

The use of the Lampung language in the Covid-19 Alert Appeal Poster

Dina Maryana¹, Farida Ariyani², Nurlaksana Eko Rusminto³

¹ Magister of Lampung Language and Culture Education, FKIP, Lampung University, Indonesia)

²(FKIP, Lampung University, Indonesia)

³(FKIP, Lampung University, Indonesia)

Abstract: *This study aims to describe the use of the Lampung regional language on the Covid-19 pandemic appeal poster. This research uses a qualitative descriptive approach and note taking techniques. The results showed that the use of regional languages in socializing the Covid-19 outbreak had a good and effective impact on the community. Messages conveyed through social media, both in the form of pictures, videos and posters made with quite a variety of themes. Delivery in local languages is easier for the public to understand*

Date of Submission: 01-05-2021

Date of acceptance: 15-05-2021

I. Introduction

The corona phenomenon has become an issue in early 2020. This viral infection known as Covid-19 was first discovered in Wuhan City, China, at the end of December 2019. This disease is caused by the 2019 novel coronavirus (2019-nCoV) which is a new type. The corona virus, which is thought to have originally been transmitted from the consumption of wild animals such as bats to humans, is now even transmitted among humans. The positive number of the Corona virus in Indonesia which has been confirmed by the government has now increased to 14,032 cases. The number increased by 387 cases compared to the previous day. Latest data by Government Spokesperson for Handling Covid-19 Achmad Yurianto (Yuri), Sunday, May 10, 2020 (detik.com). The accumulated data shows that the number of patients who have died continues to increase, in the last 24 hours, there were 24 patients who died so that the accumulation became 973, besides that, patients who were declared cured also increased.

One of the government's efforts to socialize the dangers of Covid 19 is through an appeal poster. There are new terms that appear in mass media coverage and conversations on social media. There are many words or terms related to the Corona virus, but what should be noted is that these words or terms are more dominated by foreign language words or terms. In essence human as a social being cannot be separated of using language as a tool social interaction (Devianty, 2017). In the sphere of society, language is divided into two, namely language spoken and written language (Anggayana & Sari, 2018). Of course both languages is used according to situation and conditions as well as appropriate needs. Society and language inseparable from each other, because the two of them are binding (Fitri et al., 2020). In other words, language has a power which is able to influence attitudes and human behavior (A. sahtiani Jahir, 2009).

When the government calls on the dangers of the corona virus to use foreign terms, the message conveyed will be less effective for the lower middle class. The choice of terms by the government still indicates that the government is only targeting educated urban people who come from the middle class. As a result, perhaps not many of the poor, who are not educated, understand what the government is trying to convey. Even though many of the Indonesian population comes from lower-income economies with low education. By using celestial and complex language targeting only certain circles, the government's communication strategy during this pandemic period creates new problems. Therefore, posters containing appeals about the dangers of the corona virus should be translated into simple language so that the public can understand the message conveyed. Local language is the solution to convey appeals about the dangers of the corona virus. One of them is the Lampung language, in Lampung Province there is an appeal poster related to the corona virus which uses the Lampung language as the medium. It will be more effective to use regional languages as a medium for conveying messages to the public, so that people understand the dangers of the corona virus. This is what motivates the researchers to conduct this research.

II. Material And Methods

Language is a communication tool that is always used in daily activities, so it is important to learn because language is always changing and developing all the time. Even this language change can occur nationally to internationally. Language can change and develop by itself slowly because it adapts to developments and changes in patterns in the life system of the speaking community such as educational, social, cultural levels and even mastery of science and technology (Haryono, 2011).

There are several sciences that study language, one of which is sociolinguistics. Sociolinguistics studies and discusses social aspects of language, especially the differences that exist in language related to societal factors (Nababan, 1993). Sociolinguistics views language as a social phenomenon in communicating because it is part of a particular culture and society.

Meanwhile, according to Chaer and Agustina in (Lestari, 2018) sociolinguistics is a branch of science that studies language and language users in the wider community. This makes sociolinguistics useful for the study of the language of diverse and diverse societies. It is this difference that causes certain kinds of factors in language so that language variations emerge. Language variations are usually caused by social interactions carried out by certain communities or groups (Inderasari & Oktavia, 2018). Until now, language variations can be recognized very quickly because of their very significant development through online media.

In general, language has a function as a means of communication. In addition to a means of communication, language also has a function as self-expression to express the thoughts and feelings of each individual. Language also has a function as the identity of a nation, country or tribe. Language has various functions. According to Halliday in (Jatmiko, Setiawan, & Sulisty, 2017), language functions as (1) instrumental, namely a function that can regulate the behavior of the interlocutor and have an effect or impact on the listener; (2) functions as a regulatory or language as a controller and supervisor of public behavior; (3) the representational function or language function as the delivery of facts and events that are real experienced by other people; (4) the interactional function is to maintain communication relations between speakers and interlocutors; (5) personal function or language functions as an expression of the speaker's feelings, ideas, and emotions; (6) the heuristic or language function functions as an extractor of information to gain knowledge, and (7) the imaginative function or language has a function as the creation of an idea and an imaginative idea.

At the end of 2019 the Chinese state was shocked by the presence of a new outbreak, namely the corona virus or covid-19. This virus spreads fast enough to various parts of the world so that it claimed many lives, including in Indonesia. The pandemic almost paralyzed all activities of society and the world economy. China is a very influential country for the world economy. If China experiences an economic decline of 1 to 2 percent, the impact on Indonesia will be 0.1 to 0.3 percent (Budiyanti, 2020).

Covid-19 is a disease caused by the corona virus. Covid-19 is a positive single-strain RNA virus disease that infects the respiratory tract (Yuliana, 2020). The corona virus has 6 different types, usually the corona virus infects animals such as bats and camels before mutating into covid-19 which infects humans (Susilo et al., 2020). Due to the danger of this virus, the public must always be aware of the important information conveyed by the government or medical personnel. Therefore, information related to this disease must be conveyed correctly so that it can be accepted by the wider community. The existence of new terms in various fields makes the media have to convey them to the public. However, it is inevitable that there are still many people who do not know about these terms or what is commonly known as register. The use of local languages is considered quite effective in translating foreign terms related to the socialization of the dangers of Covid-19 to the public. Many of the people with low education do not understand foreign terms circulating on social media or appeals posters on the side of the road.

Method

This research uses descriptive qualitative methods and note taking techniques in describing a phenomenon regarding a language. Qualitative descriptive in this study is used to develop a theory that is built through data obtained in the field. The research methodology in this study used a qualitative descriptive method with a sociolinguistic approach. Qualitative descriptive is a data collection technique in the form of a description, namely in the form of words or an expression. According to (Sutopo, 2006), qualitative descriptive is a technique of collecting data by observing and taking notes. However, in this study we added one way, namely capturing screens. This qualitative descriptive method was chosen because the data we collect is objective and in accordance with existing conditions and data.

III. Result

The use of the Lampung language in the Appeal regarding the Covid-19 Prevention Protocol.

1. Data source Ariyani (2020) Prevention of Covid-19 with the acronym "UNILA"



(Ariyani, 2020)

Analysis Results:

According to Ariyani (2020) as the Head of the Lampung Language and Culture Masters Study Program regarding the procedures or prevention of Covid-19 in Lampung language with an acronym UNILA. The acronym stands for U (*Ubah lagi horek jadi sihat*), N (*Nyentuh mata, irung, banguk dang pai*), I (*Imunitas dicakakko*), L (*Laku wat batas jama sapa juga*), A (*Awasi rasa badan rap-rip, mahyok, hengap*).

U : *Ubah lagi horek jadi sihat*

Change a healthy lifestyle, the importance of applying inner principles in order to maintain health. The implied meaning is to maintain health by eating nutritious foods, adequate sleep patterns and exercise.

N : *Nyentuh mata, irung, banguk dang pai*

Do not touch eyes, nose and mouth. The spread of Covid-19 can be through the spread of viral bacteria on the hands, so it is prohibited to hold your eyes, nose and mouth when you are not washing your hands.

I : *Imunitas dicakakko*

Maintain immunity or increase immunity with a healthy lifestyle. Maintaining immunity can be done with a healthy lifestyle by eating nutritious foods such as vegetables, fruit and milk. Get enough rest and don't forget to exercise.

L : *Laku wat batas jama sapa juga*

Prohibition of not hanging out with many people and crowding, because the spread of the virus can occur if we do not keep our distance. This appeal to maintain distance applies to all groups.

A : *Awasi rasa badan rap-rip, mahyok, hengap*

Beware, if there are signs of the Covid 19 virus such as fever, flu, coughing and even difficulty breathing, immediately contact the Covid 19 post or the nearest hospital.

2. The data source is from the Instagram account @ a.ardiansyah, which uploaded the appeal for "Pesawaran Police" regarding the dangers of Covid-19.



(@a.ardiansyah)

The appeal reads “Guwai mak nengis umungan, jaman ganta cuma wat telu pilihan, ngehaman di lamban nutuk cawa pemerintah, kukhuk IGD, foto niku wat di buku yasin”.

The impact for those who violate the notification that has been informed will bear the risks. The appeal states that life is the first to stay at home following the government's advice, the second to enter the emergency room, and the third your photo is embedded in the Yasin book. The meaning of the appeal is like that when you disobey the government's appeal which emphasizes that just staying at home will have an impact on entering the emergency room (hospital), or even death, if exposed to the Covid 19 virus. So the appeal was made and emphasized especially the people of Pesawaran Regency, Lampung Province.

3. The data source for the twitter account @kpp_pa is the account of the Ministry of Women's Empowerment and Child Protection.



(The data source for the twitter account @kpp_pa is the account of the Ministry of Women's Empowerment and Child Protection)

The account uploads an image containing corona prevention methods, the image reads “Jaga diri jama keluarga jak birus corona (Covid-19) siwa belas jama, kinyau pungu, dang megung pudak, dang khiddik jama uluh minimal sai meter, makai masker lamun flu atau menutup jama pungu sai di lom waktuu bersin jama batuk”.

jama batuk, usahaken di nuwa". Protect yourself and your family from the corona virus (covid-19) by washing your hands, don't touch your face when your hands are not clean, don't make close contact when communicating directly with someone at least one meter away, using a mask, if you have a cold or cough immediately cover with your hands, and keep it at home. This appeal is almost the same as what was conveyed by the government and the Ministry of Health, but the appeal uses the Lampung language. Local languages have an important role in communicating information to the public. It is proven that people understand regional languages better than foreign languages, because the community is not only from the upper middle class but also many people from the lower middle class.

IV. Conclusion

The use of local languages for the information to be conveyed turned out to be more effective. The use of the Lampung language in an appeal related to the dangers of Covid-19 has had a fairly good and effective impact on society. The use of foreign terms makes it difficult for people to understand and multi-functional. The efforts of the government and the community to socialize the Covid-19 outbreak should be appreciated. The use of regional languages in appealing to the public is enough to make it easier for people to receive messages without reducing the function and meaning of the socialization.

References

- [1]. Abdullah, A. 2013. *General Linguistics*. Jakarta: Erlangga.
- [2]. Arikunto. 2010. *Research Procedure*. Jakarta: Rineka Cipta.
- [3]. Budiyanti, Eka. 2020. "The Impact of the Corona Virus on the Trade Sector and Indonesian Tourism ". Brief INFO. XII (4 / II / Puslit): 19–24.
- [4]. Chaer, Abdul. *Indonesian Language Development*. Jakarta: Rineka Cipta.
- [5]. Haryono, Akhmad. 2011. "Language Change and Development: Historical and Sociolinguistic Review". *Linguistics* 18: 1–9.
- [6]. Jatmiko, Henry Trias Puguh., Budhi Setiawan, & Edi Tri Sulisty. 2017. "Language Function in Oral Discourse of Buying and Selling Transactions at Klewer Market in Surakarta and its Relevance as Indonesian Language Learning Materials in Senior High Schools". *ELIC2017*. 359–375.
- [7]. Juniels, Rose, dkk. 2020. Health Register for the Covid-19 Pandemic Era in Communication in Various Online Media. Surakarta: Tabasa.
- [8]. Pateda. 2001. *Lexical Semantics*. Jakarta: Rineka Cipta.
- [9]. Nababan, P. W. J. 1993. *Sociolinguistics as an introduction*. Jakarta: Gramedia.
- [10]. Puspahaty, Novita. 2017. "Language Change in Cibusah Subdistrict". *Meaning* 2 (1): 77–87.
- [11]. Senjaya, Arip., Ilmi Solihat, & Erwin Salpa R Alliance. 2018. "Sociolinguistic Study of the Use of Ken (Cant) Language Variation by Beggars in the Red Light Environment of Serang City, Banten Province". *Journal READING*. 3 (2): 91–169.
- [12]. Shahmatun, Aminanti. Early. 2004. "Use of Professional Register of Midwives in Clinics and Maternity Home in Delta Mutiara Sukodono, Sidoarjo ". *Skriptorium*. 2 (2): 1–12.
- [13]. Sudjalil. 2018. "Typology of Abbreviations in Indonesian Newspapers". *DOUBLE* 4 (1): 69–82.
- [14]. Susilawati, Erni., & Yunus. 2017. "Language Variations in the Novel Peyempuan Karya @Peyem. " *Bastra* 1: 1–14.
- [15]. Susilo, Adityo., Et al. 2020. "Coronavirus Disease 2019: A Review of Recent Literature". *Indonesian Journal of Internal Medicine*. 7 (1): 45–67.
- [16]. Sutopo, H. B. 2006. *Qualitative Research: Basic Theory and Its Application in Research*. Surakarta: Sebelas Maret University.
- [17]. Widawati, Retna Rahayu. 2018. "The Influence of Social Media on Habits Speak "in SAGA. (Pp. 405–414).
- [18]. Yuliana. 2020. "Corona Virus Diseases (Covid-19); A Literature Review". *Wellness And Healthy Magazine*. 2 (1): 187–192.

Dina Maryana. "The use of the Lampung language in the Covid-19 Alert Appeal Poster." *IOSR Journal of Research & Method in Education (IOSR-JRME)*, 11(3), (2021): pp. 54-58.