which uses the analysis from connotative perspective. The signs used in the text can be seen from Peirce theory of sign. The representamen is legisign because the health protocols can be seen as denotative references. Many communities understand the representamen since the government compinged the references of the object, The object is health protocols that had to be performed by all of communities living in Denpasar. Therefore, the object is categorized as symbol. The interpretant is rheme because the reference of the signs is analyzed from connotative perspective, not all people know the reference of the signs ([Kaelan, 2017](#)).
2. This text is categorized as self-motivation which is realized with Covid-19 health protocols. The messages embedded within the text are categorized as procedural text ([Wiratno, 2018](#)) since the messages contain stimulations for communities to achieve harmony by performing a number of steps.
3. The messages of the text teach us how to use language to get our success in the life. Using appropriate language represents good character for the language user ([Halliday, 2014](#)).

5. CONCLUSION

Covid-19 health protocols are viewed as multimodality. The phenomenon can be seen from many aspects. This research emphasizes the phenomenon as connotative references. The research is procedural text because the messages of the text invite us to do some social behaviors to get harmonies. Keeping distance is interpreted that we have to focus on our goal to get success. Using face shield is interpreted that we have to think phenomenon positively. Using masker is interpreted that we have control our speech, namely; speaking based on quality, quantity, relevant, and manner. The representamen of the signs is categorized as legisign because the health protocols were legalized by the government. The object of signs is argument since all communities know the relationship between the representamen and the object. The interpretant is rheme because the references of the sign are interpreted from connotative references. Therefore, not all people can interpret the signs.

This result of the research is expected to be able to give the references of the signs which were realized with Covid-19 health protocols for communities. In addition, the research is expected to be able to add knowledge about semiotics so this research is expected to stimulate other researches to do other signs from semiotics analysis.

6. REFERENCES

- Anwar, R. K., Hapsari, I. A., & Sinaga, D. (2018). Analisis semiotik Charles Sanders Pierce mengenai logo baru Perpustakaan Nasional Republik Indonesia. *Jurnal Kajian Informasi & Perpustakaan*, 6(2), 123-138.
- Aulani, P. A. (2020, August 14). *Naskah Lengkap Pidato Presiden Jokowi 2020*. Kompas Online. <https://jeo.kompas.com/naskah-lengkap-pidato-kenegaraan-presiden-jokowi-2020>
- Bratayadnya, P. A., Suparwa, N., Yadnya, I. B. P., & Satyawati, M. S. (2021). The Context of I Lubdaka Maboros: Systemic Functional Linguistics Perspective. *The International Journal of Social Sciences World (TIJOSSW)*, 3(1), 70-78.
- Bourdieu, P. (2020). *Bahasa dan Kekuasaan Simbolik*. IRCiSoD.
- Chandler, D. (2007). *The Basic Semiotics*. London and New York. *Routledge*. Retrieved April, 23, 2021.
- Danesi, M. (2004). *Messages, signs, and meanings: A basic textbook in semiotics and communication* (Vol. 1). Canadian Scholars' Press.
- Diantari, N. P. A., & Putri, I. G. A. V. W. (2022) Semiotic Analysis Found on Selected Scene in Asus Video Advertisement. *PRASASTI: Journal of Linguistics*, 7(2), 196-211. <https://doi.org/10.20961/prasasti.v7i2.64747>
- Duranti, A. (1997) *Duranti, Linguistic anthropology*. (Cambridge textbooks in linguistics.) Cambridge & New York: Cambridge University Press, 1997. Pp. xxi, 398. Hb 19.95. *Language in Society*, 28(4), 579-582.
- Eggs, S. (2004). *Introduction to systemic functional linguistics*. A&C Black.
- Fairclough, N. (2001). *Language and power second edition*. London: Longman. *and power relations in Nigerian newspaper headlines*. *Nebula*, 4(1), 218-245.
- Fitria, R. (2017). Analisis Semiotika Charles Sanders Peirce Dalam Iklan Kampanye Pasangan Calon Gubernur Dan Wakil Gubernur Provinsi Bengkulu Tahun 2015. *MANHAJ: Jurnal Penelitian dan Pengabdian Masyarakat*, 6(1), 44-50.
- Grice, P. (1991). *Studies in the Way of Words*. Harvard University Press.
- Halliday, M. A. K. (2014). *Language as social semiotic*. The Discourse Studies Reader. Amsterdam: John Benjamins, 263-272.
- Halliday, M. A. K., & Hasan, R. (1999). *Language, context, and text: Aspects of language in a social-semiotic perspective*. Oxford University Press
- Halliday, M.A.K (2014). *Halliday's Introduction To Functional Grammar 4th Edition*. Matthiessen (Editor). London: Routhledge.

- Hart, C. (2014). *Discourse, grammar and ideology: Functional and cognitive perspectives*. Bloomsbury Publishing.
- Hurn, Brian and Barry, T. (2013). *Cross-Culture Communication Theory and Practice*. New York: Palgrave Macmillan.
- Kaelan, MS. (2009). *Filsafat Bahasa Semiotika dan Hermeneutika*, Yogyakarta. *Paradigma*.
- Leech, G. N. (2014). *The pragmatics of politeness*. Oxford Studies in Sociolinguis.
- Mahsun, M. (2019). *Metode Penelitian Bahasa. Tahapan, Strategi, Metode, dan Tekniknya*. Rajawali Press.
- Martin, J.R. and P.R.R. White. (2005). *The Language of Evaluation Appraisal in English*. New York: Palgrave Macmillan.
- Martin, J. R., & Rose, D. (2008). Genre relations: Mapping culture. *Equinox*
- Prasojowati, M. W., Natsir, M., & Ariani, S. (2019). A semiotic analysis found on the cigarette products. *Jurnal Ilmu Budaya*, 3(1).
- Putri, A. F., & Inayah, A. (2022). A Semiotic Analysis of Aladdin Movie by Using Roland Barthes Theory. *LUNAR: Journal of Language and Art*, 6(2), 376-386.
- Semadi, Y. P. (2020). Behavioral Process in Text of I Durma Anak Lara: Systemic Functional Linguistics. *International Journal of Systemic Functional Linguistics*, 3(2), 64-71.
- Sembiring, L, J. (2021, April 8). *Covid-19 Sebabkan 3.000 Karyawan di Bali Kena PHK*. CNBN Indonesia. <https://www.cnbcindonesia.com/news/20210408130355-4-236220/covid-19-sebabkan-3000-karyawan-di-bali-kena-phk>
- Skinner, B. F. (2014). *Contingencies of reinforcement: A theoretical analysis* (Vol. 3). BF Skinner Foundation.
- Short, T. L. (2007). *Peirce's theory of signs*. Cambridge University Press.
- Suardana, K. (2021). Social semiotics of Mèn Brayut text: systemic functional linguistics perspective. *Journal of Applied Studies in Language*, 5(1), 108-116.
- Wiratno, T. (2018). *Pengantar Ringkas Linguistik Sistemik Fungsional*. Yogyakarta: Pustaka Pelajar
- Wulandari, S., & Siregar, E. D. (2020). Charles Sanders Pierce Semiotic Study: Tricotomic Relations (Icons, Index And Symbol). *Jurnal Ilmu Humaniora*, 31-32.
- Van Dijk, T. A. (2000). Ideology: A multidisciplinary approach. *Ideology*, 1-384.
- Djojuroto, Kinayati. (2007). *Filsafat Bahasa*. Yogyakarta: Pustaka Book Publisher.
- Yusuf, A. M. (2016). *Metode penelitian kuantitatif, kualitatif & penelitian gabungan*. Prenada Media.