

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Research

Information is one of the important things for human beings in daily life. To get the information, people do interaction and communication. The information is delivered by the people can be in the form of words, phrases, clauses, or sentences. The information will be more understandable by people with the use of deixis to point persons, places, and strange objects.

Deixis comes from Greek word, which means pointing and addressing (Yule, 1996, p.9). The linguistics form to point out something is named the deictic expression or indexical. The example of a deictic expression is, when someone asks, “What is **this**.” In this case, **this** is the deictic expression and a type of spatial deixis. The word of **this** delivers into something that is pointed out by the people. Deixis is divided into three categories; person deixis, temporal deixis, and spatial deixis (Yule, 1996, p.9).

First, person deixis shows the relation and the position of a person in a situation. The example of person deixis are **I, you, they, we, she, he**. The person deixis divided into three; the first person deixis refers to the first person or the speaker of the speech or the conversation, second person deixis refers to the second person or the audience, and third person deixis refers to the third person in the statement or communication. For example:

- 1) So ladies and gentlemen, **I** am officially running for president of the United States, and **we** are going to make **our** country great again. It can happen, **our** country has tremendous potential, **we** have tremendous people.

(Source: Donald Trump's video in announcing the presidential candidacy)

In the paragraph of the speech, the deictic expression is used by the speaker consists of three types. The deictic expression of **I** refers to the speaker itself, who announces that he will be a part of the candidate for the presidential election of the United States. Here, he officially announced it to the audiences in the conference and the citizens of the United States. Then, the deictic expression of **we** refers to the speaker and the audience. Here, the speaker invites the citizen of the United States to create their country to be great again as before. Next, the deictic expression of **our** refers to the speaker and the hearer.

The second type of deixis is temporal deixis. Temporal deixis is an expression of pointing out the temporary situation. Temporal indicated the time in pointing out something. Temporal deixis consists of words of the afternoon, morning, yesterday, now, then, etc. For example:

- 2) When do **we** beat Mexico at the border? They are laughing at us, at our stupidity, and **now** they are beating us economically.

(Source: Donald Trump's video in announcing the presidential candidacy)

From the part of the speech from Donald Trump, the deictic expression of temporal deixis is **now**. The deictic expression of **now** indicated to the time when Mexico beat the United States economically. Here, Donald Trump tried to make the Americans aware that their country was not in good condition, especially in the economy.

The third type of deixis is spatial deixis. Spatial deixis deals with the location, place, whether it is near or far of something. The spatial deixis related to space or area. Here is the example of the spatial deixis. For example:

- 3) It's great to be at Trump Tower. It's great to be in a wonderful city New York, and it's an honor to have everybody **here**. This is beyond anybody's expectations. There's been no crowd like this.  
(Source: Donald Trump's video in announcing the presidential candidacy)

Based on the example, the deictic expression of **here** is indicated as the place where the event of speech takes place. The word **here** refers to Trump Tower as the place where the speech takes place.

Deixis is the part of linguistics that unable to be separated from the small thing in communication. Deixis is used by the people to point out something related to the context of the conversation or the speech event. Deixis becomes one of the important parts in of language because by using deixis, the communication will be more effective and understandable. Deixis is used in the formal or informal situation by people from every category of ages, positions, and occupations. Donald Trump, as an example, he got a position in the government as a president of the United States. He gave the speech in front of the audience.

Donald Trump is a U.S Businessman and billionaire that is elected as president of the United States. Become the number one people in the United States and famous around the world are interested to be researched, in this case, for the Donald Trump speech. The reason for this research is to find out the referential

meaning of the person deixis that is used by Donald Trump in his speech becomes an interesting object to be investigated.

Related to this research, the writer focuses on the study of person deixis. The data were taken from the video of Donald Trump Speech when announcing the candidacy for President of the United States on June, 16<sup>th</sup> 2015. It is used to know about the types of person deixis from the video and to identify the reference of the person deixis.

## 1.2 Research Questions

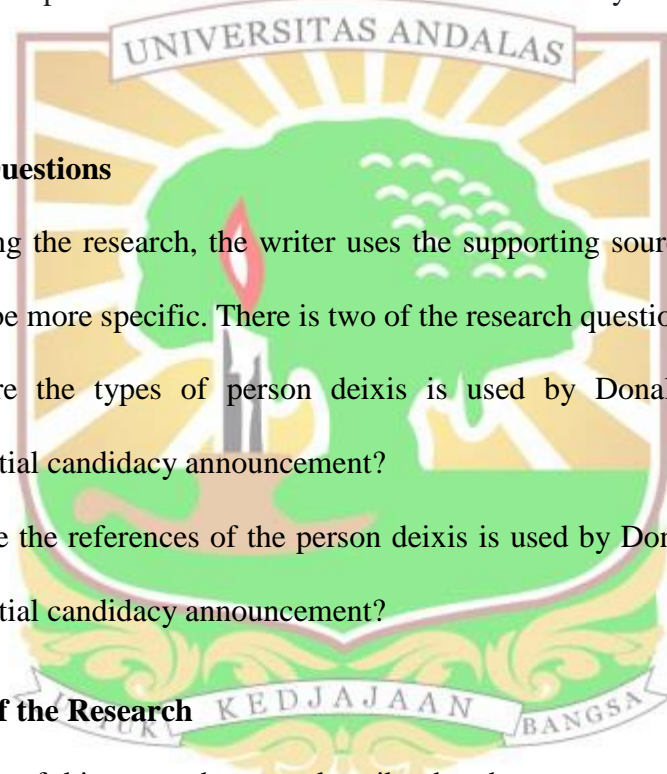
In conducting the research, the writer uses the supporting sources, which makes the research to be more specific. There is two of the research questions, consist of:

1. What are the types of person deixis is used by Donald Trump in the presidential candidacy announcement?
2. What are the references of the person deixis is used by Donald Trump in the presidential candidacy announcement?

## 1.3 Objective of the Research

The aims of this research are to describe the phenomenon of language in case of the use of person deixis in Donald Trump's speech. The objectives of this research are as follows:

1. To classify the types of person deixis used in Donald Trump in his speech.
2. To analyze the referential meaning of person deixis used by Donald Trump in his speech.



## **1.4 Scope of the Research**

To make the research to be more specific, the writer focuses on analyzing the types of person deixis and the references of person deixis in the Donald Trump's speech in announcing of the candidacy for President of the United States on June 16<sup>th</sup>, 2015. The writer uses some theories to support the research include, the theory from Yule (1996, pp.9-14) about the definition of deixis., the theory from Yule (1996, pp.10-12) about the types of person deixis., the theory of reference from Yule (1996, pp.17-24). Then, the theory of context from Cutting (2002, p.3).

## **1.5 Method of the Research**

In conducting the research, the writer follows several steps: collecting data, analyzing data, and presenting the result of the analysis.

### **1.5.1 Data and Source of the Data**

Data is defined as the factual information taken in a written or a spoken form. Source of the data taken in many ways, such as interview the respondent, record voices of the respondent, and ask the respondent to fill in the questioner.

Data is defined as the disconnected facts and observational that formed into the information with analyzing, selecting, summarizing, and organizing (Stonier, 1993). In general, the definition of data is the factual information taken from many ways in a written or on a spoken form.

In this research, the source of the data comes from the speech video from Donald Trump when announcing the presidential candidacy in the United States on

June, 16<sup>th</sup> 2015. The duration of the video is 46:34 minutes. The video downloaded from the PBS NewsHour YouTube channel. PBS NewsHour is an American YouTube channel and TV program. This channel shows the complete video of Donald Trump's speech started from the beginning until the end of the speech, and the video has many viewers more than another video that available on the other YouTube channel with viewers from this video were 650k viewers. The writer also looked at the transcription that can be downloaded from times.com. The writer preferred to look at the transcription from times.com to make sure the accuracy of the transcription. The reason of choosing this video to be researched because this video shows about the way Donald Trump delivers his vision through the speech to make the American believe that he is the one who qualified as a president of the United States.

### **1.5.2 Data Collection**

In collecting the data, there are some steps used by the writer:

1. Downloading the video of speech announcement from Donald Trump when announcing his candidacy for president of the United States. The video downloaded from the PBS NewsHour YouTube channel. The duration of this video is 46:34 minutes. The video downloaded through savefrom.net. This link used to download all of the videos from YouTube. The video downloaded with copying the link of the video to savefrom.net. The write also looks at the transcription of this video that can be downloaded from times.com.

2. Watching the video while look at the transcription to synchronize the word from the video and the script of the transcription.
3. Sorting the deictic expression found in this video.
4. Grouping the deictic expression based on the types of person deixis and transfers it into the table.
5. Adding the number from each of the types of person deixis.
6. Calculating the percentage of person deixis in the video.

### **1.5.3 Data Analysis**

The method in analyzing the data follows some steps:

1. Classifying the type of person deixis, started from the first person deixis, second person deixis, and third person deixis based on the theory from Yule(1996, pp.10-12).
2. Calculating the percentage of each type of person deixis to describes the tendency of the use of person deixis using the percentage formula.
3. Analyzing the reference of each type of person deixis that found in the speech from Donald Trump using the theory of reference from Yule (1996, pp.17-24) and the theory of context from Cutting (2002, p.3).

### **1.5.4 Presenting the Result of Analysis**

In presents the result of the analysis, the writer uses the table to present the categories of person deixis. It is used to show the tendency of the use of person deixis using by Donald Trump in his speech. After the data added in the table, the writer

uses the percentage formula to calculate the frequency of the used of person deixis in the speech.

Here is the percentage formula in statistics =

$$X = (f/N) \times 100$$

Where: X= the percentage of each type of person deixis

f = the frequency of each type of person deixis

N= amount frequency of all types of person deixis

After the writer calculates the frequency of person deixis, the writer describes the table into the analysis of the sentences. The data analysis contains the person deixis using the theory of the types of person deixis from Yule (1996, pp.10-12), the theory of reference from Yule (1996, pp.17-24). Then, the theory of context comes from Cutting (2002, p.3).

