A Critical Discourse Analysis of the Microstructure of Covid-19 Health-Protocol Advertisements in Tourist Facilities

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Abstract—To alleviate the impact of the Covid-19 pandemic on tourism, tourist facilities in Bali are informing visitors of the relevant health protocols, using posters to describe the appropriate behaviours. Using critical discourse analysis, this study examines the microstructure of the texts in these posters to identify their semantic, syntactic, lexical, and rhetorical elements. The study findings show that the semantic aspects consist of background, intention, and detail. The syntactic elements involve coherence and the use of the pronouns 'you' and 'we', and of the imperative, and the declarative. The lexical aspects include abbreviations and vocabulary, related to the health protocol. The textual messages are delivered in official language, supported by pictures and photographs.

Index Terms—Microstructure, Health Protocol, Covid-19, Tourism

I. INTRODUCTION

Tourism is one of the important sectors in Bali and a major source of income. It is also the most labour-intensive sector in the country. A large number of people are employed in tourist facilities, such as hotels, restaurant, travel agencies, and spas.

The Covid-19 pandemic, which began in March 2020, has harmed tourism in Bali, with a substantial decline in the number of tourists entering Indonesia. This decline began in February 2020 and significantly worsened, reaching a severe low in April 2020. This saw decreases in hotel occupancy, working hours, and consequently, the workforce in the sector (Puspayana, 2021).

In response, the Indonesian government's Ministry of Tourism and Creative Economy implemented a three-stage plan to deal with the challenges. These three stages are emergency response, recovery, and normalisation. 'Emergency response' focuses on health in relation to hotels, restaurants, tourist attractions, transportation, event venues and public facilities. 'Recovery' involved the staged reopening of tourist attractions, with a health protocol in place to ensure cleanliness, health, safety, and environmental sustainability (CHSE). The 'normalisation' stage involved the application of CHSE in all destinations and the promotion of market interest by the provision of discounted tour packages (RI, 2021).

The CHSE guidebook issued by the Ministry of Tourism and Creative Economy contains guidelines for CHSE in 10 key tourist areas: (1) tourist attractions, (2) home stays, (3) hotels, (4) meetings, incentives, conventions, and exhibitions (MICE), (5) events, (6) restaurants, (7) golf tours, (8) diving tours, (9) spas, and (10) the creative economy. Each of these components is covered by both general and specific guidelines. The specific guidelines cover aspects ranging from entry to tourist attractions to employee accommodation. Furthermore, these guidelines vary depending on the tourist facilities. Public service advertisements were displayed to promote the CHSE guidelines.

Bali is a major global tourist destination, and the Covid-19 pandemic has had a significant impact on the province, requiring the adoption of various strategies. One such strategy is the implementation of a Covid-19 health protocol in all tourist facilities, intended to ensure that visitors to Bali are protected from the virus. For this purpose, every tourist and health facility was provided with advertisements detailing the health protocol and using semantic and syntactical elements to convey the intended messages. This study examines the microstructures of these advertisements, focusing on their semantic and syntactical elements. The research findings will have value for researchers seeking to widen knowledge of Covid-19 health- protocol advertising. They will also be useful for those in the tourism industry who are creating the advertisements to keep Bali safe from Covid-19. This work is particularly interesting because the advertisements under study have a particular microstructure aims to elicit an immediate response.

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II. LITERATURE REVIEW

Fairclough (1995) suggests that an analysis of discourse attempts to combine several traditions-namely, linguistics, interpretive traditions, and sociology. In this context, the Fairclough (1995) suggests a discourse model consisting of three dimensions: text, discourse practice, and sociocultural practice. Table 1 below provides an illustration of this model.

TABLE 1
VAN DIJK'S DISCOURSE ANALYSIS MODEL

Social Context		
	Social Cognition	
		Text
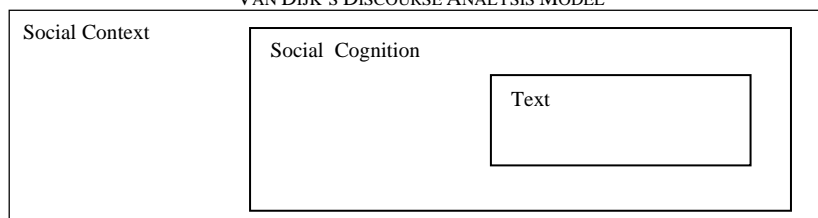
The dimensions of the text (its microstructure) are analysed linguistically, based on the vocabulary, semantics, and syntax. Discourse practice (mesostructure) is related to the process of text production and consumption. Sociocultural practice (macrostructure) is related to the context of the text production. The three dimensions are then analysed in stages: (1) 'description' is used to analyse the text, including cohesion and coherence, grammar, and diction; (2) 'interpretation' is used to analyse how the text is interpreted, including its production, dissemination, and consumption; and (3) 'explanation' is used to analyse sociocultural practices on the situational, institutional, and social levels. Dijk (2008) explains that discourse can have three dimensions: the text, social cognition, and social analysis. This study focuses on the textual dimension, observing the microstructure of the posters.

According to Dijk (1980, 1988, 1991), a text has three structures or levels, and these are mutually supportive. The first level is the macrostructure. This is the global or common meaning of a text. The second is the superstructure. This is a discourse structure associated with the framework of a text. The third is the microstructure, or the meaning of the discourse that can be gleaned by examining the text's words, sentences, propositions, clauses, paraphrasing, and images. This study examines its topic using the theory of microstructure. Microstructure conveys the local meaning of the discourse through the semantic, syntactic, stylistic, and rhetorical aspects of the text. Part of a writer's strategy is their choice of words, propositions and rhetoric. The choice of certain words, sentences, and stylistic devices is not only a question of communication; it is also a form of politics that attempts to influence the reader's perspective. In this structural level analysis of discourse, the microstructure has four units of analysis: semantics, the meaning of the text, through examination of the background, detail, purpose, and presuppositions; syntax, sentence structure, including sentence forms and pronouns; stylistics, the word choices or lexicon of a text; and rhetoric, the stresses of the speaker, such as the metaphors and images employed.

The metaphors and expressions in the microstructure convey to the reader the writer's intended meaning. Table 2 provides a detailed illustration of the text elements modelled by Dijk (1988).

TABLE 2
THE ELEMENTS OF A TEXT

Discourse structure	Observe element	Element
Macrostructure	Thematic: Theme or topic developed in aTopic text	
Superstructure	Schematic: The scheme of the structure ofScheme the text	
Microstructure	Semantics: Intended meaning of the text, Background, detail, giving detail, explicitly supporting oneintention,presupposition side or countering another	
	Syntax: Chosen sentence form	Chosen sentence form, coherence, pronoun use
	Lexical: Choice of words used in the text Lexicon	
	Stylistic (rhetoric): Intended meaning of Figure/graphic, metaphor the text	

Behnam (2013) used critical discourse analysis to examine how textual features of negation and repetition and intertextual features of argumentation and persuasion could be used to transmit ideological and political messages, using Fairclough's three-dimensional framework to study discourse at the micro, meso, and macro levels. Benham (2014) shows that "language is not merely a vehicle for explicit transmission of knowledge, but rather a means of implicitly constructing ambiguity" (p. 2196). For example, the International Atomic Energy Agency (IAEA), in its reports, attempts to convince the reader that Iran's nuclear programme is mysterious, but they provide no information regarding the programme itself. Al-Marayat (2021) investigated how the audience's status affects discourse in terms of

the lexical choices and ideology of a text. The study showed that "editors will seek to satisfy audiences' expectations by attempting to be neutral, objective, and unbiased, using straightforward editorial styles" (p. 202). Obiora et al. (2021) used critical discourse analysis to examine how hate speech was used as an instrument of dominance by the Nigerian opposition party, the People's Democratic Party, against the dominant party, the All Progressive Congress. According to their study, members of both parties utilised hate speech to demonstrate their supremacy over the other by making allegations, passing judgements, and mocking, and degrading the other. Addy and Ofori (2020) used the Fairclough approach to examine the use of pronouns and repetition in the campaign speech of a Ghanaian opposition leader, Nana Akufo-Addo, in his introduction of his party's manifesto. The study revealed that "the Ghanaian leader utilised the pronouns 'I', 'you', 'our', and 'we', along with marked repetition, to create a positive bond with the electorate, identifying with them and displaying solidarity" (p. 1279). The strategies were employed to persuade voters to endorse the leader as the most credible candidate for president. This study contributes to critical discourse analysis on the nexus between language, politics, and society. Ahmadian and Faharani (2014) examined the ideological differences between the *Los Angeles Times* and *Tehran Times* in relation to their respective representations of Iran's nuclear programme. The study showed that the two newspapers used macro-strategies of positive self-presentation and negative other-presentation, along with discursive tactics such as lexicalisation, presupposition, consensus, hyperbole, illegality, and disclaimers to present the same issues in different ways, depending on their respective ideologies. Sadeghi et al. (2014) examined the realisation of Islamic thought through language, by applying a political discourse analysis primarily based in Fairclough's critical discourse analysis framework. Their results show that Imam Khomeini used active and passive verb constructions as ideological tools. Moreover, Imam Khomeini emphasised pluralism over individualism.

Of the studies discussed in this chapter, none have used the critical discourse analysis of Dijk (1988) to investigate the microstructure of the Covid-19 health-protocol advertisements. Therefore, there is an important research gap here in relation to the tourism industry.

III. MATERIAL AND METHODS

This study's data were gathered from posters placed on tourist objects, spas, restaurants, and recreational facilities. The posters were displayed primarily in the Ubud area, which is home to various kinds of tourist attractions and facilities. Two research instruments were used: questionnaires and photographic equipment. The questionnaire was used to obtain information about the implementation of the Covid-19 health- protocol, while the equipment was a camera used to take photographs of the posters on display (Cresswell, 1994).

IV. RESULTS AND DISCUSSION

This chapter is divided into three sections, aligned with the elements of the Dijk (1988) critical discourse analysis: semantic, syntactic, and rhetorical.

A. Semantic Aspects

The semantics of discourse are characterised by relative interpretations: sentences in a discourse sequence are not interpreted in an absolute way, but rather as relative to the interpretation of other (usually previous) sentences in the discourse. Therefore, semantics is the study of relative meaning, based on interpretation of previous sentences in the discourse. The semantic aspects of the advertisements under study are the elements of background, intention, and detail.

(a). Background Elements

Background affects the semantics (meaning) of the discourse. It reveals the advertiser's intent and can provide a basis for understanding the purpose of the discourse. The purpose of the discourse is usually not explained, but the background can help by conveying the hidden meaning. The background element of the advertisements under study is the outbreak of the Covid-19 pandemic: in short, visitors must comply with the health protocol to prevent the spread of the virus. This background can be seen in the following examples sentences:
   a. 'Let's all support Bali by following these important rules…'
       'Wear a mask at all times.'
       'Wash your hands & social distance.'
   b. 'Let's prevent the spread of Covid-19.'

(b). Intention

Intention is the element of semantics which allows communicators to deliver clear and explicit messages (Sobur, 2006). Intention can be expressed explicitly through sentences. In this study, the relevant elements were 'invitation' and 'request.'

1. Invitation

The element of invitation means inviting the reader to do something. The following sentences are examples of 'invitation':
   c. 'Let's all support Bali by following these important rules...'

    d.   'Let's prevent the spread of Covid-19; please comply with the health protocol.'

In the above examples, the invitation is indicated by the presence of the verb 'let'. The word 'us', as the subject of the verb, invites the reader to support Bali by complying with the health protocol.

2. Request

The 'request' element asks the reader to do something. The following sentences include clear request elements:

    a.   'Guests and staff will be required to wear masks at all times. All employees are screened before entering the museum. Sanitising stations are located on entering to the museum, as well as throughout Neka Art Museum. We adhere to social distancing protocol.'

    b.   *Mohon untuk cuci tangan disini sebelum masuk kawasan parkir* ('Please wash your hands here before entering the parking area.')

    c.   'Scan here before entering. Scan here before leaving. (Scan here to exit.)'

In the examples above, the requests are marked by the words 'required', '*mohon*', 'please', and the use of the declarative and imperative sentences, which explicitly convey the meaning.

(c). Detailed Elements

Ad creators use detailed elements to implicitly express certain attitudes. According to Sobur (2006), this element reflects the writer or communicator's control over their information. Communicators tend to put too much beneficial information to get good image. On the other hand, displaying only a small amount of information or including information that does need to be conveyed can be detrimental. In these tourist facility advertisements, the advertisers use element of detail to provide clear and comprehensive information to readers about the health protocol. This is a deliberate tactic, designed to present a specific image. The detailed elements relevant to these advertisements can be categorised under headings of 'self-identity', 'detailed images', 'photograph details' and 'the identity of the tourist attraction'.

1. Self-Identity

This element provides information about the identity of the advertiser. These descriptive elements may include the advertiser's position and name. Not all advertisements contain personal identity details, and only one poster in this study did so. Those details were as follows:

    a.   Name: *Inspector General. Pol. Drs. Putu Jayan Danu Putra, S.H., M.Sc. and AKBP. I Dewa Made Adnyana, S.I.K., S.H., M.H.*

    b.   Position: *The Chief of Bali Police Chief and The Chief of Gianyar Police*

This description contains information about the advertiser's name and position. This description benefits the reader by informing them and showing that this named individual is responsible for the safety of the visitors to the tourist attraction.

2. Detailed Images

Images are a linguistic instrument used to communicate and convey ideas (Debes, 1969). Images were used in many of the advertisements to underline the information about the health protocol, presenting it in a more interesting and more easily understood manner. The following images were some of those included in the advertisements.
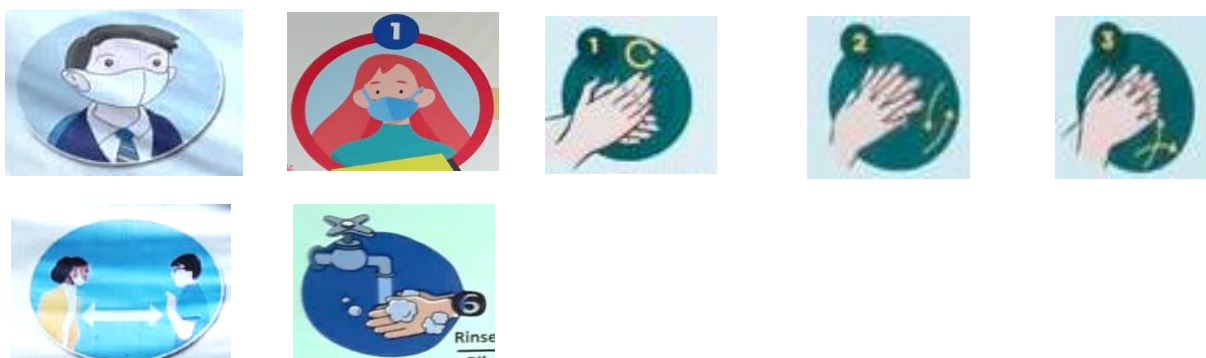
The images demonstrate how the reader can adhere to the Covid-19 health protocol. Thus, they are very important for helping readers to prevent the spread of the virus.

3. Photographs

Detailed photograph elements are used to clarify the information being conveyed. These elements provide information in a more interesting and understandable way.

An example of photograph from one advertisement is given below.

The photograph above informs visitors of the need to wash their hands before entering the space. It also provides visual support to the information given on the advertisement.

4. Identity of the Tourist Attraction

This element provides information about the name, address, website, and postal code of the tourist attraction. This was presented as follows:

The examples show that Bali Zoo mentions the name and website. Meanwhile, Ubud Palace mentions the name, address, and postal code. This type of description is beneficial for those who intend to contact or visit the tourist attraction.

B. Syntactical Microstructure Elements

Syntax is the structure of phrases and clauses (Ryan, 2014). The syntactic microstructure of these public service advertisements made use of coherence, pronouns, and sentence form.

(a). Coherence

According to Brown and Yule (1983), 'coherence' is the integrated and unified understanding of a text or speech. Coherence is one of the most important features of discourse, indicating semantic connections (Zhao, 2014). It is vital for organising the ties between propositions and ensuring that they are intact. Coherent wholeness is the existence of a meaningful semantic relationship between parts. Connections between utterances build coherence. In the advertisements for the Covid-19 health protocol, coherence was observed in the arrangement of the ideas. The ideas were conveyed logically, ensuring that the posters had logical forms and could be easily understood. The following provides an example strongly connected sentences.

The advertisement above elaborates on the important rules:
1. 'Wear a mask at all times.'
2. 'Wash your hands & social distance.'
3. 'Obey the road rules and always wear a helmet. (Yes, even on the shortcut.)'

(b). Pronouns

Pronouns are grammatical items used to represent other noun phrases in a text (Fromklin et al., 2011). The use of personal pronouns can reveal the discursive strategy of the communication (Gocheco, 2012). Depending on the pronouns used, a speech can convey social distance, politeness, or solidarity between the speaker and audience (Bano &

Shakir, 2015). The pronouns used in the advertisements under study were 'us' and 'your'. The following sentences contain examples:

a. 'Let's all support Bali by supporting these rules.'

b. 'Let's prevent the spread of Covid-19.'

c. 'Appreciate your support, your Balinese family.'

The use of the pronoun 'us' here indicates a shared action shared between managers, the government, and visitors to the tourist attractions, who must work together to prevent the spread of Covid-19 by following the health protocol. The pronoun 'we' is used as part of a strategy to request help from society, inviting the reader to work together with the government. The word 'your' refers to the visitors, indicating that they must comply with the health protocol to help Balinese residents and families.

(c). Sentence Form

A sentence is a set of words that make a statement, pose a question, or give an order and which contain a subject and a verb (Hornby, 2015). Sentences can be active or passive. In an active sentence, the person performing the action is the subject; while in a passive sentence, they are the object. Thus, sentences can be categorised as active or passive depending on the subject's role, where subjects are actors in active sentences and targets in the passive.

The sentences used in these advertisements were imperative and declarative. The imperative sentences began with 'let' and '*mari*'. The placement of these words at the beginning of the sentences put an invitation to the visitors. The relevant sentences are as follows:

a. 'Let's all support Bali by following these important rules.'

b. *Mari kita cegah penyebaran* Covid-19 ('Let's prevent the spread of Covid-19 by complying with the health protocol.')

Imperative sentences begin with verbs, modals and adverbs. The following quotations provide examples of these from the advertisements under study:

a. ***Gosokkan** telapak tangan diantara punggung tangan kiri dan sebaliknya.*

'Rub hand sanitiser on both palms in a circular direction.'

b. ***Letakkan** punggung jari saling mencuci, kemudian gosokkan perlahan.*

'Put the backs of your fingers against each other, then rub gently.'

c. ***Wajib** mencuci tangan pakai sabun sebelum masuk dan keluar.*

'It is mandatory to wash your hands with soap before entering and leaving.'

d. '**Please help us** by reminding your friends.'

e. ***Rajin mencuci tangan** pada air mengalir*

'Frequently wash hands in running water.'

The imperative sentences began with verbs such as 'rub', 'put', and 'must' to emphasise the actions to be taken. The word 'please' at the beginning of the sentence indicated that this was a polite request. The adverb *rajin* ('frequently') emphasised that the action must be routinely carried out.

The declarative sentences used in the advertisements were as follows:

a. 'Guests and staff will be required to wear masks at all times.'

b. 'All employees are screened before entering the museum.'

c. 'Sanitising stations are located at the entrance to the museum and throughout Neka Art Museum.'

d. 'We adhere to social distancing protocol.'

These sentences begin with the subject, thereby emphasising the importance of this element: 'guests and staff', 'all employees', 'sanitising stations', and 'we'.

C. Lexical

The lexical microstructure of the advertisements consisted of abbreviations, contractions, acronyms, and vocabulary.

(a). Abbreviations

An abbreviation is a short description of a long phrase (Zhang et al., 2012). In the advertisements, the abbreviation 'CHSE' was applied to represent the phrase 'cleanliness, health, safety, and environment', and the abbreviation 'JL' represented *Jalan* ('street')

(b). Contractions

Contractions are reduction of written representations (Quirk et al., 1985). In the advertisements, a contraction of 'let us '('let's) was used:

a. 'Let's prevent the spread of Covid-19. Please comply with the health protocol.'

b. 'Let's all support Bali by following these important rules.'

(c). Acronyms

Acronyms are formed from the initial letters (or initial two letters) of the words in a phrase (Allan, 1986). The acronyms found in the advertisements were 'KAPOLRES', which comes from the words *Kepala Polisi Resort*, meaning 'Head of Resort Police', and 'KAPOLDA', from *Kepala Polisi Daerah,* meaning 'Head of Police Area'.

(d). Vocabulary

'Vocabulary' can be defined as words, the variety of words employed by the speaker or writer, words used in the field of science, or a list of words combined, as in a dictionary, with brief and practical explanations. The vocabulary used in the advertisements included nouns, verbs, pronouns, adjectives, conjunctions, prepositions, and adverbs.

1. Nouns

Nouns are words used to indicate things and people (Wierzbicka, 2000). The nouns used in the advertisements were related to the health protocol. These were 'soap', 'hand sanitiser', 'water', 'masks', 'distance', 'temperature', 'family', 'friend', 'hand', 'finger', 'body', 'mouth', 'health', 'crowd, 'Covid-19', 'rules', 'experience', 'Bali', 'part', 'support', 'protocol', 'visitors', and 'employees.'

2. Verbs

Verbs are words referring to actions and processes (Wierzbicka, 2000). The verbs used in advertisements were 'wear', 'wash', 'guard', 'rub', 'put', 'welcome' 'wear', 'use', 'wash', 'maintain', 'cover', 'avoid', 'help', 'appreciate', 'play', 'remind', 'obey', 'prevent', 'comply' and 'must'.

3. Adjectives

Adjectives are words used to describe something (Wierzbicka, 2000). The adjectives used in the advertisements included 'correct' and 'important'.

4. Conjunctions

Conjunctions are devices used to link sentences or clauses in a text (Halliday & Hasan, 1976). The conjunctions used in the advertisements were 'when' and 'and'.

5. Prepositions

A preposition is a word used to connect one thing to another, usually followed by a noun or pronoun (Seaton & Mew, 2007). The prepositions in the advertisements were 'on', 'before', 'for', 'to', 'with', and 'of'.

6. Adverbs

Adverbs are words used to modify verbs or adjectives and other adverbs (Ansel, 2000). The adverbs used in the advertisements were 'always', 'frequently', and 'slowly'.

D. Rhetorical

Rhetorical concerns the writer or speaker's manner of delivery, whether formal or informal (Dijk, 1988). The rhetorical microstructure of the advertisements in this study included elements of language style and graphics. The style of language was official. The graphic elements in the research data were photographs and pictures.

V. CONCLUSION

This microstructure analysis has shown that the Covid-19 health-protocol advertisements comprised four main elements: semantic, syntactic, lexical, and rhetorical. In semantic term, the background of the texts was the desire to prevent the spread of Covid-19. The detailed elements included images, photographs, and information about the identities of the tourist attractions and the advertisers' themselves. Intention was expressed explicitly, using clear sentences and pictures. The syntactic structures were coherent, with first-and second-person pronouns and different sentence forms used to express the messages. An examination of the lexical elements of the microstructure revealed the use of abbreviations, contractions, and acronyms. The vocabulary included nouns, verbs, pronouns, conjunctions, prepositions, adjectives, and adverbs, all referring specifically to the health protocol. The rhetorical microstructure included the use of official language and graphics.

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