

ABSTRACT

Bilqis Nur Azizah. 1225030036. Social Deixis in Prabowo Subianto's Speech at the 80th United Nations General Assembly. An Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisors: 1. Drs. Irman Nurhapitudin, M.Hum.; 2. Ice Sariyati, S.S., M.Pd.

Social deixis is a linguistic feature that shows social relationship between people in a speech, such as status, roles, identity, and social distance. This feature is important because it helps explain how speakers position themselves and others in communication, especially in formal and international settings. The uniqueness of social deixis in diplomatic communication became the reason for conducting this research. This study aims to analyze the types and functions of social deixis used in Prabowo Subianto's speech at the 80th United Nations General Assembly. This research used a descriptive qualitative method. The data were taken from the transcript of the speech and were analyzed using Levinson's (1983) theory of social deixis as the main theory, supported by other theories. The data were identified, classified, and interpreted based on the types and functions of social deixis found in the speech. The results showed that there were two main types of social deixis namely relational social deixis and absolute social deixis. Relational social deixis was more dominant, including speaker and setting (10 data), speaker and addressee (9 data), speaker and referent (6 data), and speaker and bystander (6 data). Meanwhile, absolute social deixis consisted of authorized recipient (8 data) and authorized speaker (1 datum). In terms of function, social identity was the most dominant with 14 data, followed by social status differentiation (9 data), politeness which included negative face (7 data) and positive face (2 data), and closeness relationship (5 data). Based on these findings, it can be concluded that social deixis in the speech is mostly used to build a sense of togetherness and shared identity, while still showing respect in a formal situation.

Keywords: political speech, pragmatics, social deixis, United Nations General Assembly

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Deixis sosial merupakan fitur linguistik yang menunjukkan hubungan sosial antara orang-orang dalam satu tuturan, seperti status, peran, identitas, dan jarak sosial. Fitur ini penting karena membantu menjelaskan bagaimana penutur memposisikan diri mereka sendiri dan orang lain dalam komunikasi, terutama dalam situasi formal dan internasional. Keunikan deiksis sosial dalam komunikasi diplomatik menjadi alasan dilakukannya penelitian ini. Penelitian ini bertujuan untuk menganalisis jenis dan fungsi deiksis sosial yang digunakan dalam pidato Prabowo Subianto pada Sidang Majelis Umum Perserikatan Bangsa-Bangsa ke-80. Penelitian ini menggunakan metode deskriptif kualitatif. Data diambil dari transkrip pidato dan dianalisis menggunakan teori deiksis sosial dari Levinson (1983) sebagai teori utama, yang didukung oleh teori-teori lain. Data diidentifikasi, diklasifikasikan, dan diinterpretasikan berdasarkan jenis dan fungsi deiksis sosial yang ditemukan dalam pidato tersebut. Hasil penelitian menunjukkan bahwa terdapat dua jenis utama sosial deiksis sosial, yaitu deiksis sosial relasional dan deiksis sosial absolut. Deiksis sosial relasional lebih dominan, meliputi penutur dan latar (10 data), penutur dan lawan tutur (9 data), penutur dan referen (6 data), serta penutur dan pihak ketiga (6 data). Sementara itu, deiksis sosial absolut terdiri dari penerima berwenang (1 data) dan penutur berwenang (1 data). Dari segi fungsi, identitas sosial merupakan yang paling dominan dengan 14 data, diikuti oleh pembedaan status sosial (9 data), kesantunan yang mencakup muka negatif (7 data) dan muka positif (2 data), serta hubungan kedekatan (5 data). Berdasarkan temuan tersebut, dapat disimpulkan bahwa deiksis sosial dalam pidato tersebut sebagian besar digunakan untuk membangun rasa kebersamaan dan identitas bersama, sekaligus tetap menunjukkan rasa hormat dalam situasi formal.

Kata kunci: deiksis sosial, pidato politik, pragmatik, Sidang Umum Perserikatan Bangsa-Bangsa