

## ILLOCUTIONARY ACTS OF THE 100 COVID-19 HEALTH PROTOCOL CAMPAIGN POSTERS ON FACEBOOK STATUS UPDATES (A NETNOGRAPHIC STUDY)

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### ABSTRACT

*This study aims to identify the types of illocutionary speech acts contained in 100 poster designs containing appeals for the prevention of Covid-19 and the application of health protocols posted on social media Facebook. This study uses a qualitative descriptive method by applying the data collection techniques of Miles, Huberman, and Saldana, namely data condensation, data display, and conclusion. This study uses Searle's theory of illocutionary speech acts to analyze the collected data. The theory includes the types of illocutionary speech acts, namely directive, assertive, expressive, commissive, and declarative. The results of this study indicate that of the 100 poster designs analyzed, there were 64 posters containing directive speech acts, 27 posters containing assertive speech acts, 8 posters containing expressive speech acts, and 1 poster containing commissive speech acts. The large number of posters containing declarative speech acts indicates that the poster is aimed at hearers or audiences to do or carry out something related to the prevention of Covid-19 and the application of strict health protocols. This is in line with the purpose of the poster, which is persuasive, which means it can influence people who see or read it.*

**KEYWORDS** *illocutionary speech acts, posters, Covid-19, Facebook*



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### INTRODUCTION

Language has an important role in the process of communicating between humans. Communication is a series of speech acts that are used systematically to achieve certain goals (Tarigan, 2009). Speech act according to (Austin 1962) is a communication activity that has the intention to be conveyed when speaking and

How to cite: Ratna Susanti, A. Anditha Sari, Basnendar Herry Prilosadoso (2022). Illocutionary Acts of The 100 Covid-19 Health Protocol Campaign Posters On Facebook Status Updates (A Netnographic Study). Journal Eduvest. Vol 2 (12): 2792-2801  
E-ISSN: 2775-3727  
Published by: <https://greenpublisher.id/>

the effect to be achieved by the speaker. (Searle 1979) added that speech acts can be realized in three forms, namely locutionary acts, illocutionary acts, and perlocutionary acts.

The illocutionary speech act is an utterance uttered by a speaker whose function is to say or inform something. In addition, illocutionary speech acts are also used by speakers to invite their speech partners or interlocutors to do something. (Chair, Agustina 2010) state that illocutionary acts are speech acts that are usually identified with explicit performative sentences. These illocutionary acts are usually marked by expressions of giving permission, thanking, ordering, offering, and promising. (Searle 1979) categorizes illocutionary speech acts into five types, namely assertive, directive, expressive, declarative, and commissive.

Posters are publication media consisting of writing, pictures, or a combination of the two to provide information to the general public (Kustiawan, 2019). Posters can be used as an effective medium for conveying information without seeming patronizing even though the information conveyed is information that invites you to do something. (Hasnun 2006) added his opinion regarding the content and purpose of making posters. Some posters are made as a form of appeal to the public about an activity. In addition, there are also posters containing prohibitions to avoid certain actions. On the other hand, there are also posters urging people to buy certain items or attend certain events. The variety of language on posters can be studied, especially in writing that contains the meaning of illocutionary speech acts.

Reporting to the NapoleonCat website (2022), Indonesia had 197 million Facebook users as of April 2022, with a percentage of 70.7% of the total population of Indonesia. This number puts Indonesia in third place in the world as the country with the most Facebook users. This makes Facebook the right and fast medium for spreading information from one person to another. Poster designs uploaded on social media Facebook can reach many users from all corners of Indonesia.

Similar studies that analyze the topic of illocutionary speech acts have been carried out by several previous researchers. (Yunita, Pratiwi 2021) in their research entitled "Analysis of Illocutionary Speech Acts in Public Service Advertisements on Instagram KEMENKES during the Covid-19 Pandemic and Their Relevance as Design of Indonesian Language Teaching Materials in Middle Schools" analyzed illocutionary speech acts in public service advertisements on Instagram KEMENKES during the Covid-19 pandemic. From this research, it was found that the types of declarative sentences, imperative sentences, and interrogative sentences are contained in public service advertisement uploads on KEMENKES' Instagram. For speech act functions found in public service advertisements, namely assertive functions, and directive functions, with the types of strategies in the form of indirect speech act strategies, direct speech act strategies, and direct literal speech act strategies.

Bella et al. (2022) in their research entitled "Illocutionary Speech Acts of Public Service Advertisements Related to Covid-19 on Television (Pragmatic Study)" found that there are five types of illocutionary speech acts, namely representative speech acts, commissive speech acts, directive speech acts, expressive speech acts and said declaratively in a public service advertisement related to Covid-19 that was broadcast on television. From this research, it was

found that the function of illocutionary speech acts in public service advertisements related to Covid-19 on television is to provide information to the public to suppress the spread of the Covid-19 virus pandemic and implement strict health protocols so that Indonesian people can be healthy and the economy can run. back smoothly.

Another study that uncovers speech acts in poster discourse is research entitled "Speech Acts of Directive Poster Discourses on Government Calls for Handling Covid-19 on the website covid19.go.id" which was researched by. From this research it can be concluded that there are four types of directive speech acts found in the discourse on government appeal posters regarding the handling of Covid-19 on the covid19.go.id page. The four types are requisitive, requirement, permissive and advisory. In addition, imperative meanings were also found for the four types of directive speech acts, namely the meaning of invitation, and the meaning of warning/suggesting/advising. Most of the data found show imperative meanings that are warning in nature.

Setiawati and Nurjamilah (2022) in their writing entitled "The Role of Directive Speech Acts in Educational Posters on Mass Rapid Transit (MRT) Jakarta as Corona Virus Prevention during the Pandemic Period" analyzed that there were three forms of directive speech acts in educational posters on the MRT, namely commanding type, forbidding type, and requesting type. In addition, this research also found the fact that the speech act of commanding type is the dominant thing found in posters. This implies that the speaker is very intense in educating the public and preventing the spread of the coronavirus in the Jakarta area.

Based on the background and previous research described above, the researcher intends to analyze the illocutionary speech acts contained in 100 poster designs containing calls for the prevention of Covid-19 and implementation of health protocols which were uploaded on social media Facebook from March 25 2020 to July 2, 2020, by the owner of a Facebook account named Basnendar Sadoso in the context of the We Together Against Corona campaign. The focus of the discussion in this research is to reveal the types of illocutionary speech acts contained in 100 poster designs, so that the research title "Illocutionary Acts of The 100 Covid-19 Health Protocol Campaign Posters on Facebook Status Updates (A Netnographic Study)" is formed.

## RESEARCH METHOD

This study applies qualitative research methods with descriptive research procedures. According to Corbin and Strauss (2015), qualitative research is a type of research whose results are not obtained using statistical processes or other calculation processes. In addition, Gay et al. (2012) stated that in qualitative research, data collected in the descriptive form is used to gain insight and answer questions about the phenomenon being studied.

The data collection technique used in this study is in the form of documentation techniques with ethnographic studies, namely data collection techniques that examine the interactions of various interdisciplinary groups in cyberspace. The documentation technique is carried out by collecting data in the form of poster photos regarding the prevention of Covid-19. The source of the data collected comes from uploads on Facebook social media. The data studied are

verbal forms of language in the form of illocutionary speech acts and their context in posters calling for Covid-19 prevention or adherence to health protocols. The data in this study were analyzed based on the theory of speech acts according to Searle (1979).

The data analysis technique in this study uses an analytical model, namely data condensation, data presentation, and conclusion. Data condensation in this study is used to select, simplify, or transform data that has been collected for analysis at a later stage. Presentation of data is done by analyzing data in the form of illocutionary speech acts in narrative form. At this stage, the data that has been classified based on the type of speech act is included in the table. The data were analyzed according to the formulation of the research problem. The next step is concluding. Drawing conclusions is the final stage in this study and is used to determine the final results of the study.

## RESULTS AND DISCUSSION

Based on the findings of 100 collected data in the form of posters appealing to Covid-19 prevention and implementation of health protocols, several types of illocutionary speech acts were found. The findings of the types of illocutionary speech acts consist of: assertive, directive, commissive, and expressive. Table 1 shows the types of illocutionary speech acts found in this study and their number.

**Table 1**  
**Types of Illocutionary Speech Acts on Covid-19 Appeal Posters and Implementation of Health Protocols**

Types of Speech Acts	Amount of data
Assertive	27
Directive	64
commissive	1
Expressive	8
declarative	0
<b>Total</b>	<b>100</b>

In Table 1 it can be concluded that of the five types of illocutionary speech acts according to Searle's theory (1979), only four types were found in the research data. The most common type of illocutionary speech act found in the research data is the type of directive speech act with a total of 64 data. Directive speech acts are speech acts used by speakers to invite the hearer to do something.

Types of illocutionary speech acts with the second highest number, namely 27 data, are assertive speech acts. The assertive speech act serves to state the truth of what is expressed by the speaker. In addition, expressive speech acts with a total of 8 data and commissive speech acts with a total of 1 data were also found in this

study. Expressive speech acts are used to show the speaker's psychological attitude towards a situation, while commissive speech acts function to bind speakers and speech partners to future actions. On the other hand, this study did not find any type of declarative speech act that intends to create something new or change a person's condition and status.

#### 1. Directive speech act

Directive speech acts are the most common speech acts found in the research data with a total of 64 data. The data found on posters calling for the prevention of Covid-19 or adherence to health protocols that have the meaning of directive speech acts are as follows.



**Figure 1**

#### **Don't Spread Corona Hoaxes**

In Figure 1 there is the sentence "Don't spread corona hoaxes" written in bold and capital letters. The word "Don't" in the discourse above implies a prohibition. This means that speakers invite readers not to spread hoax news or fake news about corona.



**Figure 2**

#### **Take care of your health, wear a mask, wash your hands, keep your distance, and stay at home without crowds**

Figure 2 contains six invitations that readers can make to prevent the spread of Covid-19, namely "Take care of your health", "Wear a mask", "Wash your hands", "Keep your distance", "Stay at home", and "No crowds". The speaker invites poster readers to take part in maintaining health, wearing masks, washing hands, keeping a safe distance, staying at home, and not crowding to avoid the dangers of the Covid-19 virus.



**Figure 3**

**Avoid Crowds Maintain Immunity**

Figure 3 contains the words "Avoid crowds, maintain immunity". In the discourse above, the speaker invites readers to avoid crowds and maintain immunity to prevent the spread of the Covid-19 virus.

2. Assertive speech act

Assertive speech acts are the second most common type of speech act with a total of 27 data. This type of speech act serves to state that the speaker acknowledges the truth of what is expressed or said. Here are some data that contain the meaning of assertive speech acts.



**Figure 4**

**Unite for Indonesia Against Corona**

Figure 4 contains the sentence "United for Indonesia against corona". In this discourse, the speaker stated his position to unite with people throughout Indonesia to fight the coronavirus.



**Figure 5**

**Even though We Are Far Away We Care About Safety**

In Figure 5 there is the sentence "Even though we are far apart we care about safety". This implies that the speaker explains to continue to care about safety and health between one person and another even though they are far apart due to *social distancing*.



**Figure 6**

**The color of the mirror zone of our life behavior**

Figure 6 shows a traffic light with the colors red, orange, yellow, and green added with a sentence that reads "The color of the zone mirrors our behavior in life". In the discourse above, the speaker intends to explain the colors of zoning in areas indicated to have a high level of spread of the Covid-19 virus. The Indonesian government classifies the zoning areas for the spread of Covid-19 based on these four colors. If an area is included in the red zoning group, then the number of cases of people exposed to Covid-19 in that area is very high. Meanwhile, if an area is in a green zone, the area is clean from the spread of Covid-19. Speakers assume that the color of the zone in an area reflects the life behavior of the people living in that area. People who live in red zone color areas are very vulnerable to being exposed to the Covid-19 virus, while people who live in green zone color areas are not affected by Covid-19.

3. Expressive speech acts

Expressive speech acts have the function of expressing or showing the speaker's feelings toward a situation. These speech acts are generally expressed in the form of thanks, congratulations, praise, and so on. Some of the data that fall into the category of expressive speech acts are as follows.



**Figure 7**

**Your Service is a Proud Indonesian National Hero**

Figure 7 shows the silhouettes of medical personnel wearing full PPE (Personal Protective Equipment), coupled with the words "Your devotion is a hero of the country, Indonesia is proud". In the discourse on the poster above, the speaker intends to praise the medical staff whom the author considers to be 'national heroes' for having served in handling the Covid-19 case in Indonesia. The speaker also included the phrase "Indonesia is proud" as a form of respect and pride for medical personnel.



**Figure 8**  
**Thank you National Heroes**

In Figure 8 there is the sentence "Thank you, national heroes" with several pictures of medical personnel gathered wearing full PPE. In the discourse above, the speaker expresses his gratitude to the medical personnel who have acted as 'national heroes. This means that medical personnel has made sacrifices to save many lives from exposure to the Covid-19 virus.



**Figure 9**

**There is always hope when they are at the front line**

In Figure 9 there is an inscription in the form of "There is always hope when they are at the forefront". In this discourse, speakers express praise for medical personnel. Medical personnel is at the forefront of efforts to deal with Covid-19 cases in Indonesia, so there will always be hope that we can get from this medical personnel.

4. Commissive speech acts

Commissive speech acts function to express promises or commitments between speakers and speech partners for future actions. In this study, there is only one data that has a commissive meaning. The following data are included in commissive speech acts.



**Figure 10**

**Not being wise on social media will one day regret it**

Figure 10 contains the sentence "Not wise in social media, one day you will regret it". The speaker warns the readers that if they are not wise in using social



media it will result in a feeling of regret in the future. In this case, the speaker intends to invite readers to stop spreading fake news about Corona, so they don't feel sorry in the future.

## CONCLUSION

Based on the findings described above, it can be concluded that in the 100 posters containing appeals about the prevention of Covid-19 and the implementation of health protocols uploaded via social media Facebook, there are four types of illocutionary speech acts. The four types of speech acts include directive, assertive, expressive, and commissive speech acts. There are 64 data of posters that function as directive speech acts, 27 data of assertive speech acts, 8 data of expressive speech acts, and 1 data of commissive speech acts. Posters containing declarative meanings are intended by speakers to invite speech partners to do something according to what is written on the poster, especially in preventing the spread of Covid-19 and implementing health protocols properly

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