

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of the background of study and previous studies, research problems, objectives of study, significance of study, clarification of key terms, and organization of the paper.

1.1 Background of Study

Humans need communication as a way to be able to understand messages, socialize, and also interact with each other. Communication is a complex process and has an important role in human life, it is a way of conveying messages to create understanding between individuals in order to exchange information, ideas, and emotions through various forms of language, namely verbal language and nonverbal language, due to differences in background, age, gender, and social status (Rogers & Kincaid, 1981).

In an era of digital globalization, communication across cultures has become more dynamic yet complex, through social media to share messages in the form of text, images, sounds, videos, and other information with others. Social media makes it easy for humans to communicate both locally and internationally, even though in a different part of the world and has a different time zone. Currently social media contains many applications to communicate and share this information, one of which is Youtube. One of the most popular mediums today is the podcast, which involves speakers from different social and cultural backgrounds.

Podcasts are audio or video recordings that can be listened to via the internet, can be broadcast directly or indirectly. Podcasts themselves can be conversations, interviews, or narratives from one or two or more people (Zellatifanny, 2020). Communication in podcasts with international or multicultural audiences often faces various barriers to communication due to significant cultural differences. The podcast format aims to sound relaxed but still informative. In a communication, it will always refer to words or phrases whose meaning depends on a particular context. One of the sciences that can be studied to analyze the context in a communication is pragmatics.

Pragmatics is a branch of linguistics that emerged from the views of Morris (Posner, 1987) regarding semiotics, which is the study of sign systems or symbols. Pragmatics is a linguistic science that studies how meaning can be influenced or interpreted by the context of language use, it is also a science that studies how context can affect the meaning that communicators want to convey in a communication. Pragmatics has several branches of science, including deixis. Pragmatics and deixis are interrelated because deixis is an aspect that studies the meaning of words or phrases not depending on the structure of the language itself, but depending on the context in which it is used.

According to Levinson (1983), deixis is a term in linguistics that refers to elements of words or phrases in language whose meaning depends on the context of use for the interpretation of their meaning, especially on situational aspects such as time, place, social, and people involved in the conversation. Deixis is divided into several types, namely: *Personal Deixis*, *Place Deixis*, *Time Deixis*, *Discourse Deixis*, and *Social Deixis*. Deixis helps in understanding the relationship between language and situational context in conversation. In daily communication, the role of deixis is certainly very important to be able to ensure that the meaning conveyed by the speaker can be understood by the listener. A meaning in a sentence can be misinterpreted if you don't understand the context. Examples of words such as 'I', 'you', 'here', 'there', 'this', and 'that' if they do not have a fixed reference will be difficult to understand, but if they use a context then the listener can understand the meaning conveyed by the speaker. Communication is something that reflects social relations, therefore this can be analyzed through the use of social deixis. In such conversations, the use of appropriate language particularly, social deixis plays a crucial role in maintaining politeness, clarity, and social harmony.

Social deixis is a type of deixis that refers to aspects of the social relationship between the speaker and the listener, which shows the social level or form of respect found in formal and informal word choices. Social deixis is directly related to social dynamics in communication, and it reflects how social relations and status between speaker and listener are manifested in language. The use of different forms of address in various situations indicates the level of formality, closeness, or differences in social status. In the context of a diverse modern society, a good understanding of social deixis can help individuals communicate more effectively, especially in an intercultural context (Fitriani et al., 2024). Brown and Levinson (1987) in Politeness Theory explain

that the relationship between social deixis and politeness can be seen from the identity of social status, respecting social differences, encoding emotions and empathy. Politeness here explains language choices, including the use of social deixis forms, depending on factors such as the level of power, social distance, and the risk of threats to one's expression. This form of social deixis allows the speaker to convey respect, closeness, or hierarchy in social relationships (Brown et al., 1987).

In an increasingly globally connected world, an understanding of social deixis is becoming increasingly important. Social deixis, which includes the use of greetings, titles, and pronouns that indicate social status or relationships, plays an important role in establishing conversational dynamics and keeping listeners engaged. Each culture has different norms and rules in the use of language that shows respect and formality, especially in the context of K-Pop culture which is full of social norms and hierarchies typical of Korean culture. Social deixis that indicate social status, plays a central role in regulating interactions between individuals, both among idols and fans, and between idols and their colleagues in the industry. The use of social deixis in K-Pop reflects highly organized social relationships, which are usually based on age, experience, and social position. This shows that social deixis plays an important role in maintaining social harmony and respecting cultural norms. In K-Pop culture, the use of greeting words like “sunbae” (senior), “hoobae” (junior), or nicknames like “oppa,” “unni,” and so on, are examples of social deixis that show respect, closeness, or familiarity. This not only conforms to Korean cultural norms, but also builds emotional bonds between idols and international fans. Beside that for introducing aspects of Korean culture more broadly, strengthening emotional connections, and creating cross-cultural respect and understanding.

The following are some previous studies that support this research. First, there is the main supporting research from the science of social deixis researched by Nur Amalin Nabila (2023) which analyzes the *Social Deixis used by Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast*. This study analyzes what types of social deixis are used by Eric Nam as host and Johnny of NCT 127 as guest stars in the podcast, as well as what are the function analysis of social deixis used in the conversation found by the writer. In this research object, 89 data were found that were included in the population data as a category of social deixis expressions, but only 62 data from a total of 89 population data were used as data in this study because there were similar expression data and could be categorized as one data. In the analysis, 49 data can be classified into relational social deixis expressions. The data contains 34

speaker and referent, 4 speaker and addressee, 9 speaker and bystander, and 2 speaker and setting. In addition, there are 13 data for absolute social deixis expressions found in the research object, it contains 5 authorized speaker and 8 authorized recipient absolute.

The second research from Nisrina Azmil Muna (2023) which examines *Social Deixis in Lay Zhang's interview on the Zach Sang Show YouTube Channel*. This research analyzes what types of social deixis are found in interviews conducted by Zach Sang and Lay Zhang, and what are the functions of social deixis found by the writer in analyzing these interviews. Based on the analysis, there are 46 data that show two types of social deixis, relational and absolute. There are 30 relational social deixis expressions found which contain 18 speaker and referent, 4 speaker and addressee, 6 speaker and bystander, and 2 speaker and setting. Meanwhile, there are 16 data of absolute social deixis expressions containing 6 authorized speakers, and 10 authorized recipients. The function of social deixis in this study is to show differences in social status, politeness, and social identity.

The third research is the result of an analysis by Dwina Shafira Nursantika (2024) which examines *Social Deixis in Oprah Winfrey's interview with Megan Markle and Prince Harry on talk show CBS Morning (2021)*. This study analyzes what types of social deixis are found in interviews conducted by Oprah Winfrey with Megan Markle and Prince Harry, as well as what are the functions of social deixis found by researchers in analyzing these interviews. In this study, three types of relational social deixis were found with a total of 69 and two types of absolute social deixis with a total of 9. Then researchers found four functions of social deixis, namely: social status differentiation with a total of 28, politeness with a total of 4, social identity with a total of 12, and closeness relationship with a total of 34. Based on these data, the dominant types of social deixis expressions used are speaker and referent honorifics, and the dominant function of social deixis is social deixis as a closeness relationship.

The fourth research is from Diva Ghaida Azzahra (2024) which examines *Social Deixis in Joe Biden's Second State of The Union Address to The United States Congress*. This research was analyzed with the aim of answering what types of social deixis used by Joe Biden in the congress, as well as what are the functions of social deixis used by Joe Biden found by Biden researchers in the congress. The analysis found 74 utterances containing social deixis expressions, which are classified into 50 data for relational social deixis and 24 data for absolute social deixis. Then 27 utterances were found to be divided into specific functions of social deixis, namely 2

data as social status differentiation, 10 data as a sign of politeness, and 15 data as an indicator of social identity.

The last previous study, there is from Rezqi Hidayat (2023) which examines *Social Deixis used by the characters in Spiderman : No Way Home (2021)*. This research was analyzed with the aim of answering what social deixis is used by the characters in the movie “Spiderman : No Way Home”, and what is the function of social deixis used by the characters in the movie “Spiderman : No Way Home”. This research indicate that there are 101 types of social deixis contain social deixis. The data consist of 66 relational social deixis, including speaker and referent data (referent honorific) is dominant. In addition, there are 35 absolute social deixis data, including data of authorized recipients is the most dominant. Furthermore, the writer found 59 data about the function of social deixis, including data of closeness relationships is the most dominant.

In these studies, there are similarities in the discussion of pragmatics science, the topics analyzed have in common, namely Social Deixis. There are results of the analysis of how to find types of social deixis and explain their use and references. The difference between this research and previous studies is the object of research. The use of social deixis and its function in podcast videos is the main highlight in this research. The writer will analyze a podcast from the Dive Studios YouTube channel, the video is titled “*MARK of NCT 127 Never Stops Talking, Can Anyone ‘Fact Check’ This Convo?! DAEBAK SHOW S3 EP15*” which was attended by two South Korean idols named Eric Nam as the host and Mark Lee from NCT 127 as a guest star. The writer chose this podcast because its content is in line with the focus of the research, which is to observe the use of social deixis in natural conversations but still has a clear value of social interaction. The podcast features guest star from different cultural backgrounds, Eric Nam as Korean-American host and Mark Lee of NCT as Korean-Canadian guest star, so that the forms of greetings, calls, and social references are more diverse. In addition, the interactions between the host and guest star show rich social relationship dynamics, making the resulting data relevant and in-depth to analyze. The main objectives in this study are to identify the types of social deixis that appear in the video with the latest research object, and to analyze the role and function of social deixis, explore how the variation of social deixis in the research object.

1.2 Research Problems

Language is very important for humans to communicate in life. In daily conversations, of course, humans use various words and phrases to understand the context of speech. In an utterance, there must be many meanings that contain deixis expressions. The number of references and meanings can help understand the context in the utterance. The problem analysis here is the types of social deixis and their functions in pragmatics studies, which are related to the meaning in an utterance. Basically, if humans communicate with other people and have different social status, then the context in every sentence spoken has the meaning of the expression of social deixis.

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

- 1) What types of social deixis are used by Eric Nam and Mark Lee of NCT 127 in K-Pop Daebak Show Podcast S3 EP15?
- 2) How functions of social deixis are used by Eric Nam and Mark Lee of NCT 127 in the conversation?

1.3 Objectives of Study

Based on the formulation of the research question above, the writer is intended this research aims to understand how social deixis can influence the conversation between speakers and listeners in a podcast with the main objectives of this study :

- 1) To identify and describes the types of social deixis used by Eric Nam and Mark Lee of NCT 127 in K-Pop Daebak Show Podcast S3 EP15.
- 2) To analyze the functions of social deixis expressions in the conversation.

1.4 Significance of Study

The aims of this research are expected to contribute to the use of language and understanding of meaning in an utterance, as well as to expand linguistics, enrich language understanding, and understand the concept of meaning in pragmatics science. The main finding in this research is the topic of deixis, especially social deixis in conversation in a podcast. In this study, the writer describe what types of social deixis and what functions of social deixis were found in the data.

This research is expected to contribute to both theoretical and practical aspects: Theoretically, it enriches the study of pragmatics, especially in the analysis context of social deixis in modern media discourse, and contributing to the teaching of pragmatics. Practically, it can serve as a reference for lecturers and students in English Department, in linguistic and communication studies. This research can use as an additional source and learning reference in the Pragmatics course and can provide an overview and help other the writer analyze types of social deixis, classify social deixis, and explain function of social deixis in the context of podcasts for other students.

1.5 Clarification of Key terms

1.5.1 Deixis

Deixis refers to linguistic expressions whose interpretation is dependent on the context in which they are used, is an aspect of language that refers to elements in the context of communication to interpret its meaning, depends on the social and situational context, and can vary based on the culture and language used by the speaker.

1.5.2 Social Deixis

Social deixis is an expression that shows or expresses the social that exists between the roles of the speaker and the listener, especially in social aspects.

1.5.3 Podcast

Podcast are digital media consisting of a series of audio or video episodes that can be downloaded or played streaming. Podcasts are a flexible and engaging form of media, offering different types of content for various audiences.

1.6 Organization of the Paper

The following are the organization of the paper which consist of 5 chapters, there is :

Chapter I : The first chapter describes six-parts of an introduction, which consist of research background, research question research objective, research significance, classification of terms, and organization of the paper.

Chapter II : The second chapter discusses the theoretical framework, explain about pragmatics, context, deixis, types of deixis, social deixis, type and function of social deixis, and explanation about a talk show podcast.

Chapter III : The third chapter discusses the research methodology which consist of research design, sample of data source of data, technique of collecting data, and technique of analyzing data.

Chapter IV : The fourth chapter discusses finding and discussion of the research about social deixis which focuses on answering research question ; those are types of social deixis and functions of social deixis are used by Eric Nam and Mark Lee of NCT 127 found in K-Pop Daebak Show Podcast S3 EP15.

Chapter V : The last chapter is presents the outcome of this undergraduate thesis which is divided into two parts based on the findings of the research with the title *Social Deixis and Their Functions in K-Pop Daebak Show Podcast Season 3 episode 15*.

