CHAPTER I
INTRODUCTION

The first chapter is introduction which contains general information of the research. It is divided into six parts namely background of research, research question, research objective, research of significance, Scope and limitation, and definition of key terms.

1.1 Background of the Research

Interaction among people in everyday life will not be separated from language. It is a tool to express everything. It is most important means of communication between human beings, whether orally or written form. Orally, the languages is realized in many forms such as conversation that also presents in drama, song, movie and other form.

Since language is used to communicate, there are possibilities of misunderstanding between the speakers and hearer. In English, sometimes the hearer or addressee difficult to understand what the speaker say about whom, when, and where. This situation can make the problem of communication. Here context is important for the hearer or addressee to understand what the speaker’s meaning, without context, the addressee will be difficult to understand the meaning of the speaker’s utterances clearly. If the hearer knows the context, the utterances can be understood clearly.

Pragmatics is the study of contextual meaning. This study shows how the context influences what the speaker said and the interpretation meaning of speaker’s utterance in a particular context. It requires a consideration of how speakers or writers organize what they want in accordance with whom they are talking to, where, when, and under what circumstances (Yule, 1996: 3). There are some words that can’t be
interpreted at all if we don’t know the context, such as here, there, this or that, now and then, today or tomorrow, yesterday, etc. Therefore, in a communication context is important to interpret the meaning.

Another pragmatics, study that also concerned with meaning is semantics. Pragmatics and semantics can be viewed as different parts or different aspects of the same general study (Kreidler, 1998: 18). The different parts are: Semantics concerns with meaning of utterance or sentences. But pragmatics requires some aspect to interpret utterances, like context and speech situation. To know the context or the background of the utterance, deixis can help the people easier to understand the meaning of the utterance. Because deixis deals with context which we know that it always presents in every communication in our daily life. Understanding the context means understanding pragmatics means the study of relations between language and the context that are grammatical or encoded in the structure of a language. In studying pragmatics, we study about how can recognize what is the main of speaker in the spoken or written form. According to Levinson, pragmatics is the study of those relations between language and context that are Grammatical or encoded in the structure of a language. Such as a scope for pragmatics, there are include the study of deixis (Levinson, 1983:8)

As levinson said above, deixis is one topic in pragmatics that means pointing something through language. Deixis is a technical term (from Greek) for one of the most basic things we do with utterance, it means “pointing” via language. Any linguistic form used to accomplish this “pointing” is called deitic expression.

Deixis is one or the other part of pragmatics that important for written and spoken. Without deixis the reader cannot understand the speaker means in communication. Deixis words used point or referring to something. There are some definitions of deixis from linguists. One of definitions come from Yule (1996), deixis is a technical term that use for pointing. It means that language has deitic words which reffer to things the speaker context. Deixis is one of the most basic things that people do with utterances. There are many researchers that analyzed deixis, because deixis is
needed by people in communication. Deixis can help speaker and hearer to understand each other what the intended meaning of speaker’s utterance. Almost researchers analyze using deixis theory based on Levinson. But, in this research, the researcher used theory of deixis based on Yule. He divided deixis into three, namely person deixis point to things or person (It, I, we, me, etc), spatial deixis used to point to a location (here, there), and temporal deixis used to point to a time (now, then). This research focuses on two points: First, exclusive and inclusive first person deixis we. Second, proximal and distal of spatial and temporal deixis. So, it is the reason why the researcher just analyzes three kinds of deixis.

According to Levinson, traditionally deictic expression is divided into five aspects. They are person, place, time, discourse, and social deixis.

Any expression used to point a person (me, you, him, and them) are examples of person deixis. Person deixis concerns with encoding the role of participant in a speech situation that gives information in utterance produce. Person deixis involves the speaker’s reference to himself (the first person), the examples are the words (I/me) and (we/us). The speaker’s reference to the addressee (the second person), the example is the word (you). Third, the example of the speaker’s reference to other persons and entities are the words (he/him), (she/her), (they /them), and It.

The locative deictic expression denotes the special location of the people and object relative to the participant in the speech event. Words to point location (here, there, this) are example of place deixis. The speaker used that words to the following purposes. First, Identifying entities, e.g. this/these, that/those. Second, informing about location, e.g. here/there. The last, “acknowledging” locations, e. g. come/go. Most languages draw distinction between at least the short spatial deictic systems. Those are “proximal (here)” and “distal (there)”.

The third, deictic reference points locating time, which the time axis used the moment of utterance “you” as a reference, is called time deixis. In addition, we can say the word (pointing time). At the time axis, we can identify several elements such as, before “you” e.g. yesterday and before, moment of utterance “you” e.g. now and
today, and after “you” e.g. soon and tomorrow.

The fourth is discourse deixis. Discourse deixis contains speaker’s utterance in the speech event. Discourse deixis concerns the use of deitic expression within an utterance as a form of orientation inside and unfolding discourse in which the utterance is located. In addition, discourse deixis refers to some portion, e.g. this and that. The deitic expression indicates the relation of the utterance to future or past element of the discourse or conversation. The deitic

Deixis is always found in daily communication or in text. Deixis is found not only in everyday life, but also in literature, for example movie. Movie is a communication tool that is not in scope which becomes a space of free expression in a mass learning process. Strength and ability to reach many movies social segments, which makes expert film have the potential to influence the views of the film is a portrait of reality in society. Film always record the reality that grows and develops in the community and then projected into the screen (Sobur, 2003:5)

*The SpongeBob SquarePants Movie* is one movie title which has unique title and make us curious. For the reason, the researcher chooses *The SpongeBob SquarePants Movie* to analyze, because, the movie is a story containing dialogue that is shown at the cinema. Kid movie is interesting because the actor not only speaks but also using gesture to make the audience more understand. Spongebob movie is one of the appropriate objects for analyzing deixis because there are many utterances in the dialogue, and also there are many gestures and pointing thing in kid movie. Because of the many dialogues in *The SpongeBob SquarePants Movie* script, the researcher intend to analyze the deixis contained in the movie, then the object of the researcher is focused on the function of each deixis in the film *The SpongeBob squarepants Movie*.

*The SpongeBob SquarePants Movie* is a 2004 American live-action animated adventure comedy film based on the Nickelodeon animated television series SpongeBob SquarePants. The film was co-written, directed, and produced by series creator Stephen Hillenburg, with live-action sequences directed by Mark Osborne. The film was released on November 19, 2004. Duration 87 minutes, *"The SpongeBob
"Squarepants Movie" was produced by Nickelodeon Movies, with distributor Paramount Pictures. The film earned $85,417,988 in the United States and $140,161,792 worldwide on a budget of $3 million.

SpongeBob SquarePants cheerfully prepares for the opening ceremony for a second Krusty Krab, expecting his boss Mr. Krabs to promote him as new manager of the new restaurant. Instead, Mr. Krabs names Squidward Tentacles as manager, thinking SpongeBob is too immature to handle the role, much to SpongeBob's depression. Meanwhile, Mr. Krabs' business rival, Plankton, complains about his failures to his computer wife Karen, being unable to steal the Krabby Patty formula. When Karen points out plan "Z", a scheme which he has yet to attempt, Plankton decides to implement it.

That night, SpongeBob drowns his sorrows in ice cream with his best friend Patrick Star. Elsewhere, Plankton steals King Neptune's crown, leaving false evidence to frame Mr. Krabs for the crime, and sends the crown to the distant land of Shell City. The next morning, Neptune barges into the Krusty Krab 2 and threatens Mr. Krabs for his alleged thievery. SpongeBob arrives and chastises Mr. Krabs under the influence of an ice-cream headache, but seeing his boss's life at risk shocks SpongeBob back to his senses and he promises Neptune that he will retrieve the crown from Shell City. Neptune is convinced by his daughter Mindy to spare Mr. Krabs for the time being and freezes him instead, ordering SpongeBob to return with the crown in six days. Soon after SpongeBob and Patrick leave for Shell City, Plankton steals the Krabby Patty formula and uses it to produce and sell Krabby Patties at his restaurant, the Chum Bucket. He also gives away free Chum Bucket helmets to his customers, which are actually mind-controlling devices that Plankton activates to control Bikini Bottom's residents and take over the city. Squidward goes to the Chum Bucket to confront Plankton, but is captured and enslaved by the customers.

After overcoming several setbacks on their journey, SpongeBob and Patrick reach a dangerous, monster-filled trench. Coming to the conclusion that they cannot complete
their quest due to their immaturity, they tearfully give up. Mindy, however, arrives at the trench and tells SpongeBob and Patrick of Plankton's plan. She pretends to magically turn them into men by giving them seaweed mustaches. With their confidence boosted, they brave the trench but are confronted by Dennis, a hitman hired by Plankton to eliminate them. Dennis is stepped on by a hardhat diver that SpongeBob and Patrick believe to be a Cyclops. The Cyclops grabs SpongeBob and Patrick, and takes them to his beachside store, revealed to be Shell City.

The researcher interested in taking the theme of deixis because, some people or the public do not realize that they always and surely use deixis in their daily conversation, and here it can be concluded, there is knowledge that is learned academically and there is also knowledge learned by only interacting with ordinary people or also called non-academic. Due to the unconsciousness of some people about deixis but they use it in everyday life, making researcher interested to tell some of these people and more broadly to everyone, that deixis is part of science, which is part of linguistic science.

Then the researcher chose the film *The SpongeBob Squarepants Movie* as an object because not only as the researcher explained before, but the researcher also read about the biography of the script writer, which the deceased said was not officially. *The SpongeBob Squarepants Movie* is a film for children but contains humor or adult jokes in it, so this is more like a film for adults but wrapped in cartoons as the face of the film itself. This is unique in my point of view to dig deeper into the film *The SpongeBob Squarepants Movie* as the object of my research.

Based on those explanations studies above, the researcher realizes there are many writers who conducted the research on the same topic and theory. However, this research is not much different from those studies in terms of the object. This research takes movie script as the object of the study. Here, the researcher wants to show deixis which is used in every language, although in simple words. Finally, the researcher carries out the research entitled Deixis in “*The SpongeBob Squarepants*
1.2 Research Question

Based on the number of people who are not aware that deixis is used in everyday conversation, therefore this research reveals how people know the type and function of diexis. From this problem, the research questions are:

1. What types of deixis are found in *The SpongeBob Squarepants Movie* script?
2. What is the function of the deixis form found in *The SpongeBob Squarepants Movie* script?

1.3 Objective of the Research

The purposes learn this research are:

1. Identifying the types of deixis used in *The SpongeBob Squarepants Movie* script.
2. Finding out the function of deixis in *The SpongeBob Squarepants movie* script.

1.4 Significance of the Research

This research has two significance. Academically, this research is beneficial to enrich knowledge about linguistic. It is expected the result of the study be able to improve the knowledge body of pragmatics. Practically, this research is directed to those who are interested in linguistic field especially in deixis field.

1.5 Scope and Limitation

This research focused on George Yule’s theory which consist of three kinds of deixis namely person, spatial and temporal deixis.
“The SpongeBob Squarepants Movie” by Hillenburg is one of the most famous cartoons in theaters, because of many cinema cartoons the researcher chose to take it as an object in this study. Actually SpongeBob itself is a cartoon that aired on American television and has aired in several tens of countries including Indonesia. In this cartoon cinema also contains a lot of deixis. Finally, from the many choices of cartoons researcher decided to choose one of Hillenburg’s work’s, entitled “The SpongeBob Squarepants Movie” script.

1.6 Definition of Key Terms
In this part, there are some explanation to understand the context easier. The definition of key terms are as follows conceptual:

1. **Deixis** is a technical term (from Greek) for one of the most basic things we do with utterances. It means “pointing” is called a deitic expression (Yule, 1996:9)

2. **Personal Deixis** concerns the encoding of the role of participants in the speech event in which the utterance in question is delivered (Levinson, 1983:62)

3. **Spatial Deixis** concerns the encoding of spatial locations relative to location of the participants in the speech event (Levinson, 1983:62)

4. **Temporal Deixis** concerns the encoding of temporal points and spans relative to the time at which an utterances was spoken (or a written message inscribed) (Levinson, 1983:62)

5. **Movie** is a series of moving pictures recorded with sound that tells a story, shown on television or at the cinema or movie theater (Oxford Learner’s Dictionary, sixth edition)

6. **Script** A written text of a play, film or movie, broadcast, and talk (Oxford Learner’s, sixth edition)