

CHAPTER I

INTRODUCTION

This first chapter explains the six components of introduction. It includes the research background, previous studies, statement of problem, research objective, research significance, and the definitions of key terms.

1.1. Background

Human requires media to convey or express something they desire to other humans through interaction in community. Language is required as media of communication. Fasold (2013, p. 4) states that, separate sounds, words, phrases, and other utterance units make up language. It is a remarkable achievement that humans can hear speech as a series of separate sounds, words, and sentences. It plays an important role in human life. This is due to the fact that language is a medium for humans to engage and communicate with one another. The language is then produced as user-friendly as possible so that language users can comprehend and accept it. Individuals may express their communicative requirements to one another due to the existence of language.

This research will analyze the concerns more deeply in this study employing pragmatics theory. The exploration of meaning, as well as how people are reacting, is known as pragmatics. Yule (1996, p. 3) defines pragmatics as the study of the meaning communicated by the speaker or researcher and interpreted by the listener

or reader. As a result, pragmatics meaning is a study that explains the meaning of the speaker, from the previous description, speaking analysis involves analyzing what people intend when they speak, rather than what might be meant by the words or phrases.

As the researcher reviewed the deixis, it became evident that it was a pragmatics study. The term deixis is often used in our daily communications or in texts. We use language to do many fundamental things, including deixis, which means "pointing" through language. A deictic expression is any linguistic form used to accomplish this "pointing." Deixis is definitely a type of referring that is connected to the speaker's context, among the most fundamental differences between deictic expressions is the concept of "near speaker" and "away speaker" (Yule, 1996, p. 9).

The researcher chose the movie as the object because the movie plays an important role in the world of media entertainment, beside that it is not uncommon thing to find it in a movie causing ambiguity when honorifics are included in a movie. This research is focused in analyzing social deixis in the Maleficent movie, because researcher believe that after watching this movie, will easily find a lot of data containing social deixis. As a side effect, the researcher intends to conduct research on the use of social deixis in the Maleficent movie. On the other side, analyzing a work of fiction through pragmatics can reveal details of pragmatics elements. This may include considerations such as language action in the workplace or even social deixis, as done in this research.

The researcher interested in investigating the social deixis in the movie for this research. There are many instances in the Maleficent movie in which social deixis is used in conversation, which can be discussed in greater depth by the researcher. The researcher undertakes the research of this research in the Maleficent movie according to this theory. According to Effendy (1929) in his book *Kamus Komunikasi*, movie is one of the visual and audio-visual media that attempts to transmit the message to the intended individuals. Essentially and fundamentally, the movie has the potential to have ramifications for the community. So, watching movies is a good approach to increase your expertise and knowledge of the language.

Robert Stromberg directed the 2014 American dark fantasy movie Maleficent, inspired by a script by Linda Woolverton. Angelina Jolie played the lead role, with Sharlto Copley, Elle Fanning, Sam Riley, Imelda Staunton, Juno Temple, and Lesley Manville played supporting roles. In general, it can be summarized as a movie about a beautiful, pure-hearted young woman named Maleficent. Maleficent grows up in a quiet forest one day until the invading forces threaten the harmony of the land. She is Maleficent, she aims to be the toughest guardian in the country, but she will eventually betray her mercilessly.

The Maleficent movie was chosen for analysis in this research by the researcher. Maleficent was chosen by the researcher as the medium for this research because each character in the Maleficent movie uses a variety of social deixis in

their conversations. As a result, the researcher is interested in conducting research on social deixis in the first movie.

There are some previous research that foreground this study. The first previous research on this topic is a research was conducted by Qomah (2017). The research focused on five types of deixis, particularly in the movie, which indicated that the first is person deixis, followed by place deixis, time deixis, discourse deixis, and societal deixis. Then, in this study, there was a discussion of the three Emma Movie references, which included references to the first person, references to the second person, and references to the third person. The three categories of person deixis and their allusions were similar in this study. The object was different in that it was more centered on the type of the theory and the object itself.

The second one is a research was conducted by Santika (2018). The research focused on the same types of topics, but with different objects of study that are script-focused. Similarities in this study employed a qualitative method for sorting, classifying, and categorizing data. The contrast in our research was the object, which is The King's Speech Movie and the problem in our research.

The third study was published in the journal, which was written by Wiguna, Anggraeni, Nuramlia, and Sadikin (2018). This study focused on the same object, but with distinct study details that were focused on the manuscript. This study's similarity employed qualitative methods to filter, classify, and categorize the data. The type of deixis used in our investigation created a distinction. Those researchers looked at four types of deixis in this study: person deixis, place deixis, time deixis,

and discourse deixis. That is, the study contains no social deixis. While the researcher's of the research research focused on a type of social deixis

The last one was conducted by Jannah (2021). The research focused on the different objects of study that are script-focused. Similarities in this study employed a qualitative method for sorting, classifying, and categorizing data. The contrast in our research was the object and the type of deixis could be used, which was Christopher Robin's Movie and the problem in our research.

All of the preceding studies employed the same problem by making deixis as a pragmatics phenomenon, however for this research, the researcher considers that which analysis is relevant to the English Literature study program, thus this research is titled "SOCIAL DEIXIS IN MALEFICENT MOVIE".

1.2. Statement of Problem

The problem in this study is how social deixis and the types itself take on the role of a movie in order to avoid ambiguous referents and meaning when communicating utterances. Meanwhile, in this scenario, social deixis is required to ensure that the utterance goes smoothly.

Based on the foregoing context, the researcher focused on addressing the following research questions:

1. What kinds of social deixis are found in the *Maleficent* movie?
2. What are the functions of social deixis expressions in the *Maleficent* movie?

1.3. Research Objective

In writing this research, it must have goals and expected results that must be achieved, so the objectives of this research based on research questions are as follows:

1. To explain the types of social deixis expressions found in *Maleficent* movie.
2. To describe the functions of social deixis expressions found in *Maleficent* movie.

1.4. Research Significance

The results of this study are expected to benefit the readers and the researchers in one of the branches of linguistics, pragmatics, specifically in the context of social deixis. This study's significance is separated into two categories: theoretical significance and practical significance.

The results of the study are predicted to aid the development of linguistics, notably pragmatics, in theory. This research is expected to be beneficial to linguistic students as well as others interested in learning more about this topic, specifically deixis as pragmatics fields or specifically social deixis. Aside from this one, the researcher expects that this research will benefit or be linked to other research, providing more knowledge to students and others who are interested in studying the social deixis in depth.

Practically, this research is intended to encourage other researchers who are interested in deixis analysis to undertake similar studies in the future. As a result, it

is believed that the discussion of this research will assist students in comprehending how deixis is used in movie. Moreover, this research can be beneficial to lecturers as a reference for providing examples of deixis material delivered to students. Particularly for students majoring in English Language and Literature who are studying pragmatics.

1.5. Definition of Key Terms

In order to simplify understanding, the researcher have defined the definition of key terms used in this resesrch.

1. Pragmatics

The first one is Pragmatics. According to Levinson, pragmatics is the study of those relationships between language and context that are grammaticalized, or encoded in the structure of the language (1983, p. 9). This research explored the relationship between language and context in communication. This theory was used in this study to analyze the connection between language and context in Maleficent's movie.

2. Social Deixis

The application of various deictics to communicate social differentiation is known as social deixis. It means that the form of the term used to communicate the relative social status or position of the speaker and the hearer is called social deixis. The distinction between formal and polite forms is an example.

3. Movie

According to Effendy (1929) in his book *Kamus Komunikasi*, One of the most common visual and audio-visual media for communicating a message to its audience is movie. It is fundamentally important to note that the movie could impact the community in a significant way.

