

ABSTRACT

Genderlect Style Communication Style Spokesperson For Covid-19 Handling (Analysis of the Content of the Covid-19 Information Dissemination Video Between Achmad Yurianto and dr. Reisa Broto Asmoro)

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During the current Covid-19 pandemic crisis, the role of government spokespersons in the realm of government public relations is important. It is extraordinary with the communication style of government spokespersons in handling Covid-19. Against this background, the purpose of this study was to explain the application of Genderlect Style in the communication style between Achmad Yurianto and Dr. Reisa Broto as government spokespersons in the Covid-19 information socialization video. This study uses an interpretive paradigm with qualitative analysis methods. The results of the study found that there were differences in the communication styles used by the two spokespersons when conveying information dissemination on Covid-19. First, the difference in communication style lies in the aspect of nonverbal communication related to gestures. Achmad Yurianto tends to be silent more often and does not use body movements. On the other hand, in conveying his message, Dr. Reisa is always accompanied by body movements such as hand movements, including aggressive communication styles. Second, the difference lies in verbal communication related to aspects of humor. Achmad Yurianto tends to smile less often. In contrast to dr. Reisa, who often gives a smile is included in the passive communication style. Third, aspects of verbal communication related to the use of the words conveyed. general Achmad Yurianto tends to use his short sentences dr. Reisa with her complex sentences. However, the two spokespeople who represent the central government in handling Covid-19 have carried out the main task of the government's PR in conducting media relations, namely implementing information subsidies.

Keywords : Communications style, Spokesperson, Government public relations

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