CHAPTER I
INTRODUCTION

This chapter present information in general regarding research. It consists of the research background, statement of problem, research purpose, research significance, conceptual framework, and the previous study.

A. Research Background

Language is a very important thing in human life, without language humans may not be able to survive in this world. This is because human nature itself is a social creature, which means that in fulfilling their needs, humans need help from other individuals. Because of this, humans will automatically get an urge to interact with each other, one of which is by using language. The definition of language is a system formed from arbitrary vowel symbols, and this system is used by humans to communicate with each other. Ritonga in Devianty (2017: 3) states that the concept of language is a communication that is used by members of society, by using sound as a symbol which is produced by the speech organs possessed by humans. In this sense, it includes two areas. Therefore, the first is speech organs will produce the sound, the meaning contained in the circulation of the sound, and the second is the meaning of meaning, that is, the content that is in the sound circuit and evokes a response to what is heard. Furthermore, communication is very important for human beings because with communication people can easily share their ideas, extend express what they feel, and information, add insight and knowledge about something, and so on. According to Efendi (2021: 4) communication is omnipresent. Communication can be found and always present everywhere in our lives, anytime, anywhere, and with anyone. And because of that communication becomes an activity that is mostly carried out by humans and cannot be avoided in everyday life. Even today in increasingly modern life where there are increasingly sophisticated technologies that have provided

opportunities for everyone to communicate in every space and time, almost without limits.

The communication will happen if the target language used is following the condition or situation of the target speaker and the discourse being carried out. And this is closely related to the determining factors in speech acts such as listeners, utterances, purposes as well as speech problems and situations. These factors are mostly discussed in pragmatics. Pragmatics is a branch of linguistics that studies the relationship of linguistic forms with humans as users of these forms (Yule, 1996: 4). Pragmatics talks about the intent or meaning of speakers and this study has more to do with the analysis of the meaning of utterances than the separate meanings of words or phrases used in an utterance. Meanwhile, Levinson (1983: 7) states that pragmatics discusses the connection between the structure of language which is a semiotic system, and its use in context. This study also has a relationship with semantics, and besides that, it is also part of the general theory of meaning. Pragmatics is a branch of linguistics that has several parts, one of which is Deixis.

Deixis is used to refer to the use of personal and demonstrative pronouns, adverbs of place and time such as "there" and "yesterday" as well as various other grammatical features. According to Yule (1996: 9) deixis is a form which is referred to the context conveyed by the speaker, with the basic difference of expressions of deictic being 'near speaker' versus 'far from the speaker'. Furthermore, Deixis is something that always exists in everyday life because we always use deixis in communicating.

Today, communicating with other people is easier because information and communication technology are advancing rapidly. Information Technology is a technology used to process data, and also process, obtain, store, and manage data to produce accurate and timely information. In other words, information technology can provide all the information we need. The more sophisticated information technology creates a medium to facilitate the fulfillment of human

needs as social beings. One of the most popular communication media today is what is known as film.

The film is a complex technology and a communication medium that has a very wide reach and also contains various information for various targets such as religion, ethnicity, ethnicity, culture, and others. The film can also lift a real life into the big screen as if showing a living picture. According to Weisarkurnai (2017: 6) film as a mass media, is used as a medium that reflects reality, or even shapes reality. So that's why the film is a mass media that is much loved by various groups of people because it looks attractive and can also be used as entertainment material.

The film is a means of communication between the players in the film and the audience so that the messages contained in the film can be conveyed. Communication is the activity of conveying messages, data, or information that must be understood by speakers and listeners. In a film, you can find many types of language use. Therefore the film is a mass media that we can examine by using linguistic theory. One of them that can be found in the film is Deixis. Deixis is also studied in pragmatics which is a branch of linguistics that study and examine the meaning delivered by speakers or writers and also interpreted by readers or listeners by looking at the conditions and situations in the context of the delivery. Levinson (1983: 62) states that deixis is separate into 5 types, namely person deixis, place deixis, time deixis, social deixis, and discourse deixis. We always find these five deixis in everyday life when communicating, as well as in a film.

In this study, the writer focuses on identifying the use of social deixis by the character in *Spider-Man: No Way Home (2021)* movie. The writer chose this discussion because social deixis is a phenomenon that we often hear about and even do in our daily lives, such as when we are at school, college, work, etc. Social Deixis is used because of the difference of social difference in the words that appear or honorifics, so social deixis is usually used depending on the character of the role itself. In relation to Levinson, (1983: 90) Social deixis

has two basic types; relational and absolute. Relational deixis refers to a reference to social characteristics in any case of the relative rank of reference or deixis references to the social relationship between the speaker and listener. According to Levinson, (1983: 90) relational deixis is divided into several types or kinds. There are;

a) Speaker and referent (referent honorifics)
b) Speaker and addressee (addressee honorifics)
c) Speaker and bystander (bystander of audience honorifics)
d) Speaker and setting (formality levels)

Meanwhile, absolute deixis is deixis which is a predetermined expression for speakers and listeners, which does not include any ranking comparison between speaker and receiver. An absolute deixis is a form of deixis that is unrelated but more absolute. Absolute deixis has several types as follows (Levinson, 1983: 91);

a) Authorized speaker
b) Authorized recipient

Social deixis also has several functions. According to Levinson and Nababan, there are five functions of social deixis;

1) Social status differentiation;
2) Social identity;
3) Politeness;
4) Closeness relationship;

The writer choose the film *Spider-Man: No Way Home (2021)* as the object of this research because *Spider-Man: No Way Home (2021)* is a very good movie and is also a sequel film from the Marvel Cinematic Universe (MCU) that was become viral. Therefore, this serial film has become a hot topic of conversation, especially among film lovers from the MCU. *Spider-Man: No Way Home (2021)* is the latest addition to the Spider-Man franchise in MCU, and features some of the characters from the previous films in the series and

also adds some of the characters that previously appeared in Spiderman films previously worked on by Sony Pictures. One of the notable aspects of the film is the use of social deixis by the characters. Social deixis refers to words and phrases that are used to indicate the relationships between the speaker, the listener, and the persons or objects being referred to. In this study, we will explore the use of social deixis by the characters in *Spider-Man: No Way Home (2021)* movie and how it contributes to the overall tone and atmosphere of the film.

One of the primary uses of social deixis in the film is to create a sense of familiarity and closeness between the characters. For example, characters such as Peter Parker and MJ often use informal forms of address (such as "*you*" and "*hey*") when speaking to each other, which creates a relaxed and casual atmosphere. On the other hand, characters such as J. Jonah Jameson and Dr. Curt Connors use more formal forms of address (such as "*Mr.*" or "*Doctor*") when speaking to other characters, which contributes to a more serious and formal tone.

Another way in which social deixis is used in the film is to indicate the social relationships between the characters. For example, the use of titles such as "Sir" or "Madam" when speaking to authority figures such as police officers or government officials helps to reinforce the power dynamics between the characters. Similarly, the use of terms of endearment (such as "*dear*" or "*sweetheart*") when speaking to romantic partners helps to reinforce the emotional connection between the characters.

Social deixis is also used in the film to convey the importance and reverence of certain characters. For example, characters such as the Green Goblin and Doc Ock are often referred to by their full names or titles, which serves to emphasize their significance and importance within the film. Similarly, characters such as Uncle Ben and Aunt May are often referred to using terms of endearment (such as "*Uncle*" or "*Aunt*"), which serves to

emphasize their close relationship with Peter Parker and their importance in his life.

This film also contains speeches that are in the form of honorific titles to someone by several characters where the honorifics are confused or uttered inconsistently. So from the background of these problems, the author will examine the problem using the social deixis theory. This film has a lot of sample social deixis which can make it easier for the writer to find and analyze the social deixis.

In conclusion, the use of social deixis by the characters in *Spider-Man: No Way Home (2021)* plays a significant role in the overall tone and atmosphere of the film. By indicating the relationships between the characters, conveying the importance of certain characters, and creating a sense of familiarity and closeness, social deixis contributes to the rich and complex world of the film. So this explanation led the writer to conduct research entitled "Social Deixis Used by the Characters in *Spider-Man: No Way Home (2021)* Movie".

B. Statements of Problem

Based on the background above, the writer discusses several statements of the problem. To be more specific, the researcher makes several questions they are:

1. What kind of social deixis are used by the characters in the movie of *"Spider-Man: No Way Home"*?
2. How the function of social deixis are used by the characters in the movie of *"Spider-Man: No Way Home"*?

C. Research Purposes

Based on the formula described by the writer above, the writer makes several goals so this research can be helpful for readers, there are:

1. To identify kinds of social deixis in the movie of "*Spider-Man: No Way Home*".

2. To analyze the function of person deixis in the movie of "*Spider-Man: No Way Home*".

D. **Research Significances**

Hopefully, the result of this study will bring some benefits to the theoretical and also practical use of language.

1. Theoretically, the results of this study the author and reader can enrich the knowledge of pragmatics, especially about deixis and social deixis.

2. Practically, this study can be employed in helping readers to analyze social deixis. Furthermore, this study can serve as an empirical source for future researchers and readers who are concerned about social deixis. Research discussing social deixis is also very important for readers to understand issues related to honorifics that appear in everyday communication or media such as films. The writer also expects that this research will be further developed by those who are interested in linguistic studies, especially pragmatics and social deixis.

E. **Conceptual Framework**

The research aims to analyze the use of social deixis by characters in the movie entitled "*Spider-Man: No Way Home (2021)*". The research employs a pragmatic approach because there is some utterance in the conversation in *Spider-Man: No Way Home (2021)* Movie between one character and another.

To answer the questions, the writer employs Levinson's theory of social deixis to find out the data of the types of personal deixis used by characters in *Spider-Man: No Way Home (2021)* Movie. Therefore, Social deixis has two types namely relational social deixis and absolute deixis. Relational deixis has several kinds, namely; referent honorifics; addressee honorifics; bystander of audience honorifics; formality levels. Meanwhile, absolute social deixis is separated into two kinds, there are authorized speaker and authorized recipient (Levinson, 1983). Furthermore, to analyze the function of the use of social deixis by the characters the writer uses Levison's and Nababan's theory. According to Nababan (1987), There are functions of social deixis, namely

social status differentiation, social identity politeness, and last is closeness relationship. This theory uses to find out and also analyze the functions of social deixis used by the characters in *Spider-Man: No Way Home (2021)* Movie.

F. Previous Study

There are some previous studies about Social Deixis. First, the thesis entitled "Social Deixis in *The King's Speech* Movie Script" (2018) by Ragam Santika. This research used a qualitative approach focused on the use of Social Deixis in the King's Speech movie script. The author uses Levinson, Yule, Adisutrisno, and other related theories of social deixis. The result of this thesis is the author found 3 types of relational forms that are 4 data of honorifics of the reader, 11 data of honorifics of the author, and 1 data of bystander honorifics while the absolute form author found 2 types that are 3 data of authorized author and 11 data authorized recipient. The similarity of this research with the writer is that both use qualitative methods and discuss social deixis and uses Levinson's theory. But the difference is that this study uses a different research object, namely *the King's Speech* movie script. While the writer used *Spider-Man: No Way Home (2021)* movie as the object of research.

The second is the journal entitled "An Analysis of Social Deixis in *The Dressmaker* Movie" (2020) by Nusi Heriyadi and Eli Diana. This research used a qualitative method to collect data. The author of this research uses the theory of the type of social deixis by Levinson and the theory of the function of social deixis by Hollinghead. The result of this journal is the author found 2 types of social deixis, there are 97.26% of relational deixis and 2,74% absolute deixis. And also 3 functions of social deixis, there are 95.37% of kinship markers, 3.79% indicate social status, and 0.84% of implies empathy. The similarity of this research with the writer is that both use qualitative methods and discuss social deixis and uses the theory by Levinson. But the difference is this research not only uses the theory from Levinson but also uses Hollinghead's theory and uses a different research object, namely *the Dressmaker* movie.

While the writer used the *Spider-Man: No Way Home (2021)* movie as the object of research.

The third is the thesis entitled "Social Deixis of the Main Character in *the Hercules* Movie" (2019) by Uyunurizqiyah Putri Utami. This research used a descriptive qualitative method to collect data. The author uses the theory by Levinson. The result of the thesis is the author found 3 types of relational deixis form namely speaker and referent, speaker and addresses, and speaker and setting. And also 2 types of absolute deixis forms there are authorized speaker and authorized recipient. The similarity of this research with the writer is that both use qualitative methods and discuss social deixis and uses Levison's theory. But the difference is that this study uses a different research object, namely *the Hercules* movie. While the writer used *Spider-Man: No Way Home (2021)* as the object of research.

The fourth is the journal entitled "Analysis the Type of Deixis in the Main Characters on the Movie *I Leave My Heart In Lebanon*" (2020) by Evi Vihapsari. This research used descriptive qualitative and focused on the use of the type of deixis by the main character in the movie I Leave my Heart in Lebanon. The writer uses the theory of deixis by Levinson. The result of this journal is the author found 125 data that indicate the types of deixis. including person, temporal, spatial, social, and discourse deixis. The data in this film is dominated by personal deixis as many as 102 of data. The similarity of this research with the writer is that difference is that this study discusses the types of deixis, while the writer only discusses social deixis. Therefore, this study uses a different research object, namely the film *l Leave my Heartt in Lebanon*. Meanwhile, the writer uses *Spider-Man: No Way Home (2021)* as the object of research.

The fifth is the thesis entitled "Social Deixis Analysis in George Walker Bush's and Barrack Obama's First Inaugural Address" (2022) by Aditya Aulia Farraz. This research has used a qualitative method to collect data. The author of this thesis uses the theory by Levinson. The result of this thesis is the author

found 17 occurrences of bystander honorific type of social deixis and this type appears the most in both inaugural speeches. The similarity of this research with the writer is that both use qualitative methods and discuss social deixis using Levinson's theory. But the difference is that this study used a different research object, namely George Walker Bush's and Barrack Obama's First Inaugural Address. While the writer used *Spider-Man: No Way Home (2021)* as the object of research.

The sixth is the journal entitled "Social Deixis in the Movie Entitled *Beauty and the Beast* 2017" (2020) by Fiani Soendari. This journal used a qualitative method to collect data. The author of this journal uses the theory of social deixis by Levinson. The result of this thesis is the author found 38 sentence containing data on Social Deixis, first is from relational deixis there is 30 address honorific, 7 referent honorific, and bystander honorific is not found in this movie. Whereas the absolute honorific is only one data found. The similarity of this research with the writer is that both use qualitative methods and discuss social deixis using the theory from Levinson. But the difference is this study used a different research object, namely the movie entitled *Beauty and the Beast*. While the writer used Spider-Mn: No Way Home as the object of research.

The seventh is the thesis entitled "The Study of Deixis Used by the Main Character in the *Iron Man 3* Movie Dialogue" (2014) by Bagus Bramanta. This research used descriptive qualitative research and focused on the use of the type of deixis in the main character in the Iron Man 3 Movie. The writer uses the theory stated by Levinson. The result of this thesis is writer found ninety-one deictic expressions in the movie transcript, those are sixty-four of person deixis, six of place deixis, one of social deixis, and nineteen of discourse deixis. The similarity of this research with the writer is that they both use qualitative methods and use Levinson's theory. However, the difference is that this study discusses the types of deixis, while the writer only discusses social deixis. Therefore, this study uses a different research object, namely the *Iron Man 3*

Movie. Meanwhile, the writer uses *Spider-Man: No Way Home (2021)* movie as the object of the research.

The eighth is the journal entitled "Deixis Analysis in A Tale of Two Cities written by Charles Dickens" (2017) by Emad Khalili. This research used descriptive qualitative research and focused on the use of types of deixis in the novel "A Tale of Two Cities" which uses Levinson's theory of social deixis. Therefore, the result of this research is author found 501 data on deixis: 164 data of social deixis, 125 data of person deixis, 111 data of time deixis, 74 data of place deixis, and 36 data of discourse deixis. The similarity of this research with the writer is that they both use qualitative methods and use Levinson's theory. However, the difference is that this study discusses the types of deixis, while the writer only discusses social deixis. Therefore, this study uses a different research object, namely the novel of A Tale of Two Cities. Meanwhile, the writer uses *Spider-Man: No Way Home (2021)* movie as the object of the research.

The ninth is the journal entitled "An Analysis of Social Deixis in *the Madness of King George* Movie" (2020) by Zovi Dwi Putra, et al. This journal used a descriptive qualitative method to collect data. The author of this journal uses the theory of deixis stated by Levinson. The result of this journal is author found 965 data of relational deixis and also 504 data of absolute deixis. The similarity of this research with the writer is that both use qualitative methods and discuss social deixis and uses Levinson's theory. But the difference is that this study uses a different research object, namely *the Madness of King George* Movie. While the writer used *Spider-Man: No Way Home (2021)* as the object of research.

The tenth is the thesis entitled "Filmore's Social Deixis Found in Dee's Perahu Kertas Novel" (2014) by Eka Gitta Dewanti. This thesis used a descriptive qualitative method to collect data. The author of this thesis uses the theory of social deixis states by Fillmore. The result of this research is author found 59 expressions of social deixis, there are 21 honorifics, 20 of person

marking, 10 of social acts, 4 of speech level, and 4 of linguistic performance. The similarity of this research with the writer is that both use qualitative methods and discuss social deixis. But the difference is that this study uses a different research object, namely Dee's Perahu Kertas Novel, and also uses a different theory of social deixis, namely Fillmore's theory. While the writer used SpiderMan: No Way Home movie as the object of research and uses Levinson's theory.

The present research has differences from previous research. Although this research has the same problem as the previous research the object is different. The object is the movie entitled *Spider-Man: No Way Home (2021). The Spider-Man: No Way Home (2021)* movie directed by Jon Watts is the best movie from Marvel Cinematic Universe (MCU). This movie was viral in 2021 because this movie from the (MCU) presents 3 Spider-Man characters from different Spider-Man films and different timelines, or in the film, it is referred to as the multiverse. This film series has various sample social deixis from the characters in the movie of *Spider-Man: No Way Home (2021)*. For this reason, the research entitled "Social Deixis Used by the Characters in *Spiderman-Man: No Way Home (2021)* Movie" this research can be studied and analyzed to know the type of social deixis used by the characters in the movie of *Spider-Man: No Way Home (2021)*. In addition, analyzing social deixis can help readers to identify and understand the types of personal deixis. Furthermore, The writer discusses the function of using social deixis in the movie of *Spider-Man: No Way Home (2021).*