

Semiotics Analysis of COVID-19 Vaccine Photos in Waspada Newspaper

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Abstract

In the current digital era, mass media play a crucial role in assisting the government in overcoming the COVID-19 pandemic. The responsibilities of this position encompass the dissemination of information pertaining to appeals, recommendations, news, and socialization efforts regarding government policies pertaining to the COVID-19 pandemic. The objective of this study is to examine the optimization of COVID-19 mitigation efforts through the dissemination of mass vaccine photo news in *Harian Waspada*, a newspaper in the North Sumatra Province of Indonesia. The analysis of the photograph depicting mass vaccination was conducted employing the semiotic approach in order to examine the denotative, connotative, and mythological implications embedded within the image. The interview method was employed to gather insights from photographers and editors affiliated with *Harian Waspada* who were actively engaged in the coverage of mass vaccine-related news. The findings of this study demonstrate that *Harian Waspada*, in addition to its commitment to disseminating knowledge to the wider community through photo news. The inclusion of mass immunization photos in news articles serves as an engaging element for readers. The inclusion of human-interest photographs in *Harian Waspada*, depicting mass vaccination efforts, serves the purpose of evoking emotions such as wonder, pity, joy, or despair.

Keywords: COVID-19; *Harian Waspada*; Journalistic; Photo News; Semiotic Analysis

Abstrak

*Di era digital saat ini, media massa memegang peranan penting dalam membantu pemerintah mengatasi pandemi COVID-19. Tugas dari posisi ini meliputi penyebaran informasi terkait himbuan, rekomendasi, berita, dan upaya sosialisasi terkait kebijakan pemerintah terkait pandemi COVID-19. Tujuan dari penelitian ini adalah untuk mengkaji optimalisasi upaya mitigasi COVID-19 melalui penyebaran berita foto vaksin massal di *Harian Waspada*, sebuah surat kabar di Provinsi Sumatera Utara, Indonesia. Analisis foto yang menggambarkan vaksinasi massal dilakukan dengan menggunakan pendekatan semiotik untuk mengkaji implikasi denotatif, konotatif, dan mitologis yang terkandung dalam gambar tersebut. Metode wawancara digunakan untuk mengumpulkan wawasan dari fotografer dan editor yang berafiliasi dengan *Harian Waspada* yang terlibat aktif dalam peliputan berita massal terkait vaksin. Temuan penelitian ini menunjukkan bahwa *Harian Waspada*, selain berkomitmen untuk menyebarkan pengetahuan kepada masyarakat luas melalui berita foto, juga berperan sebagai elemen yang menarik bagi pembaca. Penyertaan foto-foto minat manusia dalam *Harian Waspada*, yang menggambarkan upaya vaksinasi massal, bertujuan untuk membangkitkan emosi seperti heran, kasihan, gembira, atau putus asa.*

Kata Kunci: Analisis Semiotika; Berita Foto; COVID-19; *Harian Waspada*; Jurnalistik

Introduction

The utilization of visual imagery as a prominent mobile operators such as Vodafone and Nokia made predictions on the future means of communication is a common practice and efficacy of utilizing photographs as a means of communication (theguardian.com, 2001). The

accuracy of this forecast has been substantiated by the widespread popularity attained by numerous applications that prioritize the sharing of photos and videos, including but not limited to Instagram, Flickr, Google Photos, and similar platforms (androidauthority.com, 2022).

The widespread adoption of these applications can be attributed to the perception that visual elements enhance comprehension of the message and its underlying content (searchenginejournal.com, 2018). Furthermore, empirical evidence has demonstrated that visual information has a greater propensity to elicit increased levels of user engagement on social media platforms compared to textual storytelling (Li & Xie, 2020). The emergence of photo and video sharing applications has expanded the potential for amateur individuals to enhance their knowledge and expertise, which was traditionally limited to professional photographers (Poulsen, 2018). Indeed, throughout its evolution, photographs have been extensively utilized as visual depictions of joy and contentment (Zieba, 2020).

However, it is important to note that photographs have sometimes been utilized to present striking juxtapositions of an occurrence (Teixeira, 2021). The presence of these two purposes, which may exhibit conflicting characteristics, also opens up the potential for reinterpreting and critically examining the historical narratives and identities that are constructed and propagated through photographic representations (Martín-Núñez et al., 2020). The photo feature, in essence, can serve as a valuable resource for documenting and preserving historical and cultural information (Katriňák, 2018).

Photographs have frequently been employed as a means of generating inspiration and concepts for a visually appealing brand (Kalaoja, 2016). This phenomenon is feasible due to the utilization of photographs as a promotional tool, capable of representing diverse groups while maintaining a neutral stance (Alozie, 2010). Furthermore, photographs are said to possess the capacity to

offer unique and lesser-known information that has not yet been widely disseminated to the general audience. Consequently, they have the potential to generate interest in promotional items (Berger, 2013).

In the present-day environment pertaining to the utilization of photographs on social media platforms, the rhetorical aspects of these visual representations might serve as a standard against which individuals strive to construct and regulate their online identities (D'Armenio, 2022). The visualization of values inside social practices has the potential to serve as a predictive tool for future value shifts in real-world social contexts (Bataeva & Chumakova-Sierova, 2022). Even within the realm of interpersonal connections on social media platforms, the visual content that individuals share has the capacity to satisfy inherent psychological desires that surpass the superficial nature of the social activities occurring (O'Halloran et al., 2014). The utilization of photographs for product marketing has experienced a significant surge, aiming to captivate the interest of the general public. This trend has also pushed governmental entities and numerous companies to optimize their utilization of this advertising approach amidst the pandemic, owing to the notable shifts in lifestyle that have transpired (Berger, 2013; Chirig et al., 2023; Sinko et al., 2022).

Within the framework of this research, photographs disseminated through print and social media platforms are employed to facilitate the promotion of health. One example of promoting physical activity is through the use of photographs to encourage walking (Buchholz et al., 2013). The utilization of the infant photo also shown a strategic function by serving as a symbolic connection between the sperm donor and recipient (Bokek-Cohen, 2017). Photographs have been employed as a means of assessing patients' dining experiences within hospital settings (Justesen et al., 2014). In the context of health, within the current period of globalization, photographs are utilized as a means to examine the documentation of information assimilation

across three societal levels: Public Health policies, community institutions, and interpersonal care characterized as semiotic indicators associated with acts involving specific social connections (Lee, 2023).

The photographs depict many lifestyle changes that have occurred as a result of the COVID-19 epidemic. These changes encompass modifications in health tactics, health management, daily routines, levels of stress, and perceptions of time (Sinko et al., 2022). The photograph also provides a novel depiction of how pupils manifest emotions such as joy, grief, and fear, as well as how they prepare for future circumstances within the enforcement of the lockdown regulation (Gaboardi et al., 2022; Matskevych et al., 2023). The analysis of photographs further reveals that the COVID-19 epidemic has necessitated a need for workers to modify their approach in order to effectively cater to customer demands. This adaptation involves the integration and augmentation of flexibility in remoteworking practices (Rosten et al., 2022).

Another aspect that garnered significant attention during the epidemic was the dissemination of information and visual content by the mass media Harahap, (2020). The rejection of media-driven stereotyping and stigmatization of the disease has been observed among multiple stakeholders (Martínez Rod, 2021). Due to its potential to induce dread and panic, it is widely regarded as a triggering factor. The mainstream media has frequently disregarded the positive rate of confirmed cases and the reproduction rate of the virus on numerous instances (Yakunin et al., 2021). Consequently, a critical evaluation of material disseminated by the mainstream media ensued, resulting in discontentment with the government's approach to addressing the pandemic (Gennaro et al., 2023; Reisz & Crişan, 2022).

Nevertheless, additional research has yielded findings that indicate a noteworthy correlation between individuals' preferred form of mass media and their level of awareness pertaining to public health matters concerning COVID-19

(Al-Dmour et al., 2022). The results indicate that there continues to be a significant level of trust among the general population towards both mainstream media and social media platforms as reliable sources of information pertaining to the pandemic (Hosseini et al., 2020). The mass media is widely recognized as having the capacity to play a substantial role in teaching the general public about healthy lifestyle choices and enhancing public consciousness on the perils associated with the ongoing pandemic (Atarodi et al., 2021).

Presently, a pivotal measure being undertaken in the endeavor to combat the Covid-19 Pandemic is the successful implementation of the COVID-19 vaccine program. Nevertheless, a significant challenge facing the immunization program is to the prevailing skepticism and lack of confidence among the general people regarding the efficacy and safety of vaccines. These uncertainties emerge as a result of insufficient knowledge, misinterpretation of religious beliefs, and the dissemination of inaccurate information by the anti-vaccine movement (Ullah et al., 2021). Furthermore, a prevalent notion exists that both governmental entities and pharmaceutical corporations are engaging in deceit regarding the nature of COVID-19, positing that it serves as a mere pretext for the government to restrict human freedoms (Smith & Reiss, 2020). The COVID-19 immunization effort has been negatively affected by the widespread belief in a medical conspiracy surrounding the virus, as well as a general lack of trust in government authorities and evidence-based knowledge. The acceptability of vaccination is anticipated to have a discernible effect on individuals, encompassing several cultural implications. Harahap, M.S. (2023) Many communities that hold underlying ideas on vaccine acceptance encounter both advantages and disadvantages within different ideological frameworks. Nevertheless, the widespread adoption of vaccines has proven to be highly beneficial in mitigating the escalating global incidence of diseases by serving as a preventive measure (Cordella et al., 2023; Milošević

Dorđević et al., 2021). Given the prevailing circumstances, it is imperative that the mass media fulfills its responsibility of disseminating precise and dependable information pertaining to the COVID-19 vaccination. This phenomenon encompasses a heightened level of accountability and cognizance of the potential repercussions of disseminating false or misleading information through social media platforms (Bianchi & Tafuri, 2022).

Building upon existing scholarly works, the present study endeavors to investigate the impact of mass media on the mitigation of COVID-19, with a particular focus on its efficacy in facilitating the COVID-19 Vaccination campaign. The analysis of the mass media's role is conducted by examining the denotative, connotative, and mythical interpretations conveyed by the photo news depicting the mass vaccination efforts against COVID-19, as featured in *Harian Waspada*. It is recognized as the primary daily newspaper in the North Sumatra Province, renowned for its extensive expertise and unwavering commitment to provide accurate and reliable information to the general public. This study aims to contribute to the existing body of knowledge by examining the media's role in disseminating positive messages and perceptions to enhance the effectiveness of the COVID-19 immunization program in Indonesia, with a specific focus on North Sumatra. The study will employ photojournalism as a means of investigation. The dissemination of COVID-19 related messages can be enhanced by utilizing diverse forms of visual content, including Instagram posts. These posts can incorporate both visual and verbal elements, employing semiotic techniques to ensure the messages resonate with the social context of the Indonesian population (Pinilla et al., 2023; RACHMAN et al., 2023).

Research Methods

This study used the semiotic analysis methodology to examine the denotative, connotative, and mythological interpretations of mass immunization photo news articles

published in *Harian Waspada*. The photograph depicting mass vaccination, which is the subject of discussion, was featured in the December 31, 2021 edition of *Harian Waspada*. The interview method was employed to get insights from Photographers and Editors of *Harian Waspada* who actively participated in the process of capturing and disseminating news photographs related to mass vaccination.

The purpose of the interview was to obtain a comprehensive understanding of the underlying reasons for choosing the photograph and the intended message meant to be sent to the reader. The study was carried out at Medan City, located in the North Sumatra Province, over the period spanning from September 2021 to May 2022. The rationale behind selecting *Harian Waspada* as the focus of this research is in its status as the most prominent daily newspaper in the region of Sumatra. *Harian Waspada* is renowned for its trustworthiness and integrity in disseminating public information, particularly in the region of North Sumatra.

Results of Research and Discussion

This study aims to examine the denotative, connotative, and mythical interpretations associated with news photographs depicting the mass vaccination of children as reported by *Harian Waspada*. The photograph depicting the mass vaccination event, which is the subject of discussion, was featured in the December 31, 2021 issue of *Harian Waspada*. The denotational message refers to the message that is immediately and comprehensively conveyed. The photojournalistic headline, together with other supporting visual elements, conveys a communication message to the audience using sign codes. This message is prominently displayed on an object, specifically the mass vaccination process that includes children. The connotative meaning of photojournalist headlines can be understood as an independent system consisting of several indicators. The connotative message refers to the message that is generated

by the underlying components of a sign. The connotation associated with photojournalism in the context of the mass immunization program targeting children affected by flooding effectively communicates a message straight to the readers. Myths are structured according to the cognitive construct of a sign, whereby semiotic myths represent individuals' subjective interpretations of phenomena that may not align with objective reality, encompassing misconceptions on the risks associated with vaccines.

1. Denotative Meaning of Mass Vaccine Photo News

The term "denotative" refers to the objective understanding of the meaning of a word or collection of words, based on their conceptual meaning and commonly accepted sense. The conceptual significance can be observed in the recent global event, specifically the COVID-19 epidemic, which also affected Indonesia. A collaborative endeavor undertaken to combat this viral infection involves the implementation of a vaccine initiative. The Covid-19 immunization program implemented by the Indonesian government is a direct initiative aimed at establishing herd immunity, so enabling individuals to resume their everyday activities with productivity.

The administration of the Covid-19 vaccine necessitates the completion of multiple sequential steps in order to achieve the desired outcomes. The primary objective of these stages is to confer immunological protection within the body, elicit an immune response, and prevent viral infection. During the initial phase, the vaccine dosage comprises of immunity and antibodies. However, prior to administering the vaccine, it is imperative to conduct a blood test to ascertain the presence of allergies or certain chronic ailments in the patient, as these factors serve as primary prerequisites for vaccine administration. This task is particularly necessary for the demographic of children between the ages of 6 and 11, as the dosage administered may differ across different age groups. The recommended dosage of the

Comirnaty Children vaccination for individuals between the ages of 6 months and 4 years. The primary immunization consists of a dosage of 3mcg per 0.2 ML. This vaccination requires a total of three doses, with the initial two doses administered around three weeks apart. The third dose should be given at least eight weeks after the second dose. The Comirnaty Children vaccine, intended for individuals aged 5 to 11 years, is administered as a primary immunization at a dosage of 10 mcg/0.2 ML. This vaccine is administered in two doses, with a three-week interval between the first and second doses.

a. Child's reaction 1.1

The photograph exhibits a diverse array of circumstances, capturing a poignant and evocative instance of a significant occurrence. This photograph also depicts the diverse range of children's styles and responses during the administration of a vaccine by medical personnel. The children appear to exhibit a sense of optimism for societal transformation following their receipt of the COVID-19 vaccine. The youngsters exhibit courage in their willingness to receive vaccinations and hold the belief that the perceived adverse consequences commonly associated with vaccination, such as prolonged pain and discomfort, are unfounded. This sentiment is visually captured in Figure 1.1, depicting the facial expressions of a child.



Figure 1. Photo of Child Vaccination Activity (1)

Source: *Harian Waspadana* edition:

Friday, December 31, 2021

The primary rationale behind selecting photographs depicting children adorned in

superhero attire being attended to by health workers equipped with comprehensive protective gear is to elicit a literal interpretation within the visual medium. This serves the purpose of accentuating both the aesthetic value and the embodiment of bravery (Waspada Journalist, Personal Interview, January 20, 2022). The child expressed a voluntary willingness to receive vaccination to maintain personal health and mitigate the risk of contracting the COVID-19 virus. Additionally, the youngster acknowledged a lack of fear towards the administration of injections. This commendable disposition warrants recognition as the youngster demonstrates both proactive initiative and a conscientious adherence to health protocols during the vaccination process.

b. Child's reaction 1.2

The photograph depicted in Figure 1.2 portrays a little girl who exhibits a need to seek comfort and reassurance from her parents by holding their hands while receiving a vaccine injection. This behavior can be seen as a response to the activities of medical personnel administering the vaccine. Prior to administering vaccines, healthcare professionals have proactively engaged in appealing to, motivating, and socializing with children who have a fear of needles. The objective is to ensure that these children do not experience heightened distress and instead feel at ease during the vaccination process. The child's willingness to undergo vaccination might also be commended for displaying courage. The female individual undergoing vaccination is attired in pink garments, so exemplifying an aesthetic association between women and pink.



Figure 2. Photo of Child Vaccination Activity (2)

Source: Harian Waspada edition:
Friday, December 31, 2021)

c. Child's reaction 1.3

In the depicted photograph, the focal point entails a male juvenile adorned in dark attire and donning a facial covering, positioned near a female healthcare professional attired in a medical uniform. The youngster exhibits a response characterized by fear in response to the administration of the vaccination injection. The health professional near the youngster is observed engaging in efforts to assuage distress and offer psychological solace. The nurse embraces the child with warmth and tenderness in order to provide reassurance and support, so facilitating the youngster's ability to confront and endure the process of receiving a vaccination injection. In the interim, a nurse donning a headscarf administers the vaccineshot in strict adherence to established protocols.



Figure 3. Photo of Child Vaccination Activity (3)

Source: Harian Waspada edition:
Friday, December 31, 2021)

2. Connotative Meaning of Mass Vaccine Photo News

The meanings present in a symbiotic photograph can be discerned by six distinct processes, which can be broadly classified into two overarching groups. The first strategy, known as direct engineering, has the potential to impact the very fabric of reality. This approach encompasses several strategies such as manipulation, deception, and careful selection of objects. Furthermore, engineering might be categorized within the domain of “aesthetics,” encompassing elements such as photogenic, estheticism, and syntax.

Firstly, this discussion will focus on the utilization of trick effects, specifically photo manipulation techniques, such as the addition, subtraction, or alteration of objects inside a picture. These techniques aim to transform the original photograph into an entirely distinct visual representation, so imbuing it with a divergent interpretation. In the field of photojournalism, the act of manipulation is strictly prohibited. This is because photojournalism aims to capture factual images without any alterations, serving as a visual documentation of spontaneous actions or events.

Furthermore, the inclusion of the youngster wearing a face mask and clad in black in the composition of the image contributes a significant emotional element to the photograph. The youngster assumes a posture characterized by muscular rigidity, conveying a pronounced sense of tension and fear. The act of securely holding the nurse’s hand signifies a combination of apprehension and readiness in anticipation of encountering an unfamiliar circumstance. Conversely, the juxtaposition of the nurse’s posture, when she attempts to assuage the child’s distress through an embrace, elicits a noticeable disparity. The embrace initiated by the nurse establishes a sense of visual equilibrium, concurrently encompassing profound emotional significance. This posture conveys a therapeutic message in addition to serving as a means of safeguarding, so exemplifying the endeavors of a skilled practitioner in delivering solace

and assistance. Moreover, the positioning of the nurse wearing a black headscarf and carrying the syringe gives rise to intriguing dynamics and accentuation. The orientation of the hands towards the kid and the nurse being embraced elicits a visual juxtaposition, so engendering a perceptible discord that mirrors the current medical intervention.

The amalgamation of these three postures engenders a tale replete with profound emotional depth and inherent tension. The visual composition comprised of a youngster exhibiting signs of tension, a nurse attempting to provide comfort through a warm embrace, and another nurse maintaining professionalism while delivering the vaccine possesses the potential to shape and affect emotional states. In its entirety, the shown elements in this photograph exhibit intricate human dynamics and suggest an experience characterized by a wealth of emotions and interactions.

Third: the object procedure of the picture, the main object that draws attention is the boy wearing a face mask and dressed in black. His face partially covered by the mask depicts a feeling of panic. The anxious body gestures indicate a natural feeling of tension and alertness. The child’s tense body language hints at the uncertainty and excessive fear that many people may also experience. Overall, the objects in this photo work together to form a narrative that can communicate a variety of emotions and messages. They depict fear, empathy, medical treatment, and human interaction in an evocative way. The object factor in this photograph helps to create a story that goes deeper than just capturing a moment, but also an image that encapsulates emotional and situational complexity.

Fourth: the photogenic procedure in the photo can produce a visual effect that invites deeper feelings and reflection. The gesture shown by the boy with a mask on his face and wearing a black shirt directs attention directly to his emotional gesture. His prominent face with clear details creates an emotional closeness and invites the viewer to feel what the boy is feeling. The use of

soft, even lighting gives the photo a dimension of depth, with soft shadows around the faces of the child and the nurse. This creates an intimate feel and focus on the moment at hand, as if the viewer is also present in the space. The play of contrast between the child's light face and the darker background creates a sense of isolation that can focus the viewer's attention on the emotional moment. The balance of color and composition ensures that the nurse with the black headscarf and flowered pattern also remains an important part of the visual narrative.

Moreover, the utilization of the photographic technique results in the establishment of a sense of depth within the image, so facilitating the differentiation between the nurse wearing a black headscarf and the nurse administering the vaccine. The approach establishes a visual hierarchy, so delineating distinct roles for both nurses and enhancing the narrative progression. In its whole, the image demonstrates a deliberate use of photographic technique, rendering it not merely a visual record, but also an artistic creation that portrays a poignant moment and profound human connection. The photographer's selection of photogenic effectively animates the narrative, evoking a powerful response that engrosses the observer.

The fifth aspect under consideration is aestheticism, which pertains to the procedures involving aesthetics and visual composition. In this image, the utilization of aesthetics and visual composition effectively generates a profound and enduring atmosphere. The positioning of the male subject at the middle of the composition elicits immediate visual prominence, so establishing a compelling focal point. The countenance of the subject, exhibiting signs of apprehension and unease, is positioned within the confines of the golden square, so establishing a sense of visual equilibrium and compositional coherence. The lines seen in the photograph exhibit a coherent arrangement, effectively guiding the viewer's gaze from the child's countenance towards the adjacent nurse. The sequence of events engenders a sense of a coherent and fluid storyline,

effectively leading the reader through the child's affective response to the encounter with the nurse.

The use of color significantly influences the visual appeal of this photograph. The child's attire, characterized by its dark hue, exhibits a pronounced juxtaposition when compared to both the child's complexion and the facial covering. This stark contrast is further accentuated by the surrounding backdrop. The inclusion of the nurse adorned in a black headscarf and flowery pattern introduces a visually stimulating element of chromatic and textural contrast, resulting in a captivating and asymmetrical composition. The nurse administering the vaccine on the right side of the image assumes a solitary presence, evoking a sense of anxiety and directing attention towards the ongoing medical procedure.

The positioning of the nurse on the right side of the composition also establishes a visual pathway that directs the viewer's eyes from the nurse engaged in a hug towards the nurse administering the injection. This arrangement reinforces the narrative progression generated by the visual composition. In general, the visual elements included in this photograph effectively convey emotions, narratives, and messages. The deliberate organization of the visual composition, deliberate selection of colors, and strategic positioning of things contribute to the creation of a captivating and immersive piece of visual art. This aesthetic facilitates the depiction of intricate emotions and interpersonal dynamics in a compelling and beautiful manner.

The sixth element observed in the image is the utilization of syntax, which contributes to the creation of a dynamic visual arrangement and guides the viewer's focus. The male subject depicted at the focal point of the image assumes a prominent role, so establishing a visually prominent hierarchy. The child's scared facial expression automatically captures our attention. The strategic positioning of the nurse embracing the infant on the left side establishes a coherent visual flow from left to right, aligning with the child's attention. The phenomenon engenders a coherent sequence of events that directs our visual

attention away from the child's affective response towards the nurse's subsequent behaviors. The utilization of color and contrast is also significant in the syntax employed by nurses.

In general, the syntactical composition of this photograph engenders a robust and significant visual configuration. The configuration of the visual components establishes a sequential progression that guides focus and engenders a profound emotional impact. The utilization of grammar in this context facilitates the transmission of a message and significance that surpasses the basic depiction of a particular instance, but rather constitutes a form of visual art that encourages analysis and contemplation.

However, if the scope of the task is restricted to cropping or enhancing object lighting, it is only logical to perform such actions. According to Surya Efendi, the editor of *Harian Waspada* shot, manipulation of photographs is restricted to cropping, and adjustments to lighting settings are considered typical practices. However, it is important for photographers to refrain from altering the fundamental essence or intended interpretation of the original shot. In the photograph depicting a group of children receiving vaccine injections from medical personnel, the photographer positioned themselves near the subjects. This deliberate choice was made in order to capture the moment of the children's reaction to the vaccine injections in a clear and discernible manner. The photograph was intended for publication on the main page of the *Waspada* newspaper, necessitating the use of large-sized compositions or close-up shots. Consequently, cropping was employed to highlight the specific details or symbolic elements of the subjects within the image (interview, Monday, February 4, 2022).

The photographs depicting the three youngsters, which were the subject of the photographic exhibition, demonstrate the absence of any photo manipulations involving alterations such as object reduction, addition, or modification. A minimal amount of cropping is performed with the purpose of enhancing the clarity and emphasis on the atmospheric conditions and circumstances

surrounding the administration of immunizations to youngsters in Medan City by medical personnel. Consequently, the reduction in spatial dimensions has an impact on the reader's ability to maintain concentration on the primary subject matter. The photograph's right-side perspective allows for the application of cropping techniques, albeit with a slight truncation of the mother's presence as she accompanies her child. This limited framing focuses on a partial view of her body while holding the child. Nevertheless, the overall composition effectively captures the dramatic atmosphere surrounding the vaccination of children, sufficiently conveying the authentic circumstances. It is imperative to ensure that the density of the composition in the photograph is adequate for effectively conveying the news. By merely glancing at the photo, readers should be able to grasp the context and description of the news, so reinforcing the significance of the news in their minds.

Subsequently, in the lower and leftmost region of the image, there exists the potential for further cropping, both vertically and horizontally. However, this cropping is deliberately omitted in order to portray the scenario wherein medical personnel and the child grapple with suppressing their dread as the syringe is administered into the child's body. Not all cropping in photography is solely intended to meet the 5W+1H criteria of a news photo, specifically highlighting the main object or point of interest. In this case, the cropping serves to capture three out of the five points in a single photo. These points include the identification of the officer administering the vaccination to the child (who), the location of the Child Vaccination event in Medan City (where), and the action of the medical officer vaccinating the child (what).

3. Mythical Meanings of Mass Vaccine Photo News

The photograph featured in the Friday, December 31, 2021 edition of *Harian Waspada* captures the scene of health professionals administering vaccines to youngsters in order to

mitigate the transmission of the Covid-19 virus. The image is taken from a frontal perspective, providing a wide-angle view that effectively conveys the ambiance of these health-related activities. The technique employed effectively captures a poignant and emotive instance of a significant occurrence, while also showcasing the diverse range of styles and reactions exhibited by youngsters during the administration of the vaccine by healthcare professionals. The parents that are there also exhibit considerable fortitude in providing encouragement to their apprehensive children during the process of receiving injections from medical personnel. The photograph was prominently featured as the main image on the front page of the esteemed publication, *Harian Waspada*. Thus, it is evident that *Harian Waspada* aims to depict the circumstances surrounding kid immunization injections. The photograph depicts an individual exhibiting a fearful response by shielding their face with their hands. Additionally, another image captures a vaccinated child displaying a sense of assurance during the administration of a vaccine in Medan City.

In the poignant scene depicted in figure 1.2, the young girl adorned in a pink outfit exhibits a distinct smile and a resolute expression as she undergoes the administration of a vaccination injection. This act serves as a symbolic representation of her unwavering resolve to combat the pervasive epidemic. This action might be likened to an allegorical tale that encapsulates themes of bravery, perseverance, and the indomitable nature of the human condition in confronting challenges posed by the natural world. This artwork serves as a symbol of the enduring narrative surrounding the battle against COVID-19, serving as a poignant reminder of the resilience and determination inherent within individuals to confront and overcome adversities. Moreover, it instills a sense of optimism and inspiration for future generations.

Figure 1.3 exhibits a discernible aura of mythological importance, evoking archetypal themes commonly found in numerous timeless narratives. The young male individual donning

a facial covering and attired in dark attire embodies an archetypal representation of the heroic figure who confronts various challenges and apprehensions throughout his quest. The manifestation of anxiety shown on his countenance engenders a sense of susceptibility and ambiguity, symbolizing the forthcoming obstacles. The nurse who is situated next to the youngster assumes the dual responsibility of serving as both a healer and a mentor. The nurse's empathic hug introduces a wise and compassionate character into the narrative of the myth. The nurse assumes the role of a guiding figure, aiding the kid in conquering their fears and achieving success, whether it be in the form of passing an exam or overcoming a personal obstacle. In this capacity, the nurse serves as a guardian, accompanying the child on their path towards courage and ultimate triumph.

In juxtaposition to the nurse engaged in physical affection, the second nurse, adorned with a black headscarf and flowery print, assumes a more enigmatic and emblematic function. The nurse's act of providing the vaccine through injection may symbolize the necessary sacrifice in order to get protection or immunity, evoking parallels to the recurring theme of administering "magical elixirs" in epic narratives. The minimalistic and structured backdrop cultivates a somber ambiance, directing attention towards this pivotal juncture. The inclusion of supplementary items, such as the chair and medical table, contributes to the narrative ambiance inside a meticulously arranged environment.



Figure 1.4 Child Mass Vaccination Program in Medan City in *Harian Waspada* Source: *Harian Waspada* edition Friday, December 31, 2021

Conclusion

The present study asserts that the denotative significance conveyed in the photojournalistic headline pertaining to the mass inoculation of children, as published by *Harian Waspada* in its December 31, 2021 issue, effectively generates a meaning that is authentic, lucid, and readily comprehensible. The juxtaposition of three distinct postures exhibited by vaccinated children gives rise to a narrative replete with emotional depth and internal tension. One child assumes a posture of unease, while a nurse endeavors to assuage their distress through a comforting embrace. Simultaneously, another nurse maintains a professional demeanor while administering the vaccine. Collectively, these elements coalesce to form a visual composition that effectively captures the authentic circumstances at hand. The presence of posing in this photojournalistic documentation of a mass immunization campaign for children serves to portray intricate human dynamics and suggest a deeply emotive and interactive experience. The meanings derived from the depicted scene not only encapsulate the immediate act of vaccinating children on masse, but also encapsulate a broader narrative that encompasses the emotional and situational intricacies inherent in the COVID-19 outbreak. The prevailing belief suggests that photojournalism effectively captures the essence of courage, perseverance, and the indomitable human spirit in confronting natural adversities such as viral outbreaks. This belief is likely to persist, serving as a poignant reminder of the inherent resilience within individuals to combat prevailing challenges, while instilling hope for future generations.

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