CHAPTER I

INTRODUCTION

This chapter provides information about the general outline of the research including the background of the research, formulation of research questions, research objectives, research significance, clarification of key terms, and organization of the paper.

1.1 Background of the Research

As social beings, we should communicate. In communication, there is a tool called language. Language is a bridge connecting interactions between people. Without language, social life will simply die. Through language a person can convey his views and opinions on the matter in question. According to Kridalaksana (1993), language is indeed an arbitrary system of symbols, whether they are sounds (spoken language) or written characters (written language). It allows members of social groups to interact, share information, express thoughts and emotions, and establish their identities within a community. Usually, communication is established when the speaker and the interlocutor are on the same frequency when discussing certain things. In the process of communication, a communicator can convey a message through verbal means, using words or speech, or through non-verbal means, without relying on words but instead using body language, signs, or symbols. Verbal communication refers to messages packaged in words, while nonverbal communication involves messages conveyed without verbal expressions. Both verbal and nonverbal communication are integral aspects of the communication process, working in tandem to convey meaning, express emotions, and foster understanding between the communicator and the receiver. Recognizing and being mindful of both verbal and nonverbal cues is crucial for effective communication (Sari, 2017).

Communication is one of the main activities carried out in everyday life. Usually, individuals communicate with each other through conversation. The conversation will occur if the context between the speaker and listener is the same.

However, sometimes there are often misunderstandings in conversations. For example, the listener catches what the speaker is saying but does not understand what it means. In this case, it is seen that the listener loses the context intended by the speaker. Context itself is very important in communication so that the speech conveyed by the speaker is conveyed well to the listener.

Context is also studied in the pragmatics branch of linguistics. Pragmatics is language users, language use, and context. In other words, if explained, pragmatics studies how people use language in a certain context. Pragmatics examines the speaker's intentions in the speech used, not examining the meaning of speech or sentences. Examining the meaning of a speech or sentence requires knowledge of grammar, while studying the speaker's meaning requires a shared understanding based on mutually known knowledge or experience that underlies the narrative. Saifudin (2018) argued that context is very influential for speakers in producing text and also very influential for interlocutors, listeners or readers in understanding text.

Basically, understanding context does not always go smoothly in conversation, there are also misunderstanding problems in it. The phenomenon of misunderstanding as intended is very related to the topic of deixis as a branch of pragmatics. Deixis is a branch of pragmatics that studies deep expressions through speech in certain contexts. Referred to by Levinson (Levinson, 1983, p. 54), deixis is the connection between language and context, evident in the inherent structures of language. Deixis additionally explores how language incorporates or expresses elements of the context within utterances or speech events. Consequently, it also addresses how the understanding of utterances relies on the analysis of that context in utterances itself. According to Levinson (Levinson, 1983, p. 62), deixis is divided into 5 different types, namely Personal, Spatial/Place, Temporal, Discourse and Social Deixis. One type of deixis that is relatable to context is discourse deixis. Discourse deixis covers all discourses such as political discourse, religious discourse, etc.

We can find some phenomenon regarding discourse deixis in our daily and online media. According to Watie (2016), the development of online media for communication has accelerated significantly since the advent of internet accessibility through smartphones and laptops. The internet provides easy access for all of us in exploring information in various countries. Apart from that, the internet facilitates its users in many ways. Starting from audio, visual, audio-visual, and many more. One online platform that provides these facilities in full is YouTube. Careful planning according to learning objectives and integration of videos available on YouTube as supporting tools will optimize learning outcomes because they suit the learning styles and interests of the digital generation (Lestari, 2017).

Based on the explanation above, discourse deixis can be located on the YouTube platform. For example, Mufti Menk YouTube channel. The channel features content related to Islamic sermon, which are presented and disseminated online. Mufti Menk is a preacher who is famous for delivering his sermons through two languages, Arabic and English. He also conceptualizes his sermons innovatively following the times by using technology. No wonder, if his subscriber on YouTube reaches five million subscribers. In addition, with his ability to attract the attention of many millennials, Mufti Menk also uses discourse in his sermons, namely religious discourse. This can also be studied in research, especially in discourse deixis which focuses on religious discourse.

Many researchers investigated deixis for over a period of time since it is a phenomenon which normally occurs in pragmatics. The researchers focused on various problems such as linguistic features, types, and reasons of discourse deixis. To conduct this research paper, the researcher picks some information from several studies about discourse deixis in an utterance as the references of previous research with the same topics.

First, Khalil (2014) has conducted research entitled *"Discourse Deixis in the American Political Speeches"*. Khalil identified the discourse deixis used

Levinson (1983) theory and he found 74 data of demonstrative expression which consist pronoun and determine.

Second, Ramadhani & Fitriati (2021) had conducted research entitled "*A Pragmatic Study of Deixis in Imran Khan's Speech at the United Nations General Debate*". Ramadhani & Fitriati identified the discourse deixis used Levinson (1983) theory and they found there were 425 times person deixis, 19 times place deixis, and 554 times time deixis uttered the most dominant deixis. Moreover, 235 times discourse deixis and 93 times social deixis are found in the speech.

Last, Reziana (2023) has conducted research entitled *"Discourse Deixis of Suho EXO'S Speech at The Standford Korea Program 20th Anniversary Conference"*. Reziana identified the discourse deixis using Levinson (1983) theory and she found but (4 data), or (1 data), actually (1 data), so (2 data), this (10 data), that (2 data), those (1 data), these (4 data), there (1 data), it (20 data), and (7 data) as the types of discourse deixis. Moreover, there were deictic expression that contained anaphora function, such as and, it, this. Meanwhile, deictic expression that contained cataphora function, such as that, but, or, so, these, those, and actually.

As previously mentioned, many studies use pragmatics studies, especially deixis. Apart from that, there is also a lot of data that refers to discourse deixis such as speeches, movies, scripts, etc. However, some researches above have different objects and problems compared to this research. Likewise, this research is certainly different from previous research, especially in the use of object data. This research analyzed discourse deixis in religious setting specifically by Mufti Menk on YouTube to understand what messages are conveyed by his words, especially in the use of deixis which is a pointer to his sermon's utterances. The motivation behind undertaking this research stems from the limited attention given to discourse deixis in religious discourses. So, the researcher had the idea to give the title of this research, **"Discourse Deixis in Islamic Sermon on Mufti Menk's YouTube Channel".**

1.2 Research Question

As social creatures, of course we all cannot be separated from language. The use of language itself is very important in describing expressions when communicating, especially in discourse deixis expressions. There will be an expression of respect and appreciation if social existence is used properly and correctly. This research to analyzes discourse deixis that can be seen from the utterances in the Islamic sermon on Mufti Menk's YouTube channel that containing religious discourse based on perspective deixis of Levinson's theory (1983).

Based on the problem statement provided, the researcher determines that the main emphasis of this study will revolve around two particular questions, they are:

1. What are the types of discourse deixis in Islamic sermon on Mufti Menk's YouTube channel?
2. What are the functions of discourse deixis in Islamic sermon on Mufti Menk's YouTube channel?

1.3 Research Objectives

The research objectives are established in alignment with the previously mentioned research questions. Following the formulation of the research questions, the researcher intends to:

1. To identify the types of discourse deixis in Islamic sermon on Mufti Menk's YouTube channel.
2. To investigate the functions of discourse deixis in Islamic sermon on Mufti Menk's YouTube channel.

1.4 Research Significances

The findings of this research offer valuable insights into discourse deixis for readers, serving as a comprehensive resource for those interested in analyzing deixis, particularly in a discourse context. Additionally, the research holds dual significance, encompassing both theoretical and practical implications.
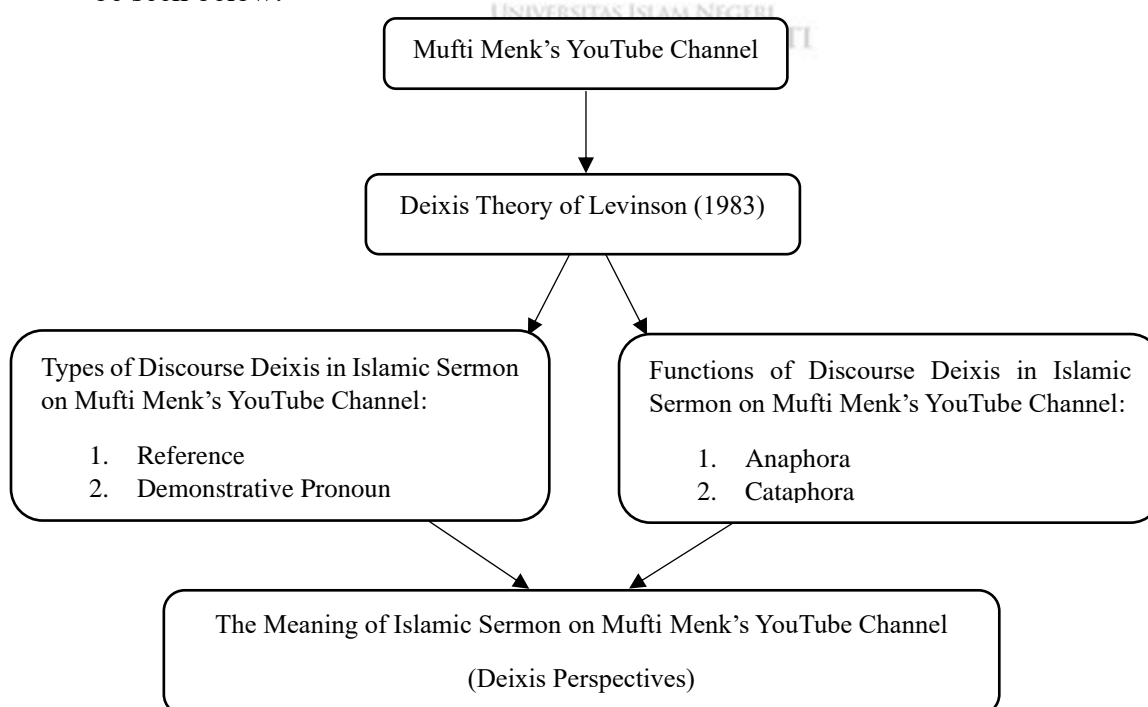
1. Theoretical Significances

This research was initiated to present proof of how deixis, as a linguistic branch, is applied in everyday situations. Moreover, the research seeks to enhance public comprehension regarding the presence and role of deixis.

2. Practical Significances

The anticipated outcome of this research is to enhance the readers' understanding of deixis, particularly in the context of discourse deixis. It is also expected to offer valuable insights to the public, aiding in a better comprehension of deixis in the learning process, given the significance of this study in daily communication.

1.5 Conceptual Framework

To analyze the statement problem of this research, the researcher uses the deixis theory by Levinson (1983) to identify different types of deixis, with a focus on discourse deixis as used by Mufti Menk. Additionally, the researcher provides a research chart to illustrate the study, making it more understandable. The chart can be seen below:

Mufti Menk's YouTube Channel

Deixis Theory of Levinson (1983)

Types of Discourse Deixis in Islamic Sermon on Mufti Menk's YouTube Channel:
1. Reference
2. Demonstrative Pronoun

Functions of Discourse Deixis in Islamic Sermon on Mufti Menk's YouTube Channel:
1. Anaphora
2. Cataphora

The Meaning of Islamic Sermon on Mufti Menk's YouTube Channel

(Deixis Perspectives)

1.5 Definition of Key Terms

   1. **Deixis**

   Deixis is a pragmatic phenomenon within language. In short, deixis expanded, the relationship in question is in the form of grammar or coding that binds the context of the utterance in a communication that occurs (Levinson, 1983).

   2. **Discourse Deixis**

   Discourse deixis relates to text orientation in utterances between speakers or writers at a particular time. Discourse deixis which involves the encoding of reference to portions of the unfolding discourse in which the utterance is located (Levinson, 1983).

   3. **Sermon**

   A sermon is an oral or written discourse, often delivered by a religious leader or speaker, intended to provide moral, spiritual, or religious instruction to listeners. Sermons typically explore and elaborate on specific themes, teachings, or passages from religious texts, aiming to inspire, guide, and instruct listeners in matters of faith, morality, and right living. Sermons usually take the form of a narrative speech delivered by a preacher

1.6 Organization of the Paper

   This paper comprises five chapters, each containing multiple subtopics to provide readers with in-depth information. The organizational structure of this research paper is outlined below:

   a. **Chapter I. Introduction**

   This chapter discovers the background of the research, along with the research questions, research objectives, research significances, clarification of terms, and research organization.

   b. **Chapter II. Theoretical Framework**

   This chapter encompasses the application of deixis theory in the research, providing a detailed overview of the theoretical framework employed in the study.

The chosen theory for this research is Stephen Levinson's (1983) work on deixis, with a particular emphasis on discourse deixis.

c. Chapter III. Research Method

This chapter covers the research methodology and is structured into five sections, namely the research design, data source, data sample, technique of collecting data and technique of analyzing data.

d. Chapter IV. Research Findings and Discussion

This chapter contains the data findings and analyzing of discourse deixis used in Islamic sermon on Mufti Menk's YouTube channel. The research was conducted by finding and analyzing the object of research by using the theory as a reference. So that it becomes accurate research data.

e. Chapter V. Conclusion and Suggestions

This chapter includes the summarization of data findings, discussion, and recommendations for future researchers with a similar interest in the analysis of discourse deixis.