

EXPRESSIVES ILLOCUTIONARY IN MEME OF COVID-19

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Abstract. This study discusses illocutionary expressive in the comic of COVID-19. Expressive speech acts are actions that express what is felt by the speaker, for example, such as statements of likes, dislikes, pain, sorrow, upset, and so on. The method used is descriptive method. The data sources used include <https://twitter.com/warstek.com/status/1239762134579343360?s=20>. The results obtained are a form of disappointment with regulations during COVID-19 such as the lockdown rules, the rules for returning to the village, disappointment in seeing the conditions of lectures on campus, fear when watching news on television, and disappointment because the lockdown was extended. The impact of this research as a form of expression of public aspirations through mass media is increasingly open.

Keyword: Illocutionary, COVID-19, meme.

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INTRODUCTION

This study discusses illocutionary which is part of a pragmatic study. The focus of this research is to examine the illocutionary speech act. Expressive speech acts are actions that state what the speaker feels. Examples include statements of likes, dislikes, pain, sorrow, and annoyance. Its function is to thank, apologize, congratulate, praise, express condolences, and welcome. A person can be said to perform an expressive speech act when that person expresses the feelings he or she is experiencing. Expressive speech acts are to express a person's psychological state [1].

Previous research that discusses expressive illocutionary has been done by Fadillah who discusses illocutionary speech acts in Fair and Lovely advertisements on television [2]. The study discusses illocutionary in general. Other research that discusses illocutionary has been done by Arvianti, Endah, Susanto and Sari. The difference with this research is that it focuses more on illocutionary expressives in memes.

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METHODS

The method used in this research is descriptive method [3]. The steps taken are to identify the types of speech acts in memes and classify the data including expressive illocutionary. The data is taken among them from https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQG_uOJAQPWL1r5sZK-x4JynNuPkYpkhvw6wO2lYUB2_H1zO-OJWLDvVLvE&s=10. The data taken in Juni 2021.

RESULTS AND DISCUSSION

The results obtained are based on data from memes about COVID-19 that the illocutionary expressive that appears is annoyance caused by various people's behaviors during the COVID-19 pandemic, such as people who are difficult to regulate, violate health protocols, and people's behavior is getting lazy. Another Illocutionary Expressive is showing condolences.



Figure 1. Prohibition on Returning to One's Home Area

In the meme there is an explanation that during the COVID-19 pandemic the government forbade going home to reduce the spread of the virus, but people still go home. Then the government can only monitor people who are difficult to be given rules with the intention of reducing the spread of the virus as desired by the community, but the people themselves are difficult to govern [4]. It includes a disappointed expression.



Figure 2. Masker

In the meme appears that our situation has been from year to year before the arrival of the COVID-19 virus. In 2019 when things were still normal we didn't need to wear masks, in 2020 when the pandemic came we had to wear masks whenever and wherever, then by 2021 the pandemic was still continuing, most people increasingly disobeyed health protocols, just listening [5]. It includes a disappointed expression.



Figure 3. Fashion

The meme explained about clothing that in 2019 before the pandemic came we as a society could dress in any style, in 2020 when the pandemic came we had to dress closed when leaving the house to prevent contracting the virus. And in 2021 when the virus is more widespread, the public must strictly adhere to health protocols. It includes a disappointed expression [6].



Figure 4. Skipping School

In this meme we can compare the reality that in ancient times or before COVID-19 existed when students skipped school they ran away from school, but nowadays with COVID-19 and school is done virtually via zoom, students who skip school only just turn off the mic and camera [7][8]. It includes a disappointed expression.



Figure 5. Quarantine

The meme explained that with the COVID-19 virus we must quarantine during the pandemic. When quarantined on the first day, most people felt that there was still hope, but it turns out that the longer the quarantine, the more people are lazy [9].



Figure 6. Plans

The meme explained that before 2020 and before COVID-19 attacks the world, most people certainly already have plans and dreams for the future. But in the future, it turns out that everything is hampered by the COVID-19 virus. It includes a disappointed expression.



Figure 7. Necklace

In the meme, it is seen that before the COVID-19 virus there were many creative children who made crafts from natural materials, for example, cassava leaves in the photo. But nowadays, since the pandemic, people are competing to wear anti-virus necklaces [10]. It includes a disappointed expression.



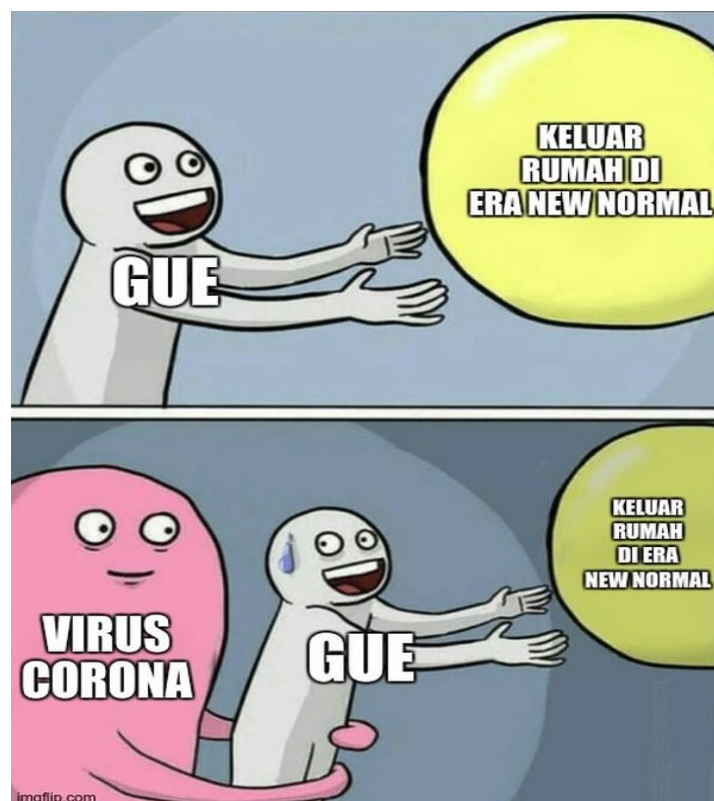
Figur 7. Isolation

In this meme, it can be explained that when normal people who are sick they can rest at home until they recover, but when someone is exposed to the corona virus, he must self-isolate in a hospital or in a safe place by staying alone until he recovers. It includes a disappointed expression.



Figur 8. Duty

In the meme, it is explained that since the COVID-19 virus came to Indonesia, the government's duties have not been carried out because we all have to carry out new normal activities. It includes a disappointed expression.



Figur 9. New Normal

It can be seen in the meme that during a pandemic with the current new normal era, if we want to leave the house, the environment outside is not

necessarily safe and healthy because of the corona virus that we cannot see, it could be around our environment [11]. So when we want to leave the house in the new normal, it is blocked by the corona virus. It includes a disappointed expression.

CONCLUSION

Language is a tool to express various feelings. Either feelings of sadness, joy, or disappointment. In general, based on memes during the COVID-19 pandemic presented in this research, it shows that the illocutionary expressive that appears is disappointment. The picture of the message expressed through this meme describes feelings of resentment towards people's behavior, upset with the conditions that occur, and upset with the policies issued by the government. This meme can be used as a social critique both to society and to the government.

We can get information about people's desires through memes as a means of conveying information. In addition, we can contribute positively when a phenomenon occurs. This phenomenon can appear contradictory according to the wishes of the community and can also be contrary to the wishes of the community. The illocutionary expressive function can be used as a tool to hide feelings of the regret. However, in this pandemic condition the expressions that appear are mostly used to convey condolences.

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