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# ANALYSIS OF THE COVID-19 VACCINATION CIRCULAR FOR SCHOOLCHILDREN ON THE INSTAGRAM ACCOUNT @INFOSUMBAR

**Fitriyani[1], Wahyudi Rahmat[1], Samsiarni[1]**

Universitas PGRI Sumatera Barat[1]
Email: wwwfitriyani237@gmail.com, wahyudi@upgrisba.ac.id, samsiarni@upgrisba.ac.id

## ABSTRACT

This research is motivated by comments on vaccination circulars uploaded to the Instagram account @InfoSumbar so that it can be seen from the expressiveness of language conveyed by speakers in the comments column through their language acts which use a lot of expressive speech acts. This research will be discussed in a pragmatic study, where expressive speech acts are conveyed through the Instagram comment column, which is seen from the speech delivered by the speaker according to his thoughts. This approach examines expressive speech acts that are motivated by expressing one's feelings when one wants to convey their thoughts. The type of research used in this research is qualitative research. The data in this study are expressive speech acts in the comments column of the Covid-19 vaccination circular for school children on the Instagram account @InfoSumbar in the form of sentences and words. The data source used is the posting of circulars on Instagram @InfoSumbar. Data were collected by listening and note-taking techniques. The data were analyzed by the distribution method. Based on the study's results, it was found in the speech in the comment column of the Covid-19 vaccination circular for school children on the @InfoSumbar Instagram account. Was used as a data source; there were four forms of action, namely speech acts of difficulty, joy, hatred, and misery.

**KEYWORDS:** Pragmatics, Expressive Speech, Instagram @InfoSumbar

## INTRODUCTION

Vaccination is a process in the body as an antidote to viruses that make a person's immune system immune to a virus so that if exposed to it is not too severe (Malau, et al 2022). Vaccines not only protect those who vaccinate but also protect the wider community by reducing the spread of disease in the population. Therefore, developing a safe and effective vaccine is very important because it is expected to stop the spread and prevent the spread of the disease in the future.

The COVID-19 vaccine has come a long way in ensuring its safety and efficacy through research and trials. However, since the development of the first COVID-19 vaccine, people have been reluctant to take vaccinations because they are worried about their safety and effectiveness. Many people do not believe in the use of vaccines as a solution to ending the pandemic (Nugroho and Hidayat, 2021). Various types of information on COVID-19 can be obtained through various types of social media, one of which is Instagram. According to Untari and Fajariana (2018) Instagram is an application from a smartphone specifically for social media, which is one of the digital media that has almost the same function as Twitter. But the difference lies in taking photos in a form or place to share information with users. Instagram also provides various features and facilities. Tarigan (2009) explains that pragmatics examines all aspects of meaning that are not included in semantic theory but focuses on the relationship between language and the context in the structure of a language.

According to Nuardani, et al. (2018), speech acts are a person's ability to use language to convey messages or goals from speakers to speech partners. Speech situations can also be called speech events adapted to the speaker's place or situation. Everyone has their own way of developing thoughts and feelings through direct or indirect speech. Expressive speech acts are speech acts that state something related to the psychological nature of the speaker on a condition. According to Yule (2014) expressive speech act is a type of speech act that states something by the speaker. Although speech acts can have various forms, these forms can only be recognized through context. Rahardi (2009:50) states that context is the basis for pragmatic analysis. Meaning is the relationship between language and the outside world used by language users to understand each other (Aminuddin, 2011). There are two types of meaning, namely referential meaning, conceptual meaning, and behavioral meaning: Referential meaning is defined as a sign in human consciousness to point to the outside world. The conceptual meaning emphasizes the existence of language as a medium for processing messages and conveying information. The meaning of behavior functions as an individual human thought process, managing messages and receiving information, and as a social fact that creates various forms of communication. Instagram is one of the social media that many people are currently using for various information. The convenience contained in Instagram makes people. The application is to distribute various things, especially those related to the Covid-19 vaccination (Risnawati, 2021).

## METHODS

The type of research used in this research is qualitative research. The data in this study are expressive speech acts in the comments column of the Covid-19 vaccination circular for school children on the Instagram account @InfoSumbar in the form of sentences and words. The data source used is the posting of circulars on Instagram @InfoSumbar. Data were collected by listening and note-taking techniques. The data were analyzed by the distribution method. The research instrument is the researcher himself to collect data in this study. The researcher analyzes the meaning and form of expressive speech acts in the comments column of the Covid-19 vaccination circular for school children on the @InfoSumbarInstagram account based on comments using the researcher's cellphone.

## RESULT AND DISCUSSION

In posting the Covid-19 vaccination circular on the @InfoSumbar account, 823 accounts respond the Covid-19 vaccination circular. Some of them there are 95% dominant parents who do not like the covid-19 vaccination circular issued on February 11, resulting in speech acts of difficulty, liking, hatred, and misery. Each of these utterances has a referential meaning.

### A. Difficulty Speech Act

The speech act of difficulty is an expressive speech act to express the psychology of someone who feels difficult about something that troubles him and is not following what he thinks.

> *"adek gue gk bisa masuak sekolah gara2 blum vaksin pdhl lagi TO"*
> *"**Adek saya tidak bisa masuk sekolah** gara-gara belum vaksin padahal lagi TO"*

From the comment statement on the @naltoyaya account, it is understood that the speaker said that his sister could not go to school because she had not been vaccinated even though she was taking the TO exam. The comments describe the form of speech acts of difficulty. This has the meaning of difficulty where the younger brother cannot take it because he has not been vaccinated at the time of the TO exam. In the use of the referential matching method, another word used in the commentary is the word *"can't go to school"*

which refers to the difficulty of his younger brother going to school. In addition, the comments submitted stated that his sister could not take the TO exam because she had not been vaccinated.

The marker used in the sentence above is a substitution technique. Where the expression *"because"* is replaced, the meaning will not change or be different. The expression in question can be seen from the quote *"my sister can't go to school* ***because*** *she hasn't been vaccinated yet even though she's already TO"*. Based on the sentence above, the use of the word which was originally the word *"gara-gara"* was changed to the sentence *"because"* where the two expressions have the same meaning, namely the difficulty that caused his sister to not be able to take the TO exam.

## B. Favorite Speech Acts

Favorite speech act is an expressive speech act to express psychologically someone who likes or agrees with what is being done or done.

> *"Ok pak,* ***ga ada masalah****, alhamdulillah anak saya sudah vaksin,semoga menjadi ikhtiar bagi kami agar terhindar dari resiko covid 19, semoga Allah SWT mengambulkan"*

Based on the comments of the @rahmadjoents account, it is understood that he feels happy because his child has been vaccinated. In the commentary above, it is a favorite speech act. This means that he obeys and is not afraid of his child being vaccinated. In the use of the referential equivalent method, another word used in the commentary is the word *"no problem"* which has a referent that something that states joy does not happen to his child. The comments expressed were intended to state that he was happy and grateful that his child had been vaccinated, hoping that he would avoid problems and the risk of side effects after the vaccine.

The marker used in the sentence above is a substitution technique. Where the word *"effort for us"* will be replaced but the meaning remains the same, the expression in question can be seen as follows *"Ok sir, there is no problem, thank God my child has been vaccinated, hopefully it will be a way for us to avoid the risk of covid 19, may Allah SWT accept"*. Based on the sentence above, the use of the word which was originally the word endeavor is replaced

with the word way, so it has the same meaning: actions that can overcome the current pandemic.

## C. Hatred: Dislike

Dislike speech acts are included in hate speech acts, where psychologically expressive speech acts indicate that the speaker does not like something or an event that is in a person.

> "*ini **pemaksaan** vaksin dengan cara halus*"

From the comment statement on the @Muharram_mtd account, it is understood that speakers feel that there is coercion from the government. The comments describe the form of dislike speech acts. This means that the government's rules seem coercive but use more subtle methods.

In the use of the referential equivalent method, which is to see the reality in the language itself. The word *"coercion"* actually has a meaning to refer to someone who is urged to be vaccinated, but in the commentary it uses a word that refers not to oneself but also to everyone, especially school children who are forced to get vaccinated, so it does not use the true meaning of the word. "coercion". The marker used in the sentence above is a substitution technique. If the word "coercion" is replaced, the meaning will not change or be different. The word in question can be seen in the *quote "this **urges** a vaccine in a subtle way".* Based on the sentence above, the use of the word which was originally the word *"coercion"* is changed to the word *"urgent"* so that the two words have the same meaning or meaning, namely coercion.

## D. Misery Speech: Disappointment

The speech act of misery is an expressive speech that psychologically shows something that bothers him and is not following what he thinks that causes a sense of disappointment.

> *"artinya kita sudah tdk percaya lg sama pemerintah**. Asal ngomong doang, sekarang , besok B, besoknya lagi jadi C**"*

Based on the comments of the @mommy_n3 account, speakers no longer believe in the government's lure. In the commentary above, it includes the speech act of disappointment.

Which means that he is tired of the words and provisions issued by the government because they are not following what is said.

The phrase "Just talking now, tomorrow is B, the next day it will be C" has a reference to something that expresses disappointment with the government's words. The comments expressed were intended to state that he refused and no longer believed anything related to the circular issued by the government. The marker used in the sentence above is a substitution technique. Where the word first said will be replaced but the meaning remains the same, the expression in question can be seen as follows “it means that we no longer trust the government. Just talking, tomorrow it's B, the next day it's C.” Based on the sentence above, the use of the word that was originally the original word was replaced with the word from which it spoke, so it has the same meaning, namely someone who originally said it.

## CONCLUSION

Based on the results of the research in chapter IV, it can be concluded that: in the public speech in the comment column on the Covid-19 vaccination news for school children, the Instagram account is used as a data source based on comments, there are speech acts about the contents of people's thoughts which are shown through the expressiveness of language. In the expressive speech acts in the commentary column, the speech acts found include the expressive speech acts of difficulty, liking, hatred: dislike, and misery: disappointment. In the comments column, the speech acts that were not found were the speech acts of joy and the speech acts of pleasure.

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