

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher provides a comprehensive overview of the research, including research background, previous research, research problem, research objective, research significance, and clarification of key terms.

#### **1.1. Research Background**

Effective communication heavily relies on understanding the language used and the surrounding context. Context refers to the situation, background, or environment in which communication occurs. According to Brogaard (2012:114), context is a sequence of parameters that includes, at a minimum, the world, the speaker, time, and place. Therefore, context plays an important role in determining how language is used and understood, as the meaning of an utterance often depends on the surrounding situation (Levinson, 1998). In communicative interactions, context holds significant importance because the meaning of a message is not solely determined by the words spoken but also by the situation in which the message is conveyed. Thus, context is an important element that provides additional information to clarify the speaker's intent, allowing for a more accurate interpretation of meaning. For instance, the exact words can have different meanings depending on who is speaking, to whom the message is addressed, and under what communicative conditions. Therefore, context is closely related to the study of pragmatics, as the study of language always requires context.

According to Yule (1996: 3), pragmatics is the study of interpreting the meaning conveyed from the speaker to the listener or reader. In other words, when someone utters an utterance, the meaning contained in the utterance can go beyond what is explicitly expressed. In addition, pragmatics is a field of study that discusses meaning in relation to speech situations, which include the elements such as the speaker and the addressee, context, purpose, illocutionary acts, speech, time, and place (Leech, 1983). In this case, pragmatics does not only focus on the literal meaning of words, but also

considers how that meaning is understood based on social relationships, cultural background, and the interaction between the speaker and the listener. Pragmatics is a branch of linguistics that has several subfields, one of which is Deixis. Deixis is a form of language in the form of words or others that function as a pointer to something or a specific function outside of language (Putrayasa, 2015: 38). In other words, a form of language is considered to have a deictic property if its reference or meaning changes depending on who is speaking, as well as depending on the time and place when the word is spoken.

In daily life, humans are constantly communicating. Communication will be effective if both the speaker and interlocutor are able to interact well. However, in the communication process, the speakers and the interlocutors often have different backgrounds, such as age, gender, social status, and cultural background, which can influence the way they communicate. These differences are known as social deixis, which plays a role in indicating the social relationship between the communicators. According to Levinson (1983: 89), social deixis is a social level differentiator between participants. Thus, social deixis refers to the use of language to indicate differences in social status, social role, or level of familiarity between speakers and interlocutors. In practice, we can find the use of social deixis in everyday life across various media, one of which is a documentary.

A documentary is a film, television program, video, or radio broadcast aimed at recording and presenting events, incidents, or facts that truly occur in the real world. According to Nugroho & Sahada (2019), a documentary is a work that objectively portrays reality without fabrication, based on actual facts. In other words, a documentary can be defined as a work that records and documents real-life events without any fictional elements or manipulation in its presentation. Additionally, documentaries play a crucial role in providing audiences with insights and a broader understanding of various aspects of life. Therefore, documentaries make a significant contribution to recording history, uncovering the truth, and deepening comprehension of various social and cultural phenomena in society.

In this research, the documentary analyzed is a documentary series titled *Formula 1: Drive to Survive*, which consists of six seasons. This documentary series is a collaboration between Netflix and Formula 1, aimed at providing an in-depth behind-the-scenes look at the lives of the drivers and their actions in the Formula One World Championship arena. This series not only highlights the racing activities themselves but also showcases the use of social deixis applied by the characters in their daily lives. Each episode features interactions between various parties, including drivers, fans, reporters, families, teams, and sponsors, reflecting the use of social deixis. In this documentary, formal greetings or expressions of respect toward senior individuals or those holding high positions often utilize the full name of the person being addressed. Meanwhile, informal greetings or expression such as “man”, “mate”, and “boy” are commonly used when interacting with teammates or individuals of the same age or lower position than them. Besides conveying information, each conversation also reflects social relationships as well as the level of formality or informality among the characters. This use of social deixis enriches the dynamics of the story and provides a realistic depiction of how the characters interact based on their roles, positions, and relationships in a professional context.

Several previous research on social deixis are used as references. The first previous research was conducted by Eka Gita Dewanti (2014) with the title *Fillmore's Social Deixis Found in Dee's Perahu Kertas Novel*. This research utilized Fillmore's (1975) theory to analyze the types of social deixis used in the novel *Perahu Kertas*. This research found that among all types of social deixis proposed by Fillmore (1975), the honorific category was the most commonly encountered, specifically in the nickname category, with a total of 13 examples of nickname usage identified in the research.

The second was conducted by Nisrina Azmil Muna (2023) with the title *Social deixis in Lay Zhang's Interview on the Zach Sang Show YouTube Channel*. This research utilized Levinson's (1983) theory to analyze the types of social deixis and functions of social deixis found in Lay Zhang's interview on the Zach Sang Show. This

research found that the use of social deixis in the speaker and referent category was the main type of social deixis identified, with a total of 18 data.

The last one was conducted by Diva Ghaida Azzahra (2024) with the title *Social Deixis in Joe Biden's Second State of The Union Address to The United States Congress*. This research utilized Levinson's (1983) theory to analyze the types of social deixis and their functions in Joe Biden's speech. This research revealed that the main type of social deixis found was relational deixis, particularly those indicating the relationship between the speaker and the listeners who hold authority (authorized recipients), with a total of 21 data found.

The difference between this research and previous research lies in the object analyzed and how the use of social deixis can influence the interactions that occur between individuals. In this research, the researcher uses a documentary series entitled *Formula 1: Drive to Survive Season 4* as the object of analysis. This series shows that in the world of car racing, the documentation presented is not limited to race footage but also highlights the use of social deixis forms employed by the individuals involved.

## 1.2. Research Question

Based on the research background above, the researcher formulates the following research questions:

1. What are the types of social deixis found in the documentary series *Formula 1: Drive to Survive season 4*?
2. What are the functions of social deixis in the documentary series *Formula 1: Drive to Survive season 4*?
3. How social deixis influence the interaction among individuals in the documentary series *Formula 1: Drive to Survive season 4*?

### 1.3. Research Objective

Based on the research question above, the research objectives of this study are:

1. To find out the types of social deixis found in the documentary series *Formula 1: Drive to Survive season 4*.
2. To find out the functions of social deixis found in the documentary series *Formula 1: Drive to Survive season 4*.
3. To analyze how social deixis influence the interaction among individuals in the documentary series *Formula 1: Drive to Survive season 4*.

### 1.4. Research Significance

The researcher hopes that this study will provide value to both readers and fellow researchers who are interested in linguistics, especially in the field of pragmatics, with a focus on social deixis. The significance of this research can be divided into two main categories: theoretical significance and practical significance.

Theoretically, this research is expected to contribute further insights into the field of pragmatics, particularly regarding social deixis in series *Formula 1: Drive to Survive Season 4* documentary series, and the results of this research can enhance the understanding of speech analysis by exploring the types and functions of social deixis. Thus, the readers will get a better understanding of both research objectives as a result of this research. The analysis provided in this research is also expected to contribute valuable data for future pragmatics research, especially for researchers who are interested in deixis.

Practically, English Department students can utilize the results of this research as an example for analyzing the grammatical complexity of speech. For lecturers or educators, this research can serve as a reference to help improve student's ability to understand context within an utterance. Additionally, this research is also expected to play a significant role in supporting future research for those interested in exploring social deixis on similar subject from different perspectives.

## **1.5. Clarification of Key Terms**

### **1. Pragmatics**

Pragmatics is a branch of linguistics that studies the relationship between language and context, and how that context influences the meaning and interpretation of utterances in communication. In pragmatics, the main focus is on the intention behind utterances and how non-linguistic factors such as the situation, participants, and communication goals contribute to understanding language.

### **2. Deixis**

Deixis is a linguistic phenomenon related to words or expressions whose meanings depend on the context of communication, particularly the identity of the speaker, the time, and the location of the conversation. In other words, deixis refers to elements within language whose interpretations varies depending on the situational context in which communication occurs.

### **3. Social Deixis**

Social deixis is a type of deixis that shows the difference in social characteristics between the speaker and the listener, and reflects the social status and relationship between them in the context of communication. The use of social deixis can be observed through terms like “man” “brother,” or “sir,” which indicate the social standing and intimacy between the participants in the conversation.

### **4. Formula 1: Drive to Survive**

*Formula 1: Drive to Survive* is a documentary series resulting from a collaboration between Netflix and Formula 1, delving into various aspects of life behind the Formula 1 racing competition. The series explores the intense struggles of drivers and teams in their pursuit of the world championship title, while highlighting the dynamics of rivalry and drama that takes place both on and off the track.