



THE CONATIVE FUNCTION USED IN ADVERTISEMENT OF COVID-19 VACCINE SOCIALIZATION

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Abstrak

Penelitian ini bertujuan untuk menganalisis fungsi konatif yang digunakan dalam iklan sosialisasi vaksin covid-19. Penelitian ini merupakan penelitian deskriptif kualitatif dan menggunakan pendekatan kuantitatif. Penelitian ini menggunakan teori (Jacobson's, 1980) untuk menganalisis data. Kemudian digabungkan dengan data kuisioner dan wawancara untuk mengetahui pandangan responden terhadap iklan layanan masyarakat untuk sosialisasi vaksin covid-19. Hasil penelitian ini menyatakan bahwa terdapat beberapa kalimat sederhana yang digunakan untuk menegaskan bahwa iklan layanan masyarakat sosialisasi vaksin covid-19 bertujuan untuk mengajak pembaca berpartisipasi dalam program vaksin covid-19. Data kuisioner menyebutkan bahwa sebanyak 58% masyarakat tertarik dan terpengaruh untuk mengikuti vaksin covid-19 setelah membaca iklan. Sebanyak 78% pembaca menilai iklan layanan masyarakat tersebut sangat jelas sehingga mudah dipahami oleh pembaca. Penggunaan struktur kalimat yang sederhana menjadikan kalimat tersebut menjadi kalimat komunikatif. Kemudian 60% masyarakat menyatakan bahwa iklan layanan masyarakat sosialisasi vaksin covid-19 efektif memberikan informasi yang lengkap kepada pembaca. Sehingga dapat mengubah pola pikir pembaca untuk mempercayai informasi yang terdapat dalam iklan.

Kata kunci: fungsikonatif, iklan, sosialisasi.

Abstract

This study aims to analyse the conative function used in advertisement of covid-19 vaccine socialization. This research is a qualitative descriptive research and uses a quantitative approach. This study uses theory by (Jacobson's, 1980) to analyse data. Then combined with questionnaire data and interviews to find out the respondent's view of the public service advertisements for the covid-19 vaccine socialization. The results of this study stated that there are several simple sentences used to emphasize that the public service advertisement of the covid-19 vaccine socialization aims to invite readers to participate in the covid-19 vaccine program. Questionnaire data stated that as many as 58% of the public were interested and influenced to take part in the covid-19 vaccine after reading public service advertisements. As many as 78% of readers thought that the public service advertisement was very clear so that it could be easily understood by readers. The use of simple sentence structure makes the sentence a communicative sentence. Then 60% of the public stated that the public service advertisement of the covid-19 vaccine socialization was effective in providing complete information to readers. so as to change the mindset of the reader to believe the information contained in the advertisement.

Keywords: conative function, advertisement, socialization.





INTRODUCTION

The significance of communicating is to transfer messages, to transmit moral values, or to share experiences (Hiebert, 1982). Language is one of the most important things for humans. From there it is used as a medium of communication and as a means of exchanging ideas (Hasannah, 2018). Communication does not only take place when the addressers and the addressees come face to face. However, it also could take place through a media which is called as an advertisement. According (Gilson, Christopher and Berkman, 1980), "advertisement is persuasive communication media are designed to produce a response and help to achieve objectivity or marketing purposes". It means that advertisement is a media that is used to attract people's attention in order to achieve the advertisers' objectives, either for marketing purposes or non-marketing purposes. We can use language function to understand the advertisement well. Language function is the aim of utterance conveyed, either spoken or written utterance. Language has several functions, as proposed by the theory from (Jakobson, 1980), he stated six functions of language, such as referential, emotive, conative, phatic, metalingual, and poetic.

These topics chosen in order to widen the researcher's and readers' knowledge about language function as well as to avoid the misuse and misunderstanding of language, since language plays the biggest role in humans' lives. Several language functions are used by the writer to support the sentence so that it is easily understood by the reader. In vaccine socialization advertisements, the author uses a few simple words that are easy to remember and can have a positive influence on readers. Nowadays language function have been interesting study to analyze. Some previous study from (Kanaza, 2020) analyzed five functions of language in Meghan Markle's Speech. This study analyzes the five language functions found. Of the five language functions found in data analysis, conative function is the most dominant data used in Meghan Markle's Speech. The conative function is the most dominant used in the speech because the speech carried out by Meghan Markle aims to influence readers through his utterances. Compared to research conducted by (Simanjuntak et al., 2020) states that his research found six language functions used by Ulaon Poguni Alaman in Exhumanity (Mangokal Holi) at funeral ceremony in Toba Batak. The dominant communicative function used is the referential function. This language function used to describe contextually information that occurs at that time. Language function is effective in learning English as well. Like the researched by (Yuliana et al., 2013) which examines the use of language functions in teaching English. The result of this study showed that there are five types of speech function and accurately used by English teachers in giving instruction. In the other research by (Manoliu, 2017) stated that functions are in a dynamic interaction the strength of one of the resulting from the use of a metaphor, simile, personification or of syntactic parallelism by successive replay of sequences identical to grammar structure, mainly used in poetry. One function may be emphasized in a context at the expense of another it does not work alone. One of the studies on the language function of public service advertisements is advertisements that have been researched by (Sri, 2013) which states that together the factors of the quality of advertising messages, the attractiveness of advertisements, and the frequency of ad serving provide a positive and significant relationship to the effectiveness of advertisements. The community service 3 Kg LPG gas on television. When a partial test is carried out, it is evident that of the three variables (quality of advertising messages, attractiveness of advertisements and frequency of advertisements), it is evident that the attractiveness of advertisements has the most dominant influence on the effectiveness of public service advertisements of 3 Kg LPG Gas on television.



Public service advertisements are advertisements that are useful for mobilizing community solidarity when facing a social problem. These advertisements present social messages that are intended to raise public awareness of a number of problems they must face, such as conditions that can threaten harmony and general life (Santoso, 2010). (Pujiyanto, 2013) defines PSAs as follows "Public Service Advertisements (PSAs) are advertisements that are used to convey information, invite or educate audiences where the ultimate goal is not economic benefits, but social benefits. The social benefits include the emergence of increased knowledge, awareness of attitudes and changes in behavior towards the problems advertised, all of which are very important for the quality of life of the community itself. Public service advertisements are often used by the government to convey important information for the public to know. One of the public service announcements being socialized by the government nowadays is a public service advertisement for the socialization of the covid-19 vaccine. This socialization is very important for the public to know so that the public can consciously participate in the covid-19 vaccination program. The effect of advertisements on people who see, in general can increase knowledge and provide information, while specifically after seeing the ad impressions, it is hoped that they can be directly affected then they can understand the contents of the message contained in the ad, and finally can give a positive response because the frequency of the advertisement is shown (Sri, 2013)

This research is important to be investigated in order to find out what the meaning and function of the language used by advertisers in writing public services. Of course, it is not easy to design public service announcements to be easy for readers to remember. This requires a different sentence structure. The sentence structure must have a strong meaning to attract the reader's attention to the public service advertisement displayed. Covid-19 vaccine socialization advertisements are one of the advertisements that are being the government's main socialization priorities for the public. This public service advertisement is to provide socialization to the public in so they no longer hesitate to be vaccinated. This advertisement aims to provide education to readers so that they are aware that the vaccine is safe to use. Many people still doubt the use of this vaccine. For that we need socialization from the government so that people do not doubt to get the vaccine. The urgency of this study is to examine the conative functions used in public service announcements for the socialization of the covid-19 vaccine so that it can be well received by the public. This study also used data collection techniques with questionnaires to determine the extent of public service announcements of the Covid-19 vaccine attracted public attention.

METHODOLOGY

This research is a literature study with descriptive qualitative analysis. This study uses public service announcements on the socialization of the covid-19 vaccine as the main data. Then, questionnaires were distributed to respondents to determine the extent to which these advertisements could influence readers. Data collection was carried out by collecting several public service announcements about the socialization of the covid-19 vaccine. Then, further analysis was carried out on the conative function of the sentence and the appearance of the Covid-19 socialization public service advertisements. After observing and analyzing the conative function, questionnaires were distributed to the respondents. Random sampling is used in the distribution of the questionnaire. The questionnaire was distributed to respondents who had seen the advertisement and were able to provide their opinions and views on the ad. The theory used in data analysis is Blundell's theory. Everything people do, including speaking has purpose or function. It means that every





utterance which is being uttered has its functions, as well as the utterance in advertisement. There were two steps that applied in analyzing the data. First, classifying the language functions based on the theory proposed by (Jakobson, 1980).

DISCUSSION

1. Conative Function Used in Advertisement

Conative Function focuses on the addressee. This kind of language function persuades the addressee to undertake what the addresser says or wishes the addressee to do (Jakobson, 1980). It means that the conative function aims to ask or order or command the addressees to do something as the addressers wish, using the imperative sentence, eg "Open the window!". Addresser is the person who intends to inform something or the person who gives speech. It also could be said as a sender. And Addressee is the person to whom information is being delivered. It could be said as a receiver.

Data 1



Language Function	Sentence	Purpose of
Conative Function is	<i>TakKenalMakaTakKebal</i> (unknown, unimmune)	Give a message to readers not to hesitate to get vaccinated
	Vaccines train the body to recognize, fight and be immune from disease causes, such as viruses or bacteria.	Provides information to readers of vaccinated functions

Conative function is the function of language used to persuade the addressee in doing what the speaker wishes. This function focuses on the addressee. It usually used to command or ask or order the addressee to do something. It commonly presented by imperative sentence (Jakobson, 1980). In this data, several sentences are displayed that have a significant function to attract the reader's attention to take an action. The function displayed is able to provide a message to the reader verbally. The conative functions found in these public service advertisements are:

a. *TakKenalMakaTakKebal*(Unknown, Unimmune).

The author tries to use slogans in conveying the message that he wants to announce. With the slogan *Unknown, Unimmune* displays a collection of simple words that are easy for readers to remember. This data is a conative function because it aims to make the reader do something. This function also serves to attract the reader's attention to participate in doing the things mentioned in the slogan. By reading the slogan in this public



service advertisement, readers can immediately be moved to know what the purpose of vaccines is and how vaccines can be useful for our bodies. The ad creator displays slogans to give readers a better experience about vaccines. The slogan displayed in the public service advertisement is the adoption of the slogan "*TakKenalmakaTakSayang*". The slogan "unknown, unloved" is a slogan that has previously been known to the public and has become a mainstay slogan for warriors of love. By adopting a slogan that is well known in the community and replacing the word "affection" with "immune", readers can easily recall the slogan. So that the main purpose of the advertisement is to attract readers to join the vaccination program without hesitation can be achieved.

The use of conceptual meaning also appears in the slogan. Conceptual meaning is used to provide a simple understanding to the reader so that the words displayed are easy to understand. This public service advertisement focuses on delivering messages to readers in order to influence readers to participate in the vaccination program implemented by the government. The conceptual meaning used by the author is considered very effective so that readers can understand the message conveyed directly. This can also minimize misunderstanding from the reader in understanding the meaning of the message.

b. Vaccines train the body to recognize, fight and be immune from disease causes, such as viruses or bacteria.

This message can be categorized as a conative function because it aims to invite readers to participate in the government's vaccination program. The sentence "Vaccines train the body to recognize, fight and be immune from disease causes, such as viruses or bacteria" is an informative sentence to provide information to addresses about the function of the vaccine itself. The purpose of the appearance of this sentence is to attract the attention of the addresses to know clearly about the purpose of vaccines for the community. The purpose of this message is to educate readers about the function of being given vaccines to avoid diseases such as viruses and bacteria. Complex sentence structures are used in the data to show that the information displayed is important information that must be concern to the whole community. Complete information is displayed in advertisements as a message from the government to those who still doubt vaccination.

The complex sentence structure displayed categorizes the sentence as having conceptual meaning. The conceptual meaning is the meaning in accordance with the concept to be conveyed. This sentence refersto accordance with the original concept of the author. The addresser uses conceptual meaning in order to easily understood by the addresseeso thewould not give excessive associations to the sentence of the ad. Conceptual meaning used to conveyed the message directly to the addressee.

Data 2



Language Function	Sentence	Purpose of
Conative Function	Safe Vaccine Healthy Community	Community Invites the Community to Join the Vaccination Program





The data is categorized as a Conative function because it aims to invite the public to participate in one of the government programs. The sentence "vaccines are safe, people are healthy" is a sentence that aims to open people's attention to believe that vaccines are safe for the community. Vaccines can change people's lives for the better future. People will be healthier if they join the government vaccination program. This message can convince people to rethink their doubts about using the covid-19 vaccine. The government seeks to provide clear socialization to the public to fully believe in the implementation of the covid-19 vaccine. This effort is demonstrated by distributing public service advertisements that contain simple words as can be seen in the poster above. By looking at these community service posters, the message to be conveyed to the addressee can be carried out well. So that addressee can build their self-confidence to participate in the government's vaccination program.

The meaning contained in the public service advertisement in data 2 is conceptual meaning. Conceptual meaning becomes the priority meaning used by advertisement writers to avoid misunderstanding from the addressee. The use of conceptual meaning is very effective in making the simple advertisement. It is easy to understand by the addressee. The author does not display ambiguous words in representing the advertisements made. This is done to make the delivered ad more cohesive. Even with simple sentences, the advertisement is able to attract the attention of readers to read the sentences contained in the public service advertisement.

Data 3:



Language Function	Sentence	Purpose of
Conative Function	Safe and Halal Vaccines	Eliminate public doubts about information about non-halal vaccines.

The data above is categorized as a conative function. Conative function is the function of language used to persuade the addressee in doing what the speaker wishes. This function focuses on the addressee. It usually used to command or ask or order the addressee to do something. It commonly presented by imperative sentence (Jakobson, 1980: 83). The sentence is displayed with an informative sentence that has a purpose. The purpose of this public service advertisement is to provide socialization to readers so that they do not have doubts about vaccines. The presence of bold in the words "safe" and "halal" shows the focus of the addressee to remove their doubts about the quality of the vaccine to be given. The advertisement implicitly includes the words safe and halal to provide important information to addressee. The addresser uses the conative function in composing sentences in the advertisement which aims to invite readers do not to hesitate to receive the covid-19 vaccine.



The meaning contained in the advertisement is a conceptual meaning that includes the original meaning of a sentence. The addresser minimizes the use of ambiguous sentences to avoid other associations from the addressee. So that by including the sentence "Safe and Halal Vaccines" give conceptual meaning to the addressee to quickly understand the sentence without providing other associations from the ad.

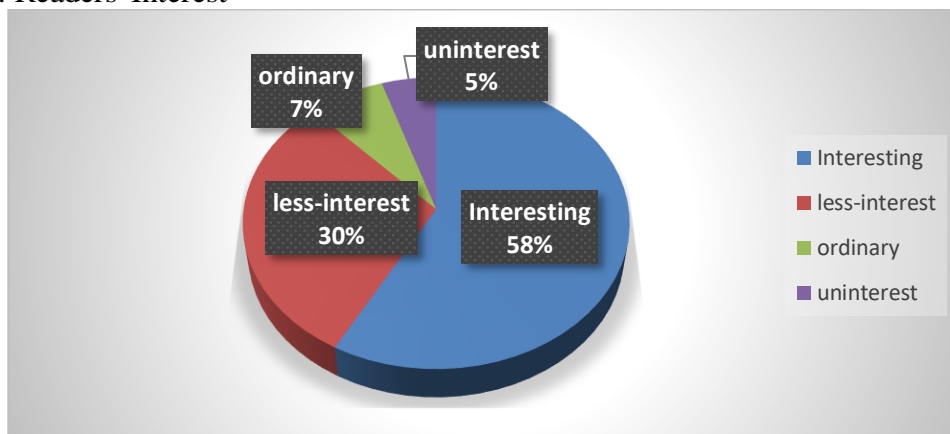
2. The society point of view

Public views on public service announcements about the socialization of the covid-19 vaccine will be explained further in this section. The distribution of questionnaires can show how people are affected by the advertisements displayed or not. This questionnaire shows several questions about people's opinions when reading public service announcements for the socialization of Covid-19. Questionnaires were distributed to fifty respondents randomly. After the questionnaires were distributed, the following results were obtained:

a. Readers' Interest.

The role of advertising is to attract public attention about some of the information displayed. This covid-19 socialization advertisement aims to attract the attention of the addressee about one of the government programs to participate in the government covid-19 vaccination program. The following shows a table of addressee's interest in the covid-19 socialization public service advertisement.

Table 1: Readers' Interest

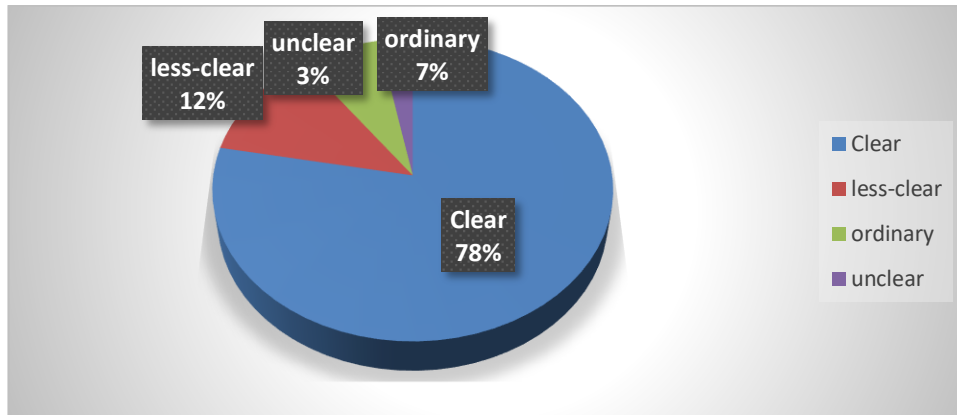


Based on the results of the questionnaire above, it can be seen that most of the people who filled out the questionnaire were interested in public advertisements displayed by the government. As many as 58% of correspondents expressed interest and understand the content of the advertisements displayed. They think that the ad is easy to understand and has a clear purpose. The intention to be conveyed is to invite many people do not hesitate to be vaccinated. As many as 30% of respondents stated that they were less interested in public service advertisements for the socialization of the covid-19 vaccine. They think that communication in advertisements does not attract the attention of respondents. So that the ad is less attractive to readers. Meanwhile, 7% of respondents stated that the public service advertisements were ordinary and did not have a strong influence on the readers so that the objectives to be conveyed were not fully successful. As many as 5% of respondents stated that they were not interested in the display of public service advertisements about the socialization of the covid-19 vaccine. They assume that the ad has no effect on readers at all. This public service advertisement is considered not to influence the reader to take the desired action in the ad sentence.



Table 2: Clarity of Sentence

Clarity of sentences is one of the important things in an advertisement. A good sentence is a sentence that is able to express the intent that the writer hopes the reader to understand. The sentence used in the advertisement chosen by the author must be able to be used to express ideas, intentions or information in a straightforward and complete manner.



Based on the questionnaire data obtained, it is stated that 78% of respondents think that the public service advertisement is very clear so that it can be easily understood by addresses. The use of simple sentence structures makes the sentences a communicative sentence. Most of the respondents stated that the sentences used are very easy to understand. These sentences are sentences chosen to represent the intent and purpose of the Covid-19 socialization public service advertisement. The advertisement is formed with a sentence containing the subject, predicate and object. In addition to being formed with s-v-o, the covid-19 socialization public service advertisement uses simple phrases. Imperative sentences also appear in advertisements that aim to invite readers to participate in the implementation of the covid-19 vaccine.

The use of the clear sentence is an effort to attract the attention of the reader to the advertisement displayed. If the sentences contain many ambiguous meanings, the advertisement will be difficult for addresses to understand. So that addresses will lose the intent and purpose of the ad. The choice of diction is also the most important thing in advertising. The diction or lexicon used is an advertising tool that is very important for transferring information from advertisers to readers. A good advertisement must show the intent and purpose of the ad writer, either implicitly or explicitly. So that the information contained in the advertisement can be immediately conveyed with a meaning that is in accordance with the actual advertising objectives.

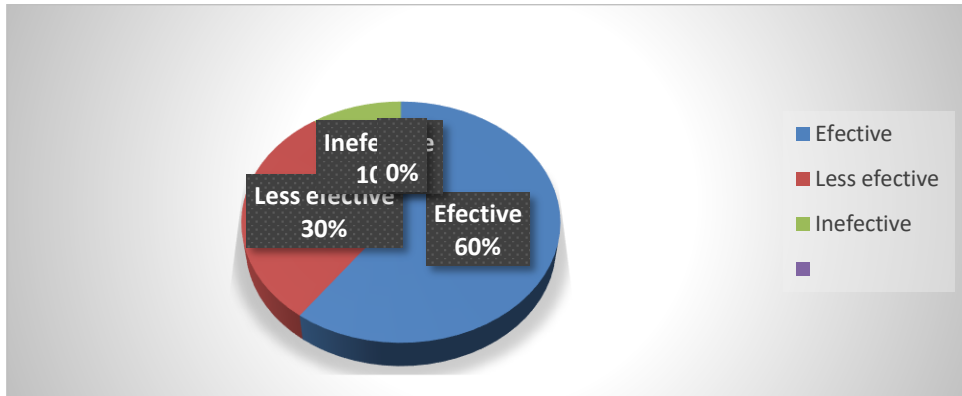
Table 3: Effectiveness of the advertisement

Various promotional strategies are one of the main channels of conveying messages from social marketers to their target adopters. One of the promotional strategies that is often used is advertising (Nisa, 2015). Effective advertising will have a positive impact on addresses. The addresses can easily understand the intent and purpose of the advertisement so the information shown in the advertisement can be conveyed immediately. The following shows the results of a questionnaire on the effectiveness of the Covid-19 socialization public service advertisements.

Table 3: Effectiveness of advertisement.

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Based on the results of the questionnaire obtained, the Covid-19 socialization public service advertisements that have been shown are very effective in influencing readers. As many as 60% of the public stated that the public service advertisement of the covid-19 vaccine socialization was effective in providing complete information to readers. It can change the mindset of the reader to believe the information contained in the advertisement. However, there are still many respondents who state that the advertisements for the socialization of the covid-19 vaccine that have been socialized are not effective. As many as 30% of respondents stated that the ad was less effective. And as many as 10% of respondents stated ineffective.

Covid-19 socialization public service announcements use straightforward, easy-to-understand language, with simple sentence structures. Simple sentences will make it easier for addressees to understand the contents of the message. The content of the message has an effect on the addressees to take an action in accordance with the intent and purpose of the advertisement. This public service advertisement donot only aims to socialize government programs, but this advertisement also aims to eliminate public doubts about vaccinations being carried out by the government to reduce the spread of the Covid-19 virus. In addition, this vaccination program aims to end the pandemic that has occurred for almost a year in Indonesia. The government strives to provide understanding to the community so that they are not afraid and hesitant to join the vaccination program. So that public service advertisements were distributed quickly to open people's minds about the importance of vaccination. Advertising is an effective media to serve for disseminating information to the wider community.

CLOSING

The are some suggestions and conclusions in this study.

Conclusion

Based on the results of data analysis, the results show that the authors can use slogans to convey the message they want to spread. With a slogan that features a simple set of words that the reader can easily remember. The slogan is a conative function because it aims to make the reader take action. The conative function contained in the advertisement aims to invite the public to participate in a government program so that it is able to open people's attention to believe that vaccines are safe for the community. Several informative sentences are displayed in the advertisement to provide socialization to readers so as not to change the reader's mindset not to hesitate to receive vaccines. The ads that are displayed. Based on the results of the questionnaire above, it can be seen that most people who fill out the questionnaire are interested in public service advertisements displayed by the government. Half of the respondents expressed interest and could understand the content of the advertisements displayed. The use of simple sentence structures makes these sentences





communicative sentences. Most of the respondents stated that the sentences used are very easy to understand. More than half of the respondents stated that the public service advertisements of the covid-19 vaccine socialization were very effective in providing complete information to readers. so as to change the mindset of the reader to believe the information contained in the advertisement. However, there are still many respondents who state that the advertisements for the socialization of the covid-19 vaccine that have been socialized are not effective.

Suggestions

Some Suggestions that can be conveyed from the results of this study are: Public service announcements contain important information related to the socialization of programs that the government wants to convey. The advertisement wants to be widely distributed to the public. We recommend that these ads be announced even wider. So that all levels of society can find out about the ad. The public should be more concerned with socialized public service advertisements. Because public service announcements about the socialization of the covid-19 vaccine are special advertisements that want to be delivered specifically to the public. Public service advertisements do not carry a commercial meaning. It only aims to disseminate information, the public should be more aware and know more about the function and purpose of the advertisement so that it can be followed up.

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