

VISUAL SEMIOTICS ANALYSIS OF OMICRON VARIANT ON INSTAGRAM SOCIAL MEDIA MANAGED BY THE MINISTRY OF HEALTH OF THE REPUBLIC OF INDONESIA

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ABSTRACT

Instagram has been used by the Ministry of Health of the Republic of Indonesia to provide information regarding the Omicron variant of the Covid-19 virus. This is done based on the principle of risk-based communication. It aims to reduce the spread of the Omicron variant of the Covid-19 virus and increase public awareness. The Instagram contents contain visual and verbal messages that focus mainly on spreading information about the new Omicron variant by presenting visual symbols to the public. Through a study using the structuralism method by Ferdinand de Saussure, the visual message is interpreted to give and capture signs in the visual as a representation to get the complete information from the visual message. The structuralism method in analyzing Instagram content of the Ministry of Health of the Republic of Indonesia uses analysis of signifier and signified in each visual and verbal content. The results of this structuralism method show that semiotically, the delivery of messages from the Ministry of Health of the Republic of Indonesia has a key message in the form of increasing public awareness of the spread of the Omicron variant. Furthermore, socializing messages through Instagram content semiotically also includes symbols of Indonesian local wisdom so that the messages given are relevant to Indonesian people.

Keywords: *Social Media, Instagram, Omicron, Structuralism, Semiotics*

1. INTRODUCTION

At the end of 2021, Indonesia entered a new chapter of the Covid-19 pandemic with the entry of the Omicron variant in Indonesia. It was officially announced by the government on December 28, 2021 [1]. The Omicron variant cases initially transmitted from abroad then continued to be locally rapidly transmitted.

The entry of the Omicron variant transmission coincides with the busy season in Indonesia, which are the Christmas and New Year holidays. In addition, it coincided with the government program to conduct booster vaccinations for people in Indonesia on January 12, 2022 [2]. Furthermore, the Ministry of Health of the Republic of Indonesia created steps to socialize information to the public regarding the risk of this Omicron variant. Among many channels, social media is used to educate the public about the Omicron variant and how to reduce the spreading risk.

Furthermore, the risk-based communication strategy refers to efforts to inform the public on how to take care of themselves to face the worst impacts of a pandemic, provide direction to the community on how to behave, and help the community reduce risks when transmission occurs [3]. Therefore, the risk-based communication strategy must reach many people and requires community involvement. Furthermore, in conveying information during this pandemic, the messenger must consider various technical and complex information, such as technical information regarding pathogens, epidemiology, and socio-cultural aspects of society, and accelerate changes in media use [4].

The choice of social media as one of the communication channels has become common throughout the world, including in Indonesia. Social media is a fast channel for providing the correct information about the risks of the Covid-19 pandemic [5]. For that reason, the Ministry of Health of the Republic of Indonesia provides information regarding the Omicron variant to the

public through social media. Social media provides wide and fast reach to the public. In addition, selecting social media as a channel for conveying information is one part of the communication strategy carried out by policymakers, one of which is to communicate and build public opinion.

Public opinion can be formed through social media by giving the right message so that social media platforms can positively impact efforts to provide health protection to the public during the COVID-19 pandemic [6]. In addition, social media can provide information immediately to reach a wider audience, then influence society's perception as a whole [7]. Moreover, through social media, the government can combine the patterns of communication and information obtained and turn them into a policy. Social media also provides information transparency that benefits society [8].

One of the social media platforms used by the Ministry of Health of the Republic of Indonesia is Instagram. In Indonesia, Instagram is one of the most widely used social media and ranked third as the social media most used by Indonesians in 2021 [9]. As a visual-based social media, Instagram allows the Ministry of Health of the Republic of Indonesia to give information in the form of photos, graphics, and videos to spread messages to the Indonesian people about the Omicron variant.

Aside from popularity, the tendency to accept visual content on Instagram makes it easier to inform something. Instagram provides space to create narratives on visual content and have a personal touch [10]. In addition, Instagram can provide new and real-time insights into the condition of the Covid-19 pandemic in society and identify current public concerns [11].

Since Instagram is a visual-based social media, the messenger, in this case, the Ministry of Health of the Republic of Indonesia, must be able to make the right visual message to the public regarding the Omicron variant. The selection of good visual content is important since the acceptance of visual meaning depends on the interpretation and assumptions of the recipient and the messenger [12]. On the other hand, with the right visuals, the message conveyed can be digested by the community and generate interest in involvement regarding this information [13].

Therefore, it is necessary to examine visual messages related to the Omicron variant on

the Instagram channel of the Ministry of Health of the Republic of Indonesia. Studying visual messages is important because images can impact society in various ways, such as becoming the most convincing means of attracting attention, channels for building opinions, and other purposes [14]. Therefore, the study of visual messages by analyzing the signs and meanings in these visual messages can further explain the acceptance of these messages in society.

This article aims to understand the signs and visual meanings of the Omicron variants of the Covid-19 alert messages issued by the Ministry of Health of the Republic of Indonesia through the Instagram channel using the structuralism method. In addition, this article also describes the visual messages created on Instagram by the Ministry of Health of the Republic of Indonesia regarding the Omicron variant. It includes translating messages and their markers regarding message intent and social acceptance.

In addition, this article is expected to be able to enrich a variety of information regarding the application of visual messages in Instagram content that contain local wisdom to get closer to the community for information dissemination. Combining local wisdom with the application of technology can be done so that its implementation is more easily accepted, including within the scope of information technology on social media, which has become commonplace in Indonesia.

The implementation of local wisdom in technology has been implemented in various forms of technology in Indonesia, for example, the development of smart cities [15], the formation of distance learning modules [16], to the development of traditional socio-technology-based technologies [17]. Thus, in the context of providing information through Instagram social media, the application of local wisdom content in technology can be in the form of visual messages easily understood by the public. Moreover, the message can be conveyed more quickly and clearly through technology.

Based on several previous points, this study answers important questions tested through research results: How the Omicron variant of the Covid-19 virus alerts visual message is implemented to spread messages from the government?

2. LITERATURE REVIEW

2.1 Structuralism

One method for examining visual messages is semiotic analysis. This method was introduced by Ferdinand de Saussure, a philosopher and a linguist, who introduced methods for studying messages in the language under the name of semiology. Structuralism, carried out by Ferdinand de Saussure, initially spread in Europe and quickly influenced various branches of knowledge, not only linguistics but also social sciences and humanities [18]

In addition, structuralism is also useful for various other branches of science. Not limited to studying messages linguistically, the structuralism by Ferdinand de Saussure has developed and is useful for analyzing symbols in various other branches of science. In previous studies, semiology and structuralism have been used to examine phenomena within the scope of cultural sociology [19]. This method has also been used to examine the form of messages in advertisements [20]. Within the spectrum of natural sciences, the use of semiology and structuralism is applied within the scope of biology [21]. Furthermore, the method developed by Ferdinand de Saussure has also been intertwined with the mixing of communication sciences and mathematics [22].

To put it simply, the method used by Ferdinand de Saussure is called structuralism, which is reading the signs in a message. The sign is divided into the signifier and the signified. Firstly, the signifier is the sound spoken in the language or the sentence in writing. Secondly, the signified is the form of a concept, the interpretation, or the mental conjecture that emerges from the sound in speech, language, and sentences in writing [23].

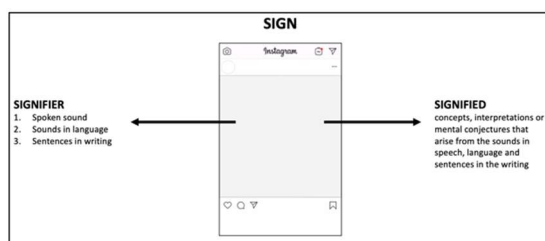


Figure 1: Structuralism Method Diagram

2.2 Visual Study

Visual selection as a messenger in visual studies has been used in social media. As a

medium for conveying messages, the visual appeal follows cultural changes in a place. Therefore, providing the right visual image is important so the messenger can convey it according to context [24]. Apart from that, social media also requires the right visual content to strengthen the relationship between the messenger and the message recipient concerning involving many people in certain campaigns [25].

Visual messages on social media provide visual forms of communication on digital media, which is beneficial to bring a deeper emotional side [26]. In addition, visual content is now almost beyond text as an option in the digital world. Through visual content, the messenger can provide information about their experiences, attitudes, and feelings to the recipient [27].

2.3 Instagram

Instagram is a popular social media that has created a visual trend in the digital world. Since launching in 2010, Instagram has become part of digital culture in the global era. Instagram has made visual content a part of everyday life [28]. In the context of the Covid-19 pandemic, for example, the use of Instagram as a digital platform has played an important role in supporting physical activity engagement when access to physical facilities or activities outside the home is limited [29].

Instagram has also expanded so that government institutions can socialized information. For the government, the interaction and engagement model that emerges from Instagram provides an opportunity for public services to determine policies within the scope of public policy initiatives [30].

2.4 Omicron

The Omicron variant is a mutation of the Covid-19 virus that appeared at the end of 2021. Based on known mutations and through initial observations, it shows that Omicron can spread more quickly, thereby increasing the risk of reinfection cases [31]. Even though the infection rate is much lower, the impact of the Omicron variant on the public health sector was enormous as the doubling of the spread caused a high number of cases, affecting the economy indirectly [32].

The speed at which Omicron spread has harmed Indonesia. In terms of the economy, international tourists who could visit Indonesia decreased because they were infected due to the

very fast transmission of the Omicron variant [33].

2.5 Ministry of Health of The Republic of Indonesia

In the Indonesian government structure, the Ministry of Health, on the executive side, is responsible to the President for organizing government activities in the health sector. The duties and functions of the Ministry of Health are through Regulation of the Minister of Health no. 64 of 2016, article 3, which includes: formulation, determination, and implementation of policies in the field of public health, disease prevention and control, health services, and pharmaceuticals and medical devices.

Based on these functions, the Ministry of Health controls Covid-19 during a pandemic, including efforts to anticipate the Omicron variant. In addition, the Ministry of Health socialized about Covid-19 through all information channels, including websites, telephone hotlines, and social media. Various socialization can significantly increase public awareness of the dangers of Covid-19 [34].

3. RESEARCH METHODS

The research method for analyzing the semiotics of visual messages in the Instagram content of the Ministry of Health of the Republic of Indonesia is a qualitative approach using semiotic methods. The qualitative approach is used because it can provide an iterative process in which a better understanding of the scientific community can be achieved by creating different and significant research results obtained from closeness to the phenomenon being studied [35].

The application of this qualitative method is carried out by conducting a content analysis of the visual and verbal content using the semiotic method on the captions in the main feed of the Instagram account of the Ministry of Health of the Republic of Indonesia, which are related to the Omicron variant in the period January 1-3, 2022. The timing was chosen to suit the precaution period and the risk-based communication response from the Ministry of Health of the Republic of Indonesia when the Omicron variant wave entered Indonesia.

The Instagram channel of the Ministry of Health of the Republic of Indonesia, which was examined, has the username @kemenkes_ri. This account has verified status from Instagram. When this research was conducted, followers of the

Instagram account of the Ministry of Health of the Republic of Indonesia totaled 2.5 million followers.



Figure 2: Screenshot of the Instagram account of the Ministry of Health of the Republic of Indonesia [36]

The data obtained from the Instagram content of the Ministry of Health of the Republic of Indonesia is then analyzed qualitatively with descriptive analysis to present in-depth and objective results. The method used is semiotically translating visual and verbal messages in the specified Instagram content.

In the semiotic method, analysis is carried out between closely related properties, such as between content and its representation. Between signified and signifier, there is also an analysis of reference and referent, and finally, the meaning of information objects with their meanings. Furthermore, in linguistic semiotics, the meaning method revolves around two elements: text and content. In the analysis of the meaning of a text, its content and meaning will intersect in determining its relevance according to the wishes of the user of the information [37].

The visual and verbal content analysis was carried out using the structuralism semiotics method of Ferdinand de Saussure by dissecting sign, signified, and signifier. Saussure's structuralism to study content is based on the basis that the approach has been specifically accepted and influential in studies to interpret signs linguistically in the scope of humanities research [38].

4. RESEARCH RESULT

Unlike when releasing a press release for the omicron variant on the official website, which was very fast, the ministry of health of the republic of Indonesia was not reactive. The Government seemed slow to publish the omicron variant on social media. An Instagram post related to omicron first appeared on Instagram on January 22, 2022, almost a month since the omicron case was first transmitted in Indonesia. In the period of 1-31 January 2022, the Instagram accounts of the Ministry of Health of The Republic of Indonesia

only published the form of visual graphics related to the omicron variant two times, which were on 22 and 29 January 2022.

Nonetheless, choosing Instagram as a social media channel to understand the Omicron variant is the right choice because Instagram is suitable for presenting various useful information [39]. The steps taken by the Ministry of Health of the Republic of Indonesia to upload a visual message about Omicron on social media can be interpreted to understand the public's response and show the government's disaster response efforts [40]. This is an effort to increase public awareness in dealing with the Omicron variant.

Furthermore, to understand how to interpret the two visual messages related to Omicron on the Instagram channel of the Ministry of Health of the Republic of Indonesia, the Ferdinand de Saussure structuralism method was used to examine the sign, signified, and signifier contained in the visual content.

4.1 Content Analysis 1

A visual comic strip was uploaded by the Instagram account of the Ministry of Health of the Republic of Indonesia on January 22, 2022. Choosing comics compared to other visual mediums for conveying visual messages is interesting because the messages can be conveyed directly to the public.

The wider community easily digests comics that contain stories because they use casual language familiar to everyday life. Thus, the visual content, stories, and text in comics can

be enjoyed by many people of various ages and cultural backgrounds [41].



Figure 2: Content 1 [42]

4.1.1 Visual Analysis

Visual analysis is conducted by analyzing all image elements in the first content, which consists of four individual comic strips.

Table 1: Visual Analysis on Content 1

Content	Signifier	Signified
1.	Logo of The Ministry of Health of The Republic of Indonesia	The logo illustrates the impression of trustworthy authority. In this case, The Ministry of Health of The Republic of Indonesia is a trusted authority in providing information regarding the omicron variant. The logo's placement also reflects The Ministry of Health of The Republic of Indonesia's efforts to show the institution's value [43]. Placing the logo on the top right is also not a norm. The logo of Ministry of Health of The Republic of Indonesia's usually located on the top left in the previous visual content presentation on Instagram. Therefore, the logo placement on the top right of this panel is to compose the visual according to the comic theme and implicitly show the ethical norms of decency in the Indonesian people who associate the right side as a good thing.
2.	Two women wearing hijab	Hijab is a representation and symbol of Indonesian Muslims, the majority in Indonesia. A simple hijab model reflects the daily clothing of middle-class Muslim women in Indonesia. This simple depiction of the hijab also illustrates that the hijab has become a garment associated with the generally accepted Islamic religion. Even though wearing the hijab is now widespread in Indonesia, the hijab

		<p>is now a piece of clothing that follows fashion trends and has a creative style. It also shows a theological and religious side to show that hijab is an obligation for a Muslim woman [44].</p> <p>Apart from that, in this fragment, two women wearing hijabs represent a seller and a buyer who interact with each other in traditional markets. The market also represents the most visited public place in an area. It is a high-risk place for exposure to the omicron variant of the covid-19 virus, so this market depiction represents a message to be careful in crowded places conveyed by Ministry of Health of The Republic of Indonesia.</p>
3.	Masks	<p>The use of masks to prevent covid-19 is a mandatory protocol. Masks must be worn consciously by the public. A mask has become a new societal and ethical norm and a symbol of compliance with regulations. Masks also describe efforts to prevent the spread of the virus because they are proven effective, cheap, and easy for anyone to do [45]. The visual depiction of masks in visual content tightly closed according to health protocols can also increase public compliance with wearing masks [46].</p>
4.	Social distancing	<p>Social distancing is the most effective physical method for preventing the spread of the covid-19 virus [47]. The main message is to maintain distance between individuals. The sign in this visual shows a distance between objects as a depiction of social distancing. The visual adherence to health protocols in the form of social distancing against the backdrop of a market describes that wherever activities are carried out, social distancing must be the primary protocol to be carried out. Through this description of social distancing, the ministry of health reminds and provides a message that the community must consciously implement social distancing correctly and according to health protocols [48].</p>
5.	A vegetable and fruit display	<p>This depiction of a vegetable and fruit display is chosen to represent the image of a traditional market, the main shopping center for the middle class in Indonesia. A vegetables and fruit display is common in traditional markets, as in the visual content. This visual selection adapts to the visual character in the form of a human object that describes most Indonesian people who use a traditional market as a place to shop. A traditional market has lower prices, friendly services, a location close to residences, large market areas, a variety of goods available, and the establishment of human relations between sellers and buyers.</p> <p>The main characteristic of traditional markets in Indonesia, which is based on human interaction, has made the market a fulcrum for the development of social relations networks in society. Market visitors, both buyers and sellers, can build social-emotional relationships through various market transaction processes [49]. However, with the characteristics of these traditional markets, the risk of infection by airborne covid-19 can affect sellers and buyers in the market [50]. The symbolization of the market as a risky place is aligned with the visual marker of a mask, which means complying with health protocols in a crowded market.</p>
6.	A woman with short hair	<p>A woman with short hair symbolizes diversity in society because she is placed in contrast to the majority symbol, two women who wear the hijab. The arrival of a woman with short hair at the end of the conversation signifies the openness and acceptance of the differences between the two women with hijab. Besides, it also symbolizes that humane interactions occur in the market and trust between sellers and buyers has occurred. This indicates that the short-haired woman is a loyal customer.</p> <p>Good interaction between sellers and buyers for women is one of the causes to continue being a customer. Women will be more satisfied and become regular customers if there is a good two-way relationship with the seller [51].</p>

7.	Children	The children in visual content symbolize warm family relationships. The depiction of the close interaction between the mother and the child and taking the child to the market is a form of affection. This picture also shows a pattern of critical communication from child to mother which is a picture of an interpersonal communication pattern in the form of the mother's openness to what the child says.
8.	Light brown background	The choice of color is visually represented something depending on how it is interpreted. Colors in Instagram posts can represent the process of meaning either explicitly or implicitly [52]. Choosing an associative warm color can easily draw attention to a visual message about pandemic risk. In the context of a pandemic, warm color associations provide a perception of risk [53]. With the selection of warm colors, it is hoped that interest and perceptions about the risks of the Omicron variant currently infecting Indonesia will emerge.

4.1.2 Verbal Messages Analysis

In the data, there are two verbal messages. The first verbal message is a summary of the conversation in the comic. In addition, the second verbal message is the Instagram caption of the uploaded comic.

Table 2: Verbal Messages Analysis on Content 1

Content	Signifier	Signified
Verbal Message Comic Strips 1	Title: OMICRON IS HERE, KEEP DISCIPLINE IN HEALTH PROTOCOLS A: YESTERDAY, WE HAD THE DELTA VARIANT. NOW, THERE IS THE OMICRON VARIANT. IT'S BEYOND IMAGINATION MBA. I FELT LESS INFECTED WITH COVID YESTERDAY.	The sentence from the title to the conversation in this comic strip shows a wariness against the Omicron variant. The Omicron variant is decreasing regarding the time context. This post was uploaded on January 22, 2022. At that time, cases of the Omicron variant in Indonesia had reached 1255 cases [54]. The conversation begins with a question. This indicates the questioner's curiosity and the data verification on the cases that have occurred. This curiosity and verification are a form of confirmation of the correctness of the information [55]. The sentence in the first strip increases interest which the Ministry of Health of the Republic of Indonesia intends to spark public attention about the existence of the Omicron variant.
Verbal Message Comic Strips 2	B: JUST RELAX. WE ARE ALL VACCINATED. A: UHM.. IT'S NOT LIKE THAT, MBA. IF YOU HAVE OMICRON, THE SYMPTOMS ARE LIGHTER. BUT WE NEED TO TAKE CARE OF OURSELVES AND OTHERS.	In general, the language used is a casual language commonly used in everyday life. Using this non-formal vocabulary indicates that the government wants to provide relevant and easily accepted messages to all people using familiar language. One of the main objectives of public communication is to make the public understand messages from the government easily [56]. Furthermore, the message from this fragment is a direct message to protect yourself and others, even if the symptoms are mild. This is risk mitigation and part of risk-based communication implemented by the government. Intrinsically, there is also a payload of caution in this fragment not to underestimate the Omicron variant. Even though people have been vaccinated, there is still a possibility of Omicron transmission.

<p>Verbal Message Comic Strips 3</p>	<p>B: IF YOU HAVE BEEN VACCINATED, YOU CAN STILL BE INFECTED AND TRANSMIT OMICRON, RIGHT? A: THAT'S TRUE, YOU KNOW IT. THAT'S WHY WE MUST FOLLOW HEALTH PROTOCOLS C: EXCUSE ME, MBA!</p>	<p>The context of this conversation is affirmation and confirmation of the verification of the Omicron variant transmission. In this conversation, there is also an invitation to stick to health protocols. This invitation is a call to action usually applied in social media marketing techniques. The existence of a call-to-action element is a good intention from the Ministry of Health of the Republic of Indonesia. Therefore, the public follows the steps to comply with this health protocol. In its application on social media, calls to action effectively mobilize the public to participate in mass movements [57]. With this verbal message, the Ministry of Health of the Republic of Indonesia invites the public to participate in mass movements to comply with health protocols.</p> <p>In this fragment, there is also a pause as an introductory sentence to close this content with the form of a request for permission. The addition of this sentence signifies that this comic fragment is finished. This technique is usually used in narrative writing as a sign that one fragment of the story will be completed. The use of narrative elements in this content will indeed attract readers, especially the conversation fragments. The bits of stories are easy for readers to remember [58].</p> <p>Besides, with this conversational model, these fragments are imitating what happens in everyday life. Narrative writing is interesting due to the personal touch.</p>
<p>Verbal Message Comic Strips 4</p>	<p>C: DO I MISS MY SHOPPING BAG HERE, MBA? B: YES, THIS IS YOURS, BU. I SAVED IT BECAUSE I'M SURE IBU WILL BE BACK AGAIN. D: YES, I REALLY MISSED IT.</p>	<p>The sentence in this visual is the closing sentence in which, of the whole series of comics, there is no correlation regarding the Omicron variant. However, the conversation here illustrates a positive relationship between customers and buyers through warm conversational interactions.</p>
<p>Verbal Messages in Instagram Captions</p>	<p><i>The characteristics of COVID-19 are constantly changing. What remains and must be improved is our vigilance and preparedness in dealing with the transmission of COVID-19. Don't panic. Always be careful and vigilant with implementing the 5M health protocol and immediately do a full vaccination dose at the nearest health facility or vaccination center. Greetings!</i></p>	<p>The sentence in this caption shows a denotative message about vigilance against Covid-19. Apart from that, there is also a message to carry out complete vaccination doses in line with the government program regarding booster vaccinations. In this subtitle, there is no direct message regarding the omicron variant because it has been explained in the visual message of the comic content. Therefore, this caption is only complementary to that visual content.</p> <p>Messages not to panic and mass appeals to implement health protocols are built as the main narrative in this verbal message. Panic is indeed one of the things that can disrupt handling the Covid-19 pandemic. This panic incident has been repeated in Indonesia. The main narrative of implementing health protocols is the main goal of the government's public communication strategy to the public during a pandemic, intending to make people aware of complying with health protocols.</p> <p>The sentences used are formal sentences commonly used by government institutions in Indonesia. This Indonesian formality is manifested in neat sentence structure, standard vocabulary, clear punctuation, and appropriate spelling. This formal</p>

	<p>language is a manifestation of the image and authority of the government, including for use within the scope of government and public communication.</p> <p>Friendly imagery also appears in this caption with the use of closing salutations. Closing greetings are part of Indonesian courtesy, society's value system, and ethics. For example, the use of closing greetings at the end of a sentence shows that The Ministry of Health of The Republic of Indonesia brings politeness values into its communication patterns on Instagram.</p>
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4.2 Content Analysis 2

Visual infographics were uploaded by the Instagram account of the Ministry of Health of the Republic of Indonesia on January 29, 2022. These infographics contain important information needed by the public. For example, infographics during the Covid-19 pandemic were widely posted on Instagram for socializing messages since infographics can contain images that can provide messages that are useful, easy to remember, and leave a deep impression on those who receive messages [59].

Infographics also effectively convey messages and information based on the risk-based communication strategy implemented by the Ministry of Health of the Republic of Indonesia. It aims to provide the widest possible information about the Omicron variant. The effectiveness of infographics on Instagram for socializing information during a pandemic can be seen from the public's response in high engagement rates. Infographic usage has great potential to promote health understanding and literacy. It is also important to accommodate messages that are visually easy to understand and have accurate narrative content for the wider community [60].



Figure 2: Content 2 [61]

4.2.1 Visual Analysis

Visual analysis is conducted by analyzing all image elements in the second content, which consists of two infographics.

Table 3: Visual Analysis on Content 2

Content	Signifier	Signified
1.	Logo and Secondary Graphic of the Ministry of Health of the	This logo and secondary graphic is the standard form used by the Ministry of Health of the Republic of Indonesia, with a logo arrangement in a combination of light green and dark green on the top left and a secondary graphic in the form of blue on the bottom. The logo and secondary graphics in the content are unique and important identification marks for each visual

	Republic of Indonesia	<p>product released by the Ministry of Health of the Republic of Indonesia. This is the background for an institution to design logos and secondary graphics so that they can be recognized quickly and become the main identity of the institution [62].</p> <p>The next association to recognize the Ministry of Health of the Republic of Indonesia is from the green color element in the logo, which never changes regardless of the form of the visual content. This is a manifestation of institutional identity that is continuously shown and an important factor in visual communication that is carried out [63]. The logo's color is a visual marker of the identity of the Ministry of Health of the Republic of Indonesia so that it is more easily recognized by the public, resulting in a growing sense of trust in institutional entities.</p>
2.	Virus symbol	<p>The symbolization of viruses has become commonplace since the Covid-19 pandemic broke out in Indonesia in 2020. It means a virus is bad and destructive. The visualization of a spherical virus illustrates this with small tentacles.</p> <p>The meaning highlight of this destructive virus can be seen from striking colors that immediately attract attention. An intense red color element is then applied to the virus emblem. Psychologically, red symbolizes negative things, such as blood, fire, and dangerous conditions [64]. Therefore, it is very appropriate if the coloring of the virus symbol uses red.</p>
3.	A woman in the house	<p>The visualization of a woman in the house denotatively gives a signal for the community to stay silent in the house amidst the attacks of the Omicron variant. When this infographic was made, cases of the Omicron variant had soared to 1,857 cases [65]. As a result, the Ministry of Health of the Republic of Indonesia sends a message to the public to stay at home and undergo independent isolation, especially for those exposed to the Omicron variant. The urgency of staying at home and undergoing independent isolation is important to prevent the transmission of the Omicron variant from those exposed to those still healthy.</p> <p>Public communication through visual symbols encourages people to remain in their homes is an important effort to prevent the spread of the virus. Human movement in Indonesia is a factor in the spreading of the Covid-19 virus more than other factors [66].</p>
4.	Light gray/achromatic background color	<p>In visual communication, choosing colors is important since it associatively conveys the message effectively while providing a clear interpretation to the message recipient [67]. Color selection also aims to help visually perceive objects and materials in the message [68].</p> <p>In this design, the choice of achromatic visual design allows the message in the infographic to be read clearly because bright colors provide clear contrast. In terms of color interpretation from a design standpoint, achromatic colors are neutral colors, giving neither positive nor negative interpretations [69]. Thus, the choice of achromatic colors gives an interpretation that this upload is neutral and gives a simple and dignified impression to the Ministry of Health of the Republic of Indonesia.</p>

4.2.2 Verbal Messages Analysis

Like the previous data, the second data have two verbal messages. The first verbal message is

the information contained in the infographic. Moreover, the second verbal message is the caption that explains the verbal message in the infographic.

Table 4: Verbal Messages Analysis on Content 2

Content	Signifier	Signified
Verbal Message Infographics 1	<p>REQUIREMENTS OF SELF-ISOLATION AT HOME FOR OMICRON-CONFIRMED PATIENTS</p> <p>LETTER (SURAT EDARAN) NO. HK 02.01/MENKES/18/2022 CONCERNING PREVENTION AND CONTROL OF OMICRON VARIANT COVID-19 CASES</p>	<p>Visual messages are written in the capital as a title and an affirmation with an important urgency. Providing a legal basis is also an explanation based on legitimacy and legal steps that must be taken by the community when carrying out independent isolation if exposed to the Omicron variant. The text with a denotative and direct tone signifies that the information message regarding self-isolation for people exposed to the Omicron variant is very important. This message must also be disseminated immediately so that the public is quickly informed and takes steps as informed.</p>
Verbal Message Infographics 2	<p>PATIENTS WITH OMICRON CONFIRMATION CAN DO SELF-ISOLATION AT HOME WITH SEVERAL CONDITIONS, INCLUDING:</p> <p>MAKE SURE THE PATIENT EXPERIENCES ASYMPTOMATIC OR MILD SYMPTOMS</p> <p>Clinical Terms</p> <ul style="list-style-type: none"> • Patients are maximum age of 45 years old • Patients do not have comorbidities • Patients can access telemedicine or other health services • Patients commit to continue self-isolation before being allowed out <p>House Requirements</p> <ul style="list-style-type: none"> • The house has separate rooms or separate floors • The bathroom in the house is separate from the other occupants • Patients have a pulse oximeter <p>IF YOU DO NOT MEET CLINICAL REQUIREMENTS AND</p>	<p>This verbal message is information about instructions and conditions that must be met if you want to self-isolate at home if people are exposed to the transmission of the Omicron variant. Therefore, the implementation of this step is detailed and denotative. There is no ambiguous meaning in this sentence. Therefore, the community must carry it out as mandatory steps.</p>

	<p>HOME REQUIREMENTS, THEN</p> <ul style="list-style-type: none"> • Patients must carry out centralized isolation in public facilities prepared by the government or private sector in coordination with the local health center or health office • While doing self-isolation, the patient must be under the supervision of the local Health Center or Task Force 	
<p>Verbal Messages in Instagram Captions</p>	<p><i>#Healthies, patients with the Omicron variant with mild and asymptomatic symptoms can self-isolate at home with prerequisites</i></p> <p><i>Referring to the Letter of the Minister of Health of the Republic of Indonesia Number HK.02.01/MENKES/18/2022 concerning the Prevention and Control of the Omicron Variant COVID-19 Case, which was stipulated on January 17, 2022.</i></p> <p><i>Self-isolation is only permitted for patients with mild and asymptomatic symptoms with positive PCR results and who have fulfilled the clinical and housing requirements.</i></p> <p><i>The clinical requirements are that the patient must be aged 45 and under, have no comorbidities, be able to access telemedicine or other health services, and commit to remaining isolated before being allowed to leave.</i></p> <p><i>The requirements of the house and other supporting equipment, the patient must live in a separate room. It is even better if there is a separate floor, a bathroom in the house is separate from</i></p>	<p>The verbal message in the caption is just a repetition of the verbal message in the infographic. Repetition means that the Ministry of Health of the Republic of Indonesia considers this message so important that it must be repeated. This repeated message also signifies the effort to provide clear, transparent information. Thus, the public can follow these steps.</p> <p>The Ministry of Health of the Republic of Indonesia must follow this communication pattern to manage public expectations so the public can act with common sense and not panic. Clarity on this information must also be carried out so that people do not fear, anxiety, and misleading in receiving information during a pandemic [70]. To give a personal touch to the caption, there is a greeting at the beginning of the paragraph and a concluding sentence that symbolizes friendliness in written language, which is common in Indonesian.</p>

	<p><i>the other occupants, and patients can access the pulse oximeter.</i></p> <p><i>What if patients do not meet both conditions?</i></p> <p><i>If the patient does not meet the clinical and housing requirements, the patient must isolate in a centralized isolation facility. During isolation, the patient must be supervised by the local Health Center or Task Force.</i></p> <p><i>During the treatment period, don't forget to comply with health protocols, consume balanced nutritious food, adopt a clean and healthy lifestyle, avoid stress, get enough rest, and have regular physical activity.</i></p> <p><i>Greetings!</i></p>	
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5. CONCLUSION

Based on the structuralism of Ferdinand de Saussure's method by examining the sign, signifier, and signified elements found in the Instagram visual content of the Ministry of Health of the Republic of Indonesia related to the Omicron variant, a risk-based communication pattern was found. The messages are mainly to increase awareness of the Omicron variant. Of the two messages related to the Omicron variant published throughout January 2022, there are contradictions in the types of messages. The first content uses various visual symbols with various interpretations ranging from socio-cultural to economic status in the visual message. Meanwhile, the second content uses denotative visual language with a single interpretation.

Verbal language in the first content is a narrative with a third-person point of view and short verbal language. Meanwhile, the verbal language of the second content is longer and pays attention to more risks that Indonesian people must be aware of.

Through this research, Ferdinand de Saussure's structuralism method can be applied to examine the main messages given by the government to the public regarding the Omicron variant. In

addition, through this Instagram visual content, the Ministry of Health of the Republic of Indonesia provides local Indonesian symbols to provide message relevance to the public.

Finally, from a review of the visual messages in the Instagram content of the Ministry of Health of the Republic of Indonesia, there are messages containing local wisdom to adapt to the community's character so that the information provided can be seen more quickly and on target. Therefore, information socialization by involving local wisdom can be applied in subsequent campaigns on social media to reach the audience and appear faster so that the message spreads more quickly through social media algorithms.

6. CONFLICT OF INTEREST

We hereby declare there is no conflict of interest by financial, personal, or other relationship with the organization related to the material discussed in the manuscript.

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