AN ANALYSIS OF PRAGMATIC DEIXIS IN SOCIAL MEDIA

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Abstract: Language is a system to communicate with people around us. One branch of language is Pragmatic. Pragmatic is the study of components of meaning that depend on context. Deixis is one of the study in pragmatic learn about the relation of language and context. Deixis or deictic expression is an expression to indicate to the participant, time, place, discourse and social status. This study is conducted to determine the different types of deixis and their meanings in social media (Tik Tok and YouTube Channel). The descriptive qualitative method was used in this investigation because the data analyzed in word form and explain the data descriptively. According to the research, the varieties of deixis discovered on social media (Tik Tok and YouTube channel) are. Personal deixis was discovered by the researcher. There is just I in the first person, You and We in the second. There is only It in third person. There are also there, that, this, and here for spatial deixis. There are January, then, a minute, now, and early in the year for temporal deixis. There is But for discourse deixis. According to the findings of this study, personal deixis is used 26 times, spatial deixis is used 6 times, temporal deixis is used 5 times, and discourse deixis is used 2 times.

Keywords: Pragmatic, Deixis, social media

INTRODUCTION

Pragmatics is the study of components of meaning that depend on context and are systematically abstracted away from inside the formation of content or logical form (Pupier, 2006). According to Yule and Stalnaker (1996), "pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader)." As a result, pragmatics is a field of linguistics that studies the meaning of words conveyed by speakers. We can learn deixis in pragmatism.

Deixis is the study of suggesting or pointing something using language in either oral or written utterances. Deixis is a type of deictic expression that is dependent on the speaker and addressee sharing the same spatial environment and face-to-face spoken engagement. According to Levinson (1983) in Viahapsari and

Parmawati (2020), deixis is a word whose meaning changes based on the context to represent person, place, time, social differentiation, and position in speech. Furthermore, according to Levinson (2004), as mentioned in Lugina, Nuryulia, and Suprijadi (2019), deixis is the study of deictic statements in a language that refer to a person, place, and time. It should be noted that deixis is a form of grammatical characteristic that includes numerous categories such as person, place, and time. However, deixis has some significant concerns to refer to the object is discussed about who or what in a communication function (Afrilian, 2018). Deixis can be used in words or phrases directly related to person expressions, spatial (location), temporal (time), social, and discourse deixis. Furthermore, according to Abdulameer (2019), deixis is a deictic expression that refers to phrases or words that must be comprehended with clear information about the perspective; the use of deixis cannot be understood if the information situation is unclear. As a result, according to Cruse (2006), there are five forms of deixis: person deixis, spatial (place) deixis, temporal (time) deixis, social deixis, and discourse deixis.

Encoding of participants and utterances from questions provided is included in person deixis. The person deixis is connected to person grammatical categories. According to Ibnus (2018), person deixis is associated with the determination of the speech event role contributors when the circumstance in question is provided. The pronoun and possessive adjective are used to convey person deixis, such as first person (I, me, mine, myself), second person (you, your, yourself, their, themselves, our, ourselves), and third person (she, he, it, him, his, her, himself, herself, its). Place deixis is another name for spatial deixis.

According to Levinson (2011), as referenced in Asmarita and Haryudin (2019), spatial deixis focuses on qualified to a location in utterances and describes the point of the location between speakers and listeners. Furthermore, depending on the speaker's perspective, spatial deixis might influence both intellectually and physically. As a result, according to Cruse (2006), spatial or place deixis indicates the location in some spaces between the speakers and the hearer. The use of adverbs or demonstrative pronouns such as Here, There, Those, and so on is an example of spatial deixis.

Temporal deixis is also known as time deixis. Wicaksono (2019) defines temporal deixis as "participation in the encoding of temporal time points and distance based on the context delivered by the speaker." The structures used to communicate the temporal (time) deixis are time modifiers or adjectives such as Yesterday, Now, Last year, Then, and so on.

Social deixis is the formation of a form based on social differences that relates to the function of the speaker and listener, particularly in numerous elements related to social differences (Levinson, 1985). Social deixis, also known as deixis, refers to a person's higher status, social relationship, or social level. According to Wicaksono (2019), social deixis can be a reference to the social character of a person between differences or refers contributors in a speech event. Furthermore, Cruse, as stated in Rizka et al. (2018),

explains that social deixis is a word expression whose utility is to reflect the referent's situation or social status relative to the speaker. It entails a social relationship indication that makes direct or indirect reference to the social status or role participants in the speech event. It is possible to conclude that social deixis is a sort of deixis that refers to social interactions in utterances. As an example of social deixis, consider the following:

A. "Good day, madam."
B. "Thank you, sir."

Discourse deixis is the encoding of profit references to an unfolding discourse that in the utterance to some profit of the discourse that comprises the utterances. Deixis, which indicates a reference marker in a conversation. The term "text deixis" refers to discourse deixis. Deixis discourse facilitates the interpretation or understanding of spoken or written conversation (Wiguna, Anggraeni, Nuramalia, & Sadikin, 2018). Anugrah (2018), on the other hand, claims that discourse deixis is a forward-looking assertion that relates to different discourse that contains utterances as the importance and signal of the text. The following is an example of Discourse deixis:

A. "This information is dangerous".
B. "That was a great time".

According to the study, it is critical to master linguistic knowledge, one of which is deixis, which is a component of pragmatics study. Furthermore, the reader may discern the sorts of deixis such as personal deixis, spatial deixis, temporal deixis, and discourse deixis in social media such as Tik Tok and You Tube Channel. The researcher wants to identify deixis types and meanings in social media because the use of deixis was important in spoken and written utterances thus in writing sentences do not need to use a particular subject such as the name of the person, the name of the place, and a specified time and can be replaced with a pronoun to minimize the use of words so that mentioning the words repeated is not wasteful. It is supported by Hasanah cited in Lugina et al. (2019) that the use of deixis will be easily explained the function of deixis that has connected to utterance to understanding the reference that consist of who, when, and where the utterance is expressed. Furthermore, deixis can be employed to refer to something based on the speaker and hearer's context. As a result, this study concentrated on the 5 (five) varieties of deixis in social media and classified them.

RESEARCH METHOD

This study used a descriptive qualitative study since the data was examined and each result was given in narrative form. Things are defined and communicated through technology study. This implies that this research occurs organically, has no control over circumstances and events, and can only measure what is already

present (Gay, L.R., & Airasian, 1992). Content analysis applied to text or pictures was one sort of qualitative study. Ary, D., et al. (2002) define content analysis as "the analysis and interpretation of recorded material for learning." The purpose of this study is to examine the types of deixis found on social media platforms such as Tik Tok and You Tube Channel. The data for this study came from 360'TikTok, Emma W Thailand's, Z100 New York's, and ThatAsia's YouTube channels, which researchers mentioned in the discussion.

RESULTS & DISCUSSION

Result

The researchers discovered four types of deixis in Tik Tok and YouTube channels: personal deixis (as first, second, and third person), spatial deixis (location noted), temporal deixis (present, past, and future), and discourse deixis (discourse marked).

The following is data from Tik Tok and the YouTube channel:

Data 1:
> Jane : "I'm all for gentle parenting, but sometimes it just doesn't seem realistic in my house right? "
> Neila : "Not being the perfect impatient parent of the time needs to be normalized."

The data discovered on parenting 360'tiktok. When Jane and Neila discuss parenting, they have a conversation. In this line, I demonstrate deixis. Personal deixis is the sort of deixis shown since it indicates a personal designated her as first person. It demonstrates deixis in this sentence. Personal deixis is the form of deixis shown because a personal marked her as third person. However, this sentence demonstrates deixis. The sort of deixis is discourse deixis because it only shows a marked discourse.

Data 2:
> Jane : "You know it's not really 'practice makes perfect, more practice makes progress"
> Naila : "I know I have my own limitations but at least I'm trying to be a little bit more gentle versus reactive right."
> Jane : "Yeah, it's balance and some days are gonna be better than others exactly."

The data discovered on parenting 360'tiktok. When Jane and Neila discuss parenting, they have a conversation. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as second person. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as third person.

This sentence demonstrates deixis. Personal deixis is the sort of deixis shown since it indicates a personal designated her as first person. However, this sentence demonstrates deixis. The sort of deixis is discourse deixis since it demonstrates a marked discourse.

Data 3:

John : "January of 2015, you made an announcement on your facebook page it was I'm finally able to tell you i will be playing Belle in Disney's new live-action beauty and the beast it was such as a big part of my growing up it almost feels surreal that I get to dance to be our guest and seeing something there my six-year-old self is on the ceiling heart bursting what changed between then and now what was the thing you didn't expect that you wiis you'd known back then what the singing was that the hardest part to learn."

Emma : 'That it was all going to be okay hands down I think you know there were so many things that I was taking on the with the role I'd never done a musical before I'd sung pop I mean I always sung but I never sung publicly before I never sung in funda many was professionally."

The data was discovered on Emma W Thailand's YouTube channel. When John and Emma are interviewing about Emma's film, they have a conversation. This statement demonstrates deixis in January. The type of deixis is temporal deixis since it indicates a time. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as second person. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as third person. This sentence demonstrates deixis. Personal deixis is the sort of deixis shown since it indicates a personal designated her as first person. This sentence demonstrates deixis. The sort of deixis is spatial deixis since it depicts a designated location. Then this sentence demonstrates deixis. The type of deixis is temporal deixis since it indicates a time. This statement now demonstrates deixis. The type of deixis is temporal deixis since it indicates a time. This sentence demonstrates deixis. The sort of deixis is spatial deixis since it depicts a designated location.

Data 4:

Jack : "Good morning, my name is Jack Dorsey and we are joining. You live from twitter headquartes in San Francisco and we are here with some of the cast and the director of the circle. We're going to have a discussion around technology around data, privacy,and aso diversity and technology as well."

John : "And it's gonna be fun."

The data from Totally Emma Watson's official YouTube channel. Conversation between Jack and John concerning technology related to data, privacy, diversity, and technology. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as second person. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as second person. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as third person.

Data 5:

> Jack : "So we should kict it off with Emma'experience of making this movie."
> Emma : "Sure."

Data was discovered on Totally Emma Watson's YouTube channel. Conversation between Jack and Emma concerning Emma's film. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as second person. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as third person. This sentence demonstrates deixis. The sort of deixis is spatial deixis since it depicts a designated location. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as third person.

Data 6:

> Man : "It's been a minute since I've had the chance to talk to my brother believe it my gosh Bruno, how you doing done?"
> Bruno : "I'm here man happy to be here"

The data was discovered on the Z100 New York YouTube channel. Conversation between a man and Bruno Mars about Bruno's record. This sentence demonstrates deixis. Personal deixis is the form of deixis shown because a personal marked her as third person. This sentence demonstrates deixis. The type of deixis is temporal deixis since it indicates a time. This sentence demonstrates deixis. Personal deixis is the sort of deixis shown since it exhibits a personal designated His as first person. This sentence demonstrates deixis. The sort of deixis is spatial deixis since it depicts a designated location.

Data 7:

> Man : "I've got to say to be a part of this ride in to watch this growth to see where it's gotten to now man, I'm trully blessed and honored to be able to be the guy on this side of the microphone talking to you in this capacity"

Man : "Thank you man, and you always early believe and you show me nothing but love man and I can't thank you enough."

The data was discovered on the Z100 New York YouTube channel. Conversation between a man and Bruno Mars about Bruno's record. This sentence demonstrates deixis. Personal deixis is the sort of deixis shown since it exhibits a personal designated His as first person. This sentence demonstrates deixis. Personal deixis is the type of deixis shown since it exhibits a personal marked His as the second person. This sentence begins with deixis. The type of deixis is temporal deixis since it indicates a time.

Data 8:
Man : "It comes from a geniuss space and we crack the mics we use the word family a lot and you and your squad and your team. You and Phil and the entire family have doing this together what does it mean to be able to do all this with the people who mean the most to you"
Bruno : "I mean to me that's you know that was my fantasy of what succes is."

The data was discovered on the Z100 New York YouTube channel. Conversation between a man and Bruno Mars about Bruno's record. This sentence demonstrates deixis. Personal deixis is the type of deixis shown since it exhibits a personal marked His as third person. This sentence demonstrates deixis. Personal deixis is the sort of deixis shown since it indicates a personal indicated as second person. This sentence demonstrates deixis. Personal deixis is the sort of deixis shown since it indicates a personal indicated as second person. This sentence demonstrates deixis. The sort of deixis is spatial deixis since it depicts a designated location.

Data 9:
Girl : "Okay I got to tell you when 24k magic came out this it's such a great song and a feel-good song anyway but I how many times did I play in the office. There's such great dance move with the two. So I've been dying to ask you if you came up with the choreography in the air that one part"
Brunu : "That's trully"

The data was obtained from ThatAsia's YouTube channel. Conversation regarding 24K's album between Bruno Mars and a girl. This sentence demonstrates deixis. Because it displays a personal marking in the third person, the deixis type is personal deixis. This sentence demonstrates deixis. Because it displays a personal designated as second person, the deixis type is personal deixis.

Data 10:

> Jack : "So we should kict it off with Emma'experience of making this movie."
> Emma : "Sure."

The data is available on the YouTube channel Totally Emma Watson. Jack and Emma have a conversation over Emma's film. This sentence demonstrates deixis. Because it depicts a personal characterized as second person, the deixis type is personal deixis. This sentence demonstrates deixis. Because it depicts a personal indicated as third person, the deixis type is personal deixis. This sentence demonstrates deixis. Because it depicts a specific location, the sort of deixis is called spatial deixis. This sentence demonstrates deixis. Because it depicts a personal indicated as third person, the deixis type is personal deixis.

Discussion

Based on the foregoing results, the author wants to examine the results of deixis discovered on social media (Tik Tok and Youtube Channel). There are numerous sorts of deixis in this study, including person deixis, geographic deixis, temporal deixis, social deixis, and discourse deixis. Furthermore, in this study, person deixis dominated in this medium social with a score of 26. According to Asmarita and Haryudin (2019), kind of deixis, particularly person deixis, is more frequently used in written utterances or online articles because the use of person deixis is contingent on the speaker's position as a deictic center. The speaker, as the first person or subject, might speak to the second person as a listener or, in specific situations, to the third person, making it easier for readers to assess the use of person deixis in one piece. The author believes the creator of this social media uses person deixis more frequently. According to previous research that used deixis in written utterances, particularly song lyrics, Rizka, Setiadi, and Ilza (2018) discovered that the person deixis is dominantly in Ed Sheeran song lyrics in Divide album because the person deixis is almost dominantly in all songs with a percentage of 28%.

Furthermore, Setiakawanti and Susanti (2018) discovered that the person deixis is prevalent in Jakarta Sport articles with a percentage of 66,5%. Furthermore, the varieties of deixis examined in web articles, music lyrics, and movie scripts are person deixis, which is virtually exclusively seen in written utterances.

Based on the statistics provided, we can classify them as follows:

1. Personal Deixis

Types of Person Deixis	Number of Words
I	6
You	6
We	4
It	10
Total	**26**

2. Temporal Deixis

Types of Temporal Deixis	Number of Words
January	1
Then	1
A minute	1
Now	1
Early	1
Total	**5**

3. Spatial Deixis

Types of Spatial Deixis	Number of Words
There	1
That	2
This	2
Here	1
Total	**6**

4. Discourse Deixis

Types of Discourse Deixis	Number of Words
But	2
Total	**2**

CONCLUSION

Deixis is a reference using an expression whose interpretation is relative to the utterance's (typically) extralinguistic context, such as who is speaking, when or where they are speaking, the speaker's gesture, and their current location in the discourse. All types of deixis are found on social media (Tik Tok and Youtube Channel). The data for this study came from 360'TikTok,

Emma W Thailand's, Z100 New York's, and ThatAsia's YouTube channels. Levinson (1983:68-94) backs this up by classifying deixis into five categories: personal deixis, location deixis, temporal deixis, social deixis, and discourse deixis. Based on the data shown above, it is possible to conclude that deixis is present in every discussion and action, including personal deixis, temporal deixis, spatial deixis, and discourse deixis. Deixis can be identified by examining the context of the sentence's content. The researcher discovered four deixis, the first being personal deixis. There is just I in the first person, You and We in the second. There is only It in third person. Then there's Spatial Deixis, which includes there, that, this, and here. There are January, then, a minute, now, and early in the year. And there is only one Discourse deixis. According to the findings of this study, personal deixis is used 26 times, spatial deixis is used 6 times, temporal deixis is used 5 times, and discourse deixis is used 2 times. As a result, this research will assist readers in reading the article on deixis in social media accurately and clearly.

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