

CHAPTER 1

INTRODUCTION

1.1 The Background of the Study

Deixis is pointing via language that relates to language and context. It derives from the Greek word which means “to show” or “to indicate”. In linguistics, it refers to word and phrase that cannot be fully understood without additional contextual information. Moreover, Fromkin (1991, p.162) also stated that deixis refers to certain word in a language which is entirely dependent on context. Therefore, to understand the reference of a deixis, the context should be clear. Context includes the speaker and hearer of the utterance, the time or place of speaking, the gesture of speaker, the situation or condition of speaking, and the current location in discourse. The examples of deictic word are English pronouns, such as, I, you, and he, because the references of the pronouns depend on context.

Many language phenomena use deixis, such as poem, lyric, film, novel, talk show, and also advertisement. In our daily life, we always find advertisement around us, such as in magazine, newspaper, internet, radio, or television. Advertisement is a media used to persuade the audience to buy a product or use a service. Recently, for a company, advertisement becomes an important part because it is an efficient way to promote and sell its product or service. Moreover, advertisement does not only have a function to promote, but tend to improve an image of a product and company itself. This reason influences producers or advertisers to make innovative and interesting advertisements to attract audience’s attention. Even the producers in the trade world competition are used to compete with each other in order to attract the

consumer's attention. By using his or skill in using language in advertisement, someone has a great opportunity to get the interest of his target market.

To influence and attract the audience attention is not easy. The audience has their own assumption about the product showed in advertisement, because everybody has different interest, interpretation, knowledge, reason, or experience about the product or service. Therefore, advertisement needs a certain language to attract the consumers' attention. The language used to send an advertisement should be suitable with the consumer. Ogilvy in Weilbacher (1984: 193) argues that "If you try to persuade people to do something or to buy something, it seems to me that you should use their language, it means that the language they use everyday and also the language in which they think. So, the advertisement matter should have high creativity and strong imaginations to make the advertisement more interesting".

In advertisement, there are many aspects that should be understood by the advertiser, not only focus on business and commercial value, but also the quality, power, package, and target market of the product or service. One of the aspects that should be considered is language. Advertisement language really has great contribution in influencing the audience's mind to buy product or service. The language of advertisement has certain characteristics such as believable, simple, readable, well-connotated, and adaptable (Bollen, 1981).

What makes an advertisement influential is the message which is being presented through the language. Sometimes the meaning or the reference of the word used in an advertisement is deictic because it depends on context. Deixis, especially person deixis, is interesting to be analyzed because it points or indicates to a reference based on the speech event from face to face whereas the emphasis is on situation context of the speaker and the hearer's utterance. In addition, person deixis is used not only to persuade the consumers, but also to determine to

whom the advertisement is displayed for. The proof can be seen from the tendency of advertisers to use the word “*You*” and “*I*” to refer to the audience or product/service position.

In this research, the writer focuses on person deixis found in cosmetic product advertisement. The cosmetic advertisement is chosen because it is one of human’s need, especially a woman. It functions to take care of our body and make us the beauty. The example can be seen below:

“I love my body “

The sentence from Nivea hand and body UV protection above is using first person pronoun “*I*” and reflexive “*my*”. “*I*” in the sentence refers to a young beautiful woman who has white and healthy skin. “*My*” is a possessive adjective which reflects the woman.

From the example, it can be seen that the language used in advertising of cosmetics is designed to charm the consumers, to make them believe in ‘magic’. That magic gives them the possibility to transform themselves become better and more beautiful. People, especially female, believe in that transformation. Therefore, the writer is interested in analyzing the person deixis found in cosmetics product advertisement.

1.2 The Identification of Problem

According to Levinson (1983: 62), in general, deixis is divided into three types. They are person deixis, place deixis, and time deixis. The writer focuses on person deixis found in advertisement. Person deixis in advertisement has its type and reference. In this research, the writer has two research questions regarding to deixis in language of advertisement:

1. What are the person deixis found in the cosmetic product advertisement?
2. What are the pragmatic references of person deixis found in cosmetic product advertisement?

1.3 The Objective of the study

This research aims to describe the language phenomenon in using the person deixis. Moreover, the writer wants to find the person deixis used in cosmetic product advertisement. Specifically, the objectives of the research are as follows:

1. To classify the types of person deixis as found in the cosmetic product advertisement.
2. To determine the pragmatic references of deictic words in the cosmetic product advertisement.

1.4 The Scope of the Study

This research focuses on pragmatics analysis. Pragmatics is one of the linguistics branches that concerns with context of utterance. In this research, the writer uses pragmatic perspective to find the reference of the person deixis based on the context.

“The idea that pragmatic was the study of aspects of language that required the reference to the user of the language then led to a very natural, further restriction of the term in analytical philosophy. For there is one aspect of natural language that indubitably requires such reference namely the study of **deictic** or **indexical** words like pronoun “*I* and *you*”.(Levinson, 1983, p.3)

According to Levinson (1983, p.62)

“**Person deixis** concern the encoding of the role of participant in speech event in which the utterance in question delivered: the category **the first person deixis** is grammaticalization of the speaker’s reference to himself, **second person deixis** the encoding of the speaker’s reference to one and more addressees, **third person deixis** the encoding the reference to persons entities which are neither speakers nor addressees of utterance in question.

In other words, pragmatics concerns with reference that is related to the user of the language. The study about reference is the study of deictic and indexical. Therefore, the writer applies pragmatic perspective in this study.

The writer focuses on analyzing the person deixis in the language of advertisement. The scope of this research is limited to the cosmetic product advertisement from Maybelline New York, specifically its lipstick products. The data are also limited to the advertisements which use English sentences. The theories used for analyzing the data are the theory proposed by Levinson (1983), Yule (1991), and Leech (1983).

1.5 The Method of Research

The data of this research are the person deixis found in the Maybelline lipstick product advertisement. The writer chose Maybelline cosmetic product as the object of this study because Maybelline is well-known all over the world. It is an American make-up brand sold worldwide and owned by the French cosmetics company L'Oréal. The product is distributed not only in western country, but also in Asia, including Indonesia. Its slogan is *“Maybe she's born with it. Maybe it's Maybelline.”* Many women like this brand because its good quality and various kinds of product, such as lipstick, mascara, eyeshadow, eyeliner, foundation, compact powder, etc. Due to the fact that this brand has various kinds of product, the writer only focused on lipstick product advertisement because lipstick is one of important stuffs needed by women. It is useful to make women's lips become colorful and attractive so that their beauty will spark.

The data were taken from google.com. The writer found several advertisements regarding the lipstick product of Maybelline in this site. Most of the lipstick advertisements only show the picture and the specification of the product. Only 13 advertisements contain person deixis. However, from the thirteen advertisement, the writer found 15 datum to analyze. The advertisements are designed as attractive as possible to encourage the audience to buy the product or use the service.

In conducting this research, the writer applied the method of research from Sudaryanto (1993) by following the several steps: collecting data, analyzing data, and presenting result of analysis.

In collecting the data, the writer used observational method, specifically non-participatory observational technique (Sudaryanto,1993: 5). In other words, the writer did not involve in the data source. There are three steps in collecting the data. First, the writer searched the Maybelline lipstick product advertisement in google.com. Second, the writer selected some cosmetic advertisements containing person deixis. To limit the data, the writer only focused on the advertisements delivered in English sentence. Last, the writer applied note-taking technique to list all person deixis found in the advertisements. Note – taking technique is a technique of making note of the whole data followed by the process of clasifying the data (Sudaryanto, 1993).

In analyzing the data, the writer applied referential method which refers to the method of analyzing data based on the external aspect of language such as reference, the speaker, setting, background of use, and other factors. There are some steps applied in analyzing the data. First, the writer described the situational context based on the pictures and the sentences of the advertisement. The plot of the advertisements is used as the context to determine the reference of the person deixis. Second, the writer identified and classified the data into the types of person deixis: first, second, and third person deixis based on the theory of deixis proposed by Levinson (1983). Third, the writer determined the references of person deixis based on the context the advertisement. Last, the writer analyzed the function of the person deixis used in the cosmetic product advertisements based on the theory of context by Leech (1981).

In presenting the result of the analysis, the writer applied the method proposed by (1993). According to Sudaryanto (1993) they are formal and informal. Formal method is the method

which formulates sign and symbol, and the informal one formulates the verbal and natural language. In this research, the writer applied both methods to present the result of analysis by using picture and written language. The pictures contain some information about visual context describing the situations that happen in advertisement where person deixis is used. The situational contexts describe the situation that happens in advertisement where person deixis occurs, while the verbal utterances are presented in the form of written language that is the text of relevant pictures.

