CHAPTER I

INTRODUCTION

1.1   Background of the study

Successful communication is not only determined by the meaning of words in the utterance, but it is also determined by what the speakers mean through the utterances. The knowledge of what the speaker means and the listener's understanding is related to the reference of the utterances. It needs to be identified not only literally but also contextually. To understand and interpret the meaning of the utterance, people need a context as a key to connect the speaker's intention or listener's understanding.

Contexts of the speaker utterances should be able to be identified to know the reference of the utterance. Saeed (2003, p. 182) in his argument explains that pragmatics is a study of the use of linguistic knowledge in the context. Meanwhile, according to Yule (1996, pp. 3-4), pragmatics is the study of the speaker's meaning by their utterances, contextual of the utterances, and to express relative distance of communication. A misunderstanding could happen if the listener does not know what the speaker means.

Phenomenon to understand the speaker meaning of certain words and phrases in an utterance that requires contextual information that is called deixis. Yule (1996, p. 4) stated that deixis is the basic technical term when doing utterance. The word deixis comes from Greek. In Greek, deixis is meaning of pointing, while in linguistic form pointing means deictic expression. Furthermore,

deixis is used to make the meaning of the utterance clear in which listener or speaker needs to know who, when, and where the utterance is uttered because it is important to point things, place, time, and people.

This research, the data are taken from song lyrics. The listener should be able to understand the contextual meaning of song because many of the lyrics did not obviously mention whom, when, and where the song is situated. The song is a kind of music that contains words that are sung (Crowther, 1995, p. 1133). Music is the way to give pleasure for people who listen to it because music is an arrangement of the sounds made of musical instruments, song or computers, or a combination of these (Walter, 2008). The lyrics are usually written as a poem because the composer chooses the dramatic diction to touch the listener's feelings. The wording can convey listeners mood to be better or even worst. Therefore, lyrics can give a big impact only by its metaphor that is contained in that song.

Song lyrics have a message and meaning that can be interpreted. Only a few people can listen and understand the meaning of the lyrics throughout the song. Meanwhile, others enjoy the music because it is pleasant to hear. The impact is the purpose can not be delivered if the hearer cannot understand the meaning of the speaker's utterances well.

Conducting this research, the writer focuses on a rapper that inspires Indonesian youth. The rapper named Brian Imanuel go by the alias Rich Brian who was born in 1999. He has become a role model for other Indonesian youth because of his success going international with his music. When he was 17, he started his serious career. His song Dat $tick hit the world and watched by 132

million people on youtube and still counting. We could see on youtube how he started an international career.

Rich Brian is so talented, productive, and has a strong character. Then his potential is noticed by 88rising, a label that represents Asia's urban culture to the west. This label located in New York that popularizes Asian artists. At the end of 2017, Rich Brian has done his American tour which sold out tickets. His music was booming and bringing him to become a famous singer in the US. Last year, he released his album entitled *Amen*. Less than a week, his album dominated in iTunes in the first hip hop chart beating the other famous rappers. He has created a new history as the first Asian artist. Besides, he also won an award at the fourth Indonesian Choice Awards as Breakthrough Artist of The Year in May 2017. Then he was one of 30 under 30 Asia 2018 eliminated other 300 nominees listed as the youngest successful individual in the arts and entertainment categories.

Successful of Rich Brian made the writer curious to analyze deixis in Amen album song lyrics by using Alan Cruse theory (2000). The data of this research are taken from the first album of him that has not been analyzed yet. From this data, the writer decides to do research entitled *"A Pragmatic Study on Deixis in The Five Song Lyrics of Rich Brian's Amen Album"*.

1.2   Research Questions

The utterances of words and phrases need to be comprehended contextually to avoid misunderstanding of what the speaker means. In this

research, the writer wants to analyze the deixis in Amen Album through the following questions:

1) What are the types of deixis used in five song lyrics of Rich Brian's Amen album?

2) What are the reference meanings of deixis found in five lyrics of Rich Brian's Amen album?

3) What is the type of deixis dominantly used in five song lyrics of Rich Brian's Amen album?

1.3   Objectives of the Study

This research is aimed to investigate the problems based on the research questions above. The writer has the following objectives:

1. To identify the types of deixis used in five song lyrics of Rich Brian's Amen album.

2. To analyze the reference meanings of deixis in five song lyrics of Rich Brian's Amen album.

3. To find out the dominant type of deixis used in five song lyrics of Rich Brian's Amen album.

1.4   Scope of the Study

The scope of this research is finding and analyze person, spatial, and temporal deixis found in five song lyrics of Rich Brian's Amen album. The lyrics will be used as the data and the source of the study. The writer applies pragmatics

theory and proposes the deixis theory by Alan Cruse (2000) to analyze five songs lyrics of Rich Brian's Amen album, such as *Amen, Cold, Glow Like Dat, Chaos, and see me.*
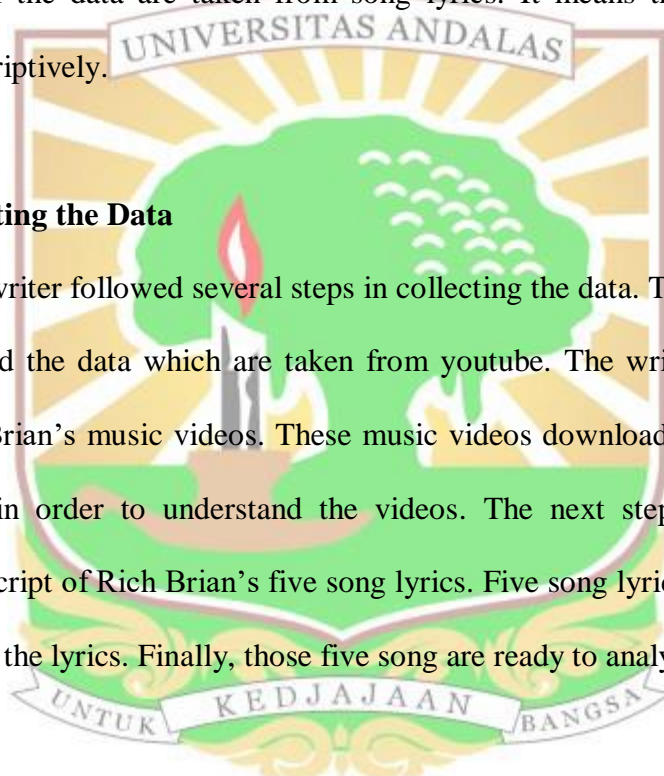
1.5   Research Methods

This research use descriptive qualitative methodology to analyze the data because all of the data are taken from song lyrics. It means that the research analyzed descriptively.

1.5.1   Collecting the Data

The writer followed several steps in collecting the data. The first step, the writer searched the data which are taken from youtube. The writer tried to find five of Rich Brian's music videos. These music videos downloaded dan watched several time in order to understand the videos. The next steps is the writer searched the script of Rich Brian's five song lyrics. Five song lyrics are found and started to read the lyrics. Finally, those five song are ready to analyze.

1.5.2   Analyzing the Data

After collecting the data, the writer uses a pragmatic identity method to analyze song lyrics of Rich Brian's *Amen* album by applying Cruse's theory. The data will be analyzed to find some deictic words expression. The next procedure after identifying the data is to classify the deixis based on types of deixis. After that, the writer deciding the types make a table of the deixis data such as person,

spacial, and temporal deixis. This table is aimed to organize the data into several groups to ease the reader to understand the classification. Then, the writer interprets the reference meaning of the data related to the context of the song. And last, the writer calculated the occurrences of each type of deixis that is found in five song lyrics of Rich Brian.

1.5.3 Presenting the result of the analysis

The writer in this study carries out analysis by making a design of guidelines on how to gather and then represent the result. There are two types of presenting the result of the analysis. The first is presents the result of the analysis by using the table. Data of the analysis sort from the highest rating to low. The second is presents the result of the writer finding by giving explanation verbally. And to ease the reader, the complete data are provided in the appendix.