article submission

Wayan Kasni <wayankasni@gmail.com>

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Dear the editor of Journal Language Teaching and Research,

We are interested in submitting our article entitled Micro Structure Analysis of Health Protocol Covid-19 advertisements on Tourism Facilities (A Critical Discourse Analysis).

Here we attach the article. Hopefully it will be related to the scope of your journal. We are looking forward to hearing from you soon.

Thank you.

Yours sincerely

Ni Wayan Kasni

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Micro Structure Analysis of Health Protocol
Covid-19 advertisements on Tourism Facilities
(A Critical Discourse Analysis)

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Micro Structure Analysis of Health Protocol Covid-19 advertisements on Tourism Facilities (A Critical Discourse Analysis)

Ni Wayan Kasni[1]
Faculty of Letters, Universitas Warmadewa, Indonesia
nik66@yahoo.com

I Wayan Budiarta
Faculty of Letters, Universitas Warmadewa, Indonesia

Abstract- **To recovery from the impact of pandemic covid-19 on tourism in Bali all tourism facilities applied health protocol in which it is informed through posters of health protocol of covid-19. This study examined the micro structure on the texts of health protocol covid-19 on tourism facilities by applying Critical Discourse Analysis's theory. The purposes of this research are to find out the semantic, syntactic, lexicon, and rhetoric elements found in the advertisements of health protocol Covid-19. The study revealed that semantic aspect of consists of background, intent, and detail. The syntactic elements involve coherence, the use of pronoun you, we, imperative and declarative. The lexicon aspect is in the form of abbreviation and vocabulary which is related to the implementation of Covid-19 health protocol. The message of the texts are delivered by using standard language supported by pictures.**

Index Terms-Micro Structure, Health Protocol, Covid-19, Tourism

I. INTRODUCTION

Tourism sector is one of the potential sector which becomes the source of income in Bali. This sector become one that absorbs the most labour. Many workers are absorbed in tourism facilities, such as hotels, restaurant, travel agents, spas, and other tourism facilities.

The Covid-19 pandemic that began to spread in March 2020 has had a negative impact on tourism in Bali. This can be seen from the decline in the number of tourists entering Indonesia. This decline has occurred since February 2020 and a drastic decline occurred in April 2020. The impact that also occurred was a decrease in hotel occupancy, a reduction in working hours, and a reduction in the workforce in the tourism sector. (Puspayana, 2021)

Such conditions require the government to take steps to save Indonesian tourism. The Ministry of Tourism and Creative Economy carries out three stages to deal with problems that occur in the tourism sector. These steps are emergency response, recovery, and normalization. Emergency Response is focused on health. The recovery stage is carried out by opening tourist attractions in stages by implementing health protocols guided by CHSE (Cleanliness, Health, Safety, and Environmental Sustainability), while the normalization stage is carried out through the application of CHSE to destinations and increasing market interest through the provision of discounts for tour packages. (RI, 2021)

The CHSE guide book issued by the Ministry of Tourism and Creative Economy contains guidelines for cleanliness, health, safety, and environmental sustainability which include 10 (ten) tourism components, namely (1) tourist attractions, (2) home stays, (3) hotels, (4) MICE , (5) organizing activities, (6) restaurants, (7) golf tours, (8) diving tours, (9) SPA, (10) creative economy. Each of these components consists of general guidelines and specific guidelines. In the special guide there is a guide from the entrance to the employee room. Specific guidelines vary depending on the tourism component. Based on the CHSE guidebook, public service advertisements appeared as the implementation of the established guidelines.

Bali as tourism destination in the world that experiences big impact because of the pandemic of Covid-19 take many strategies to normalize the condition of tourism. One of the strategies run is campaigning the implementation of Covid-19 health protocol in all aspects especially in tourism facilities. This strategy is hoped to be able to guarantee the safety of the visitors coming to Bali from the spread of the virus Covid-19. Every tourism facility is provided with the advertisements on the implementation of Covid -19 health protocol as well as health facilities. There are various forms of the advertisements placed in the tourism facilities. They are built by elements,

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namely semantic and syntactical elements in order to achieve the messages intended by the writers. This current study is aimed at observing the micro structure of the advertisements focused on semantic and syntactical elements of those advertisements.

II. LITERATURE REVIEW

Fairclough (1995) suggests that the concept of discourse attempts to combine several traditions, namely linguistics, interpretive traditions, and sociology. Fairclough (1995) suggests a discourse model consisting of three dimensions of discourse analysis, namely the dimensions of text, discourse practice, and sociocultural practice. It can be seen from the Table 1 below.

Table 1: Van Dijk`s Discourse Analysis Concept

Social Context
Social Cognition
Text
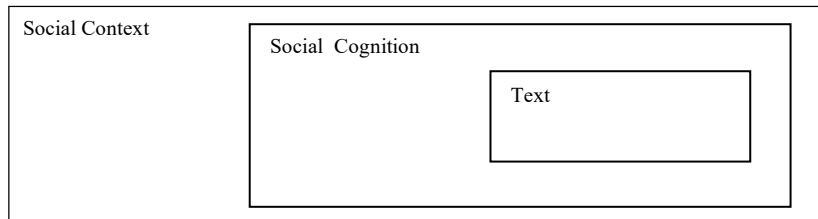
The dimensions of the text (microstructural) were analyzed linguistically, namely by looking at vocabulary, semantics, and syntax. Discourse practice (meso structural) is a dimension related to the process of text production and consumption. Sociocultural practice (macrostructural) is a dimension related to the context outside the tex. The three dimensions are then analyzed through three different stages, namely (1) description is used to analyze the text, including cohesion and coherence, grammar, and diction, (2) interpretation is used to analyze the interpretation of the text, including the production, dissemination, and consumption of the text, and (3) explanation is used to analyze sociocultural practices that include situational, institutional, and social levels, while Dijk (2008) mentioned that discourse can be seen from three dimensions, namely text, social cognition, and social analysis. This current study is focused on the dimension of text that is observing the micro structure of health protocol Covid-19 advertisements on tourism facilities.

According to Dijk (1980), Dijk (1988), Dijk (1991), a text consists of multiple structures or levels which mutually supportive. He divided them into three levels. First, the macrostructure. This is a global or common meaning of a text. Second, the superstructure. This is a structure of discourse associated with a framework of a text. Third, the microstructure is the meaning of discourse that can be observed from a small section of a text which are words, sentences, propositions, clause, paraphrasing, and images. In relation with the topic discussed it will be explained in the theory of microstructure. Microstructure conveys the local meaning of the discourse through investigating the semantic, syntactic, stylistic and rhetorical aspects. The use of words, proposition, and certain rhetoric in the media is understood by as the part of the writer's strategy. The use of certain words, sentences, and stylistic is not only the way of communication, but also as a method of communication politic to influence common premise, create the backing, strengthen legitimate, and evacuate the adversary or the opponent. In this structural level analysis of discourse, microstructure has four units of analysis, namely semantics, which analyses the meaning of the text such as through the background, detail, purpose, and presupposition; syntactic which analyses the sentence structure such as the sentence form and pronoun; stylistic is theunit of analysis which analyses the word choice or lexicon; and rhetoric that explores the stressing used by the speaker in each the speaker way such as the metaphor and image.

Microstructure helps the readers understand similar word or sentence that includes semantic or syntactic aspect. Therefore the metaphor and expressions in the microstructure help the readers understand what the writer means. The text elements modelled by Dijk (1988) is detailly illustrated in the Table 2.

Table 2 The Element of Text

Discourse structure	Observe element	Element
Macrostructure	Thematic: Theme or topic that is developed in a text	topic
Superstructure	Schematic: How the structure of text schemes	scheme
Microstructure	Semantics: Meaning intended in the text such asgiving detail or explicit in a side and reducing another side	background, detail, intention, presupposition
	Syntax: Form of sentenced chosen	form of sentenced chosen, coherence, pronoun

Lexicon: Word choice used in the text	lexicon
Stylistic (rhetoric): How meaning is intended in a text	figure/graphic, metaphor

The previous studies which are related to Critical Discourse Analysis are those done by Behnam (2014) examining how ideological and political considerations are realized through textual features of negation and repetition as well as intertextual features of argumentation and persuasion. Using Fairclough three-dimensional framework for studying discourse at three levels of micro, meso and macro, it is shown how the language used is not merely a vehicle of explicit transmission of knowledge but a means of implicit construction of ambiguity. Al-Marayat (2021) investigating how the status of the audience affects the discourse of the writer in terms of the lexical choice and ideology. The result showed that the editorial satisfies the audience's beliefs. The editor was trying to be neutral, objective and not bias since the editorial was straightforward. It emerged facts and showed what happened in reality as a reaction to the insulting movie. Obiora et al. (2021) examining the hate speeches used by the Nigerian politicians with the theoretical framework of Critical Discourse Analysis. The aim of the study is to find out how hate speeches are used as instruments of dominance by PDP (opposition party) over their dominant party APC (ruling party) counterparts. According to the study, the All Progressive Congress (APC) and People Democratic Party (PDP) members in Nigeria utilize hate speech to demonstrate their supremacy over one another by making allegations, passing judgment, mocking one another, spreading hate speech, and degrading one another. Addy & Ofori (2020) observing on pronoun and repetition using Fairclough approach on the campaign speech of a Ghanaian opposition leader, Nana Akufo-Addo, at the manifesto launch of his party. The study revealed that Ghanaian opposition leader utilised the pronouns I, you, our and we and repetition to create a positive bond, identify and show solidarity with the electorate. The strategies used to persuade voters to endorse Ghanaian opposition leader as the most credible candidate for the position of president. This study contributes to CDA research on the nexus between language, politics and society. Ahmadian & Faharani (2014) examining the differences of ideology on the Los Angeles Tis and Tehran Times related to the representation of Iran's nuclear program. The study showed that the two newspapers use two macro-strategies—positive self-presentation and negative other-presentation—along with other discursive tactics like lexicalization, presupposition, consensus, hyperbole, illegality, and disclaimer to present the same issues in different ways, depending on their respective ideologies. Sadeghi et al. (2014) examining the realization of Islam and Islamic thought by means of language use in a political discourse that is primarily stranded in Norman Fairclough's tristratal framework in critical discourse analysis. The result showed that Imam Khomeini's will have a significant inclination toward applying verb tense as a means for ideological act in the text as well as action sentences and passive sentences. Moreover, Imam Khomeini enhanced pluralism against individualism. It seems that the contribution of critical discourse analysis in EFL refers to text appreciation, text critics, as well as enhancement of language competence in political and religious fields.

From those studies mentioned above there are no researches investigating deeply the microstructure on the advertisements of heath protocol Covid-19 using the Critical Discourse Analysis theory proposed by Dijk (1988). Therefore, it is important to observe this topic more in relation to improve tourism industry through advertisement.

III. MATERIAL AND METHODS

The data of this study were taken from some posters placed on tourism objects, spas, restaurant, recreation facilities. They were focused on Ubud area as it provides various kinds of facilities which make the tourists more interested in visiting this place. This is descriptive qualitative research where the data were taken by exploring the covid-19 health protocol advertisements used in tourism facilities. There are two kinds of instruments used in conducting this research, namely questionnaire and equipment. The questionnaire was used to get more information on the implementation of health protocol Covid-19, while the equipment needed is camera used to take pictures or posters displayed around the area. (Cresswell, 1994). The data were analysed descriptively. The analysis is related to the micro structure of Health Protocol Covid-19 advertisements on tourism facilities.

IV. RESULT AND DISCUSSION

Referring to the theory of Critical Discourse Analysis proposed by Dijk (1988). This study is divided into 3 (three), namely the analysis on semantic, syntactic, and rhetorical aspect.

A.Semantic Aspect
A semantics of discourse is characterized by relative interpretations: sentences in a discourse sequence are not interpreted in an `absolute' way, but relative to the interpretation of other, mostly previous, sentences of the discourse. Therefore, it is defined that semantics of discourse is to study the meaning relatively based on what the

interpretation of the previous sentences of the discourse. The semantic aspect on advertisements of the implementation of Covid-19 health protocol consists of element background, intention, and detail.

Background Element
Background is one component of discourse that affects the semantics (meaning) described. The background of the discourse is intended to be able to find the intent of the advertiser and become the basis as a guide for the purpose of the discourse. Background can help analyze how a person gives meaning to an event. In addition, the background is used as a basic element to direct the discourse according to the interests created. The purpose of the discourse is usually not explained but is presented in a background so that it can be analyzed regarding the hidden meaning of the discourse. The background element contained in the advertisement for the implementation of the Covid-19 health protocol in tourism facilities found is the outbreak of the covid-19 virus where visitors must comply with health protocols to prevent the spread of the covid-19 virus. It can be seen from the following sentences.

    a. "Let`s all support Bali by following these important rules..."
    b. "Let`s prevent the spread of covid-19"

The sentence a and b show that the background of the advertisement is that the visitors have to comply the health protocol to prevent the spread of the covid-19 virus.

Intention
Intention is the element of semantic that gives benefits for communicators explicitly and clearly. (Sobur 2006). It could be expressed explicitly through sentences. Based on the data, the intention elements found are invitation and requesting

1-Invitation

The element of the invitation implies inviting the reader to do something. In the advertisement for the implementation of the Covid-19 health protocol. It is proved by the following sentences.
    c. Let`s all support Bali by following these important rules...
    d. Let`s prevent the spread of covid-19 please comply with the health protocols
In the examples above, the invitation element is indicated by the presence of the verb **let**. The meaning of **let** followed by the object **us** reveals that the advertiser invites readers to support Bali by complying with the health protocol rules. In sentence b, the verb **let** followed by the object **us** means to invite the public to prevent the spread of Covid-19 by implementing health protocols.

2-Requesting

The requesting element has meaning related to the desire that the reader wants to fulfill to do something. In the advertisement on the implementation of the health protocol. It is elaborated in the following sentences.
    a. Guests and staff will be required to wear masks at all times, all employees are screened before entering the museum, sanitizing stations are located on entering to the museum as well as throughout Neka Art Museum, we adhere to social distancing protocols".
    b. *Mohon untuk cuci tangan disini sebelum masuk kawasan parkir*
       "Please wash your hands here before entering the parking area'
    c. Scan here before entering, scan here before leaving (scan here to exit).
In the examples above, the requesting is marked with the words required, ***mohon*** 'please', and the use of the declarative and imperative sentences which implicitly convey the meaning of requesting.

Detail Elements
Element of detail is a strategy of ad creators to express their work through the expression of attitudes in an implicit way. According to Sobur (2006), the detail discourse element is related to the control of information conveyed by the writer or communicators. Communicators will tend to put an excess of beneficial information through a good image. On the other hand, if they display a small amount of information or does not need to be conveyed, it will be detrimental to them. In the advertisement of tourism facilities, the detail elements are used by advertisers to provide clear and detail information to readers in order to implement the Covid-19 health protocol. Complete and clear detail is a deliberate focus to create a certain image for the public. Detail elements of the advertisement for the implementation of the Covid-19 health protocol on tourism objects can be categorized into detail of self-identity, detail images, photo details, and detail of the identity of tourist objects.

1-Elements of Self-Identity Details

The form of a detailed personal identity element provides information about self-identity in advertisements for the implementation of the Covid-19 health protocol. The description of self-identity includes job or position, and name. Not all advertisements contain detail of personal identity, there is only one advertisement that includes details of identity that is the advertisement for the implementation of the Covid-19 health protocol at tourist object. The detail of personal identity are as follows.

   a. Name: *Inspector General. Pol. Drs. Putu Jayan Danu Putra, S.H., M.Sc. and AKBP. I Dewa Made Adnyana, S.I.K., S.H., M.H.*
   b. Position: *The Chief of Bali Police Chief and The Chief of Gianyar Police*

The description contains information which includes the name and position. This description will benefit the readers to find out the advertiser's information. The addition of self identity element is meant to show to the readers or visitors that those people are responsible to the safety of the visitors when visiting the tourist object.

2-Image Detail Elements

Image is a linguistic instrument used to communicate, exchange idea and research in the complex world. (Debes, 1969). The image elements support information related to the implementation of the Covid-19 health protocol at tourism facilities. Display pictures is in an interesting way and easily understood by the reader. In the advertisements for the implementation of the Covid--19 health protocol at tourism facilities, the images found are follows.
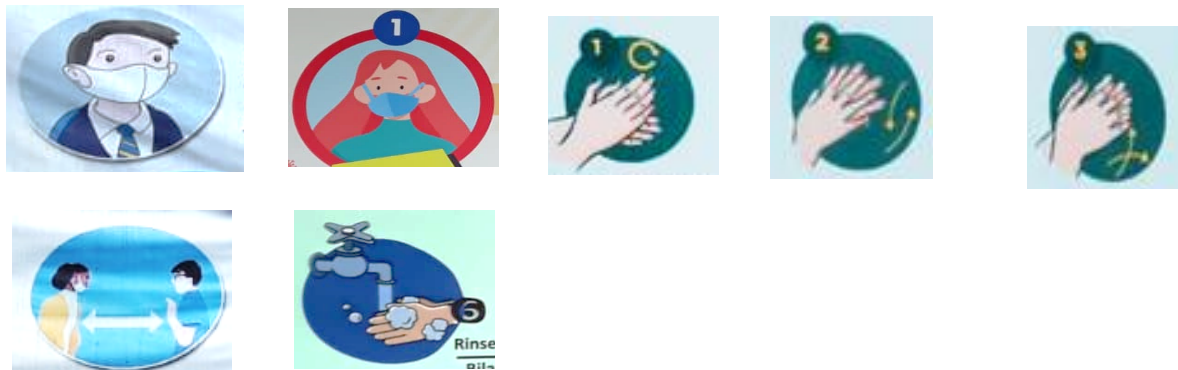
The images used in the advertisement for the implementation of the covid-19 health protocol function to demonstrate how to implement the covid-19 health protocol correctly. Those images are very important for the readers in order to prevent the spread of Covid-19.

3-Photo Detail Element

The form of detail photo element functions to clarify the information conveyed. Detail element of the photo provides information in a more interesting and understandable way for the reader.
The photo puts on the advertisement is as follows.

The photo above aims at informing the visitors to wash their hands before entering the place. It also supports the information which has been written on the advertisement.

4-Tourism Object Identity Detail

The form of a tourist attraction identity detail element provides information about the name, address, website and postal code of the tourism object in the advertisement for the implementation of the Covid-19 health protocol. In the advertisement for the implementation of the Covid-19 health protocol at tourism objects, the detail of the name of the tourism object is as follows:
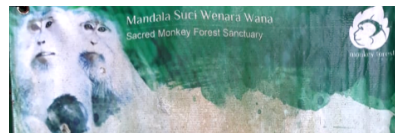
The description of the identity of tourism object has information which is beneficial for ad readers. The description includes the name of the tourist object, address, website and postal code. The description will be beneficial for readers who intend to contact and visit the tourism object. The identity of the tourism object in the advertisement for the implementation of the Covid-19 health protocol is more directed to visitors to the tourism object who are required to implement the Covid-19 health protocol in order to apply it properly and correctly to prevent the spread of Covid-19.

B. Syntactical Microstructure Elements

Syntax is defined as the component of language that has to do with the structure of phrases and clauses. (Ryan, 2014). The syntactic micro structure of public service advertisements consists of coherence elements, pronoun elements and sentence form elements.

1-Elements of Coherence

Brown.G & Yule (1983) asserts that coherence is an integrated and unified understanding of a text or speech. Coherence is one of the most important feature of discourse referring to the semantics connection within a discourse. (Zhao, 2014). The aspect of coherence is needed to organize the inner ties between propositions so that they are intact. Coherent wholeness is explained by the existence of a meaning relationship that occurs between parts semantically. It can be said that the connections between utterances build coherence. In the advertisement for the implementation of the Covid-19 health protocol, the coherence can be seen from the arrangement of ideas or ideas about the application of the health protocol in which the idea is conveyed logically so that it becomes a logical form of advertisement and is easily understood by readers. The following advertisement shows that there is connection between one sentence to another.

From the advertisement it can be seen that there is connection between the first sentence to the other sentences. The idea of **the important rules** is elaborated one by one in the advertisement.

2-Elements of Pronouns

Pronouns are grammatical items used to represent the meaning from other noun phrases in a discourse (Fromklin et al., 2011). In a discourse the choice of personal pronoun can indicate the discursive strategies in communication. (Gocheco, 2012). The use of pronoun in speech may convey the social distance, politeness, or solidarity between speaker and the audience. (Bano & Shakir, 2015). The pronoun elements used in the advertisement for the implementation of the covid-19 health protocol are the words **us** and **your.** The use of these pronouns can be seen in the following sentences:

a. Let`s all support Bali by supporting these rules
b. Let's prevent the spread of covid-19
c. Appreciate your support, your Balinese Family

The use of the pronoun **us** shows the representation of a shared action, namely between managers, the government and visitors to tourism objects together to prevent the spread of Covid-19 through the implementation of health protocols. It can be said that the use of pronoun **we** is a strategy in requesting the society to prevent the spread of Covid-19 virus. To implement it, the action is done by society together with the government. The use of the word **your** refers to visitors meaning visitors must comply with health protocols for Balinese residents or families.

3-Sentence Form Elements

Sentence can be defined as a set of words expressing a statement, a question or an order, usually containing a subject and a verb. (Hornby, 2015). The sentences used in advertisement can be in the form of active and passive

sentence. In an active sentence, someone becomes the subject of the statement, while in a passive sentence someone becomes the object. Based on the role of the subject, verbal sentences are divided into active sentences (subjects act as actors) and passive sentences (subjects act as targets).

Sentences used in advertisements are imperative sentences and declarative sentences. Imperative sentences are preceded with the word let and *mari.* The placement of the words **let** and *mari* at the beginning of the sentence implies an invitation to invite visitors or the public to comply with health protocols to support Bali to become a protected area and prevent the spread of Covid-19. The sentences are as follows:

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

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

In addition to the form of imperative sentences preceded with the words **let** and *mari,* the imperative sentences used are also begun with a verb, modal, and adjective. They can be seen in the following quotation.

a. **Gosokkan** *telapak tangan diantara punggung tangan kiri dan sebaliknya.*
'Rub hand sanitizer on both palms in a circular direction'.

b. **Letakkan** *punggung jari saling mencuci, kemudian gosokkan perlahan.*
'Put the backs of your fingers to wash each other, then rub gently'.

c. **Wajib** *mencuci tangan pakai sabun sebelum masuk dan keluar.* ' It is mandatory to wash hands with soap before entering and leaving'.

d. **Please help us** to remind your friends

e. **Rajin mencuci tangan** *pada air mengalir*
'Diligently wash hands in running water'.

The use of imperative sentences begun with a verb, such as rub, put, must emphasize the actions that must be taken in implementing health protocols. The use of the word please at the beginning of the sentence emphasizes the meaning of a polite request. The placement of the adjective *rajin* 'diligent' emphasizes that the action must be routinely carried out.

The form of declarative sentences used in the implementation of the Covid-19 health protocol is as follows:

a. Covid-19 guest screenings, which is includes symptoms and temperature checks

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

c. All employees are screened before entering the museum

d. Sanitizing stations are located on entering to the museum as well as throughout Neka Art Museum

e. We adhere to social distancing protocols

The sentence structure begins with the subject. This shows that the meaning that is emphasized is the subject in the sentence, namely: **guests, staff,** and **employees.**

C. Lexicon

The microstructure of the lexicon in the advertisement for the implementation of the Covid-19 health protocol at tourism facilities consists of abbreviations, contraction, acronym, and vocabulary.

1-Abbreviation

Abbreviation is a short description of the original long phrase. (Zhang et al., 2012). In the advertisement for the implementation of the Covid1-9 health protocol at tourism facilities, the abbreviation **C.H.S.E** stands for Cleanliness, Health, Safety, and Environment and the abbreviation **JL** stands for Jalan 'street'.

2-Contraction

Contraction is the institutionalized written representation of certain reduction. (Quirk et al., 1985). In the advertisement for the implementation of the Covid-19 health protocol at tourist facilities, the contractions found are as follows.

a. Let's prevent the spread of covid-19 please comply with the health protocols

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

In these sentences there are forms of contraction where **let`s** is a form of contraction of **let us**.

3-Acronym

Acronyms were formed from the initial letters or two of words in a title or phrase. (Allan, 1986). The acronym found in the advertisement for the implementation of the Covid-19 health protocol on tourism facilities is **KAPOLRES** which comes from the words *Kepala Polisi Resort* 'Head of Resort Police' and *KAPOLDA* which comes from the word *Kepala Kepolisian Daerah.*'Head of Police Area'.

4-Vocabulary

Vocabulary can be interpreted as all the words that are in one, the variety of words owned by the speaker or writer, words used in the field of science, and a list of words that are combined like a dictionary with brief and practical explanations. Vocabulary used in advertisements for implementing health protocols at tourist objects is categorized into nouns, verbs, pronouns, adjectives, conjunctions, prepositions and adverbs.

Noun
Words for things and persons is called noun. (Wierzbicka, 2000).The nouns used in advertisements for the implementation of health protocols at tourism facilities are those related to the implementation of health protocols such as **soap, hand sanitizer, water, masks, masks, distance, temperature, temperature, family, friend, hand, finger, body, mouth, health, crowd , covid-19, rules, experience, Bali, part, support, protocol, visitors, employees**.

Verb
Words referring to actions and processes is called verb. (Wierzbicka, 2000). Verbs used in advertisements for implementing health protocols at tourist attractions are **wear, wash, guard, rub, put, welcome, wear, use, wash, maintain, cover, avoid, help, appreciate, play, remind, obey, prevent, comply, must.**

Adjectives
Words used for properties is called adjective. (Wierzbicka, 2000). Adjectives used in the advertisements are those relating to the application of the Covid-19 health protocol in tourist facilities, such as **correct, deported, important.**

Conjunction
Conjunction words are linking devices between sentences or clauses in a text. (Halliday & Hasan, 1976). Conjunctions used in advertisements for the implementation of the Covid-19 health protocol in tourist attraction areas are **when, and.**

Preposition
Preposition is a word used to connect one thing to another which is usually followed by noun or pronoun. (Seaton & Mew, 2007). Prepositions related to advertisements for the implementation of the covid-19 health protocol contained in tourist objects are **on, before, for, to, with, of.**

Adverb
Adverbs are words used to modify verbs or adjectives and other adverbs. (Ansel, 2000). Adverbs that are often used in advertisements for implementing health protocols in tourist attraction areas are **diligently, always, frequently, slowly.**

D. Rhetoric
Rhetoric is the interaction of the writer or speaker to deliver his speech or writing whether it is formal or informal. (Dijk, 1988). The rhetorical microstructure in the advertisement for the implementation of the Covid-19 health protocol found in the tourist attraction area has rhetorical elements of language style and graphics. The style of language used in advertisements for the application of health protocols to tourist objects is the official language style because the Covid-19 health protocols are the rules that must be applied in the implementation of the Covid-19 health protocol. The graphic elements found in the research data are photos and pictures.

IV. CONCLUSION

Based on the micro structure, advertisements for implementing health protocols are formed by four elements, namely semantic elements, syntactic structures, lexicon, and rhetoric. Semantically, the background of the ads is to prevent the spread of Covid -19. The detail elements are expressed with pictures, photos and identity of tourist object identity, and self-identity. The element of intent is expressed explicitly with clear sentences and pictures. The syntactic structure reveals the existence of coherence, pronouns and sentence form. Seen from the microstructural elements of the lexicon, it was found that there are the use of abbreviation, contraction and acronyms. The vocabulary on the advertisements use nouns, verbs, pronouns, conjunctions, prepositions, adjectives and adverbs that specifically refer to health protocol. The microstructure of rhetoric includes formal language and graphics.

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Ni Wayan Kasni is a lecturer in English Study Program and Linguistics Master Program in Universitas Warmadewa, Indonesia. Kasni specialises in Discourse Analysis and Syntax. She has published an article entitled 'The Multimodal Form of Tourism Promotional Discourse in the Age of Covid-19' in International Journal of Linguistics, Literature, and Culture. She is also a member of Masyarakat Linguistik Indonesia 'Indonesian Linguistics Society' and Asosiasi Peneliti Bahasa Lokal 'Association of Local Language Researcher'.

I Wayan Budiarta is a lecturer at English Literature and Master of Linguistics Study Program at Universitas Warmadewa, Budi specializes in Morphology, Semantics, Pragmatics, Translation, Phonology. He has published an article in Indonesian Journal of Language Teaching and Linguistics entitled "Deixis Analysis on Zootopia Movie Script: A Pragmatic Study". He is also a member of Masyarakat Linguistik Indonesia and Asosiasi Peneliti Bahasa Lokal "Association of Local language Researcher"

Wayan Kasni <wayankasni@gmail.com>

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Microstructure Analysis of Health Protocol Covid-19 advertisements on Tourism Facilities (A Critical Discourse Analysis)

Ni Wayan Kasni[1]
Faculty of Letters, Universitas Warmadewa, Indonesia
wayankasni@gmail.com

I Wayan Budiarta
Faculty of Letters, Universitas Warmadewa, Indonesia

Abstract- To recover from the Covid-19 pandemic's impact on tourism, all tourism facilities in Bali informed visitors of the relevant health protocols using posters describing the appropriate behaviour. This study examines the microstructure of the texts on Covid-19 health protocol in tourism facilities by applying critical discourse analysis. This research aims to identify the semantic, syntactic, lexicon, and rhetorical elements in the advertisements for Covid-19 health protocols. The study revealed that the semantic aspects consist of background, intention, and detail. The syntactic elements involve coherence, the use of the pronouns 'you', and 'we', and the use of the imperative and declarative. The lexicon aspect includes abbreviations and vocabulary, which is related to the implementation of the Covid-19 health protocol. The messages of the texts are delivered using standard language supported by pictures.

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

I. INTRODUCTION

The tourism sector is one of the sectors which has become a main source of income in Bali. This sector is also the most labour-intensive in the country. Many people work in tourism facilities, such as hotels, restaurant, travel agencies, and spas.

The Covid-19 pandemic, which began to spread in March 2020, has harmed tourism in Bali. This is clear in the decline in the number of tourists entering Indonesia. This decline started in February 2020 and significantly worsened in April 2020. This decrease also decreased hotel occupancy, reduced working hours, and consequently reduced the workforce in the tourism sector (Puspayana, 2021).

Such conditions require the government to take steps to save Indonesian tourism. The Ministry of Tourism and Creative Economy has a three-stage plan to deal with problems in the tourism sector. These steps are emergency response, recovery, and normalization. Emergency response is focused on health. The recovery stage is carried out by opening tourist attractions in stages, ensuring there are health protocols guided by cleanliness, health, safety, and environmental sustainability (CHSE). The normalization stage is carried out through the application of CHSE to destinations and increasing market interest by providing discounts for tour packages (RI, 2021).

The CHSE guide book issued by the Ministry of Tourism and Creative Economy contains guidelines for CHSE which include 10 tourism components: (1) tourist attractions, (2) home stays, (3) hotels, (4) MICE , (5) organizing activities, (6) restaurants, (7) golf tours, (8) diving tours, (9) SPA, and (10) creative economy. Each of these components consist of general and specific guidelines. The special guide has a guide from the entrance to the employee room. Specific guidelines vary depending on the tourism component. Public service advertisements appeared to promote the implementation of the CHSE guidelines.

Since Bali is a major global tourist destination, the Covid-19 pandemic has a significant impact on the country, requiring it to adopt many strategies to normalize tourist conditions. One of the strategies is campaigning for the widespread implementation of Covid-19 health protocols, especially in tourism facilities. This strategy hopes to guarantee that visitors coming to Bali will be protected from the Covid-19 virus. Thus, every tourism facility was provided with advertisements on the implementation of Covid-19 health protocols as well as health facilities. The tourism facilities often have various forms of advertisements. These advertisements have several elements, namely semantic and syntactical ones, that convey the messages the writers intend to put out. This study

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Margin comments and tracked changes:

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Commented [CLS1]: This sentence was contradictory because 'potential' means 'may become' (possibility), while 'become' means that it *is* (certainty). Please check edit.

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Deleted: become one that absorbs the most…s also the most labour-intensive in the country. Many workers …eople work ... [3]

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Commented [CLS5]: Unclear – the implementation of health facilities? What does this mean, exactly? Perhaps 'every tourism and health facility was provided with…'

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aims to observe the microstructure of the advertisements by focusing on the semantic and syntactical elements of those advertisements.
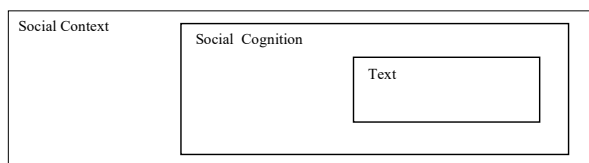
II. LITERATURE REVIEW

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

Table 1: Van Dijk's Discourse Analysis Concept

The text's dimensions (microstructure) are analyzed linguistically, namely by looking at the vocabulary, semantics, and syntax. Discourse practice (mesostructure) is a dimension related to the process of text production and consumption. Sociocultural practice (macrostructure) is a dimension related to the context surrounding the text production. The three dimensions are then analyzed in three different stages: (1) description is used to analyze the text, including cohesion and coherence, grammar, and diction; (2) interpretation is used to analyze how the text is interpreted, including the production, dissemination, and consumption of the text; (3) explanation is used to analyze sociocultural practices that include the situational, institutional, and social levels. Dijk (2008) mentioned that discourse can have three dimensions: the text, social cognition, and social analysis. This study focuses on the dimension of the text, observing the micro structure of Covid-19 health protocol advertisements in tourism facilities.

According to Dijk (1980, 1988, 1991), a text has multiple structures or levels, which are mutually supportive. He states that texts have three levels. The first is the macrostructure. This is the global or common meaning of a text. The second is the superstructure. This is a discourse structure associated with the framework of a text. Third, the microstructure is the meaning of the discourse that can be gleaned from a small section of a text by examining words, sentences, propositions, clause, paraphrasing, and images. This study will examine its topic using the theory of microstructure. Microstructure conveys the local meaning of the discourse by investigating the semantic, syntactic, stylistic, and rhetorical aspects of the text. Part of the writer's strategy is their use of words, proposition, and certain rhetoric. The use of certain words, sentences, and stylistic devices is not only a way of communication, but also a method of communication politics that attempts to influence common premises, create the backing, strengthen legitimacy, and weaken the adversary or the opponent. In this structural level analysis of discourse, microstructure has four units of analysis: semantics, which analyses the meaning of the text by examining the background, detail, purpose, and presupposition; syntactic, which analyses the sentence structure, such as the sentence form and pronoun; stylistic, which analyses the word choice or lexicon of a text; and rhetoric, which explores the stresses used by the speaker, such as the metaphors and images employed.

Microstructure helps the readers understand similar words or sentences and includes semantic or syntactic aspects. Therefore, the metaphor and expressions in the microstructure help the readers understand the writer's intended meaning. Table 2 provides a detailed illustration of the text elements modeled by Dijk (1988).

Table 2 The Element of Text

Discourse structure	Observe element	Element
Macrostructure	Thematic: Theme or topic that is developed in a text	Topic
Superstructure	Schematic: The scheme of the structure of the text	Scheme
Microstructure	Semantics: Intended meaning of the text, such as giving detail, explicitly supporting one side or countering another side	Background, detail, intention, presupposition
	Syntax: Chosen sentence form	Chosen sentence form, coherence, pronoun use
	Lexicon: Choice of words used in the text	Lexicon

Stylistic (rhetoric): a text	Intended meaning of	Figure/graphic, metaphor

Behnam (2014) conducted a study on critical discourse analysis examining how textual features of negation and repetition and intertextual features of argumentation and persuasion can be used to put forth ideological and political considerations. Using Fairclough's three-dimensional framework for studying discourse at the micro-, meso-, and macro-levels, it is shown how the language used is not merely a vehicle of explicit transmission of knowledge but a means of implicit construction of ambiguity. Al-Marayat (2021) investigated how the audience's status affects the writer's discourse in terms of their lexical choices and ideology. The study showed that the editor satisfied the audience's beliefs because they were trying to be neutral, objective, and not biased since the editorial style was straightforward. The text presented facts and showed what happened in reality as a reaction to the insulting movie. Obiora et al. (2021) use critical discourse analysis to examine Nigerian politicians' hate speeches. Their study aims to find out how hate speeches are used as instruments of dominance by the opposition party, the People's Democratic Party, over the dominant party, the All Progressive Congress. According to the study, members of both parties in Nigeria utilize hate speech to demonstrate their supremacy over one another by making allegations, passing judgment, mocking one another, spreading hate speech, and degrading one another. Addy and Ofori (2020) use the Fairclough approach to examine pronouns and repetition in the campaign speech of a Ghanaian opposition leader, Nana Akufo-Addo, introducing his party's manifesto. The study revealed that the Ghanaian opposition leader utilized the pronouns I, you, our, and we and repetition to create a positive bond with the electorate, identifying with them and displaying solidarity. The strategies were used to persuade voters to endorse the Ghanaian opposition leader as the most credible candidate for president. This study contributes to critical discourse analysis on the nexus between language, politics, and society. Ahmadian and Faharani (2014) examined the differences of ideology between the Los Angeles Times and Tehran Times related to the representation of Iran's nuclear program. The study showed that the two newspapers use two macro-strategies—positive self-presentation and negative other-presentation—along with other discursive tactics like lexicalization, presupposition, consensus, hyperbole, illegality, and disclaimers to present the same issues in different ways, depending on their respective ideologies. Sadeghi et al. (2014) examine the realization of Islam and Islamic thought through language by applying a political discourse analysis that is primarily based in Fairclough's critical discourse analysis framework. Their results showed that Imam Khomeini was significantly inclined toward applying verb tenses as a means for ideological acts in the text as well as active and passive sentences. Moreover, Imam Khomeini highlighted pluralism instead of individualism. Thus, it seems that the contribution of critical discourse analysis in EFL refers to text appreciation, text criticism, and the enhancement of language competence in political and religious fields.

Of the studies discussing in this chapter, no studies have investigated the microstructure of the advertisements of Covid-19 heath protocols in depth using Dijk's (1988) critical discourse analysis. Therefore, it is important to examine this topic concerning advertisement in the tourism industry.

III. MATERIAL AND METHODS

This study's data includes posters placed on tourist objects, spas, restaurants, and recreation facilities. The information is mostly in the Ubud area, which has various kinds of facilities which make the tourists more interested in visiting this place. This study conducts descriptive qualitative research using data that explores the Covid-19 health protocol advertisements in tourism facilities. This study uses two research instruments: questionnaires and equipment. The questionnaire was used to obtain more information on the implementation of Covid-19 health protocols, while the equipment is a camera that was used to take pictures or posters around the area (Cresswell, 1994). The data were analysed descriptively. The analysis is related to the microstructure of Covid-19 health protocols in tourism facilities.

IV. RESULTS AND DISCUSSION

This chapter is divided into three sections, which refer to the parts outlined in Dijk's (1988) critical discourse analysis: the semantic, syntactic, and rhetorical aspects.

A. Semantic Aspect

The semantics of discourse is characterized by relative interpretations: sentences in a discourse sequence are not interpreted in an 'absolute' way, but relative to the interpretation of other sentences, mostly previous sentences in the discourse. Therefore, the semantics of discourse is the study of the relative meaning based on the interpretation of the previous sentences of the discourse. The semantic aspects of advertisements for the implementation of the Covid-19 health protocol consists of the elements of background, intention, and detail.

Background Element

Background is one component of discourse that affects the semantics (meaning). The background of the discourse helps identify the advertiser's intent and can be the basis for understanding the purpose of the discourse. Understanding the background can help analyze how a person gives meaning to an event. In addition, the background is used as a basic element to direct the discourse according to the intended interests. The purpose of the discourse is usually not explained, but the background helps identify it by conveying the hidden meaning of the discourse. The background element of the advertisement for the implementation of Covid-19 health protocols in tourism facilities is the outbreak of the Covid-19 virus; visitors must comply with health protocols to prevent the spread of the Covid-19 virus. This background can be seen in the following example sentences;

    a. Let's all support Bali by following these important rules...
    b. Let's prevent the spread of Covid-19.

These two sentences show that the background of the advertisement is that the visitors have to comply with the health protocol to prevent the spread of the Covid-19 virus.

Intention

Intention is understood as the element of semantics that benefits communicators explicitly and clearly. (Sobur 2006). It could be expressed explicitly through sentences. This study found that the relevant intention elements are invitation and requesting.

1-Invitation

The element of invitation implies inviting the reader to do something. The following sentences in the advertisement for the implementation of the Covid-19 health protocol show the invitation;
    c. Let's all support Bali by following these important rules...
    d. Let's prevent the spread of Covid-19; please comply with the health protocols.

In the above example, the invitation element is indicated by the presence of the verb 'let'. The word 'let' followed by the object 'us' reveals that the advertiser invites readers to support Bali by complying with the health protocol rules. In the second sentence, the verb 'let' followed by the object 'us' invites the public to curb the spread of Covid-19 by implementing health protocols.

2-Requesting

The requesting element relates to the desire that the reader wants to fulfill to do something. The following sentences demonstrate the requesting element in the advertisement on the implementation of Covid-19 health protocols;
    a. Guests and staff will be required to wear masks at all times, all employees are screened before entering the museum, sanitizing stations are located on entering to the museum as well as throughout Neka Art Museum; we adhere to social distancing protocols.
    b. *Mohon untuk cuci tangan disini sebelum masuk kawasan parkir*
      "Please wash your hands here before entering the parking area (please wash your hands here before entering the park)."
    c. "Scan here before entering; scan here before leaving (scan here to exit)."

In the examples above, the requesting is marked with the words 'required', '*mohon*', 'please', and the use of the declarative and imperative sentences, which implicitly convey the meaning of the request.

Detail Elements

Ad creators use the element of detail to express their work implicitly by expressing attitudes. According to Sobur (2006), the detail discourse element is related to the writer or communicator's control over their information. Communicators will tend to put an excess of beneficial information through a good image. Displaying a small amount of information or information that does need to be conveyed will be detrimental. In the tourism facilities' advertisements, advertisers use detail elements to provide clear and detailed information to readers about the Covid-19 health protocols. Providing complete and clear details is a deliberate tactic for creating a certain image for the public. The detail elements relevant to the advertisement for the implementation of the Covid-19 health protocol on tourism objects can be categorized into details of self-identity, detailed images, photo details, and details of the identity of tourist objects.

1- Details of Self Identity

A detailed personal identity element provides information about the identity of the advertiser putting out information on the implementation of the Covid-19 health protocol. Self-identity descriptive elements include job,

position, and name. Not all advertisements contain personal identity details. In this study, only one advertisement includes identity details; the advertisement for the implementation of the Covid-19 health protocol at tourist objects. The personal identity details are as follows:

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

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

The description contains information that includes the name and position. This description will benefit the readers as it enables them to find out the advertiser's information. The addition of the self-identity element intends to show to the readers or visitors that the mentioned people are responsible for the safety of the visitors who are exploring the tourist object.

2-Image Details

Image is a linguistic instrument used to communicate and convey ideas and research in a complex world. (Debes, 1969). Images support information related to the implementation of the Covid-19 health protocol at tourism facilities. Readers can understand the information in an interesting and easy way by looking at pictures. The following images are added to the advertisements for the implementation of Covid-19 health protocols.
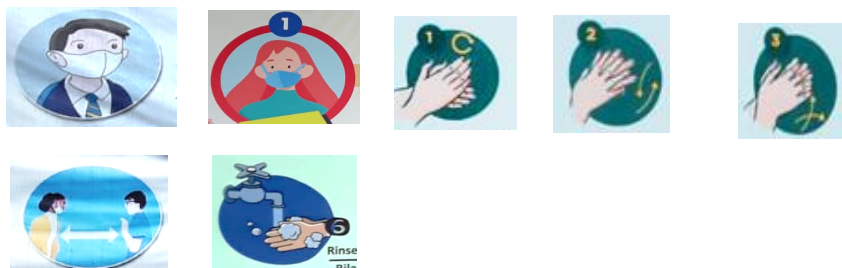
The images used in the advertisement for the implementation of the Covid-19 health protocol demonstrate how to correctly implement the Covid-19 health protocol. These images are very important to help readers prevent the spread of Covid-19.

3-Photo Details

Detailed photo elements function to clarify the information conveyed. The detail element of the photo provides information in a more interesting and understanding way.
The photo put in the advertisement is as follows:

The photo above aims to inform the visitors to wash their hands before entering the place. It also provides a visual support to the information on the advertisement.

4-Tourism Object Identity Detail

The tourist attraction identity detail element provides information about the name, address, website, and postal code of the tourism object in the advertisement for the implementation of the Covid-19 health protocol. The detail of the name of the tourism object in the Covid-19 health protocol is as follows:

The description of the tourism object contains information that is beneficial for the reader of the advertisement. The description includes the name of the tourist object, address, website, and postal code. The description is beneficial for readers who intend to contact and visit the tourism object. The identity of the tourism object in the advertisement for the implementation of the Covid-19 health protocol is directed toward visitors of the tourism object who are required to properly follow these protocols to prevent the spread of Covid-19.

B. Syntactical Microstructure Elements
Syntax is defined as the component of language that has to do with the structure of phrases and clauses (Ryan, 2014). The syntactic microstructure of public service advertisements consists of coherence elements, pronoun elements, and sentence form elements.

1-Coherence Elements
Brown.G and Yule (1983) assert that coherence is an integrated and unified understanding of a text or speech. Coherence is one of the most important features of discourse, and it refers to the semantic connections within the discourse (Zhao, 2014). It is needed to organize the ties between propositions and ensure they are intact. Coherent wholeness is the existence of a meaningful semantic relationship between parts. The connections between utterances build coherence. In the advertisement for the implementation of the Covid-19 health protocol, there is coherence in the arrangement of ideas. The ideas in the application of the health protocol are conveyed logically, ensuring that the advertisement has a logical form and is easily understood by readers. The following advertisement shows that there is connection between sentences:

The advertisements shows that there are connections between the sentences. The advertisement elaborates the idea of **important rules**.
2-Pronoun Elements
Pronouns are grammatical items used to represent the meaning of other noun phrases in a discourse (Fromklin et al., 2011). In discourse, the personal pronoun choice can help understand the communication's discursive strategies (Gocheco, 2012). Depending on which pronouns are used, a speech may convey social distance, politeness, or solidarity between the speaker and audience (Bano & Shakir, 2015). The pronouns used in the advertisement for the implementation of the Covid-19 health protocol are the words 'us' and 'your'. The following sentences contain examples of these pronouns:
a. Let's all support Bali by supporting these rules.
b. Let's prevent the spread of Covid-19.
c. Appreciate your support, your Balinese Family.
    The use of the pronoun 'us' indicates a shared action, namely between managers, the government, and visitors to tourism objects, who work together to prevent the spread of Covid-19 by following the health protocols. The pronoun 'we' is used as part of a strategy to request help from society to prevent the spread of Covid-19. To ensure the spread is curbed, society must work together with the government. The word 'your' refers to visitors, indicating that visitors must comply with health protocols for Balinese residents or families.

3-Sentence Form Elements
A sentence can be defined as a set of words expressing a statement, question, or an order, usually containing a subject and a verb (Hornby, 2015). Advertisements can use active and passive sentences. In an active sentence, someone becomes the subject of the statement, while in a passive sentence someone becomes the object. Thus, verbal sentences can be understood based on the subject's role, where subjects are actors in active sentences and targets in passive sentences.

The sentences used in these advertisements are imperative sentences and declarative sentences. Imperative sentences are preceded with the words 'let' and 'mari'. The placement of the words 'let' and 'mari' at the beginning of the sentence invites visitors and the public to comply with health protocols to support Bali, ensuring it becomes a protected area that has curbed the spread of Covid-19. The relevant sentences are as follows:

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

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

In addition to the imperative sentences preceded by the words 'let' and 'mari', the imperative sentences used also begun with a verb, modal, and adjective. The following quotations show examples of this:

a. ***Gosokkan*** *telapak tangan diantara punggung tangan kiri dan sebaliknya.*
Rub hand sanitizer on both palms in a circular direction.

b. ***Letakkan*** *punggung jari saling mencuci, kemudian gosokkan perlahan.*
Put the backs of your fingers against each other, then rub gently.

c. ***Wajib*** *mencuci tangan pakai sabun sebelum masuk dan keluar.*
It is mandatory to wash hands with soap before entering and leaving.

d. **Please help us** to remind your friends.

e. ***Rajin mencuci tangan*** *pada air mengalir*
Diligently wash hands in running water.

Imperative sentences begin with a verb, such as rub, put, and must, to emphasize the actions that must be taken to correctly follow health protocols. The word 'please' at the beginning of the sentence indicates that it is a polite request. The adjective *rajin*, which means diligent, emphasizes that the action must be routinely carried out. The form of declarative sentences used in the implementation of the Covid-19 health protocol is as follows:

a. Covid-19 guest screenings, which include symptoms and temperature checks.

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

c. All employees are screened before entering the museum.

d. Sanitizing stations are located on entering to the museum as well as throughout Neka Art Museum.

e. We adhere to social distancing protocols.

The sentence structure begins with the subject. Thus, the meaning that is emphasized is the sentence's subject: **guests, staff,** and **employees**.

C. Lexicon

The microstructure of the lexicon in the advertisement for the implementation of the Covid-19 health protocol at tourism facilities consists of abbreviations, contractions, acronyms, and vocabulary.

1-Abbreviation

An abbreviation is a short description of an original long phrase (Zhang et al., 2012). In the advertisement for the implementation of the Covid-19 health protocol at tourism facilities, the abbreviation CHSE stands for cleanliness, health, safety, and environment, and the abbreviation JL stands for Jalan street.

2-Contraction

Contraction is the institutionalized written representation of a reduction (Quirk et al., 1985). In the advertisement for the implementation of the Covid-19 health protocol at tourist facilities, the contractions are as follows:

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

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

In this sentence, "let's" is a form of contraction of "let us."

3-Acronym

Acronyms are formed from the initial letter or two letters of words in a title or phrase (Allan, 1986). The acronyms found in the advertisement for the implementation of the Covid-19 health protocol on tourism facilities are KAPOLRES, which comes from the words *Kepala Polisi Resort*, meaning 'Head of Resort Police', and KAPOLDA, which comes from the words *Kepala Kepolisian Daerah*, meaning Head of Police Area'.

4-Vocabulary

Vocabulary can be interpreted as all the words that are in one, the variety of words stated by the speaker or writer, words used in the field of science, and a list of words that are combined like a dictionary with brief and practical explanations. The vocabulary used in advertisements for implementing health protocols at tourist objects is categorized into nouns, verbs, pronouns, adjectives, conjunctions, prepositions, and adverbs.

Noun

Words used for things and people are called nouns (Wierzbicka, 2000).The nouns used in advertisements for the implementation of health protocols at tourism facilities are those related to the implementation of health protocols. Some examples of these nouns are the following: soap, hand sanitizer, water, masks, masks, distance, temperature, temperature, family, friend, hand, finger, body, mouth, health, crowd , covid-19, rules, experience, Bali, part, support, protocol, visitors, and employees.

Verb

Words referring to actions and processes are called verbs (Wierzbicka, 2000). Verbs used in advertisements for implementing health protocols at tourist attractions are the following: wear, wash, guard, rub, put, welcome, wear, use, wash, maintain, cover, avoid, help, appreciate, play, remind, obey, prevent, comply, and must.

 Adjectives

Words used for properties are called adjectives. (Wierzbicka, 2000). Adjectives used in the advertisements are those relating to the application of the Covid-19 health protocol in tourist facilities; they include, correct, deported, and important.

Conjunction

Conjunction words are linking devices between sentences or clauses in a text (Halliday & Hasan, 1976). Conjunctions used in advertisements for the implementation of the Covid-19 health protocol in tourist attraction areas are 'when' and 'and'.

Preposition

A preposition is a word used to connect one thing to another, usually followed by a noun or pronoun (Seaton & Mew, 2007). Prepositions related to advertisements for the implementation of the Covid-19 health protocol contained in tourist objects are the following: on, before, for, to, with, and of.

Adverb

Adverbs are words used to modify verbs or adjectives and other adverbs (Ansel, 2000). Adverbs that are often used in advertisements for implementing health protocols in tourist attraction areas are the following: diligently, always, frequently, and slowly.

D. Rhetoric

Rhetoric is the writer or speaker's interaction when delivering their speech or writing, whether it is formal or informal (Dijk, 1988). The rhetorical microstructure in the advertisement for the implementation of the Covid-19 health protocol found in the tourist attraction area has elements of language style and graphics. The style of language used in the advertisements is the official language style because Covid-19 health protocols must be applied when implementing Covid-19 health protocols. The graphic elements in the research data are photos and pictures.

IV. CONCLUSION

An analysis of the microstructure of the advertisements for the implementation of Covid-19 health protocols shows that there are four main elements: semantic elements, syntactic structures, lexicon, and rhetoric. Semantically, the background of the ads is the aim of preventing the spread of Covid -19. The detailed elements are expressed with pictures, photos, the tourist object's identity, and self-identity. The intent element is expressed explicitly with clear sentences and pictures. The syntactic structure reveals the existence of coherence, pronouns, and sentence forms. Examining the microstructural elements of the lexicon shows that the advertisements use abbreviations, contractions, and acronyms. The vocabulary in the advertisement includes nouns, verbs, pronouns, conjunctions, prepositions, adjectives, and adverbs that specifically refer to the health protocol. The microstructure of the rhetoric includes formal language and graphics.

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Ni Wayan Kasni is a lecturer in English Study Program and Linguistics Master Program in Universitas Warmadewa, Indonesia. Kasni specializes in Discourse Analysis and Syntax. She has published an article entitled 'The Multimodal Form of Tourism Promotional Discourse in the Age of Covid-19' in the International Journal of Linguistics, Literature, and Culture. She is also a member of *Masyarakat Linguistik Indonesia* 'Indonesian Linguistics Society' and Asosiasi Peneliti Bahasa Lokal 'Association of Local Language Researcher'.

I Wayan Budiarta is a lecturer in English Literature and Master of Linguistics Study Program at Universitas Warmadewa, Budi specializes in Morphology, Semantics, Pragmatics, Translation, and Phonology. He has published an article in the Indonesian Journal of Language Teaching and Linguistics entitled "Deixis Analysis on Zootopia Movie Script: A Pragmatic Study". He is also a member of *Masyarakat Linguistik Indonesia* and Asosiasi Peneliti Bahasa Lokal "Association of Local language Researcher"

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Unclear what this means: what is the special guide? Perhaps 'The specific guidelines include guidelines on aspects ranging from the entrance of tourist attractions to employee rooms. Furthermore, these guidelines vary depending…

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Unclear what you mean here: applying verb tenses to what? Perhaps just 'Khomeini used active and passive verb constructions as ideological tools'?

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Sentence A does not mention Covid-19 virus, so the example does not seem very relevant; please check.

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Unclear how an intention can benefit the communicators. Perhaps 'Intention is the element that communicators focus on when delivering a message'?

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i.

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b.

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Unclear why there are two sentences, of which one is in parentheses. Furthermore, please note that the parking area and park are two different places: a parking area is for parking cars, a park is the green area.

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This is a bit vague because of the use of 'someone' – perhaps 'the person doing the action is the subject of the sentence, while in a passive sentence they are the object'.

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Pada tanggal Kam, 29 Sep 2022 pukul 10.31 Wayan Kasni <wayankasni@gmail.com> menulis:

Dear the editor,

Thank you for your information. Actually I already did proofreading through Scribbr. I also sent the result of the review from the Scribbr when I sent the revision. If there is still incorrect spellings, and grammar errors, I will send it again to Scribbr and I will sent the revision again. Again thank you for your information.

Sincerely yours

Ni Wayan Kasni

Pada tanggal Kam, 29 Sep 2022 pukul 09.58 jltr <jltr@academypublication.com> menulis:

Dear author,

Wayan Kasni <wayankasni@gmail.com>
kepada jltr

Dear Editor,
I have sent my article back to Scribbr for proofreading and I have revised it regarding the suggestion given. Herewith I attach two files, 1 is the correction from Scribbr, and 2 is the revised article after proofreading.
I am looking forward to hearing from you soon. Thank you.

Yours sincerely,
Ni Wayan Kasni

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JLTR Editor's Decision - <JLTR22-100401> (Accept) ▶ Kotak Masuk ×

jltr <jltr@academypublication.com>
kepada saya ▾

Rab, 19 Okt 2022, 14.33

🗛 Inggris ▾ 〉 Indonesia ▾ Terjemahkan pesan

Nonaktifkan unt

Dear author,

As a result of the reviews, we are pleased to inform you that your paper numbered <JLTR22-100401> has been formally accepted as a regular paper. Congratulations! Your paper has been tentatively scheduled to Issue 3 of 2023 (to be May), or Issue 4 of 2023 (to be published in July).

Three publication procedures are expected to be completed: 1 paper charge payment, 2 paper revision, and 3 copyright transfer.

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1 paper charge payment

You are required to pay a paper charge of 600 USD (+ 25 USD as the handling fee) at your earliest convenience.

(no hard copy is included in the paper charge)

Country classification into income groups is according to the data from the World Bank at:

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As to how to make the payment, please see attached.

2 Lampiran · Dipindai dengan Gmail ⓘ

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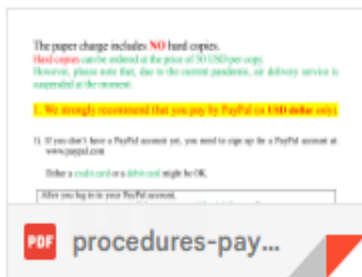
Pada tanggal Min, 23 Okt 2022 pukul 14.53 Wayan Kasni <wayankasni@gmail.com> menulis:

Dear Editor,

We have finished revising the article based on your review result and herewith we attach 2 documents: (1) article revision and (2) copyright transfer agreement.
Thank you very much for your kindly attention

Best Regards
I Wayan Budiarta & Ni Wayan Kasni

Pada tanggal Jum, 21 Okt 2022 pukul 17.14 Wayan Kasni <wayankasni@gmail.com> menulis:

Dear editor,
Thank you for your information. I will do it as soon as possible.

Sincerely
Ni Wayan Kasni

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

I Wayan Budiarta[1]
Faculty of Letters, Universitas Warmadewa, Indonesia
budy4rt476@gmail.com

Ni Wayan Kasni[2*]
Faculty of Letters, Universitas Warmadewa, Indonesia
wayankasni@gmail.com

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

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

I. INTRODUCTION

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

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

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

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

Bali is a major global tourist destination, and the Covid-19 pandemic has had a significant impact on the province, requiring the adoption of various strategies. One such strategy is the implementation of a Covid-19 health protocol in all tourist facilities, intended to ensure that visitors to Bali are protected from the virus. For this purpose, every tourist and health facility was provided with advertisements detailing the health protocol and using semantic and syntactical elements to convey the intended messages. This study examines the microstructures of these

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[2] Corresponding Author

advertisements, focusing on their semantic and syntactical elements. The research findings will have value for researchers seeking to widen knowledge of Covid-19 health- protocol advertising. They will also be useful for those in the tourism industry who are creating the advertisements to keep Bali safe from Covid-19. This work is particularly interesting because the advertisements under study have a particular microstructure aims to elicit an immediate response.

II. LITERATURE REVIEW

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

Table 1: Van Dijk's Discourse Analysis Model

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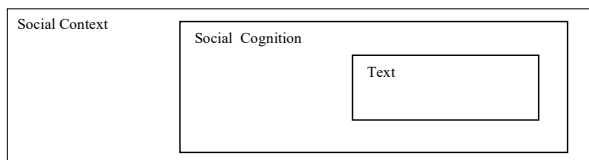
The dimensions of the text (its microstructure) are analysed linguistically, based on the vocabulary, semantics, and syntax. Discourse practice (mesostructure) is related to the process of text production and consumption. Sociocultural practice (macrostructure) is related to the context of the text production.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

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

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

Table 2: The Elements of a Text

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

Behnam (2013) used critical discourse analysis to examine how textual features of negation and repetition and intertextual features of argumentation and persuasion could be used to transmit ideological and political messages, using Fairclough's three-dimensional framework to study discourse at the micro, meso, and macro levels. Benham (2014) shows that "language is not merely a vehicle for explicit transmission of knowledge, but rather a means of implicitly constructing ambiguity" (p.2196). For example, the International Atomic Energy Agency (IAEA), in its reports, attempts to convince the reader that Iran's nuclear programme is mysterious, but they provide no information regarding the programme itself. Al-Marayat (2021) investigated how the audience's status affects discourse in terms of the lexical choices and ideology of a text. The study showed that "editors will seek to satisfy audiences' expectations by attempting to be neutral, objective, and unbiased, using straightforward editorial styles" (p.202). Obiora et al. (2021) used critical discourse analysis to examine how hate speech was used as an instrument of dominance by the Nigerian opposition party, the People's Democratic Party, against the dominant party, the All Progressive Congress. According to their study, members of both parties utilised hate speech to demonstrate their supremacy over the other by making allegations, passing judgements, and mocking, and degrading the other. Addy and Ofori (2020) used the Fairclough approach to examine the use of pronouns and repetition in the campaign speech of a Ghanaian opposition leader, Nana Akufo-Addo, in his introduction of his party's manifesto. The study revealed that "the Ghanaian leader utilised the pronouns 'I', 'you', 'our', and 'we', along with marked repetition, to create a positive bond with the electorate, identifying with them and displaying solidarity" (p.1279). The strategies were employed to persuade voters to endorse the leader as the most credible candidate for president. This study contributes to critical discourse analysis on the nexus between language, politics, and society. Ahmadian and Faharani (2014) examined the ideological differences between the *Los Angeles Times* and *Tehran Times* in relation to their respective representations of Iran's nuclear programme. The study showed that the two newspapers used macro-strategies of positive self-presentation and negative other-presentation, along with discursive tactics such as lexicalisation, presupposition, consensus, hyperbole, illegality, and disclaimers to present the same issues in different ways, depending on their respective ideologies. Sadeghi et.al (2014) examined the realisation of Islamic thought through language, by applying a political discourse analysis primarily based in Fairclough's critical discourse analysis framework. Their results show that Imam Khomeini used active and passive verb constructions as ideological tools. Moreover, Imam Khomeini emphasised pluralism over individualism.

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

III. MATERIAL AND METHODS

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

IV. RESULTS AND DISCUSSION

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

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

Background Elements
Background affects the semantics (meaning) of the discourse. It reveals the advertiser's intent and can provide a basis for understanding the purpose of the discourse. The purpose of the discourse is usually not explained, but the background can help by conveying the hidden meaning. The background element of the advertisements under study is the outbreak of the Covid-19 pandemic: in short, visitors must comply with the health protocol to prevent the spread of the virus. This background can be seen in the following examples sentences:

a. 'Let's all support Bali by following these important rules…'
   'Wear a mask at all times.'
   'Wash your hands & social distance.'
b. 'Let's prevent the spread of Covid-19.'

Intention

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

1. Invitation

The element of invitation means inviting the reader to do something. The following sentences are examples of 'invitation':

c. 'Let's all support Bali by following these important rules...'
d. 'Let's prevent the spread of Covid-19; please comply with the health protocol.'

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

2. Request

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

a. 'Guests and staff will be required to wear masks at all times. All employees are screened before entering the museum. Sanitising stations are located on entering to the museum, as well as throughout Neka Art Museum. We adhere to social distancing protocol.'
b. *Mohon untuk cuci tangan disini sebelum masuk kawasan parkir* ('Please wash your hands here before entering the parking area.')
c. 'Scan here before entering. Scan here before leaving. (Scan here to exit.)'

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

Detailed Elements

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

1. Self-Identity

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

a. Name: *Inspector General. Pol. Drs. Putu Jayan Danu Putra, S.H., M.Sc. and AKBP. I Dewa Made Adnyana, S.I.K., S.H., M.H.*
b. Position: *The Chief of Bali Police Chief and The Chief of Gianyar Police.*

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

2. Detailed Images

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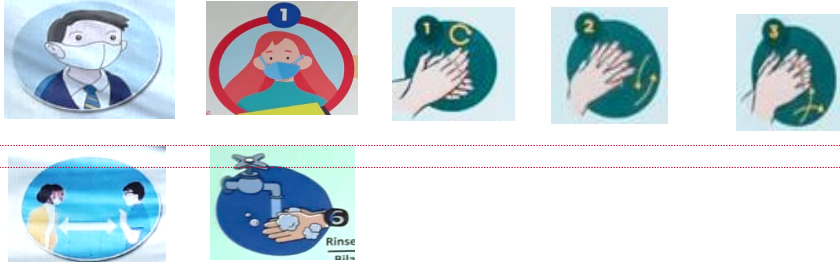
The images demonstrate how the reader can adhere to the Covid-19 health protocol. Thus, they are very important for helping readers to prevent the spread of the virus.

3. Photographs

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

An example of photograph from one advertisement is given below.

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

4. Identity of the Tourist Attraction

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

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

B. Syntactical Microstructure Elements

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

1. Coherence

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

The advertisement above elaborates on the important rules:

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

2. Pronouns

Pronouns are grammatical items used to represent other noun phrases in a text (Fromklin et al., 2011). The use of personal pronouns can reveal the discursive strategy of the communication (Gocheco, 2012). Depending on the pronouns used, a speech can convey social distance, politeness, or solidarity between the speaker and audience (Bano & Shakir, 2015). The pronouns used in the advertisements under study were 'us' and 'your'. The following sentences contain examples:

a. 'Let's all support Bali by supporting these rules.'
b. 'Let's prevent the spread of Covid-19.'
c. 'Appreciate your support, your Balinese family.'

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

3. Sentence Form

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

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

a. 'Let's all support Bali by following these important rules.'
b. *Mari kita cegah penyebaran* Covid-19 ('Let's prevent the spread of Covid-19 by complying with the health protocol.')

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

a. *Gosokkan telapak tangan diantara punggung tangan kiri dan sebaliknya.*
'Rub hand sanitiser on both palms in a circular direction.'
b. *Letakkan punggung jari saling mencuci, kemudian gosokkan perlahan.*
'Put the backs of your fingers against each other, then rub gently.'
c. *Wajib mencuci tangan pakai sabun sebelum masuk dan keluar.*
'It is mandatory to wash your hands with soap before entering and leaving.'
d. '**Please help us** by reminding your friends.'
e. *Rajin mencuci tangan pada air mengalir.*
'Frequently wash hands in running water.'

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

The declarative sentences used in the advertisements were as follows:

a. 'Guests and staff will be required to wear masks at all times.'
b. 'All employees are screened before entering the museum.'

c. 'Sanitising stations are located at the entrance to the museum and throughout Neka Art Museum.'
d. 'We adhere to social distancing protocol.'
These sentences begin with the subject, thereby emphasising the importance of this element: 'guests and staff', 'all employees', 'sanitising stations', and 'we'

C. Lexical

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

1. Abbreviations

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

2. Contractions

Contractions are reduction of written representations (Quirk et al., 1985). In the advertisements, a contraction of 'let us '('let's') was used:
 a. 'Let's prevent the spread of Covid-19. Please comply with the health protocol.'
 b. 'Let's all support Bali by following these important rules.'

3. Acronyms

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

4. Vocabulary

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

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

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

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

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

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

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

D. Rhetorical

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

IV. CONCLUSION

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

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I Wayan Budiarta is a lecturer in English Literature and Master of Linguistics Study Program at Universitas Warmadewa, Budi specialises in Morphology, Semantics, Pragmatics, Translation, and Phonology. He has published an article in the Indonesian Journal of Language Teaching and Linguistics entitled "Deixis Analysis on Zootopia Movie Script: A Pragmatic Study". He is also a member of *Masyarakat Linguistik Indonesia* and *Asosiasi Peneliti Bahasa Lokal* "Association of Local language Researcher"

Ni Wayan Kasni is a lecturer in English Study Program and Linguistics Master Program in Universitas Warmadewa, Indonesia. Kasni specialises in Discourse Analysis and Syntax. She has published an article entitled 'The Multimodal Form of Tourism Promotional Discourse in the Age of Covid-19' in the International Journal of Linguistics, Literature, and Culture. She is also a member of *Masyarakat Linguistik Indonesia* 'Indonesian Linguistics Society' and *Asosiasi Peneliti Bahasa Lokal* 'Association of Local Language Researcher'

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Note that this point was made three times in this short (4-sentence) paragraph:

'*…to prevent the spread of Covid-19 by following the health protocol … to prevent the spread of Covid-19. To ensure the spread is curbed, …*'

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I have made this edit to remove the unnecessary repetition.

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This 'recap' isn't necessary here, as it is summarising information given immediately above.

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If this is the meaning of *rajin*, 'diligently' might not be the right translation.

'Diligently' means *characterised by steady, earnest, and energetic effort*. There is no suggestion of a routine or repeated action.

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I have removed this because it wasn't a logical statement:

'…*Covid-19 health protocols must be applied when implementing Covid-19 health protocols*'.

Would it be appropriate to say, '*The style of language was official **because the health protocol was mandatory***'?

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Letter of Acceptance ⟫

jltr <jltr@academypublication.com>
kepada saya ▾

🗛 Inggris ▾ ⟩ Indonesia ▾ Terjemahkan pesan

Dear author,

Enclosed is the Letter of Acceptance.Please print it out, using a color printer.

Sincerely,

Ms Linda Zhao,

Assistant Editor, JLTR - Journal of Language Teaching and Research

Academy Publication, UK

Satu lampiran · Dipindai dengan Gmail ⓘ

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