

ABSTRACT

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As a communication tool, language possesses a very important role to convey certain intentions to speech partners. The realization of a speech can be expressed through Instagram. In the various captions on the @khofifah.ip Instagram account, various forms and meanings depending on the speech context can be obtained. Variety of meanings is one of the interesting potentials to study in the midst of the Covid-19 outbreak. In addition, @khofifah.ip which belongs to the Governor of East Java issued many orders and instructions for the public to obey and follow regarding the prevention and management of Covid-19 infections.

This study aims to (1) describe the forms of directive speech acts about the Covid-19 pandemic in the captions of the @khofifah.ip Instagram account, (2) identify the functions of directive speech acts regarding the Covid-19 pandemic in the captions of the @khofifah.ip Instagram account, (3) describe the effects caused by the directive speech acts about the Covid-19 pandemic in the captions of the @khofifah.ip Instagram account.

This study used theoretical and methodological approaches. The data were fragments of the directive speech acts on the Caption of Instagram Account @khofifah.ip on Covid-19, East Java Governor’s Instagram account. The data source was in the form of stories on the Caption of Instagram Account @khofifah.ip on Covid-19 from March to October 2020. The data were collected using the listening method, note-taking technique, and documentation technique. Heuristic method was utilized to analyze the data. The analyzed data was then presented informally.

The results of this study indicate that the speech acts in the caption of the @khofifah.ip Instagram account vary widely. They are requestives, questions, requirements, prohibitives, permissives, and advisories. The directive speech act functions found include asking, begging, praying, inviting, pressing, interrogating, asking, wanting, demanding, commanding, directing, instructing, requiring, prohibiting, limiting, allowing, advising, and suggesting. Possible effects that arise are negative and positive effects. Positive effects include relief, encouragement,

pleasure, interest, and introspection. Meanwhile, the possibility of negative effects appearance include making afraid, sad, unhappy, and angry.

Multiple suggestions departing from this study are (1) researchers, especially in the field of language, are expected to conduct thorough research for further development so that the meanings and purposes of speeches expressed can be understood by various parties. That way, a more advanced insight can be obtained, (2) students especially Indonesian Language Education can be utilized as discussion material should improve their knowledge, especially in the field of pragmatics, (3) reader or speech partner should pay attention to the intent and purpose of the directive speech that the speaker wants to convey in a language communication. That way, a smooth and targeted communication can be established between the speaker and the partner.