A SOCIOPRAGMATIC ANALYSIS OF GRATITUDE EXPRESSION GIVEN BY SOCIAL MEDIA USERS TO HEALTHCARE WORKERS ON CORONAVIRUS

Submitted as a Partial Fulfillment of the Requirements for Getting

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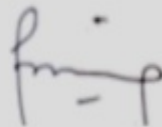
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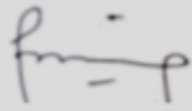
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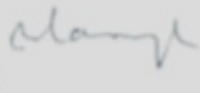## IKA RAHMAWATI

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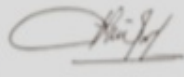
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A SOCIOPRAGMATIC ANALYSIS OF GRATITUDE EXPRESSION GIVEN BY SOCIAL MEDIA USERS TO HEALTHCARE WORKERS ON CORONAVIRUS

Abstrak

Tujuan penelitian ini adalah untuk mendeskripsikan strategi kebersyukuran dan strategi kesopanan dari komentar yang telah diberikan oleh pengguna media sosial untuk pekerja kesehatan untuk virus corona. Penelitian menggunakan metode deskriptif kualitatif yang berfokus pada komentar yang diberikan oleh pengguna media sosial untuk pekerja kesehatan untuk virus corona. Data penelitian ini berupa ujaran kebersyukuran yang muncul dalam komentar. Sumber data dalam kajian ini adalah postingan media sosial dari Facebook, Twitter, Instagram, dan Youtube yang telah diberikan oleh pengguna sosial media untuk pekerja kesehatan untuk virus corona. Teknik analisis data dalam kajian ini menggunakan teori dari Cheng (2005) dalam menjelaskan strategi kebersyukuran dan teori dari Brown dan Levinson (1987) dalam menjelaskan strategi kesopanan. Hasil penelitian menunjukkan bahwa (1) terdapat 7 strategi dalam memberikan kebersyukuran yaitu terima kasih, apresiasi, perasaan positif, minta maaf, mengenali kerugian, membayar kembali, dan sinyal. (2) Terdapat 3 strategi dalam memberikan kesopanan yaitu secara langsung, kesopanan positif, dan kesopanan negative.

Kata Kunci: kebersyukuran, kesopanan, dan media sosial

Abstract

The purposes of this research are to describe gratitude strategy and politeness strategy from the comment given by social media users to healthcareworkers on coronavirus. This research employs qualitative descriptive that focuses on the response given by social media users to healthcare workers on coronavirus. The data of this research are the utterances from comments that contain gratitude expression. The source of the data in this research are the comments from social media users such as Facebook, Twitter, Instagram, and Youtube that are expressed as responses to healthcare workers on Coronavirus. The techniques of analyzing data in this research from the theory of Cheng (2005) in describing gratitude strategy and theory of Brown and Levinson (1987) in describing politeness strategy. The result of this study shows that (1) there are 7 strategies to give gratitude they are, thanking, appreciation, positive feeling, apology, recognition of imposition, repayment, and allerter. (2) There are 3 strategies to give politeness they are, bald-on record, positive politeness, and negative politeness.

Key words: gratitude, politeness, social media

1. INTRODUCTION

At the end of 2019, the world was shocked by the occurrence of a new virus called Coronavirus Disease 2019 (COVID-19), The first case of Coronavirus was reported at Wuhan on 31 December 2019, and nowadays this virus infects people almost all over the world. COVID-19 infects the human respiratory system which makes the patient suffer so much and risk to the mortality. This virus is contagious among people, so the healthcare

workers who have direct contact with the patient of COVID-19 daily are at risk too. During the pandemic of COVID-19, a huge number of healthcare workers become infected with this virus. They do not only have high risk on physical health, but also mental health problems due to the anxiety about the pandemic of COVID-19.

People all over the world give gratitude to healthcare workers who have been worked hard to take care of the patient of COVID-19. Meanwhile, they have much pressure that they also can be infected the virus but they still fulfill their job. The gratitude can make the healthcare workers feel warm and have the spirit to fight against the virus because gratitude has the power to give someone warmness and happiness. Everybody express their gratitude expression to healthcare workers on Coronavirus through social media because social media is the area for people to express their feelings freely.

News on social media extends very fast. The users of social media read news of the world easily, including the news about healthcare workers on Coronavirus. The users are given the chance to provide the response in comment row that has been offered. In responding to the news, social media users can give their comments and opinions to each other. The response of readers provides gratitudes such as thanking, appreciation, support, and prayer.

Noval (2019) stated that gratitude is the feeling of grateful or the hope tp express of thankful feeling. For instance, when a brother helps his sister with something, the sister will say "thank you very much" to her brother. Moreover, to respond to her friend, a girl can say "don't mention it" and these expressions can be called gratitude. When the gratitude is conveyed correctly, it can make the feelings of warmness and unity between communicators, preserving, and improving social solidity and social connecting in society (Eisenstein & Bodman, 1986). Several failures to convey gratitude, can have negative social penalties for speakers' relations, guiding to bother, anger, and exasperation. The magical ability to express gratitude has approximately unlimited capabilities. When someone expresses an appreciation to those who solve somethings for them, it is also the method to make individuals happy. Gratitude expression can be a blissful encounter for both the sender and recipient.

Gratitude expressions especially employing in the social media has significant phenomena in the perspective of sociopragmatics. In this study, the researcher chooses gratitude expressions given by social media users to healthcare workers on Coronavirus as the object of the research. The response of people can be found in throughout the comments on social media specially on Facebook, Twitter, Instagram, and Youtube.

The findings of this research have quite correlation with the findings of previous studies. First, the previous study is conducted by Adyawardhani (2015) which was aimed to find out the gratitude strategies used by EFL learners and the pattern of the strategy in responding to each of the different situations. The result of the study is the pattern of strategy in response to specific situations is not much different from those to general data on the strategy; repayment and positive feeling strategies are the most used in the situation where high indebtedness is present. Second, research was conducted by Putri (2018) which was purposed of to describe the kinds of gratitude expressions used by the main characters in the *I am Sam* movie. The research uses a descriptive qualitative method to conduct the study. The research of the study shows that seven gratitude strategies were used in this movie. The most strategy used is appreciation. If in previous studies examine the phenomenon of gratitude expressions that occur in teaching-learning activity and movie, this reseach examines the phenomenon of gratitude expressions that occured in the social media.

This study is important to examine in order to give an impression of the variants in gratitude expressions used in the social media. Furthermore, this study is supposed to offer positive impact in the relation to the choice of suitable gratitude expressions for giving to someone. Putri (2018) uttered that the magic power of a simple expression of gratitude has almost limitless potentials. Expressions of gratitude can be a happy experience for both the giver and receiver.

This research is positioned in completing the gap in previous study since it uses gratitude expressions given by social media users. This research will enrich the study about gratitude expressions in sociopragmatics. The researcher employs Cheng (2005) and Brown and Levinson (1987) theory to analyze the data.

2. METHOD

The researcher uses the descriptive qualitative method because this research purposed to explain the strategy of gratitude and politeness. The researcher employs a descriptive way to explain and describe a concern which is then simplified so that it can be finished. Furthermore, the researcher employed qualitative research because in this research the researcher is the instrument and the data collector concurrently.

The object of this study is the gratitude expression given by social media users to healthcare workers on Coronavirus. The data of this research are the utterances from comments, tweets, or posts that contain gratitude expression. The source of the data in this

research are the comments from social media users such as Facebook, Twitter, Instagram, and Youtube that are expressed as responses to healthcare workers on Coronavirus.

The data collected are analyzed by theory of Cheng (2005) in describing gratitude strategy and theory of Brown and Levinson (1987) in describing politeness strategy given by social media to healthcare workers on coronavirus.

3. FINDING AND DISCUSSION

3.1 Finding

3.1.1 Gratitude Strategy

The researcher find that social media user gives seven gratitude strategies to healthcare workers on coronavirus. The result presented in the table below:

Table 1. Gratitude Strategy

No	Type of Gratitude Strategy	Frequency	Percentage (%)
1.	Thanking	14	25 %
2.	Appreciation	8	13 %
3.	Positive Feeling	11	20 %
4.	Apology	7	12 %
5.	Recognition of Imposition	3	5 %
6.	Repayment	9	17 %
7.	Alerters	5	8 %
Total		**57**	**100 %**

From the table above, the researcher finds 14 data (25%) of thanking strategy, 8 data (13%) of appreciation strategy, 11 data (20%) of positive feeling strategy, 7 data (12%) of apology strategy, 3 data (5%) of recognition of imposition strategy, 9 data (17%) of repayment strategy, and 5 data (8%) of alerters strategy. The researcher does not find the other strategy given by social media users to healthcare workers on coronavirus. It can be concluded that thanking strategy is the most dominant strategy of gratitude that social media users give to healthcare workers on coronavirus.

3.1.2 Politeness Strategy

The reseacher find three politeness strategies that given by social media users to healthcare workers on coronavirus. The result can present in the table below:

Table 2. Politeness Strategy

No	Type of Politeness Strategy	Frequency	Percentage (%)
1.	Positive Politeness	13	43 %
2.	Negative Politeness	8	24 %
3.	Bald-on Record	11	33 %
4.	Bald-off Record	-	-
Total		**32**	**100 %**

From the table above, the writer finds 14 data (43 %) of positive politeness strategy, 8 data (24 %) of negative politeness strategy, and 11 data (33 %) of bald-on record strategy. The research does not find the bald-off record given by social media users to healthcare workers on coronavirus. It can be concluded that the positive politeness strategy is the most dominant strategy of positive politeness that social media user gives to healthcare workers on coronavirus.

3.2 Discussion

This study is quite related with the previous studies that conducted by Adyawardhani (2015) who analyze gratitude strategies used by EFL learners and the pattern of the strategy in responding to each of the different situations, and Putri (2018) who describe the kinds of gratitude expressions used by the main characters in the *I am Sam* movie. Then, the writer will be discussing the data which have been analyzed, such as:

3.2.1 Gratitude Strategy

The finding of gratitude strategy in table 4.1 explains that there are seven strategies of gratitude strategy found in this research. It is maintained by the theory of Cheng (2005) that there are eight strategies of gratitude they are thanking, appreciation, positive feeling, apology, recognition of imposition, repayment, other, and allerters. In this research, the writer does not find other social media users' strategies to healthcare workers on coronavirus.

In the finding, thanking strategy is the most dominant strategy given by social media users. By employing thanking strategy, the users not only mention thanking but also stating the favor to healthcare workers for what they do and their sacrifice during the pandemic of covid-19.

3.2.2 Politeness Strategy

The finding of politeness strategy in table 4.2 explains three strategies of politeness strategy found in this study. It is maintained by the theory of Brown and Levinson (1987) that there are four strategies of politeness such as positive politeness, negative politeness, bald-on record, bald-off record. In this study, the researcher does not find the bald-off record strategy used by social media users to give gratitude to healthcare workers on coronavirus.

In the finding, the positive politeness strategy is the most dominant strategy given by social media users. By employing positive politeness, the users exaggerate their interest in healthcare workers for what they do and their sacrifice during fighting with the deadly coronavirus.

4. CLOSING

Finally, the researcher can conclude several things, they are: 1) the strategies of gratitude can be found in this research, namely: thanking, appreciation, positive feeling, apology, recognition of imposition, repayment, and alerters. The most dominant strategy that given by social media users is thanking. The social media users utter thanking by using word thank or with stating the favor to healthcare workers on coronavirus. For instance "Thank", "Thank you for all your care during this pandemic. 2) the strategies of politeness can be found in this research, namely: positive politeness, negative politeness, and bald-on record. The most dominant strategy that given by social media users is positive politeness. The social media user utters positive politeness with exaggerating their interest or praises to healthworkers by stating that healthcare workers are real heroes during the pandemic of Covid-19. Based on conclusion above, it shows that social media is the place to give gratitude to healthcare workers in case of the use of languafe for socail solidarity.

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