

A Critical Discourse Analysis to Prevent the Second Wave of COVID-19 Pandemic in Indonesia

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Abstract

The government's choice of complicated language style in communicating issues or cases of Covid-19 risks bringing misunderstandings among the public. The choice of terms which are very elitist will only target certain circles. The government's communication strategy during this pandemic certainly creates new problems. One of the impacts arising from the government's elitist communication approach is the emergence of an information gap between the upper middle class and lower middle class which has a systemic impact, for example the panic buying phenomenon ahead of the implementation of the Social Restrictions Large-Scale (PSBB). In linguistics, an information (discourse) can be framed with topicalization techniques. This technique is a strategy for promoting information that will be highlighted. The part of the information that has a higher negative meaning burden tends to be not highlighted. The issue of the increase in positive cases of Covid-19 does not seem too prominent.

Keywords: Communication Strategy, Covid-19 Pandemic, Critical Discourse Analysis.

Introduction

The increasing number of COVID-19 cases in many countries create World Health Organization stated that COVID-19 is a pandemic. One of the countries that also disclosure of COVID-19 is Indonesia where the first case reported on March 2 2020. Until now the number of cases continues increased and spread throughout the Province of Indonesia. As of August 17, 2020 there are 1,068, 945 positive cases with 6,207 deaths and 483 affected regencies/cities (Kemenkes RI, 2020b); (Kemenkes RI, 2020a).

Based on these conditions, the government issued a policy on 31 March 2020 is to carry out Social Restrictions Large-Scale (PSBB). This policy aims to suppress the spread of COVID-19. These restrictions are carried out at least through school and work holidays, restrictions on religious activities, and/or restrictions on activities in public places or General facilities, and travel restrictions international (Pemerintah Republik Indonesia, 2020); (Kemenkes RI, 2020b). Some areas in Indonesia, it has been revoked PSBB or has entered the transitional PSBB period in June where COVID-19 cases are still continuing especially in DKI Jakarta.

The handling of the COVID-19 pandemic so far it's still going on action is needed to find additional cases and prevent spread case. This activity is known as surveillance (WHO, 2020b). The aim for surveillance is carried out, which is being able to monitor trends COVID-19 transmission, perform rapid detection in areas without virus transmission and case monitoring in areas with transmission of the virus, including in susceptible populations, provide epidemiological information for carry out a risk assessment, provide epidemiological information as a reference preparedness and response to countermeasures and provide an evaluation of the impact of the pandemic in the health and social service system (Kemenkes RI, 2020b). The case of increase COVID-19 is still happening in Indonesia and DKI Jakarta is the most cases until at this time and it is necessary to socialize about surveillance to anticipate additional more cases after time PSBB began to be revoked.

Talking about discourse is closely related to linguistics studies. Baryadi (2002) stated that discourse is many discovered and used in linguistics. In the study of linguistics, discourse usually analysis of the use of language both spoken and written on the basis of various theories. Discourse analysis is a science that examines the functions of language or language application of language usage in terms of communication (Darma 2009). In linguistics studies it is also known as critical discourse analysis (CDA). Discourse and Critical Discourse Analysis (CDA) have fundamental differences. In discourse analysis someone will tend to only describe the structure of a discourse, whereas in critical discourse analysis a critical person will go further than that, for example with more reasons why a discourse has a certain structure, whereas it will finally show an analysis of the social relations between the parties related to the discourse (Musyafa'ah, 2017). Furthermore, Danna (2009) revealed that critical discourse analysis is an attempt to parse discourse and provide explanation of a text that will be studied in order to get what he wants.

Language, semiotics and thought are interrelated affect (reciprocal). In linguistic discourse, language is given understanding as a meaningful and articulated system of sound symbols, which used as a communication tool by a group of people to give birth feelings and thoughts. Meanwhile, in a metaphorical sense, the term language refers to various means of communication or contact (signs or symbols) other). Meanwhile, semiotics studies the systems, rules, which allow these signs to have meaning. In other words, semiotics studies the relationship between the components of the sign, as well as the between these components and the user community. (Nugraha, 2019:306).

According to Nugraha et al., (2021 :6368) the basis of marketing is communication and marketing can be so powerful if combined with effective communication and efficient. How to attract consumers or the public becomes aware, knows and wants to buy a product or service through a communication channel is not something that is easy. Furthermore, Nugraha (2019:782) stated that language is the most effective communication tool to convey ideas, thoughts, intentions and goals to others. Apart from being a language communication tool too is a channel for the formulation of intentions, ideas, opinions, giving birth to feelings and makes it possible to create cooperation with fellow citizens. According to Nugraha (2019:105) language functions as a tool communication makes language an important influence in human life. Communication it will not be perfect if the language expressed is not accepted or understood by people other.

Premature claims that actually obscure reality in society should no longer be produced. Moreover, it is used as a political tool to increase popularity ahead of the elections. There is a social and political dimension to communicating Covid-19. Those whose main job is to use language should understand and not be innocent. Fairclough (2003) believes that language is no longer a neutral entity. In it lies ideology and power. A person's language also shows the content of his thoughts. Language can be a dangerous instrument when used by the wrong people and in the wrong context (space and time).

In Functional Systemic Linguistics, (Halliday & Matthiessen, 2013) states that language has three functions, there are ideational functions, interpersonal, and textual functions. The ideational function refers to the function representative. Interpersonal function refers to the interaction between people. Function textual refers to the organization of meaning in a certain form in a coherent manner. By deriving from the theory of Functional Systemic Linguistics, Kress & van Leeuwen (2020) stated that in the Covid-19 pandemic there are also functions that: the same, there are interpersonal, and textual 'Ideational' experiences. Function interpersonal relationships were analyzed from the relationships between participants displayed, between participants are displayed and interactive, and between participants are interactive, in terms of distance through the 'frame' and power through the 'angle'. Participant contact displayed and interactive participants in being seen through gazes and actions which contains the speech act of request or offer. Experience function advertisements were analyzed from the displayed participants, the narrative process, and the conceptual process. Narrative processes include processes that involve vectors, such as action, mental, verbal, and reaction. On the other hand, the conceptual process includes processes which do not involve vectors in the form of analytical, symbolic, and classification. The textual function can be analyzed by critical discourse analysis. Reviewing the background that has been described, this research will focus on one question: how is a critical discourse analysis to prevent the second wave of Covid-19 pandemic in Indonesia?.

Literature Review

Communication Strategy

Success in implementation government programs supported by many factors including HR support governance tools (related to the role and understanding of the program and rules, policies and tools implementation) and financial support (budget support for program implementation) (Zulaikha & Paribrata, 2017), besides program implementation requires communication. In implementation program, communication is positioned as a way or strategy to make all parties can understand the program and run well. Communication positioned as a way or strategy. The method or strategy that put forward the principles of communication, known as communication strategy (Hallahan et al., 2007; Holtzhausen, 2011).

Communication strategy includes everything needed for communication program to get target audience to achieve goals which are expected. Communication strategy in the communication program requires a suitable way for the purpose of the program was achieved. Various research show, program success government relies on communication. Thus, it can be said that the failure also depends on the communication. Hallahan (2007) and Sandhu (2009) stated that

communication in the program is intentional, by organization or institution. Communication strategy intentional from an organization or the institution needs actors and goals, actors as taking decisions and program implementers, and goals as a measure of achievement rational and deliberate, in a communication strategy (Hallahan et al., 2007; Holtzhausen, 2011; Sandhu, 2009).

Critical Discourse Analysis

Discourse is a process of developing various communications that use symbols which are concerned with interpretations and events in complex social systems. Through discourse approach to communication messages, whether in the form of words, writing, pictures, or other media. The existence of the discourse is determined by the parties, people, or groups who use it, the main thing which is relating to events and involve the wider community consumer discourse. The form of the discourse itself, it can be in the form of values, ideology, emotions, interests and others. The discourse analysis referred in this research is an attempt to reveal the hidden interpretation of subject (speaker/writer) who expresses a statement about a problem. The disclosure is done by the author placing himself in the position of the direct speaker / resource person, so the form of distribution is and ideological production written in the discourse can be known. It means, the discourse can be seen from the form.

According to critical discourse experts Fairclough and Wodak (in Eriyanto, 2008: 7), critical discourse analysis sees discourse and the use of language in speech and writing as a form of social practice. Describing discourse as social practice causes a dialectical relationship between certain discursive events and situations, institutions, and social structures that shape them. Discourse practices may display ideological effects: discourse produces and reproduces unequal power relations between social classes, men and women, majority and minority groups through which these differences are represented in different positions displayed. Hikam (in Eriyanto, 2008:9) views that critical discourse analysis is used to uncover the power mat exists in every language process: what limits are allowed to be discourse, perspectives which even though it is used, what topic is being discussed. That is, with the presence of this kind of opinion, discourse is able to view language as always involved in the relationship of a power, especially subject formation, and sharing of representation found in the wider audience.

Critical discourse analysis is relevant for a critical approach to language studies is known as critical studies. Critical discourse analysis is an important contribution in language education and learning which became famous about three decades ago. In communicating, language users will be influenced by a form of language that refers to the attitude of the speaker. (Nugraha, 2019:355). Based on the opinions of the experts above, it can be concluded that critical discourse analysis (CDA) is an attempt to express a certain purpose or ideology from the use of language or discourse written or spoken by the speaker about a problem. The word 'intention' can be seen from the text, practice discourse and socio-cultural practice in a discourse.

Methodology

The research method in this research used a descriptive approach qualitative, i.e. settlement procedures problem with displaying state object of research based on facts which appears as it is (Sugiyono, 2014:205). The qualitative approach to seek and understand the meaning of a social problem (Creswell, 2014). Discourse analysis is an approach that studies the relationship between language and the social world, with views language as a social practice that influences and is influenced social world (Johnson & McLean, 2020). This study specifically analyzes die relationship between language and ideology and social factors implicitly in discourse. Textual elements were analyzed with systemic functional linguistics by Halliday & Matthiessen (2013) and visual elements were analyzed by theory Kress & Leeuwen (2006) on multimodality.

The data source qualitative research is display spoken or written words that observed by researchers and objects which is observed to die detail and it can be grasped the implied meaning in.

the document or object. The subject in this research is the term regarding the Covid-19 pandemic. As for the object this research is acceptance terms focused on terms during the Covid-19 pandemic. The techniques used in this research are an observation technique and data networking. The observation technique done directly without any intermediary in doing a data acquisition. On data acquisition is carried out by means of document screening from data which has been collected based on data sources in the form of data written about the variety of language terms during the Covid-19 pandemic as material for analysis research. The data is taken from <https://covid19.go.id/> regarding Covid-19 pandemic.

Results and Discussion

Joshua Gans in *The Pandemic Information Gap: The Brutal Economics of COVID-19* (2020, Massachusetts: The MIT Press) opens with the sentence "Everything is awful". The virus is awful. The immediate choices are awful. The future may be even more awful. We should have been more prepared... It is a lack of knowledge that makes the coronavirus infectious and a threat to the world." How not. Journey in the middle of the dark-dark night, as if to meet with the end of the hall filled with light. The closer, the lighter. The light is an anti virus that was discovered in early 2020. Since the beginning of late 2020, a number of residents in the vaccine discovery area have started carry out vaccinations. In Indonesia, started alone even by President Jokowi in January 2021.

The government targets as many as 40,349,049 people in Indonesia received the full dose of the COVID-19 vaccine. Ministry of Health targeting 70 million people to be vaccinated against Covid-19 in July 2021 overall, it is hoped that the Covid-19 vaccination can be carried out to 181 million people or 70% of the population until the end of 2021 for group immunity or herd immunity can be achieved. Handling Task Force Data Covid-19 recorded an additional 147,736 people who have received first dose of Covid-19 vaccine injection on May 8, 2021. With this addition, the total number of people who had received the dose the first is now 13,284,422 people. On these data, the Task Force The handling of Covid-19 also recorded an addition of 127,595 people have been injected with the second dose of the Covid-19 vaccine, bringing the total reached 8,583,854 people. However, the growth of cases confirmation of Covid-19 cases is still worrying. As of May 8, 2021 recorded the addition of positive confirmed cases of Covid-19 reaches 6,130 people so the total positive cases up to that day penetrated 1,709,762 cases. □

In India, which has been hailed as "successful" in vaccination, this is precisely the case "exploding" due to a religious ritual that creates a crowd "super-mass" in the millions. India is hit by the COVID-19 tsunami with the highest "record" on Saturday 1 May 2021, with new cases 401,993, having previously reached the 300s, with deaths on the day it reached 4,187. Five predicted countries to be the "new India" are Sri Lanka, Maldives, Nepal, Thailand, and Cambodia. As Gans points out, the vaccination solution is worrying. The effectiveness of vaccinations is questioned by the public all over world, both in terms of immunity and duration of immunity. medical world still not able to answer with certainty, because the vaccine itself, even though it has gone through a legal and legal trial process, remains as a prototype product, which is not actually known definitely effective, as with influenza, polio, or smallpox vaccines. Ignorance, or lack of information, becomes a new infection that more worrying. In the uncertainty reduction theory introduced yang by Berger, C.R. & Calabrese, R. J. (1975, "Some explorations in initial interaction and beyond: Toward a developmental theory of interpersonal communication", *Human Communication Research*, 1, 95-112), information is anything that reduces uncertainty.

When "something" is not able to reduce, let alone eliminate uncertainty, then that "something" is not information. Without the information, people go blind. In sudden blindness, human it will be easy to perform careless actions and circuits error. One form is "fake news" or hoax, which is information which is actually not true, but is made as if it is true exists, including "information" that is engineered to cover up real information. A hoax is a falsehood deliberately fabricated to masquerade as the truth. One of the goals is make people feel insecure, uncomfortable, and confused. Hoaxes have rut social media in various places. Worry for the anxiety continues to pile up. While the government in various places in the world, can't find the right policy for prevent the spread of the virus without harming the economy. if ever have "destructive power", at least it can be limited in time.

The policy 3M is the most effective policy, but the implementation in long time, even very long, tiring, adding uncertainty, and become an "open" space for hoaxes and so on. What can we learn together? First, knowing and willing to accept that we are "equally blind" about Covid 19. As fellow "blind people", then the first way not to "get immersed" to the well" is to walk slowly and hand in hand. How to? Only one we know, that the virus it spreads between humans. That is, the spread between humans must be removed. That's why 3M remains relevant, even if we've been vaccinated. Carelessness, let alone irrationality, only makes life worse which is already worrying.

Other additions are, live healthily, limit mobility, and remain economically and socially productive. Not easy for the group upper-middle, let alone lower-middle. There is only one what it takes: awareness and willingness to motivate yourself to stay safe from the spread of covid-19. For

Indonesia, it has been more than a year, since the Government declared the Covid pandemic as a National Disaster on April 13 2020, through Presidential Decree (Keppres) No. 12 of 2020 two days since the World Health Organization (WHO) has declared Covid-19 as a Global Pandemic on March 11, 2020. People experience fatigue, as well as the Government. However, the pandemic predicted -and is close to certain— will not stop yet, even after the vaccination target is achieved.

Did the vaccination not work? Not that problem, vaccination is the efforts of Governments -and people around the world- to try overcome a disease that has never been known before – even though still in the flu virus family that has killed 20 to 100 million people between 1918-1920, more number of people than victims of World War I. As an RNA (ribonucleic acid) virus, that is, a virus with genetic material single chain, covid-19 tends to be easier to mutate in the host, which appears when the virus replicates within the cell and copy the genetic code. It is necessary to know the mutation rate, because the faster the virus mutates, especially in changes behavior in infecting, it will be more difficult to make a vaccine not effective, because the part of the virus that attacks the immune system maybe it has changed, so it is difficult to recognize let alone be resisted by immune system. However, scientists have found that the COVID-19 virus quite stable. An analysis of 13,000 samples in the UK found that new mutations appear twice in one month. In theory, change what happened did not cause a significant impact so that it did not require special attention. However, scientists remain vigilant, because D614G mutations have also been found that cause changes in on the spike protein, the protein that forms the crown Corona virus. Corona virus "crown" has a protein called protein O614 will change to G614 due to mutation.

Conclusion

One intervention is not enough to win the war against COVID-19. The implement 3M health protocols (Using masks, keep distance and avoid crowds and Wash hands with soap), supports the implementation of 3T (Test, Search, follow up) Continue), and the success of the national vaccination program is the way best way to end the global COVID-19 pandemic. One other thing that needed is a collective discipline equipped with a compact and consistent. A sense of individual and group responsibility and a sense of togetherness, mutual cooperation and joint responsibility will increase strengthen this nation to be able to fight COVID-19. Media creation can be using the local language so it is understood by all walks of life and ages. In addition, it is also necessary to hold socialization activities by involving related parties and figures local role models.

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