CHAPTER I

INTRODUCTION

A. Background of the Research

Historically the term "deixis" is taken from the Greek word *"deiktikos'* to intend "display immediately". In English, it is known as *"deictic"* to be used because the term "approval at once" and it is far reserved from the word *"incline".* In linguistics in recent times, that phrase is used to attract the feature of person pronoun, demonstrative pronoun, the function of time, and type of different grammatical to hyperlink the utterance with the relation of time and spatial in the motion of utterance. In ancient journey, the using of *deiktikos* is utilized by grammar of Greek in information nowadays which referred to as demonstrative pronoun, Grammar of roman (states the primary of appearing traditional grammar within the west global) uses latin word demonstrative to translate the phrase *"deiktikos"* (Purwo, 1984, p. 1).

Deixis gets to be defined as relation between the language and context which takes an important position in the sub observe of pragmatics due to the fact pragmatics is a knowledge having a focus and subject to the context at the textual content or communique. Essentially, deixis appears to be due to the factor known as context of utterance or speech event. This context of utterance (speech event) happens because of interpretation of companion to be a reader, listener, or cover speaker.

There are three deictic categories identified in the literature. There are personal deixis *(I, you, we),* spatial deixis *(this, that, here, there),* and temporal deixis *(now, today, yesterday).* In addition to person, place, and time deixis, there are other deictic categories. The first is social deixis which covers the encoding of social distinctions that are relative to participant-roles, particularly aspects of the social relationship holding among speaker and addressee or speaker and some referents. The second is discourse deixis which involves the encoding of reference to portions of the unfolding discourse in which the utterance is located. The writer would like to explain those deixes, as follows:

The first that person deixis has simple pronoun in social life. Name or categories is exemplified by the first person pronoun *"I",* second person *"you",* third person *"he or something/thing".* Person Deixis refers to the role of participant, for as speaker nor addressee. This definition is based on theory of Levinson which he stated that person deixis concerns the encoding of the role of participants in the speech event in which the utterance in question is deliver. In his theory, Levinson added about the kind of role of participants in person deixis, namely 'first person is the grammaticalization of the speaker' reference to himself, second person is encoding of the speaker's reference to one or more addressees, and third person is the encoding of reference to person and entities which are neither speaker nor addressee of the utterance in question.

Personal pronouns of deixis are about first person, second person, and third person which it is used for referring the participant to make conversation. This pronoun is used for replacing the name of speaker and addressee, for example, *I and Lia (we), Hanbin and Junyeol (they), Bobby (he), etc*. First person pronoun refers to a person is speaking with single or plural. Pronoun is in English namely *I, me, we, us, my, our*, second person pronoun is in English *you and yours,* whereas third person pronoun is in English *is he, she and it*.

Place deixis is giving form to the location of space place seen from the location of the person/actor in the language event. Place Deixis refer to the spatial at its lexical. This deixis concerns the encoding of spatial location relative to the location of the participants in the speech event. There is difference between these deixis elements, means between proximal (or close to speaker) and distal (or non-proximal close to addressee) but many make much more elaborate distinction as it should be seen, such distinction is commonly encoded in demonstratives. In English, it is described as here and there.

Discourse Deixis has to do with the encoding of reference to portions of the unfolding discourse in which the utterance (which includes the text referring expression) is located. It can be meant that discourse deixis is the kind of deixis refer to the anaphora and cataphora a sentence. Anaphora refers in speaking refer to the word in front or something has been mentioned before in the discourse with repetition or substitution. Cataphora

shows to be mentioned then. The other opinion is stated by (Cummings, 2000, p.28) he stated that in discourse deixis, linguistic expressions occurred. Discourse deixis is not special lexical like in person deixis, time deixis, place deixis, and social deixis.

Time deixis is disclosure to a point or distance in time seen from the time an expression is made (event language), namely now; compare at that time, yesterday, this month, and etc. For a differentiation or strictness that is more detail, something can be add to the word or phrase adverb of time, for example: yesterday, last year, now, and so on, so the difference is clear

The third is time deixis is something that related to the time or pointing the time via language, stating that time deixis concern the encoding of temporal points and spans relative to the time at which an utterance was spoken (or a written message inscribed). Time deixis can be also called temporal deixis. Temporal deictics function is to locate points or intervals on the time axis, using (ultimately) the moment of utterance as a reference point.

Social Deixis relates to that expression with the function to show the position of reference on the scale of social status and intimacy relative to speakers are referred to known as social deixis. Social deixis relates to aspects of sentences that reflect certain facts about social situations when the speech acts occur. Social deixis shows social differences such as gender, age, position in society, education, work, and so on that are present in participants in real verbs communication, especially those related to the

aspect of the role between speaker and addressee, or speaker on other topics or references.

Social deixis concern the encoding of social distinctions that relative to participant-roles, particularly aspects of the social relationship holding between speaker and addressees or speaker and some referent The statement which he said that social deixis concern "that aspect of sentences which reflect or establish or are determined by certain realities of the social situation in which the speech act occurs. Based on the statement of linguist experts, it can be known that social deixis is aspects of language structure that anchored to the social identities of participants in the speech event.

Generally, social deixis is divided into two part, those are *Relational Social Deixis and Absolute Social Deixis.* Relational deixis relates to the relative ranking or respect directed by the speaker and referent, speakers, and addressee, speaker and listener viewers, and speakers and setting. Meanwhile, Absolute social deixis is the language form that has been set for the speakers only while the writer goes to the next steps by analyzing based on the perspective from pragmatics.

The writer gives one sample of the above data object taken from "Jakarta Post in Travel Column, published December 2021"

"Life is painfully difficult now. **I** sell fried snacks because it is something th at locals can afford," **He** told AFP, adding: "In the past,

whatever we sell there are tourists who will buy, but now as you can see the island is deserted" – Chef Ilhani (Travel-column)

As can be seen from the above datum, there are two words which are categorized as relational social deixis addressee honorifics types. The word *I* and *He* was used by a speaker to signify the respect toward the addressee. *Relational Social Deixis* used to explain the relation between the speaker and addressee. It explained who the speaker is and the relation between the speaker and their addressee is. In line with Levinson's theory, pronouns are included in *Relational Social Deixis* so that it is also categorized in this category. The addressee here is the speaker who has the position as main speaker or first speaker. Then, the function I of the word is to maintain politeness in language. The speaker referred to in this text is Chef Ilhani, this can be seen from the subject who spoke in the sentence.

In daily communication either oral or written, people often use deictic expression words like *I, you, we, they, she, he,* it as subject on their sentences. They also use adverbs of place such as here or there; this or that, these or those, adverbs of time such as now or then, yesterday or tomorrow, in building sentences or utterances. All the mentioned words are the deictic expressions words. The deictic expression words are the words that the meaning can to be change based on the situation. The meaning of this word is not permanent. All of the meaning can be changed depends on the settings of the speakers based on time, place, person, culture, or social event namely deictic expression.

In Pragmatics, an utterance is any act of speech. It could consist of a phrase, a word, or even a partial word, furnished by language and no longer simply sound. Utterances can be grammatical or ungrammatical, significant or meaningless, but it ought to be made by way of a selected man or woman at a selected time. That is to say, utterances have to be actual, now not speech acts in the summary. They can, however, be recorded or transcribed, provided that they have been spoken at the some point or deixis.

Pragmatics is the branch of linguistics analyzing about the relation between the context of language and the meaning of speech. The context of language or it is far called the context is factors outside the speech that means. The that means could not be just visible from the form the which means, however is also from the location and the time while the speech is spoken, who concerned within the occasion, purpose, the speech shape, the way of deliver, the tool of speech, the norms and style. In the pragmatics the learning approximately speech act, implicates, interplay of communique and the external elements of verbal exchange, for example deixis.

As the discipline of knowledge, pragmatics is also as resources in some expertise, including as language philosophy which studies the language from attitude of a speech is spoken, sociolinguistics which research approximately the language from the perspective, motive and situation of use of it inside the society, anthropology which studies the

language from perspective of origin a language is used, the language's ethnography which research about the language from the perspective speaker's lifestyle and linguistics which studies about the language despite it is scientific acclaim, the perception of pragmatics remain incredibly enigmatic and remains difficult to define.

This holds for its readings in regular discourse in addition to scholarly contexts. Although, when it refers to attitudes and modes conduct as pragmatic, it approaches that they have an actual type of orientation in commonplace. People who act pragmatically or story a pragmatic angle commonly have a desire for a practical, count of reality and realistic rather than theoretical, speculative and idealistic manner of coming near impending troubles and coping with everyday affairs. To position it otherwise, they share a concrete, situation-structured technique geared to motion and utilization instead of an abstract, scenario-structured and gadget associated point of view.

Pragmatics is known as the systematic research of what and the way people suggest after they use language as a vehicle of movement in a selected context and with specific purpose in mind. For this reason, the context-dependency of utterance meaning is primary aspect of extra narrowly defined debts of pragmatics, which focus on some key issues that can be juxtaposed with related issue in other modules of language principle consisting of grammar and semantics. Those troubles include indexicality or deixis (versus anaphora), presupposition, implicates (versus

entailments) and speech acts (versus styles of sentence) to name best the maximum conspicuous subjects.

In take a look at approximately the pragmatics, the form of language has the language varieties which constantly adapts with the context. There are some elements to influence the version of language, like as geographical elements which studies approximately the region use that language, the society factors which research about who uses the language and how the heritage of society uses the language, the language situation elements which research about the language's speaker situation, region in which the language is used and the subject matter is being mentioned it and the time factors which studies about the period of time the language is used. Those factors are as helps for the language version of pragmatics. It's also parted again to be a few classifications.

The writer chooses a Jakarta Post This paper has shown the analysis of deixis in the Travel article of the Jakarta Post. More research is also needed to be conducted to make further analysis in other kinds of text in order to get a better understanding of deixis of pragmatics because the researchers feel that research through article is not enough to suffice human's need in further studying of deixis.

From those the above explanations and sample of the text, the writer chooses Jakarta Post to analyze the tittle of the thesis: *"Analysis of Social Deixis In Jakarta Post"*.

B. Questions and Scope of the Research

1. Question of the Research

The researcher needs to have a pattern of question about object which is analyzed, as comply with:

a. What are social factors possessed by participants in Jakarta Post?

b. What are kinds of those social deixis found in the article of *Jakarta Post*?

2. Scopes of the Research

The writer focuses on the words of social deixis as the primary discussion from the understanding of pragmatics. The writer tries to find the ones types of social deixis contextually in the Jakarta post news the news include business, art and culture, world, Indonesian, and opinion. In this research, the books which the writer used are: 1. Levinson (1983) 2. Yule (1996) 3. Cummings (2007) 4. Purwo (1984). Through classifying and analyzing the ones social deixis contextually, the writers tries to understand about the forms, the types, and that means of the social deixis pragmatically.

C. Objectives and Significance of the Research

1. Objectives of the Research

a. The writer wants to know what social factors possessed by participant.

b. The writer wants to find out what kinds of those social deixis found in the article of *Jakarta Post.*

2. Significance of the Research

This writing and research paper is expected to be easily understood by the wider community, library, campuses, and practitioners, but also the writer's give a contribution in developing linguistics studies especially about social deixis in pragmatic. This study hopefully could give a worth significance.

In theoretical significance based on purpose of the study above, the result of this research is expected to give more information and useful inputs for researches who are going to do research in the same field but in the different subject or theory and beneficial to the readers in general. For the writer, this research may improve the writer's knowledge.

D. Operational Definitions

From the description that the author explains in the background of the research, the writer's understanding has continued with his title that the author discusses in this English Seminar. The author tries to explain the definition of operational based on literature review, as follows:

1. Pragmatics

Pragmatics is the sub of linguistics which studies a knowledge about meaning in the context or meaning in use.

2. Context

Context is a condition of event which is happening and being involved with the spatial and place.

3. **Deixis**

   Deixis is the technician term that the reference is not consistent which it relates the phenomenon among the language and context. Deixis is splited to be five types viz personal deixis, place deixis, time deixis, discourse deixis, and social deixis.

4. **Social Deixis**

   Social deixis is the sub of deixis form which this type refers to identification, caste, or status of speaker even respondent.

5. **Newspaper**

   Newspapers are typically published daily, weekly and monthly. New magazines are also weekly, but they have a magazine format. General interest newspapers typically publish news article and feature articles on national and international news as well as local news. The news includes political events and personalities, business and finance, crime, travel, weather and natural disasters; health and medicine, science, and computers and technology, sport; and entertainment, society, food, and cooking, clothing and home fashion and the arts. Newspapers also include articles which have no byline; these articles are written by staff writers.

   1) **Jakarta Post**

      The Jakarta Post publish is a day by day English-language newspaper in Indonesia. The paper is owned through PT Niskala Media Tenggara and based totally in the state's capital, Jakarta. The

Jakarta Post commenced as a collaboration among 4 Indonesian media at the urging of records Minister Ali Murtopo and flesh presser Jusuf Wanandi. After the first issue was revealed on 25 April 1983, it spent numerous years with minimum commercials and increasing flow. After a trade in leader editors in 1991, it started out to take a more vocal seasoned-democracy point of view. The paper changed into one of the few Indonesian English-language dailies to live on the 1997 Asian economic disaster and presently has a circulated of approximately 40,000.

E. Systematization of the Research

The systematization of the research means how this paper is well structured. The thesis is divided into five chapters as follows:

Chapter I is Introduction discussing the research's background of this research, questions and scope of the research, objective and significance of the research, operational definition, and systematization of the research.

Chapter II is Theoretical Description defining about pragmatics, context, deixis, and online newspapers The Jakarta Post.

Chapter III is Research Methodology consisting of Method of the Research, Procedure of the Research, Technique of Data Collection, Technique of Data Analysis, and Data Source.

Chapter IV is Data Analysis consisting of Data Description, Data Analysis, and Interpretation of the Research Findings.

Chapter V is Conclusion and Suggestion giving a conclusion based on the analysis done in the fourth chapter and suggestions related to the significance of the research along with suggestion on further research on the online newspapers.