



Ministry of Health Covid-19 Education Dialogue Poster: Contextual Meaning

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Abstract

This research is motivated by a need for more public knowledge in preventing and treating the Coronavirus. The aim of this research is to determine and explain the form of contextual discourse analysis in the Covid-19 educational dialogue poster uploaded to the Instagram account of the Ministry of Health of the Republic of Indonesia. Data collection techniques use document analysis. The sampling technique used was purposive sampling. Data validity uses triangulation theory. Data analysis uses flowing analysis. The results of this research show that the contextual discourse of posters can be analyzed using the principles of personal, locational, temporal, analogical, and inference interpretation. It is hoped that the research results can provide benefits from contextual discourse analysis in understanding the meaning of uploads of Covid-19 educational dialogue posters through contextual principles in understanding the message conveyed.

Keywords: *contextual discourse analysis, educational dialogue posters Covid-19, Ministry of Health of the Republic of Indonesia*

A. Introduction

One type of visual communication media that can attract people's attention is posters. Posters are able to attract people's attention because they are presented by prioritizing visual elements. This is in line with the opinion of (Yunregiarsih, Tamini, &

Mustofa, 2014) that posters are media as a communication tool in the form of written language to attract enthusiasm and interest from readers. The visual elements of posters are often created by highlighting images combined with writing. Indriana (2011) believes that posters are a combination of images and colors that are attractive and striking in order to attract attention. Posters have an informative nature or are intended with the intention of providing information to the general public. Before technology existed, poster making was done manually, namely by painting the poster you wanted to make (Akbar & Patria, 2016). In the past, posters were black and white and only affixed to strategic walls. However, at that time posters had become a medium that attracted public attention. In the past, the posters that were often found were propaganda posters to win Indonesia's independence with the aim of giving the spirit of struggle to the Indonesian people (Banindro, 2018)

The existence of posters is timeless. Posters continue to develop with various types and purposes, one of which is education for the public. Posters have their own advantages, namely they can influence people's behavior and points of view (Daryanto, 2010). In this technological era, posters are not only found in print media, but also in electronic media and the internet, including social media. In the current technological era, social media is widely used by all levels of society. Social media is a medium for interacting, collaborating, and sharing communication with other users, and can form virtual social bonds (Nasrullah, 2015). Social media has the very practical advantage of being able to be used anytime and anywhere. Social media also provides actual information that people need so that people can use social media to find what is currently being discussed. The advantages of social media can be utilized by educators in the world of education.

One social media that is widely used by all groups is Instagram. Instagram is an application used to take and share photos and videos on Instagram or other social media networks with or without applying digital filters (Fahmi, 2018). The development of Instagram from initially just sharing personal photos or videos to its function as an educational medium for the public through accounts created by certain installations. The

government also uses Instagram as a medium to educate the public, especially regarding the prevention and transmission of the Covid-19 virus during the ongoing pandemic.

One of the agencies that uses Instagram is the Ministry of Health of the Republic of Indonesia via the Instagram account @kemenkes_ri which is its official account. The Instagram account @kemenkes_ri contains uploads such as videos, posters and brochures. These posts aim to educate the public about health, both in providing understanding, procedures, prohibitions and invitations to the public. Uploads on the @kemenkes_ri account are presented with attractive illustrations and colors, so that the language used in the uploads can be easily understood by the public. In this research, researchers used a Covid-19 educational dialogue poster, each title consisting of four panels.

In conveying information to the public, language is needed as a medium. Language is a communication tool to convey the goals intended by the speaker to the interlocutor (Mailani, Nuraeni, Syakila, & Lazuardi, 2022). Language use is influenced by the speaker's interests which are based on ideological values. Covid-19 educational dialogue posters have ideological power to arouse public response because the language used can provide an image and influence readers to read and understand the meaning of the upload. The basis for understanding a text is discourse elements, because discourse elements are more complex than elements found in other linguistic units. This is in line with Chaer (2012) opinion that discourse is the most complete language unit that occupies the highest grammatical hierarchy. Discourse contains all elements of language so that it can contain a complete unity of meaning. According to Tarigan (1997), the characteristics of a discourse are that it has high cohesion and coherence and is mutually continuous from the beginning to the end of the discourse.

Discourse analysis plays an important role in understanding the meaning conveyed in @kemenkes_ri Instagram posts. Stubbs argues that discourse analysis discusses and defines the messages conveyed between speakers and interlocutors (Wijana & Rohmadi, 2011). Discourse analysis is divided into two types, textual and contextual. Textual discourse analysis is discourse analysis that relies internally on the text being

studied and looks at the form (cohesion) and meaning (coherence). Meanwhile, contextual discourse analysis is the aspects that must exist in a discourse, both internal and external aspects (Sumarlam, 2008). Through discourse analysis, the purpose of uploading Covid-19 educational dialogue posters on the Instagram account of the Ministry of Health of the Republic of Indonesia can be known textually and contextually, but this research will focus on contextual analysis.

The contextual aspects applied in the discourse analysis of this research refer to the opinion of (Sumarlam, 2008) which consists of the principle of personal interpretation, the principle of locational interpretation, the principle of temporal interpretation, the principle of analogy, and inference. Apart from these principles, discourse analysis in contextual aspects has many variations of findings. In another field, (Hariadi, 2015) conducted discourse analysis research on the song by Paul Putra entitled Sungai Kapuas. In his research, he explains that contextual aspects are understood using the principles of temporal, locational, personal and apparently expressive interpretation. (Nur, 2020) also conducted research on discourse analysis during the pandemic on the Facebook page of the Directorate General of Treasury, Ministry of Finance of the Republic of Indonesia. Contextual aspects that influence the meaning of the Facebook page of the Directorate General of Treasury, Ministry of Finance of the Republic of Indonesia, namely political, social and economic changes.

Based on previous research that has been presented, it appears that there is a knowledge gap, where the topic of discourse analysis, especially in contextual aspects on Covid-19 posters is still incomplete, especially contextual discourse analysis on educational dialogue posters uploaded by the Ministry of Health on its Instagram account has never been studied in research. previously. Seeing previous research related to the diversity of contextual aspects in critical discourse analysis is the reason for the author to analyze the contextual meaning of the Covid-19 poster uploaded to the Ministry of Health's Instagram. The many contextual influences in the meaning of a discourse influence people's acceptance of the information presented. The aim of this contextual analysis research is to examine the implied meaning and to find out the dominant aspects

of the Covid-19 health dialogue poster on the Instagram account of the Ministry of Health of the Republic of Indonesia.

B. Methods

This research is not tied to a place because this research analyzes data in the form of documents. This research is qualitative research, which means the process of research and understanding is based on methods that investigate social phenomena and human problems (Noor, 2011). This research approach is a descriptive approach, namely a method of researching a group of people, objects, conditions, systems of thought, or events in the present (Nazir, 2005). The descriptive method aims to make a systematic, factual, and accurate description or picture of the facts being investigated. The data source for this research is the form of six Covid-19 educational dialogue posters uploaded on the Instagram account of the Ministry of Health of the Republic of Indonesia (@kemenkes_ri). This research was conducted by collecting data in the form of writing or words contained in the Covid-19 educational dialogue posters.

This research uses a purposive sampling technique, which is a strategy used to determine samples, both individuals and places that can provide information for researchers (Creswell, 2015). This study used a purposive sampling technique. Researchers used a purposive sampling technique to obtain data accurately so that the research results were proven to be true. Through a purposive sampling technique, six posters of the Covid-19 educational dialogue were taken, namely with the titles Disinfectants Not to be Sprayed on the Body, Towards PSBB, New Variants of CoronaVirus, Inhalation of Hot Vapor Does Not Kill CoronaVirus, Vaccination for Covid-19 Survivors, and There is Omicron, Still Prokes Discipline. The data collection technique is in the form of document analysis. Researchers used document analysis techniques to analyze the Covid-19 educational dialogue posters.

The validity of the data in this study used a theoretical triangulation technique. Theory triangulation is used to review various theoretical perspectives from several experts. Researchers use theoretical triangulation to adjust the characteristics of the data studied by several disciplines. Data analysis uses flow analysis. This study uses a flowing

data analysis model to examine data in documents. Components or data analysis activities with a flowing model include data collection, reduction or selection, data display, and conclusion.

C. Result and Discussion

The Covid-19 educational dialogue poster uploaded by the Indonesian Ministry of Health on its Instagram account (@kemenkes_ri) is a poster aimed at educating the public to increase awareness of preventing and dealing with the Coronavirus. The Covid-19 educational dialogue poster contains four image panels with illustrations depicting what Indonesian people do in general, which are presented in the form of attractive pictures, dialogue, and colors. The researcher identified the forms of contextual discourse analysis, including personal interpretation principles, locational interpretation principles, temporal interpretation principles, analogy principles, and inference. In summary, the results of contextual discourse analysis can be seen in the following pie chart.

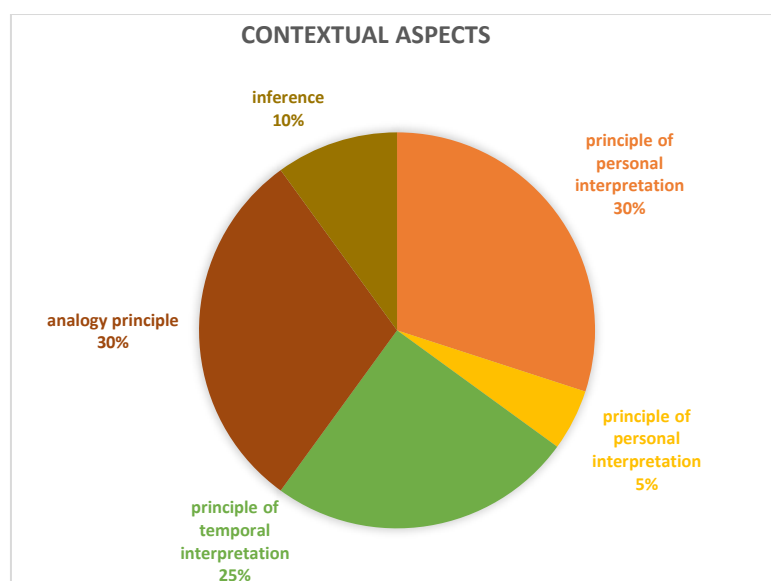


Figure 1 Pie Chart of Contextual Discourse Analysis Result

Principle of Personal Interpretation

The principle of personal interpretation relates to who is actually a participant in a discourse (Oktavia & Zuliyandari, 2019). This study found the principle of personal

interpretation of six data. The following is an example of the principle of personal interpretation: the conversation between the Health Center Officer (PP) and the Motorcycle Driver (PM) on the Poster titled Disinfectant Not to be Sprayed on the Body.

PP : Wash your hands before entering the housing complex, sir!

PM : Where was the previous disinfectant booth, sir?

PP : It has been dismantled by the RW Management, Sir.

PP : Disinfectant booths are not recommended, sir, they can irritate the skin and breathing, and also damage clothes. The best way to prevent Covid-19: wash your hands with soap, keep a distance of at least 1 meter, and now everyone is advised to wear a mask.

PP : Don't forget to use soap, bro!

PM : Alright.. Bosque. (Indonesian slang terms)

There are two speakers on the Covid-19 educational dialogue Poster titled Disinfectants Not to be Sprayed on the Body: Prokes Officers and Motorcycle Drivers. Prokes officers are tasked with reminding health protocols (prokes) people who want to enter residential areas. In the story above, it can be seen that the driver did not just enter the residential area this time because the Motorbike Driver said, " where was the previous disinfectant booth, sir?". That sentence was said because the previous day, the Motorbike Driver had entered the residential area. At the entrance to the housing, a disinfectant booth is provided along with officers to spray disinfectant on people who will enter the area.

After several days, the Motorbike Driver did not enter the residential area. When he returned, he was surprised by the different health protocol provisions. The Prokes official told him to wash his hands, unlike before when the Prokes Officer sprayed him with disinfectant.

From the explanation of the characteristics of the characters above, Motorbike Drivers and Prokes Officers have a friendly attitude and respect each other. This was shown when the Prokes Officer reminded motorbike drivers of health protocols in a polite and friendly manner. Motorbike drivers also ask questions using good and non-offensive language. Then the Prokes Officer answered the Motor Driver's questions with pleasure.

The following is another example of personal interpretation principle data, in the conversation between A, B, C, D, E, and F on the Towards PSBB Poster.

- A : Oke guys, the meeting is over. Is there anything else?
B : Social media is busy with PSBB. What's that?
C : That means we can't go anywhere like a lockdown.
A : Come on... can anyone help answer?
D : It seems related to the appeal for physical distancing and the implementation of WFH.
E : To be clear, PSBB is a restriction on certain activities of residents in an area suspected of being infected with Covid-19 to prevent transmission.
F : With the implementation of the PSBB, schools and workplaces are being closed, social, religious and socio-cultural activities are limited.
F : Those that continue to operate are the health, food, beverage, energy, communications, services, communications media, finance and banking, logistics and distribution of goods, food stalls and grocery stores, strategic industries sectors.
B : If there's no need, just stay at home. If you violate there are sanctions in accordance with applicable law.
A : Oh I see.
C : Woy! Who's sleeping?
D : Ha..ha..ha.

On the Covid-19 educational dialogue poster Towards PSBB, there are seven participants, six of whom are speakers (A, B, C, D, E, and F), and one is an online meeting participant who falls asleep (G). This Poster shows that the participants are members of a workplace, community, or organization that has just completed an online meeting.

They are familiar with each other, which can be seen when the meeting is over. They discussed an actual topic that was being hotly discussed by the general public, namely PSBB. They were very enthusiastic about responding to each other. They express opinions to each other according to what they know. When expressing opinions, they respect each other by not interrupting the conversation and listening carefully to what their colleagues are saying. After his partner finished expressing new opinions responded one by one.

Their intimacy was also seen when the meeting participants were asleep. People unfamiliar with a workplace, community, or organization will need more courage to sleep when a meeting is in progress. Character G falls asleep while the meeting is in progress; this might be because the meeting is online, so there is no direct interaction. So, no friends can wake him when he is asleep.

The following is another example of personal interpretation principle data, in the conversation between Nurse 1 (P1) and Nurse 2 (P2) on the New Variant of the Covid-19 Virus poster.

P1 : Handling Covid-19 is not yet complete. In fact, three more variants of the corona virus have emerged.

P2 : Yeah, B.1.1.7 from England, the double mutation variant B.1.617 from India and the B.1.351 variant from South Africa.

P1 : And the virus has started to appear in several areas.

P2 : The important thing is not to panic and continue to follow health protocols to avoid infection. That's why there is a tightening of mobility. Including overseas travel. If not controlled, it could cause an increase in Covid-19 cases containing these variants.

P1 : Although there are certainly individuals who commit violations.

P2 : Hopefully, it can still be controlled and the trend of decreasing cases is maintained.

On the Covid-19 educational dialogue poster titled New Variant of the Covid-19 Virus, two speakers are nurses who work in a hospital. They are close to each other it can be seen when they discuss new variants of the Coronavirus using simple or non-formal language. They provide each other with necessary information regarding the Covid-19 pandemic so they can care for themselves and not be exposed to the Coronavirus. They also discussed violations common in Indonesian society because Indonesian people often violate rules set by the government, even though these regulations are made with good intentions.

Based on the results of this research, it can be concluded that the parties involved in the speech really determine the meaning conveyed. As stated by Oktavia (2019)) in her research, in the contextual aspect of personal interpretation, who the speaker is and who the speech partner is really determines the meaning of an utterance. Discourse participants greatly influence meaning, discourse participants refer to individuals who take part in the discourse, the nature of the discourse participants, their position and role in the discourse (Hikmah & Rohmadi, 2023). In other research Akbar & Patria (2016) state that apart from determining participants in general, the principle of personal interpretation refers to the

characteristics of the participants, their positions and roles, for example what types of role relationships exist between the participants.

Principles of Locational Interpretation

The principle of locational interpretation is the interpretation of the location or place where a situation/condition/event occurs in a Covid-19 educational dialogue poster on the Instagram account of the Ministry of Health of the Republic of Indonesia (@kemekes_ri) with the intention of understanding where the discourse on the uploaded Poster occurs. This is in line with the opinion of Oktavia (2019) who says that the principle of locational interpretation is related to interpreting the location or place where a situation (circumstances, events and processes) occur in understanding a discourse. This study found the principle of personal interpretation as much as one data. The following is the principle data of locational interpretation, namely the conversation between Mrs. Buyer 1 (IB1) and Mrs. Seller (IJ) and the child of Mrs. Buyer 1 (An) on the Poster titled Disinfectant Not for Spraying on the Body.

IB1 : Did I forget my shopping **here**, miss??

IJ : Oh yes. There you are, ma'am. I kept it because I thought you would definitely come back.

An : I told you right? It's left behind.

If the word "*here*" is interpreted using the principle of locational interpretation, then the word "*here*" refers to the seller's stall in the market. This interpretation is based on the opinion of Mulyana (2005) who states that context is the situation or background where a communication occurs.

Principle of Temporal Interpretation

The principle of temporal interpretation is an understanding of the time when a situation/condition/event occurred in a Covid-19 educational dialogue poster on the Instagram account of the Ministry of Health of the Republic of Indonesia (@kemekes_ri) intending to understand how long it took for the event/situation/condition to occur in the discourse in Poster uploaded by the Ministry of Health. This is in line with the opinion of

Setiawan & Wiedarti (2019) that the principle of temporal interpretation refers to the time a situation occurs based on its context. This study found the principle of temporal interpretation of five data. The following is an example of the principle of temporal interpretation, namely a conversation between a health worker (PP) and a motorbike driver (PM) on a poster of Disinfectants Not to be Sprayed on the Body.

PM : Where was the **previous** disinfectant booth, sir?

PP : It has been dismantled by the RW Management, Sir.

The interpretation of the meaning of the word "previously" in the speech above is illustrated through the motorbike driver's thoughts. The word "previously" in the Motorcycle Driver's speech refers to a period of time several days ago when there was still a disinfectant booth.

In addition, the principle of temporal interpretation is also found in data D1_c on the poster of Disinfectants Not for Spraying on the Body.

PP : Disinfectant booths are not recommended, sir, they can irritate the skin and breathing, and also damage clothes. The best way to prevent Covid-19: wash your hands with soap, keep a distance of at least 1 meter, and **now** everyone is advised to wear a mask.

The interpretation of the meaning of the word "now" in the Prokes Officer's speech refers to the time period from the start of the pandemic to the end of the Covid-19 pandemic.

Analogy Principle

The principle of analogy is the basis used by speakers and interlocutors to understand the meaning and identify the intent of the discourse in the Covid-19 educational dialogue poster on the Instagram account of the Ministry of Health of the Republic of Indonesia (@kemekes_ri). The Ministry of Health of the Republic of Indonesia is a government agency tasked with overseeing health problems in Indonesia. The principle of analogy will provide a clear interpretative framework to the listener and analyzer on most occasions (Lestari & Mualifah, 2024).

All communities and health installations in Indonesia use the Ministry of Health as a benchmark for what to do regarding health problems. For this reason, the Ministry of Health uses educational posters for Covid-19 by using illustrations of Indonesian society to provide an understanding of what Indonesian people should do, especially in dealing with the current pandemic. This study found the principle of analogy interpretation in as many as six data. The following is an example of conversation data on “Inhaling Hot Vapor Doesn't Kill the CoronaVirus” poster.



Figure 2 Inhaling Hot Vapor Does Not Kill the Corona Virus Poster

Based on figure 2 there are two speakers, namely Mama (M) and Kid (K). They are bound by blood or family ties. The scene on the Poster is in the kitchen. The following is a transcript of the conversation in Figure 2.

K: Aw, it's hot!

M: Lah, what happened to her?

M: Is that a hot water basin? What are you doing now?

K: I'm taking precautions ma'am, I heard hot steam can kill the Covid virus, I'm trying this, the steam hits my face, it's really hot.

M: Are you kidding? You are something else! inhaling hot steam does not kill the virus because the steam cannot reach the cells where the virus is, in fact if the steam inhaled is too hot it can cause burns to the skin and respiratory tract. luckily your cheeks only turned red.

M: If the heat is appropriate, inhaling steam can relieve a blocked nose or sinusitis, viruses can only be killed by the body's immune system and anti-virus, and don't forget to get vaccinated and follow health protocols.

K: Do we have to eat healthy, exercise and get enough rest to maintain our immunity?

M: Yes, we do

The illustration that happened at that time was kid screaming in pain from inhaling hot steam to prevent the Coronavirus. Then Mama came to give first aid. Mama also explained to sister that inhaling hot steam could not kill the Coronavirus but could cause burns and respiratory problems.

From the illustration based on figure 2, the Ministry of Health wants to inform the Indonesian people that inhaling hot steam cannot kill the Coronavirus; it can be dangerous because it can cause burns and respiratory problems. However, if the heat of the steam is up to standard, inhaling hot steam can relieve a blocked nose or sinusitis. In addition, the Ministry of Health also emphasized that to maintain immunity, you must eat healthy food, exercise, and get enough rest. This statement is illustrated in sister's question to Mama.

Another example of analogy principle data is the conversation between man (Mr) and woman (Mrs) on poster of the Vaccination for Covid-19 Survivors.



Figure 3 Vaccination for Covid-19 Survivors

Based on figure 3, there are two speakers, namely Mr. and Mrs. They are bound in a family or husband and wife status. The location of the incident on the Poster is in the house. The following is a transcript of the conversation in Figure 2.

Mr: There's good news!

Mrs: Wow, what's the news?

Mr: Now Covid-19 survivors can be vaccinated after 1 month of being declared cured, this depends on the severity of the disease, for those with severe disease it remains 3 months.

Mrs: Wow, that means we can get vaccinated quickly, by the way, why are the regulations changing all the time?

Mr: Yeah, this is a new disease, data regarding the efficacy and safety of vaccines is also being refined by experts, one of which is regarding vaccination for Covid survivors.

Mrs: Yes, that's right, so when do we get vaccinated?

Mr: I'll look for more info later, for now, accept it, I have received my honor.

The illustration at that time was that Man conveyed the good news to Woman after coming home from work. The happy news is that survivors of Covid-19 can already be vaccinated after one month of being declared cured. However, it still depends on the

degree of severity; in the worst case, vaccination can be carried out after three months of being cured.

From this illustration, the Ministry of Health wants to convey to the people of Indonesia through the conversation between the husband and wife. Whereas for now, Covid-19 survivors can be vaccinated after one month of being declared cured, the worst case is that vaccination can be done after three months. It is intended to give peace to survivors of Covid-19, so they also have the right to get vaccinated.

The following is another example of analogy principle data, namely the conversation between Mrs. Buyer 1 (IB1), Mrs. Buyer 2 (IB2), Mrs. Seller (IJ), and Mrs. Buyer 1's Daughter (An) on the Poster of There is Omicron, Keep Prokes Discipline.



Figure 4 There is Omicron, Keep Prokes Discipline

Based on figure 4, there are four speakers: Mrs. Seller, Mrs. Buyer 1, Mrs. Buyer 2, and the Child of Mrs. Buyer 1. The location of the incident in the Poster is in the market,

precisely located at the Vegetable Seller Mother Kiosk. The following is a transcript of the conversation in Figure 4.

- IB2 : Yesterday it was the delta variant, now there is another omicron variant, why is it increasing again, even though yesterday there were fewer people infected with Covid.
- IJ : Just relax, we've all been vaccinated.
- IB2 : It's not like that, indeed the symptoms are milder if exposed to omicron, we don't just look after ourselves.
- IJ : because even if we have been vaccinated, we can still get infected and transmit omicron, right?
- IB2 : Yes, you already know that, that's why we have to maintain orderly health protocols
- IB1 : Excuse me!
- IB1 : Did I forget my shopping **here**, miss??
- IJ : Oh yes. There you are, ma'am. I kept it because I thought you would definitely come back.
- An : I told you right? It's left behind.

The illustration was that Mrs. Buyer 2 bought vegetables at Mrs. Seller's stall. While shopping, they discussed the omicron variant. The seller feels calm about the omicron variant because it has been vaccinated. Then, Mrs. Buyer 2 explained to Mrs. Seller that even though she had been vaccinated and her omicron symptoms were lighter, we must always comply with the health protocol because, as a mother, we not only take care of ourselves but also take care of our family members. After that, Buyer 1 and her child came to ask if her purchases were left behind.

From the illustration above, the Ministry of Health wants to provide understanding to the Indonesian people through conversations between the Vegetable Seller and the Buyer 2. Even though they have been vaccinated, it does not rule out the possibility of contracting and transmitting the Coronavirus. Therefore, we must remain vigilant and comply with health protocols (prokes) wherever we are. The Ministry of Health uses sales figures and buyers in the market intending to provide understanding to people with the middle to lower economic class to continue to comply with the health protocol. It is because middle to lower-class people tend to violate the Prokes more daily.

From the research results above, it can be concluded that the principle of analogy helps interpret the meaning of discourse based on reason or knowledge (knowledge of the world) (Surana, 2017). The principle of analogy will help provide a clear interpretative framework to listeners and analyzers on most occasions (Lestari & Mualifah, 2024). The various illustrations above prove that the principle of analogy functions as an explanation for unstructured language phenomena. The principle of analogy is used to evaluate discourse that requires the application of various understandings and knowledge (Lestari & Mualifah, 2024).

Inference

Inference is an understanding carried out by the speech partner to understand what the speaker conveys implicitly. Inference lexically means conclusion (Ahmadi & San, 2019). This understanding is carried out on the Covid-19 educational dialogue poster on the Instagram account of the Ministry of Health of the Republic of Indonesia (@kemekes_ri) to understand hidden/unspoken meanings by speakers so that speech partners and readers can understand them. This study found the principle of temporal interpretation in as many as six data. The following is an example of an analogy principle: a conversation between Nurse 1 (P1) and Nurse 2 (P2) on the Poster for the New Variant of the Covid-19 Virus.

P1 : Although there are certainly individuals who commit violations.

P2 : Hopefully, it can still be controlled and the trend of decreasing cases is maintained. (**Need rest**)

In the speech above, there is a form of inference conveyed by Nurse 2. This form of inference is “*need rest*”. Judging from the writing, “*need rest*” can be said in a slow tone, and it could also be Nurse 2's inner speech. However, based on the context, needing a break can be interpreted as follows: (1) wanting to take a break for a while, not working all the time; (2) tired of taking care of patients exposed to Covid-19 because of the rapid spike; (3) want to go home and visit family, because during the pandemic nurses were not allowed to go home.

Another example of analogy principle data is the conversation between Mama (M) and Kid (K) on the Poster Inhaling Hot Vapor Doesn't Kill the CoronaVirus.

K: Aw, it's hot!

M: Lah, what happened to her?

In the story above, there are inferences made by Kid. The inference is in the speech "*Aw, it's hot!*". Judging from the context, the speech has various meanings as follows: (1) The kid is exposed to a hot liquid or steam; (2) The kid accidentally touched a hot object; (3) The kid asked for help from anyone in the house who heard his screams.

Based on the results of the research conducted, it can be concluded that inference is a form of interpretation of a context. This is in line with the opinion Numertayasa & Sutama (2013) that conversational inference (discourse) is an interpretation process determined by the situation and context. Interference occurs when there is a process that must be carried out by the listener or reader to understand the literal meaning, but there is none in the discourse expressed by the speaker or writer (Djajasudarma, 2012). This indicates that inference can occur through a strong process of interpreting implicit data. Cummings (2007) also revealed that inference or inference is the act of making explicit information based on implicit information from a discourse/speech.

The form of contextual discourse analysis on the Covid-19 educational dialogue poster uploaded to the Instagram account of the Ministry of Health of the Republic of Indonesia under the account name @kemenkes_ri has been fully described in the research results section. From the results of the research that has been presented, the most dominant form of contextual discourse analysis is the principle of personal interpretation and the principle of analogy, each of which is 30% because both can be interpreted independently based on the understanding of the reader.

The principle of personal interpretation becomes the dominating part because, in every Poster of the Covid-19 educational dialogue, a character is a speaker in the interlocutor. The speaker and the interlocutor will determine the meaning contained in an utterance. Meanwhile, the principle of analogy becomes the dominating part because

speakers and interlocutors use it as a basis to understand the meaning contained in an utterance. This finding is a novelty because, in previous studies, no one had studied discourse analysis on the Covid-19 educational dialogue poster on the Ministry of Health's Instagram of the Republic of Indonesia. To find out the updates in this study, the authors will compare the research results with previous studies.

The relevant research conducted by Hariadi (2015) is a study of textual and contextual discourse analysis on Paul Putra's song entitled Sungai Kapuas. The similarities between Hariadi's research and this research are that both studies examine contextual aspects using the principles of personal interpretation, temporal interpretation, and locational interpretation. Meanwhile, the difference between Hariadi's research and this research is that this study examines expressive looks and needs to examine the principles of analogy and inference interpretation.

The relevant research that was subsequently carried out by Musaffak (2015) was a discourse analysis study on food and drink advertisements on television. The similarity of the research conducted by Cahya and Samsiyah with this research is that in the contextual aspect, the two studies both show the existence of persuasive sentences in the research subjects. Meanwhile, the difference between Musaffak's research and this research is that the contextual aspect emphasizes the function of language in advertisements, namely the function of information, persuasion, and story building. In comparison, in this study, the contextual aspect emphasizes the principles of personal interpretation, temporal interpretation, locational interpretation principles, analogy principles, and inference.

The research conducted by Samsiyah & Cahya (2018) is research on textual and contextual discourse analysis on Javanese language literacy teaching materials for grade 4 elementary schools in Madiun. The similarity of the research conducted by Cahya and Samsiyah with this research is that they both study contextual aspects using the principles of personal interpretation, the principles of temporal interpretation, the principles of locational interpretation, and the principle of analogy. Meanwhile, the difference between

Cahya and Samsiyah's research and this research is that this research needs to examine inferences.

The research conducted by Wijayanti, Suharto, & Soleh (2018) is a study of textual and contextual discourse analysis on Indonesian Stand Up Comedy on Kompas TV. The similarity of the research conducted by Cahya and Samsiyah with this study is that this study examines contextual aspects by considering the principles of personal interpretation, temporal interpretation, locational interpretation, and the principle of analogy. Meanwhile, the difference between Wijayanti, Suharto, and Soleh's research and this research is that this study focused more on social, psychological, economic criticism, and moral values contained in Stand Up Comedy Indonesia episode 7.

Nur (2020) conducted a discourse analysis research found during the pandemic on the Facebook page of the Directorate General of Treasury, Ministry of Finance of the Republic of Indonesia. The similarity of Nur's research with this research is that the contextual aspect aims to disseminate information related to the Covid-19 pandemic to the Indonesian people. Meanwhile, the difference between Nur's research and this research is that this study does not examine contextual aspects with personal interpretation, temporal interpretation principles, locational interpretation principles, analogy principles, and inference but instead examines contextual aspects using social, economic, and political changes.

The research conducted by Burhanudin, Sumarlam, and Rakhmawati (2021) is Norman Fairclough's critical discourse analysis research on the dimensions of the Covid-19 appeal in Javanese in the Instagram accounts of five mayors and regents. The similarity of Burhanudin, Sumarlam, and Rakhmawati's research with this research is that this research states that in the contextual aspect, it aims to disseminate information related to the Covid-19 pandemic to the public. Meanwhile, the differences between Burhanudin, Sumarlam, and Rakhmawati's research and this study are that in this study, the contextual aspects emphasized situational, institutional, and social aspects. In the situational aspect, it examines the situation that influenced the appearance of the Covid-19 appeal poster. The institutional aspect examines the influence of institutions on the existence of posters.

Meanwhile, social aspects are related to economic, social, political, and cultural conditions.

Syakur and Sumarlam (2021) conducted further relevant research on Teun A. Van Dijk's critical discourse analysis on the text of advertisements for public health services related to the Covid-19 pandemic in online media. The similarity between Syakur and Sumarlam's research and this research is that this research states that in the contextual aspect, it aims to disseminate information related to the Covid-19 pandemic to the public with an easy-to-understand meaning. Meanwhile, the difference between Syakur and Sumarlam's research and this study is that in this study, the contextual aspect emphasized critical thinking in the language used.

D. Conclusion

Contextual discourse analysis research on six Covid-19 educational dialogue posters uploaded by the Ministry of Health of the Republic of Indonesia on its Instagram account shows that contextual discourse analysis of educational posters consists of personal interpretation principles, locational interpretation principles, temporal interpretation principles, analogy principles, and inference. From the results of the research that has been presented, the most dominant form of contextual discourse analysis is the principle of personal interpretation and the principle of analogy.

The principle of personal interpretation becomes the dominating part because, in every Poster of the Covid-19 educational dialogue, a character is a speaker in the interlocutor. The speaker and the interlocutor will determine the meaning contained in an utterance. Meanwhile, the principle of analogy becomes the dominating part because speakers and interlocutors use it as a basis to understand the meaning contained in an utterance.

Contextual discourse analysis on COVID-19 educational posters on Instagram can help reveal how social and cultural context influences the reception and understanding of health messages. This can help in designing messages that are more in line with local values and norms. The researcher hopes that the results of this study can

be used as a reference for other researchers in the field of discourse analysis. Other researchers can also complement and perfect the results of this study. It can be done using up-to-date and in-depth theory. Future researchers are also expected to consider the topic to obtain richer data.

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