

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

The world has recently faced with a very worrying health phenomenon. The phenomenon that occurs is the coronavirus. Coronavirus is a new type of virus that is shocking to people over the world. Besides being able to spread very quickly, the virus has also caused death to many people in several countries of the world, especially in China. Based on the Centers for Disease Control and Prevention (CDC), the coronavirus is a virus that often infects animals. However, the virus can gradually evolve and spread to humans. Coronavirus is also said to be similar to SARS which became epidemic throughout the world in 2002-2003. According to Horby a professor at the University of Oxford, the Coronavirus is lighter than SARS. The virus takes a long time to develop from the initial symptoms.

Coronavirus makes people respond to this outbreak. World Health Organization (WHO) states the outbreak of this virus has become a world health emergency because it has spread to America. On the mass media including social media, everyone talks about the Coronavirus phenomenon. People's responses and comments about the outbreak are very diverse.

Responses or comments from social media users can be examined from the perspective of pragmatics. Kreidler (2013:18) defines pragmatics as the meaning of the speaker's utterance seen from the type of speech and certain situations to find out the intention of the speaker and to interpret what the speaker says based on the background of the topic is discussed. Besides, Levinson (1983:8) states pragmatics is the study of language and contexts that are grammatical, and have meaning in the structure of language. Pragmatics is essentially a study of how language is used to communicate. Further, Huang (2007) states pragmatics is a study of the meaning of language in the use of language depending on the existing context. Pragmatics studies cover deixis, presuppositions, speech act, and implicature.

Pragmatics is also defined as the study of the meaning conveyed by the speaker and interpreted by the listener. This can be implemented to examine from the users of social media who always express people's opinions on what is happening.

According to Barbulet (2013) states that social media is a place to express various types of expressions and "*expand the ways people interact both publicly and privately.*" Many things can be done by social media users, one of which is responding to phenomena that occur in this world only through Facebook, Instagram, Twitter, and other social media platforms.

All social media platforms have a different attraction for everyone. However, the design of all social media is to communicate and socialize with people anywhere and anytime. In this study, the researcher examined people's responses from Facebook users in commenting on a phenomenon to news about coronavirus on the BBC News Facebook page. On the BBC news, a Facebook page entitled *China coronavirus: Lockdown measures rise across Hubei province* many people commented and responded with various utterances about that topic. The existence of various types of utterances from each user on the BBC News Facebook page made the researcher analyzed each response in people's utterances to the coronavirus phenomenon by using pragmatic studies. The researcher uses pragmatic studies to examine the intentions of the response by social media users by using speech act theory and implicature theory.

There are several previous studies related to this research. Taha Assaggaf (2019) conducted on WhatsApp notification status using pragmatic analysis. The purpose of this study to determine two aspects of text-based WhatsApp notifications that can be determined from the realization of discursive and pragmatic studies. Nastri, Pena, & Hancock (2006) conducted a speech act analysis study in *away messages* used by Instant Messaging users in the US. The purpose of this study to review the communicative objectives of the structure of language in *away messages*. And Yousefvand (2010) examined the

act of praise expressed in Persian. The purpose of this study to categorize range strategies in responding to compliment based on gender in Persian.

The similarities in this study conducted by previous studies are both discussing pragmatic analysis and analyzing the intentions of the responses of people on social media. Therefore, this study continues previous research with different data taken from social media Facebook and it is hoped that this research can have an impact on further research in the study of pragmatics.

Based on the explanation above, the purpose of this study is to categorize the intentions of responses expressed by people on social media and to categorize the implicature of responses expressed by people on social media. The researcher is interested in analyzing the response or comments of people in social media about the coronavirus phenomenon on the BBC News Facebook page by using a pragmatic approach titled “Pragmatic Analysis of the Responses given by The Social Media users toward Coronavirus Phenomenon”.

## **B. Problem Statement**

Based on the background of the research, the formulation of the problem of this study:

1. What are the intentions of the response given by social media users toward Coronavirus phenomena?
2. What are the implicatures of the response by social media toward Coronavirus phenomena?

## **C. Objectives of the Study**

Based on the problem statement above, the researcher states the objectives of the study as follows:

1. To examine the intention of the response given by social media users toward coronavirus phenomena.
2. To examine the implicature of the response given by social media users toward coronavirus phenomena.

#### **D. Benefit of the Study**

There are two benefits can be drawn from this study, namely theoretical benefits and practical benefits.

##### 1. Theoretical Benefits

This research is expected to provide a scientific contribution to the study of pragmatics, especially in the speech act on the response of people on social media about coronavirus. Studies on pragmatics are indeed already quite diverse. This research focuses on people's comments on social media. Therefore, this research is expected to be able to provide new references for the pragmatic analysis of people's responses on social media.

##### 2. Practical Benefits

###### a. English Teacher/ Lecturer

The results of this study can add specific teaching material for pragmatics studies and provide relevant examples such as speech act and implicature.

###### b. Future Researcher

The results of this study can be used as references for further researchers in examining new data in the field of pragmatics.