CHAPTER I

INTRODUCTION

1.1 Background of the study

Short notice is one type of short functional text which contains a short and simple warning in the form of writing or symbols to provide instructions and warnings to the public, usually in the form of signs. The short notice is generally in the form of imperative or command sentences which have literal or denotative meaning to influence the target group of the short notice. While other forms of notice there are some of them are warnings and cautions. Warnings contain information in the form of warnings or directions that are shown to many people and are usually related to things that are quite dangerous. While caution is almost the same or similar to a warning, which both contain short and simple information aimed at people to avoid danger or risk, warnings of caution are of a lower level when compared to warnings. Short notice is commonly used in everyday life to provide information, cautions, and directions. However, not all the meanings and signs or symbols in short notice can be understood by the whole community. In linguistics, the study of meaning is called semantics, and the study of sign and signifying practices is called semiotics.

At the end of 2019, the world was shocked by the coronavirus 2019 (Covid-19). A coronavirus is a group of viruses that can cause animal or human diseases. Several types of viruses are known to cause respiratory tract infections in humans ranging from cold coughs to more serious ones such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). Covid-19 is a contagious disease that is thought to be caused by a market that sells

animals that are not suitable for consumption, such as snakes, bats, and various types of rats. This virus was first discovered in Wuhan, China, in December 2019. This virus spreads very quickly to Indonesia.

On March 2, 2020, the President of the Republic of Indonesia, Joko Widodo, first announced that two Indonesian citizens were positively exposed to Covid-19. From the result of their research, they were exposed to Covid-19 while attending a dance club in Jakarta on February 14 (Indonesia.go.id). After the announcement of the first positive case, the positive cases of Covid-19 in Indonesia increased day by day. At the end of March, the President decided to carry out a Social Distancing movement for all Indonesian people to prevent the spread of the Coronavirus. Thus, on April 3, 2020, the Indonesian Minister of Health issued "Ministerial Regulation Number 9 of 2020 concerning Guidelines for Large- Scale Social Restrictions in the Context of Accelerating Handling of Coronavirus Disease 2019 (Covid-19).

The government has also carried out a movement such as appealing to this virus seeing it is very easy nature to spread in a very fast time. The appeal to using short notice is one example that the government has taken to break the chain of the spread of Covid-19, such as always washing hands, always using masks, avoiding crowds, and other appeals.

From these short notices, not all people can understand the meaning of the appeal for how to prevent or reduce the transmission of the virus Covid-19. In this research, the writer wants to examine how the meaning contained in the short notice so that it can provide a broad understanding of the short notice so that message that the government wants to convey can be interpreted by the community and there
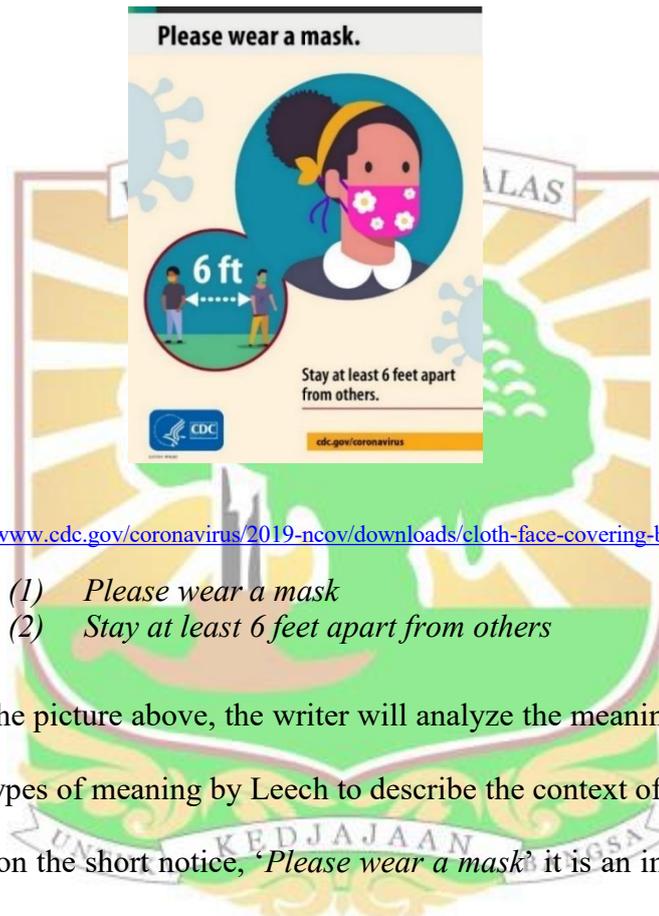
are no misunderstandings in the delivery of the appeal.

Meaning is the basic way to understand what is being said. Semantic science is concerned with the study of meaning. Semantics is a branch of linguistics that investigates the meaning of words in different languages. According to Leech (1981: 8), meaning can be learned as a linguistics phenomenon itself, not as something outside of language. Linguistics, on the other hand, is the study of oral and written communication that has systematic, rational, and empirical features as a description of the structure and rules of language. The current study contends that semantics science can be used to determine the meaning of a word in a language. The problem addressed in this study is the seven types of meaning and their descriptions in Geoffrey Leech's 1974 book semantics. Leech (1974: 10) has explained seven types of meaning, namely conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. The types of meaning usually relate to the short notice. The short notice usually uses a catchy phrase to attract the attention of the readers. Furthermore, in the recent era, most short notices use semantics standards to write a good short notice.

According to Lyons (1997), semantics is generally defined as the study of meaning. Semantics is the study of how the listener interprets the meaning behind what the speaker says and also how the reader understands the meaning of what the writer wrote. Semantics is the part of linguistics that is concerned with meaning Lobner (2002). Linguistic semantics is the study of how languages organize and express meanings (Kreidler, 1998). The study of meaning is very important and significant for learning and can be studied through the scientific

study of language called linguistics.

In this research, the writer focuses on analyzing the meaning of short notice against Covid-19 on online media by using the seven types of meaning theory of Leech (1974). For example, the writer choose the short notice on the CDC.GOV website, the picture is attached to see the context.

https://www.cdc.gov/coronavirus/2019-ncov/downloads/cloth-face-covering-building-entrance.pdf

(1)   *Please wear a mask*
(2)   *Stay at least 6 feet apart from others*

From the picture above, the writer will analyze the meaning of short notice according to types of meaning by Leech to describe the context of the short notice

Based on the short notice, '*Please wear a mask*' it is an important element of the guide that aims to remind everyone: to wear a mask and stay at least 6 feet apart from others. From the short notice *(1) Please wear a mask* above, it is contained several types of meaning, namely *(a) conceptual meaning*. According to Leech 1974, conceptual meaning is literal meaning or true meaning because this short notice shows the instruction for the readers or audience to wear a mask for safety purposes. Moreover, another type was found in this short notice, namely *(b) Stylistics meaning,* because this short notice contains an element of politeness,

with the word "*please*" at the beginning of the sentence. As stated by Leech 1974 stylistics meaning is what the communicated regarding the social circumstances of language use. The next type of meaning found in this short notice is *(c) reflected meaning,* because the word *"mask"* can have a double meaning, between a face mask or a mask for medical needs. If it is adapted to the context of the sentence, the more appropriate meaning is a mask for medical needs.

Another short notice is *(2) Stay at least 6 feet apart from others.* From the short notices above, the researcher found several types of meaning, namely *(a) conceptual meaning,* because of instruction for readers not to be in a position close to each other, according to a predetermined distance. Furthermore, the next types of meaning are *(b) Reflected meaning,* because the word *"stay"* in this sentence can mean to stay or to keep, if it is adjusted to the context in the short notice above, the most appropriate meaning is to keep the readers away from each other. Based on the characteristics types of meaning by Leech reflected meaning is the meaning which arises in cases of multiple conceptual meaning when one sense of a word forms part of our response to another sense.

In conducting this research, the writer is interested in analyzing the types of meaning contained in short notice on several flyers on the CDC (Centers for Disease Control and Prevention) website. The CDC is a website for the Department of Health and Human Services and is recognized as the nation's premier health promotion, prevention, and preparedness agency. This is due to the importance of studying how language on short notice can play an important role in preventing and overcoming the spread of Covid-19.

1.2   Research Question

From the background of the research above, this research focuses on analyzing what are the meaning of short notice used against Covid-19 and analyzing what are the most dominant types of meaning on short notice against Covid-19. The writer decided to use two research questions. Therefore, the writer states the research questions as follows:

1. What are the meanings of short notice used against Covid-19?

2. What are the most dominant types of meaning in short notice against Covid-19?

1.3   Objective of the research

There are many ways for the government to inform and urge the entire community to carry out health protocols such as always wearing a mask, social distancing, and always washing hands-on on short notice to avoid Covid-19. However, people do not easily interpret the meaning contained in the short notice without being supported by images or descriptions to convey the message contained therein. Therefore, this study aims to:

1. To find out the meaning of the short notices used against Covid-19

2. To find out the most dominant types of meaning in short notice against Covid-19.

1.4   Scope of the research

In this research, the writer focuses on analyzing the meaning of short notice used again Covid-19 in the scope of semantics studies. Therefore, this study covers the type of meanings contained in the short notice against Covid-19

using the theory by Leech's (1974) data taken from the internet, at the beginning of 2020 from January to December, especially from the CDC (Centers for Disease Control and Prevention) website.

1.5 Method of the Research

In these data, there is some interesting short notice against Covid-19. The writer collects data from the official website of the CDC (Centers for Disease Control and Prevention). At the beginning of 2020 from January to December, there were eighty flyers on the website. In that time span, it was found that there were fifty-two flyers discussing Covid-19, of which the writer only took ten flyers because these ten flyers already represent the object that the writer will discuss. The writer will use three steps in conducting the research. They are collecting the data, analyze the data, and present the result of the analysis.

1.5.1 Collecting the Data

In collecting the data, the writer applies the observational method with the non- participant observation method because during the process of collecting the data, nobody gets involved but the writer. This method entails observing rather than actively participating in the activity. In other words, the writer does not need the respondent to fulfill the requirement of collecting the data.

There are some steps that the writer follows in conducting this research:

- Firstly, the writer collects data from the official website of the CDC (Centers for Disease Control and Prevention) that provide information about Covid-19.
- Secondly, the writer searched the short notices about how to against Covid-19. Then the writer downloaded the ten images of the short notices.

- Finally, all the data will be analyzed by using the seven types of

meaning in semantic theory by Leech (1974).

1.5.2 Analyzing the Data

After collecting the data, the writer analyzes it based on the research question. The techniques used to analyze the data are as follows:

– Firstly, the data identified to find the meaning in the short notice against Covid-19. The writer sorts the 10 flyers on the official website of Covid-19. There were 42 short notices found in 10 flyers on the website. Based on this identification, the writer obtained 42 short notices to be analyzed.

– Secondly, the writer identified what is the meaning of the short notices used against Covid-19 based on Lyon's (1997) and Leech's (1974) theory.

– Thirdly, the writer identified what are the most dominant types of meaning in short notice against Covid-19 based on Leech's (1974) theory.

– Lastly, the data analysis discussed is based on the data that has been found.

The author decided to analyze all the data found from 10 flyers on the CDC website.

1.5.3 Presenting the Result of the Analysis

As the last step in the method of the research, the writer will present the analysis descriptively. It is explained as systematics as possible by using words in form of a paragraph. To find the most dominant types of that means that seemed in the online short notice about Covid-19, the researchers make use of a formula

referring to Nawawi's social analysis method. It is able to be seen in the following

statement formulation of calculating the percentage of the data.

$$N = \frac{}{y} \times 100\%$$

N: the percentage of a subcategory of unit-shifts
X: number of a subcategory of unit-shifts
Y: number of all data

The percentage of the data of this research is made to support answering

the second problem to find the dominant types of meaning that appeared in online

short notice about Covid-19.