

## Semiotic Meanings of Videos of Stanford Medicine YouTube Channel

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### Abstract

*This thesis is an analysis of non-verbal semiotic symbol signs in Covid-19 videos of Stanford Medicine YouTube channel to find out the kinds of signs dominantly found in Covid-19 Videos of Stanford Medicine YouTube Channel, how the meanings of the signs are realized in Covid-19 Videos of Stanford Medicine YouTube Channel, and why those kinds of signs are dominantly found in Covid-19 Videos of Stanford Medicine YouTube Channel. To answer the problem, the researcher used the theories of semiotics proposed by C. S. Peirce supported by Danesi (2010) and Wierzbicka (1996). The kinds of sign were analysed by the triadic semiotic theory of Peirce, the meanings of signs were analysed by the non-verbal theory of Danesi, and the color meaning was analysed by color theory of Wierzbicka. The research method is descriptive qualitative approach. It is descriptive qualitative because the researcher used interpretive analysis to analyze the sign on Covid-19 videos. The researcher found that out of the three sign categories, the type of sign that appeared most often is the ground category, followed by object and interpretant. The total signs from ground category is 83 times occurred in the data. There are three kinds of sign on ground namely, icon, index, and object. The total of icon occurred is 49 times, the total of index occurred is 4 times, and the total of object occurred is 30; The total signs from object category is 47 times occurred in the data. From three kinds of sign on object only two kinds occurred. They are qualisign and legisign. Sinsign never occur. The total of qualisign occurred is 43 times, while the total of legisign occurred is 4 times; and the total signs from interpretant category is 30 times occurred in the data. From three kinds of sign on interpretant, only two kinds occurred. They are rheme and argument. Decisign never occur. The total of rheme occurred is 15 times, while the total of argument occurred is also 15 times.*

### Keywords

non-verbal semiotic signs;  
covid-19; youtube channel



## I. Introduction

Humans are social creatures who need other people in their lives, in interacting humans always communicate with others. To convey what is in his heart (feelings) or in his head (thoughts), a person (source) must convert the feeling or thought into a set of verbal and / or nonverbal symbols that are ideally understood by the recipient of the message. Communication can be simply understood as the process of delivering one-way messages from someone (or an institution) to another person (or group of people), either directly (face-to-face) or through the media, such as letters (leaflets), newspapers, magazines, radio, television, or the internet.

The message giver is not only a person, but it can be an organization, as well as the recipient of the message can be individuals or the public. To convey this message, everyone needs language, be it spoken or written language. In the current era of globalization, language functions not only as a means of communication, but also as a means of spreading power, image and promotion for profit.

In this digital era, technology has brought people so many advantages. One of them is to make people able to communicate with other people from different places, countries, and religions with internet. However, this advantage cannot be felt by all people especially people who are from different countries that have different customs and languages. They often find the difficulties to deliver message to other people with a different language. Fortunately, the problems can be helped by using gestures, body languages, and symbols that have general meanings that are commonly understandable by other people. People can understand the general meaning of symbol and sign. In this case, Semiotics has a very important role. Moreover, semiotics will help people to communicate through signs.

Several studies about semiotics have been done by some researchers. Robingah (2020) studied Peirce's semiotic analysis on Benny's cartoon related to Covid-19 issues. The focus of this study was to analyze signs contained in Kartun Benny regarding to issues of coronavirus happened these days in Indonesia and many countries in the world. Kartun Benny is cartoon which is published in online portal media, Kontan.co.id. Kartun Benny is published regarding to the current issues happened in Indonesia. The aim is to find the meaning contained Kartun Benny regarding to the coronavirus issues. To analyze the cartoon, Pierce's theory of semantic is used. From the three levels of trichotomy, only one level which is the second level is used to find the meanings. Qualitative method is used in conducting the research. After analyzing the meaning of the Kartun Benny on the 2 editions, which are 21st and 29th of March 2020, the result shows: Kartun Benny is categorized as humorous cartoon. The function of the release of this cartoon is to give sense of humor to the citizen, not to give critic or satire to the government, to picture the condition of how the people live in the situation of the spreading of coronavirus, and after knowing every policies and instruction given by the Government. In addition, Kartun Beny shows the condition and the respond of the society regarding the issues, the news, and the policies given by the government about the spreading of coronavirus.

Moreover, Agustia and Subrata (2021) investigated social semiotic in Covid-19 public services advertisement. The purpose of this research was to align the problem of conveying a meaning in advertisements for public services about Covid-19 which are often not understood by the public so that there is a misunderstanding between the wishes of the appealers and the understanding of the public's target. This study aims to: (1) describe the shape of the parts of the advertisement in the form of the title, text, and slogan contained in the public services advertisement regarding Covid-19, (2) describe the form of the relationship between signs and references in the form of markers and signs in the services advertisement. the public regarding Covid-19, (3) describe and provide an overview of suggestions regarding the role of the proper meaning in public services about Covid-19. The research design used a qualitative design collected from research subjects in the form of public services advertisements about Covid-19 collected from websites and print media in the form of visual media. The objects in this study are in the form of words, phrases, sentences, images, and colors in these advertisements. The research stage begins with the collection of public services data about Covid-19, then a picture of the correct meaning of the advertisement for public services regarding Covid-19 will be drawn up based on semiotics. The results achieved in this study were the addition of semiotic science variables in the design of public services advertisements regarding Covid-19 so as to provide an

overview of the suitability between the application of semiotics and the practice of giving advice and services as outlined in advertisements. The exact match between the desires and the meaning to be conveyed can be well developed to avoid misunderstandings between the advocate and the target public. Another target to be achieved in this research is the development of language knowledge in a broader realm both in the world of non-profit advertising.

Octarensa and Aras (2020) also explored semiotic analysis of video Covid-19 by World Health Organization. The purpose of this research discussed about the semiotic social analysis in a video titled "Covid-19" released by the World Health Organization. The research approach: using a semiotic analysis method with the constructivist paradigm. Semiotic is a sign of science that has consisted of two elements, Signifier and Signified. In this study, semiotics will explain the meaning of visual communication in videos released by the World Health Organization. The results of the study: indicate that semiotic analysis can reveal the signification meaning of the sign in the video campaign. World Health Organization can emphasize the word "stay in" and convince people to continue to do social distancing. The World Health Organization explains that by doing five acts, everyone can be heroic against the pandemic. The five acts can be done by hiding in-home, laying down, playing games, staring on anything. Simple acts can bring a significant impact to all.

Siti Isnaniah & Tiya Agustina (2020) uncovered the semiotic meanings of Covid-19 meme in social media using Roland Barthes of semiology. The objective of this research was to reveal the meaning of Covid-19 memes in social media using study of Roland Barthes semiology. In addition, this research also explained the social representation in Covid-19 memes. The method of the research was qualitative descriptive using technical analysis of Roland Barthes semiology. The technique of collecting data was based on two resources. The primary data were collections of memes about Covid-19 in some social media, such as Instagram, Facebook, and Web Blog. The secondary data were references supporting the topic of the research. In validity technique, the primary data were collected based on the topic of the discussion. After that, the data was processed descriptively by explaining, and comparing the information gained from many resources. Then, the data were reduced and presented. The result of the study showed that the creators tried to reveal social condition through Covid-19 memes. The social conditions were presented in some types of memes, namely critical memes, parodist memes, and motivational memes. In relation to meaning presentation, some social problems were revealed Covid-19 memes. In other country, Massimo Leone (2020) also studied the semiotic meanings of the anti-Covid-19 mask. This study was done in University of Turin. This research applied Semiotics Theory to analyse about people who are anti-mask. The writer of this research used Roland Barthes Semiotics' Theory with humans' attitude toward Covid-19 Health Protocols as the object.

Based on the studies above, the growing interests in semiotic meanings of symbol or signs are still popular in social research, especially in the moments of Covid-19 pandemics. Therefore, this study seeks to investigate the meaning of symbols and signs of cartoon in the videos of Stanford Medicine You Tube Channel. Moreover, the research on this topic is still unexplored

## II. Review of Literature

The term semeiotics (pronounced this way) was actually introduced by Hippocrates, the founder of Western medical science, such as the science of symptoms. Symptoms, according to Hippocrates, are semeion - Greek for a physical "sign" or "sign" (Danesi, 2010: 7). Semiotics is the science of signs. Semiotics studies about systems, rules, conventions that allow these signs to have meaning. In almost the same sense, it is stated that semiotics is the study of how symbolic forms are interpreted. In simple terms, Danesi (2010: 10) states that semiotics is a science that tries to answer the following questions: What is meant by X? X can be anything from a word or gesture to an entire musical or film composition. X's "range" may vary, but the nature of what defines it is not. If we represent the codified meaning X with the letter Y, the main task of semiotic analysis can essentially be reduced to an attempt to determine the nature of the relation  $X = Y$ .

According to Berger, semiotics has two figures, namely Ferdinand de Saussure and Charles Sander Peirce. The two figures developed semiotics separately and did not know each other. Saussure's scientific background was linguistics, while Peirce's was philosophy. Saussure said that the science he developed was semiology. Semiology according to Saussure is based on the assumption that as long as human actions and behaviour carry meaning or as long as they function as signs, there must be behind it a system of differences and conventions that make that meaning possible. Where there is a sign there is a system (Hidayat, 1998: 26), while Peirce mentions the science he built on semiotics (semiotics). For Peirce, who was an expert in philosophy and logic, human reasoning was always carried out through signs. This means that humans can only reason through signs. In his mind, logic is the same as semiotics and semiotics can be assigned to all kinds of signs (Berger, 2000: 11-22). In subsequent developments, the term semiotics is more popular than semiology.

Semiotics is an interesting science to discuss because there are so many signs in human life. This is in line with Hoed (2011) stated that semiotics is the study of signs in human life. In other words, everything that is present in our lives is seen as a sign, that is, something to which we must give meaning. This is in line with Barthes (1957: 19) who also explained the purpose of semiotics is to accept all sign systems, regardless of their nature and boundaries, whether images, signs, musical sounds, objects, and all of these things, which form habits or other things, which is not in the form of language, is at least a system of significance, namely the existence of a relationship between markers and markers to give meaning.

In line with what has been discussed previously, semiotics not only interprets verbal (language / linguistic) codes but also nonverbal codes such as pictures for example. There are three categories of an image, namely icons, indexes, and symbols. (1) an image is an icon if it bears some resemblance to what we already know about the object or person. Icons include paintings, maps, photographs that can be arranged from very realistic to simple ones, for example a house icon on the web that represents a home page, (2) an image is an index if it is known not because of its resemblance to any object but because we know it exists the relationship between the image and the concept, and (3) an image is a symbol when it does not have a visual or conceptual relationship to an object or person. We know what they mean only because of convention, which is something we have learned. For example, the word rose. The word has no resemblance to roses, but we have been taught that roses are called roses.

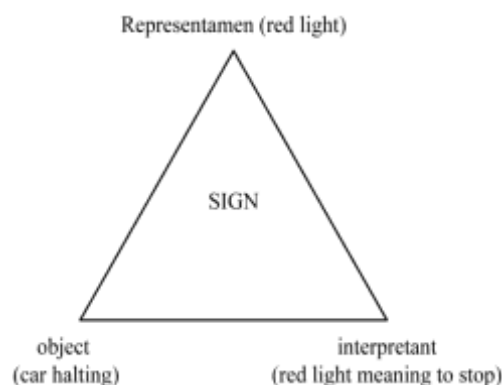
Saussure's sign model is in the 'dyadic' tradition (Chandler, 2007). In this theory, semiotics is divided into two parts (dichotomy), namely signifier and signified. Signifier is

seen as physical forms that can be recognized through architectural works, while Signified explains the meanings expressed through the concepts, functions and / or values contained in architectural works. The existence of Saussure semiotics is the relation between signifier and signified based on convention, commonly called significance. Semiotic significance is a sign system that studies the relation of sign elements in a system based on certain rules or conventions. Therefore, social agreement is needed to be able to interpret this sign.

According to Saussure, signs consist of sounds and images, called a signifier, and the concepts of sounds and images are called signified. In communicating, someone uses a sign to send meaning about an object and other people will interpret the sign. Objects to Saussure are called "referents". Similar to Peirce who termed the interpretant for the signified and the object for the signifier, the difference was that Saussure interpreted "object" as a referent and mentioned it as an additional element in the marking process. For example: when people say the word "dog" (signifier) in a swearing tone then it is a sign of bad luck (signified). Thus, according to Saussure, "Signifier and signified are unity, inseparable, like the two sides of a sheet of paper." (Chandler, 2007: 12).

In contrast to the Saussure sign model which has a self-contained dyad pattern of 'binary structure', Peirce offers a triadic model (Chandler, 2007: 29). According to Peirce, semiotics is synonymous with logic, humans only think in signs. A sign can be interpreted as a sign only if it functions as a sign. The essential function of a sign makes inefficient relations to be efficient both in communicating people with other people in human thinking and understanding of the world. The sign according to Pierce then is something that can be captured, representative, and interpretive.

In connection with the triadic concept mentioned above, Pierce relates the sign and its interpretation to the sign which is always associated with logic, namely the triangle of signs between Ground, Object, and Interpretation. The following is an explanation of each of the Peirce triangle signs. Ground is the basis or background of a sign, generally in the form of a word. Object is an element of the reality of the sign. Interpretation is an interpretation of the reality that is in the sign. This concept is shown in figure 2.1.



**Figure 1.** Triadic concept of Pierce

#### a. Ground

Ground is the concept about Qualisigns, Sinsigns, and Legisigns. The three components can be described in the following table.




**Table 1.** Table of ground concept

Concept	Definition	Example
Qualisigns	Markers related to quality. Qualisigns are signs that can be marked based on the characteristics that are in the sign. For example, in the word 'red' there is a qualisigns because it is a sign of a possible field. The word red when associated with red roses means feelings of love for someone.	'White' means (=) pure, clean 'Circle' = earth, sphere, round 'Doll' = cute, cute, fluffy 'Hour' = time, discipline 'Black' = dirty, dark, dark
Sinsigns	Markers related to reality. Sinsign is a sign which is a sign based on its appearance in reality. All statements of individual living beings (humans, animals, etc.) that are not institutionalized are a sinsign. Example: screams, laughter.	'Baby crying' = hungry, etc. 'Laughter' = happy 'Chicken cock sound' = it's already morning
Legisigns	Markers related to convention. Legisigns are signs which are signs on the basis of a generally accepted rule, a convention, a code. Example: traffic signs. Traditional signs (it has become a tradition).	"Red Light" = must stop 'Zebra Cross' = overpass 'Nod' = indicates yes or approval 'Shake' = denotes no or rejection 'Yellow Flag = Grief or death

#### b. Object

Object, according to Pierce, consists form of Icon, Index, Symbol (Chandler, 2007: 36). The following table shows the description.

**Table 2.** Table of the object concept

Concept	Definition	Example
Icon	Something that performs a function as a marker similar to the shape of the object: for example, a picture or painting, metaphor, onomatopoeia, etc.	
Index	Something that performs a function as a marker indicating its marker: for example, natural signs (smoke, lightning, footprints, smell, taste), medical symptoms (pulse, injury), measuring instruments (thermometer, clock, weather clock), signal (knock on door, phone ring)	
Symbol	Something that performs a function as a marker which by convention is commonly used in society: for example, language in general (also certain languages, letters of the alphabet, punctuation marks, phrases, and sentences), numbers, traffic lights, and flags.	

#### c. Interpretant

In the interpretant, there are three concepts in the form of Rheme, Decisign, and Argument, as the following table shown.



**Table 3.** Table of Interpretant concept

Concept	Definition
Rheme	A marker related to the possible understanding of the signaling object for the interpreter.
Decisign	A marker that displays information about the marker.
Argument	A marker whose final sign is not an object but a rule.

Danesi (2004) explains that, in semiotic theory, the physical form of a representation is generally called a marker. Then, the meaning it constructs is called a sign. The meaning that has the potential to be derived from this representation in a particular cultural environment is known as the marking system. In the process of making markers, a medium in the form of images, sounds, and so on is used to reproduce something that is sensed, imagined, or felt in its physical form. This process is where the media tries to build something (form X) in order to transfer it to something else (shape Y) be it material or conceptual. In other words, Danesi expressed semiotics trying to make  $X = Y$  (2010: 5). In order to achieve this, the form maker includes historical, social, or anything related to the making of this form. This is well explained by Danesi (2007). Look at the picture below.



**Figure 2.** Brilliant idea illustration by Danesi

What does it mean? The answer is "brilliant idea". How does the figure represent this meaning? By showing a light bulb burning in a thought balloon. Why does he indicate this meaning? To answer the last question, we have to unravel the cultural roots of each component of the sign. The use of a light bulb as a sign is consistent with the general assumption in our culture (Danesian culture) that the light is an analogy to the nature of the intellect and intelligence. This can be seen, for example, from expressions such as "to be enlightened" (enlightened), "to enlighten something" (to shed light on something), and so on. The use of "thought balloons" to enclose a burning lamp (light source) comes from the comic book tradition of putting words and thoughts in the shape of a balloon. This simple example illustrates the quantity and substance of the semiotic method. The same number of questions are used to make sense of everything from simple visual figures (like the examples above) to complex scientific narratives or theories.

Danesi further explained that signs can be divided into two, namely nonverbal and verbal signs. In nonverbal, the body is the central goal of semiotics; the body is a major source of significance, namely studying the signs produced with, through or on the body is one of the central goals of semiotics so that technically, the study of these signs is called non-verbal semiotics, whereas in verbal, language which is the goal of his semiotics. The following is a further explanation of the features including nonverbal and verbal signs based on Danesi (2010).

### III. Research Methods

The research is a qualitative descriptive method. This approach adopted by qualitative researchers tends to be inductive which means that they develop a theory or look for a pattern of meaning on the basis of the data that they have collected. This involves a move from the specific to the general and is sometimes called a bottom-up approach. However, most research projects also involve a certain degree of deductive reasoning. Qualitative descriptive research aims to reveal empirical facts objectively, deeply, and thoroughly based on scientific logic, procedures, and is supported by strong methodology and theory in accordance with the scientific discipline that is pursued. Furthermore, Croker (2009) explains that qualitative researchers use interpretive analysis. Interpretation in qualitative research is a symbolic interaction between researchers and human experiences, objects, people, situations and events (Bungin, 2007).

Sources of data used in this study are features and scenes of animated Covid-19 videos being analyzed. As has been stated above, the animated Covid-19 videos chosen to be the data of this research were taken from Stanford Medicine YouTube channel. Based on the unit analysis of this thesis, the data analyzed in this study are four videos of Covid-19 in Stanford Medicine YouTube Channel, namely: (1) Video 1: Global Covid-19 Prevention; (2) Video 2: Staying Safe when Covid-19 Strikes; (3) Video 3: The Great Race: A Covid-19 Story; (4) Video 4: End the Pandemic: Vaccines Work

In collecting the data related to this research, data collection techniques were carried out through some steps below: (1) the researcher downloaded some videos of Covid-19 in Stanford Medicine YouTube Channel; (2) the researcher watched the videos of Covid-19 in Stanford Medicine YouTube Channel; (3) the researcher captured some scenes related to Covid-19 in Stanford Medicine YouTube Channel.

After all the data have been collected, the next step to do is analyzing the data. The steps of analysis data are as follow: (1) the researcher watched Stanford Medicine YouTube Channel Videos about Covid-19 then comprehended the meaning of every sign on the videos; (2) the researcher identified the signs shown in accordance with triadic semiotic of Peirce's theory; (3) the researcher classified the signs of Covid-19 in Stanford Medicine YouTube Channel Videos into three classifications, namely features, in which there are types of signs or markers, both verbal and non-verbal forms, then describes the connotative chain of the object and in Meaning, to explain the object's image; (4) drawing the conclusions.

### IV. Results and Discussion

From 60 data obtained from four videos of Covid-19 on Standford Medicine YouTube channel that have been analysed, the non-verbal signs found in the videos are seven kinds of sign. They are qualisign and legisign from Object category; icon, index, and object from Ground category; rheme and argument from Interpretant category. This research tried to describe the kinds of sign occurred in four videos of Covid-19 in Stanford Medicine YouTube channel. They are Video 1: Global Covid-19 Prevention, Video 2: Staying Safe when COVID-19 Strikes, Video 3: The Great Race: A Covid-19 Story, and Video 4: End the Pandemic: Vaccines Work.

#### 4.1 Video 1: Global Covid-19 Prevention

In this video there are 26 data. The sign that often appeared in this video is the orange colour to refer to the nature of Covid-19 virus which is angry and causes illness.



Then shake hand which illustrates the spread of the virus through touch. Another sign is a plane explaining how the virus will spread around the world through airports and traveling out of cities and countries.

#### 4.2 Video 2: Staying Safe when Covid-19 Strikes

In this video there are 14 data. In the data, the sign that often appears is a sign that represents Covid-19 virus, namely the color orange. Orange represents anger and illness. Then the other signs are a globe that has hands and legs to show humans around the world, a spiked sphere that indicates a virus, a plus sign that indicates a medical stuff, either a hospital or a medical person, a calendar sign to indicate self-isolation with 14 crosses in it.

#### 4.3 Video 3: The Great Race: A Covid-19 Story

In this video there are 9 data. The signs that often appear in this video are an orange spiked sphere and a globe that has hands and feet. Both signs refer to Covid-19 virus and are appropriate all over the earth, then another sign is two medics putting masks on the virus and globe to illustrate what happens to humans and the virus if we always wear masks and adhere to protocols.

#### 4.4 Video 4: End the Pandemic: Vaccines Work

In this video there are 13 data. The sign that often appeared is a medic with a syringe and a vial. The syringe and the vial refer to the vaccine. The medical person offers the vaccine to a family of four members. Then another sign is a love plaster on the upper arm to show that they have received the vaccine. The table below is the kinds of sign appeared in all 60 data with the total and percentage:

**Table 4.** The kinds of the signs

<b>Kinds of Sign</b>	<b>Total</b>	<b>Percentage</b>
Qualisign	43	27%
Legisign	4	2.5%
Icon	49	31%
Index	4	2.5%
Symbol	30	19%
Rheme	15	9%
Argument	15	9%
<b>Total</b>	<b>160</b>	<b>100%</b>

After we know the dominant signs found from this research which are icon, qualisign and symbol, we know that to ease people or audience to get the message from animated videos, it is better to use icon mostly in the video as icon functions to resemble the real thing. In other words, this research finding suggested us to use icon more if we want our audience or readers understand what we mean. Common people of course will know easily what it is if we put a sign that resembles it. For example, people will know we are talking about vaccine if the sign of syringe and bottle shown there.

Besides that, compare to other researches, this research has a unique finding. Most previous researches, the research findings were only analysing the meaning of signs without classifying the signs into what types. While in this research, the writer classified every sign into their types based on Triadic Semiotics of Peirce. After the writer named all the signs, the writer then analyzed the meaning behind the sign that is called connotative meaning.

The sign that appeared mostly in the data is icon with a total of 49 occurrences (31%), the second is a qualisign with a total of 43 occurrences (27%), the third is a symbol with a total of 30 occurrences (19%), the fourth is rheme and argument with the same total occurrence, which is 15 (9%), and the last is legisign and index with the same total occurrence, which is 4 (2.5%).

The total sign from object category is 47 times occurred in the data. From three kinds of sign on object only two kinds occurred. They are qualisign and legisign. Sinsign never occurred. The total of qualisign occurred is 43 times, while the total of legisign occurred is 4 times. Qualisign is a sign that shows quality or character of something. In these videos about Covid-19 virus, the character of virus is signed with orange colour. Thus, colour orange almost occurred in all scenes (data). On the other hand, legisign is a sign to show meaning in human's habit. The shake hand is habitual sign in the data to show how the virus would start spreading. However, sinsign could not be found in the data because it is a sign more like sounding. As the data are animated videos which contain pictures rather than sound, then it becomes the reason why sinsign is hardly found in the data.

The total sign from ground category is 83 times occurred in the data. There are three kinds of sign on ground namely, icon, index, and object. The total of icon occurred is 49 times, the total of index occurred is 4 times, and the total of object occurred is 30. Icon is a sign that resembles the real thing. Signs used in the videos to resemble real thing are world, human beings, calendar, house, window, business, vaccine, etc. Index is a sign to show cause and effect. Signs used in the videos to show cause and affect the orange hands and heads that are increasing duo to touching. Object is a sign commonly used in society. Signs used in the videos classified as object is plus sign, forbidden sign, checklist, etc.

The total sign from interpretant category is 30 times occurred in the data. From the three kinds of sign on interperatant, only two kinds were found, rheme and argument. Decision never occurred. The total of rheme are 15 times. The total of argument occurred is 15 times. Rheme is a sign related to possible understanding of the sign for interpreter. it is a sign that allows people interpret by choice. Sign used in the videos that allow people interpret easily is the person intended to go to the hospital after measuring the temperature, the people become anxiety after watching news, etc. While, argument is sign to give the reason why something happens, like in the videos; why grandma opened the door that was closed already, why the globe turns green in the end of the scene.

The significant of this research is expected to make easy the readers and viewers on how to interpret a video that only has images (non-verbal) without sound and less words with semiotics, so that the message to be conveyed can be understood properly. In addition, there are a lot of signs in our daily life and semiotics is a good tool to use to analyse the sign as semiotics is a science or analytical method to study sign phenomena in everyday life.

## V. Conclusion

The objectives of this study are to identify the types of sign according to the semiotic theory of Peirce in the Covid-19 videos of Stanford Medicine YouTube Channel. There are three categories of types for sign, namely Object, Ground, and Interpretant. The object is classified into three, namely qualisign, sinsign, and legisign. The ground is classified into three, namely icon, index, and symbol. The interpretant is classified into three, namely rheme, decisign, and argument. Of the three categories, the type of sign that appeared most often is the ground category, followed by object and interpretant. Of the three types of

signs on ground, all the three types appeared on the data. The one that appeared mostly is icon. The type that appeared mostly is icon, then followed by symbols and index. The icons that appeared mostly in the data are globes, calendars, and vaccines. Like its function, icon is a sign that resembles the original object. So, this video refers to the earth, using the globe icon; to refer to self-isolation, it uses the calendar icon; and to refer to vaccines, it uses the syringe and small bottle icon.

Of the three types of signs on objects, there is one data that never appeared, namely sinsign. Meanwhile, the type of sign that appeared most often in each data is qualisign. Legisign then follows in second place in the object category. The most frequently qualisign occurred in the data is the color orange. Orange color is considered able to represent the character of the virus which is sick and raging. Since the video that becomes the data is about Covid-19, this orange sign therefore appeared mostly in the data. That's what causes the qualisign appeared frequently in the data. Of the three types of signs on the interpretant, two kinds of sign had appeared in the data. They are rheme and argument. Decisign could not be found in the data because decisign itself has a bias definition. It could represent index or symbol. The rhemes that appeared mostly in the data are signs that are easy to interpret such as a smile, a drooping shoulder, and so on that can be easily interpreted. While, argument is sign to give the reason why something happens, like in the videos; why grandma opened the door that was closed already, why the globe turns green in the end of the scene.

For the next researcher is possible to conduct further studies about the theory of sign. In addition, other researchers could use semiotic theory in applied linguistics, by applying it in the educational field like making a teaching method using signs, for example. Meanwhile, the other researcher can analyze more to the other literary text through the theories or the approach of this research.

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