

Changes in Meaning of Terms on BNPB Social Media Poster in the Post-Covid-19 Period

Morphosemantic Studies

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ABSTRACT

This study focuses on the form and the meaning of words used in posters uploaded to a Facebook account by BNPB (National Disaster Management Authority) during the COVID-19 pandemic. The poster is a means of communication to present information, suggestion, or ideas in such a way that it attracts people to read the message contained. This study aims to find; 1) the morphological process of vocabulary on BNPB social media posters during the covid-19 pandemic, 2) changes in the meaning of vocabulary in BNPB social media posters during the covid-19 pandemic. This research is library research that applies a descriptive qualitative approach. The data are obtained from the BNPB Facebook account and downloaded from October 2020 to July 2021. The data are collected through observation: reading, taking screenshots and taking notes. Furthermore, the data are analyzed in stages; with classification of data through a morphological process. Then, the data are analyzed using semantic theory to determine changes in the meaning of euphemism and dysphemism. During the pandemic, the morphological processes and changes in meaning on BNPB social media accounts tend to change, such as euphemisms or dysphemism.

Keywords: *changes in meaning, poster, morphosemantics.*

1. INTRODUCTION

Coronavirus has altered people's behaviour in several ways, including socio-cultural and religious behaviour that has been socially constructed in society for a long time. People are not allowed to have face to face interaction, and they should maintain a safe distance. Furthermore, the government suggests that everyone should work from home to control the spread of the virus. However, this policy receives some negative responses because it opposes Indonesian habits, where people enjoy visiting each other, which they believe will bring good fortune. Moreover, Covid-19 has limited people's mobility; schools are closed, the traditional market should follow safety protocols, and religious activity at worship places is prohibited.

People are facing rapid social changes due to this new regulation, for those who have stable economic conditions will find it easier to adapt and cope with these sudden changes. However, it will be difficult for low-income workers and less educated about the term Corona. Thus, the government strives to educate people

by broadcasting news via electronic media and uploading posters concerning pandemic-related terminology. This is what is believed to be a linguistic phenomenon that occurs as a result of changes in language users' behaviour.

Language is dynamic and changes constantly. The growth of vocabularies or phrases used by people in their daily lives affects their productivity. Conversely, the implementation through the communication of its user, e-commerce, printed media, pamphlet, and social media. Today, with the vast development of the technology industry, from industry 4.0 to 5.0 society, information can be accessed anywhere. The government has big chance to spread news and information via social media massively. Thus, the government created official accounts in social media to provide reliable and actual information to the community.

Semantics also has three influential elements, namely (1) a sign, is a semantic element that is directly related to reality, (2) a symbol, is a semantic element that does not have a direct relationship with reality, and

(3) a reference, is something that designated or referred to in reality or something that is symbolized or interpreted. Meaning in semantics can be studied using several theories of meaning. In general, the theory of meaning is divided into four, namely: referential theory, formalism theory, mentalism theory (conceptual), and contextual theory. In this case, the research focuses on the theory of contextual meaning because the object of the poster research uses new vocabulary and uses old vocabulary. However, conceptually the meaning has changed following the current situation in Indonesia, the COVID-19 pandemic.

There are two types of changes in meaning: euphemism and dysphemism. The information that appeared in the BNPB poster regarding Covid-19 has a binary meaning. For example, *berperang melawan covid-19* (fight against covid-19) and *berdamai dengan covid-19* (live with covid-19). The clause of *berperang melawan covid-19*, is lexically related to fighting against enemies who endanger the people's lives. The word *berperang* is categorized in dysphemism because the word contains a negative meaning and harms the hearer. In comparison, the clause *berdamai dengan covid-19*, which lexically means harmony, lives in harmony with the covid-19 virus. The meaning of *berdamai* is categorized in euphemism because it has a positive effect on the hearer. The concept of euphemism (word refinement) and dysphemism (word coarsening) is a form of change in the meaning of language. These changes occurred to accommodate socio-cultural and technological development in society. It is essential to understand the morphological process of those words so people can comprehend what they read, what they listen to, and what they say related to the words that appeared in the post-covid-19. Therefore, it is necessary to conduct in-depth observations related to morphological processes and changes in the meaning of words in BNPB social media posters.

2. METHOD

This research is library research that applies a descriptive qualitative approach with the object of the COVID-19 poster on BNPB social media. The data in this study are in the form of terms/vocabularies in BNPB social media account posters during the covid-19 pandemic. At the same time, the data source in this study is the BNPB Instagram social media account. This study uses an asynchronous time perspective which was carried out from May 1 to September 1, 2021. The data were obtained using the SBLC method with advanced reading and note-taking techniques. Meanwhile, in data analysis, the method was used to determine the morphological process of terms/vocabularies on BNPB social media accounts during the covid-19 pandemic, continued with an analysis of changes in meaning in terms/vocabularies on BNPB social media accounts in the post-covid-19 pandemic using semantic studies.

3. RESULT AND DISCUSSION



Data (1) is in the form of a clause consisting of elements of phrases and words. The phrase element consists of *panduan* and *takbiran*. This phrase is filled with word elements that undergo a morphological process that causes changes in word-class and meaning.

The base form of the word *panduan* is "*pandu*" which is classified as a noun and has lexical meaning, which means a guide. The addition of the suffix *-an* to the basic word *pandu* does not change the classification of word classes but changes its meaning to a grammatical meaning which means a guide in the form of a book or tangible object. Moreover, the word *takbiran* also undergoes a morphological process in the form of grammaticalization. This is due to the addition of the suffix *-an* to the basic word *takbir*. The word *takbir* has a lexical meaning which means an appeal or saying *Allahu Akbar* "*Allah Maha Besar*" (God is great). *Takbiran* is classified as a noun that means praise to Allah SWT by calling for *takbir*. However, in this BNPB poster, the words *guide* and *takbiran* are not interpreted as the meaning of words but as a form of phrase unit consisting of a combination of words that have the meaning of procedures for carrying out *takbiran* (an appeal to Allah SWT). Based on the guidelines, the word "*Aman*" is one of the elements that make up the construction of the clause in the BNPB post mentioned above. The word *Aman* does not undergo morphological changes. This word has a lexical meaning that is certain, not doubtful; no risk. Then covid-19 is an acronym or abbreviation for Coronavirus disease 2019. The morphological process occurs in the form of shortening the first syllable followed by the approach of the final two syllables in 2019 numerals. This acronym is written and pronounced as a natural word and is commonly used today during covid-19.

Based on its construction, the title on the BNPB page undergoes a morphological process such as adding

a suffix, which changes the basic (lexical) meaning into grammatical meaning and undergoes the acronym process. Based on the morphological process, the meaning of the clause in data 1 is an adjective euphemism for politeness because the word "aman" used in the context of the poster aims to convince the reader (community) that the panduan takbiran; (1) carried out virtually broadcast from mosques and prayer rooms, (2) carried out in a limited manner with strict health protocols, (3) eliminating mobile takbir activities. Thus, by using the word "aman" BNPB encourages its readers politely to comply with the guidelines presented in the poster.



Data (4) "tas siaga covid-19" is a noun phrase. This phrase consists of the word "tas" + "siaga" + "covid-19". Overall, the combination of these words has a literal meaning in line with its lexical meaning. The word "tas" (noun) means packaging or a square-shaped container and so on, usually with a rope, used to put, store, or carry something. The next is the word "siaga" (verb) means always being ready. In contrast, the word "covid-19" (noun) is an acronym for Corona Virus Disease 2019. The construction of this phrase based on the combination of several words means packaging or a container with ropes that are used to store items that are used to avoid the contamination of covid -19 in public places.

The title of this BNPB post has a positive politeness noun euphemism which intended to raise awareness of people when they leave their houses. Data (4) is categorized in the euphemism of positive politeness nouns because the orders written by BNPB do not contain harsh meanings that might trigger anger, offence, or discomfort in the readers. On the contrary, through this post, BNPB uses noun phrases to instruct the public always to carry bags filled with emergency items to prevent transmission/contagion of COVID-19. In this pandemic condition, BNPB reminds the public always to prepare attributes/tools that will be used to anticipate Covid-19 contamination.



Data (5) "alur pemulangan" is a form of verb phrase. The verb phrase "alur pemulangan" consists of the combination of words "alur" and "pemulangan". The word "alur" has a lexical meaning, which means way or proper way. While the word "pemulangan" comes from the base form of pulang which is categorized into the class of verbs. The base form of pulang has a lexical meaning: to go home or to one's place of origin; Return. In this BNPB post, the base form of pulang has through a morphological process, in the form of the addition of the Pen-. This morphological change changed the lexical meaning to be grammatical in the word repatriation, namely the process, method, act of repatriating; return; recovery. The addition of confixes to the base word results in changing the word class to a noun class. However, the phrase's meaning in this BNPB post is included in the grammatical meaning which means the process, method, or flow for returning Indonesian Migrant Workers during the covid-19 pandemic.

The meaning of the phrase in this BNPB post has a positive verb euphemism meaning that binds the reader that the return of Indonesian Migrant Workers has a clear and safe process. Thus, the people do not need to experience confusion when they return to Indonesia after working abroad during the covid pandemic. In addition, the use of positive verb phrases in this post is not only aimed at one party but it is also can be applied to all Indonesian migrant workers.

The discussion on the morphological process of words and changes in the BNPB social media poster is described based on the results of the previous analysis. The morphological processes found in the analysis of the BNPB poster are affixation in the form of prefixes, suffixes, and confixes. The addition of prefixes is found only in the phrase "kebaikan bersama". The word "bersama" in the phrase serves as an explanatory and meaningful for the public interest. The addition of the dominant suffix -an was found on the BNPB poster,

they are; *panduan*, *takbiran*, *makanan*, and *larangan*. The function of the suffix -an, changes the class of words into nouns in the words “*makan*” and “*larang*”. The words *panduan* and *takbiran* are interpreted grammatically as a phrase, and procedures for doing *takbiran* during a pandemic. In addition, the use of the suffix -kan was found in the word use, which means grammatically to use something. Then confixes are also found in the words *pemulangan*, *kebaikan*, and *peniadaan*. The addition of the pe-/an confix to the words “*pemulangan*” and “*peniadaan*”, in addition to changing the class of verbs into nouns, also has the grammatical meaning which shows a process. Likewise, the addition of the suffix to-/an changes the class of adjectives into nouns. There is also an omission of the prefix for the word “*lindungi*”, which should be “*melindungi*”. It occurs due to the grammatical meaning that contains a suggestion that must be done. The morphological process in the form of affixation on BNPB posters clarifies the meaning behind digitally socializing posters during the pandemic to the general public which contains stages, processes, and recommendations.

In this research, there are ten posters of BNPB which contain positive euphemisms. Interpreting the indirect meaning of pictorial posters provides education to the public subconsciously. Although the contents are in the form of an order to wear a mask, a ban on not going home, an appeal to increase immunity, and a reminder of how to live during a pandemic, the public is not burdened by the contents of the poster. This is because posters use positive language, are easy to understand, polite, and relevant to current conditions. In addition, there are considerations of using words, phrases, or clauses that are neutral and reduce the reader's loss. Dissemination of information through digital posters on trusted social media such as BNPB facilitates socialization and transparency to the public. Thus, people have the proper guidelines for living during a pandemic. In line with that, the posters analyzed to follow the current conditions in Indonesia, including the prohibition on returning home for Eid. Following the function of euphemism, which is to provoke, the poster provokes the public to change their habits to reduce the spread of the COVID-19 virus.

4. CONCLUSION

In the COVID-19 pandemic, numerous posters were uploaded on social media using various taglines. One of them is BNPB, which is a government agency explicitly dealing with national disasters. The BNPB Instagram page actively uploads posters related to notifications, prohibitions, and recommendations in handling and preventing the transmission of COVID-19. The information is conveyed using various models of linguistic morphological processes, namely affixation in the form of prefixes, confixes, and suffixes. The

meaning that appears on the poster is in the form of euphemistic meaning, which has a positive and polite meaning.

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