

CHAPTER I

INTRODUCTION

This chapter presents the general outline of the study. Those are background of the research formulation of the research questions, objectives of the research, the research significances, clarification of terms, and organization of the paper.

1.1 Research Background

In this society, one of the crucial problems in a communication both in daily life and in certain activities that commonly occurs between listener and speaker is referred to as miscommunication that exists in the middle of their conversations. Sometimes, people have difficulty in understanding what is being said whether it refers to who, when, or where they are talking to. Moreover, the existence of this miscommunication results in listener's difficulty to catch the message. In other words, when there is an activity to convey information in a conversation between the listener and the speaker, the listener must know about what the speaker actually conveys or what is commonly referred to as a context to catch the information and interpret its meaning. A communication will work well when the listener and the speaker involved in the conversation understand each other's speech. Unless, it will cause misunderstandings.

This phenomenon can obviously be a problem that has a big impact on communication and also indirectly makes a context as an important element for a successful communication. In linguistics, this phenomenon is related to Deixis. Deixis is one of the branches of pragmatics that explores the pointer to certain expressions of it. To understand the concept in deixis, there are several linguists who express their thoughts on its definition. According to Levinson (1983) deixis relates to the way in which languages encode or grammaticalize features of the context of utterance or speech event, and thus relates to the ways

in which the interpretation of utterances depends on the analysis of that context of utterances. The idea can be concluded that deixis is a phenomenon in language to derive contextual meaning from the information conveyed by the speaker by paying attention to the appropriate grammar related to the state of communication that occurs. Thus, the facts contained in each utterance have their own meanings according to the context used.

Deixis is needed and provides a useful function for a communication activity. With deixis, a speaker and listener will be motivated by making a consideration in choosing a word to convey a meaning thus it becomes a clear information. In this case, deixis is closely related to the existence of human beings as a social being needs communication in expressing feelings, ideas, and so on. With deixis, the communication that occurs between speakers and listeners occurs in two directions, conveying and receiving information. The implementation of deixis in a communication is not so difficult to find because it can occur in everyday life whether it is daily conversations between friends or colleagues, speeches, talk shows on online media such as YouTube, and so on.

According to Yule (1996) there are three types of Deixis there are: Personal, Spatial/Place, and Temporal. On the other hand, Levinson (1983) proposed five different types of deixis including Personal, Spatial/Place, Temporal, Social and Discourse deixis. All types of deixis conveyed by Yule (1996) and Levinson (1983) have the same purpose, which is to provide a differentiator in each meaning or reference of the intended topic in a communication.

This study takes the discourse deixis to be the focus of research. Discourse deixis is the deictic reference to a section of a discourse that is relevant to the speaker's current position in the discourse such as: so, but, this, that, etc. According to Levinson (1983) the single most obvious way in which the relationship between language and context is reflected in the structure of languages themselves, is through the phenomenon of deixis.

This research is aim to analyze a speech by Suho as the leader of a South Korean boy group called EXO. Suho EXO or whose real name is Kim Junmyeon was born on 22 May 1991. Suho EXO got an opportunity to give a speech conveying his ideas and thoughts about Kpop on May 2022 at the Stanford Korea Program 20th Anniversary. The stage name Suho apparently has a strong meaning where the leader of SM entertainment himself gave the name which means "guardian". He started his career as an Idol in 2006 under SM Entertainment. Being active and famous as an idol turned out to be a great opportunity to evolve in academics such as the prestigious Whimoon High School; Korea National University of Arts – Majoring in Acting (2009 – 2011, then he withdrew); Kyung Hee Cyber University (Majoring in Arts Department of Business Administration).

In addition, this research aims to analyze the object to understand the types of discourse deixis that exist in the speech that refers to the Suho EXO speech itself and also the relevance between the use of words in the discourse deixis with the topic itself. The important point that attracts this study that it would mislead listeners as to what the speaker was truly asserting, whom he was talking about, when, and where the events mentioned. Suho EXO spoke about a variety of topics, including the history of their group's journey, his appreciation for the Stanford Korea Program's 20th Anniversary Conference, his ideas on the subject matter, and more. Additionally, the representation of the discourse deixis as a connection for the topic itself, providing as a mediator for interpersonal communication.

Previous research had certainly been conducted by several researchers. The first was the research considered by Syukur (2017) entitled A Descriptive Analysis of Discourse Deixis Used In Political Column On Jakarta Post In April 2017. The results of the analysis showed that there are types of discourse deixis this and that with the most frequent type of discourse deixis this.

Second, the research was done by Nurdin (2018) entitled The Analysis of Deixis in Soekarno's Speech of Asian and African Conference 1955. The

result found that there are 1184 Deixis in total that consisted of 386 Personal Deixis, 149 Spatial Deixis, 497 Temporal Deixis, 138 Discourse Deixis, and 6 Social Deixis.

Third, the research conducted by Rosidin (2021) examined The analysis of social and discourse deixis in movie "TROY" script.. The result of this research showed that found 89 social and discourse deixis. 39 data absolute social deixis, then, 29 data relational social, meanwhile, 11 data cataphora discourse deixis, next, 10 anaphora discourse deixis.

The last, the research by Marlinda, Susanto (2022) inspected Deixis In Joe Biden's Speech Inauguration in 2022. It was found that person deixis became the most dominant type of deixis with the use of the word we.

All the studies mentioned above have similarities with the research to be carried out, where the four studies discuss one of the branches of pragmatics, namely deixis. The present study discusses what types and functions contains in the object. Yet, this study compiles the four previous studies as reference materials. Some of the previous studies elevate the topic of deixis with various objects such as articles, movie scripts, and speeches. However, this study chooses one type of deixis, namely discourse deixis as the focus of the analysis and speech as the object for analysis because speech is one kind of communication forms that a person gives to the audience. It can affect the structure of language and style of the language being spoken. However, the important reasons for this study are to develop ideas in analyzing the use of deixis, especially discourse deixis in various media in social life.

In accordance with the explanation above, this study aims to analyze the use of discourse deixis in the speech delivered by Suho EXO at the "Stanford Korea Program's 20th Anniversary" in May 2022. This study is conscious in reviewing this problem and understanding the types of discourse deixis according to those in the speech by relating them to several relevant theories. In this regard, this study took a name to be the title, namely “**Discourse Deixis of**

Suho EXO'S Speech at the Stanford Korea Program 20th Anniversary Conference"

1.2 Research Questions

Based on the statement of problems, it can be formulated into the research questions as follows:

- a. What are the types of discourse deixis of Suho EXO's speech at the Stanford Korea Program 20th Anniversary?
- b. What are the functions of discourse deixis of Suho EXO's speech at the Stanford Korea Program 20th Anniversary?

1.3 Research Objectives

Based on the research questions presented above, the researcher is intended:

- a. To identify the types of discourse deixis of Suho EXO's speech at the Stanford Korea Program 20th Anniversary
- b. To investigate the functions of discourse deixis of Suho EXO's speech at the Stanford Korea Program 20th Anniversary

1.4 Research Significances

This research has two research significances, which are referred to as theoretical and practical significances.

1. Theoretical Significances

Theoretically, this research was raised to show the evidence of the implementation of deixis as a branch of linguistics in daily life. In addition, this research aims to provide an understanding to the public about the existence and the function of deixis.

2. Practical Significances

Practically, this research expected that it would be beneficial for the readers to enrich their knowledge about deixis especially in discourse deixis and would be helpful for public to give more insights about understanding the deixis in the learning process considering that this study is very important in the daily communication.

1.5 Clarification of Terms

In order to avoid misunderstanding over a few concepts that were frequently used in this research, the definition of several crucial terms is presented below:

- a. Deixis: essentially deixis concerns the ways in which language encode or grammaticalize feature of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterance depends on the analysis of that context of utterance (Levinson, 1983).
- b. Discourse Deixis: Discourse deixis deals with the orientation in the text through the writer or the speaker, the relation of the text passages to the current utterance either as a head of time or past, forthcoming or simultaneous. It encodes reference to portions of the unfolding discourse in which the utterance is located (Levinson, 1983).
- c. Speech: Speech is a familiar a feature of daily life that we rarely pause to define it (Sapir, 1921).

1.6 Organization of the Paper

This paper will be organized in five chapters. Each chapter has some subtopics to help readers go to a more detail information. The paper of this study is organized as follows:

Chapter I. Introduction

The research background, research questions, research objectives, research significances, clarification of terms, and research organization are

all covered in this chapter, along with why this study chose the Suho EXO Speech at the Stanford Korea Program's 20th Anniversary Conference as the research object and the discourse deixis as the primary research subject.

Chapter II. Theoretical Framework

This chapter explains about the deixis theories in which enrolled as the main subject of this research. The theories presented here are referenced by George Yule (1996) and Stephen Levinson (1983) about deixis especially the discourse deixis. It explained not only the description but also kinds and the meaning as well as the examples. In addition, this chapter also elucidates some brief explanations concerning the speech of Suho EXO at the Stanford Korea Program's 20th Anniversary Conference and then illustrates how it could be observed throughout the deixis study.

Chapter III. Research Method

This chapter focuses on the research methodology and is divided into five sections: the research design, the data source, the data sample, the technique of collecting data and the technique of analyzing data.

Chapter IV. Research Findings and Discussion

This chapter focuses on using the theory to analyze the data. In the end, this chapter would determine the result of the study found in which the implementation of discourse deixis in Suho EXO Speech at the Stanford Korea Program's 20th Anniversary Conference. The technical use the theory of discourse deixis and the way of comprehending its meaning were applied into the data. Texts will be used to display the actual result.

Chapter V. Conclusion and Suggestions

This chapter consists of conclusion and suggestion. First, conclusion concerns on the result of analysis in this case is Suho EXO's Speech could be working out for anyone who read this paper. The second is a suggestion, in which this study expresses his or her viewpoint and offers guidance in the

wake of the study. In the end, this study hopes that the findings of this study will be useful to anyone who read this paper.

