

AN ANALYSIS OF THE EXPRESSIVE SPEECH ACT ON *THE WORLD HEALTH ORGANIZATION* INSTAGRAM COMMENTS ABOUT COVID-19

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ABSTRACT

The Covid-19 outbreak that has hit the world has caused World Health Organization (WHO) as the front line to provide education and information about Covid-19 regularly. WHO uses Instagram as a social media to share information about Covid-19. WHO's Instagram invites many responses from its followers who express their comments in different ways. In this study, the writer describes the expressive speech acts on WHO's Instagram about Covid-19. Expressive speech acts used must have a communication purpose. The data for this study were taken from the comments of WHO's followers on the two WHO posts related to COVID-19 that received the most response. This research is qualitative because it uses words as an analysis material, not numbers. The theoretical concept used refers to the theory of Searle (1976), Cutting (2003), Holmes (2013), Leech (1974). The results of the study show (1) Found 5 types of expressive speech acts, namely thanking, praising, complaining, protesting, and hoping. (2) Found the function of each type of expressive speech act according to the context used by its followers, such as expressing gratitude, praise, blasphemy, judges, etc. (3) Found functions that are often used by WHO's Instagram followers. This study found 5 types of expressive speech acts, namely thanking, praising, complaining, protesting, and hoping, as well as their respective functions. The results of this study are useful for students who observe speech acts, especially expressive speech acts that have functions that follow the context of the expressive speech act users themselves, and are useful for future researchers to be a reference for research on expressive speech. acting on data or other linguistic subjects.

Keywords: Expressive Speech Acts, Function, Context, WHO's Instagram

INTRODUCTION

It has been more than a year since the world has been hit by the COVID-19 pandemic diseases for which there is no cure. Starting from Wuhan, China, at the end of December 2019, the first Covid-19 patient was found. This is very surprising to the world because this new virus has hit almost all countries in the world. COVID-19 (Coronavirus disease 2019) is a new type of disease caused by a virus from the coronavirus class, namely SARS-CoV-2 which is also often referred to as coronavirus. COVID-19 is a disease caused by the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The level of danger of this disease causes almost all countries in the world to implement social restrictions to lockdown. Forcing some economic, educational, corporate, and even religious activities to be done virtually.

No wonder most people use their gadgets more aggressively due to that. This has led to an increasing number of social media users such as WhatsApp, YouTube, especially Instagram. Instagram (abbreviated as IG or Insta) is a photo and video-sharing application that allows users to take photos, take videos, apply digital filters, and share them on various social networking services, including

on Instagram. Many Instagram accounts are uploading about Covid-19. One of them is an organization entitled World Health Organization that has responsibility for educating the society and public about the dangers of Covid-19.

The World Health Organization (henceforth WHO) also uses Instagram to socialize health protocols that everyone in the world must follow. The WHO's official account is followed by more than 11 million followers on Instagram. WHO often uploads videos about how we can avoid the Covid-19 virus, such as videos on how to wash hands properly according to WHO recommendations, photos of Covid-19 research developments, to the process of finding a vaccine for this.

Discussion of speech acts is part of pragmatics that refers to a scientific study of meaning based on contexts. Discourse analysis is a method for analyzing connected speech or writing, to continue descriptive linguistics beyond the confines of a simple sentence at a time [1]. The use of language is not only to convey the information but also to ask people to do action. The interesting thing about studying pragmatics is that intention or implied meaning behind the words used can reflect many things such as politeness principles, ideology, and power. The meaning of words has power

and functions. Pragmatic science is needed for everyday life. Pragmatics is the study of the speaker's meaning, contextual meaning, and how much more is communicated by what the speaker is saying, and the study of relative distance relationships [2].

Studying the expressive speech act of expressive pragmatically gives valuable things to understand the intended meaning and contextual meaning. Speech acts can be words that contain a request, question, protest, or claim for something. Speech acts relate to descriptions of actions such as 'asking', 'ordering', 'questioning', or 'informing [3]'. Austin distinguishes speech acts into three types, namely locutionary acts, illocutionary acts, and perlocutionary acts. Searle (1976) develop Austin's theory into a certain type of illocutionary action. Searle divides the illocutionary acts into five categories namely directive, representative, commissive, expressive, and declarative [4]. Speech acts that are more frequently encountered in everyday life are expressive speech acts because they relate to the words used to express feeling. Expressive is speech acts carried out with the intention of the speech are interpreted as an evaluation of the things mentioned in the speech [5]. Where through expressive speech acts can show the speaker's feelings. All speakers have intentions in communication, which means that everyone who speaks has a purpose or function when speaking or expressing something [6].

In this research, the comments given by WHO Instagram followers in the comments column in this post are analyzed by the writer to get 5 types of expressive speech act used by WHO Instagram followers. From the five types of expressive speech act, many functions are found that are adapted to the context of the followers. This study also found the functions that were used the most by WHO Instagram followers. The use of symbols, emoticons, and swear words are also widely found, but the author only focuses on analyzing the types and functions of expressive speech acts. To understand the intent, it is also necessary to look at elements related to the basic principles of semiotics which consist of symbols (signs that arise from the agreement), icons (signs that arise from physical representations), and indexes (signs that arise from cause-effect relationships) [7]. From previous researchers was conducted Expressive speech acts on the Whatsapp status used by Jordanians. This is done because of the lack of use of Whatsapp status, especially in Jordan. This study uses the division of 5 types of speech act described by Searle to analyze Whatsapp status and uses the Critical Discourse Analysis (CDA) method to determine the status of WhatsApp commonly uploaded by Jordanians [8].

METHOD

In this analysis, the researcher used a qualitative method. that qualitative research is a research strategy

that does not emphasize the quantification of data collection and analysis but emphasizes more on words[9].

The data source is the World Health Organization (WHO) Instagram. The research data were taken from comments from WHO Instagram followers containing expressive speech acts. The data collection technique is observing comments from WHO followers, screenshotting comments from WHO followers. Finally, after collecting the data, the writer determines the WHO post to be observed, the writers observe the post uploaded by the WHO, then the writers classify the data which is a type of expressive speech act, after that the data were put into a table to make it tidier, the classified data were analyzed according to the Speech Acts, Contexts, and theory of Function. The results of the analysis are then displayed in the form of a chart.

FINDINGS AND DISCUSSION

Types of Expressive Speech Acts

The writer found 5 types of expressive speech acts in comments used by WHO Instagram followers. There are 13 thanks, 7 compliments, 43 complaints, 52 protests, and 14 wishes.

Table 1. Types of Expressive Speech Acts.

No	Examples	Types of Expressive Speech Act
1	Thank you👍	Thanking
2	Why did I hear about Complaining Coronavirus 5 days earlier than the WHO?	
3	You have no regard Protesting for human life!	
4	Hope the disaster will Wishing gone soon.	
5	Nice tips💙	Praising

Functions of Expressive Speech Acts

Table (1) shows the expressive speech act types found in WHO Instagram comments. Of the 5 types found, the writer analyzed the functions and found the functions of the five types of expressive speech act are expressing gratitude, disappointment, doubts, blaspheming, slandering, judging, wishing, praise, admire and asking for help. The function can be seen in table 2.

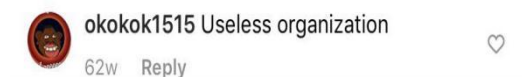
Table 2. Functions of Expressive Speech Acts on WHO's Instagram

No	Expressive of Speech Acts	Functions
1	Thanking	<ul style="list-style-type: none"> ◆ Expressing gratitude for the information provided by WHO and or the work of WHO in dealing with Covid-19.
2	Complaining	<p>Expressive Speech Act of Complaining:</p> <ul style="list-style-type: none"> ◆ Expressing dissatisfaction with the information provided by WHO. ◆ Expressing disappointment with WHO's performance. ◆ Expressing doubts about the veracity of the information provided by WHO.
3	Protesting	<ul style="list-style-type: none"> ◆ Blaspheming WHO so that the Covid-19 outbreak gets more attention. ◆ Slandering WHO so that the WHO is blamed by many for its responsibility to deal with the Covid-19 outbreak. ◆ Judging the WHO to express the anger of followers about the Covid-19 outbreak.
4	Wishing	<ul style="list-style-type: none"> ◆ Wishing that Covid-19 will pass soon. ◆ for help so that WHO can help followers who are not handled well.
5	Praising	<ul style="list-style-type: none"> ◆ Praise WHO's performance in dealing with Covid-19. ◆ Admire the hard work of doctors, nurses, and other personnel who are handling the COVID-19 outbreak.

In the table (2), the functions of expressive speech acts are found in the comments of WHO Instagram followers. In communicating, someone certainly has a certain purpose for his speech [10-13]. In this study, of the 5 types found in chart 1, the functions used by WHO's Instagram followers have been shown. the key

to understanding meaning pragmatically is context [14]. These functions are found in expressive speech acts used by WHO's Instagram followers by paying attention to the context-based on Cutting, namely situational context, background knowledge, and co-textual context [15].

Picture 1. Comment from WHO IG Followers



Picture (1) is an example of protesting expressive speech acts. The following comments show the function of the speech act of protesting for judging. This follower judges that WHO is a useless organization. This follower revealed this based on his own background knowledge of WHO.

From this study, it was also found a function that is often used by WHO Instagram followers, namely for blaspheming WHO in dealing with COVID-19.

In this study, it was also found that the use of symbols, namely emoticons, was used in the comments of WHO Instagram followers who became supporters in every sentence used by WHO followers when commenting on a given post. The use of these emoticons shows that to express speech acts in written form on social media is varied, namely by using various language styles, emoticons, symbols, etc.

CONCLUSION AND SUGGESTIONS

COVID-19 caused WHO as a health organization to also use one type of social media, namely Instagram as a means to share information about COVID-19. WHO on its Instagram account almost every day shares information in the form of photos, videos, and even writings that contain education in dealing with COVID-19. The information provided by WHO on its Instagram account is certainly very useful for its followers during this pandemic. This information certainly aims to be well received by his followers. But what the authors found was different.

The results of the analysis of the function of expressive speech acts show that WHO followers do not fully receive this information well, because expressive speech acts of protest are more commonly found in the comments column on WHO posts leading to negative attitudes. This expressive protesting speech act used by WHO Instagram followers serves to express blasphemy, judgment, slander, and negative emotions. With the discovery of these functions, it can be concluded that the information provided by WHO on their Instagram account is not well received by their followers.

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