

Color Representation in the Word 'COVID-19' in WHO Indonesia's Instagram

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ABSTRACT

The COVID-19 pandemic in 2020 has triggered governments worldwide, including WHO Indonesia, to use social media as an essential tool for digital education dissemination. In this case, WHO Indonesia uses Instagram to share posters, with a visual emphasis through the use of color in the word 'COVID-19'. This study aims to describe how colors are represented in the word COVID-19 on WHO Indonesia's Instagram posters. This study uses qualitative research. This study was analyzed using content analysis. The results reveal that the word COVID-19 in each poster content uploaded by WHO Indonesia has a variety of colors. The color representations contained in the word COVID-19 are red as a risk warning to smokers, dark orange as sensitivity and empathy for survivors of violence, yellow-gold as a reminder of healthy activities at home, indigo as awareness of body health, teal green as maintaining physical distance, dodger blue as maintaining health during a pandemic, sienna as resilience and fortitude in facing the pandemic, white as preventing the spread of the virus, and dim gray as serious form in facing COVID-19. This study aids in comprehending the reasoning behind the selection of specific colors in the posters utilized by WHO Indonesia in their digital education endeavors regarding COVID-19. It can prove beneficial in designing more impactful health messages and understanding the influence of colors on individuals' perceptions and reactions.

Keywords: content analysis, COVID-19's color poster content, WHO Indonesia

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INTRODUCTION

The global response to the COVID-19 pandemic in 2020 necessitated governments to employ robust strategies in disseminating crucial information. Digital platforms played a pivotal role in this communication effort. Among these platforms, Instagram emerged as a standout channel for educational outreach (Ayub et al., 2022; Liao et al., 2020). Collaborating with the World Health Organization (WHO) Indonesia as the international coordinator, governments actively harnessed Instagram to share informative posters designed to educate the public comprehensively on various aspects of COVID-19. These aspects encompassed transmission, symptoms, prevention measures, personal protection, transportation guidelines, and vaccination efforts. This proactive approach is widely believed to have significantly reduced the number of confirmed cases and deaths by raising awareness and promoting health protocols.

Instagram's role as a medium for health communication during the pandemic proved strategic and remarkably effective. In collaboration with WHO, the government strategically utilized the platform to disseminate visually engaging posters featuring videos and images. These materials played a crucial role in raising public awareness and actively advocating for health protocols. The multifaceted nature of the posters, seamlessly integrating visual elements with educational content, was instrumental in contributing significantly to the reduction in the number of confirmed cases and deaths attributed to COVID-19 (Atik et al., 2022; Jurdil, 2021; Masruroh & Hayati, 2021; Putri, 2020; Utoyo, 2020). Furthermore, the posters developed by WHO surpassed their role as mere educational tools; they functioned as effective promotional instruments, announcements, and information delivery mechanisms for the community (Rosmiati & Noviati, 2022; Tarigan & Listyani, 2021). By skillfully combining informative content with visually appealing design, these posters captured the audience's attention, making health-related information more accessible and engaging.

In the broader context of visual communication, posters also demonstrate an exceptional capacity to convey messages effectively. Mustafa & Syahriani (2021) note that posters attract attention and inspire individuals to implement the advice presented. Beyond serving as an informational medium, posters have the power to underscore messages, influence behavior, and shape individuals' attitudes towards certain topics or events. The primary strength of a poster lies in its ability to present information clearly and comprehensively, facilitating efficient understanding by the public (Wijayanti, 2022). Integrating written content with visual elements such as images and colors, posters can attract attention, invite, motivate, warn, and convey factual information about the issues discussed. Consequently, poster design plays a crucial role in effectively communicating messages. Color, as the main visual

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element in poster design, is particularly significant. Proper placement of visual elements, including color, substantially impacts how the message in the poster is conveyed. Given that a mistake in the arrangement of visual elements, including inappropriate use of color, can disrupt and even reduce the effectiveness of the message conveyed by the poster, special attention to visual elements, especially color, is essential in poster design to ensure the audience receives the message effectively.

The use of color in posters has varied meanings depending on the context. Specific colors carry different meanings and symbolism across cultures (Amalia & Mulyadi, 2022). Across different cultures, specific colors hold diverse symbolism rooted in unique thought processes, traditions, and beliefs (Hasyim, 2015). These interpretations become deeply ingrained in cultural practices, creating conflicting meanings for specific colors across different societies and historical eras (Feisner, 2006). For instance, white, commonly associated with happiness and celebration in Europe, takes on a contrasting meaning in China, symbolizing death and mourning (Purbasari & Rahardja, 2018). Similarly, purple, representing pain and sorrow in Java, contrasts with its symbolism in Western culture (Amelinda & Franzia, 2020). The diverse interpretations of colors highlight their contextual significance and cultural specificity. Gray, often seen as a neutral color in Western cultures, symbolizes mediation or compromise, while in Chinese culture, it signifies balance and the integration of opposing forces (Thamrin & Arfianto, 2011). These cultural nuances contribute to the rich tapestry of meanings associated with colors.

Expanding on the cultural significance of yellow, it becomes evident that this color carries distinct meanings and connotations in various societies. In Japanese culture, yellow is closely tied to prosperity and wealth, symbolizing affluence and abundance (Gardjito, 2010). This positive association underscores the cultural values placed on economic prosperity and success. On the other hand, in the Keraton Sumenep culture of Indonesia, golden yellow takes on a more exclusive role, indicating the highest status of a king or ruler (Umarah & Angge, 2021). The reserved use of this color for individuals of significant importance emphasizes the connection between color symbolism and social hierarchy within this cultural context. Expanding further across diverse Asian cultures, yellow maintains its association with grandeur and royalty. Ilyas (2020) notes that this color carries an aura of prestige and power, often linked to ruling families and imperial figures. The consistent use of yellow across different cultures to signify authority highlights its universal association with status and influence. Conversely, the color green holds profound significance within the Islamic religion. Hariansyah (2017) says green symbolizes fertility, growth, and wealth. This positive color association aligns with the broader Islamic beliefs, where green represents vitality and prosperity. The choice of green as a

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symbol reflects a cultural and religious interpretation beyond mere aesthetic preferences. Shifting to the socio-context of Maduranese society in the 19th and 20th centuries, brown is a color of cultural significance. Razy & Mahzuni (2022) explain that brown is closely tied to the color of Maduranese cattle, reflecting the region's agricultural practices during that historical period. This connection between the color of cattle and the cultural practices of the Maduranese people underscores how colors can become intertwined with daily life, economic activities, and cultural identity.

However, color is not only a part of culture but also profoundly impacts various aspects of human life. In the context of posters, color can affect people's perceptions and emotions differently. According to Wierzbicka (1996), the interpretation of color is highly subjective and depends on individuals and cultural groups. This subjectivity is integral to the diverse ways in which people respond to color stimuli. In the intricate interplay between color and human psychology, Hidayat (2020) notes that colors significantly influence visual perception, shape attitudes, guide aesthetic judgments, and influence personal preferences. Consequently, using color in posters becomes a nuanced form of communication, capable of triggering emotional responses and reflecting the complex tapestry of human feelings (Rosyidin & Hariadie, 2022). The emotional impact of color can lead to experiences ranging from delight to discomfort, showcasing the depth of influence that colors exert on human experiences (Sasongko et al., 2020). Additionally, Al-Shraideh & El-Sharif (2019) contribute to the discourse by highlighting that colors are not passive elements; they can actively influence individuals' behavior and contribute to an enhanced understanding of the surrounding environment. In this way, colors serve as dynamic agents that shape personal emotions and guide human interactions with the world.

Moreover, colors frequently possess the power to convey strong messages and influence perceptions emotionally. In the context of the global COVID-19 pandemic, which has changed the way humans live, color has become more than just aesthetics. Representing the word "COVID-19" through color has become integral to conveying information. On social media platforms such as Instagram, WHO Indonesia's representation of color in the word "COVID-19" becomes a symbol that carries deep meaning and strengthens awareness of the current health situation. In this case, WHO Indonesia has used specific colors to reflect essential messages related to COVID-19. The choice of color is not merely a decoration or visual identity but also a vital means of communication. Using color to represent "COVID-19" on WHO Indonesia's Instagram is part of an effort to educate, provide accurate information, and inspire preventive measures for the community.

Prior studies have focused on the use of colors in Covid-19 posters. For instance, Zhafira & Nababan (2022) found that colors in posters belonging to the Ministry of the Republic of Indonesia use a combination of

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cold, hot, and neutral analogs to give impression and emphasis to convey messages. Moreover, Ismail et al. (2021) stated that posters have a role beyond visual representation or color combinations to create a sense of beauty, entertainment, public education, and disseminating urgent information. Posters also convey specific messages intended by their creators. Nasution & Saragi (2022) highlighted the function of colors in COVID-19 billboards as a communication tool that includes warning, persuasion, and educational aspects. In the COVID-19 prevention campaign, Putri (2020) discovered the use of specific colors in advertisements. For example, dark red symbolizes comfort, black represents concern, white indicates a Covid-19-free environment, and green symbolizes freshness and health. Similar findings were also revealed by Widiadnya (2020), who found a variety of color choices in COVID-19 posters, including dark red indicating comfort, black indicating concern, white indicating a clean environment free from COVID-19, and green symbolizing freshness and health.

Wijayanti (2022) researched the use of colors in the "Prevent Covid-19" poster and found that red background is used as a symbolic code indicating caution or warning. Meanwhile, the black color represents gloominess and sadness. Mansoor (2020) focused on posters portraying individuals with positive COVID-19 cases; it was observed that the prevailing colors utilized were dark blue and red. Dark blue was chosen to create a low impact and establish a connection with matters of health, whereas red was commonly used to signal warnings and convey a sense of urgency. Mustafa & Syahrani (2021) discovered that using a blue background in these posters aims to symbolize spirit. Bright colors are also used to attract viewers' attention. Earlier studies have concentrated on the meaning of colors in posters on COVID-19. However, studies related to color in the word COVID-19 on WHO Indonesia's Instagram posters are still limited. Thus, this study aims to describe how colors are represented in the word COVID-19 on WHO Indonesia's Instagram posters.

METHOD

This descriptive qualitative study uses a content analysis approach. This study is to understand how the use of color in COVID-19-related messages is reflected in posters posted by WHO Indonesia on the Instagram platform. Data analyzed in this study were words "COVID-19" that reflect various colors on posters. Data sources were posters posted by WHO Indonesia on the Instagram platform. From several posters on WHO Indonesia's Instagram, the researchers selected nine samples representing the various colors used in each poster uploaded by WHO Indonesia. Data collection involved three techniques, including observation and screenshots as visual data. Data validity in this study was maintained through a

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triangulation approach, precisely data source triangulation. In other words, this study used various posters from WHO Indonesia as different data sources to confirm the findings found in the analysis. This study was analyzed using content analysis. Content analysis involves a systematic process of identifying, classifying, and understanding patterns or characteristics of messages contained in the data being analyzed, such as the use of certain colors that may have certain meanings or effects in the context of COVID-19-related messages. (Moelong, 2002:179).

FINDINGS AND DISCUSSION

The findings reveal that the word "COVID-19" on the WHO Indonesia Instagram account used various colors to communicate and visualize information related to COVID-19. WHO Indonesia used this color variation to attract audiences' attention, convey relevant messages about COVID-19, and influence the perception and emotions of the audience. Utoyo (2020) states that using colors is not related to specific cultural symbolic meanings but aims to make posters more appealing and visually attractive to audiences. The use of color in COVID-19 posters is also reflected in efforts to convey prevention messages (Putri, 2020; Wijayanti, 2022). Nasution & Saragi (2022) see the function of color in COVID-19 posters as a communication tool that includes aspects of warning, persuasion, and education. Using the colors, WHO Indonesia seeks to strengthen awareness, understanding, and action regarding efforts to prevent, control and spread the COVID-19 pandemic. The following represents the various colors used in the poster uploaded by WHO Indonesia on Instagram.

Red as a Risk Warning to Smokers

According to Sharpe (1974), red is linked with various sentiments, including love, passion, and anger. Aliyanto & Sari (2019) and Deviera (2021) also perceive it as a symbol of hope and joy. Conversely, Zharandont (2015) identifies the color red as representing violence and anxiety. Moreover, Ahmad & Abd Razak (2012) assert that red in psychology is frequently employed as a cautionary sign. Nevertheless, the symbolism of red can vary depending on the circumstances.

The use of bolded red color and capital letters and large size on the word "COVID-19" aims to give strong emphasis to the audience, making it easier for them to understand the message to be conveyed. The red color is often used to attract attention and convey the urgency of information. The color red with the code FF4500 in the WHO Indonesia poster is a warning, threat, and danger marker. By making the word more prominent, the WHO Indonesia emphasizes that smokers have a higher risk of experiencing severe COVID-19. It is consistent with Wijayanti (2022), who highlighted using red as a symbolic code to depict caution or warning in the "Prevent COVID-19"

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poster. Similarly, Pitoyo & Ohorella (2021) also noted the utilization of the color red concerning COVID-19, indicating a state of vigilance and the enforcement of health measures. It further confirms the use of red to warn and promote consciousness. However, Wijaya et al. (2021), who used red to emphasize that the Sinovac vaccine is reliable and follows Islamic law. It shows the variation in the use of red that depends on the context and purpose of communication. The following is an example of a red color with code FF0000.

Picture 1:
The Color Red with the Code FF4500



[Smokers Are 1.5x More Susceptible To Severe Covid-19]

Dark Orange as Sensitivity and Empathy for Survivors of Violence

Dark orange is part of the orange spectrum, formed from red and yellow. According to Monica & Luzar (2011), orange, a variant of orange, reflects vibrancy, originality, uniqueness, stimulation, social interaction, well-being, and activity. In addition, this color also symbolizes the spirit of exploration, positivity, assurance, and friendliness (Zharandont, 2015).

The use of the dark orange color in this context was done to evoke an emotional response and give a stronger emphasis to a particular message. This selection is related to aesthetics and carries a symbolic message. In a pandemic, the use of dark orange can reflect the seriousness of the situation related to COVID-19, provide a warning, or highlight aspects that require special attention. In this case, the use of dark orange in the word "COVID-19" serves as a symbolic reminder of the critical role that health professionals

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play in helping women survivors of violence. In addition, this color also communicates a sense of sensitivity and empathy towards those adversely affected by the pandemic, including women who have experienced violence. This color encourages audiences to give more support and attention to this vulnerable group. An example of the integration of dark orange color can be observed in Figure 2.

Picture 2:
Dark Orange Color with the Code FF8C00



[Health workers can help women survivors of violence during the COVID-19 pandemic. offer them initial support; provide medical care; connect and direct survivors of violence to those who can provide support]

Yellow-gold as a Reminder of Health Activities at Home

According to Fauzi et al. (2021), yellow is associated with the sun and its life-giving warmth. Yellow, frequently identified with sunshine and warmth (Azhar & Suratminto, 2021), has positive meanings that include optimism, enthusiasm, creativity, life, and cheerfulness (Hutajulu & Kristiana, 2023; Zharandont, 2015). From the perspective of color psychology, yellow is also associated with cleverness, wisdom, authority, and nobility (Gardjito, 2010). Meanwhile, gold also has a special meaning as a symbol of majesty (Negara, 2012). The selection of prominent yellow-gold colors in words related to #COVID-19 aims to bring positive sentiments related to lifestyle changes during the pandemic to create a supportive atmosphere. This yellow-gold color can remind us to maintain health and physical fitness, inviting us to stay active and participate in various healthy activities amid a pandemic. However, using yellow in posters can also be interpreted as a symbol of

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danger or a warning to protect oneself from COVID-19 (Saputri & Wirawanda, 2023). It shows the complexity of understanding the meaning of color in a particular context. Thus, the yellow-gold in the word #COVID-19 poster has a solid communicative purpose to influence the audience's perceptions, emotions, and actions in living their daily lives amid a pandemic. The following is an example of the yellow-gold color.

Picture 3:
Yellow-gold Color with the Code FFD700



[Stay active at home during the #COVID-19 outbreak

1 Diligently check your sitting position when you leave the house

2 Get up from sitting, then work, use your cell phone, or watch TV while standing]

Indigo as Awareness of Body Health

The color indigo is obtained from the underlying color purple. Purple signifies opulence, sagacity, creativity, enchantment, hierarchy, motivation, affluence, gratitude, and spirituality (Monica & Luzar, 2011). Using purple gives the reader a calm impression (Zhavira & Nababan, 2021).

In the specific context of a poster focused on COVID-19 vaccination, indigo is emphasized for its ability to convey serenity and profundity. The choice of indigo is intended to communicate that the COVID-19 vaccine is a remedy capable of addressing the pandemic and aiding in its resolution. The color is strategically employed to suggest that vaccination is crucial in overcoming the crisis. Moreover, including indigo signifies an awareness of the importance of maintaining good health and strengthening the immune system to combat the virus, aiming to leave a positive impression on viewers. In line with Putri (2020) who discovered that

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the color purple was utilized in campaign posters to encourage the public to protect themselves against the spread of COVID-19. Interestingly, this contrasts with Sholihah (2022), which suggests that the purple hue can convey a sense of fierceness and haughtiness. To illustrate, an example of the indigo color is presented.

Picture 4:
Indigo Color with the Code 4B0082



[How Effective Are Vaccines Against Covid-19 Variants Including Delta?

Here are 3 things you need to know]

Teal Green as Maintaining Physical Distance

Teal green is a shade of green. Hariansyah (2017) says green represents fertility, growth, and wealth. Additionally, Hutajulu & Kristiana (2023) define green as a color symbolizing nature, freshness, and plants, with its use contributing to a comfortable and calming impression for the reader (Zhavira & Nababan, 2021). In the specific context of teal green being used in the term "COVID-19," the intention is to draw attention to the importance of maintaining distance to protect oneself and others against the transmission of the virus. Teal green is associated with freshness, health, fertility, togetherness, and solidarity. This aligns with the observations made by Putri (2020), who found that using green in COVID-19 posters symbolizes freshness and health.

Wijaya et al. (2021) further explain that the deliberate use of green in COVID-19 posters is designed to create a serene and positive ambiance amid crowded and stressful situations. The green color on the poster is believed to

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alleviate tension and stressful circumstances, fostering a sense of balance, tranquility, and congratulations (Purbasari & Diah, 2014). The illustration's visual representation of teal green serves as a tangible example of how this color can be integrated into the design, not only for its aesthetic appeal but also for its symbolic contribution to the overall message. Teal green, in the context of COVID-19 communication, becomes a powerful visual element that communicates a sense of calmness, health, and unity, reinforcing the importance of adhering to preventive measures while fostering a positive and supportive environment.

Picture 5:
Teal Green Color with the Code 008080



[How To Maintain Physical Distancing
Be a hero and #breakthechain of #COVID-19 spread by physical distancing
Protect yourself and others].

Dodger Blue as Maintaining Health during the Pandemic

Dodger blue derives from the color blue. Blue is often associated with dignity, intelligence, and tranquility (Hutajulu & Kristiana; Sharpe, 1974). Monica & Luzar (2011) further interpret blue as representing knowledge, coolness, peace, masculinity, contemplation, loyalty, justice, and intellect. Blue, part of a cold analog, is known for creating an impression of calmness and conveying a sense of serenity to the observer (Zhavira & Nababan, 2021).

In the context of the COVID-19 outbreak in Indonesia, dodger blue takes on a specific significance. It symbolizes the importance of maintaining good health and cultivating a positive mindset when facing challenging situations. Dodger blue, associated with COVID-19, captures attention and emphasizes the urgency for individuals to acknowledge and take decisive action against the pandemic. Mustafa & Syahrani (2021) note that including a blue backdrop in COVID-19 posters symbolizes enthusiasm and

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underscores the value of preserving health and staying active during these challenging times.

Research by Mansoor (2020) reveals that the selection of dark blue, akin to dodger blue, is intentional and seeks to create a somber impact, establishing a connection with health-related issues. Similarly, Sholihah (2022) emphasizes that the blue color on the poster signifies safety, cleanliness, and orderliness, reinforcing the message of maintaining health practices. In contrast, in advertisements, the blue color in the background provides a sense of tranquility to audiences amidst the pandemic (Putri et al., 2023).

The use of dodger blue in the word COVID-19 on the poster serves as a visual representation of these symbolic meanings. It draws attention and conveys a message of urgency, enthusiasm, and the importance of maintaining health and well-being during these challenging times, as shown below.

Picture 6:
The Color Dodger Blue with the Code 1E90FF



[How to exercise indoors during the COVID-19 pandemic?]

Sienna as Resilience and Fortitude in Facing the Pandemic

Sienna, as a shade of brown, is often associated with natural, warm, and stable tones (Wulandari & Islam, 2020). Its use in the context of COVID-19 reinforces the concepts of resilience and strength during the pandemic. This idea aligns with the Indonesian government's efforts to break the chain of transmission by adopting new habits such as remote work, virtual meetings, and staying at home whenever possible. Incorporating Sienna as a color can symbolize unity and commitment to adhering to these measures, joining the collective effort to combat the pandemic.

Furthermore, the color Sienna carries more profound symbolism,

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representing hope for a brighter future. In this context, Sienna symbolizes the expectation of a better future that can be achieved through resilience, cooperation, and adherence to health guidelines. Its warm and earthy tones not only evoke a sense of stability but also convey a positive outlook. Integrating Sienna into visual elements, such as design or presentations, can evoke positive sentiments, inspire optimism, and remind the community of the importance of coming together to overcome the challenges posed by the COVID-19 pandemic.

In practical terms, Sienna can be strategically used in visual communication to convey a sense of warmth, stability, and hope. Whether in promotional materials, awareness campaigns, or informational graphics related to COVID-19, the color Sienna can capture attention, foster a sense of unity, and instill a positive mindset among the audience. The example below visually demonstrates the use of Sienna, reinforcing the messages of resilience, unity, and hope in the face of the ongoing challenges presented by the pandemic.

Picture 7:
The Color Sienna with the Code A0522D



[#Cut off the spread #COVID19
I organized a virtual dinner event
I work remotely!
I do not go out with friends!
I stay at home!]

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White as Preventing the Spread of the Virus

The color of white is often associated with the concepts of purity, cleanliness, and clarity (Hutajulu & Kristiana, 2023; Sharpe, 1974). In preventing the spread of the virus, WHO Indonesia's use of the color white with the code #FFFFFF has a strong symbolic meaning. White is intended to emphasize the importance of a clean and sterile environment as a critical factor in protecting individuals from the risk of COVID-19 transmission. During the pandemic, the color white has been used in various COVID-19 prevention campaigns to image a clean environment free of COVID-19 contamination. It illustrates the primary goal of protecting individuals from the risk of the virus (Putri, 2020; Widiadnya, 2020). Not only that, the color white also has a symbolic representation of hopes and aspirations for a brighter future when the pandemic is overcome. It reflects the belief in a safe future free from the risk of virus transmission, where people can live prosperously. The white illustration provides a strong message of cleanliness, purity, and hope for a better future and is an essential symbol in communication-related to the COVID-19 pandemic. Presented below is an illustration of a white color.

Picture 8:

The Color White with the Code FFFFFFFF



[COVID-19 vaccination protects against severe disease and death]

Dim Gray as Serious Form in Facing COVID-19

Dim gray is one of the variations of gray. Gray depicts neutrality, futurism, and responsibility (Wulandari & Islam, 2020). It is related to the neutral nature of gray, which often symbolizes mediation in conflict (Rukiah, 2015). The dim gray color with code 696969 refers to a gray that tends to be

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dark with low intensity. The presence of this color can create a severe and attentive impression, which is in line with the seriousness presented by the COVID-19 pandemic. In the context of the poster distributed by WHO Indonesia, this dim gray color may emphasize the message's importance, especially in maintaining vigilance against COVID-19. Dim gray may reinforce feelings of responsibility and seriousness regarding the situation.

On the other hand, Fadeli et al. (2023) found that using gray on vaccine posters gave an image of a futuristic future. It suggests that gray can refer to progress, innovation, and a brighter future in some contexts. Using dim gray in the word COVID-19 aims to create a severe aura, emphasize an important message, or convey a futuristic outlook. These colors and others are essential in creating an emotional effect and communicating a message to the audience. An example of a dim gray shade with code 696969 is shown below.

Picture 9:
The Color Dim Gray with the Code 696969



[Keep taking precautions to protect yourself, your family and loved ones from COVID-19]

CONCLUSION

This study investigates the representation of colors in the word COVID-19 on WHO Indonesia's Instagram. The representation of colors found in the word COVID-19 is red as a risk warning to smokers, dark orange as sensitivity and empathy for survivors of violence, yellow gold as a reminder of healthy activities at home, indigo as awareness of body health, teal green

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as maintaining physical distance, dodger blue as maintaining health during a pandemic, sienna as resilience and fortitude in facing the pandemic, white as preventing the spread of the virus, and dim gray as serious form in facing COVID-19. This study aids in comprehending the reasoning behind the selection of specific colors in the posters utilized by WHO Indonesia in their digital education endeavors regarding COVID-19. It can prove beneficial in designing more impactful health messages and understanding the influence of colors on individuals' perceptions and reactions. The limitation of this study is that it only represents the use of each primary color in the data. Further research can expand the scope of the study by involving larger samples from various cultural contexts to understand differences in the meaning of colors in the word COVID-19. It can also examine the use of colors in broader health information content, such as posters, advertisements, and social media, and see how the use of colors affects the public's understanding and actions towards the COVID-19 pandemic.

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