CHAPTER I
INTRODUCTION

1.1 Background of Study

Speech is kinds of public speaking. It is vocalized form of human communication. It means that through speech, the speakers can persuade the listeners. According to Sapir (1921:14) speech is the power of speaking ability to express one’s thoughts and emotions by speech sounds. Many people give speech in formal or informal situation. Usually, someone gives their speech to promise, to insult, to agree, to criticize, to persuade or to influence beliefs or attitudes. It is also a means and one of potential tool in winning public support in public speaking which constitutes as the process of speaking to a group of people in a structured, deliberate manner intended to inform, to influence, to persuade or to entertain the listeners. Speech is the example of spoken communication done directly by a single person in front of the audience. It is usually done by a leader of a country, company, community or anyone who can inspire the audience.

In English, actually sometimes the hearer or addressee felt difficult to understand about what the speaker say about whom, when, and where. This situation can make the problem of communication. Here, context is important for the hearer or addressee to understand what the speaker’s meaning. Without context the addressee felt difficult to understand the meaning of the speaker say clearly. The problem in communication that happen both of the speakers and hearers when the speakers and hearers get miscommunication about the meaning of word that related to the context of
situation. If the hearer knows the context, the language can be understanding clearly about what the meaning. From this case, the study of contextual meaning is called pragmatics. Yule (1996:9) states that “Pragmatics is the study of speaker meaning. It means that pragmatics is concerns with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).” It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Such a scope for pragmatics, there are include the study of deixis (Levinson,1983:8).

Yule (1996:9) states that “Deixis is a technical term (from Greek) for one of the most basic things we do with utterances. It means ‘pointing’ is called a deictic expression.” Levinson (1983:54) says that “deixis relates to the way in which languages encode or grammaticalize features of the context of utterance or speech event, and thus relates to the ways in which the interpretation of utterances depends on the analysis of that context of utterances. According to Saeed (2009:191) deixis is a technical term (from classical Greek deiknymi) to show, point out. Deixis is a study to interpret the relation of situation with words, phrases, and features are uttered in a sentence. Deixis to know who the speaker is, who the reference is, where the place is, and when the communication happens. Deixis is the phenomenon of encoding contextual information by means of lexical items of grammatical distinctions that provide this information only when paired with this context. In other words, it means lexicalizing or grammaticalizing contextual information, that is making it into obligatory grammatical or lexical distinctions. They give instructions to the addressee that context has to be consulted in order to grasp the meaning of the utterance.
Related to deixis, Yule (1996) and Levinson (1983) are believed as proponent of writer about deixis. Yule proposes there are three kinds of deixis, they are personal deixis (first, second, third person), spatial/place deixis, and temporal/time deixis. Meanwhile, Levinson proposes 5 kinds of deixis; they are personal deixis (first, second and third person), temporal deixis, spatial deixis, discourse deixis, and social deixis. Those theories are related in this research, to analyze the data.

In other hands, the two theories are used to support the data or finding in this research. Personal deixis, there are consist of three part. First person deixis is contain (I), second person deixis (You), and the third person deixis (She, He, or It). The spatial or place deixis is the word that where location of speech event. It contains demonstrative pronouns such as (This and That) and the demonstrative of adverb of place such as (Here and There). For the time or temporal deixis, it concern in time of speech event. It contains (now, then, yesterday, tomorrow, today, tonight, nextweek, last week, this week). Discourse deixis concerns the use of expression within some utterances to refer some portion of the discourse that contains that utterance, for example: but, therefore, in conclusion, to the country, still, however, anyway, well besides, actually, all in all, so, after all, and so on. Social deixis to point how different social ranking and the participants of communication utter relationships within society via language. All these deictic expressions have to be interpreted in terms of what person, place, and time of the speaker in mind.

Yule (1996:9) say that deixis is clearly a form of referring that is tied to the speaker’s context, with the most basic distinction between deictic expressions being ‘near speaker’, versus ‘away from speaker’s’ In English, the near speaker is called
proximal terms (this, here, now) and the away from speaker is called distal term (that, there, then). The fact of deixis should act as a constant reminder to theoretical linguists of the simple but immensely important fact that natural languages are primarily designed, so to speak, for use in face-to-face interaction, and thus there are limits to the extent to which they can be analyzed without talking this into account. Deixis can also be found in many kinds of media, in such like: speech, television, newspaper, magazine, article and browsing on the internet.

In this research, the campaign speech of Donald Trump was chosen as the source of data. This campaign speech which had given by Donald Trump on August 15\textsuperscript{th}, 2016 about “How to Make America Safe Again” in GOP Convention at Cleveland, Ohio. This campaign speech was attended by thousands of people who wanted to hear that. Donald Trump’s campaign speech are also something informative and attractive to be analyzed because this speech became one of the campaign speech that represented his campaign slogan “Make America Great Again” and Donald Trump is able to convince the American people that he is able to make America safe from terrorist attacks and made thousands of people attend to hear the campaign speech.

In speech, the idea that the composition of the speech has an aim to create a unity of the speaker and the audience to deliver the message. There are some reason had been analyzed to this particular topic, those are: first, the use of deixis had been realized, because deixis is part of language that can refer from dialogue or written. As had been the practically, deixis can be used in speech. Deixis is important in a conversation or a speech. Speech given by Donald Trump in a campaign event have purposes. He would like to thank all the people who have supported and who have
volunteered his time to come to his campaign. In his speech, he invited people to unite electoral success and invite all people who come in his campaign to support him. So, the use of deixis especially in a formal speech such as the presidential candidate Donald Trump’s speech are very important. With the use of deixis, misunderstanding will not happen because both the speaker and addressee will understand about what is talking about. Moreover, the analysis above on the use of deixis clearly shows the close relationship between context (the most crucial thing in pragmatics) and the deictic expressions which are used based on the context. The relationship is that the use of deictic expressions must be adjusted with the context in which the speech takes place. Second, the use of deixis have broaden and deepen the knowledge, not only in daily conversation but in more formal speech, particularly the political speech. Commonly in written language especially in speech mostly is difficult enough to be understood by people and sometime the words could be ambiguous.

In this sentence below is the primary research of Donald Trump’s campaign speech.

*The campaign speech :*

“*Today we* begin a conversation about how to ‘Make America Safe Again’. ”

(www.politico.com)

From the sentence above, there are deictic words that used by Donald Trump. There are temporal deixis, personal deixis and spatial deixis. The use of “Today” refers to the day when Donald Trump gave a campaign speech about fighting terrorism. The pronoun “We” refers to the Donald Trump as the speaker, the audience, and the American people who watch, listen or attend the campaign speech. And
“America” refers to the country. The country where Donald Trump gave a campaign speech and be a presidential candidate of America.

From the analysis above, it showed in Donald Trump’s campaign speech about “How to Make America Safe Again” there are some types of deixis need to identify. Because, every utterance in Donald Trump’s campaign speech has the different categorizes and functions in term of deixis and using types of deixis in the Donald Trump’s campaign speech is different based on the context.

1.2 Problems of Study

Based on the background of the study above, the problems are formulated as follows:

1. What types of deixis are found in Donald Trump’s campaign speech?
2. Why are such deixis used dominantly in Donald Trump’s campaign speech?
3. Is the deixis used appropriately in Donald Trump’s campaign speech?

1.3 Objectives of Study

The objectives of this study are:

1. To find out the types of deixis in Donald Trump’s campaign speech.
2. To find out the reasons for the use of dominant type of deixis in Donald Trump’s campaign speech.
3. To find out whether or not the deixis is used appropriately in Donald Trump’s campaign speech.
1.4 Scope of Study

This study is limited on types of deixis namely personal deixis, temporal deixis, spatial deixis, discourse deixis, and social deixis proposed by Levinson and Yule theories used in “How to Make America Safe Again”, to know the reasons for using the dominant type of deixis and whether or not the types of deixis are appropriately used in Donald Trump’s campaign speech.

1.5 Significances of Study

Theoretically, the result of this research is expected to be able to understand scientifically about deixis and the advantages of in using deixis in written language and spoken language.

Practically, the findings of this study are expected to give some information and knowledge to students and readers about the use of deixis in speech.