

ACTIVITIES OF REGIONAL HEAD DIRECTIONS ON SOCIAL MEDIA IN HANDLING THE COVID-19 PANDEMIC

TINDAK TUTUR DIREKTIF KEPALA DAERAH PADA MEDIA SOSIAL DALAM PENANGANAN PANDEMI COVID-19

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Abstract:

The Covid-19 virus first entered Indonesia in early 2020 and was designated a pandemic. The spread is very fast and is a very dangerous outbreak. In July 2021, Indonesia experienced a second wave of the Covid-19 pandemic. Therefore, regional heads are people who have an important role in handling the Covid-19 pandemic in an area. Regional heads handling the Covid-19 pandemic carry out preventive activities and post them on social media. Researchers are interested in researching posts from the regional head related to the study of directive speech acts. This research is qualitative descriptive research with a content analysis approach. The data source used is a video documentary on the social media account of Ganjar Pranowo, the head of the Central Java region. The informant is an Indonesian language teacher at SMP Negeri 4 Surakarta and SMP Negeri 20 Surakarta. Data collection techniques used are document analysis and interviews. The validity of the data using theoretical triangulation techniques and triangulation of data sources. Data analysis using flow analysis. Based on the results of this study, it aims to describe: (1) the forms, (2) the function of the regional head's directive speech act on social media in handling the Covid-19 pandemic, (3) the use of the results of the analysis of the form and function of the directive speech act in learning Indonesian in junior high school.

Keywords: directive speech acts, regional heads, handling the Covid-19 pandemic, persuasive texts.

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INTRODUCTION

At the end of 2019, the world was shocked by a deadly epidemic. It is suspected that the outbreak's spread originated in the city of Wuhan, China (World Health Organization, 2019). Coronavirus Disease 2019, commonly referred to as Covid-19, is a viral outbreak that is dangerous for human life. This virus can spread to humans and usually attacks the respiratory tract with initial symptoms of the flu to cause severe acute respiratory syndrome (SARS).

Covid-19 shows a very fast spread and has a major impact on human life. In late 2021, there were 4 million people who were infected with Covid-19, and 144,000 of them died. This has become a frightening specter for human survival until, in the end, the government needs to provide several new policies, one of which is the Enforcement of Restrictions on Community Activities (PPKM). Almost all countries worldwide are experiencing the Covid-19 pandemic, including Indonesia (Fitria & Iifdi, 2020). This virus has also been upgraded to a pandemic status because it has spread rapidly (Mona, 2020). This impacts all sectors of life, such as the transition from normal to online activities. In addition, there are health protocols that need to be adhered to together.

Covid-19 still exists today in Indonesia, until in July 2021, Indonesia experienced a surge in the second wave of the pandemic. According to the page (<https://nasional.kontan.co.id/>), the government had imposed an emergency Community Activity Restriction (PPKM), reaching level 4. Circular No. 16/2021 explains that everyone who travels needs to use health protocols, which include wearing masks, washing hands, keeping a distance, avoiding crowds, reducing travel, and not having meals together. The government has made efforts to prevent a spike in Covid-19 in Indonesia (Kurniawan, 2021) (Kemal et al., 2020). According to the page (<https://nasional.kompas.com/>), until finally, since October 19, 2021, 52 regencies/cities in the Java-Bali region have had PPKM level 2 status (Sahara, 2021).

According to the page (<https://regional.kompas.com/>), regional heads are people who play a strategic role in handling the Covid-19 pandemic in a provincial area. Regional heads have done various things to fight Covid-19 by engaging directly with the community to control the coronavirus's spread. Along with the development of the times, many regional heads are using social media. Regional heads often upload their video posts on social media containing the handling of the Covid-19 pandemic that is persuasive and educational to the public. The page (<https://www.republika.co.id/>) also states that the delivery of speech delivered by regional heads during the handling of the Covid-19 pandemic has an important role so that what is conveyed can be carried out or carried out by listeners or opponents. In addition, regional heads often use persuasive language to educate the public on handling the Covid-19 pandemic. The regional head's language, which can be seen through his social media accounts when handling the Covid-19

pandemic in his area, has often been in the spotlight of the general public, from what was conveyed to the purpose.

Regional heads often go to regions to urge the public to understand or know what the aims and objectives of education and persuasion are conveyed by regional heads (Riyanto, et al. 2021). Therefore, the language used by the regional head must be really persuasive so that the community obeys the orders the regional head conveys. The difference in origin has resulted in language differences in the interaction process while handling the Covid-19 pandemic. Therefore, all processes for handling the Covid-19 pandemic conveyed by regional heads are sometimes persuasive. It is often found that there are many linguistic phenomena in pragmatics, such as directive speech acts. Therefore, it is very important to examine the linguistic phenomenon of regional heads' social media posts while handling the Covid-19 pandemic to the public. The many phenomena of directive speech acts delivered by regional heads when handling the COVID-19 pandemic need to be studied in depth (Alkomari, 2020).

The speech act is the meaning of a form of speech from a speaker to the interlocutor to reveal certain information. Arifiany et al. (2016) stated that a speech act is speaking someone's language in the form of speech related to the interlocutor and the speech situation. Speech acts are divided into several types. Wijana and Rohmadi (2018) have the same opinion about the types of actions in speech acts with Searle: locutions, illocutions, and perlocutions. Locutionary and illocutionary speech acts have speech acts that affect perlocutionary speech acts.

One variety of illocutionary speech acts is directive speech acts. Searle (1969) divides speech acts into five types: assertive, directive, expressive, commissive, and declaration. Directive speech acts are speech act that a person can use to influence the interlocutor to do something. This speech act is important to study because it strongly influences the interlocutors. Research on speech acts was conducted by Ariyani (2017), which examined the directive speech acts that exist in Indonesian language learning and succeeded in proving that there are six forms of directive speech acts in Indonesian language learning, namely: commands, invitations, requests, advice, criticism, and prohibition. The forms of directive speech acts have functions including commanding, ordering, instructing, requiring, forcing, inviting, seducing, encouraging, asking, advising, suggesting, appealing, calling, calling, reprimanding, criticizing, cursing, criticizing, prohibiting, and prevent.

Research on directive speech acts was also carried out by Mulyaningrum & Sumarti (2020) in their research entitled "*Tindak Tutar Direktif dalam Pidato Presiden Joko Widodo di Masa Pandemi Covid-19*". The research explains that in terms of the form of directive speech acts contained in President Joko Widodo's speech during the Covid-19 pandemic. There are directive speech acts in the form of orders

with a commanding function, forms of requests with the function of asking, forms of invitation with the function of inviting and forms of advice with the function of advising.

The researcher wishes to discuss the existence of these problems and their relation to learning Indonesian persuasive texts: "*Tindak Tutur Direktif Kepala Daerah pada Media Sosial dalam Penanganan Pandemi COVID-19*" for further analysis. This study focuses more on examining persuasive texts on videos on social media of regional heads in handling the Covid-19 pandemic, which contains many forms of directive speech acts. The use of teaching materials in junior high school learning classes at KD 3.4 Examining the structure and language of persuasive texts in the form of suggestions, invitations, and consideration of various actual problems (environment, social conditions, cultural diversity, etc.) from various sources that are heard and read., then KD 4.4 Presenting persuasive texts (suggestions, invitations, directions, and considerations) in writing and orally by paying attention to the structure, language, or oral aspects.

METHOD

This research is qualitative descriptive research with a content analysis approach. The data sources used are video documents on the social media accounts of Ganjar Pranowo, the head of the Central Java region. The informants are Indonesian language teachers at SMP Negeri 4 Surakarta and SMP Negeri 20 Surakarta. Purposive sampling as a sampling technique. Purposive sampling is a plan to determine the sample that will be selected to be given to researchers related to the problem to be studied. For example, the purposive sampling technique is used to determine video posts on the Instagram account of the regional head to be studied. Data collection techniques used are document analysis and interviews. Researchers use document analysis techniques to collect data that will be studied in depth.

In contrast, interviews are used to explore information related to relevance for teaching persuasive texts in junior high school. This study uses data analysis techniques, namely, flow analysis. This study uses data flow analysis because it examines data in the form of documents. Components or activities of data flow analysis include data collection, data reduction or selection, data display, and conclusion. The validity of the data using theoretical triangulation techniques and triangulation of data sources. Data analysis using flow analysis.

RESULT AND DISCUSSION

Based on the research carried out in this discussion, this discussion will describe the form and function of regional head directive speech acts on social media in handling the Covid-19 pandemic. The relevance of

the study of regional head directive speech acts on social media in handling the Covid-19 pandemic as teaching material for persuasive texts in Junior High Schools.

1. Forms of Regional Head Directive Speech Actions on Social Media in Handling the Covid-19 Pandemic

Researchers found six forms of regional head directive speech acts on social media in handling the Covid-19 pandemic. Ibrahim (1993) divides the form of speech acts into six types, namely requests, orders, prohibitions, giving permission, advice, and questions. The following are detailed data regarding the form of regional head directive speech acts on social media in handling the COVID-19 pandemic. The following is a discussion of the six forms of directive speech acts.

a. Requestives

The request expresses the speaker's intention (or if it is clear that he does not expect obedience, the requesting expresses the speaker's desire or expectation) so that the hearer responds to this expressed desire as a reason (or part of the reason for acting) (Suryani and Andyana, 2021). Asking is a form of speech that expresses the speaker's desire so that the speaker does something. This speech is an utterance that leads to an expression in the form of the speaker's hopes, intentions,, and desires so that the speaker responds to it with an action (Pietasari, 2017). The form of a request directive speech act is a speech act that is used to reveal the speaker's intentions, desires, and hopes so that the interlocutor can take an attitude towards something desired by the speaker, or the speaker can expect the interlocutor to obey him. The analysis of the form of directive speech acts requested by regional heads on social media in handling the Covid-19 pandemic can be seen in the following data.

“Mari kasih contoh kepada rakyat, kepada masyarakat yang baik, yang jual mohon nanti setelah selesai ini kursinya dipunguti!”

"Let's give an example to the people, to good people, those who sell; please take their seats after this is over!"

The speech in the data above is addressed to those in that place. This request form is indicated by the lexicon “*mohon*” and exclamation mark. In context *mohon nanti setelah selesai ini kursinya dipunguti!* The speaker shows a request to the interlocutor so that the interlocutor obeys the request from the speaker. For example, Ganjar Pranowo, the head of the Central Java region, has asked the community to set an

example for the good people and asked the seller to take his seat immediately. Speakers use this form of request speech act to ask the community with a little pressure always to set a good example for the people.

b. Requirements

The command contains two meanings, asking for the intention expressed by the speaker is that the speech partner responds to the speaker's utterance as a full reason to act, and commands that the speaker expresses his intention so that the speech partner responds to the desire expressed by the speaker as a reason to act (Azenni, 2021). The form of a command directive speech act is an utterance intended by the speaker to express something so that the interlocutor makes the speech an excuse to do something. The analysis of the form of speech acts of regional heads on social media in handling the Covid-19 pandemic can be seen in the following data.

“Bapak Ibu semuanya yang lagi makan, anda dalam kondisi bahaya semua! Mohon yang makan duduk itu segera diselesaikan. Maskernya semua dipakai!”

“Ladies and gentlemen, all of you are eating are in danger! But, please, those who eat sitting down will be finished soon. The masks are all on!”

The speaker shows the speech in the data above to the public to obey his orders. This command speech act is characterized by context and clarified by the particle –nya. Ganjar Pranowo conveyed orders marked by context and His particle. For example, Ganjar Pranowo ordered the public to wear masks. The order was shown to the public so that the public would not be infected with the Covid-19 virus.

c. Prohibitive

Prohibitive such as prohibiting or limiting, are orders to the interlocutor not to do something (Sofyan et al, 2022). The form prohibited speech act is a speech act to express the speaker's intention so that the interlocutor does not take action. The analysis of the form of speech acts prohibiting regional heads on social media from handling the Covid-19 pandemic can be seen in the following data.

“Pak, langsung pulang, Mas, silakan sudah sudah ya. Jangan buat kerumunan ya!”

"Sir, go straight home, Mas, please have it. Don't make a crowd, okay?"

The speaker uses the speech in the data above to prohibit the interlocutor from doing something according to his request. The presence of a lexicon *jangan* marks the form of this prohibited speech act. For example, Ganjar Pranowo forbade the public to create crowds because this would spread the Covid-19 virus more widespread.

d. Permissions

Permissions express the speaker's beliefs and intentions so that the speech partner believes that the speaker's utterance contains sufficient reason for the speech partner to feel free to take certain actions (Sitepu et al, 2021). The form of the speech act of giving permission is an action that shows that when the speaker says something, it means that the speaker allows the interlocutor to do something. The analysis of the form of speech acts of granting regional head permits on social media in handling the Covid-19 pandemic can be seen in the following data.

"Sekali lagi saya ingatkan yang di wilayah kewenangan Pemprov untuk tidak memaksakan kepada mereka yang orang tuanya tidak mampu, khususnya terkait dengan seragam ini. Nggak usah pakai seragam nggak papa. Yang penting pembelajarannya."

"Once again, I remind those in the provincial government's jurisdiction not to impose on those whose parents cannot afford it, especially regarding this uniform. You don't have to wear a uniform, okay? The important thing is the learning."

Speakers use the speech in the data above to permit them to do something, which is not a problem. The form of the speech act of giving permission is marked by context. The context is also marked by the lexicon *nggak papa*, which means liberating. Ganjar Pranowo allowed underprivileged students not to wear uniforms and were advised to stay in and follow the lesson.

e. Advisories

The speaker expresses advisories are not the desire that the speech partner performs a certain action but the belief that doing something is a good thing and that the action is in the interest of the speech partner

(Mubarak, 2022). The form of advice directive speech acts is speech used by speakers to inform good actions for the benefit of the interlocutor. The analysis of the form of speech acts of regional heads on social media in handling the Covid-19 pandemic can be seen in the following data.

“Duduknya harus satu-satu. Kalau satu bangku berdua nggak boleh. Wah nggak ada mejanya, mejone gurune dinggo. Lho enak to. Ya kalau nggak dimasukin ke kelas yang lain. Itu namanya protokol kesehatan.”

"Sit down one at a time. If you have one seat, you can't do it. Wow, there is no table, mejone gurune dinggo. It's delicious. Yes, if not, put in another class. It's called a health protocol."

Speakers use the speech in the data code above to advise the interlocutor. The form of the speech act of advice is characterized by context. The context gives meaning to advice. For example, Ganjar Pranowo advises teachers to give students one seat at a time during teaching and learning activities. Ganjar Pranowo also advised if his class was insufficient to be included in another class. At the end of the sentence, he emphasized his advice with the words *"itu namanya protokol kesehatan"*.

f. Question

A question is a request in a special case, specifically in the sense that what is requested is that the speech partner provides the speaker with certain information (Mujtaba, 2022). Speakers use the directive form of questioning to ask the truth about what should have happened to the interlocutor. The analysis of the form of speech acts by regional heads on social media in handling the Covid-19 pandemic can be seen in the following data.

“Ini kalau diuji disiplinnya, nggak lulus. Kenapa saya keras soal sekolah dan prokes? Karena yang anak SD, TK, sama Paud itu belum divaksin.”

"This if the discipline is tested, it will not pass. Why am I so strict about school and health protocol? Because the elementary, kindergarten and early childhood children have not been vaccinated."

Speakers use the speech in the data above to ask the interlocutor. The form of the speech act of asking is marked with a question mark. The context gives meaning to asking. A question mark that has the purpose of requesting the interlocutor. The speaker tries to make his opponent aware of the health protocols that the government has suggested. This was done because many elementary, kindergarten, and early childhood students had not been vaccinated, therefore, these students were very vulnerable to the Covid-19 virus. So teachers must obey and orderly with health protocols.

2. Functions of the Regional Head's Speech Act on Social Media in Handling the Covid-19 Pandemic

a. Functions of Directive Speech Act Requestives

Researchers found the functions of hoping, suppressing, and pleading. The explanation of the function of the directive speech act of request in the speech act of the regional head directive on social media in handling the Covid-19 pandemic can be seen in the explanation below.

1) Expecting

“Kalian makan begini terbuka ini dalam posisi bahaya, saya harap segera dihabiskan, pulang!”

"You guys eat like this open in a position of danger, I hope to finish it soon, go home!"

The function of the speech act of the expectant directive in the data above is indicated by the lexicon *harap*. The utterance contains expectations from Ganjar Pranowo to food buyers. Speakers show hope to buyers to finish the food they ordered immediately. Ganjar Pranowo also reminded buyers that buyers are in a dangerous position if they take too long to eat out, considering the higher Covid-19 number. The speaker hopes that the buyer will obey his speech to prevent the transmission of Covid-19.

2) Pressing

“Mas, Mas, anda melanggar, saya kasih tahu ini ya. Nah jatuhkan Anda. Nah, yang beli harus dibungkus!”

"Mister, you violated, I will tell you this. Well drop you. Well, those who buy must be wrapped!"

The function of the speech act of the expectant directive in the data above is marked with the lexicon *harus*. The meaning of the lexicon *harus* In the speech, the speaker obliges or forces the interlocutor to obey his speech. Ganjar Pranowo as a speaker, obliges or forces the interlocutor or buyer to wrap the purchased food. This is one way for speakers to deal with the spread of the Covid-19 virus.

3) Beg

“Mari kasih contoh kepada rakyat, kepada masyarakat yang baik, yang jual mohon nanti setelah selesai ini kursinya dipunguti!”

"Let's give an example to the people, to good people, those who sell; please take their seats after this is over!"

The function of the directive speech act requesting the data above is marked with the lexicon *mohon*. Lexicon *mohon* is used by speakers to ask the interlocutor to obey his directions. For example, Ganjar Pranowo, as a speaker, pleaded with his interlocutor, a merchant, to obey his speech. The speaker asks the interlocutor to pick up a chair after finishing selling immediately. This means that the place does not cause a crowd or crowd of buyers.

b. Functions of Directive Speech Acts Requirements

Researchers found the function of commanding and exemplifying. The explanation of the function of the directive speech act of the regional head in the speech act of the regional head on social media in handling the Covid-19 pandemic can be seen in the explanation below.

1) Reign

“Mas, yang datang dibungkus saja, Mas.”

"Mister, just come wrapped up, Mister."

The function of the commanding directive speech act in the data above is indicated by the context that is the background of this speech. The lexicon *saja* at the end of the sentence and is said with full stress refers to the order from the speaker to be carried out by the interlocutor. For example, the speaker orders the interlocutor to wrap the food the interlocutor buys. Speakers who are regional heads often urge the public not to eat at the place because it causes crowds or crowds in the dining area. Therefore, the speaker orders the interlocutor to wrap or bring home the food the interlocutor buys.

2) Exemplify

“Kita semua harus kasih contoh kepada rakyat, kepada masyarakat yang baik.”

"We all have to set an example for the people, for a good society."

The function of directive speech acts as an example in the data above is marked by the lexicon *contoh*. From this context, it can be interpreted that the speaker orders the interlocutor to set a good example for the community. Giving an example here can be meant to set an example for staying obedient to health protocols, always wearing a mask, not crowding, etc. The speaker, who is the Governor of Central Java, always sets an example for the community by remaining obedient to health protocols so as not to be infected with the Covid-19 virus.

c. Functions of Directive Speech Acts Prohibitive

Researchers found the function of prohibiting and limiting. The explanation regarding the function of the prohibitive directive speech act on the regional head directive speech act on social media in handling the Covid-19 pandemic can be seen in the explanation below.

1) Forbid

“Nanti kalau ada yang beli jangan boleh makan di sini ya!”

"Later, if someone buys it, don't eat here, okay!"

The function of the prohibiting directive speech act in the data above is marked by the lexicon *jangan*. Ganjar Pranowo who, as a speaker, appeals to the speech partner to prohibit something and gives meaning not to do something. For example, the purpose of Ganjar Pranowo's speech is to prohibit residents who are not allowed to eat the food they buy on the spot because eating in places creates crowds and endangers other residents as cases of the spread of Covid-19 are getting higher.

2) Limit

“Satu duduk sana, satu sini. Nggak boleh berdekatan. Pindah kursi, sekarang dan jaga jarak!”

“One sit one, this one. Can't be close. Change seats, now and keep your distance!”

The function of directive speech acts is limited to the data above, which is indicated by the presence of contextual expressions. The context provides an understanding so that students sitting in class are not close to each other and must maintain a safe distance from their friends. Ganjar Pranowo limits students not to be close to each other and keeping a safe distance from each other with a difference of one meter because students who are close to each other will contract the Covid-19 virus.

d. Functions of Directive Speech Acts Permissives

Researchers find the functions liberating and appreciating. For example, the explanation of the function of the speech act of the directive granting permission in the speech act of the regional head directive on social media in handling the Covid-19 pandemic can be seen in the explanation below.

1) Liberating

“Udah, kaya tadi aja nggak seragam nggak papa kok, ndak ada pengaruhnya. Kalau yang mampu nggak papa beli dulu. Jadi nggak usah dipaksakan, sekolah nggak usah memaksakan. Kemarin sudah ada yang lapor saya, itu gurunya sudah mewajibkan, seragamnya ini, banyak banget gitu. Kasihan. Kalau yang mampu nggak soal.”

"Well, just like before, it's not uniform, it's okay, it doesn't have any effect. If you can afford it, don't buy it first. So you don't have to force it, the school doesn't have to force it. Yesterday someone reported to me, the teacher has made it mandatory, the uniforms are so many. Pity. If you can afford it, it doesn't matter."

The function of the directive speech act allows the above data to be indicated by the presence of contextual expressions. Ganjar Pranowo allows students who take part in teaching and learning activities not to use uniforms and frees them to buy uniforms or not; the most important thing is that teaching and learning activities can run smoothly.

2) Appreciate

“Maunya sepeda. Oke nanti kamu tak anterin sepeda ke rumahmu.”

"I want a bicycle. Okay, then you won't take the bike to your house."

Contextual expressions indicate the function of the directive speech act of appreciating the above data. The context above has a function to appreciate. Ganjar Pranowo, as a speaker, gave his appreciation to his interlocutor or students who succeeded in answering the speaker's questions about the 3M health protocol. The speaker gave the interlocutor, who succeeded in answering a bicycle, as a form of appreciation.

e. Functions of Directive Speech Acts Advisories

Researchers found the function of advising and warning. The explanation regarding the function of the speech act of the advice directive on the speech act of the regional head directive on social media in handling the Covid-19 pandemic can be seen in the explanation below.

1) Advise

"Duduknya harus satu-satu. Kalau satu bangku berdua nggak boleh. Wah nggak ada mejanya, mejone gurune dinggo. Lho enak to. Ya kalau nggak dimasukin ke kelas yang lain. Itu namanya protokol kesehatan."

"Sit down one at a time. If you have one seat, you can't do it. Wow, there is no table, mejone gurune dinggo. It's delicious. Yes, if not put in another class. It's called a health protocol."

Contextual expressions indicate the function of the directive speech act of appreciating the above data. The context gives meaning to advice. For example, Ganjar Pranowo advises teachers so that students are given one seat at a time during teaching and learning activities. Ganjar Pranowo also advised if his class was not enough to be included in another class and at the end of the sentence, he emphasized his advice with the words "that's called a health protocol".

2) Warn

"Bapak Ibu semuanya yang lagi makan, anda dalam kondisi bahaya semua!"

"Ladies and gentlemen, all of you who are eating are in danger!"

Contextual expressions indicate the function of the warning directive speech act in the data above. The speaker reminds people eating that they are in a dangerous condition. Due to the high prevalence of COVID-19, people are advised not to leave their homes. This is said to the public so they are aware of the dangers outside the home.

f. Functions of Directive Speech Acts Question

Researchers found the function of asking. The explanation regarding the function of the directive speech acts of questions on the directive speech acts of regional heads on social media in handling the Covid-19 pandemic can be seen in the explanation below.

1) Ask

“Tadi kami menemukan sudah, guru nggak pakai masker, siswa duduk berdampingan nggak pakai masker dua-duanya. Nah ini kan nggak boleh, nggak boleh ini. Itu menunjukkan kita nggak siap. Anda-Anda siap atau tidak? Kalau tidak, nggak usah, tetep aja kita daring. Tapi kalau jenengan mengatakan itu siap, langsung kemudian diperbaiki, oke? Kira-kira Anda sanggup nggak?”

"Earlier we found out, the teacher was not wearing a mask, the students were sitting side by side not wearing both masks. Well, this can't be, this can't be. It shows we're not ready. Are you ready or not? If not, don't worry, just stay online. But if you say it's ready, then fix it right away, okay? Do you think you can do it?"

The function of the directive speech act of asking questions on the data above is indicated by the presence of contextual expressions. The context contains many question marks which aim to ask the interlocutor. For example, Ganjar Pranowo as the Governor of Central Java asked the teachers of SMK N 1 Tenganan about the face-to-face learning that was being carried out at the school. Ganjar Pranowo still finds many students and teachers disobeying health protocols. Ganjar Pranowo also emphasized that if the school is still not in an orderly manner with health protocols, it is better to go online. This is expected for students and teachers to comply with health protocols to decrease the spread of the Covid-19 virus.

3. Utilization of Regional Head Directive Speech Actions on Social Media in Handling the Covid-19 Pandemic for Persuasive Text Teaching Materials

Learning will considerably impact a student's success in developing creativity in himself. In obtaining good results, it is necessary to use the right approach in conveying the learning that will be taught to students. Learning material is said to be good if the material meets the learning objectives, can help students in the process of activities in the teaching and learning process, and has benefits. Therefore, the



choice of material must be carefully and systematically thought out so that the learning objectives can be conveyed and well received by students. Of course, the material for persuasive texts in learning Indonesian in class VIII SMP. Which is written on basic competence 3.4 examines the structure and language of persuasion texts in suggestions, invitations, and considerations about various actual problems (environment, social conditions or cultural diversity, etc.). Heard or read and 4.4. presenting persuasive texts (suggestions, invitations, directions, and considerations) in writing and orally by paying attention to structure, language, or oral aspects.

Persuasive text learning in schools to run smoothly and make it easier for students to capture the material presented by the teacher must be developed so that the learning is not boring or monotonous. In this regard, teachers must be smart to innovate in delivering teaching materials to students. During the transition period of learning change from Distance Learning to Face-to-face Learning, teachers must provide innovative learning materials that are interesting to students so that students are excited to carry out learning again. These innovations can be like giving videos about facts that exist in the surrounding environment.

During the Covid-19 pandemic, there were a lot of very useful videos that were widely spread on social media. Like posting videos on social media accounts from regional heads handling the Covid-19 pandemic to the public. The video certainly has conformity with the basic competencies in junior high school, especially class VIII. In addition, the video presented by the head of the Central Java region, Ganjar Pranowo, has many benefits in handling the Covid-19 pandemic and has an invitation or persuasive nature. Therefore, the video can be used to innovate teaching materials in SMP class VIII on persuasive text materials. In the video post from the head of the Central Java region, Ganjar Pranowo, which has useful values and is packaged uniquely and creatively, of course, it is very suitable to be one of the references as teaching materials. In junior high school class VIII, it can be used for persuasive text learning.

After conducting interviews with Indonesian language teachers at SMP Negeri 4 Surakarta and SMP Negeri 20 Surakarta, it was concluded that the directive speech acts of regional heads on social media in handling the Covid-19 pandemic could be used as a reference for learning relevant persuasive texts in junior high schools, according to the syllabus. And KD applies in junior high school, especially in class VIII, taught at school. Of course, feasibility in terms of material and content has its advantages and disadvantages. But specifically, the speech act of the regional head has a very deep and diverse meaning and is useful for readers and listeners. The meaning of the video does not have ethnicity, religion, race and group elements, and the video can be used as the goal of national education to improve important

learning materials. Good and usable. Thus the speech act of the regional head can be used as a source of teaching materials that teachers can use in learning Indonesian, especially persuasive text learning in KD 3.4 and 4.4 grade VIII in Junior High School.

CONCLUSION

Based on the results of an analysis of the form and function of regional head directive speech acts on social media in handling the Covid-19 pandemic and the relevance of the results of the study of regional head directive speech acts on social media in handling the Covid-19 pandemic as teaching material for persuasive texts in Middle Schools, then obtained the following conclusions. First, the form of regional head directive speech acts on social media to handle the Covid-19 pandemic is divided into six: Requestives, Requirements, Prohibitive, Permissions, Advisories, and Question. Second, the function of regional head directive speech acts on social media in handling the Covid-19 pandemic is divided into 12. The form of request has the function of hoping, pressing, and pleading. The command form has the function of commanding and exemplifying. The form of prohibition has the function of prohibiting and limiting. The form of granting permission has the function of liberating and appreciating. The form of advice has the function of advising and warning. Finally, the question form only has the function of asking. Third, based on the research that has been done on Indonesian junior high school teachers, it can be concluded that the directive speech acts of regional heads on social media in handling the Covid-19 pandemic are relevant to be used as teaching materials for persuasive texts for class VIII in junior high schools at KD 3.4 and 4.4 because they are in accordance with the curriculum, meet the criteria for good teaching materials, and provide many benefits.

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