

CHAPTER I

INTRODUCTION

1.1 Background of The Research

Social deixis is one of the deixis types, which is Social deixis is one of the linguistics forms in pragmatic studies. The social deixis is the deictic expression that points to the social status or the relationship of the speaker and the hearer, or the speaker between the social environment. It means social Deixis shows the social differences of the participants. In which, the differences are caused by social factors such as gender, age, position in society, education, and job, etc. In studying social deixis, the social status of the participants that utter some utterances can be known based on context.

The linguistics choice in social deixis is used to refine the utterances. So that it seems more polite and not hurt the interlocutor. For example, in the Indonesian language, the word *meninggal* is used to replace *mati*. The example shows the choice of word *meninggal* is more polite than *mati*. It is because, in Indonesia the word *mati* usually used to tell about the death of animal. Then, it also used by uneducated people. Meanwhile, the word *meninggal* is used to tell the death of humans by educated people. So, from the linguistics choice in social deixis, people can know the social status of the participants.

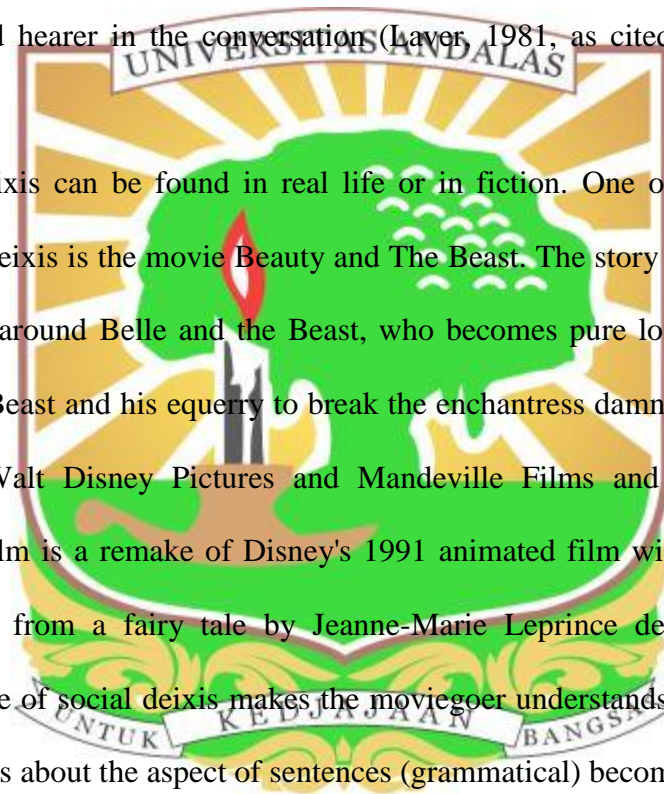
Then, social deixis also used to show respect between participants in the utterances. The honorific or address term is used as deictic expressions. In which the honorific is used to show the respect between participants. After that, the honorific



also used to show the social status of the participant. For example, in British speaking etiquette, an English honorific is used that consists of the title (*Mr, Mrs, Ms, Sir*) and the occupational title such as *a doctor, minister, professor*, etc. The occupational title is followed by the first name, last name, or full name. The previous address form is a special honorific, such as *my lady, your majesty*, and *your highness*. The address form is used to show the social status of the speaker, the hearer, and the relation of the speaker and hearer in the conversation (Laver, 1981, as cited in Resdyawanti, 2016 p. 16 - 17)

Social deixis can be found in real life or in fiction. One of the fictions that contain social deixis is the movie *Beauty and The Beast*. The story of *Beauty and the Beast* revolves around Belle and the Beast, who becomes pure love. Belle is a girl who helps the Beast and his equerry to break the enchantress damnation. This film is produced by Walt Disney Pictures and Mandeville Films and directed by Bill Condon. The film is a remake of Disney's 1991 animated film with the same name and is adapted from a fairy tale by Jeanne-Marie Leprince de Beaumont's 18th century. The use of social deixis makes the moviegoer understands about the film in detail and knows about the aspect of sentences (grammatical) becomes a sign to know the real situation, social status, and relationship which occur in the utterances of actors.

There are several reasons for choosing *Beauty and The Beast* as the object in this research. Firstly, *Beauty and the Beast* 2017 is selected because it is a popular good movie. Secondly, The movie received four nominations at the 23rd Critics Choice Awards, two nominations at the 71st British Academy Film Awards, and



received Academy Award Nomination for Best Production Design And Best Costume Design at the 90th Academy Award. Thirdly, the main character Belle is played by the famous multitalented actress Emma Watson. She is well-known since the phenomenal Harry Potter Movie and also a women activist. She also uses an excellent British accent. And lastly, this movie is interested in being analyzed because it is a romantic musical fiction that has good moral value, strong characterization of character, and the unique use of language. There is one example of the deictic social expression in a dialog like :

Lumiere : Stay with us, **Madame**. We have someone for you to dress.
Madame de Garderobe : Finally..a woman pretty eyes. Proud face. Perfect canvas. Yes! I will find you something worthy of a princess.

The dialogue above is a part of some dialog in *Beauty and the Beast* movie. This dialogue happens when Lumiere visits Madame de Garderobe and brings Belle to her to try the dress. The deictic social expression “Madame” is used to address Madame de Garderobe and gives respect for her directly by Lumiere. Moreover, the deictic social expression that is used in these utterances appears as address honorific types of social deixis. It is because the speaker directly addresses to the hearer that involves in the dialog.

Therefore, based on the explanation above, this research is focused on analyzing the types and the functions of social deixis utterances. That is found in *Beauty and the Beast* movie 2017. Stephen C. Levinson's (1983) theory about Social Deixis is applied in this research. Hence, this research is entitled “*Social Deixis in The Movie Entitled Beauty and The Beast 2017*”.

1.2 Research Question

This research focuses on identifying the social deixis that is used in *Beauty and The Beast Movie 2017*. In this research, the types and the function of social deixis are analyzed based on Levinson's (1983) theory. The study is conducted by these following questions :

- 1) What are the types of social deixis in *the movie Beauty and The Beast 2017*?
- 2) What are the functions of social deixis used in *the movie Beauty and the Beast 2017*?

1.3 Objectives of The Research

The objective of this research is made based on the research questions above. The function of the objectives of this research is to describe and to analyze social deixis that is found in *Beauty and the Beast 2017 movie*. The aim of this study is to answer the research question that is formulated below :

1. To identify the types of social deixis used in *Beauty and The Beast Movie 2017*.
2. To identify the functions of social deixis used in *Beauty and The Beast movie 2017*.



1.4 Scope of The Research

This research is focused on the types and the functions of social deixis that are used by the main characters. It is limited only to the utterances, which are uttered by the main characters of the movie *Beauty and The Beast 2017*. Moreover, the research describes the use of social deixis based on context and Stephen C. Levinson's (1983) theory.

1.5 Methods of The Research

This research is categorized as descriptive research because it describes social deixis based on the utterances in the data. The steps of this research are collecting the data and analyzing the data.

1.5.1 Data Collection

1.5.1.1 Source of The Data

Source of the data is a movie entitled *Beauty and The Beast 2017* which has the utterances from the main character that contains social deictic expression. The movie was found through an internet observation to find the movie. This movie was published in 2017. The movie is directed by Bill Condon and produced by Walt Disney's pictures and Mandeville Films. The source of the data is taken from www.LK21.com.

1.5.1.2 Data Collection Procedure

In collecting the data, the keyword "Beauty and The Beast 2017" is used to find the movie. The movie is searched and downloaded from the internet. Then, the movie is watched for several times. Afterward, the transcript for Beauty and the Beast 2017



movie is copied from www.scriptsbug.com/script/beauty-and-the-beast-2017. And lastly, the movie and transcriptions are carefully observed and the utterances that contain social deixis expression were selected..

1.5.2 Data Analysis

In analyzing the data, the analysis of types of social deixis refers to Levinson's (1983) theory, and the analysis of functions indicates to Levinson (1994). Moreover, Leech's Theory of context (1983) is also used in analyzing the types and functions of the data. The data analysis is the following steps :

a. Identification

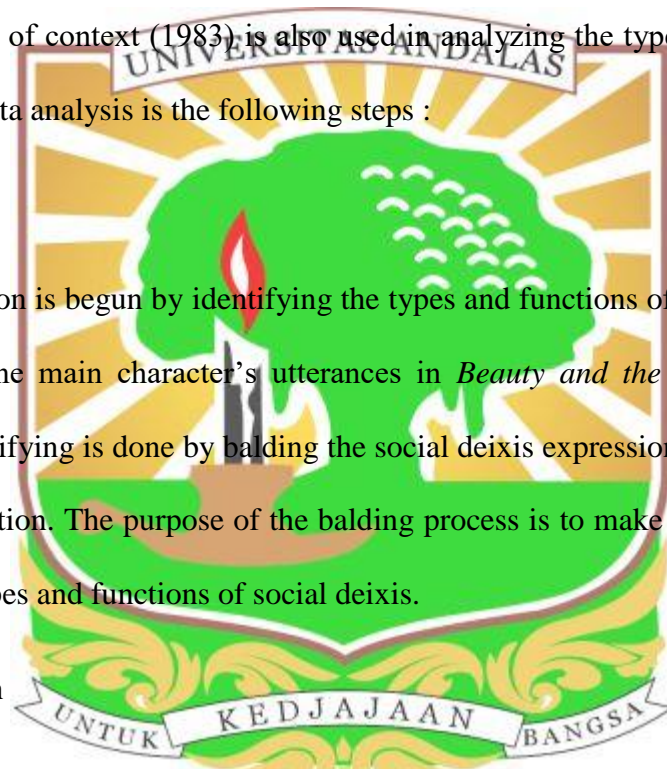
This section is begun by identifying the types and functions of *social deixis* that are found on the main character's utterances in *Beauty and the Beast 2017*. The process of identifying is done by balding the social deixis expression in the utterances on the transcription. The purpose of the balding process is to make it easy to classify the data into types and functions of social deixis.

b. Classification

Classification is the second steps to analyze the types and functions of social deixis in the movie *Beauty and The Beast 2017*. The types and functions of social deixis is classified based on Levinson's (1983) theory.

c. Description

In the Description, the writer describing the data into three paragraph. In the first paragraph, the context of the utterances is described. Then, in the second



paragraph, the types of social deixis in the utterance are described. Lastly, the functions of social deixis in the utterance are described in the third paragraph.

1.5.2 Presenting the Result of Analysis

In presenting the result of the analysis, the writer presents the result of this research by putting the data into a table. This table contains all of data of social deixis that are found in the movie *Beauty and The Beast 2017*. All data in this table are encoded and sorted in the order of information in each column. The column consists of type, sub-type, function, social deictic expression, and number of deictic expression. Moreover, the complete data are provided in the appendix.

