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'New Normal' in COVID-19 Era: The Textual Analysis of Jokowi's Speech**Deden Novan Setiawan Nugraha^{1*}, Yulia Segarwati², Yusuf Hartawan³, Nugi Mohammad Nugraha⁴**¹Faculty of Economics & Business, Widyatama University, Bandung - Indonesia.²Faculty of Social and Political Sciences, Pasundan University, Bandung – Indonesia³Faculty of Social and Political Sciences, Pasundan University, Bandung – Indonesia⁴Faculty of Economics & Business, Widyatama University, Bandung - Indonesia.deden.novan@widyatama.ac.id^{1*}**Article History:** Received: 10 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 20 April 2021

Abstract:In the critical discourse analysis, every discourse has three dimensions: it is a written or spoken language text; an interaction between people - which involves the process of production and interpretation of texts (practice of discourse); and is part of a practice or social act. The implication in critical discourse analyses is how this study raises the rules of language and linguistic practices that are implanted together with the relationship of a practice or social act that is often not realized by us so far. This study also criticizes the tendency of language studies to simply use linguistic rules and practices, as objects that are described, in a way that obscures their ideological and political inculcations. In this research, the authors examine the impact of the spread of the virus on the Indonesian economy, as well as the government's response to the public health crisis, as well as the efforts made to overcome the economic crisis that has arisen Covid -19 and 'new normal' based on the textual analysis of Jokowi's Speech. This research was conducted using a qualitative-descriptive type with critical discourse analysis approach. The data was taken from the Cabinet Secretariat of the Republic of Indonesia and online media (tempo). The results showed that online media consistently supported the application of the new normal to restore economic conditions. the Cabinet Secretariat of the Republic of Indonesia emphasizes its frame using sensational and eye-catching vocabulary.

Keywords: New Normal, Covid-19 Outbreak, Critical Discourse Analysis, Jokowi.**1. Introduction**

Critical discourse analysis is relevant for a critical approach to language studies is known as critical studies. Critical discourse analysis is an important contribution in language education and learning which became famous about three decades ago. In communicating, language users will be influenced by a form of language that refers to the attitude of the speaker. (Nugraha, 2019:355). Language is seen as a system signs and social interactions (Nugraha, 2020:4223). The spread of Corona Virus Disease 2019 (Covid-19) in Indonesia is now increasingly widespread, with the number of cases exposed to Covid-19 increasing day by day. We must be careful in dealing with the spread of this virus, because every day there is always an increase in the number of people infected with Covid-19. Until now, many countries, including Indonesia, have not been able to stop its spread because the drug or vaccine has not been found. The Covid-19 pandemic cannot be said to have ended, but life must go on. Are we willing to continue living with restrictions? Isolating yourself at home all the time? The answer is certainly no. Of course we want to return to work, study, and worship, as well as socializing or doing activities so that we can be productive in this pandemic era. If this is not done, sooner or later it will have an impact on various sectors, be it social, cultural, economic growth will experience a slowdown, industry will not run, or people will lose income. For this reason, people must begin to adapt to new life habits or what is called a 'new normal life'.

Berwick (2020) stated that New normal is a change in behavior to continue carrying out normal activities plus implementing health protocols to prevent Covid-19 transmission. In simple terms, this new normal only continues the habits that had been carried out during the implementation of regional quarantine or Large-Scale Social Restrictions. Language as a communication tool has a very important role because almost no human activity takes place without the presence of language. The role of language is key to the ability to transfer the desires, ideas, hope and emotions of one human to other humans. In other words, language allows humans to transfer ideas and knowledge from one language to another (Nugraha, 2019; Moolman & Jacobas, 2019).

With the enactment of the new normal, we begin to carry out activities outside the home while adhering to health protocols that have been regulated by the government, namely wearing masks when leaving the house, washing hands frequently with soap, and maintaining distance and avoiding crowds to prevent transmission of the corona virus. Since the outbreak of Covid-19, in order to avoid transmission, most activities have been carried out online such as meeting activities that have been held together in a room, now using the Zoom application, as well as teaching and learning activities. With the imposition of the new normal, students will inevitably return to school, of course, with health and safety protocols that guarantee them from contracting the virus. A new life order, can be done after there is an indication of a decrease in the spread curve of the Covid-19

number decreasing. The availability of qualified health facilities and strict supervision. This is our collective responsibility in facing the new normal in the midst of the Covid-19 pandemic.

The government itself has provided guidance by issuing the Decree of the Minister of Health of the Republic of Indonesia number HK 01.07 / MENKES / 328/2020 dated May 20, 2020 concerning Guidelines for the Prevention and Control of Covid-19 in office and industrial workplaces in support of business continuity in the Covid-19 pandemic situation. There are several actions that must be taken by management and workers when assigning employees to return to work in the office, starting from leaving the office, arriving at the office, to returning home must comply with all health protocols.

For offices that have implemented the new normal at work, health protocols should also be implemented, including measuring body temperature when entering the workplace, requiring all employees to wear masks while at work, prohibiting entry for employees who have fever symptoms / sore throat / cough / runny nose / shortness of breath.

The government through the Ministry of Health continuously conducts socialization and education to the public so that they understand the health protocols that must be carried out wherever we are, whether at home, at work, in schools, places of worship, including public crowded places such as markets and malls. The purpose of this new normal is so that people remain productive and safe from Covid-19 transmission in the midst of a pandemic.

WHO (World Health Organization) announced the Covid-19 pandemic on March 11, 2020. On that date, the number of positive Covid-19 confirmed around 121,000 cases (Utomo, 2020). About a month then, on April 13, 2020, the President Joko Widodo officially declared Covid-19 a national disaster. That designation declared Decree through the President (Keppres) of the Republic of Indonesia Number 12 2020 concerning the Determination of the Non-Natural Disaster for the Spread of the Corona Disease Virus 2019

(Covid-19) As a National Disaster (Secretariat of the Cabinet of the Republic of Indonesia, 2020a).

About three months after it was announced as a pandemic (15 June 2020), number confirmed cases of Covid-19 reached 7,690,708 cases (WHO, 2020). Based on data from the Acceleration Task Force Handling of Covid-19 (2020), positive cases confirmed in Indonesia reached 38,277 cases where the number of victims died 2,134 cases and recovered as many as 14,531 cases. Distribution of cases per province can be seen in Figure 1. To speed up the handling of the pandemic Covid-19, the Indonesian Government issued a number of policies outlined in regulations. Among these are the Regulations Government of the Republic of Indonesia Number 21 2020 on Social Restrictions Large-scale in the Framework of Acceleration Handling of Corona Virus Disease 2019 (Covid-19) (Cabinet Secretariat of the Republic of Indonesia, 2020b). Technical regulations set forth in a Ministerial Regulation Health of the Republic of Indonesia Number 9 Year 2020 on Guidelines for Social Restrictions Large Scale in the Framework of Acceleration Handling of Corona Virus Disease 2019 (Covid-19) (Legal and Organization Bureau Ministry of Health of the Republic of Indonesia, 2020).

According to Nugraha, *et al.* (2020:2849) Language is a communication tool or tool used to convey thoughts and feelings to others. Language has a very important role not only in various regions, such as political, social, cultural, legal, educational, but also language is used by someone with various purposes. Language is a medium for gaining power. Language is also a very basic ingredient in politics, as illustrated mind that language is the basic spice of all realms related to politics to achieve power. Language is also seen as the main means of politics and through the use of language is reflected in how power is used. In this research, the authors examine the impact of the spread of the virus on the Indonesian economy, as well as the government's response to the public health crisis, as well as the efforts made to overcome the economic crisis that has arisen Covid -19 and 'new normal' based on the textual analysis of Jokowi's Speech.

2. Methods

This type of research used a qualitative approach, which aims to build a proposition or explain meaning behind reality. This research seeks to see what is happening in the world and embed the findings obtained in it (Moelong (2009). By doing a description of an existing electronic material through the process of collecting data through documents (news archives) in case this is by researching news related to 'New Normal' in COVID-19 Era: The Textual Analysis of Jokowi's Speech. The data were taken from the Cabinet Secretariat of the Republic of Indonesia and online media (tempo).

3. Literature review

New Normal

The large number of data on Covid-19 victims from various countries shows that the pandemic has become a global problem. Covid-19 has had a considerable international impact, especially in the health, economy and other fields. (Lisbet, 2020).

As long as the large-scale social restrictions was implemented in several regions, changes in the number of Covid-19 cases continued to occur, both an increase in cases and a decrease. In addition, PSBB also has an impact on the economy where productivity decreases. Responding to this, President Joko Widodo conveyed the New Normal discourse to restore Indonesia's economic conditions. On Friday, 15 May 2020 at the Merdeka Palace, the President said that later community activities could run normally again but must still apply health protocols so that they can coexist with Covid-19 safely. The President also pays attention to the many cases of layoffs and people who have lost their income due to this pandemic, so that he hopes that a productive and safe community situation "Community safety remains a priority. Our needs will change to address the risk of this outbreak. That is what many people refer to as the new life order or the "new normal" (BPMI Setpres, 2020).

With the statement of the Head of State, several media began to present the development of the new normal discourse issue. The mass media functions to disseminate information, supervise government and control power. Issues relating to important figures of a country will be interesting news material for the mass media (Manalu & Abidin, 2019).

Critical Discourse Analysis.

According to (Csilla, 2020) Critical discourse analysis is an analysis of the language used form or process to provide an explanation of a text (reality social) which will be studied and have the main purpose of disclosing the relationship between languages, society, strengths, ideologies, values and opinions. Discourse analysis is essentially a study of function language or the use of language as a means of communication. Language at a critical point of view is understood as a means plays a role in the form of certain subjects, certain themes, and strategies in therein. So this research uses critical discourse analysis to dismantle the powers that exist in each language process: limitations which can be allowed to become a discourse, a perspective of view right to use as well as the appropriate topic. Discourse looks at language be a part involved in power relations, especially in the formation of subjects and actions that are represented by society.

According to Van Dijk (2006) micro structure, is the local meaning of a text that can be observed from the choice of words, sentences, and styles used by a text, is semantic (the meaning that you want to emphasize in text), and rhetorically (how and in what way emphasis done). Micro structure refers to a local meaning discourse. This can be extracted from the aspects of semantics, syntax, stylistics, and rhetoric. The semantic aspects of a discourse include the background, details, purpose, presupposition, and nominalization.

1) Syntax Elements

The syntactic element is one of the most important elements used to imply ideology. In other words, through a certain syntactic structure, the reader can catch

the meaning behind the sentences in the news. Through syntactic structure, journalists can describe actors or certain events in a negative or positive way.

a. Coherence

Coherence is the linkage or linkage between words, or sentence in the text. Two descriptive sentences different facts can be linked so that it appears coherent.

b. Sentence form

The form of the sentence is a related syntactic aspect by thinking logically, namely the principle of universality. Where is he states whether A describes B, or B describes the A. This logic of causality if translated into language becomes an arrangement of objects (described) and predicates (explain). Another form is the use of word sequences which has two functions at once. First, emphasize or omit the placement and use of words or phrases that are striking using usage semantics.

c. Pronouns

The pronoun element is an element to manipulate language by creating an imaginative community. Word change is a tool used by the communicator to show where one's position in discourse. In expressing his attitude, someone can use "We" or "me" which describes that attitude is the official attitude of the communicator. However, when using the pronoun "we", attitude is a representation of a common attitude in the community. The use of plural pronouns such as "We".

4. Result and discussion

New normal is constructed by Tempo as a new era that must be implemented immediately, for this reason government reports are being published massively disseminating the discourse. New normal means doing activities as usual but coupled with the implementation of health protocols. The definition outlined by the Tempo immediately became an element of catchphrases in the frame of this issue. In metaphorical elements and examples, Tempo displays the sentence "Following are a series of facts about the new normal discourse. Starting from the decision issued by the Minister of Health, Jokowi conducted a review, 60 malls will be opened up to a list of regions that are ready to apply the "new word election" and the sentence above shows that the government is preparing a new normal optimally so the people can return to activities.

Tempo published news on May 16, namely President Joko Widodo's official statement regarding the discourse that had just been examined directly from the Merdeka Palace. Tempo displays the total contents of the video or it can be said that the news published is a transcript of the statement submitted by the President. Researchers see this as a framing practice that demonstrates approval with all that was conveyed by the President where the community must live side by side with the corona virus in order to continue to be active and productive again. The sentence that becomes the sentence is that living side by side with the corona virus aims to keep people's activities running normally.

Massive socialization of the new normal discourse (27 May 2020 Edition) New normal is constructed by Tempo as a new era that must be implemented immediately. For this reason, reports of the government are being published massively on the discourse.

In this issue, provide information about what new normal means. New normal means doing activities as usual but coupled with the implementation of health protocols. The definition described by Tempo also becomes a sentence element in the frame of this issue. the sentence "The following is a series of facts about the new normal discourse. Starting from the decision issued by the Minister of Health, Jokowi conducted a review, 60 malls will be opened up to a list of regions that are ready to implement the new normal.

Approaching the implementation of the new normal, Tempo published news showing the importance of restoring economic conditions and framing it as if the new normal was a safe condition to implement. There is an element of metaphors that reinforces this central idea. Tempo wrote that "the health of the body and the health of the Indonesian economy need to be kept in balance". This sentence is quite striking and shows that the economy is not in good condition, so it must be recovered. Furthermore, it is explained through a sentence, in the first news it states that the bad impacts received by Indonesia will be even more deadly if economic activity is not opened immediately. The use of the word "deadly" describes a very dangerous condition as well as shows the urgency to encourage the government to immediately implement the new normal. This shows that Tempo wants readers to support the new normal discourse.

5. Conclusions

There is no alignment between Tempo.co and other parties who became the source of their news, both from the pro as well as those who contravened the bill. Seen from the text structure, which surprised Tempo.co in its neutral news regarding New normal. From the choice of words used, Tempo.co used several enough dictions to describe words related to new normal. The discourse flow developed by journalists plays a deeper role compile a discourse that is built in formulating a news. Where to keep journalists' neutralization on track, to insert personal opinion, journalists use statements from sources to support other statements.

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