

The Illocutionary Speech Act of Public Officials in Electronic Media to Increase the Value of Student Character Education

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ABSTRACT

The illocutionary speech acts of public officials in electronic media are analyzed in this research. This research is conducted to obtain accurate data analysis of illocutionary speech acts of public officials contained in electronic media. It is carried out to determine the structure and aim of the public officials' speech in electronic media. This research is qualitative research with the pragmatic equivalent method. The data analysis technique in this research is a qualitative descriptive analysis method by collecting data in the form of words that characterize illocutionary speech act in electronic media belonging to public officials. The sources of data were obtained from various electronic media such as Instagram, Facebook, and Twitter. The results of this study indicated that illocutionary speech act in public officials in electronic media: assertive 20.96%, directive 19.35, commissive 25.8%, expressive 25.8%, and declarative 6.45%. Another finding on the illocutionary speech act of public officials in electronic media can be associated with the value of student character education, such as 1) Religious, 2) Honest, 3) Tolerant, 4) Disciplined, 5) Hard work, 6) Creative, 7) Independent, 8) Democratic, 9) Curiosity 10) Nationalism, 11) Love for the homeland, 12) Appreciating achievements, 13) Communicative, 14) Loves of peace, 15) Loves to read, 16) Cares for the environment, 17) Social care, 18) Responsibility.

Keywords: *speech act, illocutionary act, electronic media, official, character value*

1. INTRODUCTION

Today's technology can be said to be advanced and sophisticated. The developments carried out are very helpful for humans, especially in the development of the virtual world. One of the media that is widely used by humans is electronic media. Humans certainly cannot live alone because they have social needs, namely to interact. As social beings, humans cannot be parted from interacting and communicating with one another. Communication is the process of conveying information from a communicator to an audience, either by using signs or symbols [1]. Post or caption on electronic media can also be used as a forum for communication. Public officials now prefer to use electronic media in communicating with the public. In today's era, political communication is often used by public officials in establishing intimacy with the community, establishing cooperation with other parties, and

showing the performance that is being carried out. At this time, the medium to convey information to the public is through electronic media, aside from Google, there are many applications such as Instagram, WhatsApp, Facebook, Twitter, and so on. Social media users are not only ordinary people but also public officials that use them to interact with the community. The official is a representative of the government that has the authority and plays an important role in the government. The development of electronic media is increasingly rapid and sophisticated considering the importance of technology in human life. In this time, the use of technology is increasing regardless of age, and social media is a technology that is widely used. Social media is one of the platforms used as a social tool in the virtual world [2]. Electronic media is a medium that is used to interact indirectly [3].

In posting something, it is necessary to speak in a decent and correct language. Language cannot be separated from communication. Humans use language to interact with each other, signs and gestures are also part of the language. Language is a means for people to show their identity when interacting with someone about their views. With language, all the ideas, notions, and feelings can be expressed [4]. The function of language itself is to interact, exchange ideas, and channel feelings [5]. Some functions have their own role for communication. As a means of communication, language must convey messages from speakers in such a way that it can be understood by the interlocutor regardless of the message form. The linguistics branch that studies language in context is pragmatics [6].

The field that studies language is the study of pragmatics. Pragmatics is a study to examine the use of language in humans, which is based on context [7]. Pragmatics is closely related to speech acts. Pragmatic study has been separated for the need for integration, called political pragmatic study, which is a study of political discourse [8]. Speech act is divided into several parts that are used by speakers, namely locutionary speech act, illocutionary speech act, and perlocutionary speech act. A locutionary speech act is an utterance to say something certain. An illocutionary speech act is a statement to say a certain purpose and aim. An illocutionary speech act is divided into 5 types: 1) Assertive, 2) Directive, 3) Commissive, 4) Expressive, 5) Declarative. A perlocutionary speech act is an utterance that states something that can give an impression to the listener [9].

The use of language itself is not far from the scope of children and can affect the children's character building if the language itself contains meanings that should not be read by children [10]. Character is a trait possessed by a person which is manifested into action [11]. The values of student character education are divided into several types, namely 1) Religious, obedient to God Almighty by carrying out religious teachings according to their respective beliefs. 2) Honest, is a trait that shows a person's attitudes and behavior in terms of words, knowledge, feelings, and actions. 3) Tolerant, respect for differences in culture, customs, religion, language, ethnicity, tribe, variety of languages, and so on. 4) Disciplined, obedient attitude to any applicable rules. 5) Hard work, is an attitude that has an effort for what you want to achieve. 6) Creative, is an attitude that has new ideas towards knowledge, art, and others. 7) Independent, is an attitude that does not involve other people to do

work or involve people in the problems at hand. 8) Democratic, has an attitude that thinks of others fairly. 9) Curiosity, attitude, or behavior that reflects curiosity about something that is not yet known. 10) The spirit of nationalism, is an attitude that prioritizes the interests of the nation rather than individual interests. 11) Love for the homeland, an attitude that reflects a sense of pride, love, care, loyalty to the beloved country. 12) Appreciating achievement, is an attitude that appreciates the achievements of others and adds enthusiasm to oneself. 13) Communicative, reflects an easy-going attitude, has good manners in communicating. 14) Love of peace, is an attitude that likes peace, serenity without any problems. 15) Likes to read, which is a habit that takes time to relax and read. 16) Care for the environment, is an attitude that seeks to protect and preserve the environment. 17) Social care, is an attitude that reflects concern for others. 18) Responsibility, is an attitude that is ready to carry out obligations in carrying out their duties [12].

2. METHOD

Qualitative research was used in this research. Research methods are usually defined as activities that have various planned structures. The characteristics of qualitative research are different from other research, Williams mentions in 3 main things [13]. Qualitative research itself focuses on writing descriptive words rather than using numbers. In this study, a pragmatic equivalent method was used. While the data analysis technique used descriptive qualitative analysis methods according to [14]. A descriptive analysis is a study that describes all data as a whole, by collecting data in the form of words that characterize illocutionary speech act in electronic media belonging to public officials. The sources of data were obtained from various electronic media.

3. RESULTS AND DISCUSSION

According to the results of the research analysis of illocutionary speech act on public officials posting in electronic media, it was found that the types of illocutionary speech act were found in sixty-two data posts. The illocutionary speech act is grouped into several types. Based on Searle, they are 1. Assertive; 2. Directive; 3. Commissive; 4. Expressive; 5. Declarative.

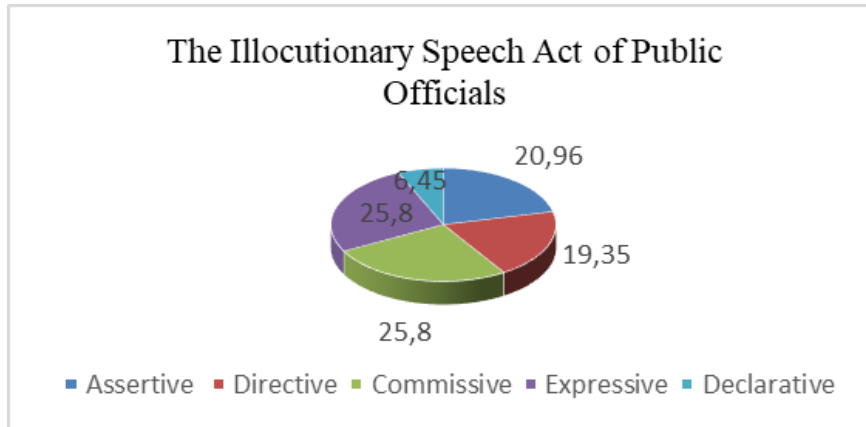


Figure 1. The Illocutionary Speech Act of Public Officials in Electronic Media

3.1. Forms of Illocutionary Speech Act of Public Officials in Electronic Media

3.1.1. Assertive

An assertive speech act is to state the actual situation with what has been uttered. The types of assertive speech act are including *memberitahu, melaporkan, mengemukakan, menyatakan, mengumumkan, mendesak, meramalkan,*

menguatkan, and membual (informing, reporting, stating, declaring, announcing, urging, predicting, reinforcing, and boasting). In the assertive speech act of informing type in this research, there were 13 utterances consisting of, vaccination which delivered to the public, PPKM (Enforcement of Restrictions on Community Activities) which delivered to the public, Prokes (health protocol) which was delivered to the public, the victory of Indonesian athletes delivered to the public, social aid, and facilities owned.

Table 1. Assertive Speech Act of Informing about the Victory of Indonesian Athletes

Speech Act	Context	Meaning	Source
1.Kemarin dia menyerahkan medali emas di ganda putri bulu tangkis. Hari ini dia memenangkan dua medali di dua final. Ia meraih medali emas di nomor ganda campuran bersama Harry Susanto. Kemudian pada pertandingan sebelumnya Leanne Ratri Oktila meraih medali perak di tunggal putri. Dengan demikian, Leanne meraih dua emas dan satu perak untuk Indonesia.....	Jokowi informed that Leani Ratri Oktila and Hary Susanto won a gold medal and a silver medal at the Tokyo Paralympics in the badminton match.	Athletes victory	Instagram @jokowi Thursday (30/09/2021)

In the data above, there is an assertive illocutionary speech act that intends to inform [15]. Assertive speech act is stating the actual situation with what is said. An assertive speech act is the speaker's truth about what is being expressed [15]. The types of assertive speech act include explaining, stating, suggesting, showing, and reporting. The purpose of speech (1) explains that

the speaker told about two Indonesian badminton athletes who won the medal. A gold medal was won by Leni Ratri Oktila from women's doubles and mixed doubles with Hary Susanto. Leani Ratri Oktila also won the silver medal in the women's singles. This is following the value of hard work character education.

Table 2. Assertive Speech Act of Informing about the PPKM Extension

Speech Act	Context	Meaning	Source
1. <i>memutuskan untuk melanjutkan penerapan PPKM Level 4 mulai 26 Juli hingga 2 Agustus 2021.....</i>	Jokowi informed about PPKM Level 4 which would be extended by considering several aspects. It will be on July 26-August 2, 2021	PPKM Extension	Instagram @jokowi Sunday (25/07/2021)

In the data above, there is an assertive illocutionary speech act that intends to inform. The purpose of speech (2) explains that the speaker would extend the PPKM Level 4 by considering several important aspects. PPKM is one way to reduce the positive number of COVID-19. PPKM

is regulated in PP Law number 21 of 2020 [16]. The PPKM level 4 was enforced from July 26 to August 2, 2021. A regulation will be efficient if it has positive impacts on the community [17]. This is following the value of social care character education.

Table 3. Assertive Speech Act of Informing about Cultural Preservation

Speech Act	Context	Meaning	Source
1. <i>Keberagaman kekuatan. Tanamkan dalam hati kita rasa cinta terhadap keberagaman, lalu sebarkan ke sekitar.....</i>	Nadiem Makarim informs to instill a sense of love for culture and diversity.	Cultural preservation	Instagram @nadiemmakarim Tuesday (11/05/2021)

In the data above, there is an assertive illocutionary speech act that intends to inform. The purpose of speech (3) explains that the speaker informs about diversity as power and to instill a sense of love in ourselves for diversity and then spread it so that everyone can have the same thing. Preservation is an effort that is based from outside and from within on what is being preserved [18].

Preservation is based on the needs of each situation. Each individual must instill their own identity to prevent the step in of foreign cultures [19]. What is needed is to educate people to think and can make the nation and country proud. This is following the value of character education of love for the homeland.

Table 4. Assertive Speech Act of Informing about Vaccination

Speech Act	Context	Meaning	Source
1. <i>Saya melihat kegiatan vaksinasi di Jogja Expo Center di Bantul, Yogyakarta hari ini.....</i>	Jokowi said he was monitoring vaccination activities at the Jogja Expo Center in Bantul, Yogyakarta.	Vaccination	Instagram @jokowi Friday (10/09/2021)

In the data above, there is an assertive illocutionary speech act that intends to inform. The purpose of speech (4) explains that the speaker visited the vaccination location at the Jogja Expo Center, Bantul. Citizens received the 8000 quotas of AstraZeneca, people who received the vaccine came from various backgrounds. According to [20]

the government has made efforts to maintain the health of Indonesian citizens by vaccinating in several areas starting on January 13, 2021. The first vaccine was received by President Joko Widodo. To build trust in the government in terms of vaccine acceptance in the community, a strategy is needed, namely clear and consistent

communication by government officials [21]. This is following the value of social care character

education.

Table 5. Assertive Speech Act of Informing about Public Transportation

Speech Act	Context	Meaning	Source
1. <i>Alhamdulillah Trans Jateng koridor 6, Semarang - Grobogan sudah meluncur. Bus ini akan melayani dr pukul 5 pagi sampai 8 malam.....</i>	Ganjar Pranowo informed that Trans Jateng corridor 6 Semarang-Grobogan will serve from 5 am to 8 pm.	Transportation Facility	Twitter @ganjarpranowo Thursday (13/09/2021)

In the data above, there is an assertive illocutionary speech act that intends to inform. The purpose of speech (5) is that the speaker explained about Trans Jateng corridor 6 from Semarang-Grobogan will serve from 5 am to 8 pm. The public transportation system provides good things for economic, social, and environmental life.

Transportation can improve the economic and social aspects of society to increase mobility [22]. [23] said that service quality is the ability of companies to provide services to customers. This is following the value of social care character education.

Table 6. Assertive Speech Act of Informing about Distribution of Covid-19 Social Assistance

Speech Act	Context	Meaning	Source
1. <i>Penyaluran bansos Covid-19 secara door to door kepada warga Desa Kampung 1001 Malam, Desa di bawah Tol Dupak-Gresik, Surabaya, Jumat (23/7).....</i>	Khofifah informed that she was distributing Covid-19 social assistance door to door to the residents of Kampung 1001 night under the Dupak-Gresik toll road.	Distribution of Covid-19 Social Assistance	Twitter @KhofifahIP Saturday (24/07/2021)

In the data above, there is an assertive illocutionary speech act that intends to inform. The purpose of the speech (6) is that the speaker explained about social assistance distribution to the residents of Kampung 1001 Malam, Dupak-Gresik, Surabaya. The government rapidly and creatively in handling the situation [24]. Innovation programs prepared by the government is to address the problems faced by the community, namely Covid-19. The distribution of social assistance is the right decision taken by the government to deal with this problem [25]. This is following the value of creative character education.

A directive speech act is an utterance that requires the speech partner to take an action. The types of directive speech acts are including *memerintah, menasehati, menuntut, memohon, meminta, memberi, melarang, mengangkat* (ordering, advising, demanding, requesting, asking, giving, forbidding, inaugurating). In the directive speech act in this research, ordering had 8 utterances, advising had 4 utterances, and inaugurating had 1 utterance. Which consists of, the PCR (Polymerase Chain Reaction) test price, the use of prokes in public places, Paskibraka inauguration (Bendera Pusaka Flag Hoisting Troop) members, providing advice to children and parents, creating job opportunities, reforestation, and community enthusiasm when participating in vaccinations.

3.1.2. Directive

Table 7. Directive Speech Act of Ordering to Wear the Mask

Speech Act	Context	Meaning	Source
1. <i>Semua harus pakai</i>	Jokowi ordered all people to wear	Wearing a	Instagram @jokowi

<i>masker!</i>	masks.	mask.	Monday (19/07/2021)
<p>In the data above, there is a directive speech act that means to order. The purpose of the utterance (1) explains that the speaker ordered the people to wear a mask. The use of masks has been implemented in many countries, especially in Asia, the use of masks is very effective in reducing the</p>		<p>Covid-19 cluster [26]. The public must know about the prevention of Covid-19 and the use of masks has an important role in anticipating the surge in Covid-19 cases [27]. This is following the value of the educational character of discipline.</p>	

Table 8. Directive Speech Act of Asking to Preserve Nature

Speech Act	Context	Meaning	Source
1. <i>Saya meminta masyarakat setempat agar memelihara pohon-pohon itu agar tumbuh dengan baik.....</i>	Jokowi gave an order to the community to grow the tree well as well as to protect the environment from landslides and floods.	Preserving nature	Instagram @jokowi Monday (13/09/2021)
<p>In the data above, there is a directive speech act that means to ask. The purpose of the speech (1) explains that the speaker asked the community to take care of the trees planted by the speaker so that they grow well and can have an economic impact on the people of Gunung Pepe Forest Area, as well as to protect the environment from flooding. [28]</p>		<p>said that the forest is an internal part of the people's life around it. The forest has a relationship that lasted millions of years ago with the people of ancient times. Planting trees has benefits for the lives of various living things [29]. This is following the value of the educational character of environmental care.</p>	

Table 9. Directive Speech Act of Asking to Promote Tourism to Become a Job Field

Speech Act	Context	Meaning	Source
1. <i>Sumber penghasilan dan PENCIPTAAN LAPANGAN KERJA. Menghidupi masyarakat di sepanjang Sungai Martapura. Yuk kita sama-sama lestarikan dan promosikan potensi wisata serta ekonomi kreatif yang ada di Banjarmasin!.....</i>	Sandiaga Uno asks together to preserve and promote tourism potential and the creative economy in the Siring Tendean Floating Market, Banjarmasin.	Creating a job field	Instagram @sandiuono Friday (3/09/2021)
<p>In the data above, there is a directive speech act that means to ask to do something together. The purpose of speech (2) explains that the speaker asked together to preserve Floating Market tourism so that it has the potential to become a source of income for the people in the Floating Market area. Dealing with the problem of poverty is by creating</p>		<p>jobs [30]. Creating jobs is a way that can be done to get out of the financial inadequacy zone. The village assets must also be used optimally and still prioritize the local community. This utilization is expected to help raise the local community's economy [31]. This is following the value of character education of creative and social care.</p>	

Table 10. Directive Speech Act of Reminding to Stay Respectful to Parents

Speech Act	Context	Meaning	Source
1. <i>Bapak dan ibu adalah rumah dg pintu yg tak</i>	Ganjar Pranowo reminds children that	Respect to	Instagram

<p><i>pernah tertutup. Mereka adl tujuan sekaligus tempat kita pulang. Tempat kita melepas lelah dan duka, tapi sering terlupakan ktk kita meraih kebahagiaan. Cintailah orangtua, krn sehebat apapun, kita tetaplah seorang anak.</i></p>	<p>we must love our parents because they are the destination for us to go home to where we can unwind and mourn.</p>	<p>@ganjarpranowo Thursday (16/09/2021)</p>
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In the data above, there is a directive speech act that means to remind. The purpose of speech (3) explains that parents are the goal as well as a place for us to go home, a place to unwind and mourn.

Love our parents because no matter how good we are, we are still a child. This is following the value of religious character education.

Table 11. Directive Speech Act of Paskibraka Members Inauguration

Speech Act	Context	Meaning	Source
<p>1. <i>Sore ini, saya memresmikan 68 SMA bagi siswa dari 34 provinsi untuk menjadi anggota Paskibraka.</i></p> <p><i>Mereka akan bertugas pada Upacara Peringatan Detik-detik Proklamasi Kemerdekaan Indonesia pada 17 Agustus 2021 di Istana Merdeka Jakarta.</i></p>	<p>68 high school students from 34 provinces were inaugurated to become members of the Bendera Pusaka Flag Hoisting Troop (Paskibraka), for the Commemoration Ceremony of the Indonesian Independence Proclamation.</p>	<p>Paskibraka Inauguration</p>	<p>Instagram @jokowi Thursday (12/08//2021)</p>

In the data above, there is a directive speech act that intends to inaugurate. The purpose of speech (4) explains that the speaker inaugurated 68 students from 34 provinces who will be inducted into Paskibraka members, who will serve at the Commemoration Ceremony of the Indonesian Independence Proclamation on August 17, 2021, at the Merdeka Palace, Jakarta. According to (S. I. Astuti et al., 2015) the paskibraka can build the character of nationalism in a student. This is following the value of character education in the spirit of nationalism.

A commissive speech act is a form of speech that has the effect of commitment that binds the speaker to an action that will be carried out in the future and will do it according to his speech. The types of commissive speech acts are, including *menjanjikan, menawarkan, berikrar, kesanggupan, memanjatkan doa* (promising, offering, pledging, committing, asking for prayers). In the commissive speech act, promising had 9 utterances, the offering had 1 utterance, pledging had 1 utterance, asking for prayers had 4 utterances while committing had 1 utterance. Which consists of, social assistance for communities affected by the pandemic, praying for heroes, praying for birthdays, promising light installments for mothers, carrying out trusts, and providing jobs.

3.1.3. Commissive

Table 12. Commissive Speech Act of Asking for Prayers for the Hero's Fight

Speech Act	Context	Meaning	Source
<p>1. <i>.....Perjuangan para pahlawan adalah perjuangan kita, jalan</i></p>	<p>Jokowi pays respect to the heroes who have fought for</p>	<p>Hero's fight</p>	<p>Instagram @jokowi Tuesday</p>

ibadah mereka juga jalan kita. Semoga arwah para pahlawan diterima dengan sebaiknya oleh Tuhan.... Indonesia's independence. (17/07/2021)

In the data above, there is a commissive speech act that means to ask for prayer. It (1) means to explain that the speaker prays to God so that the spirits of the heroes are accepted by Him, giving

respect to all the heroes' struggles for their sincerity, pleasure, purity, and sacrifice. This is following the value of religious character education.

Table 13. Commissive Speech Act of BUMN Committed to Work Hard

Speech Act	Context	Meaning	Source
1. <i>Transformasi BUMN menteri sebagai pemain global untuk promosi adalah tugas utama saya sebagai BUMN. Tapi penciptaan UKM. Perusahaan milik publik, kuat dan tahan lama, adalah tugas bersama kita.....</i>	Erick Thohir has promised to make UKM (Small and medium-sized enterprises) improve for the Indonesian people, it will be carried out well so that the business world can run smoothly and actively.	BUMN (State-owned Enterprise)	Instagram @erickthohir Friday (10/09/2021)
2.			

In the data above, there is a commissive speech act that intends to commit. The purpose of speech (2) explains that the speaker is committed to making BUMN (State-owned Enterprise) and UKM (Small and medium-sized enterprises) global players. BUMN will work hard in infrastructure

development, energy availability, telecommunication access to business financing. Hopefully, UKM in Indonesia will always rise. BUMN is a state-owned enterprise whose capital is held by the state [33]. This is following the value of character education of responsible.

Table 14. Commissive Speech Act of Promising the Economy to Develop Business

Speech Act	Context	Meaning	Source
1. <i>Pinjaman itu digunakan agar ibu-ibu kita bisa mengembangkan usahanya, bukan membeli barang konsumsi. Saya membayangkan melalui program ini, akan ada jutaan "ibu sukses" di seluruh Indonesia yang menopang perekonomian keluarga.....</i>	Erick Thohir promised that the installments in November would decrease and could help finance the microeconomic sector. The use of loans makes it easier for mothers to build businesses.	The economy to develop business.	Instagram @erickthohir Monday (23/08/2021)

In the data above, there is a commissive speech act that means to promise. It (3) explains that the speaker promised that the minister of BUMN will unite with BRI, PNM, and Pegadaian to assist in the financing process for the micro and small economy sector. Then mothers can use loans to

develop their businesses and not buy consumer goods. With the funding of the economic sector, it can reduce the unemployment rate that does not enter the work world [34]. This is following the value of responsible character education.

Table 15. Commissive Speech Act of Promising a Job Field

Speech Act	Context	Meaning	Source
1. <i>Kami pastikan pengembangan Destinasi Super Prioritas (DSP) Labuan Bajo telah mengedepankan aspek KEBERLANJUTAN, dari segi lingkungan maupun penciptaan).....</i>	Sandiaga Uno promised that the development of the Labuan Bajo Super Priority Destination (DSP) had prioritized sustainable aspects in terms of the environment and employment.	A job field	Twitter @sandiuono Friday (06/08/2021)

In the data above, there is a commissive speech act that means to promise. The purpose of speech (4) explains that the speaker will ensure that the development of Labuan Bajo Super Priority Destinations (DSP) will prioritize sustainability aspects, in terms of the environment and employment opportunities. It will be taken into account from the economic point of view, the impact on the environment, social and culture.

Ensure that all arrangements in the use area of Komodo National Park will not harm Out Universal Value (OUV). According to the view of [35], Labuan Bajo Super Priority Destination has tourism potential including physical and non-physical. The potential is tangible so that it can be seen directly as a tourist attraction. This is following the values of character education of responsibility and social care.

Table 16. Commissive Speech Act of Committed to Realizing the Goal of the APBN (State Budget)

Speech Act	Context	Meaning	Source
1. <i>.....Untuk mencapai tujuan tersebut, diperlukan Anggaran negara yang sehat, yaitu pertumbuhan ekonomi yang tinggi merupakan inti dari basis pajak yang luas.....</i>	Smindrawari promises that she will realize this goal, Indonesia's economy is advanced and sustainable with equitable development...	Realizing the goal of the APBN	Instagram @smindrawati Wednesday (15/09/2021)

In the data above, there is a commissive speech act that means to promise. The purpose of speech (5) explains about realizing the APBN goal that requires a fit budget, supported by high economic growth and a broad tax base. Furthermore, Indonesia's economy is advanced and sustainable, and inclusive. Also supported by superior and competitive human resources. The RUU KUP will

be created, hopefully, the aim to maintain and develop Indonesia get a blessing from Allah SWT. According to the view of [36], the basis of public economics is to study every decision process, affecting the economy and finance. This is following the value of responsible character education.

Table 17. Commissive Speech Act of Sharing Social Assistance

Speech Act	Context	Meaning	Source
1. <i>.....Kami tidak ingin masyarakat bingung dengan kekurangan obat. Kami menyediakan obat-obatan gratis dengan manajemen distribusi yang baik.....</i>	Erick Thohir promised to distribute free medicines and vitamins to the people.....	Social Assistance	Instagram @erickthohir Thursday (15/07/2021)

In the data above, there is a commissive speech act that means to promise. The purpose of speech

(6) explains that the speaker will give packages to those affected by Covid-19. Packages will be

distributed to Java-Bali with a quota of 300 thousand packages, and other 300 thousand packages outside Java-Bali. Packages are divided into 3 types. The blue package is for people without symptoms, the green package is for those with fever and cough symptoms, the orange package is

for people with fever and dry cough symptoms. According to the view of [37], the provision of supplies for community needs is urgently needed by those affected by Covid-19. This is following the value of social care character education.

Table 18. Commissive Speech Act of Asking a Prayer for the Anniversary of the West Java Province

Speech Act	Context	Meaning	Source
<p>1. <i>Semoga pandemi segera terlewati. Insha Allah ekonomi bangkit kembali. Semoga Allah swt selalu mencurahkan rahmatnya kepada provinsi tercinta ini.</i></p> <p><i>Semoga Allah swt selalu menjaga dan melindungi kami dari bencana dan marabahaya. Semoga selalu adil para pemimpinnya. Semoga selalu sejahtera masyarakatnya.</i></p> <p><i>Semoga selalu damai kondusif wilayahnya. Semoga selalu juara dengan prestasi-prestasinya</i></p>	<p>Ridwan Kamil prays for the Province of West Java to always be protected by Allah SWT.</p>	<p>Prayer for the anniversary of the west java province</p>	<p>Instagram @ridwankamil Thursday (19/08/2021)</p>

In the data above, there is a commissive speech act that means to ask a prayer. The purpose of speech (7) explains that the speaker prays for the welfare of West Java Province, hopefully, the

pandemic will end soon and the economy will rise again. May Allah protect the province of West Java from all disasters and dangers. This is following the value of religious character education.

Table 19. Commissive Speech Act of Asking a Prayer for the Health Workers

Speech Act	Context	Meaning	Source
<p>1. <i>.....Doa setulus jiwa, salam penuh cinta untuk seluruh tenaga kesehatan...</i></p>	<p>Bima Aryo prays for the health workers who have fought on the front line and have gone through many difficult things.</p>	<p>Prayer for the health workers</p>	<p>Instagram @bimaaryosugiarto Saturday (31/07/2021)</p>

In the data above, there is a commissive speech act that means to ask for a prayer. The purpose of speech (8) explains that the speaker prays for the health workers who have been fighting at the front line and have gone through many difficult things. [38] Health workers who have a role in dealing with Covid-19 must be considered are outpatient clinics and standard personal protection for public

services. This is following the values of character education of religious and social care.

3.1.4. Expressive

Expressive speech acts are speech forms that show the speaker's feelings to the speech partner. The types of expressive speech acts are, including *berterimakasih, mengucapkan selamat,*

berbelasungkawa, meminta maaf, and memuji (thanking, congratulating, condolence, apologizing, and praising). In the expressive speech act, thanking had 6 utterances, condolence had 8

utterances, congratulating had 2 utterances. Consisting of, condolence to a government figure, thanking health workers, congratulating the winner of the competition.

Table 20. Expressive Speech Act of Condolence to Government Figure

Speech Act	Context	Meaning	Source
1. <i>Inna lillahi wa inna ilaihi rajiuu. Sesungguhnya kita semua adalah milik Allah, pasti kita akan kembali kepada Allah.</i> <i>Saya ingat almarhum Eddie Gunnardy (walikota Bogor ke-13, 1994-1999) sebagai pemimpin yang kuat dan rendah hati.....</i>	Bima Aryo expressed his condolences to the late Eddy Gunardi (the 13th Mayor of Bogor, 1994-1999 period).	Condolence to the government figure	Instagram @bimaaryosugiarto Friday (26/03/2021)

In the data above, there is an expressive speech act that means to condole. The purpose of the speech (1) explains that the speaker feels sorry for the death of Eddy Gunardi (the 13th Mayor of Bogor, 1994-1999 period). The speaker explained that in the era of Eddy Gunardi, the city of Bogor

had many positive achievements and accomplishments. According to the view of [39], a public figure is someone who has considerable influence nationally. This is following the values of character education of religious and social care.

Table 21. Expressive Speech Act of Condolencing to an Airplane Crash

Speech Act	Context	Meaning	Source
1. <i>Turut Berduka Cita untuk seluruh korban jatuhnya pesawat Sriwijaya Air #SJ182 #PrayForSriwijaya Air</i>	Basuki expressed his condolences for the crash of the Sriwijaya Airplane #SJ182	Condolences for the Sriwijaya crash #SJ182	Twitter @basuki_btp Sunday (10/01/2021)

In the data above, there is an expressive speech act that means to condole. The purpose of speech (2) is to explain that the speaker is saddened by the accident that befell Sriwijaya Air #SJ182.

Expressive speech acts are speech acts related to what the speaker feels [40]. This is following the values of character education of religious and social care.

Table 22. Expressive Speech Act of Thanking for Making Indonesia Proud

Speech Act	Context	Meaning	Source
1. <i>.....Selamat untuk kalian yang telah mengharumkan nama Indonesia di kompetisi internasional World Mathematics Invitational 2021 dan International Geography Olympiad 2021. Terima kasih</i>	Nadiem Makarim congratulated the students for making Indonesia proud in the 2021 International Mathematics Invitational and 2021 International	Thanking for making Indonesia proud.	Instagram @nadiemmakarim Wednesday (18/07/2021)

atas hadiahnya untuk Geography
Hari Kemerdekaan Olympiad
Republik Indonesia competitions.
 ke-76

In the data above, there is an expressive speech act that means to thank. The purpose of speech (5) explains that the speaker is grateful for boasting the Indonesia name in the 2021 International World Mathematics Invitational competition and the 2021 International Geography Olympiad. According to Manik et al., (2020), expressive speech acts are speech acts that express what the speaker feels. This is following the value of character education respecting achievement.

3.1.5. Declarative

Declarative speech acts are speech forms that express realistic changes in their speech with reality, usually, these speeches are spoken by people who have high positions and have rights. The types of declarative speech acts are, *menghukum, mengangkat, membatalkan, mengizinkan, memutuskan, meresmikan* (punishing, appointing, canceling, allowing, deciding, Inaugurating). In the declarative speech act in this research, inaugurating had 3 utterances. Which consists of inaugurating the infrastructure owned by the state.

Table 23. Declarative Speech Act of Inaugurating the Infrastructure

Speech Act	Context	Meaning	Source
1. <i>Sepekan terakhir saya membuka tiga bendungan pada setiap kunjungan kerja ke wilayah tersebut. Bendungan Kuningan di Jawa Barat, Bendungan Wei Sekampung di Lampung Bendungan Bendo di Jawa Timur kemarin. Ada 17 bendungan yang telah selesai dan akan selesai pada tahun 2021.</i>	Jokowi had inaugurated three dams at Kuningan Dam in West Java, Way Sekampung Dam in Lampung, and Bendo Dam in East Java.	Inaugurating	Twitter @jokowi Wednesday (8/09/2021)

In the data above, there is a declarative speech act that means to inaugurate. The purpose of the utterance (1) explains that the speaker had inaugurated three infrastructures, namely the dam in Kuningan in West Java, the Way Sekampung Dam, and the Bendo Dam. Infrastructure is one of the important economic buffers to be developed in Indonesia [41]. This is following the values of character education of social care and responsibility.

4. CONCLUSION

illocutionary speech act in public official captions in social electronic media, it can be concluded as follows.

By obtaining sixty-three data used in the analysis, there are several types of illocutionary speech acts found: Assertive 20.96%, directive 19.35, commissive 25.8%, expressive 25.8%, declarative 6.45%. Assertive; by informing,

Directive; by ordering, advising, and inaugurating. Commissive; by promising, offering, committing, asking a prayer, and pledging. Expressive; by thanking, condolence, and congratulating. Declarative; by inaugurating.

Another finding on illocutionary speech acts in public officials in electronic media can be associated with the value of character education in students who have the attitude of 1) Religious, 2) Honest, 3) Tolerant, 4) Disciplined, 5) Hard work, 6) Creative, 7) Independent, 8) Democratic, 9) Curiosity 10) Nationalism, 11) Love for the homeland, 12) Appreciating achievements, 13) Communicative, 14) Loves of peace, 15) Loves to read, 16) Cares for the environment, 17) Social care, 18) Responsibility.

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