CHAPTER I

INTRODUCTION

This chapter offers an overview of the research project, including a background of research, statement of problem, research purposes, research significances, and a definition of the key terms used.

1.1 Background of Research

The development of technology and information until now has been proven by the emergence of new media which use is increasingly massive (Imarshan, 2021). Currently, podcasts are one of the communication media that has become increasingly popular over the past few years. With an audio-visual format that is flexible and easily accessible anytime and anywhere by anyone. Podcasts feature a variety of interesting content ranging from entertainment, education, to in-depth documents on various topics along with the increasing popularity of podcasts. One of the unique characteristics of podcasts is their natural and spontaneous conversational nature, which reflects the everyday verbal interactions between speakers and listeners. This makes podcasts a rich source of linguistic data to be analysed in various aspects of language, including pragmatic strategies.

Pragmatics is a branch of linguistics that studies the external structure of language, namely how language units are used in communication. Yule (1996) states that Pragmatics is the analysis of meaning as expressed by a speaker (or writer) and interpreted by a listener, it encompasses the process of deciphering what people mean in a specific context and determining the impact of the context on the meaning conveyed. Pragmatics studies a language that turns out to also have a meaning or meaning other than what is said by someone. The speech partner should also understand what the speaker actually means, so that there is no misunderstanding between the two. So that both speakers and speech partners can both accept it (Listiyani & Nafarin, 2020). One important aspect of pragmatics is Deixis. Levinson (1983) states that deixis

concerns the ways in which language encodes of grammaticalize features of the context of utterance or speech event. Deixis refers to words or phrases that require context for interpretation of meaning. According to Levinson (in Ayu & Muslim, 2023) deixis is a word borrowed from the Greek word means pointing or indicating. Any linguistic forms used to accomplish this 'pointing' is called a deictic expression. Deixis is a field of study that examines the relationship between language and the context of speakers (first person) and speech partners (second person). It analyses the meaning of speech acts in the absence of contextual cues. Deixis is a word whose reference changes depending on the context. It is also stated that deixis is a part of pragmatics, which relates to certain words or sentences that change due to the context (Lorenza, Arsyad, & Kasmaini, 2024). One type of deixis that is relatable to context is discourse deixis.

Levinson (1983) stated that discourse deixis pertains to the orientation of a text, whether it be the writer or the speaker, and the relationship between the text passages and the current utterance, whether that be in terms of time (past, future, or present) or context (sequential or simultaneous). Discourse deixis can reveal many things about the dynamics of interaction and the communication strategies used. Conversely, discourse deixis enables the speaker to direct the listener's attention to specific, pertinent segments of the dialogue, whilst establishing a linkage between past, present, and future elements within the discourse. Consequently, discourse deixis fulfils a dual function: it serves as a tool for referring to specific information and as a means to organise the manner in which that information is conveyed and understood within the context of the interaction. It encodes a reference to portions of the discourse in which the utterance is embedded. Therefore, the researcher chooses discourse deixis research because in pragmatics deixis is directly related to the way speakers manage identity, roles and social relationships in interactive conversation.

The interactive and dialogic nature of YouTube podcasts makes them an interesting subject to study. In interactions between speakers and listeners, deixis is often used to establish rapport, create a familiar atmosphere, or emphasize certain information.

Therefore, analysing the deixis of YouTube podcasts can shed light on how speakers use language to establish a context that resonates with their listeners. In podcasts, the use of discourse deixis serves to refer to certain parts of a discourse or conversation. Discourse deixis is often used in everyday conversation to maintain continuity, connect ideas, or explain certain parts of the conversation. Here are some reasons for the importance of discourse deixis in everyday conversation, for example, the use of the words 'this', 'that', 'so', or 'as previously mentioned', helps the speaker to mark certain parts of the conversation that have been or will be discussed. This makes it easier for the listener to understand the structure and flow of the conversation.

Communication in podcasts that is often spontaneous can provide its own complexity in the use of discourse deixis. As in the podcast on the Dive Studio channel entitled Daebak Show, with many topics of discussion in various episodes and with various guest stars Daebak Show presents many uses of discourse deixis. Daebak Show itself is a podcast that invites Korean Idols as guest stars and the chats are packaged in English. Researchers focused on the Daebak Show season 3 episode 12 podcast entitled ENHYPEN's JAY & JAKE had 'FATE' to Join Eric Nam | DAEBAK SHOW S3 EP12. Eric Nam is the host of the Daebak Show Podcast and he is the co-founder of the channel dive studio. Jay and Jake are members of the Korean-based boy group Enhypen who are become guests star on this Daebak Show Podcast. Researchers chose this episode because the podcast in question involves more than two people so that there will be more discourse deixis used.

Here are some previous studies on discourse deixis. The first previous research that researcher read was from Cindy Selfians (2024) which entitled " DEIXIS USED IN THE MAIN CHARACTER OF THE KINGDOM (2007)". This research discusses various types of deixis, and the referent of deixis in the main character of the kingdom film.. The method used in this research is qualitative method with descriptive approach. Data sources were taken from the kingdom script.

The second previous research was conducted by Miftakhatus Sa'diyah (2019). It was entitled "Discourse Deixis Analysis Found in A "Robin Hood" Short Story by Sally M. Stockton". The research aimed to identify the type of discourse deixis used in the movie and to explaining the timeline of events from the short story "Robin Hood" by Sally M. Stockton. based on the kinds of discourse found. This research used the qualitative method. Data sources were taken from Robin Hood's short story script.

The third previous research that researcher read was conducted by Anggita Adzani Rahmaddiah (2024) entitled "Discourse deixis in Islamic sermon on Mufti Menk's YouTube channel". This research was descriptive qualitative. The subject was the transcript of Mufti Menk's YouTube channel program. The writer analysed the transcript and the discourse deixis used in it. This research looks at the types of discourse deixis and the function of discourse deixis in Mufti Menk's YouTube Channel.

Some previous studies provide the same domain which is deixis with different objects. What distinguishes this research from previous studies is the object. In addition, there are also many data that refer to discourse deixis such as speeches, movies, scripts, and others. However, some of the above studies have different objects and problems from this study. Objects and problems that are different from this study. this study focuses more on the matter and discussion of the types and functions of discourse deixis conveyed by the speaker in Daebak Show's podcast. By studying the linguistic and functional aspects of discourse deixis in podcasts, this research is expected to provide deeper insights into the role of podcasts as a medium of communication and knowledge sharing in the digital era. By examining the types and functions of discourse deixis, students can show how the use of deixis helps create cohesion and coherence in discourse, clarify the flow of communication, and how context plays an important role in the interpretation of meaning.

The results show that the use of discourse deixis is instrumental in maintaining the connectedness of information in discourse, especially in verbal communication such as podcasts.

Furthermore, this research also aims to highlight how context plays an important role in the interpretation of meaning. In podcasts, conversations often involve the use of words or phrases that require context to be fully understood, such as the use of demonstrative words, anaphora and cataphora. By understanding how context contributes to the interpretation of meaning through discourse deixis, this research can provide new insights into how speakers and listeners interact in an audio-based conversation. It also reflects the importance of pragmatic elements in establishing effective communication.

1.2 Statement of Problem

From the background in this research above, the researcher concludes that there are two questions that will be the main focuses on this research, they are:

1. What types of discourse deixis are used by Eric Nam, Jay and Jake in Daebak Show's Podcast Season 3 Episode 12?
2. What functions of discourse deixis are there used by Eric Nam, Jay and Jake in Daebak Show's Podcast Season 3 Episode 12?

1.3 Research Purposes

Based on the formulation of the research question above, the researcher is intended:

1. To find out the types of discourse deixis used by Eric Nam, Jay and Jake in Daebak Show's Podcast Sseason 3 Episode 12.
2. To investigate the functions of discourse deixis used by Eric Nam, Jay and Jake in Daebak Show's Podcast Season 3 Episode 12.

1.4 Research Significances

This research has important significance in both the theoretical and practical realms, especially in the fields of linguistics, communication, and digital media production. Theoretically, it is hoped that the findings of this research can add knowledge about the types and function of using discourse deixis in Eric Nam's podcast with Jay and Jake on daebak show. Practically, this research is expected to help readers to analyse the type of discourse deixis and the function of discourse deixis, and this research is also expected to be a source for further research.

1.5 Definition of Key Terms

1. **Pragmatics**

   Pragmatics is the study of the meaning of communication between speakers and its interpretation by listeners or readers (Yule, 1996).

2. **Deixis**

   Deixis is a reference made through an expression that depends on context. It is a pointer word whose reference can move depending on who is speaking, the time, and the place.(Levinson, 1983)

3. **Discourse Deixis**

   The term 'discourse deixis' is used to describe the use of expressions within an utterance to refer to a portion of the discourse that contains that utterance (including the utterance itself). In addition to this, discourse deixis can also be defined as a number of other ways in which an utterance signals its relation to surrounding text. (Levinson, 1983)

4. **Podcast**

   Podcasts are a type of digital media in the form of audio recordings that are available online and usually take the form of a series with episodes that cover a specific topic. Podcasts usually include interviews, discussions, or monologues from a host or interviewee, and they can be listened to at any time.

1.6 Organization of Writing

There are five chapters in this research, which are as follows:

a. Chapter I

This chapter explains the introduction of the research by describing the research background, statement of problems, research purposes, research benefits significances, research significance, definition of key terms and organization of writing.

b. Chapter II

This chapter discusses the theoretical foundations. That is explaining the theories used in this research, including pragmatics theory, deixis, discourse deixis, and Levinson's deixis strategy theory.

c. Chapter III

This chapter presents the methodology used in this research. This includes the research design, the sample of data, the source of data, the technique of collecting and the technique of analysis of the data.

d. Chapter IV

This chapter is an explanation and discuss of finding data. includes an analysis of the data found on discourse deixis using the theories and theories and methods discussed in the previous chapter

e. Chapter V

This chapter is contain the conclusion and suggestion so that future research can even better.