CHAPTER I

INTRODUCTION

This chapter presents six parts of the introduction. They are research background, statements of the problem, research objective, research significance, conceptual framework, and previous study.

1.1. Research Background

As social beings humans cannot be separated from language. They need language to interact one with another and get along in society. According to Hall, a language is an institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols (Lyons, 1981, p. 4). It means language is a facility of communication through the use of sound-symbol arbitrarily adopted by the user. Besides, Wardhaugh states that language is a system of an arbitrary vocal symbol used for human communication (1972, p. 3). Thus, language and its features are used by the member of the community as a means of communication with others.

Communication is the process by which individuals go through the same system of symbols, signs, or behaviors. In another sense, communication is the process of giving, receiving, or exchanging information, ideas, opinions, and expressing feelings or emotions from the speaker to the listener vice versa to make each other understand the message. Communication will be a success if 'B' can understand what 'A' means or 'B' gets what is 'A' already knows. Communication will occur naturally when the participant uses the appropriate language according to the condition and situation, both in oral or written discourse. Several factors influenced the form of language expressed. The factors are who is speaking and who is the interlocutor, what is the point of the conversation, what is the topic and when, where, and the condition.

Farther, to exchange information and express feelings and ideas, communication-related to social aspect that is involving addressee and situation. In daily life, there will often be found the use of the forms of the addressee. The use of the form of the addressee in communication is aimed to respect to the participant. Besides, using addressee terms show a relation between the participants. It depends on the relationship between addresser and addressee, the social status of a person that was involved in the communication, social relationship, marital status, sex, profession, the interlocutor's age, the purpose, situation of the communication, politeness and other that related aspect.

Furthermore, using addressee terms in communication can show the possession of formal and informal manners. The use of addressee terms shows consideration of the people to express feeling, intimacy, familiarity, solidarity to the other people and to keep social relations in daily life. When addressing someone the speaker must consider addressing using name, addressing of intimate terms, addressing respectful terms, addressing kinship terms, addressing respectful terms, even addressing mockeries. Addressee terms also indicate politeness.

In addition to the use of addressing as a distinction of social status and honored there is also the use of word selection (speech level diversity) that can show the distinction of social status, politeness, and the manner of communication. It shows the speaker's attitude. The use of speech levels it is depends on the context. The example of using the speech level is

Residence (for home)

Dine (for eating or eat a meal)

Lady (for a woman)

Steed (for horse)

(Levinson, 1983:92)

The example above explains about the use of word selection (speech level diversity). In a formal context, the previous examples show that the word residence is used for home, dine for eat, lady for woman, and steed for a horse. On the other hand,

2

addressing and speech levels can be analyzed as a kind of term in pragmatic study. It includes one of the pragmatics scopes. It is discussed in the deixis scope, especially in social deixis.

Pragmatic is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) (Yule, 1996, p. 3). In pragmatic studies, the meaning of an utterance is not only fixed on the textual meaning of utterance both verbally and textually, but there are other meanings contained in the conversation. Therefore pragmatic studies how the meaning of speech depends not only on general linguistic knowledge such as grammar and lexicon but also on the context. The scope of pragmatics consists of presupposition, implicature, entailment, speech act, and deixis.

The study about address terms in pragmatics is discussed in deixis, especially social deixis. The term 'deixis', from the Greek word for 'pointing'. It refers to a particular way in which the interpretation of certain linguistic expressions ('deictics and indexicals'). It depends on the context in which they are produced or interpreted, or it refers to the phenomenon wherein understanding the meaning of certain words and phrases in an utterance requires contextual information. In the traditional theory of deixis, there are three kinds of deixis, they are person deixis, time deixis, and place deixes. Furthermore, Levinson proposes five kinds of deixis, they are person deixis, time deixis, place deixis, discourse deixis, and social deixis. This research concern on study social deixis. According to Curse (2006, p. 173) explained, social deixis is expressions whose function is to indicate the position of the referent on the scales of social status and intimacy relative to the speaker. Social deixis can describe how intimate someone and how honorific someone in society. It concerns the expression used to distinct social status, social relation, and politeness between speaker and addressee.

Based on the explanation above, this research analyzes social deixis which exists on the *Zootopia* anthropomorphic animation by Walt Disney Picture that direct by Byron Howard and Rich Moore. Anthropomorphic animation is one kind of animation

types. It telling about the animal that has the attribution of human form or other human characteristics. This animation tells about a bunny who gains her dreams to be a police officer but the other animals underestimate her dream. Besides, movie or animation as a representation of the social phenomenon in society its suite with the background of this animation. Because this animation was released when the United States grappled with issues of racism, sexism, and inequality (Disney's 'Zootopia' wins Oscar for the best-animated film, 2017). It can be concluded this animation represents racism, sexism, and inequality.

There is some reason *Zootopia* was chosen as the object of this research. First, in this animation, many deictic expressions can be analyzed. To understand the whole message of the animation, we should know what the deictics mean. Seconds, this animation got Oscar winner for the best-animated film. Besides, this animation is interesting and full of moral value. The issue of racism, sexism, and inequality that show in this animation become a highlight of this animation. The racism and inequality that occur to the main character and how she struggles from it. Therefore this animation is interesting become the object of this research.

For those reasons above, the researcher needs to conduct the study to analyze the problem with the title "The Social Deixis in *Zootopia* Anthropomorphic Animation"

1.2. Statements of Problem

In every communication, there will be a deictic expression, it also works in animation. When an animation contains many deictic expressions, people who watch it will wander and be curious if the expressions are difficult to understand, have unclear referent and meaning. For example, the use of social deixis in *Zootopia* animation. Based on the statement above, the following problems are formulated:

1. What types of social deixis are formed in the character's utterance in *Zootopia* animation?

4

2. What functions of social deixis expression in the character's utterance in *Zootopia* animation?

1.3. Research Objective

Refers to the research question above, this research has some purposes, as follows:

1. To find out about the types of social deixis expressions found in the character's utterance in *Zootopia* animation.

2. To find out about the functions of social deixis expressions found in the character's utterance in *Zootopia* animation.

1.4. Research Significance

The results of this study are expected to contribute significantly to readers and researchers in one of the fields of linguistics, namely pragmatics, especially about social deixis. The significance of this study is divided into two, namely theoretical significance and practical significance.

Theoretically, the results of this study are expected to provide benefits for the development of linguistics, specifically pragmatics. This research can be expected to be useful for linguistic students and other people in general who want to know about this subject, especially social deixis as pragmatic fields. Besides that, the researcher hopes this research can give benefit or to be referred to the other research, gives more knowledge to the student who studies and generally for people who are interested in study social deixis deeply.

Practically, this research is signified for stimulating the other researcher who interested in the social deixis analysis, to conduct such a kind of research in the future. Hence, it is expected that the discussion of this research may help the readers to know how the application of social deixis in the movie script. Besides, this research can be useful and can be of little help to lecturers as a reference in giving examples of social

deixis material taught to students. Especially for students majoring in English Language and Literature who are indeed learning about pragmatics.

1.4. Conceptual Framework

Literature is the expressive way of human imagination. All of the intellectual thinking and human life can be expressed by literature. Moreover, it is the human way of immersing the true-life meaning. Thereby, it is understandable that a basic function of literature is an expression of feeling or idea; in case language or words take most important. It constructs the meaning of the literature. It also works in Zootopia animation, it inspired by the issue in human life and gots an imagination and comes as literature. The choice of language on the animation constructs the whole meaning of it.

All elements in *Zootopia* is the object of this study. The researcher examined the social deixis that exists in this animation. The researcher examined all elements in the object of this study, *Zootopia*, to uncover the social deixis that exists in this animation. There are some theories to support this research. These are the theory of pragmatic approach; context, the meaning of deixis, Levinson's theory of deixis, and the functions of social deixis based on Nababan's and Sari's theory.

The first theory is pragmatics, according to Levinson, pragmatic is the study of those relationships between language and context that are grammaticalized, or encoded in the structure of the language (1983:9). It means this study analyzes the correlation of language and the context in communication. The present study employed this theory to analyze the relationship between language and context in the conversation of Zootopia animation.

The second theory is the context of a situation, context is background knowledge assumed to be shared by the speaker to hearer and hearer needs to interpret what speaker meaning. It is about the physical and social setting of an utterance (Leech, 1983:13). It explains who is the speakers, who are the hearer, the situations, what the

6

topic being discussed, the settings of the communication, and the other aspects. This theory makes it easier to understand social deictics in the animation.

The third theory is deixis, deixis is a form of referring that is closely related to the speaker context (Yule, 1996:9). Furthermore, deixis concern to the language grammaticalized or encode to pointing something. The interpretation of deictics expression in utterance depends on the analysis of the context. Levinson supposes there are five kinds of deixis, there are time deixis, person deixis, place deixis, discourse deixis, and social deixis.

The fourth theory is social deixis, according to Levinson (1983:63) social deixis relates to relationships or social differences between participants, their status, and their relation to the topic of discourse. There are two kinds of social deixis, consist of relational social deixis and absolute social deixis. Furthermore, to understand the function of social deixis, this research use theory by Nababan and Sari. The last theory is supporting theories for understanding social deixis namely power, distance, and rank of imposition.

By using these theories, this research analyzes the type of social deixis expression the functions of the social deixis expression, and the purpose of using social deixis. For example, Sir is one of the social deixis expressions that exist in *Zootopia* animation. It will be analyzed what is the types of social deixis expression, then analyze the function of the social deixis expression, and what is the purpose of using social deixis expression.

For a better understanding, all of the conceptual frameworks of this research can be illustrated as the following figure:
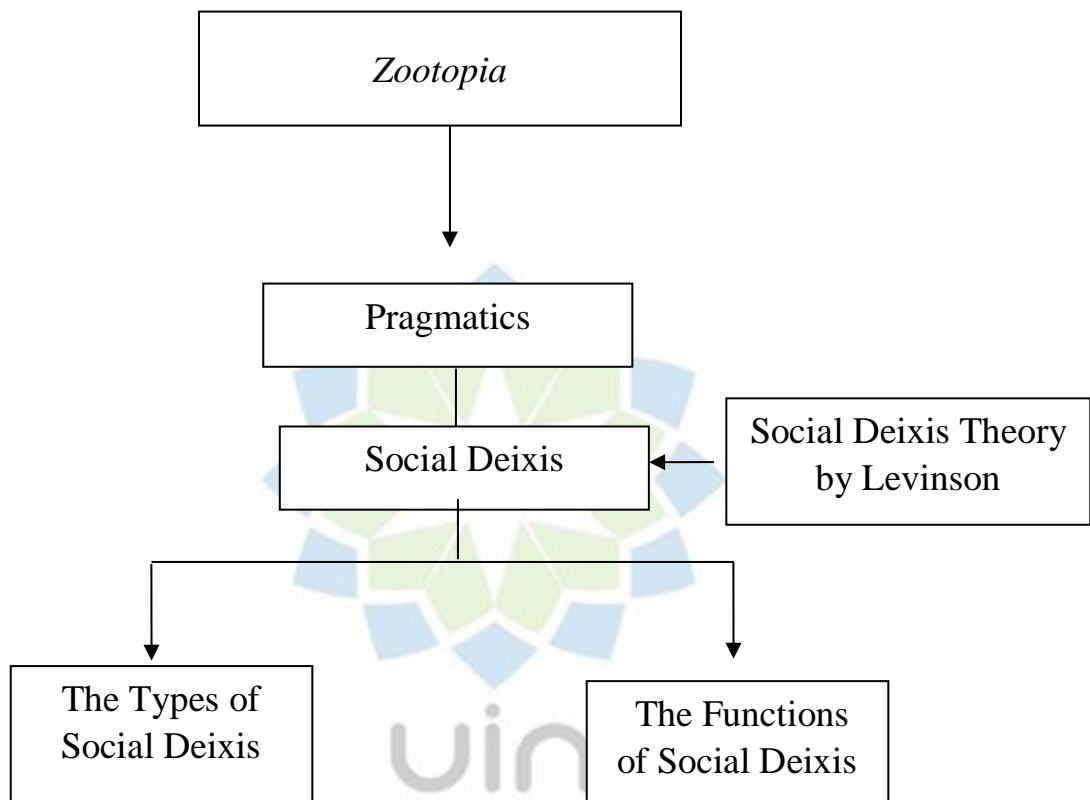

Figure 1
Conceptual Framework

1.5. Previous Studies

There have been several previous studies conducted by several researchers that have similarities in the object of study and research methods. These previous studies serve to be a reference for relevant studies, which can help the researcher to continue writing.

The first previous research conducted by Eka Gita Dewanti from Brawijaya University. The title of her research is *Fillmore's Social Deixis Found In Dee's Perahu Kertas Novel*. The research has done in 2014. It analyzed social deixis expressions that were found in Dee's Perahu Kertas novel. Her research uses Fillmore's theory to identify social deixis in Perahu Kertas novels. The method of her research is qualitative. The result of her research found 59 social deixis expressions that were categorized into six categories. The mostly found category was the honorific category in which 21 expressions found in the novel. Other types of social deixis found in the novel were person marking consisting of 20 words, speech level consisting of 4 words, social acts consisting of 10 words, and also 4 words of linguistic performance. The equation with this study is to analyze social deixis, and the difference is in her research uses Fillmore's theory while this research uses Levinson's Theory.

Furthermore, the research conducted by Amanah Ari Rachmanita from the State Islamic University of Syarifhidayatullah Jakarta. The title of her research is *Deiksis Sosial dalam Novel Sang Pemimpi Karya Andrea Hirata dan Implikasinya Terhadap Pembelajaran Bahasa dan Sastra Indonesia di SMP*. The research has done in 2016. This previous study analyzed social deixis expressions that were found in Sang Pemimpi. Levinson's theory is used in this research. This previous study uses a qualitative method and *simak bebas cakap* technique in collecting data. The result of her research found 71 social deixes in form words and phrases and several functions of the deixis expression. The functions are social differentiation, social identity, keep manner and attitude, and social relation. Her research can be applied in learning the Indonesian language in Junior High School, class VII based on *KTSP* curriculum with basic competence regarding the identification of the character in Sang Pemimpi novel.

Then, the research conducted by Eti Purwitasari "Deixis in Harry Potter and The Half Blood Prince by J.K. Rowling and Its Translation Into Indonesian". Her research uses descriptive qualitative methods because the data was taken from words,

sentence, and utterance that contain deixis in *Harry Potter and The Half Blood Prince* by J.K. Rowling and Its Translation Into Indonesian. The result of her research there is equality in the form of persona deixis, temporal deixis, spatial deixis, social deixis, and discourse deixis from the source language to target language so that it gives an accurate meaning. The differences between her research and this research are the object, the topic that will be analyzed. This research will analyze the social deixis of Zootopia animated film.

The last, the research conducted by Kusnun Arif Rahman *Deiksis Sosial dalam Novel Di Tanah Lada Karya Ziggy Zezsyazeoviennazabrizki*. His research uses a qualitative method with pragmatics approach to analyze the data. The data source is words, phrases, and sentences from *Tanah Lada* novel. His research focused on the type of social deixis and the function of social deixis. The result of his research is the forms of social deixis and the functions of social deixis. The form of social deixis consists of basic words, repeated words, affixed words, compound words, exocentric phrases, endocentric phrases, euphemism, and honorarium. The last, the function of social deixis were found in *Tanah Lada* novel are maintaining language polite, distinguishing social levels, maintaining social attitudes, clarifying one's position, clarifying one's social identity, clarifying the closeness of social relations, clarifying one's background, and clarifying one's character.