CHAPTER I

INTRODUCTION

The first chapter discusses six parts of the introduction of the research. There are research background, research question, research objective, research significance, clarification of terms, and organization of the paper.

1.1 Research Background

Every speech event has the utterances resulted by the speakers when they are communicating, likewise in the interview. The speaker's utterances in the interview might provide some information to be referred. The speaker points out something by something in their utterances. The speaker's utterances have to be able to connect to run the communication well; therefore, it is necessary to add some information to be referred to and clarify the utterances. The study of pointing out something in the utterances is called deixis. Deixis is shown and exists in human everyday life utterances to clarify the meaning of what they are talking about when communicating.

The interview with Lay Zhang, which was conducted by Zach and Dan on the Zach Sang Show YouTube channel, contains deixis in their utterances when they ask questions and give the interpretation of what the interviewee says, and so does the interviewee, Lay Zhang. Lay Zhang, who has real name Zhang Yixing, is a Chinese singer, rapper, songwriter, dancer, and actor who started his career as an actor and continued as an idol in the Korean group *EXO*. He also starred in some Chinese movies and series. Lay Zhang also created his music agency, *Chromosome Entertainment*. Both interviewer and interviewee used deixis to make their utterances clear and in context to understand the meaning of what they are talking about, whom they are referring to, and what the meaning of their utterances are.

Deixis refers to or points to something to clarify the utterances and understand the context of it. As Fatinita (2018) explained, deixis is the way of referring or pointing something based on the context of the utterance and how to analyze the

context of the utterance. For instance, in the interview, there is an utterance by the speaker, "Hi everyone, this is Lay Zhang." The *this* is a deixis because its function is referring to something or someone, Lay Zhang. The speaker sometimes provides deixis to clarify the meaning in the utterances; therefore, the hearer or listener can catch what, who, where, when, why, and how the speaker means and then be able to create an interpretation of it. It can give them knowledge about the context of their utterances. Their communication can run effectively if they know the context of what they say. Deixis is needed to know and analyze the context of the speaker's utterances.

Deixis is referred to the person, place, time, process, and social relationship between the speaker and addressee or some referent. According to Levinson (1983), deixis is divided into five types: person, time, place, discourse, and social deixis. This research is focused on social deixis. Social deixis focuses on the social aspect that distinguishes the speaker and addressee or some referents relative to participant roles. Social deixis is always found in utterances to clarify what the speaker refers to, in everyday life communication and other speech events. Social deixis happens in everyday life communication, for example, "Thank you for coming, the king of China." The speaker is called the addressee by *the king of China,* which indicates social status differentiation in social deixis.

As it happened in one of the speech events, social deixis is also found and used in other forms of speech events, such as interviews. In Lay Zhang's interview with Zach Sang, social deixis is found, whether in showing social status differentiation, politeness, and social identity. Social deixis found in the interview refers to the addressee and some referents, whether they are involved or not involved in the interview. For example, Lay Zhang said, "Hi, everyone, this is Lay Zhang." The phrase *everyone* is social deixis expression since Lay Zhang, as the speaker, greeted the audience or viewers of the interview video to show his respect for them.

The interview also shows the differentiation of nationality between the interviewee, Lay Zhang, and interviewers, Zach Sang and Dan. It makes the interview more interesting as it also shows the differentiation in culture and tradition, which certainly affects their social relationship and some referents. In

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addition, their profession or work position can affect social deixis as it shows social status differentiation. The research of social deixis in the form of interviews is also not much researched, therefore; this research is important to conduct to know and analyze social deixis in the form of interviews which was conducted by people in the different professions and nationalities.

Social deixis has been widely used by previous researchers as an analytical tool for analyzing discourse in different forms of object, e.g., education books, literary works, and speech events such as speech, interview, vlog, talk show, and students' conversation. The first research was conducted by Nuryusticia and Nurrachman (2021), who analyzed *"Social Deixis Analysis on The Final Interview with The Obamas."* The research analyzed the kinds and functions of social deixis in The Final Interview with the Obamas. The research also added the phenomena of social deixis in the news as a part of daily life in the research objective. The results are that all kinds and functions of social deixis are found in the source of data.

The second research is *"An Analysis of Social Deixis of Imran Khan's Interview with CNN: A Pragmatic Study."* It was conducted by Khan and Mehmood (2021). The research described the kinds, functions, and dominant types of social deixis in the interview of Imran Khan with CNN. The results are 99% of relational social deixis, 1% absolute social deixis, and three functions of social deixis are found. The three functions are social status differentiation, politeness, and social identity.

The third research was conducted by Zakiyyah (2022), who analyzed *"The Use of Social Deixis in Ini Talk Show."* The research described the use and function of social deixis in Ini Talk Show NET.TV, particularly the two chosen episodes of it. The result is 67 relational social deixis, 21 absolute social deixis, and four inappropriate functions of social deixis are found.

The fourth research entitled *"The Influence of Social Deixis in Students' Conversation",* was conducted by Savyanandaru and Yuliasri (2017). This research focused on the influence of social deixis on maintaining the level of politeness in speaking classroom activity of the eleventh-year students of SMA N 3 Semarang. The findings showed three influenced social deixis factors on maintaining the

politeness level based on the students' conversation. Those are social rank, social distance, and formality.

The fifth research was conducted by Hikmah, Suryanto, and Rohmadi (2022), who analyzed *"Deiksis Sosial Dalam Vlog Upacara Bakar Jenazah Ngaben, Bali Berbasis Channel Youtube Karya Dzawin Nur."* This research aimed to discover the forms and functions of social deixis in a vlog of Dzawin Nur's YouTube Channel *"Upacara Bakar Jenazah Ngaben*, Bali." It was found that there are 19 forms and four functions of social deixis in the vlog.

The sixth research was done by Ardiansyah, Wardarita, and Rukiyah (2021), who researched *"Analisis Deiksis Sosial Teks Eksplanasi Berbasis Ekologi Karya Siswa Kelas VIII SMPN 3 Penukal Utara Pembelajaran Bahasa Indonesia."* The research found the types and functions of social deixis; the types found are relational and absolute, and the functions found are differences in social levels, politeness, clarification of person's position, identity, refinement of language use, and clarification of kinship social relations.

The seventh research was conducted by Rahman et al. (2019) entitled *"Analisis Penggunaan Deiksis Sosial pada Buku Teks Bahasa Indonesia Kemendikbud Kelas X SMA."* The result of the research is the types and functions of social deixis are found. The types are in the form of word and phrase that indicate relational and absolute. Meanwhile, the functions found are differences in person's social level, politeness in language, clarification of person's position, clarification of person's identity, refinement of language usage and, clarification of social or kinship relations.

The eighth research entitled *"Social Deixis in the Novel "Gadis Pesisir" by Nunuk Y. Kusmiana Pragmatic Review"* was done by Ginting, Maulidiah, and Nisa (2022). The result showed that there are three hundred and eighty-five social deixis in the form of words and phrases, and social deixis also found in the form of maintaining language manners, differentiators of social identity, differentiators of social level, and making sentences effective.

The ninth research is *"The Correlation between Social Deixis and Social Class in a Speech by Nobel Prize Winners: A Sociopragmatic Study"* was conducted by

Zulyanputri, Indrayani, and Soemantri (2020). The findings showed that absolute and relational social deixis can be identified from every speech uttered by the Nobel Prize winners; only the relational type of social deixis can determine the speakers' social class dimensions.

The last research was conducted by Putra, Sofyan, and Sembiring (2020) entitled *"An Analysis of Social Deixis in the Madness of King George Movie."* The findings of the research are the kinds of relational social deixis and kind of absolute social deixis used in the movie. Besides, three factors of social stratification used in all utterances contained social deixis in the movie.

Considering this research has been supported with proper theories, in this research, the researcher chose a conversation in an interview with the king of China, a superstar, Lay Zhang. The research aims to analyze the types of social deixis and its functions. The research object of previous research and this research are diverse, in the form of speaking and writing. This research is in the form of speaking which is in an interview. There are also previous research which take interview as the research object and analyze the types and function of social deixis. Nevertheless, those are different; the difference between this research and the previous research are the topics and persons involved or being talked about. This research uses the interview video on YouTube; it is the same as the previous research, nevertheless, the interview video taken certainly have different topics and person being talked about.

In addition, the first previous research which is the same used a more formal interview video of The Obamas, and the second one also used a more formal interview video of Imran Khan with CNN. While this research takes a more casual interview of Lay Zhang, who has different nationality from the interviewers, and the topic discussed is also different. It is assumed that those interview forms have different language styles and structures used.

1.2 Research Question

Social deixis is always found in human utterances when communicating, both in their daily life and in the interview as a part of speech events. From the statement,

the researcher concludes that two research questions will be the main focus of this research, they are:

1. What types of social deixis are found in Lay Zhang's Interview on the Zach Sang Show YouTube Channel?

2. What are the functions of social deixis found in Lay Zhang's Interview on the Zach Sang Show YouTube Channel?

1.3 Research Objective

Based on the formulation of the research questions above, the research is intended:

1. To identify the types of social deixis in Lay Zhang's Interview on the Zach Sang Show YouTube Channel.

2. To discover the functions of social deixis in Lay Zhang's Interview on the Zach Sang Show YouTube Channel.

1.4 Research Significance

The findings of this research are theoretically and practically relevant:

1. Theoretically

The result of the research can be used to enrich the knowledge on analyzing and describing utterances using deixis types, specifically social deixis in the context of the interview.

2. Practically

This research is intended to be an additional source or reference and preview in learning, discussing, and analyzing social deixis in the context of an interview of the utterance in pragmatics subject for the next researcher, English literature learners, and other readers.

1.5 Clarification of Terms

The following are several terms of clarification to avoid misunderstanding in the research of social deixis in Lay Zhang's Interview on the Zach Sang Show YouTube Channel.

1. Deixis

Deixis concerns the ways in which languages encode or grammaticalize features of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterances depends on the analysis of the context of utterance (Levinson, 1983).

2. Social Deixis

Social deixis concerns the encoding of social distinctions relative to participant roles, particularly aspects of the social relationship holding between speaker and addressee(s) or speaker and some referents (Levinson, 1983).

3. Interview

Interview is a special form of conversation that provides a way of generating empirical data about the social world by asking people to talk about their lives. (Silverman, Holstein, & Gubrium, 2004)

1.6 Organization of the Paper

The following is the organization of the paper, which consists of 5 chapters:

Chapter I : The first chapter discusses the introduction, which consists of the research background, research question, research objective, research significance, clarification of terms, and organization of the paper.

Chapter II : The second chapter discusses the theoretical foundation, which consists of the explanation of pragmatics, context, deixis, types of deixis, social deixis, types and functions of social deixis, and interview.

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

Chapter IV : The fourth chapter discusses the finding and discussion of the research, which focuses on answering research questions, the

types and functions of social deixis in Lay Zhang's Interview on the Zach Sang Show YouTube Channel.

Chapter V   : The last chapter presents conclusions and several suggestions based on the findings of the research with the title *Social Deixis in Lay Zhang's Interview on the Zach Sang Show YouTube Channel.*