IMPERATIVE UTTERANCE ABOUT GLOBAL PANDEMIC COVID-19 ON INSTAGRAM ACCOUNT CAPTION OF THE GOVERNOR OF CENTRAL JAVA, INDONESIA

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ABSTRACT

This research aimed to analyze the form of imperative utterance about global pandemic COVID-19 found on captions of the official Instagram account of the governor of Central Java, Indonesia. The research method used was descriptive qualitative method. The data of this research were fragments of imperative utterance about the global pandemic COVID-19 found on captions of the official Instagram account of the governor of Central Java, Indonesia during the period of January – April 2020. The data collection techniques used were documentation and note. The data were analyzed using pragmatic equivalence technique and heauristic approach. The result of the analysis shows five findings of imperative utterance forms, they are: (1) imperative utterance prohibition, (2) imperative utterance command, (3) imperative utterance invitation, (4) imperative utterance requests, and (5) imperative utterance advice. Each findings represents different kinds of marker expression, they are: (1) Imperative speech prohibition used the phrase "jangan" (do not), (2) imperative speech command used the phrase "harus" (must), (3) imperative speech invitation used markers "mari", "ayo" and "yuk" (let's), (4) imperative speech requests used the word "jaga" (take care), and (5) the imperative utterance advice used phrases "himbau" (urged), "simaklah" (please pay attention) and "silakan" (please). These findings play an important role as a response and responsibility of the Governor of Central Java in creating prevention and management agenda for the global pandemic COVID-19 by creating awareness and assistance. The further implication of this research is to provide detailed information of the governor of Central Java's preventive action for global pandemic COVID-19 from his imperative utterance. The paper should bring interest to readers in the area of pragmatic and communication.

Key words: Imperative utterance, global pandemic covid-19, captions Instagram account Central Java governor, pragmatic.

INTRODUCTION

On January 2020, news report of a new respiratory virus which spread in Wuhan, China, begun to emerge. On February 1st 2020, 14.300 cases have been identified, and no longer confined in Wuhan, but has also been identified in major cities in China, including Beijing and Shanghai. What seemed to be a limited problem in China, would soon be a global catastrophe when countries in Europe, North America, Africa and Asia announced their first case. World Health Organization announced a global health emergency on January 30th 2020, and announced COVID-19 as pandemic on March 11th 2020. According to Tirto.id, in 15th April 2020, Coronavirus has spread to 181 countries out of 200 countries and regions in the world, according to the data from John Hopkins University. The COVID-19 pandemic which started on Late December in Wuhan, China, has spread all over the world, including Indonesia, and has shaken various aspect of social life in a worrying rate (Tirto.id 15 April 2020).

The impact of this pandemic was felt globally, when countries began to close their borders, and locked down their cities. Indonesia is one of the countries impacted by this coronavirus. The government of Republic of Indonesia has enacted Government Regulation Number 21-year 2020 about Large Scale Social Limits to Accelerate the Management of Corona Virus Disease (COVID-19). Cities in Indonesia has started the Large-Scale Social Limits (LSSL).

According to the Government Regulation Number 21-year 2020, Large Scale Social Limits are restrictions on certain activities of residents in an area suspected of being infected and/or contaminated with COVID-19 in such a way as to prevent the possibility of spreading or contamination of COVID-19. Large Scale Social Limits are one of the types of health quarantine in a region, aside from house quarantine and hospital quarantine. The purpose of Large-Scale Social Limits is to prevent the spread of Public Health Emergency (PHE) diseases which occurs interpersonally in a certain region. Large Scale Social Limits includes at least absent of schools and workplaces; limitation of religious activities; and/or limitation of activities in public places or facilities. Large Scale Social Limits is implemented by regional government in provincial, municipal, or city level after it is approved by Ministry of Health. Violation of Large-Scale Social Limits is punishable by maximum incarceration of 1 year and fine of 100 million rupiahs. This is pursuant to the Law no 6-year 2018 article 93.

For that purpose, rhetoric or language jargons have intensified when head of the government, head of regional government, and politicians try to motivate citizens to obey the Large-Scale Social Limits. The governor of Central Java, Ganjar Pranowo, as the figure and one of the head of regional government in Indonesia, has issued many directives to combat the global pandemic COVID-19. Ganjar often uses his official Instagram account, -@*ganjar_pranowo*- to give information regarding prevention and management of COVID-19 infection. The term "Instagram" is a portmanteau of "insta" in instant camera such as Polaroid, which produced "instant photos" and "gram" in telegram, the service that delivers telegraphed messages (https://apps.apple.com/app/instagram/id389801252). Like a Polaroid, Instagram displays photos instantly in its platform, and Instagram is similar to telegram service which delivers information instantly. Indonesian dictionary explained that captions in

Instagram refers to the written information displayed within the image, usually consists of one or several sentences, to explain the content and purpose of the picture; status which contains what message a user wants to deliver in his or her post (Instagram, 2019).

The official Instagram account of Central Java governor -@ganjar_pranowo- can be considered active and productive in posting utterances, in form of photo or video, filled with informational, commands, and advices caption regarding COVID-19 pandemic. In said Instagram account, he uses imperative utterance. This raises questions, namely: How is the utterance in the caption of the official Instagram account of the governor of Central Java regarding COVID-19 pandemic?; What are the functions of said utterance in the caption of the official Instagram account of the governor of Central Java?; How effective are said utterance in the caption to the society? What are the influences of said utterance in the caption of the to the society? Many aspects can be analyzed from said utterance within the caption of the official Instagram account of the governor of Central Java regarding COVID-19 pandemic.

This research focused on the form of imperative utterance found in the caption of the official Instagram account of the governor of Central Java about COVID-19 pandemic. The purpose of this research is to analyze the form of imperative utterance found in the caption of the official Instagram account of the governor of Central Java about COVID-19 pandemic
Levinson (1983, p.9) stated that pragmatics is the study of the relationship between language and underlying context that serve as basis of language understanding. Understanding or comprehension of language refers to the fact that to understand an expression or utterance, knowledge outside the meaning of words and their grammatical relationships is also needed, that is, the relationship to the context of their use. Nababan (1987) argued that pragmatics are rules for the use of language, namely the choice of language forms and the determination of their meanings in relation to their context and circumstances (p.2). Pragmatics according to Purwo (1990) were divided into two things, namely: (1) pragmatics as something being taught, which are further divided into (a) pragmatics as a field of linguistic studies, (b) pragmatics as one aspect of language, and (2) pragmatics as something that colors the act of teaching (pp.1-2).

Pragmatics is a branch of linguistics that studies the structure of language externally, namely how linguistic units are used in communication (Wijana, 1996, p.1). Then, Brown & Yule (1996) mentioned four pragmatic definitions, namely (1) the field that studies the meaning of the speaker, (2) the field that studies meaning according to the context, (3) the field which exceeds the study of the meaning being taught, and (4) the field which examines the form of expression according to social distance that limits participants involved in certain conversations (p.3).
Various opinions of the experts above can be concluded that pragmatics is the science of the meaning of speech in relation to other factors such as the context and situation of words as a supporting factor in a speech. Imperative speech is a speech that is used in daily language activities, because human life is never separated from the word to command and to ask the listener to do something as desired by the speaker. The term imperative is a term that has long been known in the world of linguistics.

Sudaryanto (2015) and Brown & Yule (1996) state that speech is a language spoken or uttered. Keraf (1991) explains that the imperative sentence is a sentence that contains an order or a request for someone else to do something, as desired by those who speak. This is in accordance with the opinion of Ramlan (1996) which explained that based on its function in relationship situations, imperative sentence expects responses in the form of actions from the person being spoken to (pp. 23-24) (p.19) (p.158) (p.39).
Rahardi (2007) stated the imperative speech contains the intention of governing or requesting that the speech partner take an action as desired by the speaker (p.79). There are various forms of imperative utterances, namely imperative commands, excitement, invitations, petitions, monasticities, prohibitions, requests, permits, and orders. Those utterances are not only connected to the language elements, but also consider other elements outside linguistic context, such as the speaker and listener in a conversation topic, the place of conversation, context of conversation, etc. Kridalaksana (2008) explained the definition of imperative as verb or sentence forms to convey order, compulsion, or prohibition of an action (p.9). Imperative utterance is one of the focuses in pragmatic research. Leech (1983) stated that pragmatic is a study of meaning of an utterance (the purpose of said utterance); asking what does someone intended in an utterance; and connecting meaning with the identity of the speaker and listener, the location of utterance, the time of utterance, and the manner of utterance (pp.5-6). The imperative utterances are found in a variety of data sources, both directly and indirectly. One of them on social media Instagram.

From this opinion it can be concluded that the imperative speech is a sentence that contains an order or request for others to do something, as desired by those who speaks them. According to Ramlan (1986), based on the structure, imperative utterance can be classified into four groups, namely: order, offer, prohibition, and invitation. Pragmatic meaning is the realization of the imperative intent in the Indonesian language when it is associated with the context which underlies the speech.

A research about imperative utterance in the past by Fox (2012) entitled "Imperatives: a Judgmental Analysis" proposed a framework for formalizing intuitions about the behavior if imperative commands. It seeks to capture notions of satisfaction and coherence. Rules are proposed to express key aspects of the general logical behavior of imperative constructions. A key objective is for the framework to allow patterns of behavior to be described while avoiding making any commitments about how commands, and their satisfaction criteria, are to be interpreted. The similarity of this research lied on its focus on the study of imperative and the difference lied on the goal of the research, his goal was to show the pattern of imperative behavior and this research is to show the imperative utterance on Central Java governor Instagram account caption.

A similar research by Von Fintel, K.M & Iatridoum, S. (2017) entitled "A Modest Proposal for The Meaning of Imperatives" also shared the same focus using the study of imperatives. This research used the study of imperative to show how it is being used as a responsibility force to create a priority, and that become the distinction between this research and Fintel's

(2015). Von Fintel, K., & Iatridou, S. (2015) focus was to show imperative utterance in a broader way while this research is to show the analysis from Central Java governor Instagram account caption.

Omar, A., Ilyas, M., & Kassem, M. A. M. (2018) entitled "Linguistic Politeness and Media Education: A Lingua-Pragmatic Study of Changing trends in 'Forms of Address' in Egyptian Media Talk Shows". He focused his study on the issue of linguistic politeness and media education in its socio-cultural perspective by adopting lingua pragmatic approach of the Egyptian media, specifically on recognized educative platforms in pragmatics, talk show. There are some resemblances between this research and Omar, A et al. (2018) research, the similarity lies beneath the medium of the research and the research attempt of using linguistic aspects to decode its socio-cultural perspective as a way to raise awareness and its distinction lies behind the theoretical framework, research scope, and its medium. While Omar, A et al. (2018) focused his study using Linguistic politeness to analyze the text and framed it by using the study of lingua-pragmatic, this research focus is about the study imperative utterance in global pandemic, Covid-19, on Central Java governor Instagram account caption. Not only the distinction between the branches of the theory, but the medium reached for the goal is vastly different. While Omar et al. (2018) conducted his study mainly in Egypt, he used Egyptian media talk shows as a medium to decode the linguistic politeness and media education, and this research focused on pada Central Java governor Instagram account caption. From January until April 2020.

Kusmanto, H., Prayitno, H.J., Ngalim, A., & Rahmawati. L.E. (2019) entitled "Realization of the Community of Vocational Compliance in the Social Media of @Jokowi Instagram: a Polytico-pragmatic Study". The results of the study show (1) the form of positive politeness that the follower chooses the most in commenting is by paying attention to the Regina of the partner. This shows Jokowi's Instagram followers have an optimistic attitude towards Jokowi's leadership. (2) The politeness strategy that is most used by followers in commenting indirectly. This shows that the level of politeness used by Jokowi's Instagram account followers in narrating is already good. (3) The political power of programmatic positive politeness in followers of Instagram accounts includes begging power, praising power, supporting power, influencing power, motivating power, and suggestive power. Kusmanto, H., et al. (2019) focused his study using Polytico-pragmatic to analyze the Social Media of @Jokowi Instagram by using the study of Polytico-pragmatic, this research focus is about the study imperative utterance in global pandemic, Covid-19, on Central Java governor Instagram account caption. Not only the distinction between the branches of the theory, but the medium reached for the goal is vastly different. Kusmanto, H., et al. (2019) used the data source is commenting on followers of the Jokowi Instagram account, and this research focused on pada Central Java governor Instagram account caption. From January until April 2020.

These researches stated above show that imperative utterance is one of interesting linguistic analysis to be researched from pragmatic perspective.

METHODS

Philosophically speaking, this research is grounded by a phenomenological perspective which discusses about philosophical ground that are being implicated through critical and scientific thinking that started from inductive thinking. It catches social phenomena and analyzes it by theorizing it (Bungin 2008, pp.2-3).

This is a descriptive qualitative research it focuses on describing data as accurate with its scientific nature (Djajasudarma, 1993, p.15).. Its descriptive qualitative nature leads to in-depts discussion of imperative utterance of Central Java governor Instagram account caption pragmatically. According to Rustono (1999) pragmatic analysis often reveals meaning behind speech acts in communicative events. Pragmatic analysis has a mean to find the hidden meaning that behind the expressed words (p.18).

This type of research was chosen with consideration that this study tried to record and describe phenomena that are naturally targeted by research. That is, researchers try to record carefully all the linguistic phenomena that are contained in the Central Java Governor's Instagram account captions - @ ganjar_pranowo-- related to the global pandemic COVID-19. This study aimed to analyze the imperative speech form about the global pandemic COVID-19 found on caption in the Central Java Governor's Instagram account.

The data in this study were utterances or fragments of speech in the Central Java governor's Instagram account captions, thought to be imperative utterances about global pandemic COVID-19. The source of the data in this study is the imperative speech related to global pandemic COVID-19 on the Instagram account of the Governor of Central Java, Indonesia since January until April 2020. This is with consideration, namely (1) in the Central Java Governor's Instagram account captions, there are imperative speeches about global Covid 19 pandemic, (2) the language used in the COVID-19 global pandemic imperative speech on the Central Java Governor's Instagram account captions, Indonesia has a characteristic of its Javanese, Indonesian, English language use (3) readers of the Central Java Governor's Instagram account captions, Indonesia is a huge community, both in Central Java and outside Central Java; (4) Central Java governor's account, Indonesia, is classified as active and productive in uploading information relating to the global pandemic COVID-19.

Data collection used in this study, namely: (1) notes, and (2) documentation in the form of text, photos, pictures (Sudaryanto, 2015, p.133; Rohidi, 2011, p.208; Mahsun, 2005, p.133). The note taking technique was used to obtain data thought to be a imperative speech related to COVID-19 pandemic in the form of words, phrases, sentences in the Central Java Governor account captions. The documentation technique was used to obtain data in the form of the Central Java Governor account captions regarding advices in facing the COVID-19 pandemic. In sorting the data two criteria were used, the similarity and

difference of the data. These two criteria cover the similarities and differences in the types of imperative speech of the global co-19 pandemic on the account capturer of the Governor of Central Java.

The data were analyzed using pragmatic equivalence techniques. The use of this technique was based on the assumption that the language studied has a relationship with things that exist outside the language in question (Kesuma, 2007, p.47; Mahsun, 2007, p.112, Sudaryanto, 2015, p.13). This pragmatic equivalence technique was used to analyze the imperative speech about the global pandemic COVID-19 in the Central Java Governor Instagram account captions. The data were also analyzed using heuristic methodology. Heauristic methodology are used to solve problem experienced by speakers to interprate utterances. Heuristic analysis is analyzed from the surfacing problems that has prepositions and context and at the end, the analysis is to concluded as a hypothesis. The steps of analysis are: (1) reading the utterance, (2) categorizing the data with heusristic technique, (3) filling the data sheet, (4) identifying the type of utterances, (5) writing a hypothesis, (6) double-checking the collected data, (7) finilizing the findings based on collected thata and hypothesis, and (8) writing the description (Leech, 1983, pp. 61-63).

This study used an interactive analysis model, which was a form of interaction on three components; data reduction, data presentation, and data verification. These activities were carried out during the data collection process. If the resulting data was deemed unsteady to create the conclusion, an excavation of the field note will be carried out (Miles and Huberman 1992, p.23).

In this study the technique of presenting data analysis results was using informal method. The method of informal presentation is the formulation of ordinary words despite with terminology and technical in nature (Sudaryanto, 2015, p.145).

RESULT AND DISCUSSION

Based on the data analysis, imperative utterances regarding COVID-19 pandemic in the caption found on Instagram account of Central Java governor, --@ganjar_pranowo--- greatly influence the netizen. Ganjar Pranowo became one of the figures who succeeded in adapting the values of communication with firm and populist language in his communication practices. He is also one of the officials who uses Instagram to communicate ideas and activities. The topics uploaded on his Instagram account are topics of public interest, including the COVID-19 pandemic. Forms of imperative utterances about COVID-19 pandemic found on the Instagram account of Central Java governor were varied, namely: imperative utterance prohibition, imperative utterance command, imperative utterance invitation, imperative utterance request, and imperative utterance advice.

Imperative Utterance Prohibition

One form of imperative utterance about global pandemic COVID-19 found on Central Java Governor's account was prohibition. Imperative utterance prohibition can be realized pragmatically in colloquial Indonesian language. According to Rahadi (2007, p.205), imperative utterance of Prohibition in Indonesian language usually uses "jangan" (do not). Then, the characteristic of non-imperative utterance with pragmatic meaning of imperative prohibition can be investigated from the situational context of a speech. Data analysis of imperative utterance prohibition found on the caption in Central Java governor's account about COVID-19 global pandemic was as follow:

> (1) "Ini ada perintah dari salah satu Kades: Jangan Mudik! Ok?"
> ["This is an order from one of the Head of Village: Don't go home*!* Ok?"]
> (Instagram account @ganjar_pranowo, March 27th 2020).

In data (1) there were markers of the phrase "jangan" (do not) which indicate the form of imperative speech prohibition by using emphasis or compulsion in the sentence. This imperative speech aims to strictly prohibit the community from going home. The imperative speech prohibition on data (1) originated from one of the Village Heads in Central Java, but was conveyed by the Governor of Central Java in his Instagram account for confirmation to the public so that they do not go home.

> (2) "Jangan pada usil dulu ya. Tetap jaga kesehatan dan kewarasan!"
> ["Don't do anything reckless for now. Stay healthy and sane!"]
> (Instagram account @ganjar_pranowo, March 20th 2020).

In data (2) there are markers of the phrase "jangan" (do not) which indicate the form of imperative speech prohibitions by using emphasis or compulsion in the sentence. This imperative speech aims to strictly prohibit the public from doing anything reckless by making and sharing false news about Covid-19. The use of imperative speech of this prohibition shows that this should not be done, and if it is still done there will usually be punishment.

> (3) "Jangan tolak jenazah. Saya minta maaf. semoga almh/alm husnul khotimah"
> ["Don't reject the remains. I apologize. hopefully the deceased had a good death"]
> (Instagram account @ganjar_pranowo, April 10th 2020).

In data (3) there are markers of the phrase "jangan" (do not) which indicate the form of imperative speech prohibitions by using emphasis or compulsion in the sentence. This imperative speech aimed to strictly prohibit the community from rejecting the victim or remains died due to the Covid-19 virus. The imperative speech prohibition in the caption arose because there was a

case of a nurse at the Hospital Dr. Kariadi Semarang who dedicated himself as a Covid-19 volunteer and died, but her burial was refused by her neighborhood. The use of the imperative speech of prohibition confirmed that this should not be allowed.

Imperative Utterance Command

The imperative speech of command found on the caption of the Instagram account of the governor of Central Java was indicated by the use of the word "harus" (must) as a marker. According to Rahardi (2007, p.186) the imperative speech of command uses the word 'must' "harus" (must) to emphasize the purpose of the urge. The intonation used also tends to be higher compared to the intonation of other imperative speeches. In addition, the marking characteristics of the nonimperative speech of this command can be known through the context of the background situation. The following is an analysis of the imperative utterance of command.

> (4) "Semua <u>harus</u> memakai masker kalo keluar rumah. Masker kain saja, lebih murah dan mudah dicari. Bisa jahit sendiri, atau pesan tetanggamu. Kita gerakan ekonomi masyarakat dengan produksi masker sebanyak-banyaknya".
> ["Everyone <u>must </u>wear mask when going out of house. Use the fabric one instead, it's cheaper and easier to found. (You) can sew it yourself, or order from your neighbor. We'll move the grassroot economy by producing masks as much as possible."]
> (Instagram account @ganjar_pranowo, April 7th 2020).

In data (4) there was a marker of the expression "harus" (must) which showed the imperative speech form of command. The imperative utterance with the sign "harus" (must) is aimed at urging and emphasizing the citizen of Central Java to wear masks when they leave the house. The use of the imperative utterance of command showed an emphasis that the public have to adhere to the call to use fabric masks that are easily available and affordable.

> (5) "Saya perintahkan desa-desa untuk menyiapkan tempat karantina khusus. Semua pemudik yang pulang hari ini harus dikarantina selama 14 hari. Jumat malam saya perintahkan, sabtu pagi saya tinjau sudah ada yang langsung menyiapkan. Gerak cepat bergotong royong inilah yang saya harapkan diterapakan di seluruh desa di Jawa Tengah. Semangat!"
> ["I ordered the villages to prepare a special quarantine place. All travelers who went home today must be quarantined for 14 days. I ordered this on Friday night, and Saturday morning I reviewed that some have already prepared it. I hope that this rapid movement of mutual cooperation is implemented in all villages in Central Java. Keep spirit!"]
> (Instagram account @ganjar_pranowo, April 4th 2020).

In data (5) there was a marker of the expression "harus" (must) which shows the imperative speech form of command. This imperative speech of command is aimed at emphasizing the home-comers to carry out quarantine in the place provided by the village. The use of imperative utterances 'must' "must" (must) in data (2) shows the emphasis that home-comers have to obey the instructions of the governor of Central Java to be quarantined for 14 days. In addition, in data (2) there are markers of the expression of imperative utterances "harapkan" (expect) which aim to urge villages throughout Central Java to work together quickly to provide a special quarantine place for travelers.

> (6) "Semua <u>harus</u> turun tangan melawan COVID-19. Bukan mencari untung, apalagi panggung!"
> ["Everyone <u>have to</u> take part in combating COVID-19. Not to gain profit, or even fame!"]
> (Instagram account @ganjar_pranowo, March 24th 2020).

In data (6) there was a marker of the expression "harus" (must) which shows the imperative speech form of command. This imperative speech aimed to urge the entire community to take part in fighting the coronavirus. Taking part in question is cooperating to fight and prevent the COVID-19, not seeking profit and fame in this pandemic situation.

Imperative Utterance Invitiation

Imperative utterance of invitation is marked by the use of politeness, "mari", "ayo", or "yuk" (let's). Compared to the imperative utterance of command, this imperative utterance of invitation is more polite. Each three types of politeness markers have an invitation meaning. According to Rahardi, (2007, p. 82), imperative invitation is usually used with a sign of politeness, *ayo (yo) (let's), biar (so), coba (try to), mari (let's), harap (wish), hendaknya (should),* and *hendaklah (urged)*. In addition, the marking characteristics of non-imperative speech containing imperative pragmatic meaning of invitation can be known through the context of the underlying speech situation. The following is an analysis of the speech imperative speech in the account @ganjar_pranowo account related to the appeal to face the Covid-19 pandemic.

> (7) "<u>Mari</u> bantu tenaga medis kita karena mereka sedang menyambung nyawa untuk merawat saudara-saudara kita".
> ["<u>Let's </u>help our medical staffs because they are putting their lives to cure our brothers and sisters."]
> (Instagram account @ganjar_pranowo, March 28th 2020).

Utterance in data (7) is an invitation. This can be seen with the word "mari" (let's) which is a marker of imperative utterance form of invitation or equal to 'Let's'. In this speech the Governor of Central Java invited the people to help medical staff because they were taking care of our brothers and sisters who were exposed to the COVID-19 virus.

(8) "Siapapun <u>ayo</u> biasakan pakai masker, *kancamu kandani*, kalau *ngeyel* jewer telinganya. Atau tag orangnya, biar tak jewere dewe".
["Everyone, <u>let's</u> habituate ourselves to use mask, tell your friend, if they didn't hear it pull their ears. Or tag the person, so I can do it myself."]
(Instagram account @ganjar_pranowo, March 8th 2020).

In data (8) there was a marker of the phrase "ayo"(let's) which shows the imperative utterance of invitation. The imperative utterance of the invitation "ayo" (let's) aimed to invite surrounding people, friends, people of Central Java to wear masks when going outside the home. As a form of affirmation of the invitation, there are consequences in the form of "jewer" (pulling ears by hand) if the appeal is not carried out.

(9) "Olah raga. Tiap pagi saya berkeliling menemui masyarakat, banyak yang belum *aware* bahaya virus corona. Dari kelompok-kelompok kecil yang saya temui ini semoga *awareness* dapat menyebar agar semuanya sadar. <u>Yuk</u> ubah perilaku, mulai dari kamu."
["Exercise. Every morning I go and meet the people, many of them hasn't aware of coronavirus danger yet. From these small groups that I've met, hopefully an awareness can spread to everyone. <u>Let's</u> change our behavior, starting from you".]
(Instagram account @ganjar_pranowo, March 19th 2020).

In data (9) there was a marker of the expression "yuk" (let's) which indicate the form of imperative utterance invitation by using politeness in the sentence. This imperative speech aims to invite the people of Central Java to be more attentive and begin to change their behavior to be more vigilant in facing the dangers of the Covid-19 virus. The imperative speech of the "yuk" (let's) invitation also refers directly to the reader of captions, this is evidenced by the use of the "kamu" (you) diction.

Imperative Utterance Request

Imperative utterance that means request on the caption of the account of the governor of Central Java related to the global pandemic COVID-19 was found in the expression of politeness markers of the word "jaga" (take care) or words, phrases that mean request. The imperative utterance is an imperative utterance with a very subtle order. Typically, the imperative speech of request is accompanied by the attitude of the speaker which is lower than the attitude of the speaker when speaking the usual imperative sentence. The imperative speech of a request is marked by the use of a politeness sign of "tolong" (please), "coba" (try to), "harap" (please), "mohon" (please), and some other expressions, such as "sudilah kiranya" (is it possible to), "dapatkah seandainya" (is it possible if), "diminta dengan hormat" (everyone are asked respectively to), and "dimohon dengan sangat" (everyone are asked respectively to). For the marking characteristics of non-imperative utterance that contain pragmatic meaning of imperative request can be known through the context of the speech situation that lies behind it (Rahardi, 2007, p.80). Analysis of imperative utterance request data on the Central Java governor account captions related to the COVID-19 global pandemic are as follows:

(10) "Sampai sekarang saya masih meyakini cara terbaik menahan laju penyebaran Covid 19 adalah mencegah orang-orang dari daerah zona merah menuju daerah. Makanya saya tetap meminta teman-teman di perantauan tidak mudik dahulu ke Jawa Tengah. <u>Jaga</u> kesehatan dan selalu pakai masker"
["Until now I still believe that the best to stop the spreading rate of COVID-19 is to prevent people from red zone to the region. Hence, I keep asking our friends who work abroad to not come home. <u>Stay</u> healthy and always use the mask"]
(Instagram account @ganjar_pranowo, April 7th 2020).

In the data (10) there was a marker of the phrase "jaga" (take care) which showed the form of imperative utterance request. The imperative utterance "jaga" (take care) aimed to request the public to take care of their health and wear masks in order to prevent the spread COVID-19 virus. The imperative speech of the request was also intended that the citizen in the red zone area to not return home to curb the spread of the COVID-19 virus.

(11) "*Never give up*! – Kita mesti gotong royong mengahadapi ini. Jangan saling menyalahkan, jangan saling lempar tangan. Hari ini di Jawa Tengah, 46 rumah sakit kita tambahkan untuk *back up*. Ini bukan hanya tanggung jawab pemerintah ataupun masyarakat, tapi tanggung jawab kita semua. <u>Jaga</u> kesehatan dan kebersihan!"
["Never give up! – We have to work together to face this. Don't blame each other, don't avoid responsibility. Today, in Central Java, we added 46 hospitals for back up. This is not only government's or citizens' responsibility, but it is ours. <u>Stay</u> healthy and clean!"]
(Instagram account @ganjar_pranowo, March 14th 2020.

In data (11) there was a marker of the phrase "jaga" (take care) which showed the imperative speech form of request. The "jaga" (take care) request was intended to ask the public to take care of their health and maintain cleanliness so that they are not

exposed to the COVID-19 virus. In the imperative speech of request the people of Central Java were also asked to take responsibility for the global pandemic 19 with the government.

> (12) "Perkembangan terakhir kasus Covid-19. <u>Jaga</u> stamina tubuh dan kesehatan!"
> ["Latest update on COVID-19 case. <u>Keep</u> the body's stamina and health!"]
> (Instagram account @ganjar_pranowo, March 18th 2020).

In (12) there was a marker of the phrase "jaga" (take care) which showed the imperative speech form of request. This "jaga" (take care) request was intended to ask the public to maintain stamina and health so as not to be exposed to the COVID-19 virus, because the latest developments in the COVID-19 pandemic should not be underestimated. This imperative utterance of "jaga" (take care) requests used politeness markers.

Imperative Utterance Advice

The last form of imperative utterance about COVID-19 global pandemic found on the Central Java governor's account caption was the imperative speech advice. Imperative Speech Advice contained the meaning of advice was using the words "himbau" (urged) and "silakan" (please). In addition, particles "–lah" were used. This is in accordance with Rahardi's opinion (2007, p.193), the imperative speech of appeals is usually used with "-lah" particles. This type of imperative is often used in conjunction with the phrase "himbau" (urged) and "silakan" (please). Characteristic markers of non-imperative speech containing imperative pragmatic meaning can be known through the context of the speech situation that lies behind it. The following were data from the @ganjar_pranowo account captions regarding advices to face Covid-19. An analysis of the imperative speech advice calls for the account captures of the Central Java governor regarding the Covid-19 pandemic as follows.

> (13) "Untuk yang kesekian kalinya saya <u>menghimbau</u> dan mengingatkan kepada bapak ibu: jika *panjenengan* sayang sama keluarga di kampung, jika *panjenengan* semua pingin keluarga tetap sehat dan *slamet,* urungkan niat untuk pulang kampung. Tidak usah pulang kampung."
> ["For the several times I <u>advise</u> and remind for ladies and gentlemen: if *you* love your family back home, if *you* all wanted your family to stay healthy and *safe*, cancel your intention to come home. No need to go back home."]
> (Instagram account @ganjar_pranowo, March 27th 2020).

In data (13) there was a marker of the phrase "menghimbau" (urged) that indicated the form of imperative utterance advice. This imperative speech aimed to ask or urge people not to go back to their villages or not going home to minimize the spread of the COVID-19 virus. This imperative speech was also strengthened on the grounds that this appeal also saved families at home.

> (14) "Keterangan presiden, Perpu kebijakan uang negara dan stabilitas sistem keuangan. <u>Simaklah</u> ya"!
>
> ["Presidential decree, in leu of acts regarding state fund allocation and stability of economic system. <u>Please</u> pay attention!"]
> (Instagram account @ganjar_pranowo, March 31st 2020).

The imperative speech in data (14) implied the pragmatic meaning of the imperative speech advice. This was seen from the background context. The imperative speech with the signifying the phrase "simak" (pay attention to) had a meaning of advice because the word "simak" (pay attention to) was followed by the particle "-lah". In this speech the Governor of Central Java told the public to listen to the president's statement regarding the laws and regulations on state money and financial system stability.

> (15) "Yang kredit motor, usaha dan lain-lain ke *leasing* dan terdampak covid 19, <u>silakan</u> mengajukan keringanan kredit".
> ["Those who have motorcycle installment, business, and other to *leasing* and impacted by COVID-19, <u>please</u> apply for credit relief."]
> (Instagram account @ganjar_pranowo, April 7th 2020).

In data (15) it implied pragmatic imperative of advice. This can be seen from the background context. This "silakan" (please) imperative utterance implies an advice to the people affected Covid-19 so that they no longer have to pay installment motorcycle, business and other loans to leasing because they can apply for credit relief.

CONCLUSIONS

The COVID-19 outbreak that has been designated by WHO as a global pandemic has disrupted the world order, with Indonesia is no exception. The global pandemic period is a health and social tragedy. Governments in various countries have begun implementing work and home learning policies that encourage people to use digital technology or social media to replace face-to-face meetings. This condition also has implications for language expressions between speakers and listener who experience a number of adjustments. Head of government, heads of regional government, politicians, activists are increasingly active in giving advice and command through various social media related to the prevention and control of the COVID-19 pandemic.

This research shows how The Governor of Central Java, as the head of the regional government, has delivered instructions regarding the COVID-19 global pandemic through his official Instagram account captions @ganjar_pranowo. His caption were analyzed by classifying into five different category of imperative utterance, they are: (1) imperative utterance prohibition, (2) imperative utterance command, (3) imperative utterance invitation, (4) imperative utterance request, and (5) imperative utterance advice. *These findings represents different kinds of expression, they are:* (1) Imperative speech prohibition used the phrase "jangan" (do not), (2) imperative speech command used the phrase "harus" (must), (3) imperative speech invitation used markers "mari", "ayo" and "yuk" (let's), (4) imperative speech requests used the word "jaga" (take care), and (5) the imperative utterance advice used phrases "himbau" (urged), "simaklah" (please pay attention) and "silakan" (please).

This Research are intended to show Governor of Central Java effort in spreading awareness and assistance battling global pandemic COVID-19 by creating prevention and management agenda for the global pandemic COVID-19 from his public Instagram account. The further implication of this research is to provide detailed information of the governor of Central Java's preventive action for global pandemic COVID-19 from his imperative utterance.

ACKNOWLEDGEMENTS

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