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The Function of Humanist Expressive Speech Acts of Public Figures in the Covid-19 Outbreak

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Abstract

The Covid-19 outbreak has had a significant impact globally, especially on social communication. Public figures with different professional backgrounds give rise to different humanist expressive language styles. Research on language and humanist expressive speech acts during an outbreak is still rare. The purpose of this study is to analyze the function of expressive humanist speech of public figures in the Covid-19 outbreak on YouTube. The research method used is descriptive qualitative. The sources of research data are the speech acts of public figures during the Covid-19 outbreak on YouTube. The data used is the speech acts of public figures who allegedly contained humanist expressive speech during the Covid-19 outbreak. The results of this study show that from sixteen transcriptions of videos of public figures during the Covid-19 pandemic on YouTube, 123 expressive humanist speech acts were found. A total of 15 expressive speech functions can be analyzed from this data. These functions include saying congratulations, gratitude, sympathy, praise, apologize, criticize, suggest, blame, educate, complain, disappoint, motivate, hope, empathize, and be grateful. The tendency of expressive humanist speech of public figures based on the percentage of frequency, 20% motivating, 18% educating, and 11% sympathetic. The other speech functions are below 10%. Public figures have a role in disseminating information and need to be careful so as not to cause social conflict. The function of speech to motivate, educate, and be sympathetic is a function of speech that can be used by public figures in delivering information so that misunderstandings do not occur.

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INTRODUCTION

Language is a means of communication that changes from time to time (Supriyono et al., 2020). The Covid-19 outbreak has changed humans in communicating and interacting with other people. Social distancing causes public communication to switch to social media, one of which is YouTube (Ataç et al., 2020; Li et al., 2020). YouTube is a social media that helps the public to get information about the development of the Covid-19 virus. YouTube is also a platform for campaigning government policies implement health protocols, maintain distance, wash hands and wear masks. Public figures consisting of journalists and regional heads are part of the campaign carried out by the government (Faulkenbury, 2020). Many public figures have campaigned for health protocols, but not all are accepted by the community. The existence of changes in emotional and social behavior during an outbreak requires caution in speaking on social media (Taylor, 2019).

In conditions that are not normal, Indonesian can contribute to controlling Covid-19 (Pranowo, 2020). In an article entitled "The Contribution of Indonesian to Covid-19 Control", Pranowo (2020) explains that the function of language in controlling Covid-19 includes representational functions, expressive functions, and imaginative functions. The representational function is a sub-function of identifying, which is finding the characteristic markers of something. Expressive function is a language function used to express feelings, moods, and personal problems. Such as expressing satisfaction, disappointment, personal opinions, personal experiences, apologies, saying welcome, thank you, or other expressions of feelings. While the imaginative function is essentially the stronger one's imagination is, the faster a text/ work of art/ knowledge can be understood, or the further implications, the faster the process of knowledge occurs. Broad education is needed for the public to better understand and be ready to face an outbreak. Humanist expressive speech acts have proven to be more acceptable in society.

Public figures with different professional backgrounds give rise to different humanist expressive language styles. Research on language and humanist expressive speech acts during an outbreak is still rare. Therefore, this research is very interesting to do. By using a sociopragmatic approach, a more comprehensive explanation will be obtained in analyzing the function of expressive speech acts of humanist public figures during the Covid-19 outbreak on YouTube.

METHODOLOGY

The approach in this study is divided into two, namely the theoretical approach and the methodological approach. The theoretical approach in this study uses a sociopragmatic approach in the sociopragmatic approach is a combination of sociological and pragmatic approaches. The methodological approach used in this research is a qualitative approach and a descriptive approach. Taylor and Bogdan (in Jasmi, 2012) explain that qualitative data is in the form of descriptive in the form of spoken or written words about observable human behavior. In this study, humanist expressive speech acts were identified, described, and analyzed.

This research was conducted from April 1 to May 30, 2020. The data collection used the technique of speaking without involvement. The data of this research are the utterances of public figures during the Covid-19 outbreak on YouTube which are thought to contain expressive humanist speech. The public figures used were downloaded from the YouTube NS ((https://bit.ly/3drtxQ2), page ΚI (https://bit.ly/3x7YyR2) GP (https://bit.ly/3v1VzHT) and HP https://bit.ly/3ebRn1A who is a public figure with more than three thousand followers on YouTube. The data in the form of a video is downloaded and then transcribed. Data that has been transcribed in the form of a transcript of the conversation is then sorted and analyzed.

Data analysis used document analysis methods, the data obtained from the results were listened to, matched with settings and scenes, participants, ends, act sequences, keys, norms, and genres (Babbie, 2010; Sabitha, 2005). Jasmi further (2012) adds that document analysis can analyze data objectively against messages conveyed in communication. In its implementation, the selected data is checked by re-listening to the YouTube download video to ensure that the results are matched with the data.

The results of the study were presented using an informal method. Presentation of data is an attempt by researchers to present research results in the form of "reports" that have been generated from analytical work (Sudaryanto, 2015). The informal method is a method of presentation using strings of ordinary words to make it seem detailed and unraveled.

RESULTS AND DISCUSSION

The results of research from 16 video transcripts of public figures on YouTube found 123 expressive humanist speeches. Of the 123 utterances, they were sorted and analyzed based on the function of expressive speech.

The function of humanist expressive speech acts of public figures was found, 1% 2% were grateful, congratulated, 11% sympathized, 7% praised, 2% apologized, 6% criticized, 8% suggested, 2% blamed, 18% educated, 3 % complained, 3% expressed disappointment, 20% motivated, 8% expressed hope, 5% empathized, and 5% were grateful. It can be concluded that the tendency of public figures on YouTube during the Covid-19 outbreak tended to be motivating, educating, and sympathetic.

Congratulate

The purpose of giving congratulations is to show positive sympathy for the success of others and to give a kind of expression of appreciation for what others have done. In the expressive speech of public figures on YouTube during the Covid-19 outbreak, there were 1% of speeches with the function of saying congratulations. The following is an example of the speech

(1) Journalist : Well, Thank you, Sir for your time in the Kabar Petang News.
 (Baik, terima kasih Pak atas waktunya di kabar petang)
 KI : Yes, but before that, I congratulate you first, an announcement from Mr.
 Doni Munardo BNPP that the level of Corona or Covid-19 in Jakarta has slowed down and even tends to decline, both new and deceased.
 (Ya tapi sebelumnya saya ucapkan selamat dulu, pengunguman dari Pak Doni Munardo BNPP bahwa tingkat Corona atau Covid-19 di Jakarta sudah melambat

bahkan cenderung untuk menurun baik yang baru ataupun yang meninggal).

(data 261)

The humanistic value in speech (1) is appreciating other people's work and praising the performance that has been done. The KI speech serves as an evaluation of BNPP's performance, so that the spread of Covid-19 decreases. This is in accordance with the opinion of Rustono (1999) which explains that expressive speech acts are also called evaluative speech acts. Expressive speech acts are speech acts intended by the speaker so that the speech act is interpreted as an evaluation of what is mentioned in the speech act.

Expressive speech acts with an indicator of saying thank you are indicated by a speech from the speaker to the speech partner which contains a thank you for what the speech partner has done. Expressive speech to say thank you occurs due to several factors, including because the speech partner wants to do what the speaker asks, says thank you as a form of appreciation for the kindness of the speech partner, and so on. The data on the use of the thank you function found in this study were 2%. The thank you function can be seen in the following data.

Gratitude

(2) NS : This is incredible, friends.

Thank you for everything, good night friends!

(Luar biasa teman-teman)

(Terima kasih untuk segalanya, selamat malam teman-teman!)

Nurse: Good night

(Selamat malam)

(data 176)

The NS speech serves as an evaluation of the performance that the nurse has done. The function of saying thank you that is carried out by NS can foster motivation for nurses to continue to do their job well.

Sympathy

The function of sympathetic expressive speech intends to give encouragement and

reflection to the interlocutor. This speech serves to state the equality of feelings that are present in the context of the ongoing conversation. The sympathetic function found in this study was 11%. The function of sympathy in the expressive utterances of humanist public figures on YouTube during the Covid-19 outbreak can be seen in the following data.

(3) ES: It feels futile at home, buying hand sanitizers, wearing masks, washing hands, and social / physical distancing. Only those who want the corona to continue to linger in Indonesia, then the medical team lingers with Covid-19 patients. In the Ramadan and Eid sacrifice without meeting family. (Rasanya sia-sia di rumah, beli hand sanitizer, pakai masker, cuci tangan, social / physical distancing. Hanya mereka yang ingin corona terus berlama-lama di Indonesia, lalu tim medis berlama-lama menghadapi pasien Covid-19. Ramadan dan lebaran berkorban tanpa bertemu dengan keluarga).

NS: It is normal for them, if feelings are heartbroken, angry, mad, it's natural for all these feelings to happen.

(Teman-teman wajar, jika perasaan-perasaan patah hati, marah, geram, wajar semua perasaan itu muncul).

(data 127)

The humanistic value in the speech, NS also felt the feelings of heartbreak, anger, and anger felt by ES. From the example of the speech above, it can be concluded that the expressive speech of the Public figures shows sympathy for the community. This is in accordance with the theory put forward by (Austin, 1962), the function of sympathy speech consists of regret, sympathy, praise, condolences, congratulations on success, promotion, happy birthday, happy new life and feelings of grieving. Public figures are also saddened by the Covid-19 outbreak that occurred in Indonesia, as evidenced by the words of public figures.

Compliment

Expressive speech acts with indicators of praise are indicated by the presence of utterances from the speaker to praise the speech partners. Praise is a statement of admiration and appreciation for something. Compliments can also be spoken to appreciate the achievements or strengths of others. In addition, pleasant compliments can increase a person's motivation to feel appreciated. The use of the praise function found in this study was 7%. The praising function in this study can be seen in the following data.

(4) IG : Hence, that is why Trans TV only has religious programs, Sir. Thus, there is no funny program.

(Jadi makanya Trans TV ada acara agama aja gitu Pak. Jadi gak ada acara ketawa-ketawa)

GP: That is good, there is no gathering time for a while (Bagus dong, apa namanya jangan kumpul-kumpul dulu)

(data 428)

The humanist value in the GP's speech is appreciating what Trans TV has done, following health protocols to limit people from crowding to one room. This speech serves to give praise to Trans TV, which has followed the government's recommendation. Humanist expressive speech has the function of praising. This is in accordance with the opinion of Rustono (1999) which explains that expressive speech acts are also called evaluative speech acts. Expressive speech acts are speech acts intended by the speaker so that the speech act is interpreted as an evaluation of what is mentioned in the speech act. The NS

speech was an evaluative result of the performance of nurses who worked harder during the Covid-19 outbreak.

Apologize

The function of apologizing is a speech that is conveyed to express a regret for a mistake that has been made. In the study, it was found that the function of apologizing was 2%. Humanist expressive speeches of Public figures on YouTube during the Covid-19 outbreak with an apologizing function are contained in the following narration.

(5) TM: This is the umpteenth time and I apologize.

I would like to return to ask you to feel it by heart (ngrogoh roso kamanungsan) that we have

(Ini kejadian kesekian kali dan saya mohon maaf.

Saya ingin Kembali mengajak Bapak Ibu untuk ngrogoh roso kamanungsan yang kita miliki.)

(data 342)

From the example of expressive humanist public figures with the function of apologizing, it can be concluded that the humanist value of the tutor is humility. Public figures do not feel ashamed to apologize for what happened, even though these public figures did not intentionally make mistakes. This is in accordance with the opinion of Rustono (1999) which explains that expressive speech acts are speech acts intended by speakers so that the speech act is interpreted as an evaluation of what is mentioned in the speech act.

Criticize

Criticism is a response to a good or bad thing. Someone criticizes something because there are things that he thinks are not in accordance with his thinking. In this study, 6% humanist expressive speech acts which function to criticize were found. Humanist expressive speech of Public figures on YouTube during the Covid-19 outbreak with a critical function can be seen in the following tutorial.

(6) NS: It is impossible for us to know without accurate data.

It is hard for us to predict that we don't have data that will give us an idea. (*Mustahil kita bisa tahu tanpa data yang akurat*.

Susah untuk kita memprediksi kalau kita tidak punya data yang akan memberikan kita gambaran).

(data 77)

The humanist value in the speech is the concern of NS for the community. If the public is not open, then the data on Covid-19 sufferers will not be valid, so that research experts will have difficulty predicting when the Covid-19 outbreak will end in Indonesia.

Suggest

The function of suggesting is the function of speaking in a speech act or utterance that provides suggestions or opinions to the speech partner about what to do. Public figures humanist expressive speech acts with the function of suggesting are shown in the following (7).

(7) HP: For example, the seats must then be separated, also wear masks and so on, which we will make a limitation.

We will limit it to 8, how about after 8?

Yes, let it be to keep on doing activities, but not to serve customers in that place.

(Misalnya tempat duduknya yang kemudian harus diberi jarak, kemudian juga memakai masker dan lain dan lain, yang kemudian akan kita batasi.

Kita batasi sampai jam 8, gimana setelah jam 8?

Ya monggo saja tetap beraktivitas, tapi tidak untuk kemudian melayani pelanggan di tempat tersebut)

(data 474)

In speech (7) HP provides an explanation to the public via YouTube about restrictions on community activities. HP explained that for people who have food stalls, they apply health protocols by eating masks and giving buyers distance to seat. For activities above 8 o'clock, people are allowed to continue their activities, but do not serve customers on the spot. HP's humanist expressive speech acts provide advice to the public. This is indicated by the emphasis on the utterance "Ya, monggo. . . ". The humanistic value of the speech, HP respects the people who earn income from selling, so that in this speech, HP uses the speech "monngo" so as not to appear to be pushy.

Blame

The blaming function is a speech function that binds the speaker to express a psychological attitude which is meant so that his speech is interpreted as an evaluation which contains elements of stating, viewing, assuming something is wrong. The function of blaming speech can also be interpreted as rules that throw blame on or blame others. Humanist expressive speech of public figures on YouTube during the outbreak with a blaming function is shown in the following snippet (8).

(8) NS: Data is very important in times of a outbreak like this.

The problem is that data related to Corona is constantly moving, besides that it cannot always be obtained quickly and accurately.

Why is it? Because the government tends to be closed off partly. Due to data synchronization that is not smooth partly, the rest is due to the character of the Corona virus which is indeed difficult to detect.

(Data sangat penting di saat pandemi seperti ini.

Masalahnya data-data terkait Corona ini terus bergerak, selain itu tidak selalu bisa didapatkan dengan cepat dan akurat.

Kenapa? sebagian karena pemerintahnya cenderung tertutup. sebagian lagi karena sinkronisasi data yang tidak lancar, sisanya karena karakter virus Corona yang memang sulit dideteksi.)

(data 93)

In this speech, NS argued that the data was inaccurate because the government tends to be closed, data synchronization is not smooth, and the character of the corona virus is difficult to detect. The humanist value of the speech is NS's concern for the community.

The function of educating is a function of speech that provides learning that aims to develop self-potential and change the thinking and behavior of speech partners in a positive direction. Humanist expressive speech acts of public figures on YouTube with an educational speech function are shown in the following snippet (9).

Educate

(9) NS: We cannot solve this epidemic alone, today is supposed to be a solitary solider.

Keep a distance from disease, not from humanity.

(Kita tidak bisa sendirian mengatasi wabah ini, hari ini soliter seharusnya soldier. Jaga jarak dengan penyakitnya, bukan dengan kemanusiaan.)

(data 66)

From the examples of the speech above, it can be concluded that public figures provide education to the community on the basis of the public figures' concern for the community. This is consistent with Heidegger's theory (in Leininger, 1981) that caring is a "source of will". According to Heidigger, it is the will that drives the life force and caring is its source. Caring is a basic phenomenon of human existence including himself, in other words if we don't care, then we will lose our personality, our will and ourselves. Leininger (1981) concluded that caring is a feeling directed to others, and that is what motivates and gives strength to act or act, and influences life constructively and positively, by increasing closeness and self-actualization of one another. When the closeness between public figures and the community has been built, the

information conveyed by public figures tends to be acceptable. Especially if the message serves to educate, so it will be more effective.

Complain

Expressive speech acts are speech acts that show the psychology of the speaker. Complaining expressive speech is different from speech expressing anger. When complaining, the intonation used will be different because it uses a slow tone and is not high, so the emotional tone is not too visible. This study found that the function of complaining in the expressive speech acts of public figures on YouTube during the Covid-19 outbreak was 3%. Humanist expressive speech acts with the function of complaining are aimed at the following utterances.

(10) KI: But what I hear, there is another discourse that PSBB is no longer needed, wants relaxation from the central government.

It would be funny to me if this happened.

(Tapi yang saya dengar, ada lagi wacana bahwa PSBB udah gak dibutuhkan lagi, mau relaksasi dari pemerintah pusat.

Bagi saya akan lucu kalau ini terjadi.) (data 195)

Humanist expressive speech written by KI has the function of complaining, the marker of the complaining speech is the intonation of KI

which is different from the previous speech, because KI lowers the intonation of the speech.

The humanist value of the speech (11) is the value of KI's concern for the community.

Disappoint

The function of expressing dissatisfaction (because his wishes, hopes, etc. have not been

fulfilled; the speakers feel unhappy with something that is done by the speech partner. Public figures humanist expressive speech on YouTube during the Covid-19 outbreak with the function of expressing disappointment is shown in the following chapters (11)

•		
KI	:	While we have been serious about the PSBB, it has even been extended in
		DKI, another 2 weeks after the first 2 weeks and other regions will also just
		start.
		West Java, if I'm not mistaken, starting tomorrow
		(Sementara kita selama ini udah serius kali mau PSBB, bahkan diperpanjang di
		DKI, 2 minggu lagi setelah 2 minggu pertama dan daerah lain juga baru akan mulai.
		Jawa Barat kalau gak salah besok mulai)
Journalist	:	Yes, the 6 th
		(Iya tanggal 6)
KI	:	Why is there a discourse in the center, he said, relaxation, meaning that there
		is less stringency on the PSBB
		(Lah kok ada wacana di pusat katanya relaksasi, artinya dikurangi keketatan
		PSBB)
		(data 197)
	Journalist	Journalist :

Humanist KI's expressive speech has the function of expressing disappointment. This is indicated by the emphasis on the utterance, "Why is there a discourse in the center of the word relaxation, meaning that it is reduced by the tightness of PSBB". The humanist values found in the tutran, KI showed a sense of concern for the community.

Motivate

The function of motivating is the function of speech that encourages behavior or an action. Humanist expressive speech acts of public figures with the function of motivating as much as 20%. The humanist expressive speech of public figures on YouTube during the Covid-19 outbreak is shown in the following snippet (12).

(12) HP: This city needs our togetherness, so that we can all then cut the Covid-19 chain in the city of Semarang and then be free from the Covid-19 problem.

(Kota ini perlu kebersamaan kita semuanya, agar kita semua bisa kemudian memutus mata rantai Covid-19 di kota Semarang dan kemudian bisa lepas dari persoalan Covid-19.)

(data 494)

The speech is a humanist expressive speech act with a motivating function. Speech (12) is an evaluative result from HP, due to the increasing number of Covid-19 cases in Indonesia. In speech (12), HP emphasized intonation when saying "this city needs to be together with all of us. . .". the purpose of speech (12), HP expects the togetherness of city residents to jointly break the chain of spreading Covid-19. The humanist value in speech (12) is the concern of HP for residents,

not to be discouraged from breaking the eyes of the spread of Covid-19.

Hope

The function of expressing hope is a speech that intends to express confidence in something that is desired to be obtained or an event that will bring good results in the future. In the humanist expressive speech of Public figures on YouTube during the Covid-19 outbreak with the function of

expressing hope, this is shown in the following (13)

(13) NS: We face a whole new reality.

Of course, we hope that everything will return to normal soon, we can do our activities as usual.

(Kita menghadapi kenyataan yang benar-benar baru.

Tentunya kita **berharap** semuanya segera kembali normal, bisa beraktivitas seperti biasa) (data 105)

The purpose of the NS speech is the belief that everything will return to normal soon and people can do their activities as usual. The humanist value of speech (13) is NS's concern for the outbreak that is being experienced by everyone.

The function of empathy is a speech act that states the speaker's involvement in feeling what other people feel which is then manifested into movements or actions that show a sense of concern. In the humanist expressive speech of public figures on YouTube during the Covid-19 outbreak with the function of empathy, it is shown in the following snippet (14).

Emphatize

(14) NS: (Surviving a outbreak situation is difficult for sure, and when there are crowds all over the place that we are witnessing these days it can indeed break our hearts.)

Bertahan dalam situasi pandemi itu sulit pasti, dan ketika ada kerumunan di berbagai tempat yang kita saksikan hari-hari ini memang bisa membuat kita patah hati.

(data 119)

The humanist value in the speech is NS's concern for the community. This is in accordance with Geldard's opinion (in Widodo & Nurina, 2017: 23) that empathy is fully understanding and feeling what other people feel.

Grateful

ΚI

Expressive speech acts with the function of gratitude are spoken of as a form of gratitude to God Almighty for events that usually have a major impact on human life. The function of gratitude in this study was found to be 5%. Humanist expressive speech acts of public figures on YouTube during the Covid-19 outbreak with a grateful function shown in the following (15).

(15) Journalist : How strong will this be able to reduce the spread of Covid-19, Sir?

(Akan sekuat apa ini nantinya mampu menurunkan penyebaran Covid-19 Pak?)

: First of all, I say Alhamdullilah first, for healing of my friend, the Minister

of Transportation, Budi Karyasumardi who has returned to service today. (Pertama-tama Saya mengucapkan Alhamdulillah dulu, atas sembuhnya Pak Mentri Perhubungan sahabat saya, Budi Karyasumardi yang hari ini sudah

Kembali berdinas)

In this speech, KI expressed his gratitude, which was expressed in the words of alhamdulillah for the recovery of the Minister of Transportation from Covid-19. The humanist

value in the speech is the value of care from KI to his friends.

CONCLUSION

This research shows that out of sixteen transcriptions of videos of public figures during the Covid-19 outbreak on YouTube, 123 humanist expressive speech acts were found. A total of 15 expressive speech functions can be analyzed from the 123 data. These functions saving congratulations, sympathy, praise, apologize, criticize, suggest, blame, educate, complain, disappoint, motivate, hope, empathize, and be grateful. The tendency of expressive humanist speech of public figures based on the percentage of frequency, 20% motivating, 18% educating, and 11% sympathetic. Other speech functions are at a percentage below 10%. This is in accordance with Taylor's (2019) theory, that an outbreak has a broad and massive psychological impact on society. People experience changes in thinking and emotional changes in understanding information in society. Public figures have a role in disseminating information and need to be careful so as not to cause social conflict. The function of speech to motivate, educate, and be sympathetic is an alternative strategy that can be used by public figures in delivering information to avoid misunderstandings.

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