# Discourse Analysis on A Governments' COVID-19 Protocols Video Titled "Social Distancing"

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## ABSTRACT

The use of discourse amid the COVID-19 era to provide information about COVID-19 among the people was inseparable. The related information about COVID-19 was needed at that time to eliminate misunderstanding however, the discourse given through video tended to deliver hidden intentions. The focus of the present study was to attempt to find and elaborate on the hidden intentions of the use of a foreign language that was able in a video on President Joko Widodo's YouTube channel titled "Social Distancing". The research method used in the present study was a Three-dimensional model from Fairclough that consisted of three steps of analysis, namely description, interpretation, and explanation. Data was acquired from President Joko Widodo's YouTube channel and other related references and collected by using an observation sheet instrument that employed four collection steps, namely watching/reviewing, marking, collecting, and displaying. The study concluded that there was a tendency to support the use of the English language in social practice to support globalization in Indonesia shown by the use of English words within the video. According to the study results people recommended increasing their awareness to avoid misunderstanding certain information.

**Keywords**: *Discourse, COVID-19, Hidden meaning, Three-dimensional model*

## INTRODUCTION

In the middle of 2020 when COVID-19 spread widely in Indonesia, there were concerns raised about the danger of the virus and miss information among the people. Reflecting on this situation the governments had put their effort into finding ways and strategies to supply proper information about this type kind of disease. Technology and information, especially the use of nowadays media such as YouTube, Instagram, Facebook, and other related media were used by the governments to convey information as one of their strategies that had a great impact in helping people to avoid miss information. Nowadays information and technology were defined as practical skills in conveying information that helped social activities to achieve communication purposes (Setiawan, 2018).

Moreover, the information conveyed by the government to their audience (people) could not simply define as a single lingual unit but rather the information and language used were inextricably from the complex meaning. Kridalaksana in his book (2008) stated that a sequence of events communicated by the speaker to the audience in the form of language is determined as discourse, and discourse is the one that has the highest and most complete above all lingual units. In line with this statement, Jiang (2000) stated that an interactive influence could be always found in between the use of language and culture, meaning without culture, language could not exist and vice versa. Many digital items such as brochures, videos, digital magazines, and other digital media could be defined as products of information and technology that were employed by the government to achieve

communication goals that could not be separated with the use of proper language. The selection of language used in the digital media, in this case, was part of a discourse uttered by the government. According to Kramsch (2014), the exchange in the virtual culture of the internet is inextricably linked to issues of power and control since the issue related to the use of language technologies could not be separated from the relationship between language and culture in applied linguistics, Moreover, Fairclough (1992) cited in Munfarida (2014) stated that discourse has a role within the construction of a meaning, cognitive system, social identity, and social relation. This leading discourse has three functions, one of them is defined as ideational functional refers to the role of discourse as a reference for people to interpret the meaning of the world, social identity, and social relations.

The preliminary analysis found that there is one specious indication that the government tended to have certain intentions in the video entitled "Social Distancing" posted on Joko Widodo's YouTube channel that has been published since 18 March 2020. In the video, rather than fully using of Indonesian language, the English language was also employed by the government. The controversy was raised in the assumption that why the government was not trying to translate English language words into the Indonesian language by the use of commensurate or equivalent words. Meanwhile, the official law written in the official Ministry of Education and Culture or at www.kemendikbud.go.id stated that the mandate of UU No.24/2009 clearly Bahasa Indonesia is the priority as Indonesia national language, preserve the local language, and learn a foreign language. Moreover, considering the statement from Alfarisy (2020), the Indonesian language in the form of a written must be performed in every single public space in order to generate the powerful sovereignty of Bahasa Indonesia in its own country. From those states, it was clear that Indonesia or Bahasa Indonesia must be considered as the top priority language used among the other languages.

The aims of this study were to find out the hidden intentions and to try to elaborate on the hidden intentions in the video entitled "Social Distancing" had a hidden intention. The study concerned based that studying language is important because the language described how the words chosen reflected the attitude of the writer and or speaker (Mooney & Evans, 2018). Additionally, Language is a national identity because the language used could represent the identity of the speaker (Santoso, 2006). In order to conduct the study, critical discourse analysis and the Fairclough method were employed. Critical discourse analysis was not only oriented as a tool to analyze language by looking at the language feature instead critical discourse also is used for wider analysis and context analysis (Darma, 2009). Critical discourse, therefore, could be used to find possibly near-hidden meanings in a certain discourse. Previous related research that elaborated on the use of critical discourse analysis using the Fairclough method was conducted by Assidik & Santoso (2016), this study took news as the subject and used three steps of analysis, namely description, interpretation, and description. The result of this study was found that the ideology of the reporter and the news company reflect tightly the relation of text produced. Another study was conducted by Cenderamata & Darmayanti (2019), this study used the same analysis model which was three-dimensional analysis. The subject of this study were the mainstream media and their own news. The result of the study showed that each mainstream media had different motivations and idealisms to deliver the same

topics. Previous studies mentioned the use of the Fairclough three-dimensional model but the studies that elaborated discourse within the protocols video regarding COVID-19 remained unclear.

## METHOD

### 1) Research Design

The aim of the present study was to find out and elaborate on the hidden intentions from the discourse within the COVID-19 protocol video posted on President Joko Widodo's YouTube channel entitled "Social Distancing" using the critical discourse analysis approach and Fairclough's three-dimensional analysis model cited in Fauzan (2013).

### 2) Instruments

The data was collected using an observation sheet to store the necessary information that existed in the video, the steps of data collection were divided into three steps, including watching/reviewing, marking, collecting, and displaying.

### 3) The Technique of Data Analysis

The data was collected from President Joko Widodo's YouTube channel entitled "Social Distancing" and to support the data analysis the other studies or references were collected. The data collection technique employed was a three-dimensional analysis model purposed by Fairclough cited in Fauzan (2013). The steps include Description (text analysis), Interpretation (discursive practice), and Explanation (socio-analysis).

Table 1. Three-dimensional Analysis by Fairclough
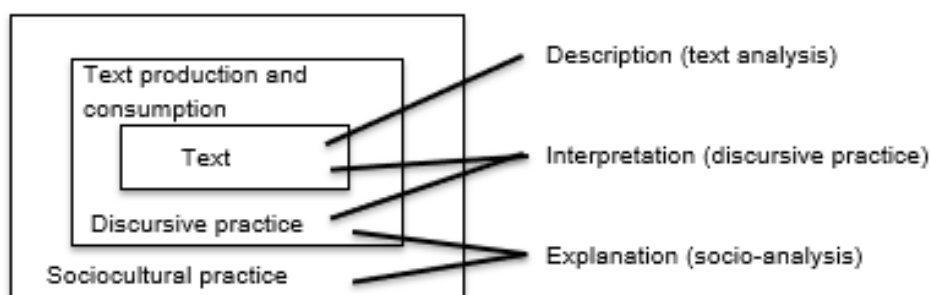


a. **Description (text analysis)**

The first analysis layer was the step conducted to elaborate linguistics analysis of the text. The linguistics criteria analyzed were vocabulary, grammatical, and sentence structure

b. **Interpretation (discursive practice)**

The second analysis layer was the step analysis conducted at the level of the production process and consumption of the discourse.

c. **Explanation (socio-analysis)**

This step was conducted to find out the explanation of the interpretation that referred to the social-cultural around the production,

distribution, and consumption of the discourse. The social-cultural was divided into three parts: (1) Situational - referred to the relationship between the production of the text to the unique situation that occurred. (2) Institutional -  referred to the relationship between the discourse and the influential effect of the text producer. (3) Social - referred to the macro elements within the people such as socio-cultural and economic systems.

## FINDINGS & DISCUSSIONS
### 1. Description
The whole discourse was delivered through the protocols video and it was based on the Indonesian language as the main delivery language and there were English words, namely "social distancing", "self-quarantine", "peak hours", and "delivery" mentioned. The word social distancing was mentioned 9 times, the word "self-quarantine" was mentioned 1 time, the word "peak hours" was mentioned 1 time, and the word "delivery" was mentioned 1 time were used additionally in the video. As the finding, the English words used were not that significant compared to the use of Indonesian words.

Table 2. The English Words Used

| English Words | Used in The Type of Sentence | Frequency |
|---|---|---|
| Social distancing | Declarative | 4 |
| Social distancing | Interrogative | 5 |
| Self-quarantine | Imperative | 1 |
| Peak hours | Imperative | 1 |
| Delivery | Imperative | 1 |

According to Table 2. the use of the English language of "social distancing" was mentioned in declarative, interrogative sentences. *"Setiap kita bisa ikut mencegah dan mengurangi penyebaran melalui social distancing"*, *"Social distancing adalah tindak untuk mengurangi kontak dengan orang lain"*, *"Dalam semua keterbatasan kita tetep dapat melakukan social distancing"*, *"Social distancing bisa diterapkan di mana saja"*, *"Dalam pelaksanaan social distancing"* in these declaratif sentences, the word "social distancing" was as a noun. "*Apakah social distancing?"*, *"Bagaimana bentuk social distancing yang perlu dilakukan?"*, *"Bagaimana bila tidak memungkinkan melakukan social distanting?"*, *"Apalagi yang perlu dilakukan selain social distancing?"* in these interrogative sentences, the word "social distancing" was as a noun. Moreover, the word, namely "self-quarantine" was as a noun in the imperative sentence *"Disarankan untuk tidak keluar rumah selama 14 hari (self-quarantine)"*, the word "peak hours" mentioned as a noun in the imperative sentence *"Perlu menghindari waktu ramai (peak hours)"*, the word "delivery" mentioned as a noun in imperative sentence *"Sebisa mungkin gunakan layanan pesan antar (delivery)"*.

Moreover, the word "social distancing" was repetitively or more than 2 times used in the form of declarative and interrogative sentences which this word was defined as a way to avoid the COVID-19 virus by maintaining physical distance while doing the social activity. The word "self-quarantine" was used in the imperative sentence and defined as an action to stay at home for 14 days to prevent the spread of the virus. The word "peak hours" was used in the imperative sentence which was defined as peak hours. And the last word of "delivery" was used in the imperative sentence which was defined as a delivery service..

To sum up, there were total 12 numbers of English words used in the video, based on the frequency of words, the word "social distancing" was the top most English word used in the video that occurred in the declarative 4 times and interrogative sentences 5 times. The English words used in the video were used to support information delivered about the COVID-19 protocols video.

### 2. Interpretation

The foreign language used in the public space should not dominate the Indonesian language as mentioned by Alfarisy (2020). However, the use of English words in the video was found that they helped the delivery of the information about COVID-19 protocols video specifically to understand and to learn the definition of the COVID-19 terms used in the video. This finding, therefore, indicated that the government as the producer of the discourse intentionally allowed the people to use another language even though English is not the main language used. Performing the English language into protocols for COVID-19 was a discursive practice that this language could help people to gain new information in other languages. This supported the statement by Rintaningrum (2015) that is important to learn the English language because it helps people to acquire nowadays knowledge and technology.

### 3. Explanation

Reflected on the phenomenal English language as a global language and plays a major role in international commerce, tourism, politics, and education (Renandya, 2018). The English language used in the video was an indication that the government attempted to push the use of the English language as this language helped people to acquire nowadays knowledge and this language was tied up with the globalization era. Pennycook (2009) in his book stated that English and globalization were intimately tied up as English was widely used internationally as part of global media, international forms, business, finance, and other humanities fields. Thus, this finding echoed that the government attempted to influence the audience that the pandemic era was a great time to use English in social practice since English plays an important role in the globalization era.

## CONCLUSION

The use of technology in communicating protocols COVID-19 could not be separated from the discourse used. The Fairclough of discourse analysis model conducted in this study showed the results that there were 12 English words (including social distancing, self-quarantine, peak hours, and delivery) used in the video that the existence of these words tended to be used by the government to allow the English language used in social practice and provided an indication that the pandemic era is a great time to learn English language.

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