

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

People may use linguistics forms to express the meaning in the different context of the utterance in daily communication. Deixis is one of the linguistics forms in pragmatics that can help the reader or speaker to understand the meaning of an utterance. In studying deixis means learning one aspect of natural language to require the reference of who are the speaker and the hearer, the place and the time of speaking in which the deictic word used.

Deictic word is one part of the pragmatic study. Pragmatics concerns with the aspects of information (in the widest sense) that conveyed through the language which are not generally encoded and accepted in the linguistic forms used, but naturally depends on conventional meanings that encoded in the linguistic forms used with the context in which the forms used (Cruse, 2000 p.16). So, pragmatic is a study that focuses on the aspect of information with conveying the linguistic forms used based on the context.

Yule (1996 p.3-4) gives more explanation about pragmatics. He said that pragmatic are the study of speaker meaning, contextual meaning, how more get communicated than is said, and also expressed relative distance. Based on those definitions the writer concludes that pragmatics is the study of the relationships between linguistic forms and the users of those forms.

On the other hand, Kreidler (1998 p. 18) argues pragmatics as another branch of linguistics that concerns with the meanings. It focuses on a person's ability to derive the meanings from specific kinds of speech situations. Thus, pragmatics is about how people can derive the meanings based on the specific kinds of speech event.

The writer concludes based on the definition above that pragmatics is the study of speaker meaning in an utterance that related to the context, and the effect of the speaker's utterance to the hearer. There are some scopes in the pragmatic such as deixis, presupposition, reference, entailment and speech acts. In this research the writer uses deixis as object of study. Because deixis can bring the listeners or readers in understanding the speaker or writer's intent in the utterance based on the context used, and when a language is spoken, it occurs at specific location, specific time, is produced by specific person and is usually addressed to some specific others person. Context becomes as the most important aspect in assessing deixis is the context, because the hearer or reader can interpret the meaning of the speaker's utterance based on the context used.

Deixis means that locates the referents in certain dimensions, using the speaker (time and place of speaking) as a reference point or 'deictic centre' (this type of deixis is sometimes described as 'egocentric') in referring expressions (Cruse, 2006 p. 44).

Levinson (1983 p. 54) essentially deixis concerns with the ways language encode or grammatical features of the utterance context or speech event, and

also concerns with the ways to explain utterances that depends on the analysis of that context of utterance. The writer concludes that deixis is a tool to analyze the utterance or sentence to point about people, something, place or time. The listener or reader will understand the meaning of the utterance if they know the context of the utterance.

Language can be separated into two kinds which are spoken language and written language. Deictic word not only found in spoken language, but also it found in written language. Newspaper is one of the written language forms. People not only read newspapers in print anymore, but also most of them read online newspapers. Nowadays, people can see many newspapers on the internet. One of the online newspapers that we can access on the internet is the Jakarta post. Jakarta post is a daily English language newspaper in Indonesia. Since the development of technology people can read newspapers every time and everywhere. In writing an article in the newspapers the journalist or the news writer must use correct and effective sentence. Because the correct and effective sentence can make the reader understand what the news writer intended in his/her writing and the news writer's idea can be conveyed to the reader, and make the reader understand of the news writer's intent.

The language used of the news writer in the newspaper called the journalistic language. Journalistic language is one variety of language which has typical properties such as brief, solid, simple, fluent, clear, straightforward

and interesting.<sup>1</sup> These properties must be completed by using journalistic language. The journalist or the news writer must consider of their work because it will be read by all people from the young to the old that have different understanding and knowledge. Thus, the journalist must use the language that easy to understand, and have the ability in conveying the information to the readers quickly and communicative. It can make the readers able to capture the journalist's idea in his/her writing. In making communicative news the journalist can use the deictic words to make his/her writing more interesting. There are many deictic words in news which have the function to package the language and sentence in order to more effective and efficient. Furthermore, deixis that often appears in news are person deixis, spatial deixis, temporal deixis, and discourse deixis. Meanwhile, social deixis is not found in the news because of journalistic languages are objective and neutral.

In this research the writer focuses on the study of deictic word in one of the English online newspaper in Indonesia that is The Jakarta Post. In this newspaper people can find a lot of columns such as index, politics, world, national, city, and sports, but the writer only focuses on the national news column in edition November 7 and 8 2017. Example of deixis that contained in national news in The Jakarta Post:

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<sup>1</sup> Haris Sumadiria. ( 2008). *Bahasa Jurnalistik Panduan Praktis Penulis dan Jurnalis*. Bandung: Simbiosis Rekatama Media p. 6. Retrieved from Nurhasanah. (2013). *The Person Deixis and Place Deixis Analysis in Political News Articles of The Jakarta Post*. Thesis, State Islamic University Syarif Hidayatullah

*A coachman drives one of the carriages being readied for Wednesday's wedding of President Joko "Jokowi" Widodo's daughter, Kahiyang Ayu, and fiancé Muhammad Bobby Afif Nasution in Surakarta, Central Java*

From the news fragment above, the deictic word "In" refers to the place where a coachman will drive the carriage to carry the bride and groom out to the location of wedding ceremony.

From the background of the study above, the writer chooses deixis analysis in news articles because there are many words that contain deixis in news which must be used appropriately and effectively, so that the sentence will be communicative, there is no mistake in describing news, and the content of the news can be understood by reader easily. Therefore, the writer wants to analyse about the types and the implementation meanings of deixis in the newspaper. The writer only focuses on spatial deixis and temporal deixis in this research and the meaning of that deictic word. Because in this national news column in edition November 7 and 8, 2017 rather than using person deixis, the journalist who writes the news tends to use the names of the associated people in the news that he wrote. The journalist is more focused on any activities undertaken before the wedding of Jokowi's daughter. By using spatial and temporal deixes on the news, so that the content to be conveyed by the journalist can be clearly communicated. The reader can interpret the meaning of spatial and temporal deixes that occurs in the news based on the existing context.

A lot of previous researchers have conducted the research about deixis in online newspaper that makes this research different from the previous research is the data used in this research taken from The Jakarta Post in the national news column, and the writer uses Alan Cruse (2000) theory about deixis and theory of meaning by Ogden and Richard (1946). Then, the writer decides to create entitled *An Analysis of Spatial and Temporal Deixis in the National News Column of the Jakarta Post*.

## 1.2 Research Question

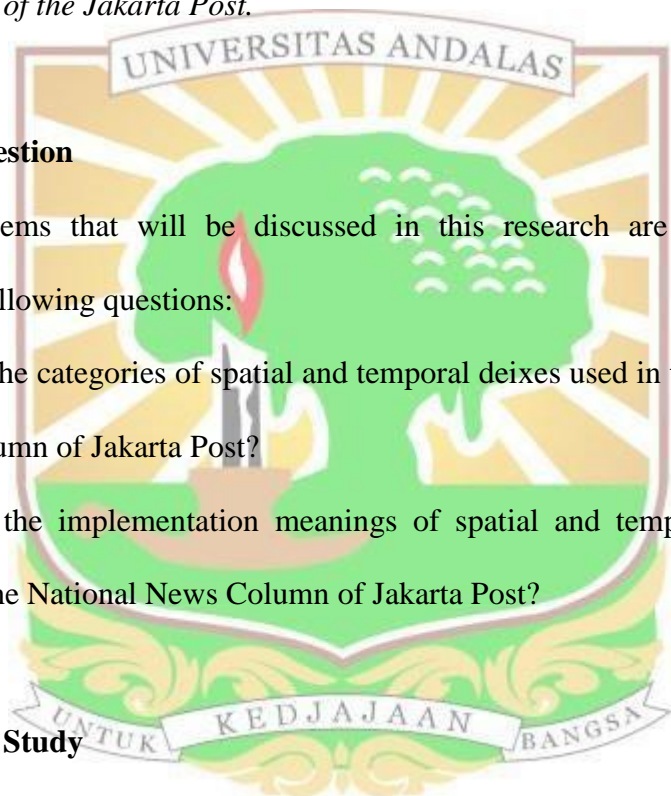
The problems that will be discussed in this research are formulated through the following questions:

- 1) What are the categories of spatial and temporal deixes used in the National News Column of Jakarta Post?
- 2) What are the implementation meanings of spatial and temporal deixes found in the National News Column of Jakarta Post?

## 1.3 Objectives of Study

Based on the research question mentioned above, the researcher has the following objectives:

- 1) To identify the categories of spatial and temporal deixes used in the National News Column of Jakarta Post.
- 2) To analyze the implementation meaning of spatial and temporal deixes found in the National News Column of Jakarta Post.



#### **1.4 The Scope of Study**

The scope of this study is to identify spatial deixis and temporal deixis and to analyze the implementation meaning of the deictic words that found in the National News Column of The Jakarta Post based on Alan Cruse (2000) and Ogden and Richard (1946) theory. In the news column, the writer takes five articles that relates to the wedding of Jokowi's daughter in the national news column in edition November 7 and 8, 2017.

#### **1.5 Research Method**

In this research the writer uses qualitative research. According to Yin (2011:8) qualitative research involves studying the meaning of people's lives, under real-world conditions. Qualitative research covers contextual conditions of the social, institutional, and environmental conditions within which people's lives take place. Qualitative research used to explain the events, through existing or emerging concepts. So, the writer uses qualitative research to describe, interpret, and classify a problem or phenomenon of spatial and temporal deixes as found in the National News Column of The Jakarta Post.

##### **1.5.1 Source of Data**

Data is understood as the particular phenomenon of lingual that contains and directly relates to the problems discussed (Sudaryanto, 1993 p. 5-6). The data have taken from the national news column of The Jakarta Post in edition November 7 and 8, 2017, and includes five articles that relate to the wedding of Jokowi's daughter. The writer chooses those five articles as source of data because a lot of media such as print media,

online, and television talk about the wedding of Jokowi's daughter. Because she is a President's daughter, certainly every people in Indonesia want to know all things that relate to the wedding procession. Therefore, all media share about the special day of President's daughter at that time. Academically the writer wants to show to the reader that deixis can be found in newspapers too.

### **1.5.2 Method and Technique of Collecting Data**

In collecting data the writer uses observational method which is done by observing to the use of language with using non participant technique (Sudaryanto, 1993 p. 133). In the non participant technique means that the researchers do not participate in the conversation of people who talk to each other, they are only as observers with listening to what is said by people in the process of dialogue (Sudaryanto, 1993 p. 134). The data of this research is collected by following some steps. The first step, the writer searches the five articles that relates to the wedding of Jokowi's daughter from the national news column of the Jakarta Post in edition November 7 and 8, 2017. The writer deliberately chooses the latest news of the national news column because this news becomes the hot news that discussed at that time. After searching those five articles, for the second step the writer underlines the words of those five articles that include spatial deixis and temporal deixis. In the last step the writer classifies those five articles based on the category of spatial deixis and temporal deixis.

### **1.5.3 Method and Technique of Analysing Data**



After collecting the data, the writer uses pragmatic identity method and the dividing key factors technique with using competence in dividing as the deciding tool (Sudaryanto, 1993 p. 21) in analyzing the data. The writer follows some steps to analyze the data. In this analyzing the writer need to arrange the data, organizing the data into pattern, group, and a unit of basic analysis. The writer describes the categories of spatial deixis and temporal deixis, and the implementation meanings of the deictic word that found in those five articles that relates to Jokowi's daughter's wedding from the National News Column of the Jakarta Post in edition November 7 and 8, 2017 by using Cruse (2000) and Ogden and Richard (1946) theory.

In presenting the result of analysis data there are two kinds of method used by the writer that are informal method and formal method useful to present the rules studied (Sudaryanto, 1993:145). Informal is expressed in verbal form of statements in simple sentence, precise, and clear while the formal method is expressed with the symbols.

## 1.6 Definition of Key Terms

- Pragmatics** : Pragmatic are the study of speaker meaning, contextual meaning, how more gets communicated than is said, and also the expression of relative distance (Yule, 1996 p. 3-4).
- Deixis** : Deixis is a technical term (from Greek) for one of the most basic things in doing the utterances. It means 'pointing' via languages (Yule, 1996 p.4).

**The Jakarta Post** : A daily English language newspaper in Indonesia. The paper owned by PT Bina Media Tenggara, and the head office is in the nation's capital, Jakarta. The paper was one of the few Indonesian English-language dailies to survive the 1997 Asian financial crisis and circulate of about 40,000.

