

COMMUNICATING SAFETY AND HYGIENE LEVEL POST COVID-19 IN AVIATION: DIGITAL MARCOMM STRATEGY OF SINGAPORE AIRLINES

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Abstract

Singapore Airlines is part of airlines industry, they offer wide range of service and product in modern times. Digital marketing nowadays plays a crucial role for industry and the company itself. Through Singapore Airlines @singaporeair's Instagram account we can see how they prioritize safety product and healthy service and the content analysis method validate it. This means that Singapore Airlines prioritize connecting themselves with their customer and thinks the best for them. By digital marketing we can see it can change someone's life.

Keywords: Digital Marketing, Airlines Industry, Content Analysis, Safety Product, Healthy Service

INTRODUCTION

The COVID-19 pandemic, which emerged in late 2019, has had a profound and far-reaching impact on economies across the globe. The virus's rapid spread and the subsequent efforts to contain it through lockdowns, travel restrictions, and social distancing measures resulted in an unprecedented disruption of economic systems in every country. The repercussions have been multifaceted, touching upon various sectors and aspects of economies worldwide.

At the heart of the economic impact of COVID-19 lies the global recession. The pandemic led to widespread business closures, decreased consumer spending, and disruptions in global supply chains. The resulting economic contraction was felt in both developed and developing nations alike (Pascarella et al., 2020). Countries heavily dependent on tourism and hospitality, such as Thailand and Spain, saw their economies severely hit as travel restrictions led to a sharp decline in tourism revenue. Similarly, oil-producing nations faced significant challenges due to plummeting oil prices and reduced demand.

The pandemic-induced recession also triggered an unparalleled surge in unemployment rates. Millions lost their jobs as businesses downsized or closed altogether. This surge in unemployment had cascading effects, including reduced consumer spending and a strain on social welfare systems. Governments in many countries had to roll out extensive unemployment benefits and stimulus packages to prevent further deterioration of living standards and to stimulate economic activity (Ahorsu et al., 2022; Wu et al., 2020).

Government responses to the crisis varied widely, with some countries implementing strict lockdowns to curb the virus's spread, while others opted for less stringent measures to minimize economic disruption. The effectiveness of these responses depended on a country's healthcare infrastructure, governance capabilities, and the resilience of its economy. Developed countries with robust healthcare systems, such as Germany and South Korea,

were better equipped to manage the health crisis, enabling them to adopt targeted lockdowns and avoid more extensive economic shutdowns.

The pandemic also accelerated the shift towards remote work and digitalization. Companies worldwide were forced to adopt remote work models to ensure business continuity. This shift underscored the importance of digital infrastructure and highlighted the digital divide in many countries. Nations with advanced technological capabilities were better positioned to adapt to remote work, while those lacking digital infrastructure faced greater challenges in maintaining economic activity (Daniel, 2020).

Trade patterns were disrupted as well. With the closure of borders and disruptions in supply chains, many countries experienced shortages of essential goods, leading to inflationary pressures. The crisis exposed the vulnerabilities of relying heavily on global supply chains and prompted some countries to consider reshoring or diversifying their supply sources.

Small and medium-sized enterprises (SMEs) bore a significant brunt of the economic impact. Many lacked the financial reserves to weather prolonged closures and reduced demand. Governments rolled out support programs to assist SMEs, but the long-term viability of many of these businesses remained uncertain.

The pandemic's impact on different sectors was uneven. While traditional retail and hospitality suffered, e-commerce, food delivery, and digital entertainment experienced growth. Pharmaceutical and biotech companies raced to develop vaccines and treatments, triggering a surge in healthcare-related industries.

Government debt levels skyrocketed as nations injected massive amounts of fiscal stimulus to buoy their economies. This posed long-term challenges, as governments faced the dilemma of supporting economic recovery while ensuring fiscal sustainability (Yıldırım et al., 2022). The pandemic also highlighted the importance of international cooperation, as nations struggled to access medical supplies, share information, and collectively address the crisis.

In summary, the COVID-19 pandemic delivered an unprecedented shock to the global economy. It laid bare vulnerabilities in healthcare systems, supply chains, and governance structures. While the crisis led to economic contractions, rising unemployment, and increased government debt, it also accelerated certain trends such as digitalization and remote work (Shereen et al., 2020). The pandemic underscored the interconnectedness of economies and the need for international collaboration in addressing global challenges. As nations navigate the path to recovery, the lessons learned from this crisis will shape economic policies and strategies for years to come.

LITERATURE REVIEW

Post-Covid Economic Recovery

The economic recovery effort following the COVID-19 pandemic has been an unprecedented challenge for governments, businesses, and individuals around the world. The pandemic, which emerged in late 2019, led to widespread health crises, economic disruptions, and social upheavals. As nations struggled to contain the virus's spread, they

simultaneously grappled with the task of reviving their economies from the brink of collapse (Modi et al., 2022; Shereen et al., 2020).

The initial response to the pandemic's economic shock was swift and massive. Governments worldwide implemented various measures to provide immediate relief to affected individuals and businesses. These measures included stimulus packages, unemployment benefits, small business loans, and moratoriums on evictions and loan repayments (Abdi et al., 2022; Suk & Kim, 2021). Central banks also took aggressive actions by lowering interest rates and implementing quantitative easing to ensure liquidity in financial markets.

The nature of the recovery effort, however, evolved over time. In the early stages of the pandemic, the focus was on maintaining basic economic stability and preventing a total collapse. As the situation stabilized, attention shifted to crafting comprehensive recovery plans that addressed the unique challenges posed by the pandemic (Maneenop & Kotcharin, 2020).

One key aspect of the economic recovery effort was the need to adapt to changing consumer behaviour. Lockdowns, travel restrictions, and health concerns led to shifts in spending patterns. Industries such as travel, hospitality, and entertainment were particularly hard hit, while e-commerce, technology, and remote work-related sectors saw growth. Governments and businesses had to be agile in identifying these trends and redirecting resources accordingly (Megawati, 2022; Taherzadeh, 2021).

Investments in healthcare infrastructure also became a cornerstone of the recovery effort. The pandemic exposed weaknesses in healthcare systems worldwide, prompting governments to allocate funds to bolster medical facilities, research, and vaccine distribution. These investments not only addressed immediate healthcare needs but also laid the foundation for future pandemic preparedness (Tabor, 2020; Zhang et al., 2023).

International collaboration played a crucial role in the recovery effort. Governments, organizations, and pharmaceutical companies worked together to develop and distribute vaccines in record time. Initiatives like COVAX aimed to ensure equitable vaccine access for all nations, recognizing that global recovery depended on controlling the virus everywhere. Additionally, (Okafor et al., 2022), international financial institutions provided support to emerging economies grappling with both health and economic challenges.

The recovery effort also highlighted the importance of addressing pre-existing inequalities. The pandemic disproportionately affected vulnerable populations, including low-income workers, minorities, and women. To ensure an inclusive recovery, governments introduced policies aimed at narrowing these gaps. This included support for job training, education, and affordable childcare, as well as efforts to increase the minimum wage and improve social safety nets.

Sustainability emerged as a central theme in the recovery effort. Many governments recognized the opportunity to "build back better" by prioritizing environmentally friendly and resilient infrastructure projects. Green investments in renewable energy, public transportation, and eco-friendly technologies not only contributed to economic recovery but also aligned with global efforts to combat climate change.

As economies transitioned from crisis management to long-term recovery, challenges remained. Supply chain disruptions, labour market imbalances, and inflationary pressures tested the resilience of recovery plans. Governments had to strike a delicate balance between withdrawing emergency support measures and avoiding premature austerity that could stifle economic growth.

In summary, the economic recovery effort following the COVID-19 pandemic has been a complex and multifaceted endeavour. It required governments, businesses, and individuals to adapt to new realities, collaborate across borders, and address pre-existing inequalities. The crisis underscored the importance of building resilient healthcare systems, embracing technological innovation, and pursuing sustainable development pathways. While significant progress has been made, the journey to full economic recovery continues as societies work to navigate the remaining challenges and uncertainties on the path to a more prosperous and inclusive future (Cassetti et al., 2023; Wang & Zhang, 2021).

Airlines Industry Initiation After COVID-19

The airline industry's initiation after the COVID-19 pandemic is a multifaceted and dynamic process, marked by challenges, adaptations, and opportunities. As the world gradually emerges from the pandemic's grip, the airline industry is poised for a transformative journey that encompasses various aspects such as safety measures, traveller behavior shifts, technological advancements, environmental considerations, and industry-wide collaborations.

One of the most crucial aspects of the airline industry's initiation post-COVID-19 is the renewed emphasis on safety and hygiene. Airlines have implemented stringent health protocols to ensure the safety of passengers and staff (Jiang et al., 2022). Enhanced cleaning procedures, sanitization of aircraft interiors, and improved ventilation systems have become industry standards (Handayani et al., 2022). These measures not only address immediate concerns but also establish a foundation of trust for travelers who are more conscious of health and hygiene than ever before (Ascarya, 2022).

Traveler behavior has undergone a significant transformation as a result of the pandemic. The preference for contactless services has led to the accelerated adoption of technology throughout the travel journey. From digital check-ins and boarding passes to touchless payments and biometric authentication, technology has streamlined processes while minimizing physical contact. Additionally, travelers are more likely to prioritize personal space and consider factors like seat distancing when selecting flights. This shift has prompted airlines to reevaluate cabin layouts and offer more flexible booking options to cater to evolving customer preferences.

The pandemic has also catalysed innovation within the industry. Airlines are increasingly investing in technology to enhance operational efficiency and customer experience. For instance, data analytics and artificial intelligence are being used to predict demand patterns, optimize routes, and offer personalized travel recommendations (Cassetti et al., 2023). Remote customer service powered by chatbots, and virtual assistants has improved response times and customer satisfaction. Moreover, the integration of virtual

reality and augmented reality into the booking process allows travelers to explore destinations and experiences before making decisions.

Environmental sustainability has emerged as a prominent theme during the industry's initiation after COVID-19. The pandemic-induced slowdown led to a temporary reduction in air travel, offering a glimpse of the positive impact on carbon emissions. This experience has motivated airlines to accelerate their efforts towards greener practices (Adrian et al., 2022). Many airlines are investing in fuel-efficient aircraft, exploring alternative fuels, and implementing operational strategies to reduce their carbon footprint. Collaboration between airlines, manufacturers, and governments to develop and adopt more sustainable practices has gained momentum.

Industry-wide collaborations have played a pivotal role in navigating the post-pandemic landscape. Governments, airlines, and international organizations have worked together to establish standardized health and safety protocols, ensuring consistency across borders. The sharing of best practices and lessons learned has facilitated a more coordinated response to future challenges. Collaborations have also extended to the development of digital health passports, which streamline the verification of travellers' health status and facilitate smoother border crossings.

However, challenges persist as the industry seeks to reestablish its foothold. Travel restrictions, changing regulations, and uncertainties related to virus variants continue to impact the industry's recovery (Y. Yang et al., 2022). Airlines are tasked with striking a delicate balance between reviving operations and safeguarding public health. Financial recovery remains a significant hurdle, as airlines grapple with accumulated debts and reduced revenue streams resulting from the pandemic's disruption.

In conclusion, the airline industry's initiation after the COVID-19 pandemic is a complex process characterized by adaptability, innovation, and collaboration. The industry's transformation encompasses safety measures, changes in traveller behavior, technological advancements, environmental consciousness, and collaborative initiatives. As travelers gradually regain confidence and governments ease restrictions, the industry is set to evolve into a new era that prioritizes health, sustainability, and enhanced customer experiences. While challenges persist, the lessons learned from the pandemic have positioned the airline industry to navigate a path toward recovery and growth in a rapidly changing world (Sankaran, 2022; W. Yang et al., 2020).

Singapore Airlines Record

Singapore Airlines (SIA), renowned for its exceptional service, cutting-edge technology, and commitment to passenger comfort, has a remarkable history that has spanned over seven decades. From its humble beginnings as a regional carrier to becoming one of the world's most respected and successful airlines, Singapore Airlines has carved a unique path in the aviation industry (Abdin, 2021).

Founding and Early Years:

Singapore Airlines traces its origins back to 1947 when it was established as Malayan Airways Limited (MAL). The airline initially operated modest services within the Malayan Peninsula and neighboring regions. In 1957, following the separation of Singapore from Malaysia, the airline was renamed Malaysia-Singapore Airlines (MSA) to reflect the partnership between the two countries (Heracleous & Wirtz, 2012; SIA, 2017).

The Birth of Singapore Airlines:

However, this partnership was short-lived, and in 1972, MSA was dissolved, leading to the creation of two separate national carriers: Malaysia Airlines and Singapore Airlines. This marked the birth of the iconic Singapore Airlines that we know today. With just ten aircraft and a small workforce, Singapore Airlines embarked on a journey to establish itself as a world-class airline (Maneenop & Kotcharin, 2020; Sikorski, 1990).

Innovations and Growth:

Singapore Airlines quickly gained a reputation for its innovations. In 1973, it became the first airline to operate the Boeing 747 jumbo jet in the Asia-Pacific region. It also introduced the concept of the world's first frequent flyer program, rewarding loyal passengers. In the 1980s, the airline introduced the "Singapore Girl" advertising campaign, which emphasized the airline's commitment to service excellence and impeccable hospitality.

Technological Advancements:

The 1990s saw Singapore Airlines pushing the boundaries of in-flight entertainment and technology. It was one of the first airlines to offer satellite-based in-flight telephones and video-on-demand systems, setting new standards for passenger comfort and convenience.

Achievements in Aviation:

In 2004, Singapore Airlines achieved a significant milestone by becoming the first airline to operate the Airbus A380, the world's largest passenger aircraft. This event underscored the airline's dedication to offering unparalleled luxury and space to its passengers. The A380's launch marked a new era in aviation, redefining long-haul travel with its advanced features and spacious cabins (Heracleous & Wirtz, 2009; Kumar, 2016).

Service Excellence:

One of the defining characteristics of Singapore Airlines is its unwavering commitment to service excellence. It consistently ranks among the top airlines in terms of customer satisfaction and service quality. The "Singapore Girl" image has become synonymous with grace, warmth, and attentiveness, setting a benchmark for hospitality in the airline industry.

Global Network and Alliances:

Over the years, Singapore Airlines has expanded its global reach through strategic partnerships and alliances. The airline is a founding member of the Star Alliance, a network that allows passengers to seamlessly travel to numerous destinations with interconnected airlines. This network has contributed to Singapore Airlines' global reputation and its ability to serve travelers from around the world.

Challenges and Resilience:

Like any long-standing institution, Singapore Airlines has faced its share of challenges. Economic downturns, fluctuating fuel prices, and competition from other airlines have all tested the airline's resilience. Notably, the outbreak of the severe acute respiratory syndrome (SARS) in 2003 had a significant impact on global air travel, including Singapore Airlines. Despite these challenges, the airline's commitment to excellence and adaptability has helped it navigate through turbulent times.

Sustainability and the Future:

In recent years, Singapore Airlines has also shown a growing commitment to sustainability and environmental responsibility. The airline has explored various initiatives to reduce its carbon footprint, including investing in more fuel-efficient aircraft and exploring sustainable aviation fuels.

The history of Singapore Airlines is a testament to the airline's ability to evolve, innovate, and maintain its reputation for excellence. From its early days as a regional carrier to its current status as a global leader in the aviation industry, Singapore Airlines has consistently demonstrated its dedication to providing exceptional service, pioneering technology, and an unwavering commitment to passenger satisfaction. As the airline continues to shape the future of aviation, its legacy of excellence remains an inspiration to the entire industry.

METHODS

Klaus Krippendorff analysis method is the suitable analysis method for this research topic. Klaus Krippendorff has played a pivotal role in shaping the methodologies used for interpreting and understanding qualitative data, particularly in the context of textual and visual content. His work has not only advanced the field of communication research but has also found applications in various other disciplines, including sociology, anthropology, psychology, and political science.

Qualitative content analysis, as conceptualized by Krippendorff, involves the systematic examination and interpretation of textual, visual, or audiovisual materials to uncover the underlying meanings, patterns, and themes present within them. Unlike quantitative content analysis, which focuses on objective measurement and categorization of content, Krippendorff's approach delves into the nuanced complexities of qualitative data. His methodology emphasizes context, subjectivity, and the interpretive nature of the researcher's role.

One of the key aspects of Klaus Krippendorff's approach is the emphasis on the role of the researcher's interpretation in the analysis process. He believes that researchers should actively engage with the data, using their own insights and perspectives to derive meaningful insights. This approach encourages researchers to be reflexive about their biases and preconceptions, ultimately leading to a more robust understanding of the data (Luthansa & Susilo, 2022).

Krippendorff's qualitative content analysis involves several key steps:

Preparation: This step involves selecting the relevant data sources and defining the research objectives. Researchers must also establish a clear set of criteria for identifying relevant content and consider the theoretical framework that will guide their analysis (Gunawan & Susilo, 2021).

Segmentation: The data is broken down into meaningful units, which could be words, sentences, paragraphs, or visual elements. This segmentation allows for a more focused analysis of specific parts of the data.

Coding: Krippendorff suggests that coding should be both inductive and deductive. Inductive coding involves identifying patterns and categories that emerge from the data itself, while deductive coding involves applying predefined categories that align with the research objectives.

Theme Development: Through a systematic process of comparing and contrasting codes, researchers identify overarching themes and patterns in the data. These themes capture the underlying meanings and concepts present in the content.

Interpretation: This step involves delving deeper into the identified themes and patterns, connecting them to broader theoretical concepts and research objectives. Researchers provide context and explanations for the identified phenomena.

Validation: Krippendorff emphasizes the importance of rigor and transparency in the analysis process. Researchers should document their decisions, methods, and interpretations, allowing for the assessment of the analysis by others.

Reporting: The findings are communicated through written reports that capture the nuances of the data, the process of analysis, and the derived insights. Krippendorff encourages rich and detailed reporting that reflects the complexity of the qualitative data.

Krippendorff's approach to qualitative content analysis has had a lasting impact on the field. His emphasis on the interpretive nature of analysis aligns well with contemporary understandings of qualitative research, which highlight the importance of context, subjectivity, and the role of the researcher. His methodology has also been instrumental in guiding researchers to uncover deep-seated meanings within textual and visual content, making it particularly valuable for studies that explore cultural, social, and symbolic aspects.

Moreover, Krippendorff's work has led to the development of various software tools designed to facilitate qualitative content analysis. These tools assist researchers in managing large volumes of data, coding content, and identifying patterns. While some purists argue that such tools might oversimplify the nuanced process of qualitative analysis, Krippendorff's ideas remain foundational even in digital analysis environments.




In conclusion, Klaus Krippendorff's contributions to qualitative content analysis have reshaped the landscape of qualitative research methodology. His emphasis on interpretation, reflexivity, and the systematic uncovering of underlying meanings has provided researchers with a comprehensive framework for analyzing textual and visual content. By advocating for a nuanced and context-rich understanding of data, Krippendorff has enriched not only the field of communication research but also the broader realm of qualitative inquiry across various disciplines.




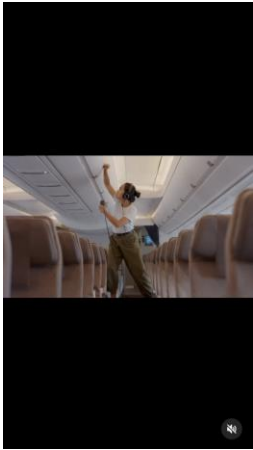

Analysis Technique

Since we're using Klaus Krippendorff analysis technique, @singaporeair Instagram account is the data source for the research topic. The sample is placed inside a table before being analysed using Klaus Krippendorff analysis method. This method helps readers to see the content of social media is part of bigger stories.

RESULTS AND DISCUSSION

Contents Results

CONTENT	CAPTION	DETAILS
	<p>For all the parents out there, when did you first fly with Singapore Airlines as a family? #FlySQ : @daphne.jagualucas</p>	<p>SG Airlines in their Instagram posted about safe spot for baby to be on themselves.</p>
	<p>Did you know cabin pressure affects your taste buds? All our chefs' creations are tested in a simulated pressurised cabin, and we spend hours there, sampling and adjusting the flavours so our food tastes its best even at 30,000 feet when</p>	<p>SG Airines shared information that air pressure affects their taste buds. Therefore, they made healthy innovation where pressured taste buds need food adjustment.</p>

	<p>you #FlySQ : @connectedmachines</p>	
	<p>Snuggle up in the comfort of your seat when you #FlySQ : @andrewkurniadi</p>	<p>Another SG Airlines showing safety in SG Airlines for a child.</p>
	<p>Check out how we celebrate the inaugural non-stop flights between Singapore and Seattle with a one-of-a-kind music track. #SeattleSoundsEvenBetterNow #FlySQ #SIA #ChongTheNomad Listen to the full track on Spotify: 'Non-Stop' by Chong the Nomad</p>	<p>SG Airlines showing safety check in their work progress and went through every physical law detail in order to present the best flight.</p>
 <p>SALUS 360 i-SIZE CAR SEAT</p>	<p>Our long-awaited Upcycling Project collaboration with homegrown baby travel brand @mimosa_singapore has now launched! This baby-friendly collection</p>	<p>Another, SG Airlines is presenting safety product by designing special seats for children.</p>

	<p>features our iconic Batik Motif and retired aircraft seat leather on Mimosa's new car seat collection, 7-in-1 Trike, and the popular Cabin City+ Stroller.</p> <p>Now available for pre-order exclusively on www.krisshop.com and www.mothercare.com.sg; limited quantities only. Order yours now!</p>	
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Content Discussion

Based on the data above we can see that Singapore Airlines recovering after facing COVID-19. There are five data gathered inside the table, we can see two different kinds of content, safety product and healthy service. It's not only safety product alone, but it's also healthy service. Product and service are two different concepts, which mean that Singapore Airlines provided good things with two different concepts. The product of safety seat for child is a proof that an innovation presented for the smallest customer is the level of Singapore Airlines for their customer. Meanwhile the healthy one for a service is a form a care, that their love and care should be shown through their service. The most intriguing part is the 4th content where the worker did safety check not only through complete set of tools and equipment from the cabin, but instead they make a genuine checking by going through physical law method. That kind of method is a message that Singapore Airlines care a lot about their customers.

Examining The Marketing Communication Strategy Closely

Now that we know about how Singapore Airlines care about their customers through delivering safety product and healthy service, it was a form of Marketing Communication. Singapore Airlines can put their product placement and service placement under the category of innovation or influential innovation, but instead, Singapore Airlines puts it for the sake of marketing communication. It means that Singapore Airlines want to win their customers.

Safety products and health services play a pivotal role in ensuring the well-being of individuals and communities, placing paramount importance on physical and psychological welfare. These concepts encompass a wide range of measures, products, and services designed to protect people from potential risks, hazards, and harm, thereby fostering an environment conducive to overall health and vitality.

Safety products refer to items specifically engineered to prevent accidents, injuries, and adverse effects. They can encompass anything from personal protective equipment

(PPE) like helmets, gloves, and masks, to safety barriers, fire extinguishers, and childproof locks. These products are meticulously designed to mitigate potential dangers in various settings, such as workplaces, homes, and public spaces. By incorporating innovative technology and ergonomic design, safety products enhance the resilience of individuals and communities against potential threats.

Healthy services, on the other hand, encompass a broader spectrum of offerings that contribute to the overall well-being of individuals. These services extend beyond mere physical health and encompass mental, emotional, and social aspects. Examples of health services include medical care, mental health counseling, nutrition counseling, fitness programs, and wellness retreats. These services are designed to promote holistic health by addressing both preventive and curative measures. They empower individuals to adopt healthy lifestyle choices and provide the necessary guidance and support to navigate life's challenges.

At their core, safety products and health services are intertwined in their shared goal of safeguarding human welfare. Safety products often facilitate the delivery of health services by creating a secure environment where individuals can access healthcare and wellness offerings without unnecessary risks. For instance, a hospital equipped with advanced infection control measures and safety protocols ensures that patients can receive medical treatment without being exposed to additional health risks.

Likewise, health services contribute to the effective utilization of safety products. Individuals who engage in wellness programs and receive proper health education are more likely to use safety products correctly and consistently. For instance, a person educated about the importance of using seat belts and airbags is more likely to adhere to these safety measures while driving.

In a broader societal context, both safety products and health services contribute to the overall quality of life and economic prosperity. Communities with robust safety measures and accessible healthy services experience reduced healthcare burdens, decreased absenteeism, and increased productivity. By preventing accidents and illnesses, these concepts indirectly contribute to a more stable and thriving society.

In conclusion, safety products and health services are integral components of a comprehensive approach to individual and community well-being. They combine to create an ecosystem that safeguards individuals from potential harm and provides the resources necessary to maintain and enhance physical, mental, and emotional health. By embracing these concepts, societies can aspire to create environments where people can flourish and lead fulfilling lives without compromising their safety and health.

CLOSING

Conclusion

The conclusion for this research topic is that the airline industry is not as common as people think. It's not common for any society. But in truth, Singapore Airlines act in delivering communication to their everywhere. This is why they pick marketing communication for their content topic. With that we discover that Singapore Airlines wants

to connect themselves with their customers, regardless of it has been built for long or just helping to take less risk. By connecting to the customers through their own marketing communication, Singapore Airlines make dynamic decision and still ended up in good shape until now.

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**COMMUNICATING SAFETY AND HYGIENE LEVEL POST
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