

# Superstructure Analysis on Public Service Advertisements

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**Abstract.** This research aims to find forms of public service advertising, textual dimensions, discourse dimensions, and dimensions of socio-cultural practices. The research data is in the form of qualitative data in the form of printed advertisements. The research was conducted at tourist attractions, restaurants, spas, and public facilities in Bali. Data collection was carried out using observation, interviews, recording, and photography methods. The theory applied in analyzing public service advertisements is Van Dijk's Discourse Analysis theory. The research results show that the microstructure of public service advertisements related to public service advertisements has the same microstructure as advertisements in general which consists of a Headline, Illustration, Body Copy, and Signature Line. The headline of the public service advertisement is located at the top and also at the bottom right of the advertisement layout. In the advertising illustration, detailed images are found in the form of a demonstration of wearing a mask, images of people keeping their distance, images of washing hands, images of a prohibition on shaking hands, and other images. In the illustration, it is also found that there is one most dominant color, namely yellow. Body Copy Structure (consists of verbal and non-verbal elements, where the verbal element is verbal communication in spoken or written form. Meanwhile, the non-verbal element can be in the form of body language, signs or symbols, actions, and objects. The Signature Line (Logo) structure in the advertisement shows the advertiser's identity which functions to clarify advertisements aimed at visitors or the society.

**Keywords:** discourse analysis, public service advertisement, microstructure

## 1 Introduction

Research on advertising is a very interesting research topic as this research examines the elements that make up advertising which include verbal elements and non-verbal elements contained in the advertisement. These two elements are combined and complement each other to form an attractive advertisement that aims to convey a certain message from the advertiser. The combination of these two elements makes the advertisement more interesting and unwatchable so that the message can be conveyed well.

There has not been much research on public service advertisements related to the implementation of health protocols at tourist attractions and restaurants during the COVID-19 pandemic using the theory of Critical Discourse Analysis. The research that has been carried out is more related to tourism advertisements that are general in nature, meaning when tourism is still running normally.

[1] examined public service advertisements about COVID-19 in the October-November 2020 edition of *Thairath Thailand* newspaper. The research found that the Thai language used in the advertisements showed that the language used was short, concise, and interesting and the sentences used were persuasive.

[2] conducted research on *Together Against COVID-19* in Indonesia. This research focuses on the impact of the Covid-19 outbreak on public services and efforts to contain the Covid-19 outbreak. The results of his research show that the Covid-19 outbreak has caused social problems, weakening the economy of society and the country. In order to prevent the spread of the Covid-19 outbreak, there needs to be cooperation between the government, community, and religious leaders to help each other, work together and fight Covid-19. Research conducted by [3] emphasizes tourism promotion through online promotional advertising in the tourism industry. The research found that not all verbal branding values are translated visually. They add supporting roles to strengthen promotional functions. Cultural uniqueness is used as a competitive selling point. [4] researched the *Socio-Economic Impact of COVID-19 and Potential Programs for Handling It: Case Study in West Lombok Regency*. Research finds that COVID-19 causes disruption to value chain operations and threatens the business world in all sectors. The sectors with the most severe impact are the tourism and transportation sectors. This causes a drastic decline in economic growth and an increase in poverty rates. [5] researched public service advertisements focusing on tax advertisements using the Critical Discourse Analysis theory. The findings in this research show that seen from 3 (three) dimensions, namely text, discourse practice, and sociocultural practice, tax advertising texts are dominated for imaging purposes. Apart from that, this text was also created by highlighting existing realities and forming certain realities in society.

[6] also researched public service advertisements, but the advertisements studied were trash advertisements. This research uses Perception Psychology theory and Visual Communication theory. The findings from this research are in the form of a design for making waste advertisements in the city of Medan. The design of the advertisement depicts someone cleaning up rubbish around their house, to prevent flooding when it rains. The aim is to encourage future generations to care about waste and provide an attractive impression on the environment.

The application of Critical Discourse Analysis theory in researching texts was carried out by [7] The text studied is Persebaya's Discourse on Resistance against PSSI. This research found that Persebaya 1927 (as arek Suroboyo) could not remain silent to restore its rights and status as a member of PSSI, even though PSSI had disappointed it. Another finding was that the discourse of arek-arek Persebaya 1927 also contained pragmatic elements to influence PSSI to realize its wishes.

Research by [8] focuses on tourism recovery policies in the city of Bandung as a result of the COVID-19 outbreak. The policy is that the Bandung city government must at least carry out tourism recovery efforts both internally, such as re-drafting tourism development policies as a result of the COVID-19 outbreak and forming an internal team to specifically record the impact of losses due to the COVID-19 outbreak and identify tourism opportunities/potential after the COVID-19 outbreak, externally as well as communication and coordination with tourism actors, tourism observers, and academics to develop post-COVID-19 tourism recovery policy instruments that are participatory, collaborative and synergistic.

[9] researched the New Normal during the Covid-19 pandemic in building responsibility for the social and cultural life of Indonesian society, 'New Normal in the Era of Pandemic Covid-19 in Forming Responsibility Social Life and Culture of Indonesian Society '. The results of this research found that activities carried out in person had to switch to virtual

activities. The government must educate the public to maintain a clean and tidy environment. The government can also create culture-based policies, such as creating campaign materials based on local culture, involving traditional leaders, encouraging the birth of traditional rules or village regulations, forming food barns for residents, and providing education to the community.

Research on critical discourse analysis has been carried out by [10] which shows that the language used is not only a means of explicit transmission of knowledge but also a means of implicit construction of ambiguity. In the International Atomic Energy Agency (IAEA) report, the producers tried to imbue readers that Iran's nuclear program is mysterious and did not provide proper information about its nuclear program. [11] investigates how audience status influences writers' discourse in terms of their lexical choices and ideology. The study shows that editors satisfy the audience's trust because they try to be neutral, objective, and unbiased because their editorial style is straightforward. Research related to discourse was also conducted by [12] who examined ideological differences between the Los Angeles Times and the Tehran Times regarding the representation of Iran's nuclear program. The study shows that both newspapers use two macro strategies of positive self-presentation and negative presentation of others along with other discursive tactics such as lexicalization, presupposition, consensus, hyperbole, illegality, and disclaimer to present the same issue in different ways. depending on each ideology. Referring to these studies shows that discourse research has been widely carried out, but the research object focused on in this study is different from previous research. In addition, there are aspects that have not been assessed in previous studies that will be studied in the current research which include sociocultural aspects and pragmatic aspects,

There are interesting linguistic phenomena in advertisements, especially public service advertisements. Phenomena related to language can be studied using Critical Discourse Analysis theory, Pragmatic theory, and Deontological Ethics theory. This research focuses on the problem of 1) the textual dimension, 2) the discourse dimension, and 3) the dimension of socio-cultural practices,

The studies described above reveal that the research conducted only focused on the use of language in public service advertisements and the impact of Covid-19 on public services. Public service advertisements related to the implementation of health protocols to accelerate tourism recovery have not touched on the textual, discursive, socio-cultural, and pragmatic dimensions. That is what differentiates research carried out previously from research that will be carried out. However, previous studies can be used as references in the current research.

## **2 Method**

The research data is in the form of qualitative data in the form of print advertisements. The research was conducted at tourist attractions, restaurants, spas, and public facilities in Bali. The instruments used in this research were divided into 2 (two), namely those related to the questionnaire instrument and the equipment required. In the data collection process, research instruments were also used, consisting of a camera, tape recorder, and data cards. Data was taken from several tourist attractions, restaurants, spas, and public facilities in Bali. Data collection was carried out using observation, interviews, recording, and photography methods. The observation method was applied at the beginning of the research to obtain initial data about the location used as the research location. Next, the interview method was carried

out to obtain information about the use of language in their advertisements. The results of the analysis will be presented using formal techniques and informal techniques. Formal techniques are used to present data using symbols and images contained in public service advertisements. Informal techniques are used in presenting the results of the analysis by using a series of words or sentences to describe existing linguistic phenomena referring to the applied theory.

### **3 Result and Discussion**

The object of study in this research is a discourse on public service advertisements that can be found in various tourist attractions and restaurants in Bali. The analysis is carried out regarding the object of the research study, namely discourse, which analyzes the structure of discourse, namely the superstructure and macrostructure of advertising sites so that it can be concluded from the research results obtained. The following is the data analysis of the superstructure and macrostructure of advertising.

#### **3.1 Discourse Structure of Advertisement**

Discourse analysis is essentially a study of the function of language as a means of communication ([13]; [14]). [15]) also added that discourse analysis is the practice of using language to describe an object by linking ideology to it. Discourse analysis is used to determine and understand ideological practices in the media. Critical discourse analysis also explains:

Regarding dominant sources and inequality in society in the form of criticism of linguistics.

Critical discourse analysis also explains cultural and sociological developments with the aim of explaining the linguistic dimensions of social and cultural phenomena, as well as the current process of change in modernity ([16] [17]).

The following are several examples of analysis applications based on the structure they form as proposed by Van Dijk. This advertisement contains several public service advertisements regarding the prevention of Covid 19. From the appearance of this public service advertisement, it can be seen that the advertiser wants to convey that this place is implementing health protocols that are guided by CHSE.

#### **3.2 Superstructure**

Analysis of the superstructure of a discourse is an analysis that tends to be in the form of identifying the structure that forms the discourse. This public service advertisement consists of four ad-forming structures. The four structures are Headline (Head of Advertisement), Illustration), Body Copy (Content of the Advertisement), and Signature Line (Logo). In this ad, the advertised icon also acts as a background. So apart from being the signature line, the product icon in this advertisement also acts as a background.

### 3.3 Headline

The text in this advertisement consists of two elements. First, the headline is located at the top of the ad layout, and, second, the text is located at the bottom right of the layout. In the headline of the first advertisement, is written "Rich in Nutrients, Maintain the Body's Immune" which is the slogan of Hydro Coco, the brand of the company that issued the following advertisement. Next, there is the text below, namely "How to wash your hands properly and correctly". If you look closely, the writing is in the form of a phrase (group of words) which informs that this advertisement aims to educate visitors or the public regarding the proper and correct procedures for washing hands in accordance with health protocols. Then, in the second advertisement, there is the text "How to Wash Your Hands" at the top of the ad. The headline in this advertisement also aims to inform the public how to wash their hands according to health protocols

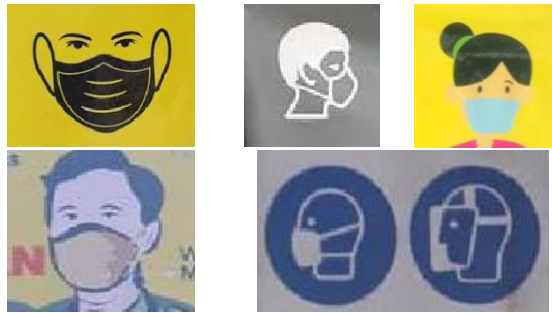
The headline of the advertisement must be made as attractive as possible so that it can attract the interest of visitors or the public to see and of course, follow the directions in the advertisement. This aims to ensure that the public can follow and comply with the rules issued by the government through the Ministry of Health in regulating the safety of activities during the Covid 19 pandemic.



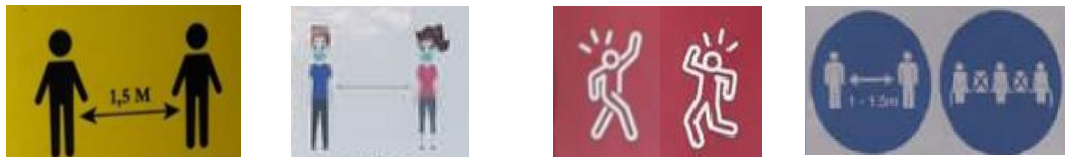
Fig. 1. Advertisements' Headline

### 3.4 Illustration

Illustration structure (Illustration) is information in the form of images. Images function to provide information in an interesting and easy-to-understand way for the public. In the advertisement for implementing the COVID-19 health protocol at tourist attractions, detailed demonstration images are found as follows:



**Fig. 2.** Pictures of Wearing a Mask



**Fig. 3.** Picture of Keeping the Distance



**Fig. 4.** Pictures of Washing Hand



**Fig. 5.** Picture of Prohibiting Shaking Hands



**Fig. 6.** Pictures of Face Covering



**Fig. 7.** Pictures of Using Hand Sanitizer



**Fig. 8.** Pictures of Disinfectant Sprayer



**Fig. 9.** Pictures of Crowded Prohibition

The images in the advertisement for implementing the COVID-19 health protocol are included to make it more attractive and are used as an example of implementing the COVID-19 health protocol for visitors and the public to implement the health protocol properly and correctly it can prevent the spread of COVID-19. In the advertisement, there are several colors that dominate the background and advertisement icon. The yellow color is at the very back and covers all advertising pages. This color is a striking color so it is often used for announcements or notifications of major changes. Meanwhile, the icons and illustrations in the advertisement use black which leaves a strong impression.



Fig. 10. Pictures of Advertisement with a Yellow Striking Color

White and blue also dominate the use of color in advertisements as backgrounds. The color white means conveying pure ideas or thoughts. Meanwhile, blue gives the impression of trust. The following are the advertisements with white color



Fig. 11. Pictures of an Advertisement with a White Color

### 3.5 Body Copy

The structure of Bodycopy (Advertising Content) consists of verbal and nonverbal elements. The verbal element is verbal communication where the message is conveyed in oral or written form. Meanwhile, nonverbal elements are communication models that involve nonverbal facilities as message transmitters.

#### a. Verbal Elements

In the communication process, there is information or intent that the sender of the message wants to convey to the recipient, which in this case is the visitors or the wider community. There are several important elements in verbal communication, namely through the language and words in this advertisement as follows:

1. Use a mask
  - a) *Gunakan Masker* “Wear a face mask where required”.
  - b) Always put your mask on.



- c) Wajib memakai masker dengan benar ” Must wear a mask appropriatly“
- d) Use Mask
- e) Wear Mask.

The public or visitors to tourist attractions are advised to always wear masks at all times.

2. No touching/contact
    - a) *Hindari Bersalaman, Gunakan Salam Namaste* “Do not shake hands, instead use namaste greetings or elbow bumps”.

Touching can increase the potential for contracting the COVID-19 virus, therefore the public is strongly advised to avoid contact with other people.
  3. Keep the distance
    - a) *Jaga Jarak Minimal 1,5 m* “Always keep a minimum distance of 1,5 m from others”.
    - b) Always apply social distancing.
    - c) Social Distancing.
    - d) Keep Distance.
    - e) *Jaga jarak dengan yang sakit* ”keep your distance from the sick“

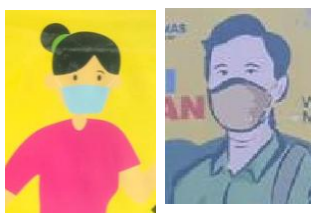
This method is an effective method for preventing the spread of the Covid-19 virus because people are advised to always keep their distance from each other.
  4. Wash hand frequently
    - a) *Cuci Tangan Dengan Sabun* “Wash your hands regularly and thoroughly with soap”.
    - b) Wash Hand.
    - c) *Rajin mencuci tangan dengan sabun pada air yang mengalir* “Wash your hands regularly with soap in running water”
    - d) *Selalu jaga kebersihan tangan* “keep your hand cleanliness“.

Washing your hands is one of the simplest ways to prevent the spread of viruses. By washing our hands, we can prevent viral infections in ourselves, those around us, and even communities such as families and workplaces.
  5. Avoid crowded places
    - a) Avoid crowded places.
    - b) Keep away from crowds.

Minimizing traveling and meeting large groups of people is one effort to prevent direct contact with other people and slow the spread of the virus.

The sentences above directly convey an appeal or can be called an order to the public to follow the protocols mentioned in the advertisement.
- b. Nonverbal Elements
 

Nonverbal elements are media of information by using messages packaged without words. The delivery medium can use body language, signs or symbols, actions, and objects. The following are nonverbal elements in public service advertisements.
  - c. The image of a face covered by a mask is an appeal to the public to always use masks in certain designated areas.



**Fig. 12.** Pictures of Wearing a Mask

- d. The image of people covering their mouths, to prevent the spread of COVID-19, people are advised to always cover their mouths and noses when coughing and sneezing so they don't get infected easily.



**Fig. 13.** Pictures of Covering Their Mouth

- e. The image of people keeping their distance is an appeal to the public to always keep their distance from each other to prevent the spread of Covid 19



**Fig. 14.** Pictures of Keeping the Distance

- f. The image of washing hands, this method is one of the efforts to prevent COVID-19 so tourist attractions require the public or visitors to get used to always washing their hands.



**Fig. 15.** Pictures of Washing Hands

- g. The image of people being prohibited from touching their faces is an appeal to the public to reduce the habit of touching their faces with dirty hands because it can increase the risk of infection.



**Fig. 16.** Pictures of prohibiting touching their faces

### 3.6 Signature Line

The Signature Line (Logo) structure is an identity for advertisements that provides information regarding the name of a tourist attraction, restaurant, or company in advertisements implementing the COVID-19 health protocol. The identity of the restaurant or company can clarify advertisements regarding the implementation of the COVID-19 health protocol aimed at visitors or the company. In the advertisement for implementing the COVID-19 health protocol, details of the name of the company or restaurant are found as follows:



**Fig. 17.** Ryoshi Japanese Restaurant



**Fig. 18.** Bintang Beer



**Fig. 19.** Penglipuran Village



**Fig. 20** Regional Office of Bali Area



**Figure 21.** Hydro Coco

#### **4 Conclusion**

The research results show that the microstructure of public service advertisements related to public service advertisements has the same microstructure as advertisements in general which consists of a Headline, Illustration, Bodycopy, and Signature Line. The headline of the public service advertisement is located at the top and also at the bottom right of the advertisement layout. In the advertising illustration, detailed images are found in the form of a demonstration of wearing a mask, images of people keeping their distance, images of washing

hands, images of a prohibition on shaking hands, and other images. In the illustration, it is also found that there is one most dominant color, namely yellow. Body Copy Structure (consists of verbal and non-verbal elements, where the verbal element is verbal communication in spoken or written form. Meanwhile, the non-verbal element can be in the form of body language, signs or symbols, actions, and objects. The Signature Line (Logo) structure in the advertisement shows the advertiser's identity which functions to clarify advertisements aimed at visitors or the society.

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