

# Imperative Speech Acts in Public Interests in Pandemic Covid in Indonesia

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## ABSTRACT

Since WHO declared Covid-19 as a pandemic, various efforts have been made by many parties, both the government and the community to deal with Covid-19 in Indonesia. Public understanding of the information conveyed will affect their way of thinking, taste, and behavior. This will have an impact on the decision to do or not do something as contained in the appeal. This paper aims to describe the form of speech and appeal functions made by the government and the community in handling COVID-19 in Indonesia. Data in the form of a speech appeal handling Covid-19 in Indonesia were obtained from brochures, posters, flyers published on the internet. The method used is the pragmatic equivalent method. The results show that public appeal speech handling COVID-19 in Indonesia had three forms of speech, namely (1) declarative sentence, (2) interrogative sentence, and (3) imperative sentence. Based on its function there are 11 meanings of imperative speech public appeal of handling COVID-19 in Indonesia, namely (1) notification appeal, (2) advice appeal, (3) order appeal, (4) prohibition appeal, (5) request appeal, (6) promise appeal, (7) offering appeal, (8) sentence appeal, (9) punishment appeal, (10) persuasion appeal, and (11) reminding appeal.

**Keywords:** Imperative speech, public appeal, pragmatics

## 1. INTRODUCTION

Various appeals have been made to handle the spread of COVID-19 in Indonesia. The government together with the community campaigns for appeals through various media. Social media, such as the WhatsApp group, Twitter, online news, Instagram, and Facebook as an effective means of delivering messages, is the right choice. Social media has a very wide reach. For this reason, the language used should also be communicative and easy to understand.

Appeals can be conveyed directly or indirectly. The central and regional governments through their offices also issue appeals that are conveyed to the public. One of them is Tuban Regency Communication and Information Office (Diskominfo). The following is an example of an appeal issued by Diskominfo, Tuban Regency, which is delivered directly or indirectly. The following is an example of an appeal from Diskominfo which is delivered directly and indirectly. Appeals are not immediately conveyed in interrogative sentences. "How is the coronavirus spread?" Another indirect form is an appeal in the form of a declarative sentence. "The rate of 90% of transmission occurs by hand". The direct appeal is stated in the form of an imperative

sentence, namely "Don't forget ....! Always wash your hands after doing activities or before touching your face". So, the appeal also means an order to always wash your hands.



Figure 1 An example of an appeal issued by tuban district information and communication office.

Public understanding of the information is conveyed through different appeals. This understanding affects the compliance or disobedience to the conveyed appeal. Therefore, it is necessary to pay attention to the form and meaning of the appeal to be conveyed to the public.

Research on appeals has been discussed by, among others, Wahyuni (2014, 2016), Suryatin (2018), and Wardani (2018). Wahyuni (2016) states that an appeal is an invitation, asking, and warning to the community to carry out what the appeal maker wants. An appeal has an important role in influencing society. Therefore, society should be critical in understanding and examining appeals in public space. Besides, the appeals maker should also be smart and careful in making appeals. Suryatin (2018) states that the appeal has certain functions, such as prohibiting littering, ordering, and asking people to dispose of garbage in its place. Meanwhile, Wardani (2018) states that the speech acts that are widely used in public appeals are competitive. Competitive speech acts are more widely used because these speech acts are in line with the nature of appeals, namely asking, calling for, inviting, or even prohibiting the public from doing something.

During the Covid-19 pandemic in Indonesia, many appeals are made by the public and the government with specific goals. Based on previous studies, the appeal during the Covid-19 pandemic has never been studied. Therefore, this study intends to describe the form and function of imperative public appeal speech during the Covid-19 pandemic in Indonesia.

## 2. METHOD

This research approach is qualitative. The data are brochures, posters, flyers published on the internet. In providing data, the researcher browses internet sites to find brochures, posters, and flyers containing appeals for handling Covid-19 in Indonesia. After that, the researcher types the appeals contained in the data source. The data were gathered in two months, July and August 2020. The data were retrieved from several sites: [www.sehatnegeriku.kemkes.go.id](http://www.sehatnegeriku.kemkes.go.id), [www.indonesia.go.id](http://www.indonesia.go.id), [www.bnppb.go.id](http://www.bnppb.go.id), [www.diskominfo.tuban.kab.go.id](http://www.diskominfo.tuban.kab.go.id), [www.polri.go.id](http://www.polri.go.id) Most of the data sources are found from the website [www.sehatnegeriku.kemkes.go.id](http://www.sehatnegeriku.kemkes.go.id). The site of the ministry of health issued the most warnings regarding COVID-19. This ministry has a *Germas* program, which is a community movement for healthy living so that many appeals for handling Ccovid-19 are aimed at the community. The data was gathered with with a purposive sampling technique derived from appeals for handling Covid-19 in Indonesia The data was then analyzed using the equivalent method. In this method, the determinant is outside and detached. It does not become part of the language in question (Sudaryanto, 2015).

**Table 1.** Form of appeal

No.	Appeal Form	Data	Percentage
1	Imperative sentence	70	53%
2	Declarative sentences	58	45%
3	Interrogative Sentences	3	2%
	Total	131	100%

The equivalent method in this research is the pragmatic equivalent method. The pragmatic equivalent method is used to analyze a speech by considering speech partners. The presentation of the analysis results is carried out by using ordinary words or what is commonly referred to as an informal presentation.

## 3. FINDINGS AND DISCUSSION

### 3.1. Findings

The results show that the public appeal for handling Covid-19 in Indonesia is expressed in three forms of speech, namely (1) imperative sentences, (2) declarative sentences, and (3) interrogative sentences, as be seen in Table 1. Based on Table 1, the most frequently found forms of appeals are in the form of imperative sentences, namely 70 data, then declarative sentences, namely 58 data, and interrogative sentences, namely 3 data. This is in line with the nature of the appeal which contains invitations, warnings, and appeals for the public to do things as stated in the appeal.

Based on their function, there are 12 meanings of imperative public appeal for handling Covid-19 in Indonesia, namely (1) notification appeal, (2) advice appeal, (3) order appeal, (4) prohibition appeal, (5) request appeal, (6) promise appeal, (7) offering appeal, (8) sentence appeal (9) punishment appeal, (10) persuasion appeal, and (11) reminding appeal of. Here is a further explanation. Based on Table 2, the most commonly found function of appeals that mean order, namely 25 data, appeals that mean prohibition, namely 20 data, appeals that mean invitation, namely 18 data, and appeals that mean suggestion, namely 16.

**Table 2.** Function of appeal

No.	Appeal Form	Data	Percentage
1	Appeal of notification	8	6%
2	Appeal of Advice	16	12%
3	Appeal of Order	25	19%
4	Appeal of prohibition	20	15%
5	Appeal of request	8	6%
6	Appeal of promising	8	6%
7	Appeal of offering	4	3%
8	Appeal of sentence	8	6%
9	Appeal of punishment	8	6%
10	Appeal of asking	18	14%
11	Appeal of warning	8	7%
	Total	131	100%

This implies that the appeal conveyed has a firm meaning, namely ordering and prohibiting. So, it is hoped that the community can carry out the message conveyed. Meanwhile, the other functions of appeal, namely notification appeal, request appeal, promising appeal, sentence appeal, punishment appeal, and warning appeal are found in each of 8 data. And, the least that is found in the appeal function with the meaning of offer, namely four data.

### 3.2. Discussion

#### 3.2.1. Forms of Imperative Speeches of Public Appeal for Handling Covid-19 in Indonesia

According to Wijana (1996, 2020), based on their mode, sentences can be divided into statement sentences (declarative), interrogative sentences (interrogative), and command sentences (imperative). The imperative mode is a mode that expresses orders or restrictions. The declarative mode is a mode that shows a neutral attitude. The interrogative mode is the mode that states the question. Conventionally, imperative speech is expressed in the imperative sentence mode. Even so, imperative speech can be expressed in other sentence modes, namely interrogative sentences or declarative sentences. This is because of the context of the speech that covers it. The imperative speech expressed in imperative mode is a direct strategy. Meanwhile, imperative speech expressed through interrogative mode or in declarative mode is an indirect strategy. As with the public appeal during the Covid-19 pandemic in Indonesia, the following is also stated in three sentence modes.

##### 3.2.1.1. The Imperative Sentence

According to Tim Penyusun KBBI Edisi Kelima (2020), an imperative is a form of command sentence or verb that states a prohibition or obligation to carry out an act. One form of the imperative is the prohibition imperative (Rahardi, 2005). The imperative of prohibition is stated in the lingual unit *jangan* "don't". The following data (1) and (2) are examples of appeals stated in the imperative prohibition sentence.

- (1) *Sayangi orang tua jangan mudik!*  
'Love your parents, don't do home coming!'
- (2) *Jangan panik tetap waspada. Lawan corona #kami bersama kalian*  
'Don't panic, stay alert. Fight corona #we are with you.'
- (3) *Jangan pergi ke tempat yang ramai, dan gunakan masker bila harus berada di keramaian.*  
'Don't go to crowded places, and wear a mask when you have to be in a crowd.'

The three data are stated in the form of imperative sentences. This is indicated by the use of the lingual

unit "*jangan*" "don't", that is, *jangan mudik* don't do homecoming, *jangan panik* don't panic, and *jangan pergi ke tempat yang ramai* 'don't go to crowded places'. So, it can be said that the three appeals are stated directly.

For example (1) there is an appeal '*jangan mudik*' "don't go home". This appeal hopes that the public will not go home. As we all know that mobility can trigger the spread of COVID-19. So, there are appeals that prohibit going home. For example, there is an appeal (2) "*jangan panik*" "don't panic". This appeal hopes that the public will not be panic. COVID-19 news that is so incessant makes some people panic so that some people buy up the entire stock. For example (3) there is an appeal "*jangan pergi ke tempat yang ramai*" "don't go to a crowded place". The appeal hopes that people do not go to crowded places and if they are obliged to go to crowded places, they should comply with health protocols, one of which is by wearing a mask. Appeals (1), (2), and (3) are stated in the form of imperative sentences. So it can be said that the appeals are stated directly.

##### 3.2.1.2. Declarative Sentences

Declarative sentence form is an imperative speech that is implied indirectly. Although this sentence shows a neutral attitude, in line with the context surrounding this sentence it contains an imperative meaning. The following is an example of a public appeal during the COVID-19 pandemic in the form of a declarative sentence.

- (4) *Jika merasa kurang sehat. Secara sukarela agar tinggal di rumah atau tidak bekerja, tidak sekolah atau ke tempat umum lainnya. Kriteria kurang sehat: demam, gejala penyakit pernafasan lain, batuk/pilek/nyeri tenggorokan/sesak nafas.*

If you feel unwell. Voluntarily stay at home or not work, not go to school or other public places. Unhealthy criteria: fever, symptoms of other respiratory diseases, cough / runny nose / sore throat/shortness of breath.

- (5) *Menahan diri tidak mudik berarti mencegah penularan, kita bisa berperan mencegah penyebaran dengan tidak mudik.*

*Refrain from going home means preventing transmission, we can play a role in preventing the spread by not going home.*

Both data are stated in the form of a declarative sentence. However, the two appeals are actually orders. According to Wijana (2005) indirect orders can be stated in declarative sentences and interrogative sentences. The data (3) is an order to stay at home or not work, not go to school or to other public places. The data (4) is a declarative appeal. The appeal states that people should refrain from homecoming. This appeal

prohibits people from homecoming because homecoming prevents transmission.

Example (4) is a declarative appeal. The appeal states that if we feel unwell we should stay at home or not work, not go to school or other public places. The appeal actually orders people who felt unwell to stay at home or not work, not go to school or other public places. The unhealthy criteria are fever, symptoms of other respiratory diseases, such as cough / runny nose / sore throat/shortness of breath. Likewise, for example (5) is a declarative appeal. The appeal states that people should refrain from going home. This appeal prohibits people from going home because going home prevents transmission.

### 3.2.1.3. Interrogative Sentences

Similar to the declarative sentence form, the interrogative sentence is also an imperative form of speech that is indirect. An appeal expressed in the interrogative sentence is a question. The following is a public appeal during the COVID-19 pandemic in Indonesia which is expressed in an interrogative form.

(6) *Apa yang harus dilakukan saat karantina di rumah?*

What should be done during home quarantine?

- *Selalu gunakan masker.*  
Always use a mask.
- *Konsumsi makanan bergizi, istirahat cukup*  
Eat nutritious foods, get enough rest
- *Upayakan ruang terpisah dengan anggota keluarga yang lain dan jaga jarak dengan orang sehat minimal 1 meter*  
Keep a separate room with other family members and keep a distance from healthy people at least 1 meter.

(7) *Pilih mana? Tinggal di rumah? Tinggal di rumah sakit? Tinggal kenangan?*

Choose which one? Stay at home? Stay in the hospital? Left with memories?

Both data are stated in the form of interrogative sentences. The commands contained in the sentence are also indirect commands. Even though they are in the form of interrogative sentences, they are actually the order. The appeal contained in the data (5) is to urge the public to always use masks, eat nutritious food, get enough rest, and seek separate rooms from other family members. Likewise, data (6) also asks the public to stay at home.

Examples (6) and (7) are appeals in the form of interrogative sentences. For example (6) it is asked what to do during the home quarantine. The appeal is

intended to urge the public to always wear masks, eat nutritious food, get adequate rest, and make room for other family members and keep a minimum distance from healthy people of 1 meter. Example (7) is also an appeal in the form of an interrogative sentence. The appeal asks you to choose between staying at-home, staying in the hospital, or leaving as a memory. The answer to that appeal is not better than staying at home because actually, the appeal is an order to stay at home.

### *3.2.2. The Function of Public Imperative Speech Appeals of Handling Covid-19 in Indonesia*

The function of the public imperative utterance appeal for handling COVID-19 in Indonesia contains various meanings according to the underlying context. Based on its function, there are 11 meanings of imperative public appeal for handling Covid-19 in Indonesia, namely (1) notification appeal, (2) advice appeal, (3) order appeal, (4) prohibition appeal, (5) request appeal, (6) promising appeal, (7) offering appeal, (8) sentence appeal, (9) punishment appeal, (10) persuasion appeal, and (11) reminding appeal. Here is a further explanation.

#### 3.2.2.1. Notification Appeal

A notification appeal is an appeal that serves to inform the audience about what to do or not to do. Data (8) below has a function to tell about social distancing and data (9) is an appeal that functions to tell about cough etiquette.

(8) *Menjaga jarak (social distancing) adalah kondisi menjaga jarak dengan orang lain agar tidak terjadi penularan.*

Maintaining distance (social distancing) is a condition of maintaining distance from other people so that transmission does not occur.

(9) Cough etiquette

*Gunakan masker*

Use a mask

*Tutup mulut dan hidung dengan lengan atas bagian dalam*

Cover mouth and nose with the upper inner arm

Appeal on data (7) and (8) are appeals that mean to inform. According to Rahardi (2005), the meaning of pragmatics relating to the context of the speech situation can affect the form of pragmatics. Like the two data, even though they are in the form of a notification, they are appeals to do the message contained in the appeal.

The appeal for example (8) serves to tell the public to keep a distance. Things that should be done, such as keeping a minimum distance from other people of 1 meter, not to shake hands, not to gather with others. Likewise, example (9) functions to instruct the public to pay attention to ethics when coughing, namely using a mask, covering the mouth and nose with the inner upper arm or with a tissue, disposing of the tissue in the trash, and washing hands using soap and running water.

### 3.2.2.2. Advice Appeal

Advice appeal means appeals that contain opinions (suggestions, advice) that are put forward for consideration. This appeal is marked with the word 'disarankan' suggested. The following is an example of advice meaning.

- (10) *Tetap menjaga kesehatan dengan CERDIK (cek kesehatan secara berkala, enyahkan asap rokok, rajin beraktivitas fisik dan berolahraga, Diet kalori seimbang, Istirahat yang cukup, Kelola stress)*

Maintain health with CERDIK (regular health checks, get rid of cigarette smoke, be diligent in physical activities and exercise, balanced calorie diet, adequate rest, and manage stress)

- (11) *Jaga diri dan keluarga Anda dari virus corona (covid-19) dengan germas (gerakan masyarakat hidup sehat)*

Protect yourself and your family from the coronavirus (Covid-19) with germas (community movement of healthy living)

*Jika merasa tidak sehat, istirahat yang cukup atau bila keluhan berlanjut segera berobat ke fasilitas pelayanan kesehatan (fasyankes)*

If you feel unwell, have enough rest or if the complaint continues, immediately seek treatment at a health service facility (fasyankes)

*Jika mengalami penyakit pernafasan, segera hubungi petugas kesehatan dan sampaikan riwayat perjalanan*

If you have a respiratory disease, immediately contact a health worker and provide a travel history

*Disarankan tidak mengunjungi pasar hewan. It is advisable not to visit animal markets.*

Likewise in data (9) and (10), the forms of appeal contained in the speech are advice. These can be seen in the context of their speech which suggests maintaining health with CERDIK (which is to check your health regularly, to get rid of cigarette smoke, to be diligent in physical activity and to exercise, to have a balanced calorie diet, to get adequate rest, and to manage stress). Whereas data (10) suggests people protect themselves with Germas, the community movement to live healthily.

Example (10) is an advice appeal to maintain health. The advice proposed is CERDIK, which is to check your health regularly, to get rid of cigarette smoke, to be diligent in physical activity and to exercise, to have a balanced calorie diet, to get adequate rest, and to manage stress. Example (11) is an appeal for advising to protect yourself and your family from the coronavirus (COVID-19) through germas, namely the people movement to live healthily. Example (12) is advice if we feel unwell, namely by getting enough rest or if there are complaints, immediately seek treatment at a health care facility Likewise, example (13) is an advice appeal if you have a respiratory disease, namely to immediately contact a health worker and to submit a travel history. Whereas example (14) is an example of advice which is marked with the word 'disarankan' suggested. The appeal contains advice not to visit animal markets.

### 3.2.2.3. Order Appeal

An order appeal means an appeal to order something to do. An order can be done with subtle commands, namely by adding a smoothing word, for example, the suffix *-lah*, the word *hendaklah* 'let'. However, in the appeals that are studied, there are no commands with soft command markers. This can be interpreted that the appeal conveyed is firm. An appeal that really must be obeyed by the community. Examples (1) - (12) below are examples of appeals that mean orders. The meaning of orders will be clearer if the appeals are paraphrased.

- (12) *Tetap tinggal di rumah, tidak pergi ke mana-mana kecuali urusan yang penting, (belajar di rumah, beribadah di rumah, bila mungkin bekerja di rumah)*

Stay at home, don't go anywhere except for important matters, (studying at home, worshipping at home, working at home if possible)

*Tetap di rumah. Upayakan untuk melakukan segala aktivitas sehari-hari di rumah masing-masing seperti bekerja, belajar, beribadah, dsb.*

Stay at home. Try doing all daily activities in each house, such as work, study, worship, etc.

- (13) *Tetap di rumah!!! Jangan sampai tertular dan menulari*

Stay at home !!! Don't get infected and infect

*Waspada corona tapi tidak usah panik, tangkal dan kenali gejalanya*

Be aware of the corona, but don't be panic, prevent it and recognize the symptoms

*Jaga jarak minimal 1 meter dengan orang lain, untuk menghindari paparan droplet yang mungkin membawa virus covid-19*

Maintain a minimum distance of 1 meter from other people to avoid exposure to droplets that may carry the Covid-19 virus

*Hindari kerumunan dan keramaian. Termasuk event-event besar, kelas, transportasi publik, tempat wisata, atau pusat keramaian lainnya*

Avoid crowds and gatherings. Including major events, classes, public transportation, tourist attractions, or other centers of the crowd

*Himbauan gubernur Jawa Tengah menghadapi virus corona*

The Central Java governor's appeal to face the coronavirus

*Menginstruksikan kepala desa seluruh Jateng*

Instruct village heads throughout Central Java

*Mengedukasi warga desa tentang corona*

Educate villagers about the corona

Data (11) and (12) are appeals that mean ordering people stay at home, whether studying, worshipping, and working, unless there is an important or urgent matter. This is intended so that people do not get infected and infect.

Examples (15), (16), and (17) are appeals with the meaning of order for the public to stay at home, whether studying, praying, and if possible also working unless there is an important or urgent matter. These appeals are meant that we do not get infected and infect other people. Example (18) means an order for the public to be aware of the corona. However, please do not be panic, ward off, and recognize the symptoms of the corona. Example (19) is an appeal with the meaning of an order for the public to maintain a minimum distance of 1 meter from other people. These are done to avoid exposure to droplets that might carry the Covid-19 virus. Example (20) is an appeal with the meaning of order so that people avoid crowds and gatherings. Example (21) is an appeal with the meaning of an order which is marked with a command marker, namely the word *himbauan* 'appeal' and *menginstruksikan* 'instruct'. The meaning of this appeal is an order from the Governor of Central Java in dealing with the coronavirus.

#### 3.2.2.4. Prohibition Appeal

In addition to meaning orders, an appeal can mean prohibition. Likewise, the appeals on the public appeal for handling COVID-19 in Indonesia also have prohibition meaning. An appeal which means prohibition can be marked with the words *tidak* no and

*jangan* don't. Examples (13) - (27) are appeals which mean prohibition.

(14) *Tidak salaman*

No shake

(15) *Tidak kumpul-kumpul (ngobrol di warung kopi, arisan, pengajian, dsb.*

Do not getting together (chatting at a coffee shop, social gathering, recitation, etc.

(16) *Jangan mudik sayangi keluarga dan saudara di kampung.*

Do not go home, love your family and relatives in the village.

(17) *Rindu udik, jangan mudik, karena sayang pantang pulang*

Missing hometown, don't go home, because of love, don't go home

The pragmatic form of data (13) -- (16) is prohibition. This is indicated by the lingual units "no" and "don't", namely the prohibition against shaking hands, the prohibition on gathering, the prohibition on consuming uncooked meat, and the prohibition on going home.

Example (22) is an appeal that means the prohibition of shaking hands. Example (23) is a public appeal which means a prohibition to gather, such as chatting in a coffee shop, social gathering, recitation, etc. Example (24) is a public appeal which means a prohibition on eating uncooked meat. Example (25) - (26) is a public appeal which means prohibition of going home or returning home.

#### 3.2.2.5. Request Appeal

Appeal with the meaning of request is an appeal which means more subtle than and an order appeal. Usually, requests are submitted to a higher position person. Therefore, request appeal has a more polite meaning. This appeal can be indicated by the word *menghimbau* 'appealing', *meminta* 'asking'. Examples (17) and (18) below are examples of appeal with the meaning of the request.

(18) *Menghimbau para jama'ah shalat agar membawa sajadah atau sapu tangan/kain bersih sendiri sebagai alas sujud masing-masing*

Urge the pray congregation to bring their prayer mat or handkerchief / clean cloth as a base for their prostration

(19) *Meminta para jamaah yang sedang batuk, demam, dan mengalami gejala sakit seperti flu/salesma agar melaksanakan shalat di rumah hingga sembuh*

Ask the congregation who is coughing, has a fever, and are experiencing symptoms of illness, such as

flu/colds to carry out prayers at home until they recover

Example (17) is an appeal with the request meaning which is marked with the word *menghimbau* 'urge'. The appeal is an appeal to the prayer congregation to bring their prayer mat or handkerchief / clean cloth as a base for their prostration. Example (18) is an appeal with the meaning of request which is marked with the word *meminta* 'ask'. This appeal means a request that the congregation who are coughing, have a fever, and are experiencing symptoms of illness such as flu/colds so that they can pray at home to recover.

### 3.2.2.6. Promising Appeal

A promising appeal is an appeal that contains someone will get something if conditions are fulfilled. The following examples (19) and (20) are promising appeals.

- (20) *Cuci tangan harus pakai sabun dengan air mengalir, karena dengan memakai sabun dapat membersihkan tangan dari kotoran yang mengandung kuman penyakit.*

Washing hands must use soap with running water because using soap can clean hands from dirt that contains germs.

- (21) *Cuci tangan pakai sabun dengan air mengalir dapat mencegah penyakit diare, infeksi saluran pernafasan atas hingga lebih dari 50%, menurunkan 50% insiden avian influenza, hepatitis A, kecacingan, penyakit kulit dan mata.*

Washing hands with soap with running water can prevent diarrhea, upper respiratory infections by more than 50%, reduce 50% of the incidence of avian influenza, hepatitis A, intestinal worms, skin and eye diseases.

Data (19) and (20) are appeals issued by the Ministry of Health of the Republic of Indonesia. These appeals are to educate the public to wash their hands with soap and running water. The appeals explain what the community will get if they do what is ordered. By explicitly stating the benefits available, it is hoped that the community is willing to carry out the appeal issued.

Example (22) is an appeal of promise. The condition that must be fulfilled is washing hands must use soap with running water. The promise given is to clean hands from dirt that contains germs. So, the meaning of the appeal is an order to wash hands using soap with running water. Likewise, example (23), the conditions that must be fulfilled is washing your hands with soap and running water. The promise given is to prevent diarrhea, upper respiratory tract infections by more than 50%, reduce 50% of the incidence of avian influenza, hepatic A, worm disease, skin, and eye diseases. The meaning of request is the same as an

appeal (30), which is an order to wash your hands using soap with running water.

### 3.2.2.7. Offering Appeal

An offering appeal is an appeal that means giving options or alternatives that can be selected. Only one appeal is found which means offer, as follows.

- (22) *Pilih mana? Tinggal di rumah? Tinggal di rumah sakit? Tinggal kenangan?*

Choose which one? Stay at home? Stay in the hospital? Left with memories?

Data (21) is an appeal issued by the Indonesian Red Cross (PMI). Staying at home is an effective option to prevent the spread of the coronavirus. Therefore, the creativity of the appeal maker is demanded so that the appeal that is issued hits. One of them is by giving offers. So that people can think of choosing the most profitable alternative for themselves.

This appeal (21) means providing alternatives to stay at home, stay in the hospital, or leave in memories (die). Of the three alternatives provided, the community can think about the advantages and disadvantages of this choice. Does anyone want to stay in the hospital? Or even to be a memory? Of the three alternatives offered, only one profitable alternative, namely staying at home. This is in line with the meaning contained in the appeal, namely the order for the public to stay at home.

### 3.2.2.8. Sentence Appeal

A sentence appeal is an appeal which means a sentence if the appeal is not followed. Data (22) and (23) below are examples of sentence appeals.

- (23) *Tunda mudik!!! Tahukah kamu virus tidak bergerak. Dengan kita mudik dan tanpa disadari telah terjangkau maka kitalah yang menggerakannya*

Delay homecoming!!! Did you know the virus doesn't move? By going home and without realizing it, we are the ones who move it

- (24) *Kamu bisa pulang dan telah terjangkau namun tidak megetahuinya, beberapa kasus positif covid-19 tidak menunjukkan gejala spesifik, Anda bisa menularkan ke keluarga dan kerabat sekitar.*

You can do homecoming and have been infected, but don't know it, some positive cases of Covid-19 do not show specific symptoms, and you can pass it on to your family and local relatives.

Appeals (22) and (23) are issued by the Indonesian National Police. The appeals are issued to prevent people from going home. The appeals explain what can happen if people continue homecoming. Therefore, it is

hoped that with this appeal the community will not do homecoming.

Examples (25) and (26) are appeals not to go home. Sentences will be given to people who do not obey orders, namely, as people who transfer the virus (example 25) and as people who transmit the corona to their family and relatives (26).

### 3.2.2.9. Punishment Appeal

A punishment appeal is an appeal stating the punishment for people who do not comply with the appeal. Examples (24) and (25) below are prohibition appeals for homecoming. For those who violate appeals will be subject to punishment, such as turning back home, sanctions, and fines.

Punishment is explicitly stated in the appeal. So it is clear that people who do not comply with the appeal will be punished. Thus, it is hoped that the community can comply with the appeal. The appeals are issued by the public relations of the National Police. By giving the punishment, it is hoped that the appeal will be effective in preventing homecoming activities in the community.

(25) *Stop mudik sebelum putar balik.*

Stop homecoming before turning back.

(26) *Nekad mudik, putar balik! Jangan nekad mudik. Selain diminta putar balik, sanksi dan denda sudah menanti.*

Desperate to go home, turn around! Don't be reckless going home. Apart from being asked to turn around, sanctions and fines are waiting.

### 3.2.2.10. Persuasion Appeal

Persuasion appeal is an appeal that states the meaning of persuasion. This appeal is marked with a persuasive marker in the form of the words *ayo* 'come on', *mari* 'let's', *yuk* 'come on', and *mengajak* 'invite'. Data (26) - (29) are examples of persuasion to prevent corona: a persuasion to stay at home, a persuasion not to go home, a persuasion to wash your hands with soap, and persuasion to check if you experience symptoms similar to corona.

These appeals are more lenient than other appeals. The lingual units "come on", "yuk", "let" indicate this appeal is more polite than if it does not add the lingual unit. So that the community does not feel ordered, but between the appeals maker and the community together to do the appeal. This is according to imperative speech linguistic politeness markers by Rahardi (2000).

(27) *Ayo...! Cegah covid-19 jangan panic, tetap waspada*

Come on...! Prevent Covid-19, don't be panic, and stay alert

*Ayo bantu mencegah penyebaran Covid-19 dengan menjaga jarak fisik dengan orang lain atau dengan di rumah saja*

Let's help prevent the spread of Covid-19 by maintaining physical distance from other people or at home

(28) *Yuk ...di rumah saja. Jika merasa kurang sehat, lebih baik tinggal di rumah*

Let's... just stay at home. If you feel unwell, it's better to stay at home

(29) *Mari kita bersama menahan keinginan untuk tidak menyebabkan kerawanan di kampung halaman.*

Let's together resist the urge not to cause vulnerably in hometown.

*Yuk, jangan mudik dulu. Kenapa? Kamu bisa tertular virus corona saat perjalanan, karena interaksi dengan orang lain bisa menjadi transmisi virus corona.*

Come on, don't go home. Why? You can catch the coronavirus while traveling because interactions with other people can be a transmission of the coronavirus.

(30) *Mengajak warga melakukan gerakan cuci tangan pakai sabun*

Ask villagers to wash their hands with soap

*Mengajak warga desa untuk sukarela periksa apabila mengalami gejala mirip corona (flu, demam, dll.)*

Ask villagers to voluntarily check if they experience symptoms similar to corona (flu, fever, etc.)

### 3.2.2.11. Reminding Appeal

Reminding appeal is to remind the public. This appeal is marked with a marker in the form of a word, such as *jangan lupa* 'don't forget' and *ingat* 'remember'. Appeal (30) and (31) below have the meaning of reminding. Data (30) is an appeal that serves to remind people to always wash their hands after doing activities or before touching their faces. Data (31) is an appeal that serves to remind people to avoid crowds, stay at home, wash their hands frequently with soap, increase the consumption of healthy foods, and pray.

(31) *Jangan lupa...! Selalu cuci tangan setelah beraktivitas atau sebelum memegang muka.*

Don't forget...! Always wash your hands after doing activities or before touching your face.

(32) *Ingat...! Hindari kerumunan, lebih baik tetap di rumah saja, sering cuci tangan dengan sabun, perbanyak konsumsi makanan yang sehat, berdoa*

Remember...! Avoid crowds, it's better to stay at home, wash your hands often with soap, eat more healthy foods, pray

#### 4. CONCLUSION

This study describes the appeal in 3 modes of sentence form, namely (1) imperative sentences, (2) declarative sentences, and (3) interrogative sentences. Besides, it also describes 11 meanings of appeals based on their function, (1) notification appeal, (2) advice appeal, (3) order appeal, (4) prohibition appeal, (5) request appeal, (6) promise appeal, (7) offering appeal, (8) sentence appeal (9) punishment appeal, (10) persuasion appeal, and (11) reminding appeal.

The public's understanding of the information received will influence their decision to comply with the appeal given. The form and function of the appeal must be adapted to the target community. The appeal for health workers is of course different from the appeal for farmers or fishermen. The appeals for highly educated people are certainly different from the appeal for those who are less educated.

Therefore, the public should be critical in understanding the appeals conveyed in the public space. Likewise, the appeal maker should also be smart and careful in making appeals. It should be adapted to the background of the community to be targeted.

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