

# COVID-19 ADVERTISING LANGUAGE LOCUTIONARY, ILLOCUTIONARY AND PERLOCUTIONARY FORMS ON SOCIAL MEDIA (A SOCIOPRAGMATIC STUDY)

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**Abstract:** This study seeks to conduct an analysis of locutions, illocutions, and perlocutions within the context of the utilization of the Indonesian language in public service advertisements pertaining to the subject of Covid-19. The research conducted is classified as a qualitative descriptive study. Data for this research endeavor were collected in May 2021 through meticulous note-taking and documentation techniques. Subsequent data analysis ensued through a structured sequence of procedures, which encompassed: identification, classification, analysis, interpretation, and description, with the latter aimed at providing a comprehensive overview of the outcomes of the data analysis. The focal point of this inquiry is the realm of Public Service Advertisements that revolve around the theme of Covid-19. Our scrutiny primarily pertains to an examination of the locutionary, illocutionary, and perlocutionary dimensions of these advertisements. Upon the thorough examination of the ten public service advertisements included in this study, spanning various mediums such as television, billboards, and social media, it was discerned that all of them shared a common objective. The locutionary aspect, serving as the foundational semantic content, predominantly conveys basic information concerning the transmission of Covid-19. In parallel, the illocutionary facet of these messages serves as a cautionary directive, imparting a sense of urgency and imparting an effect stemming from the act of speech. Furthermore, the perlocutionary dimension of these messages, specifically regarding Covid-19, invokes a call to action. This entails the necessity of disrupting the transmission chain of the Covid-19 virus while simultaneously bolstering one's immune system, rigorously implementing health protocols, and adopting measures to flatten the curve of Covid-19 transmission.

**Keywords:** locution, illocution, perlocution, Covid-19, advertisement

Advertisements represent non-personal communication sponsored by identified entities and disseminated through mass media to influence a target audience. They encompass a spectrum of non-personal messages concerning ideas, goods, or services, which are conveyed

through selected media channels. Advertising extends to the promotion of goods or ideas intended for public dissemination, facilitating public awareness, ownership, or adherence to these entities. When examining advertising within the context of the Covid-19 pandemic, its

role becomes increasingly vital in fostering awareness among the Indonesian populace. It encourages greater diligence in adhering to health protocols to interrupt the transmission chain of Covid-19. Consequently, Covid-19 advertising symbols must be thoughtfully crafted, employing persuasive language to elicit compliance with health protocols among the public. This compliance stands as a pivotal measure for curbing the pandemic's progression (Masrul & Etc., 2020). Public Service Advertising (PSA) serves the purpose of enhancing community knowledge, fostering awareness, and influencing public attitudes and behaviors regarding issues of concern. PSAs are products of a cultural construct closely linked to community-driven implementation processes. According to the Indonesian Advertising Glossary, PSAs are a specific category of advertisement disseminated by governmental, commercial, or non-commercial organizations or institutions. Their primary objective is to promote social or socio-economic well-being and to serve as reminders for the community.

Given this context, information concerning the risks associated with Covid-19 transmission is widely propagated through Public Service Advertising channels. The significance of effective Information, Learning, and Media (ILM) emphasizing that institutions seeking to convey abstract messages must adeptly disseminate information gradually and comprehensively, aiming to instill understanding and garner public support for the objectives of PSA initiatives (Nurfebiaraning & Sylvie, 2017).

This research does not represent a recent study, as previous investigations into public service advertisements have been undertaken by various researchers, including. Situmorang (2008). In his study entitled "Why Advertising," Situmorang arrived at the intriguing conclusion that, to date, the advertising industry has not succeeded in completely altering the perception of advertisements from being primarily promotional tools. Producers, particularly those of consumer goods, continue to hold the conviction that the sole means of augmenting product sales is through advertising. Another notable contribution comes from Agung Suryo Nugroho (2012), who employed Fairclough's three-dimensional framework in his analysis. He found that the foremost focus in advertising texts predominantly revolves around words,

vocabulary, phrases, or specific slogans, emphasizing their role in shaping institutional image and, conversely, casting a negative image upon individuals, groups, or institutions failing to comply with tax obligations.

Furthermore, Dani Al Jufri (2013), in his work titled "Public Service Advertisement about Cyberbullying to Foster Community Awareness," demonstrated that advertising serves as an effective tool in curbing the proliferation of cyberbullying. Similar research endeavors were conducted by Santoso (2018), whose findings substantiate the highly effective role of advertising as a communication medium with the public, functioning as a potent marketing tool for promoted products. The intensive utilization of advertisements is shown to be capable of inducing shifts in people's attitudes, characteristics, opinions, and behaviors in alignment with the initiator's objectives. Santoso's research outcomes underscore that 64% of public service announcement (PSA) videos wielded influence over individuals' conduct in the West Java region.

Based on a comprehensive review of existing research, it is evident that there is a noticeable gap in the body of literature concerning the analysis of the meaning conveyed through advertisements disseminated via Public Service Advertisements on social media platforms. The distinctive contribution of this study lies in its dedicated examination of the meaning encapsulated within the speech acts embedded in public service advertisements. This focus holds significant importance as it serves to impart readers with a profound understanding of the fundamental and implied meanings inherent in Covid-19 advertisements. This is particularly relevant in the context of ensuring the veracity and accuracy of the information and news being disseminated. The omission or misinterpretation of critical messages within advertisements may have far-reaching implications, potentially leading to issues within the broader society. Hence, the effectiveness of an advertisement, in terms of successfully delivering its intended message to the target audience, plays a pivotal role (Masrul & et al., 2020).

Fundamentally, advertisements employ two distinct types of signs: verbal and nonverbal. Verbal signs encompass the language that we are familiar with, as previously expounded upon. Conversely, nonverbal signs encompass the

visual elements such as shapes and colors presented in advertisements, which do not necessarily replicate elements from the physical reality. The role of nonverbal (visual) signs is not subordinate to that of verbal signs (language) within advertisements. The formulation of a creative advertising strategy necessitates careful consideration of signs and their associated meanings that are comprehensible to the local audience, taking into account the cultural and contextual backgrounds of the intended audience. Each sign present within an advertisement is representative of a social reality existing within the public sphere, thereby establishing a close connection with the audience's understanding. The intrinsic signs within advertisements are not devoid of the overarching meaning conveyed by the advertisement itself, aligning with the domain of study known as semantics (Aminuddin, 2011).

Advertisements inherently comprise symbols that convey meaning to their intended audience. The interpretation of an advertisement's message can at times yield diverse interpretations. Consequently, advertisers must exhibit astuteness and creativity in crafting advertisements to ensure that readers can discern the intended message with substantive clarity. In the latter part of this decade, there has been a global shift toward the digital realm. An increasing number of individuals now access a plethora of information online, facilitated by the continuous advancements in internet technology. This transformation has considerably streamlined the process of obtaining news and searching for various valuable insights available on social media platforms, enhancing the efficiency of numerous daily activities. The prevalence of social media in contemporary society underscores the heightened necessity for effective communication channels. Instagram, among the most widely utilized social media platforms, has emerged as a prominent choice for gadget users (Kriyanto & Rachmat, 2013).

Fundamentally, advertising can be construed as a form of communication that seeks to capture attention and persuade individuals or entire segments of society. Advertising continues to play a pivotal role in disseminating information, encompassing both products and services. Consequently, the language employed in advertisements necessitates the use of

straightforward and precise language, characterized by the judicious selection of words. Similarly, Public Service Advertisements (PSAs) are designed to educate the public and encourage compliance with the explicit and implicit messages conveyed within them. Community Service Advertisements serve as a means to disseminate information, invite engagement, or educate the audience, with the ultimate goal of benefiting society, whether through knowledge enhancement or the cultivation of awareness, attitudes, and behavioral change related to the issue being promoted. In this manner, they yield intrinsic benefits for individuals. Behavior, in turn, constitutes the observable reactions arising within individuals based on their experiences and observations (Kridalaksana, 2011).

Public Service Advertisements (PSAs) are integral components of social marketing campaigns with the primary objective of advocating ideas or initiatives for the betterment and benefit of society. Typically, Community Service Ads convey messages in the form of invitations, statements, or appeals to the community, encouraging them to undertake specific actions in the public interest or to amend undesirable behaviors. These messages address various societal concerns, such as environmental hygiene, the promotion of tolerance for differing viewpoints, family planning, and other relevant topics. Public service advertisements (PSAs) may be initiated by either for-profit or non-profit organizations with socioeconomic aspirations, aiming to enhance the well-being of individuals. PSAs are subject to specific criteria, as established by the Advertising Council in the United States, the principal sponsor of PSAs, to determine their classification as public service advertisements: non-commercial in nature (e.g., promoting helmet use while driving), non-religious in content, non-political in scope., reflecting a national perspective, targeted at all strata of society, supported by a recognized and accredited organization, and capable of being broadcast (Alex, 2019).

Furthermore, advertisements, including PSAs, are typically designed to encompass the AIDCA model, which consists of the following elements: Attention, Interest, Desire, Conviction, and Action. Likewise, public service advertisements leverage the AIDCA model to elicit actions that align with the intended

objectives of the PSA (Kriyanto & Rachmat, 2013).

The global community was profoundly alarmed by the emergence of a viral disease at the close of 2019 and the outset of 2020. This malady was christened COVID-19, an appellation officially designated by the World Health Organization (WHO). COVID-19 represents an infectious disease akin to influenza, arising from the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) in the year 2019. Like many viral infections, COVID-19 primarily spreads through the respiratory tract. Typical clinical manifestations encompass fever, headache, and cough (Adityo & et al., 2020).

Although a substantial amount of information exists regarding the etiology of COVID-19 and various preventive measures, a segment of the population still exhibits apprehension upon hearing the term COVID-19 (Masrul, 2020: 26). The COVID-19 pandemic has inflicted significant and far-reaching repercussions across various aspects of life. Apart from its economic and psychological ramifications, it has also engendered apprehensions that have, in some individuals, precipitated depressive conditions. Paradoxically, social distancing measures have been implemented to curtail contagion, necessitating individuals to remain confined to their homes. Even those infected are required to undergo a self-imposed quarantine period of 14 days. Such quarantines can exacerbate feelings of anxiety and isolation, potentially leading to depressive states (Masrul & et al., 2020).

The escalation of COVID-19 transmission in Indonesia has raised grave concerns. The government has diligently implored the public to adhere to stay-at-home directives. These governmental efforts align with the World Health Organization's (WHO) recommendations to mitigate the virus, encompassing the shift from "Social Distance" to "Physical Distance." The government's call for citizens to remain at home has profound implications across various sectors, including banking, tourism, and education. The prevailing circumstances have prompted a shift towards remote work arrangements, with individuals transitioning from traditional manual work methods to the digital era due to the influence of the COVID-19 pandemic (Masrul & et al., 2020).

An act is defined as the deliberate performance of uttering speech with a particular objective. In essence, the act of uttering specific speech can be interpreted as the execution of an action, encompassing the influence, direction, or command associated with the speech, in addition to the mere act of verbalizing or uttering words. When an individual utters a sentence, they are not merely expressing words; they are also engaged in an action. Speech represents the utilization of language as a form of action, transcending its role as a mere conveyance of messages.

Drawing from the insights of linguistic scholars, it can be deduced that a speech act constitutes an intentional activity involving the use of language to achieve a specific objective. It is noteworthy that the intended meaning is not invariably explicitly articulated within the spoken sentence. A single utterance can harbor multiple meanings, and conversely, one intention can be conveyed through diverse utterances. Speech acts encompass three primary categories: locutionary acts, illocutionary acts, and perlocutionary acts (Arthur & Berger, 2010).

The locutionary act constitutes a speech act primarily aimed at stating or articulating something. It is frequently referred to as the act of "saying something". Within the realm of locutionary acts, the focus primarily rests on the act of verbal expression, without delving into the underlying intent or function of the utterance. In essence, the locutionary act involves the mere act of verbalizing thoughts into words, and the meaning of the words employed corresponds to their dictionary definitions. Locutionary speech acts entail the act of stating something, culminating in the generation of a sequence of words or written letters that constitute speech. Locutionary acts represent the most straightforward speech acts to identify, often analyzed without extensive contextual considerations within the speech situation (Astri, 2020).

Speech acts deliberately intended to exert influence upon the interlocutor are categorized as perlocutionary acts. Notable examples of perlocutionary verbs in the Indonesian language include: persuade, deceive, encourage, irritate, relieve, calm, frighten, delight, inspire, impress, distract, and bore. Perlocutionary speech acts possess the capacity to evoke diverse emotional or cognitive responses in the recipient,

encompassing feelings of concern, anxiety, fear, happiness, sadness, or even despair, among others. Notably, perlocutionary speech acts find frequent application within advertising discourse.

## METHOD

This study adopts a descriptive qualitative approach. Qualitative data analysis, as defined by Bodgan & Biklen (2014: 3), involves a systematic process of working with data, encompassing data collection, organization, categorization into manageable units, synthesis, pattern identification, discerning key insights, and determining what information can be effectively communicated to others. The subject of examination in this research pertains to Public Service Advertisements addressing the Covid-19 pandemic, which will be subjected to analysis employing a speech act framework encompassing locutionary and illocutionary dimensions (Siyoto et al., 2015).

There are ten vignettes in the current study, taken from ten Instagram posts. Instagram has notoriously been used as a platform to publicize governmental policies as it may reach broad audiences, thus having broad efficacy. Therefore, we decided to collect Covid-related advertisements from this Instagram social media. The chosen adverts span January 2020- March 2021, presenting contexts where several strategic ways had to be undertaken in order to prevent the massive spread of COVID-19. Vignette 1, 2, 3, and 4 represents the most common prevention strategies i.e., through vaccine, wearing mask, avoiding crowds, and using hand sanitizer. Vignette 5 represents the emphasis on vaccines, as at that time (in the middle of 2020), the government strongly advocated that all citizens must be vaccinated. During that time, vaccine certificates were used as a compulsory document for people when they were in crowded places or traveled to other places/cities. Furthermore, vignettes 6, 7, and 8 exemplify adverts during the critical moments of Islamic celebration, moments when people potentially gather in massive numbers. They represent the days of people returning home before the Ied celebration, during fasting months, and the day of the Ied celebration. Last, vignettes 9 and 10 advertize the post-vaccination phase, where people were urged to keep staying safe due to the surge of COVID-19 numbers.

To scrutinize both perlocutionary and illocutionary acts, researchers have applied a qualitative analysis methodology, specifically utilizing document analysis (Amalia, 2021). Researchers have systematically identified and classified various speech acts, inclusive of locutionary, illocutionary, and perlocutionary acts (Suardana, 2020; Stevani et al., 2023). In this regard, the analysis procedure has entailed the identification and categorization of speech acts based on their functions and underlying intentions (Suardana, 2020). A comprehensive examination of language use has been undertaken, considering the pragmatic aspects and contextual factors that influence the communication process (Tanjung, 2019).

## FINDINGS AND DISCUSSION

### Findings

Fundamentally, advertisements employ two primary types of signs: verbal and nonverbal (visual) signs. Verbal signs are those analyzed in advertisements through textual elements or written forms. Advertisements often incorporate text, such as brand names, advertising slogans, informational content, persuasive sentences, or other textual forms. On the other hand, visual signs pertain to elements within an advertisement that enhance the visual aspect, aiming to make ads on platforms like Facebook more captivating. These visual components can encompass colors and images, as shown in the tabulated data below illustrating the utilization of both verbal and visual signs in advertising on the social media platform Instagram (Nasrullah & Rulli, 2015).

#### Vignette. 1



The public service advertisement featuring the phrase "You don't know, you're not immune" showcases an intriguing use of linguistic devices, highlighting the significant role of language in public service messaging. This advertisement's fundamental or locutionary meaning is a straightforward communication: if an individual is unaware of the vaccine, their body lacks immunity. In terms of illocutionary meaning, the advertisement serves as a government-issued cautionary message, specifically by the Covid Task Force, to emphasize the criticality of vaccination to citizens. This was prompted by the dissemination of numerous false reports concerning individuals experiencing adverse effects post-vaccination. Consequently, a considerable number of people began to decline vaccination.

Vignette. 2



A public service advertisement bearing the message "Let us don masks. Your mask safeguards me. My mask safeguards you." conveys a locutionary meaning, essentially acting as an entreaty to wear masks due to their potential to safeguard both the wearer and those in proximity. The illocutionary function of this advertisement lies in its use of specialized language to underscore the criticality of mask-wearing. The COVID task force strongly advocates for and, in certain instances, mandates the continuous use of masks, emphasizing the protective interplay between individual masks and their role in preserving collective well-being.

Correspondingly, the perlocutionary effect manifests when the act of donning a mask translates to the protection of others, given that airborne droplets expelled from an unmasked individual's mouth could pose an infection risk to those nearby.

Vignette. 3



The semantic content conveyed by the aforementioned advertisement manifests as a directive aimed at bolstering immunity and discouraging participation in crowded settings. It serves the illocutionary function of subtly instructing the audience to prioritize the preservation of their immune system, emphasizing its pivotal role in maintaining robust health. The perlocutionary aspect of the advertisement operates on the premise that an effectively fortified immune system provides a formidable defense against diseases, underscoring the importance of diligently safeguarding one's bodily immunity.

Vignette. 4



The information presented above pertains to an advertisement delineating the structuring of a new normal lifestyle, outlining a behavioral framework aimed at fostering adaptive attitudes, perspectives, and habits to coexist with the persistent presence of COVID-19. The illocutionary function involves succinctly describing the substantive content of the advertisement, intending to captivate the reader's interest through elements such as color schemes or imagery depicting the use of hand sanitizers to mitigate hand-borne pathogens.

The perlocutionary import of the advertisement resides in its invitation or urging for individuals to align themselves with the ongoing societal conditions. The phrase "Adaptation to new habits" signifies a transformation in public behavior as a realistic response to the omnipresence of COVID-19. The verbal sign "hand sanitizer is readily available everywhere" can be construed as an admonition, emphasizing the indispensable nature of hand hygiene through the ubiquitous availability of sanitizing liquid. The object's compact size ensures portability, rendering it convenient for ubiquitous carriage.

Vignette. 5



Upon analyzing the locutionary meaning of the advertisement, it becomes evident that it serves as an invitation to partake in the COVID-19 vaccination initiative. This invitation, explicitly urging involvement in the COVID-19 vaccine, encapsulates the illocutionary meaning within the utilization of the term 'A yo.' This term functions to invite, request, or elicit a response in the form of action.

The advertisement embodies a perlocutionary dimension, instructing individuals to promptly undertake necessary actions to receive the COVID-19 vaccine in order to safeguard themselves from the virus. Vaccination constitutes a procedural mechanism involving the introduction of disease antigens, typically in the form of a virus, attenuated bacteria, or fragments thereof, thereby enabling the body's immune system to recognize and mount a defense against the disease when encountered.

Within the advertisement, the inclusion of the hashtag symbol (#) is noteworthy, aligning with prevailing social media conventions, particularly on platforms like Instagram. Placed at the onset of a word or phrase, the hashtag functions as a means to endorse or raise awareness regarding ongoing societal issues. The use of hashtags (#) serves as a technique to contextualize the intended meaning of the advertisement without necessitating an extensive character usage. Additionally, visual cues such as the background color, specifically the use of the color blue, symbolize serenity within the advertisement.

Vignette. 6



The data above comprises an advertisement effectively integrating verbal and visual elements. The locutionary meaning of this advertisement conveys a directive to delay returning home to mitigate the potential rise in the Covid transmission curve. The illocutionary

meaning encapsulated in the phrase 'Delay going home so that the curve improves' constitutes an appeal to refrain from reverting to past practices, akin to those observed during Eid in the previous year. The perlocutionary effect of the advertisement seeks to disrupt the chain of Covid-19 transmission, underscoring the prudence of postponing customary homecoming activities.

Conversely, the government advocates for celebrating Eid al-Fitr exclusively at home, prioritizing safety and collective health to prevent the spread of Covid-19. The government's appeal aims to instill awareness among travelers, highlighting the potential for transmitting the virus to their families in their hometowns. Consequently, the visual cues within the advertisement serve to inform readers about monitoring the progress of Covid-19, elucidating the trajectory of cases illustrated in a curve. An improving curve indicates a reduction in the number of Covid-19 cases. The visual representation further portrays the serene natural environment one encounters while in their hometown, featuring picturesque mountains and refreshing trees.

Vignette. 7



The aforementioned data can be comprehended as an advertisement elucidating the significance of fortifying the immune system during the fasting period of Ramadan. The verbal sign presented in the advertisement, "Let's Keep the Immune System Strong During Fasting," utilizes bold typography to underscore

the intended meaning and convey the writer's message to the reader effectively.

In terms of illocutionary meaning, the advertisement expresses an anticipatory sentence, anticipating an invitation for action from the reader, effectively imparting a directive to engage in a particular behavior. Temporarily, the perlocutionary meaning conveyed by the advertisement aims to evoke interest and engagement from the reader, particularly emphasizing the maintenance of immunity during fasting. Notably, this entails ensuring a well-balanced nutritional intake, including vitamins and ample fluids. Hence, the food and beverages consumed during sahur (pre-dawn meal) and iftar (meal to break the fast) should encompass a nutritionally rich array, such as fruits, vegetables, meat, and orange juice as depicted in the advertisement. These foods, rich in carbohydrates, fiber, fats, and sugars, aid in the slow and natural release of energy during fasting hours, effectively bolstering the body's immune system to mitigate the risk of viral infections.

Vignette. 8



The data presented herein conveys a locutionary meaning through a declarative sentence, cautioning against complacency with regard to the COVID-19 virus during the Eid celebration. This communication serves as a reminder to readers not to underestimate the peril posed by COVID-19 during the Eid festivities. Regarding the illocutionary



significance within the advertisement, the phrase "Eid: Do not be careless" constitutes an imperative call to action, urging readers to approach Eid celebrations with unwavering attention to health protocols, thus minimizing the risk of COVID-19 transmission.

The perlocutionary intent of the advertisement centers on the mitigation or cessation of customary practices during Eid, such as returning home, visiting relatives, or congregating, which often lead to large gatherings, handshakes, and similar interactions. Visually, the advertisement features a family depicted wearing face masks, aiming to visually impress upon the reader the importance of consistently wearing masks in such situations.

Vignette. 9



The data presented above constitutes an advertisement conveying a persuasive message advocating for sustained adherence to health protocols even after vaccination. The locutionary meaning embedded in the advertisement implies that vaccination does not confer invincibility or superhero-like strength akin to Superman, thereby emphasizing the ongoing need to abide by health protocols. The illocutionary intent of the advertisement is to communicate to the reader that the vaccine does not serve as an absolute shield against COVID-19; instead, strict compliance with health protocols remains a paramount defense during this pandemic.

The perlocutionary implication of the advertisement underscores the enduring

significance of maintaining health protocols, elucidating that vaccines do not ensure immunity and necessitate ongoing efforts to minimize the risk of infection. A visual cue within the advertisement features a figure wielding a sword and shield, surrounded by viruses. This symbolizes the resilience of an individual committed to combating COVID-19 by consistently utilizing masks, illustrating the practical application of health protocols.

Vignete. 10



The locutionary content of the aforementioned advertisement conveys information or a statement indicating a resurgence in positive COVID-19 cases. However, the inclusion of the term "WARNING!" within the advertisement serves to elucidate its illocutionary intent: namely, to caution the reader regarding the surge in cases that has transpired. This surge is a consequence of substantial social interactions and a relaxation in health protocols within the community, leading to a notable increase in travel and movement, thereby fostering heightened community interactions.

## Discussions

In the first depiction, the Covid task force aims to disseminate information to the public regarding the significance of vaccinations. The perlocutionary implication of this advertisement posits that public awareness of the vaccine's benefits would prompt adherence to government recommendations, thus fortifying their immune systems. A lack of understanding regarding

vaccine advantages has led to numerous infections as individuals remain vulnerable to the Covid-19 virus.

In the subsequent image, the advertisement emphasizes the singular, crucial measure: the universal wearing of masks. The visual language sign utilized in the advertisement serves as a symbol of solidarity during this pandemic, signifying public concern regarding the global plague. This symbolism intends to raise readers' consciousness about the imperative need for collective public cooperation in the face of the COVID-19 pandemic. Efforts to mitigate viral spread cannot be achieved through individual actions alone; societal collaboration is necessary, wherein both the public and the government must feel compelled to adhere to guidelines combating COVID-19. One solution to break the chain of COVID-19 transmission is to stay home and strictly adhere to the 3M measures if venturing outdoors.

The restrictions on gatherings, portrayed in the third illustration, are in place to ensure the protection of all residents from COVID-19 transmission. This preventive measure significantly diminishes the risk of viral transmission and effectively breaks the chain of COVID-19 spread. The visual depiction in the advertisement portrays an image resembling the virus, serving to underscore the danger posed by viral infections. The illocutionary essence of the message endeavors to elucidate the anatomy of the organism, instilling fear within readers regarding the perils of viral contagion, given that anyone can become infected.

In the tenth dataset, the perlocutionary meaning highlights the necessity of constant vigilance against COVID-19 transmission and steadfast adherence to health protocols. The background image featuring a group of healthcare workers donning PPE within an ambulance signifies the anxiety experienced by these medical professionals while attending to COVID-19 patients. This speech act, purposefully embedded in the advertisement, aims to inform and remind individuals to diligently follow health protocols to mitigate COVID-19 transmission. Consequently, the advertisement includes recommendations for readers to heed current governmental guidelines and persistently adhere to health protocols, encompassing mask-wearing, avoiding crowded spaces, regular handwashing with soap, and

carrying hand sanitizer when venturing outside. Illocutionary and perlocutionary aspects of COVID-19 discourse on social media in Indonesia have been the subject of research and analysis. For example, a study by Sultan et al. (2023) examined the speech acts used in appeals for social distancing and public compliance intentions during the COVID-19 pandemic in Indonesia. The researchers found that the decision of linguistic speech acts influenced individuals' behavior in terms of obedience and discipline. The current study further corroborate this finding to strengthen people's obedience and discipline.

A study by Chong et al. (2022) focused on social media use and misinformation among Asian Americans during the COVID-19 pandemic. The researchers analyzed the discourse on social media platforms and proposed recommendations to mitigate misinformation and address the COVID-19 infodemic among Asian Americans. The impact of social media discourse on public health during the COVID-19 pandemic has also been investigated. Li & Liu (2020) conducted a study on Chinese netizens and found that social media use, eHealth literacy, disease knowledge, and preventive behaviors were interconnected. The study highlighted the importance of effective health communication through social media platforms. Furthermore, the study by Islam et al. (2020) analyzed the global social media infodemic related to COVID-19. The researchers identified rumors, stigma, and conspiracy theories in various languages and countries, emphasizing the need to address and counter false claims and misinformation.

The current study demonstrates the significance of analyzing the illocutionary and perlocutionary forms of COVID-19 discourse on social media. The language used in appeals for compliance, the spread of information, and the impact on public health behaviors all contribute to understanding the role of social media in shaping attitudes and actions during the pandemic.

## CONCLUSION

Based on the discussion of the results emanating from this study, it can be deduced that among the ten public service advertisements subject to analysis – whether disseminated via

television, billboards, or social media – they all share a common objective. The locutionary meaning, serving as the fundamental semantic layer, imparts essential information pertaining to the Covid-19 transmission. In contrast, the illocutionary meaning of these advertisements is to issue warnings and elicit a response from the audience as a consequence of the delivered speech act. Furthermore, the perlocutionary effect of these illocutionary messages concerning Covid-19 encompasses directives to take proactive measures aimed at interrupting the transmission chain of the Covid-19 virus. These measures entail the promotion of immune system maintenance, rigorous adherence to health protocols, and the implementation of strategies geared towards curtailing the Covid-19 transmission curve.

In conclusion, this study sheds light on the critical role of public service advertisements in disseminating crucial information and fostering

behavioral change during the ongoing Covid-19 pandemic. The advertisements, irrespective of their medium of delivery, work cohesively to convey the locutionary and illocutionary meanings, emphasizing the significance of Covid-19 prevention and transmission control. The perlocutionary effects, however, go beyond mere communication, influencing the audience to take proactive steps in mitigating the spread of the virus. The study underscores the efficacy of public service advertisements in mobilizing communities to prioritize public health by adhering to preventive measures and maintaining a vigilant approach towards combating the pandemic. As we navigate the challenges posed by the pandemic, these insights underscore the indispensable role of strategic communication through public service advertisements in shaping a collective and informed response to public health crises.

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