

**AN ANALYSIS TYPES OF DEIXIS AND ITS USE ON  
TECHNOLOGY ARTICLE IN VOICE OF AMERICA  
NEWS: PRAGMATIC APPROACH**

**THESIS**



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YEAR 2020**

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**Submitted in Partial Fulfillment of the Requirement for the Degree of Sarjana  
Sastra**



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I, Anita Octavia Sirait, NPM No. 141210147

Hereby declare that the thesis entitled:

### **AN ANALYSIS TYPES OF DEIXIS AND ITS USE ON TECHNOLOGY ARTICLE IN VOICE OF AMERICA NEWS: PRAGMATIC APPROACH**

Is the real work myself and I realize that this thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 03 September 2019

Anita Octavia Sirait

141210147

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## **ABSTRAK**

*Skripsi ini membahas tentang deiksis yang terdapat dalam artikel teknologi di voice of America. Tujuan penelitian ini adalah untuk menemukan jenis-jenis deiksis yang terdapat di Voice of America dan menemukan fungsi deiksis di Voice of America. Penelitian ini adalah penelitian kualitatif. Dalam pengumpulan data peneliti menggunakan metode simak dengan teknik catat. Dalam menganalisis data peneliti menggunakan metode padan dengan teknik pilah unsur penentu. Data hasil penelitian di sajikan dengan metode informal dalam bentuk kata-kata. Setelah melakukan proses penelitian, peneliti menemukan 3 jenis deixis di dalam Voice Of America News berdasarkan teori George Yule (2010). Ada 3 jenis deixis yaitu person deixis, spatial deixis, dan temporal deixis. Dalam penelitian ini, peneliti menyimpulkan bahwa jenis deixis yang sering di gunakan dalam Voice Of America News adalah person deixis.*

***Kata kunci: Jenis-jenis Deiksis, artikel teknologi, suara berita Amerika, pendekatan pragmatik.***

## ABSTRACT

*This thesis discusses about the deixis as found in the technology article on voice of America. The purpose of this study is to find the types of deixis found in Voice of America and find the deixis function in Voice of America. This research is qualitative research. In the data collection researchers using the method of simak with note-taking technique. In analyzing the data the researchers used padan method with dividing key-factors technique. The data of the research results are presented by informal method in the form of words. After conducting the research process, the researcher found 3 types of deixis in the voice of America news based on George Yule theory (2010). The 3 types of deixis are person deixis, spatial deixis, and temporal deixis . In this research, researcher make conclude that the most often deixis appear in the voice of America news is person deixis.*

***Keywords: Types of deixis, technology article, voice of America News, Pragmatic approach.***

## **MOTTO AND DEDICATION**

**For everything there is a season, and a time for every matter  
under heaven.**

**(Ecclesiastes 3:1)**

**I dedicated this thesis to :**

**My beloved parents**

who never stop giving strength and prayer

**My beloved sisters, brother**

who support with love and affection

**To all my friends in Putera Batam University**



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All praise to the Lord is a merciful and compassion researcher who has been in completing this thesis entitled “An Analysis Types Of Deixis And Its Use On Technology Article In Voice Of America News: Pragmatic Approach”. The researcher would like to say thanks to my beloved parents for the love inspiring and blessing given her endlessly in taking this undergraduate program. The researcher to express her gratitude and appreciation to Mrs.Afriana, S.S., M.Pd.as my advisor who has contributed his ideas and time in arranging this thesis.

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May God given mercy, peace, and love for them. Amin

Batam, 03 September 2019

Anita Octavia Sirait

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# CHAPTER I INTRODUCTION

## 1.1 Background of the Research

Human life will not be separated from language. Language is an interaction tool used by humans to communicate with individuals and groups. All science is never separated from the language. One of the science studied by language is pragmatics. Pragmatic branch is a linguistic study of the language used to communicate in certain situation, it means, that there is meaning from a speech delivered by a speaker. One of the science studied in the field of pragmatic is deixis.

Deixis is one of the pragmatic studies which is important for a language that English as International Language. It relates to first and second pronouns, tense, specific time and place adverbs. Furthermore, deixis also important on writing because it adds understanding the meaning of certain words and phrases an utterance of context information for the reader. Using deixis can improve writing skill because it makes easier the reader to get the points. (Yule & Stalnaker, 2010) states that deixis it means „pointing” via language. It can use to notice a strange object or ask, such as “what’s that?”. Deixis looks like is not easy because it is important to express by the writer to help the reader getting understands the text. It means which is better if the reader understand what deixis to cover the meaning in a text.

A word is said to be deixis if the references move or change depending on who is the speaker, when, and where the words are spoken. in other words, deixis is a word that does not have a fixed reference. the word deixis can be known if the reference is to know the context of the speech. context is the background knowledge that the speaker and speech partner have in common to know the purpose of the conversation.

The research about deixis has been studied by (Sukmayanti, 2013) there were students from the University of Udayana. She is discuss entitled “Deixis in the novel The rainbow troops”. They said that there are five types of deixis used

by Raditya in his utterances performing stand-up comedy show, the most dominant type is person deixis with 697 occurrences (64,94%).

The second research about deixis has done by Eragbe, Yakubu, & State, (2015). They were student from Federal University Wukari Nigeria. They took a research entitled “The Use of Deixis And Deictic Expressions In Boko Haram Insurgency Reports: A Study Of Selected Boko Haram Insurgency Reports By The Media”, by Christiana Eragbe et al (2015). The researcher took one problem, there is carried out using a qualitative approach to explore the incidences and functions of deictic expressions in Boko Haram insurgency reports by the media. The result of the investigation shows that media reporters use the person, time/temporal and place/spatial deixis to locate the participants in discourse.

The differences between this research and previous researches are the previous researches discussed deixis used on utterances in stand up comedy show and deixis used in the novel, but in this research, the researches discussed deixis used on technology article in the voice of America news. The importance of this research is to help readers understand the types of deixis. To deixis, the researcher will research about deixis in technology article on Voice of America News.

Voice of America News is the official external broadcast institution of the United States federal government which it started in 1942 as a radio news service. It has grown as multimedia broadcast service. Voice of America provides programming for broadcast on radio, TV and the Internet outside of the U.S. VOA now can search in the smartphone and Facebook even Twitter. It also shows the absolute news from some accurate sources. VOA has streamed on service websites and social media. VOA’s work in all languages is governed by the VOA Charter who is signed into law by President Gerald Ford 1976.

The Voice of America headquarters is located at 330 Independence Avenue SW, Washington DC which VOA is funded by the US government. VOA radio and television broadcast by satellite, cable, and on FM, AM, and local radio frequencies. Voice of America as media information provides news with a reliable source of news. The VOA presents the policy of United States America clearly and effectively. It makes the VOA become accurate, objective, and

comprehensive news media. Therefore, because the background above about Voice of America News, the writer interest to research relates to deixis with the title “*An Analysis Types Of Deixis And Its Use On Technology Article In Voice Of America News: Pragmatic Approach*”.

## **1.2 Identification of the Problem**

Based on the background, there are many problems identified, they are:

1. The types of deixis found in technology article in the Voice of America News.
2. The function of deixis found in technology article in the Voice of America News.
3. Using person deixis on technology article in the Voice of America News.
4. Using spatial deixis on technology article in the Voice of America News.
5. Using temporal deixis on technology article in the Voice of America News.

## **1.3 Limitation of the Problem**

Based on the study above, the author should be focused then the problem is limited, they are:

1. The types of deixis found in technology article in the Voice of America News.
2. The function of deixis found in technology article in the Voice of America News.

## **1.4 Formulation of the Research**

Based on the limitation of the problem above, the researcher formulated the problem as follow:

1. What are the types of deixis found in technology article in the Voice of America News?
2. What is the function of deixis found in technology article in the Voice of America News?

### **1.5 Objective of the research**

Dealing with the identification of the problems mentioned above, the objectives of researchers are the following:

1. To find out the types of deixis in technology article in the Voice of America News.
2. To find out the function of deixis in technology article in the Voice of America News.

### **1.6 Significance of the Research**

#### 1.6.1. Theoretical significant

To readers get information and can apply in writing about deixis on technology article in Voice of America News.

#### 1.6.2 Practical significant

The useful this research for English Department especially in the field of linguistics.

### **1.7 Definition of the Key Terms**

Types of Deixis	the types of words, phrases, or expressions whose referrals move depending on who is the speaker, the time, and place of speaking.
Technology Article	the article which is a body of knowledge devoted to creating tools, processing actions and the extraction

of materials.

Voice Of America News the official broadcasting of the US government. VOA also broadcasts in many languages that made a positive view of the US to the world. Voice of America began to broadcasting on February 24, 1942.

Pragmatic Approach involves using the method which appears best suited to the research problem.



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK**

This chapter consists of such important aspects related to literatures that concern with the theoretical framework include the definition of pragmatics, definition of deixis, three types of deixis, definition of person deixis, spatial deixis, definition of temporal deixis, definition the voice of America news, and the related studies to support the analysis.

#### **2.1 Pragmatic**

There are many definitions of pragmatics. It comes from some linguists. Every linguist has his own concept and principal about pragmatics itself. Pragmatics is a part of linguistics which is about communicating meaning in context. So, it concerns with meaning (Kreidler, 1998). While for (Cruse, 2004), Pragmatics is a meaning based on its context. And, Griffith (2006: 1) according to him pragmatic is related to the tools used at the time of communication that has meaning.

There are also a number of definitions proposed for pragmatics found in (potts, 2004). Pragmatics has aspects of the meaning of speech that cannot be accounted for with direct reference to the truth conditions of sentences. This is related to the use of language that goes beyond the literal meaning. In addition, it studies the use of language in context, and context dependence from several linguistic interpretations.

Different from Yule (2010) which says that Pragmatics is a study of meaning as communication by the speaker and interpreted by the listener. or on the other hand, he said that pragmatics is learning related to what speakers mean or speakers mean meaning. In communicating, one must recognize the meaning of the words spoken by someone in order to communicate clearly.

There are four pragmatic definitions according to Yule (2010). The first, he states that pragmatics is a study of what the speaker means. It means that what people mean by their words is more to do than what words or phrases in the statement. secondly, pragmatics is learning about contextual meaning. This is about how the speaker manages what they want to say in obedience to who they are talking to, where and when the words were said. Involving interpretations of what people mean in certain contexts and how context influences what is said is an important component in this research. Third, pragmatics is learning about how more is communicated than is said. This study explores how many things that are not revealed are known as part of what is communicated. This shows that how the listener can make conclusions about what is said to arrive at the interpretation of the intended meaning of the speaker. The final definition, pragmatics is learning about the expression of relative distance. the meaning refers to the assumption of how close or far the listener is, the speaker determines how much needs to be said.

Based on the opinions of several people above, the researcher concluded that Pragmatics is learning about meaning based on the context. in other words it can convey the meaning intended by people, their intentions or goals, and also all kinds of actions.

## **2.2 Deixis**

Deixis in using is important of the language study for the learner to learn about second languages. Deixis has the function to point or specify the participant of an act of speech or writing; aspect in communication that interpretation is depending on knowledge of the context which the communication happened. (Yule & Stalnaker, 2010) states that for instance defines the word it as a Greek word which is pronounced as „day –icksis, and means pointing via language. It is a linguistic device to locate the participants in discourse.

Deixis is referred by means of an expression which interpretation is relative to the extra-linguistic context of an utterance such as who is speaking, the time or place of speaking, the gestures of the speaker or the current location in the discourse. According to (Yule & Stalnaker, 2010) says that deixis is a technical term (from Greek) for one of the most basic things we do with utterances. It means that deixis has an important rule with the utterance when someone speaks to another. In other views, in the linguistic field that deixis refers to the phenomenon where in understanding the meaning of certain words and phrases an utterance requires contextual information.

In other views, (Meyer, 2009) states that is of the view that in addition to having meaning, words also have a pointing function commonly referred to as Deixis. It is how the languages to encode the features of the utterance or speech event. In the words, it refers to the ways that how to the interpretation of the utterance is depending on the analysis of the context.

## **2.3 Types of Deixis**

Such divides of linguists opinion about defining types of deixis. In this research, the discussion is focused only on three types of deixis by George Yule 2010, include:

### **2.3.1 Person Deixis**

Person deixis is about the personal pronouns as the first, second, third to shows locating is related for the relation to the phenomenon is taking place in the

discourse, or in another word person deixis discuss about noun and promina forms. nouns are words that refer to humans, stars, things, and concepts or meanings. While nouns are categories that function to replace nouns. the person pronoun uses the term self pronoun because its function is to replace the person. There are three types of personal pronouns, namely first person pronouns, second person pronouns, and third person pronouns. the third person pronouns are only the first and second person pronouns which only refer to people, while the third person pronoun can indicate people or objects including animals.

Person deixis is determined according to the participant's role in the language event, the participant's role is divided into three. First, is the first person, that is the category of reference to talk to himself or the group that involves him, for example I, we, us. Second, is the second person, that is the category of referral to a listener or more who is present with the first person, for example you, they. Third, is the third person, that is the reference category to the person who is not the speaker or hearer of the speech, whether present or not, for example she, he, it. According to (Cruse, 2004) states that person deixis involves basically the spekear, known as the first person, the addressee known as the second person, and other significant participants in the speech situation, neither speaker nor hearer, known as third person. For first person is referred to the speaker. Second person is the person that spoken is called second person. For third person is not referent as the speaker or addressee but the person or things being spoken is called third person. In other hands, person deixis refers to encoding the role participant in the speech where with the utterance in a question is delivered and understood.

The examples are followed by person deixis in italic form:

- a. *I* am going to the movies.
- b. Would *you* like to have dinner?
- c. *They* tried to hurt *me*, but *he* came to the rescue.
- d. *They* are my lovely family

### 2.3.2 Spatial Deixis

Spatial or place deixis is related to the spatial locations refers to the utterance. It is similarly with person deixis which the locations either of the speaker and addressee even the persons or objects being referred to. (Levinson, 1983) says that the expression of place deixis requires contextual information about the place of the utterance. Spatial deixis relates to the specification of locations to show the points in the speech events. The most commonly usage of words as spatial deixis are the demonstrative pronouns as *this, that, these, and those*.

The importance of specification the location in common to reach from the fact that seem to the general ways of referring object such as by describing or manning them on the one hand and by locating the on the other hand.

The examples are followed by spatial deixis in italic form:

- a. I enjoy living in *this* city.
- b. *Here* is where we will place the statue.
- c. She was sitting over *there*.
- d. Unless otherwise specified, Spatial deictic terms are generally understood to be relative to the location of the speaker.
- e. The shop is *across the street*.

### 2.3.3 Temporal Deixis

The time deixis, known as temporal deixis, is about the various times that involve and are called speech. time deixis is a deixis which has a reference at a certain time. the time referred to may be hours, days, weeks, months and years depending on the context of the speech and when the speech is made. According Cruse (2000) states that temporal deixis functions to locate points or intervals on the time deixis, using (ultimately) the moment of utterance as a reference point. Temporal deixis can used these forms of temporal reference such as yesterday, tomorrow, today, tonight, next week, last week, and this week. All of these expressions depend on the interpretation of knowing the utterance time.

Based on theory of Levinson (1983) states that time deixis concerns the encoding of temporal points and spans relative to the time at which the utterance was spoken (or a written message inscribed). Furthermore, the examples are followed by temporal deixis in italic form:

- a. It is raining *now*, but I hope *when* you see this it will be sunny again.
- b. I will come to you house *tonight*
- c. They gave a gift to me *last week*
- d. I am *now* teaching at Oxford University especially English Literature Department.

### **2.3.4 Voice of America News**

Voice of America News is an international public broadcaster where it is located in U.S. VOA established in 1942 and headquarters in Washington, D.C. VOA's owner is broadcasting board of Governors. VOA's official website is [www.voanews.com](http://www.voanews.com) which it available on smartphone now. The Voice of America is funded by the U.S. government. They appropriates funds for it annually under the same budget for embassies and consulates.

The Voice of America has contract agreements with radio and television stations and cable networks worldwide. So, they stream on each language service websites such as social media sites and smartphone. VOA has been a part of several agencies in the world. It starts from 1942 to 1945. It was part of the Office of War Information and then from 1945 to 1953 as the function of the State Department. The VOA was under the U.S. Information Agency in 1953. VOA was replaced the USIA in 1999 under Broadcasting Board of Governors or BBG. Also, BBG is a member of U.S. government agency with bipartisan membership. The VOA also is protected by BBG and Board for International Broadcasting is one of the branch VOA.

## **2.4 Previous study**

The previous research is about deixis is arranged by (Pangaribuan, Manik, & Pasaribu, 2015) in HKBP Nommensen University, Medan, Indonesia. They

have taken the title of the research is “Deixis Used on Business Brochures Text: A Pragmatics Study”. The object is taken in this research is business brochure especially brochures of educations, houses, cars, motorcycles, and gadget. It is taken from launching products in March 2014 randomly. There are 32 brochures that be analyzed.

Another study about Deixis is entitled “The Use of Deixis And Deictic Expressions In Boko Haram Insurgency Reports: A Study Of Selected Boko Haram Insurgency Reports By The Media”, by Christiana Eragbe et al (2015). The researcher took one problem, there is carried out using a qualitative approach to explore the incidences and functions of deictic expressions in Boko Haram insurgency reports by the media. The result of the investigation shows that media reporters use the person, time/temporal and place/spatial deixis to locate the participants in discourse.

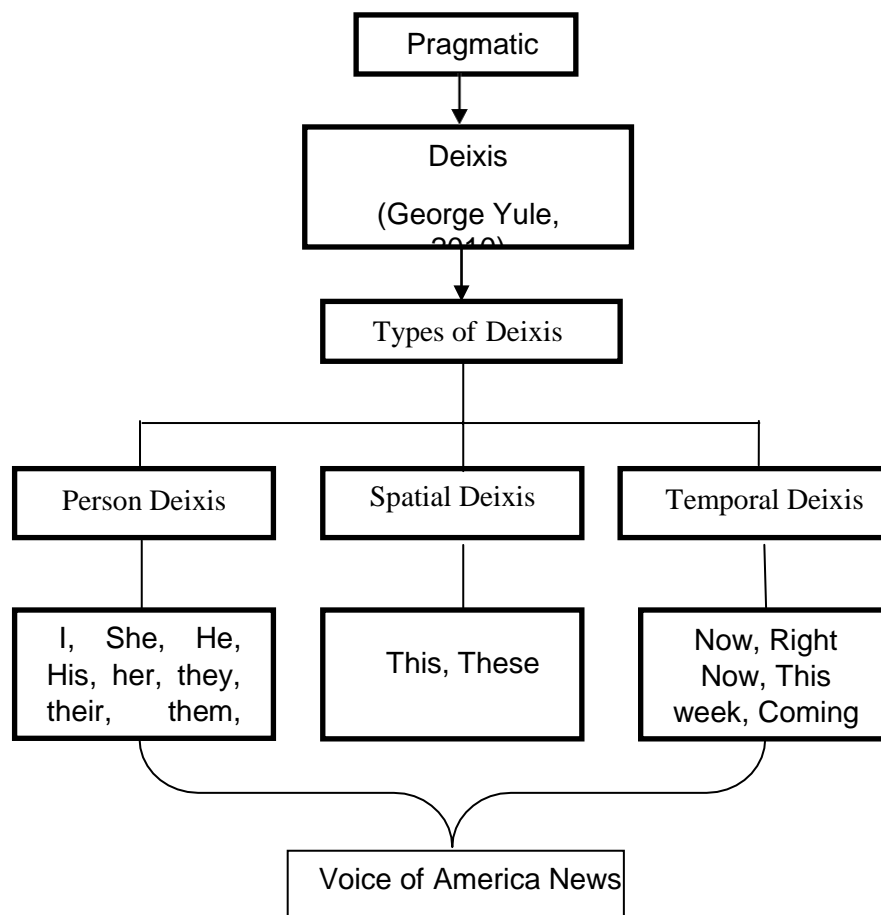
The third research is Uswatun Hasana. She was student from State Islamic University Maulana Malik Ibrahim in 2016. She took a research entitled “A Pragmatic Study on Deixis in The Song lyric of Harris J’S “Salam” Album”. She used documentary technique to collect the data. The objectives of this study are to identify the kinds of deixis and to find out the dominant types of deixis that are used in the song lyrics of Harris J’S salam album. The result of the research show that the person deixis, spatial deixis, and temporal deixis is the dominant types in the songs than other deixis types.

The fourth research was written by Samosir. He is one of the State University of Medan students in 2012. He took a research entitled “An Analysis of Deixis in The article of the Jakarta Post”. He used documentary technique to collect the data. The objective of the study are to analyze type of deixis and to find out the most dominant type of deixis in the political article of Jakarta Post. The result of the research is to show that there are five types of deixis found in the Jakarta Post article, namely person deixis, place deixis, time deixis, discourse deixis, and social deixis.

The fifth research was written by Eti Purwitasari. She is one of the Semarang State University students in 2009. She took a research entitled “Deixis in Harry Potter and The Half Blood Prince by J.K. Rowling and Its Translation Into Indonesian”. She used observation and documentation method to collect the data. The objective of the study are to analyze the utterances of deixis, it divided into five categories. The result of the research is to show that there are five types of deixis found in Harry Potter and The Half Blood Prince, they are person deixis, place deixis, time deixis, discourse deixis, and social deixis.

## 2. 5 Theoretical Framework

To guide the researcher in collecting, analyzing and interpreting the data, the researcher follows some theories from some sources. The diagram below shows the theory which becomes the researcher concept:





### **Figure 2.1 Theoretical Framework**

Reference: quoted and modified from George Yule (2010)

Based on figure 2.1, The researcher uses George Yule (2010) theory about Deixis. There are three types of deixis. They are person deixis, spatial deixis, and temporal deixis.

## **CHAPTER III METHOD OF THE RESEARCH**

This chapter discusses the research method in this study. It discusses research design, the object of the study, method of collecting data, method of analyzing data, and the method of presenting result analysis.

### **3.1. Research Design**

This part explains about the research approach and design used in conducting this research. Before to know further what the research design is, it is better to know what the research first. Research is the activity of finding information about something that the writer is interested in or need to know about. In other hands, the design is describing what planning of the research. Burns and Grove (2003:195) define a research design as “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. Furthermore, there is a function of this research design is to make sure the evidence obtained enable be effectively address the research problem in order unambiguously as possible.

As stated in problems of the research for addition, the research design in this research that describes using deixis on technology article of Voice of America News. The data of its research collected from the article of online news on the internet. Thus, the research design in this research is descriptive qualitative research. According to (Donal Ary, 2002) states that qualitative research focuses on understanding social phenomena and providing rich verbal descriptions of setting, situations, and participants. The qualitative research includes a number of different methods, such as ethnography, case study, naturalistic observations, focused interviews, and historical.

Qualitative research method has much strength because it is closer researcher involve, the researcher gains an inside view of the field. This allows the researcher to find out the issues that often missed. In other hands, qualitative research focuses on meaning, experience, and understanding, therefore this design

gives the researcher to opportunity. In other hands, qualitative research also to interact with individual groups whose experiences the writer want to understand. The writer in this research gives the descriptions about the deixis is found in technology article.

The aim of using the descriptive method with qualitative is to describe “what exists” with respect to the variable in a situation. That is why the writer uses this method of the research to identify and describe and classifying from the utterance of the deixis on VOA’s news, especially in technology article.

### **32. Object of the Research**

The object of this research is deixis especially discussing the kind and the use of deixis found in technology article in Voice of America News. To this research, the writer takes the article in the voice of America news that so many articles inside of it. The article is used for the data in this research is the technology article that it found in Voice of America News.

Based on the main topic, the writer wants to analyze types of deixis that found in technology article. Considering the research, most of the researchers often choose several items from the whole data to be analyzed. The data are selected as to present the whole data. Thus, the selected data is chosen by the researcher is 7 articles of technology in voice of America news.

### **33. Method of Collecting Data**

In collecting data, the method used is the Simak method (Sudaryanto, 2015). Furthermore, to complement the use of the method, note-taking techniques are used as advanced techniques (Sudaryanto, 2015).

There are some steps in collecting the data from the online news of VOA’s article as described below :

1. Open the Voice Of America news website.
2. Open the technology article on October until December.
3. Sorting the data of deixis.
4. Categories the deixis based on Yule’s theory

### **34. Method of Analyzing Data**

In analyzing data, the research applies Sudaryanto method because Sudaryanto's data analysis method is a surgical process to find linguistic rules such as form, literal meaning, how the relationship of meaning is based on the context. In analyzing the data, the method used is the method and the technique used in analyzing the data is the technique of determining the determinant elements (relevance related to research) and the tool used is to power our blades.

There are some steps in analyzing the data, the first researcher took technology article in Voice of America News especially on October until December articles. After that, researcher sorting the data, then classified the deixis found in that article based on three types of deixis such as person deixis, spatial deixis, and temporal deixis based on collecting data.

Deixis that the writer found in technology article of Voice Of America news which also found in George Yule's book in 2010 with title Pragmatics. In his book explained that deixis divided into three types are person deixis, spatial deixis, and temporal deixis with more explaining.

### **35. Method of Presenting Research Result**

After doing the analysis, the next step is presenting the research result. In this research, the researcher presents the research result by using the informal method by Sudaryanto (2015) to present the analyzed data. The result was presented by using words and sentences to make the readereasily understand.