CHAPTER II

REVIEW OF LITERATURE

2.1 Previous Relevant Studies

They are some studies that have been done by other researchers concerning of deixis. The first research done by Putri (2015) entitled: “Person Deixis in USA Presidential Campaign Speeches” from Journal of English Education (2015;190-200). The researcher investigates the use of person deixis in presidential campaign speeches. The data for the study were collected from the transcriptions of six presidential campaign speeches of Barack Obama and Mitt Romney during the campaign rally in various places across the United States of America in July, September, and November 2012. This research is different from with this study in subject or the data. This research uses quantitative method. The results of this study showed that the presidential candidates make the best use of pronouns as a way to promote themselves and to attack their opponents. The results also suggested that the use of pronouns in the speeches enabled the candidates to construct positive identity and reality, which are favorable to them and make them appear more eligible for the position.

The second is done by Wati from UIN Syarif Hidayatullah Jakarta, Jakarta (2014). Entitle “A Deixis Analysis of Song Lyrics in Taylor Swift’s “Red” Album”. It is aimed at analyzing the deixis used in song lyrics of taylor Swift’s “Red” album by using John I. Saeed. This undergraduate thesis is different from this study in the field problems and the data. In conducting research, the researcher uses descriptive qualitative method in which the researcher describes the types of deixis in which the
data taken from listening and reading song lyrics in this album. This research identifying and classifying the deixis are used in Taylor Swift’s song lyrics. And analyzing the data which in supported by the concepts of John I. Saeed.

The third research is done by Purba (2015) entitled “Deixis in Inauguration Speech of President Susilo Bambang Yudhoyono”, from State University of Medan. This study dealt with the English deixis. This research use Levinson theory to analyze. The findings show five types of deixis in the first and the second inauguration speech, the process of how deixis in the first and the second inauguration speech of President Susilo Bambang Yudhoyono and the reason why the inauguration speech of President Susilo Bambang Yudhoyono in such away. This postgraduate thesis used the content analysis qualitative research design.

The forth research is deixis used on business brochures text from Pangaribuan, et al (2015) in International Journal of English Linguistics is a descriptive qualitative research data are brochures taken randomly from launching products in March 2014. From the research, researcher found 5 types of deixis used on business brochures text and the dominant deixis that was found discourse deixis with the percentage 63.27% and the least of deixis that was found temporal deixis 5.31%. The researcher of this study conclude that if the brochures are for in expensive product. Person deixis is mostly used on the contrary if the product is expensive they use discourse deixis with more explanation & description.

The fifth research is an analysis of deixis in the article of the Jakarta post from Samosir (2013) from Journal of Linguistics in Linguistica. The objectives of this research are to analyze type of deixis and to find out the most dominant type of deixis in
the political article of *Jakarta Post*. This study was conducted by using descriptive quantitative design. The source of data was taken from the article of *Jakarta Post* and five articles are taken as the samples. Documentary technique is used in collecting data. The findings showed that there are five types of deixis found in The Jakarta Post article, namely Person deixis, 99 times occur (42,85%), Place deixis, 8 times occur (3,46%), Time deixis 43 times occur (18,61%), Discourse deixis 42 times occur (18,18), and the last is social deixis 39 times occur (16,88%). From the analysis from deixis is the most types of The Jakarta Post can be found. So it can be said that The Jakarta Post tends to use person deixis as the dominant type compound an another types. This is because The Jakarta Post the news mostly dealt with the person interaction.

The previous studies give some contribution for this research. The researcher has get ideas for the development this paper about deixis are used in Donald Trump’s campaign speeches. The different of those researches and this research is the subject or data of the research. The subject analysis of this paper is Donald Trump’s campaign speeches. Analysis of the data use Levinson (1983) and Yule (1996) theory. This research uses qualitative method by Miles and Hubermen (2014). Thus, the research states this research is new and different from the prior research.

### 2.2 Pragmatics

Pragmatics is language usage rules whose meaning is appropriate to the context and circumstances. In addition, Pragmatic is a branch of linguistic that study about the Pragmatic \*prag-ˈma-tik\* is dealing with the problems that exist in a specific situation in a reasonable and logical way. Searle, et al (1980) suggest that pragmatics is one of those words (societal and cognitive are others) that give the impression that something quite
specific and technical is being talked about when often in fact it has no clear meaning. Pragmatics is a way of investigating, how sense can be made of certain texts even when, from a semantic viewpoint. Levinson (1983:5) states that “pragmatics is the study of the relation between the structures of a semiotic system and its usage in context. In addition, Yule (1996:3) states that pragmatics is concerned on the study of meaning as communicated by speaker (or writer) and interpreted by listener (or reader). Pragmatics is fundamentally concerned on communicative action and its felicity in context. Thus, pragmatics can be defined as the study of the relationship between language and context which are used based on situation in order to get some meaning.

2.3 Context

Context is the situation in which something happens and that helps you to understand it. Yule (1996:21) stated that context is the physical environment in which a word is used. In addition, context is a sentence or phrase in which a word appears in certain circumstance in which an event happens in the use of language. So, many case of language cannot be resolve without bringing elements of meaning that depend heavily on the context.

According to Cruse (2006:35) context is an essential factor in the interpretation of utterances and expressions. Further details of context are categorized into three, they are : the context of situation, the context of background and the context of co-textual. Context of situation is a physical condition that comes along with the occurrence of an interaction when the conversation took place (at the moment of speaking). More precisely let’s look at the following conversation:

A: I heard Musa get accident with his motorcycle right? How is he?
B: Ya firstly we feel worried about his condition, but alhamdulilah he's alright. He just get swollen on his left hand, like this.

A: What a pitty do you bring him to the doctor?

B: Yes the doctor said that he just get little wound and will be soon.

Utterance (B) in the conversation above refers to word 'like this', (cannot be understood by people who are not located in the vicinity of (B) and see now (B) demonstrate how badly swollen hand get by Musa when make a conversation with to understand the utterance we need knowledge about the situational context, which is see the (B) to demonstrate how badly Musa hand swelling.

The next is background knowledge context are divide into two kinds, such as: cultural general knowledge and interpersonal knowledge. Cultural general knowledge is a knowledge of everything that exist in life generally that are understood and stored in the minds of people in society.

In conversation above, (B): say ‘alhamdullilah he's alright’. This seem very reasonable contribution by because both of them comes from the same society or groups, namely ‘moslem’. In cultural, moslem people often express a sense of sympathy by ‘alhamdullilah’ for a disaster that happened to him or her because the effect of the disaster is not too bad like them worried. Interpersonal knowledge is knowledge gained from the personal interaction earlier or social interaction before, between speaker and listener. Example from conversation above is contributing (A) which asks Musa swollen. Who and what Musa relationship with (B) in particular has become part of knowledge of (A) and (B) through personal interactions and social.
The last category is co-textual, it is the context existed at the text itself, commonly called the verbal context. If we return to example of conversation above, we can make the inference that what is meant by ‘we’ is (B) and his friends involved accompany Musa to the doctor, and not including (A). It is such inference can be obtained from co-textual context.

From the explanation above, we can underline that context plays an important role in the interaction of meaning or message in a communication event. That is why impossible for to interpret the language of text message, verbal or written without knowing how the contexts.

2.4 Deixis

Deixis is a technical term (from Greek) for one of the most basic things we do with utterance. It means ‘pointing’ via language (Yule, 1996:9). In addition, Levinson (1983:54) states that essentially deixis concerns the ways in which language encode or grammaticalize feature of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterance depends on the analysis of that context of utterance. Deixis is one of a particular kind of reference which depends crucially upon the time and place of utterance and upon the speaker’s and the addressee’s roles in the utterance itself. Every utterance has deixis words which “point” to “things” in the physical social context of the speaker and addressee(s) and whose referents can only known only from the context of the utterance that is called deixis. Deixis relate to disclosure of something which is used in the communication (Kreidler, 1998:144).

Deixis terms have been referring expression like you, I, here, today, and tomorrow or modifiers which can be used with referring expressions like the
demonstrative that and this. Such deixis terms help the hearer to identify the referent of a referring expression through its spatial or temporal relationship with the situation of utterance. Saeed divides deictic expression being “near speaker versus away from speaker”. He distinguishes deictic expression between proximal and distal terms. Proximal terms are called near from the speaker. It is typically interpreted in terms of the speaker’s location. The terms are this, here, and now. Distal term can simply indicate “away from speaker”, but in some languages can be used to distinguish between “near addressees” and “away from both speaker and addressee”. It is include that, there, and then (Saeed, 2009:192).

Deixis is a word that has a reference that can be identified through the speaker, time and place that is spoken in the utterance. So, the word or sentence has meaning of deixis if one of that word or sentence is changed due to the change of context. The meaning of word or sentence that is adapted to the context means that meaning of the word or sentence change when the context changes. Based on some definitions of deixis above, it can be concluded that deixis is a word that has a referent or reference change depends on the speaker’s when express that utterance and influenced by the context and the situation that occurs when utterance take place.

In other words, an utterance can be interpreted by the reference with give attention to the situation of talking.

For example:

- Chelsea was born in Jakarta. She lived there for nine years.
The words ‘in Jakarta’, ‘she’, ‘there’, ‘nine years’ are deixis. In Jakarta refers to the place of birth. She refers to Chelsea. There refers to Jakarta. Nine years refers to the time when Chelsea lived in Jakarta.

When you notice strange object and ask, ‘what’s that?’ you are using deictic expression (that). Deictic expression sometimes called indexical. According to Grundy (2000:23), indexical means the role of context in helping to determine reference. The functions are to indicate people via person deixis, spatial deixis, and temporal deixis. In the Levinson theory, we should add discourse (or text) and social deixis. Actually social included in person deixis but in the Levinson theory social deixis is discussed more detail.

2.4.1 Types of Deixis

According to Yule (1996:9) deixis has been classified in the literature as follows: person deixis, spatial/place deixis, and temporal/time deixis. Moreover, according to Levinson (1983:62-63) he adds two more types of deixis: discourse deixis and social deixis, totaling there are five types of deixis. In this research, two theory had been used to support the data of deixis, purposed by Yule (1996) and Levinson (1983) theory. So, to analysis the data 5 types of deixis had been used. They are personal deixis, temporal/time deixis, spatial/place deixis, discourse deixis and social deixis.

2.4.1.1 Personal Deixis

Personal deixis concerns the encoding of the role of participants in the speech event in which the utterance in the question delivered. Personal deixis is related directly in the grammatical categories of person. The speaker of spokesman can be different
from the source of an utterance and the recipient is different from the targets and the 
hearer of the bystanders is different from the addressee or targets. According to Saeed 
(2009:196) the information of person deixis can be grammaticalized by pronouns; 
typically a first person singular pronoun is used for the speaker, second person pronouns 
for addressee(s) and minimally, a third person category for a category ‘neither-speaker-
nor-addressee(s)’. The category first person is the grammaticalization of the speaker’s 
reference to himself, second person he encoding of the speaker’s reference to one or 
more addressees, and third person the encoding of reference to personal and entities 
which are neither speakers nor addresses of the utterance in question (Levinson, 
1983:62). Yule (1996:10) states as follows “Personal deixis clearly operates on a basic 
three-part division, exemplified by pronouns for first person (‘I’), second person 
(‘you’), and third person (‘he’, ‘she’, or ‘it’).” Here are some kinds of person deixis :

<table>
<thead>
<tr>
<th>English</th>
<th>Singular</th>
<th>Plural</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st person</td>
<td>I/me</td>
<td>We/us</td>
</tr>
<tr>
<td>2nd person</td>
<td>You</td>
<td>You</td>
</tr>
<tr>
<td>3rd person</td>
<td>He/him, She/her, It</td>
<td>They/them</td>
</tr>
</tbody>
</table>

For example:

a. **He** watched a television.

b. Could **you** open the door, please!

c. **They** played baseball on Sunday.
A. First Person Deixis

First person deixis is the grammaticalization of the speaker’s reference to himself Levinson (1983:62). Meanwhile, first person deixis is deictic reference that refers to the speaker or both the speakers and reference grouped with the speaker and it is expressed in a singular pronoun and a plural pronoun.

The singular pronoun are : I, Me, Myself, My, Mine

The plural pronoun are : We, Us, Ourselves, Our, Ours

For example :

a. I think this country needs good leader.

The word “I” in this utterance is refers to the speaker (a) and it is expressed in a singular pronoun.

In addition, in many language, there are two first person ‘plural’ pronouns, corresponding to ‘We inclusive of addressee’ and ‘We exclusive of addressee’. Inclusive means Speaker and addressee included e.g. let’s go to see u tomorrow (to some friends) and Exclusive means speaker plus other(s), excluding addressee e.g. let’s go to the cinema (to someone who has captured the speaker and friends). Inclusive first person deixis is deixis that refers to a group including the addressee. For example that Mulyani is one of Indonesia people who become Politician Mulyani, we are Indonesia people and we must obey the government’s roles. So, in many languages “there are two first person ‘plural’ pronouns, corresponding to ‘inclusive of addressee’ and ‘exclusive of addressee” (Levinson, 1983:69).
B. Second Person Deixis

According to Levinson, (1983:62) second person deixis is deictic reference to a person identified addressee (you, your, yours, yourselves). In addition, Grundy (2000:24) state that pronoun ’you’ has a much more general reference. The word you, can be used both deictically, when the context is required to determine the reference and none deictically, when the reference is general rather than to particular identifiable persons.

‘You’ is also used in English in a much wider range of social content than would be represented by a single second reference term in most other languages. Furthermore, he states that sometimes ‘you’ might be thought to pick up out the addressee(s) and identify him/her/them as the referent. Consider the following utterance; Teacher said to the students that: “You must study hard and read your book clearly.” In this utterance “You” is not only refer to the special student (addressee) but also refer to the all students and it can be women and man.

C. Third Person Deixis

According to Levinson (1983:69) third person deixis is quite unlike first or second person, in that it does not correspond to any specific participant-role in the speech event. Third person deixis identified addressee (he/his, she/her, and they/them).

2.4.1.2 Temporal Deixis

Historically in English and other language, spatial preposition, such as in and on in the previous example, developed temporal meanings over time, a reflection of general trend for notions of time. Thus, prepositions such as in, on, at and by in the phrases in
the morning, on time, at noon, and by the evening can now be markers of temporal, or time (Levinson, 1983:74). Temporal deixis is marked linguistically by both temporal adverbials (e.g. yesterday, tomorrow, in the morning) and tense markers (present and past) on verbs. Time deixis concern the encoding of temporal points and spans relative to the time at which the utterance was spoken or written message inscribed. The basic for the system of reckoning and measuring time in most languages seem to be natural and prominent styles of day and night, lunar months, seasons and year. They can be used calendrical to locate event in absolute time or at least to some art of each natural cycle designate as the beginning of that cycle.

For example:

a. Tomorrow is my birthday.

b. I am very busy now.

2.4.1.3 Spatial Deixis

The spatial location is relative to speaker’s location. It can be proximal (close speaker) and distal (away from the speaker). Yule (1996:9) 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’. According to Levinson (1983:79), place deixis (spatial deixis) is the specification of locations relative to anchorage points in the speech event. Yule (1996:12) states that in considering spatial deixis, however, it is important to remember that location from the speaker’s perspective can be fixed mentally as well as physically. In addition Horn & Ward (2004) states that the kind of deixis, known as spatial or space deixis, is also associated with the adverbs here and there and some uses of prepositions such as in or on (e.g. in
the room, on the roof). There are though some pure place deictic words, notably in English the adverbs here and there and demonstratives pronoun this and that. The importance of location specification in general can be gauged from the fact that they seem to be the basic ways of referring object, such as: by describing or naming them on the one hand and by locating them on the other hand.

Location can be specified relative to other objects or fixed reference points as in:

a. **The campus** is one hundred meters from the market.

b. **That school** is too near for me but not for her.

The adverb here and there are often thought of a simple contrast on a proximal distal dimension, stretching away from the speaker location as in:

a. Give that **here**.

b. Take this **there**.

c. I’m glad we moved **here**, I was melting **over there**.

The deictic expression “here” and “there” pick out places according to their proximity to the location of the speaker. If the speaker moves, the interpretation of the deictic expressions will change. When the speaker and the addressee in example above have moved, they can call the shade **here** and their original place **there**.

However, to analyze the reference of here, for example we also should consider the deictic center. The word “here” can be interpreted as “near to you”, or “near to me”, or “not near to either you or me”. The third interpretation means that there is a third person included in the conversation (Saeed, 2009;192).
2.4.1.4 Discourse Deixis

Discourse or text deixis concerns the use of expressions with utterance to refer to some portion of the discourse that contains that utterance (Levinson 1983:85). Discourse deixis are the use of that and this. Discourse, or text, deixis concerns the use of expressions within some utterance to refer to some portion of the discourse that contains that utterance (including the utterance itself). The use of this can be used to refer to a forthcoming portion of the discourse. The use of that can be used for a preceding portion. In conclusion, discourse deixis is containing speakers’ utterance in the speech event. Discourse deixis concerns the use of deitic expression with in an utterance as form of orientation inside and unfolding discourse in which the utterance is located.

Consider the following example:

a. ... In the last paragraph...

b. ... In the next chapter...

c. At this point it is useful to return to our previous example.

d. You will be interested in this problem.

e. That’s the most ridiculous excuse I’ve ever heard.

2.4.1.5 Social Deixis

Social deixis concerns the social information that is encoded within various expressions, such as relative social status and familiarity. Levinson (1983:89) says that social deixis concerns the encoding of social distinctions that are relative to participant-roles, particularly aspects of the social relationship holding between speaker and addressee (s) or speaker and some referent. Besides that, social deixis is reference to the
social characteristics of, or distinctions between, the participants or referents in a speech event. Social deixis is a deictic expression used to distinguish social status. Social deixis is separated into two kinds: relational and absolute social deixis. Relational social deixis is a deictic reference to some social characteristic of referent apart from any relative ranking of referents or deictic reference to a social relationship between the speaker and addressee. For example: my husband, teacher, cousin, mother, etc. Absolute social deixis is a deictic reference usually expressed in certain forms of address which will include no comparison of the ranking of the speaker and addressee. For examples: your highness, Mr. President, your majesty, etc.

2.4.2 Function of Deixis

The function of Deixis is a pointing. It means ‘pointing’ via language (Yule, 1996:9). Pointing here is to point thing or person as we called person deixis. The function of person deixis is referred to the thing or person who is speaker in utterance. Person deixis is divided into three parts: they are first person deixis, second person deixis, and third person deixis. The function of first person deixis is the word that referred to the speaker him or herself as the sending the message. The function of second person deixis is the word that referred to the addressee as the listener or received the message. The function of third person deixis is the word that referred to who is neither speaker nor addressee. The function of spatial deixis is the word that referred or point the location of the speaker. It could be proximal form (close from the speaker) and distal form (away from the speaker). And the last is the function of temporal deixis is the word that referred to the time when utterance was done.
2.5 Speech

There are two definitions of speech, the first is the expression of or the ability to express thoughts and feelings by articulate sounds. From this definition can be elaborated into 'a person's style of speaking' which closely related with the way a person speak and 'the language of a nation, region, or group' that means speech as the representation of a nation or a group of people. Meanwhile, still with the same source, the second definition of speech is a formal address or discourse delivered to an audience. It means that there is one person as the speaker who talks about certain topics in front of people. Speech is a process to deliver an important problem verbally to the public in official situation Jurafsky & Martin (2000). It is also related, basically anyone can do a speech, but if it is done to the public and in an official situation so, only certain people who can do which normally the person who has the power, which is in this case is a leader. Speech is commonly used by a leader which is in the form of an utterance with a good arrangement to be delivered to the people with a specific purpose. The general purpose of the speech itself involves several things like the following:

1. Giving an understanding or information to others. At this stage, someone just gives a message without asking for feedback from the receiver (receiver of the message).

2. Influencing other person to follow our willingness to voluntarily. It means to drive or to shape the attitudes of a person according to what the influencer wants, in this stage, the mob became obedient to what is conveyed by the messenger.
3. Making other people to participate in. It means the message aims to be followed or be a role model for others who hear and observe. In this case, speaker is as a role model for the mob.