

CHAPTER I INTRODUCTION

In this chapter, the researcher provides the information regarding background of the research, previous research, statement of problem, objectives of the research, significances of the research, clarification of the key terms, and organization of the paper.

1.1 Research Background

Humans as social beings will always need each other and cannot be separated from one another. Therefore, humans need communication to socialize or interact, and vice versa communication has an important role in our lives as social humans in order to exchange information or convey information. Humans communicate using language, and language is divided into two types, namely: spoken and written language. Communication will occur communicatively if the delivery between the speaker and the interlocutor can be well established. However, when we communicate, of course, the speaker and the recipient will not always have the same background, for example: age, gender, status and social background. So, this will lead to differences in language and the choice of words that we will pronounce. This case is called social deixis, the way which is called social deixis is discussed in a branch of pragmatics, the honorific that is a part of deixis (Levinson, 1983).

Social deixis is an expression to show or to express differences in social characteristics between the speaker and the interlocutor, as stated by (Purwo, 1990) Social deixis is a particular expression of respect in language. According to Levinson that deixis is divided into five types, there are: person, time, place, discourse and social deixis (Levinson, 1983). Deixis itself is a word to point out a reference to a word that varies depending on who is the speaker and what it points out, something that refers to a place, time, and thing. Social deixis is a special expression of respect in language, or it can be said that social deixis shows the gap in social status between the speaker and the interlocutor. So, it cannot be denied

that social deixis is a language phenomenon that often occurs in our daily lives because it shows politeness related to language and also has a close relationship with social status and intimacy.

Social deixis has several types and functions, according to Levinson (1983), there are two basic types of social deixis namely the relational social deixis and the absolute social deixis. The relational variety and the relations that typically get expressed are those between: (1) Speaker and referent (referent honorifics), (2) Speaker and addressee (addressee honorifics), (3) Speaker and bystander (bystander or audience honorifics), (4) Speaker and setting (formality levels). Apart from that, Levinson also mentions that there are two kinds of absolute social deixis as follows (Levinson, 1983): Authorized speaker, Authorized recipient. Moreover, in accordance with Levinson, there are also three functions of social deixis (Levinson, 1983): Social status differentiation, Politeness, and social identity.

Therefore, the researcher choose research on social deixis to make people aware of the existence of social deixis around us which has a function for expressions of respect, because people who are not aware of the existence of social deixis and its functions can feel confused and cause misunderstanding when interacting or communicating, especially with people who have social deixis; different ages and social backgrounds. As mentioned before, that according to (Levinson, 1983) social deixis has three functions, there are: Social status differentiation, Politeness, and social identity.

YouTube is one of the mass media which, without us realizing it, also contains a lot of social deixis in its conversations. One of them is the YouTube podcast channel, which displays two or more people communicating or having a conversation by discussing a topic. Dive Studios is a YouTube channel with 888 thousand subscribers which is currently a trend. Dive Studios often invites guest stars from the Korean entertainment industry and often discusses the entertainment industry, such as music, the media's greatest hits, the people behind it, and also the entertainment industry itself.

Podcasts are broadcasts in the form of audio recordings or videos that discuss certain topics and can be listened to via the internet by the general public. In a podcast, one can convey various things with many purposes. In conducting this research, the researchers focused on the kinds of deixis found in podcast by Eric Nam and Johnny of NCT in K-pop Daebak Show entitled *JOHNNY of NCT 127 Dishes on The Met Gala, Acting, DJing, and Beyond! | DAEBAK SHOW S3 EP 5*. The podcast was chosen to analyze because Eric Nam and Johnny, both have the age difference is quite far, so that in their conversations they will contain a lot of social deixis to show social politeness, social status differentiation, and social identity.

One of the methods people exchange knowledge is through communication, which they use to express their ideas or views. Sometimes podcasts are made with complex sentences, requiring a better understanding of the content of the podcast. Podcasts also have to be carefully considered and understood, which takes time. Because speakers often use other words to indicate something, it is sometimes difficult for the audience or listeners to recognize and understand the meaning of deixis in a sentence or utterance. Because of this problem, the writer tries to identify and analyze the words of Eric Nam and Johnny's NCT in the K-pop Daebak Show podcast. This can help listeners or viewers to easily understand the use and meaning of deixis, especially when it is used in utterances.

There are several previous studies about social deixis that supported this research. The first previous study that supported this research is Ninda Chory Ayuningtyas (2019) who analyzed the "An Analysis of Social Deixis in 'Great Expectations' Short Story (2001)". This research aims to identify social deixis used in short story. The researcher found 207 words or phrases that included as social deixis. The result of research found that there are many social deixis words in the Great Expectations short story. The dominant type of social deixis in this short story is Relational social deixis with the percentage is 75,85% relational social deixis and 24,15% absolute social deixis.

The second previous study there is Erfina Nuryusticia (2021) who analyzed “*Social Deixis Analysis in The Final Interview with The Obamas*”. The result of this research criptive method by using Levinson’s theory in pragmatics. The result of this research shows that from 36 data found in “The Final Interview of The Obamas”, there are 24 data that classified into the relational social deixis. It consists of 5 social deixis expressions that are included to the speaker and referent, 2 data of speaker and addressee, 16 data of speaker and bystander, and 1 data of speaker and setting social deixis. Moreover, there are 12 data of absolute social deixis that are found in the object of research. It consists of 2 data of authorized speaker, and 10 data of authorized recipient absolute social deixis. Furthermore, the second finding shows that the three functions of social deixis are also found in the utterances in The Final Interview with The Obamas. Those are indicated as 5 data of a social status differentiation function, 20 data of a politeness function, and 11 data of a social identity function of social deixis.

The third previous study, there is Uyunurriqiyah Putri Utami (2019) who analyzed “*Social Deixis of The Main Character in The Hercules Movie*”. This research aims to explain what types of deixis are contained in the movie. The results of this study indicate that there are five forms of social deixis used in the Hercules script. First, from the form of relational social deixis, there are three types, namely speaker and referent, speaker and addressee, speaker and setting. Second, from the absolute form of social deixis, there are two types, namely authorized speakers and authorized recipients. The function of the word or phrase of social deixis found in the film Hercules is to distinguish the social level of the speaker and the person being addressed, to maintain politeness in language, and to maintain social behavior.

The fourth previous study is “*Social Deixis in President Biden’s Remark in the 76th Session of the United Nations General Assembly*” by Iasha Fajrin Nurbani (2022). The result of this research shows there are three types of relational forms, namely, 2 referent honorifics, 26 bystander honorifics, 10 formality levels, and no addressee honorifics found. There are 4 data of absolute (absolute) consisting of 2

data of authorized speakers and 2 data of authorized recipients. In addition, four social deixis functions were found in this research: 4 data to indicate social status differentiator, 1 data to indicate politeness, 35 data to indicate social identity, and 2 data to indicate closeness relationship.

The last previous study, there is Kholifatul Ainayah, Surya Sili, Setya Ariani (2019) who analyzed “*Analysis of Deixis in Pitch Perfect 2 Movie*”. The results of this study showed there were five types of deixis used by Beca Mitchell character: person deixis (40% of first person, 23% of second person, and 6% of third person), time deixis usage as 12%, place deixis usage as 6% shown in both types: proximal and distal, discourse deixis usage as 6%, and social deixis usage as 7% shown only in the relational type that considered the closeness of relationship between Beca and her hearers. Meanwhile, there were four types of contexts appeared: physical, linguistic, social, and epistemic.

All of the research mentioned provided the same domain in Pragmatics study, which is Deixis. They made it from how they discovered its types and how the use and references are described. What differentiate the conducted research between writer and these previous researches is the research object. Each one of them used varied form of language implementation like in short story, movie, speech, and interview, while in this research, the researcher will analyze a podcast video from YouTube and the researcher chooses podcast video of Eric Nam and Johnny of NCT in Dive Studios YouTube channel to be used as objects because it contains a lot of spoken social deixis. Nevertheless, the most important thing is the writer’s main purpose in this research is no other than to put more attention to the study and also to empower the idea of analyzing the use of Social Deixis. At this point, the writer would like to entitle this research as “SOCIAL DEIXIS USED BY ERIC NAM AND JOHNNY OF NCT IN K-POP DAEBAK SHOW PODCAST”.

1.2 Statement of Problem

Language as a tool for communication is very important, also every word in a language must have a deixis expression. There will be many references and

meanings to help people understand the context of the utterance made by the speaker, when an utterance contains many deixis expressions. For example, the use of social deixis by Eric Nam and Johnny of NCT in K-pop Daebak Show podcast.

Based on the statement of the problem above, the researcher concludes that there are two questions that will be the main focuses on this research, they are:

1. What kinds of social deixis are used by Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast?
2. What functions of social deixis are used by Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast?

1.3 Research Objective

Based on the formulation of the research question above, the researcher is intended:

1. To identify and describe the kinds of social deixis that used Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast.
2. To discover the function of social deixis that used by Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast.

1.4 Research Significance

The results of the research can give contribution to the use of language. The research findings can enrich the comprehension and understanding of learning pragmatics, especially about social deixis in podcast context. In this study, the researcher describes how and what are the types of social deixis and their functions to a wide audience.

For this reason, the results of this research can be useful for; Contribute to the teaching of pragmatics, especially on politeness in the context of utterances. Lecturers can use the findings of this study as an additional resource in the subject Pragmatics. This research can be used as another reference for students of the English Study Program who want to conduct research on pragmatics, particularly based on the theory of social deixis in podcast. This research can give a preview of

social deixis in the context of podcast for other students. This research can help other researchers who want to analyze social deixis in podcast.

1.5 Clarification of Terms

1. Deixis

Deixis is a pragmatics phenomenon in which language is used to refer to something; the meaning is only understood in accordance with the meaning that the speaker intended and is impacted by the context of a speech event, such as a place, time, or person.

2. Social Deixis

Social deixis is one of the deixis types that is closely related to social situations. In actual life, social deixis is a linguistic occurrence that cannot be avoided. It focuses on social situations in a speech event and deals with social rank and familiarity.

3. Podcast

Podcast is a result of recorded audio, video, or image materials that can be listened to by the general public through internet media. Podcasts can be implemented flexibly or at any time, and can be listened to through various existing electronic media.

1.6 Organization of the Paper

The following are the organization of the paper which consists of 5 chapters:

Chapter I : The first chapter describes six-part of an introduction, which consists of research background, research question, research objective, research significance, clarification of terms, and organization of the paper.

Chapter II: The second chapter discusses the theoretical framework, which consists of the explanation of pragmatics, context, deixis, types of deixis, social deixis, types and functions of social deixis which is the focus of this research, and also the explanation about a talk show.

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

Chapter IV: The fourth chapter discusses finding and discussion of the research which focuses on answering research questions; those are the kinds of social deixis found in Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast and the function of social deixis found in Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast.

Chapter V: The last chapter is presents the outcome of this undergraduate thesis which divided into two parts based on the findings of the research with the title *Social Deixis Used by Eric Nam and Johnny of NCT in K-Pop Daebak Show Podcast*; The conclusions of this research are presented in the first part. Meanwhile, the recommendations for future researchers who are interested in a related topic of study about pragmatics, and particularly social deixis in a talk show, are addressed in the second section.

