Pragmatic Markers and Events on Social Media in New Habit Era of COVID-19 Outbreak

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Abstract---The phenomenon of language use in social media is interesting and important because it can describe positive or negative language use. The purpose of the study was to analyze the pragmatic markers and forms of language use on social media in the era of new habits during the COVID 19 outbreak. The research method used a qualitative approach. The results of the study are: (1) religious markers, (2) pronoun markers, (3) interjection markers, and (4) appreciation markers. The form of pragmatics consists of, (1) the form of syntax, (2) the form of discourse, and (3) the form of strategy. Conclusion (1). Positive utterances from speakers are responded to by positive and negative utterances from speech partners, while (2). Negative speech from the speaker is responded to by negative speech from the speech partner. (3). The pragmatic markers and forms of speech by speakers are 50% positive and 50% negative, while the pragmatic markers and forms of speech partners are 30% positive and 70% negative. (4). Positive pragmatic markers and forms are important to be used by speakers and speech partners so that they will have an impact on positive and healthy social media.

Keywords---COVID-19, language use, new habit era, pragmatics marker, social media.

Introduction

A language is a communication tool used in social interaction and carrying out various activities to convey ideas, ideas, opinions, and feelings from speakers to speech partners. The phenomenon of speech on social media is currently a

description of how the language of speakers and speech partners is used on social media, whether using polite language strategies, sarcasm, cynicism, hyperbole, ambiguity, and so on. Language is part of the culture. A conversation will take place in harmony if the speech participants, namely, the speaker and the speech partner respect each other. In a topic of conversation, each participant may have a different context, experience, education, social, and cultural background (Chaer, 2010). Therefore, we do not deny that the same theme will be discussed in various ways because of the heterogeneous interpretation of the speech participants.

The freedom of speech participants in expressing their opinions, ideas, and feelings on social media will certainly be different from meeting in person. Social media is a medium used for promotion, marketing, discussion forums, organizational groups, and others. Many social media users also use social media as a medium to share photos or news of personal and family activities, share historical or special moments documentation, (Abidin, 2012). express feelings, convey ideas, opinions or opinions about an event, and so on. Something delivered by the speaker will certainly be addressed and understood by various interpretations of the speech partner (reader). When someone speaks X, it may be Y, Z, XY, or XZ by the reader/listener or his partner. Information that is read, listened to, watched, or obtained from social media directly and indirectly has a psychological impact on netizens or internet residents (Arief et al., 2021; Rietveld & Hormelen, 2019).

The COVID-19 outbreak period, which has lasted more than a year in Indonesia, has greatly impacted the activities and health of the community. For example, a new habit of doing Work From Home (WFH) activities or working at home online and Teaching and Learning Activities (KBM) online and reducing activities outside the home except for really important activities. This greatly affects people's routines in using or utilizing gadgets, laptops, tablets, to watch youtube, tik tok, Facebook (Altam, 2020; Mendoza & Rodríguez, 2020).

Instagram, or other social media

In the era of the new habit of the COVID-19 outbreak, everyone is required to maintain the immune system or the immune system not only physically but also psychologically. In a healthy body there is a healthy soul (Juliawati et al., 2015). Good thoughts, speech, and actions will have a huge impact on a person's physical health. On the other hand, negative thoughts, speech, and actions will have a negative impact on a person's physical health and immune system. Therefore, to maintain immunity in the fight against COVID-19 is influenced by a good communication strategy with polite, wise, and religious speech being one of the strategies so that we can maintain it.

Academics in the field of language at universities have a main function in society with their scientific background to examine the use of language in various media that can describe the phenomenon of language use by the community which will be influenced by socio-cultural changes, epidemic conditions, the era of new habits, as well as scientific developments (Maula, 2010). knowledge and technology in the industrial era 4.0. Therefore, in the context of developing

intellectual and empirical critical power on phenomena that occur in society such as the use of language in social media, this research was conducted.

Method

The research method with an approach using a qualitative approach (Sugiyono, 2017). Data collection techniques through (1). Survey to the research location to find phenomena that occur in the field (2). Conducting interviews with key volunteers to obtain clear and valid data (3). Documentation studies sourced from internet media, social networks, data provision, social networking sites. Next note the use of language. Researchers take and collect representative data Contextual method, in addition to analyzing and describing data based on phenomena in social situations and phenomena in the field (Moleong, 2017). Data reduction by analyzing the link between speech, pragmatism, discourse in the physical and social environment. After the data is collected, it is further classified by having similarities related to language variations.

Results and Discussion

The context behind a speaker's utterance to the speech partner is related to the situation of the social environment. The environment in question includes the physical environment and the non-physical environment or social environment. (Fitriani, 2016). The context of the speech situation includes the following aspects:

- Social background, age, education, position, profession, area, and character, speakers and speech partners;
- Context, social context, and social context;
- Literal direct speech strategy and literal indirect speech;
- The purpose or content of the speech
- Verbal speech as locutionary, illocutionary, and perlocutionary speech acts
- Nonverbal speech or gesture as a reinforcement of verbal speech.

Social media is an online media that is used as a medium of long-distance communication in the relationship of social interaction between one another by using the internet network (Shoimin, 2014). Website-based social media, android, or ios applications that can turn communication into interactive. Social media is a product of technological sophistication that is used by various users as well as netizens.

Benefits of social media

- Establish friendship,
- Share information,
- Share news,
- Distribute activity documentation,
- do business,
- Entertainment,
- Discussion,

- Meeting
- Webinars,
- Training,
- Online Teaching and Learning Activities (KBM),
- Work from home (WFH), etc

Social media character

- Speakers and speech partners, social media speakers are account owners or social media users and speech partners are readers or netizens. The requirements for becoming a social media account owner are regulated in terms of age.
- Is universal, meaning the owner of social media accounts or netizens for all multi-religious, social, ethnic, national, continent, and so on people.
- Multi-context, the context of communication on social media is very diverse because each owner, user, or netizen has different goals and interests
- Freedom of speech, every user, owner, or netizen has the freedom to express his feelings, opinions, or ideas.
- It is regulated by the ITE Law, although every owner, user, or netizen has the freedom to have an opinion or comment on something on social media, but if the speech violates
- The ITE Law can be reported to the authorities and can be prosecuted according to the ITE Law.
- Lasts for 24 hours, the use of social media can be used by owners, users, and netizens for 24 hours, there is no time limit.
- Can make money, social media account owners who are entrepreneurial, creative, observant, tenacious, and innovative using social media as a profession or main or side job. For example, a large enough YouTuber income motivates many YouTube owners to be more creative in making videos that are interesting and liked by the public (Mulyasa, 2017; Zappavigna & Martin, 2018).

Misunderstanding between the speaker and the speech partner will lead to unhealthy communication even if it continues like that, conflict or feud will occur (Fitriani & Nabila, 2019). Often the phenomenon of feuds between owners and users of social media makes simple conflicts big, personal story problems become stories that are known to the public, policy issues become discussions of pros and cons, and other things. The types of social media are Youtube, WhatsApp, Facebook, Instagram, Line, and so on. This diversity of contexts is to make a natural phenomenon in the research data sources of markers and forms of language use on social media in the era of new habits during the COVID-19 outbreak with pragmatic studies (Moser et al., 2021; Chemmel & Phillipe, 2018).

Pragmatic markers in the use of language in social media,

- Religious markers,
- Pronoun markers,
- Interjection marker
- A token of appreciation.

The form of pragmatics in the use of language in social media

- syntactic form
- form of discourse
- form of strategy

Religious marker

None of the speakers' utterances used religious markers, while the speech partners used religious markers such as Allah (2), Alhamdulillah, and masyaallah. Positive speech partners or nirizen is characterized by the use of religious markers.

Table 1
Religious markers

No	Religious Marker Speaker		Speaking Partners	Religious Mentor
1	-	-	Allah	2
2			Alhamdulillah	1
3			Masya Allah	2
	There is not any	0	3 types	5 pieces

(Source: Processed Data 2021)

Pronoun marker

The speaker's utterance uses pronoun markers of good people, the Indonesian Ministry of Health, Miskaaaah, and Denis, uya kuya, Dewi Persik, dian tumewu, lu, gu (Sholichah, 2011). This is based on the context of the speaker and the background of the speech partner. For example, the use of miskaaaaahh as a pronoun for women because Instagram LT is a slang or millennial social media and often conveys viral news. The use of the pronoun good people is used because the FB always shows inspiring videos about social care to people who need it and the use of the Indonesian Ministry of Health because the FB belongs to an agency that routinely provides the latest data on COVID-19 in Indonesia. The use of pronouns in the context of YTMI 4, uses the pronoun lu and the name of the person from the speaker's speech and the speech of the speech partner (Ibrohim & Budi, 2018; Tohidast et al., 2020).

Table 2
Pronoun markers

No	Data	Speaker's Pronoun Marker		Speech Partner Pronoun Marker	
1	FBKM/ WF	good people	1	Mas	2
				You	1
				Me	1
				Good person	1
2	FBKM/ TT	good people	1	Me	2
3	FBKM/ FF	good people	1	You	2
				Iam	1

No	Code	Context				
						1
4	FBKM/ JY	good peoples		1	someone else you	1 1
5	FBKM/ MS	good peoples		1	-	-
6	FBKKRI/ NH	Indonesian Ministry of Health		1	we	1
7	FBKKRI/ DS	Indonesian Ministry of Health		1	people	1
8	FBKKRI/ O	Indonesian Ministry of Health		1	-	-
9	FBKKRI/ H	Indonesian Ministry of Health		1	People Hero	1 1
10	FBKKRI/ BU	Indonesian Ministry of Health		1	my lord We	1 1
11	ILT/P97	Miskaaahh		1	people	1
12	ILT/g	Miskaaahh		1	-	1
13	ILT/A-29	Miskaaahh		1	little people	1
14	ILT/a	Miskaaahh		1	people	1
15	ILT/r	Miskaaahh		1	we	1
16	YTVI/GA	Denis, tumewu,	uya kuya, Dewi Persik dian lu, gue	6	Die	1
17	YTVI/SP	Denis, tumewu,	uya kuya, Dewi Persik dian lu, gue	6	Denise	1
18	YTVI/N	Denis, tumewu,	uya kuya, Dewi Persik dian lu, gue	6	Denis Lu	2 2
19	YTVI/A	Denis, tumewu,	uya kuya, Dewi Persik dian lu, gue	6	this person	1
20	YTVI/F	Denis, tumewu,	uya kuya, Dewi Persik dian lu, gue	6	-	-
		9		39	22	31

(Source: Processed Data 2021)

Interjection marker

Based on four contexts and 20 samples of research data, none of the speakers' utterances used interjection markers while the speech partners used types of interjection markers, namely yes, yach, kok, ouch, and yah. Interjection markers of speech partners make speech more familiar

Table 3
Interjection markers

No	Speaker Interjection Marker	Interjection Marker Speech Partner	
1		Ya	2
2		Yach	1
3		Koq	1
4		Waduh	1
5		Yah	1
	- -	5	6

(Source: Processed Data 2021)

Appreciation mark

In the context of the first FBKM, June 14, 2021, a marker of positive appreciation of speakers is the speech "Thank you good people" which is equipped with a shaking and respectful icon. Signs of positive appreciation of speech partners are in the form of discourse and single sentences. The second context FBKKRI data, a marker of positive appreciation of speakers is described with data (Preferred 11,457 people Commented 836. Shared by 143 people). Signs of positive and negative appreciation of speech partners in the form of single sentences, compound sentences, and discourse. The third context ILT data, a marker of negative appreciation in the form of speech Waaaaduhhhhhhh there must be a miskaaahhh what should be done (Septyaningtyas, 2010). Shocked emo 3 which was liked by 257,956 people and commented on 16,055 (13 June 2021) the interlocutor responded with negative appreciation in single sentences and compound sentences. Then the fourth context YTVI has 91.9 subscribers 32 views 152 likes 45 dislikes 60 comments about feuds between celebrities. The speaker's utterance is a sign of negative appreciation in the form of discourse which is responded to by the speech partner with a negative appreciation marker in the form of a single sentence (Erman, 2001; Rahmanti et al., 2021).

Syntax form

The syntactic form of the first context speaker is in the form of a single sentence because it is equipped with video shows that make it informative for the speech partner. In the second context, the speaker's speech is in the form of a single sentence and is equipped with statistical data as accurate information data regarding the development of COVID-19 from the Indonesian Ministry of Health (Barbulet, 2013; Ghezzi et al., 2016). The sign of the syntactic form of the speech partner is in the form of a compound sentence as a response to the information obtained from the speaker. The third context of the speaker's utterance is a single sentence which is accompanied by photos of two articles containing the government's policy plan regarding the new tax from contra.co.id, sindonew.com, and okezone. which is responded briefly by the speech partner in the form of compound sentences and single sentences (Wulandari, 2016). The fourth context is a video show from YouTube about feuds between celebrities which the speech partners respond briefly in the form of compound sentences and single sentences.

Table 4
Syntax forms

No	Spoken Syntax Form			Syntax Form of Speech Partner		
	scope	Single Sentence	Compound Sentences	scope	Single Sentence	Compound Sentences
1		V				
2		V				
3		V				
4		V				
5		V				
6		V				V

7	V		V
8	V		V
9	V		V
10	V		V
11	V	V	
12	V	V	
13	V	V	
14	V	V	
15	V		
16			V
17		V	
18		V	
19		V	
20		V	
	5 10		

(Source: Processed Data 2021)

Form of discourse

The first context of FBKM because it is equipped with persuasive inspirational videos, the enthusiastic response of the interlocutor is marked by speech in the form of discourse markers (Mulyasa, 2012). The context of YTMI is a narration show with details of the feud between celebrities in the homeland, the speaker's oral speech is of course marked by the form of discourse markers.

Table 5
Forms of discourse

NO	Speaker's Discourse	Speech Partner Discourse
1	V	V
2	V	V
3	V	V
4	V	V
5	V	V
	5	5

(Source: Processed Data 2021)

Strategy form

The marker of the form of strategy describes the language attitude of the speaker and the speech partner (Sudaryanto et al., 2019). The context of FBKM uses the form of a thank you strategy that is equipped with an icon of shaking hands and respect. The response of the speech partner is very diverse (see below) table 6 form of strategy) and the form of speech strategy of the speech partner are positive things for the speaker's speech. In the context of FBKKRI, the form of the speaker's strategy is a statement of information that is responded to by the speech partner in the form of a variety of statement strategies, namely statements-satire, argument/, antipasti/ridicule, disappointed (can be seen in table 6 form of strategy) (Norrick, 2009; Redeker, 1990; Rinartha et al., 2018). The

third context, ILT is characterized by the form of a confused-question strategy which is responded to in various forms of strategy, namely statements-insulting / antipasti/argument/satire. The fourth context of the text, YTMI is characterized by the form of a strategy statement of reason/ridicule/provocation/arrogance which is responded to by the speech partner in the form of a disappointed/ antipasti/insulting/argument question strategy.

Conclusion

Based on the results of the discussion on the types of pragmatic markers, the following conclusions can be drawn: (1) religious markers, (2) pronoun markers, (3) interjection markers, and (4) appreciation markers. The form of pragmatics consists of, (1) the form of syntax, (2) the form of discourse, and (3) the form of strategy. It was also concluded that, positive speech from the speaker was responded to by positive and negative speech from the speech partner, while negative speech from the speaker was responded to by negative speech from the speech partner (Yule, 2000). The pragmatic markers and forms of speech by speakers are 50% positive and 50% negative, while the pragmatic markers and forms of speech partners are 30% positive and 70% negative. Positive pragmatic markers and forms are important to be used by speakers and speech partners so that they will have an impact on positive and healthy social media. Positive information obtained from social media will affect the minds and psyche of social media users in the era of new habits during the COVID-19 outbreak.

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