

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

The residents of Wuhan, China were shocked by the Covid-19 outbreak at the end of 2019. The number of cases infected with the virus is increasing very rapidly outside China and infecting many countries, the World Health Organization (WHO) declared a health emergency on 30 January 2020 and designated Covid-19 as an outbreak on March 11, 2020 (Kasdan et al., 2020; Rajandran, 2020; Xiong et al., 2020; Yuniawan et al., 2020). It has been recorded that more than 213 countries have been confirmed to be infected with Covid-19 with the number of infected victims as of May 16 2020 as many as 4,639,427 people, 308,810 people died and 1,766,175 people recovered (<https://www.worldometers.info/coronavirus/>). Meanwhile in Indonesia, the first Covid-19 case appeared on March 2, 2020 and until May 16, 2020 the number of infected victims has reached 16,496 people with 3,083 people dead and 1,076 still positive (<https://www.covid19.go.id/>). The Covid-19 outbreak has spread widely and rapidly throughout the world, including in Indonesia. In an effort to limit the spread of the Covid-19 virus, most countries have closed their respective areas. The Government of the Republic of Indonesia established Government Regulation of the Republic of Indonesia Number 21 of 2020 concerning Large-Scale Social Restrictions in Efforts to Accelerate Handling Covid-19 (Ristyawati, 2020; Masrul et al., 2020).

The Covid-19 outbreak has had a significant impact globally, especially on social communication. Communication patterns are not in their function, this is influenced by the use of assistive devices as communication intermediaries, so that conversations, gestures, conversational logic often experience differences in perceptions and assumptions (Yu et al., 2020; Zhang et al., 2020). Another impact of Covid-19 is that humans become anti and are afraid to die. The prejudice that arises when people sneeze or cough, fear being close together for fear of contracting, even rejection of the Covid-19 body at public funerals in several areas, has reduced the sense of humanity. This is in accordance with

what was expressed by Taylor (2019) in his book "The Pandemic of Psychology", explaining how the outbreak of disease affects the psychology of people broadly and massively, starting from the way of thinking in understanding information about health and illness, emotional changes (fear, worry, anxiety) and social behavior (avoidance, stigmatization, healthy behavior). In addition, psychologically it can lead to prejudice and outgroup discrimination that has the potential to cause hatred and social conflict.

Language is a means of communication that changes from time to time (Zulaeha 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 to 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: 59). 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, personal problems. Such as expressing satisfaction, disappointment, personal opinions, personal attitudes, 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 (Yuniawan, 2019). Broad education is needed for the public to better understand and be ready to face an outbreak. Humanist expressive speech acts are 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. 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

page ((<https://bit.ly/3drtxQ2>), KI (<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. The 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

Expressive speech acts are part of illocutionary acts. Austin (1962) divides expressive speech acts into seven parts, namely apologies, gratitude, sympathy, statements of attitude, greetings, hopes, and contradictions. 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 results of the analysis show that there are 15 expressive speech functions which can be seen in the following table.

Table 1. The Percentage of Function of Humanist Expressive Speech Acts of Public Figures

No	Speech' Function	Percentage
1	Congratulate	1%
2	Gratitude	2%
3	Sympathy	11%
4	Compliment	7%
5	Apologize	2%
6	Criticize	6%
7	Suggest	8%
8	Blame	2%
9	Educate	18%
10	Complain	3%
11	Disappoint	3%
12	Motivate	20%
13	Hope	8%
14	Empathize	5%
15	Grateful	5%
Total		100%

Table 1 shows the results of the analysis of the humanist expressive speech acts of public figures during the Covid-19 outbreak on Youtube. The function of humanist expressive speech acts of public figures was found, 1% congratulated, 2% were grateful, 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.

This is in accordance with the theory expressed by Taylor (2019) in his book "The Pandemic of Psychology", how outbreak disease affects the psychology of people broadly and

massively, starting from the way of thinking in understanding information about health and illness, emotional changes (fear, worry, anxiety) and social behavior (avoidance, stigmatization, healthy behavior) (Agung, 2020: 70), so there needs to be motivation, education, and sympathy from public figures during the Covid-19 outbreak to the community.

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 <i>Kabar Petang</i> News.
	KI	:	(<i>Baik, terima kasih Pak atas waktunya di kabar petang</i>) 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, pengumuman 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)

In speech (1) KI congratulates the chairman of BNPP on his performance, the spread of Covid-19 has started to decline. 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 (1994: 41) 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.

Gratitude

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.

(2)	NS	:	<p>This is incredible, friends. Thank you for everything, good night friends! <i>(Luar biasa teman-teman)</i> <i>(Terima kasih untuk segalanya, selamat malam teman-teman!)</i></p>
	Nurse	:	<p>Good night <i>(Selamat malam)</i> (data 176)</p>

In speech (2) NS conducted an interview with nurses who cared for Covid-19 patients. NS thanks him for everything that the nurse has done. Humanist value in speech (2), NS appreciates the outstanding performance of nurses on duty during the Covid-19 outbreak. 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 happen. (Teman-teman wajar, jika perasaan-perasaan patah hati, marah, geram, wajar semua perasaan itu muncul).

In speech (3), NS gave a response to the complaint from ES, one of the ES who expressed his disappointment with the other people who were still huddled together. NS responded by saying, "It's normal friends, if feelings are broken hearted, angry, angry, it's natural for all these feelings to arise". 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. (<i>Jadi makanya Trans TV ada acara agama aja gitu Pak. Jadi gak ada acara ketawa-ketawa</i>)
	GP	:	That is good, there is no gathering time for a while (<i>Bagus dong, apa namanya jangan kumpul-kumpul dulu</i>)

(data 428)

In speech (4) GP has a conversation with IG online. In the conversation, GP asked IG how artists currently maintain their existence in front of the television screen during an outbreak like today. Then IG replied that during the current

outbreak, many television shows that involve many people, have to be reduced and some are replaced with programs that do not involve many people in the studio. Then the GP gave an appreciation with a "good" speech. 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 (1994: 41) 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 3	:	This is the umpteenth time and I apologize. I would like to return to ask you to feel it by heart (<i>ngrogoh roso kamanungsan</i>) that we have (<i>Ini kejadian kesekian kali dan saya mohon maaf.</i> <i>Saya ingin Kembali mengajak Bapak Ibu untuk ngrogoh roso kamanungsan yang kita miliki.</i>) (data 342)
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In speech (5), GP responded to the rejection of the corpses of Covid-19 patients in their area. In the speech, GP said, "this is the umpteenth incident and I apologize". The speech is a humanist expressive speech with the function of apologizing. This is in accordance with the opinion of Rustono (1994: 41) which explains that expressive speech acts are also called evaluative speech acts. Expressive speech acts are speech acts which are meant by the speaker so that the speech act is interpreted as an evaluation of what is mentioned in the speech act. In the speech, GP apologized to the public for the incident that had occurred. The humanistic value in the speech, GP shows an attitude of humility. GP is not ashamed to apologize to the community through YouTube for what he did not do. But GP is responsible for events that occur in the area. The expressive speech of a Public figure with the function of apologizing can also be seen in the following speech.

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 (1994: 41) 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	:	<p>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. <i>(Mustahil kita bisa tahu tanpa data yang akurat.</i> <i>Susah untuk kita memprediksi kalau kita tidak punya data yang akan memberikan kita gambaran).</i></p>
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(data 77)

In speech (6) NS gave a response regarding the Covid-19 outbreak in Indonesia, which could not be predicted when it would end. NS criticizes the public who still do not want to openly report themselves if they feel the symptoms of Covid-19, NS said, "it is difficult for us to predict if we don't have data that will give us an idea". NS said this was an evaluation of the events that were happening, many people had felt symptoms of Covid-19 but they were reluctant to report themselves for fear of being isolated. 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	:	<p>For example, the seats must then be spaced apart, 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. <i>(Misalnya tempat duduknya yang kemudian harus diberi jarak, kemudian juga memakai masker dan lain dan lain, yang kemudian akan kita batasi.</i> <i>Kita batasi sampai jam 8, gimana setelah jam 8?</i> <i>Ya monggo saja tetap beraktivitas, tapi tidak untuk kemudian melayani pelanggan di tempat tersebut)</i></p>
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(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	:	<p>Data is very important in times of a outbreak like this.</p> <p>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.</p> <p><i>(Data sangat penting di saat pandemi seperti ini.</i></p> <p><i>Masalahnya data-data terkait Corona ini terus bergerak, selain itu tidak selalu bisa didapatkan dengan cepat dan akurat.</i></p> <p><i>Kenapa? sebagian karena pemerintahnya cenderung tertutup. sebagian lagi karena sinkronisasi data yang tidak lancar, sisanya karena karakter virus Corona yang memang sulit dideteksi.)</i></p>
(data 93)			

In speech (8) NS responded to the public regarding corona data. Corona data in Indonesia cannot always be obtained quickly and accurately. NS gave his response "Why? Partly because the government tends to be closed off. Partly due to data synchronization that is not smooth, the rest is due to the character of the Corona virus which is indeed difficult to detect". NS humanist expressive speech has the function of blaming, utterance. 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.

Educate

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).

(9)	NS	:	<p>We cannot solve this epidemic alone, today is supposed to be a solitary solider. Keep a distance from the disease, not from humanity.</p> <p><i>(Kita tidak bisa sendirian mengatasi wabah ini, hari ini soliter seharusnya solider. Jaga jarak dengan penyakitnya, bukan dengan kemanusiaan.)</i></p>
(data 66)			

In speech (9), NS gave a response via YouTube regarding the events of several communities that gave a negative stigma against Covid-19 sufferers. NS said "Keep a distance from the disease, not with humanity", this speech has the function of providing education to the public. The speech aims to add to the

community's insight that those who need to keep their distance from their illnesses, but do not keep a distance from humanity. The humanist value in this speech is NS's concern for the community. Humanist expressive speech acts of public figures with the aim of educating are also shown in the following chapters (9).

(10)	GP	:	<p>The <i>Ulama</i> also stated that taking care of a corpse is obligatory, while refusing a corpse is a sin, so I hope that this incident in Ungaran will be the last time.</p> <p><i>(Majelis Ulama pun sudah berfatwa bahwa mengurus jenazah itu wajib hukumnya, sementara menolak jenazah itu dosa, karena itu saya berharap kejadian di Ungaran ini adalah yang terakhir kali.)</i></p> <p>(data 347)</p>
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In speech (10), GP gave comments via YouTube to the public regarding the rejection of the corpse that occurred. GP responded, "The Ulama even Council has stated that it is obligatory to take care of a corpse, while refusing a corpse is a sin, therefore I hope that this incident in Ungaran will be the last time". Humanist expressive speech has the function of educating the public, that the Majelis ulama already have this form. The humanist value in the speech is GP's concern for the community.

From the two 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 Heidegger, 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.

(11)	KI	:	<p>But what I hear, there is another discourse that PSBB is no longer needed, wants relaxation from the central government.</p> <p>It would be funny to me if this happened.</p> <p><i>(Tapi yang saya dengar, ada lagi wacana bahwa PSBB udah gak dibutuhkan lagi, mau relaksasi dari pemerintah pusat.</i></p> <p><i>Bagi saya akan lucu kalau ini terjadi.)</i></p> <p>(data 195)</p>
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In speech (11), KI gave a response via YouTube regarding the PSBB in effect in Jakarta, there was a discourse from the central government that there would be PSBB relaxation. KI responded with a slightly lower intonation when saying, "it would be funny to me if this happened". 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 (12).

(12)	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 (<i>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</i>)
	Journalist	:	Yes, the 6 th (<i>Iya tanggal 6</i>)
	KI	:	Why is there a discourse in the center, he said, relaxation, meaning that there is less stringency on the PSBB (<i>Lah kok ada wacana di pusat katanya relaksasi, artinya dikurangi keketatan PSBB</i>) (data 197)

In speech (12), KI held a dialogue with a journalist who asked for KI's response regarding the implementation of the PSBB. 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 (13).

(13)	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. (<i>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.</i>) (data 494)
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In speech (13), HP responded to the importance of citizen togetherness in breaking the chain of spreading Covid-19. The speech is a humanist expressive speech act with a motivating function. Speech (13) is an evaluative result from HP, due to the increasing number of Covid-19

cases in Indonesia. In speech (13), HP emphasized intonation when saying "this city needs to be together with all of us. . . ". the purpose of speech (13), HP expects the togetherness of city residents to jointly break the chain of spreading Covid-19. The humanist value

in speech (13) is the concern of HP for residents, speech with a motivating function is also shown not to be discouraged from breaking the eyes of in the following chapters of speech (14). the spread of Covid-19. Humanist expressive

(14)	NS	:	And for friends who are still forced to do activities outside the home, whether because of rules or needs, don't be discouraged. (<i>Dan untuk teman-teman yang masih dipaksa situasi untuk beraktivitas di luar rumah apakah karena aturan atau kebutuhan, tidak usah berkecil hati.</i>) (data 22)
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In speech (13), HP responded to the importance of citizen togetherness in breaking the chain of spreading Covid-19. The speech is a humanist expressive speech act with a motivating function. Speech (13) is an evaluative result from HP, due to the increasing number of Covid-19 cases in Indonesia. In speech (13), HP emphasized intonation when saying "this city needs to be together with all of us. . . ". the purpose of speech (13), HP expects the togetherness of city residents to jointly break the chain of spreading Covid-19. The humanist value in speech (13) is the concern of HP for residents, not to be discouraged from breaking the eyes of

the spread of Covid-19. Humanist expressive speech with a motivating function is also shown in the following chapters of speech (14).

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 (15).

(15)	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. (<i>Kita menghadapi kenyataan yang benar-benar baru.</i> <i>Tentunya kita berharap semuanya segera kembali normal, bisa beraktivitas seperti biasa</i>) (data 105)
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A fragment of speech (15) is an expressive speech of a public figure with the function of expressing hope. The marker that states that the tutor is functioning to express hope is the emphasis of intonation. When NS says "... hope.....". 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 (15) is NS's concern for the outbreak that is being experienced by everyone. Humanist expressive speech with the function of expressing hope is also shown in the following fragment of speech (16).

(16)	KI	:	Of course, Indonesia is an archipelagic country, with more beaches, our immunity is stronger, our physique is stronger. Yes, if the theory is correct, I hope we can use research from these experts as our economic strength to get through this difficulty. (<i>Tentunya Indonesia merupakan Negara kepulauan, pantainya lebih banyak, imun kita lebih kuat, fisik kita lebih kuat.</i>)
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Iya kalau benar teorinya, saya berharap ada penelitian dari para pakar itu bisa kita pakai sebagai suatu kekuatan ekonomi kita untuk melewati kesulitan ini)
(data 228)

The speech fragment (16) is a humanist expressive speech with the function of expressing hope. KI emphasizes when saying "I hope", which is a sign that the function of the speech expresses hope. KI hopes that research from experts will be able to explain the truth of this issue. The humanist value of Tutran (16) is KI's concern for the community, there is hope to find a joint solution from the Covid-19 outbreak that is currently happening. From the example of the speech above, it can be concluded that public

figures on YouTube during the Covid-19 outbreak had the function of expressing hope.

Emphasize

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 (17).

(17)	NS	:	<p>(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.)</p> <p><i>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.</i></p> <p>(data 119)</p>
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The speech fragment (17) is a humanist expressive speech with an empathy function. In this piece of speech, NS gave a response regarding the public complaint he received via social media. NS declares its response with the marker for the word "we", which means NS is a part of the event. The fragment of the story "that we are witnessing these days can indeed make us break our hearts", meaning that NS also feels heartbroken. 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

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 (18).

(18)	Journalist	:	<p>How strong will this be able to reduce the spread of Covid-19, Sir?</p> <p><i>(Akan sekuat apa ini nantinya mampu menurunkan penyebaran Covid-19 Pak?)</i></p>
	KI	:	<p>First of all, I say Alhamdullilah first, for healing of my friend, the Minister of Transportation, Budi Karyasumardi who has returned to service today.</p>

(Pertama-tama Saya mengucapkan *Alhamdulillah* dulu, atas sembuhnya Pak Mentri Perhubungan sahabat saya, Budi Karyasumardi yang hari ini sudah Kembali berdinasi)
(data 230)

The chapters of speech (18) are expressive acts of humanist public figures with a function of gratitude. The speech marker (18) has a grateful function when KI says, "Alhamdulillah". 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 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. 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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