

# CHAPTER I

## INTRODUCTION

In this chapter, the research background, problem identifications, research questions, objectives of the study, the significances of the study, and the definition of key terms are presented.

### 1.1 Research Background

Human beings cannot be separated from their nature. They are social creatures and always need to interact and have a companion in their life. As a result, they need a means of communication. This makes the study of communication important to be conducted because it concerns some form of direct and indirect communication (Lunenburg, 2010). Language is a means of communication that is usually used in humans' daily life. It is divided into two types namely written and spoken language. The spoken language can be in the form of utterances, for example, monolog, dialogue, speech, etc., which allow the people to interact with others. Meanwhile, the latter is written in the form of text, for example, posters, magazines, newspapers, etc., that can enable people to write their own language based on their style (Wang, 2010; Hasanah et al., 2019). Language also can be used to express one's ideas, desires, and feeling over a particular situation (Roberts, 2015; Aryawan, 2019; Hariyanto, 2017). On the other hand, language can be identified as the products and symbols

of cultures. Language cannot stand by itself and there is an inseparable transfusion between language and culture (Kuo & Lai, 2006). Culture is a way of life that affects how people live, their behaviors, and thoughts follow (Mahadi & Jafari, 2012). It has different dimensions including ideas, customs, skills, arts, and tools that can characterize a group of people (Davies & Elder, 2004; Ilić, 2004) Without culture, people will not understand the lives and motivations of others, and cannot relate with others' concerns and interest (Kuo & Lai, 2006). It can be concluded that a particular concept and thought will form one's behavior that it is going to be their culture. Another function of language in communication is forming a referential meaning. It refers to the expressions which are used to talk about either objects or events that occur at the moment. People will understand what the utterances mean if they have a mutual understanding of the context.

Although there are a lot of statements that mention that language is used as a medium to communicate, there are times that the utterances delivered by the speakers to the addressees are ambiguous. According to Tirza (2018), in English, it is found that the addressees are often difficult to understand about what the speakers' intention related to "whom," "when," and "where" context. This situation might raise some problems in communication. From these statements, it can be said that context is really important for the addressees in order to understand what the speakers are talking about. Without any context, it will be difficult for the addressees to

understand the speakers' intention or meaning clearly.

In relation to this, the study of contextual meaning is important to know or learn. According to Horn & Ward (2006), the study which focuses on contextual meaning belongs to pragmatics. Pragmatics is "...the study of those context-dependent aspects of meaning which are systematically abstracted away from in the construction of content or logical form," meaning that it focuses on the use of language and its meaning that can be obtained through expressions and utterances (Horn & Ward, 2006). By knowing and using pragmatics, people can understand what other people try to speak and write.

In pragmatics, there is a subject or scope that deals with the language and context which are encoded in the language structure. Such a subject is called the study of deixis. Through the study of deixis, the meaning of the reference of a word conveyed by the speaker can be learned and understood. Generally, deixis in pragmatics is defined as a technical term of demonstrative like participants or person, place, time, discourse, and social analysis. Understanding the definition of deixis, many linguists have mentioned their various theories related to it, for example, Yule (1996) and Levinson (1983). According to Yule (1996), the term deixis is derived from the word to refer, or pointing by using language. Deixis can be found in the form of written and spoken language. Understanding deixis makes people easy to determine the meaning of the deictic words which are used by the speaker since it links the relationship between language

and context. Besides, deixis is used to avoid misunderstanding of the meaning and intentions between the speaker and audience or listener. It needs to be underlined that the important parameters in deixis are to understand the context in terms of who the speaker is, where the place is, and when the communication happens.

There are theories related to the use of deixis from Levinson (1983) and Yule (1996). Levinson (1983) proposes five kinds of deixis; person, place, time, discourse, and social deixis. Based on his theory, in person deixis, it has three parts namely first-person deixis (*I*), second-person deixis (*you*), and the third-person deixis (*she, he, it*). Time deixis is related with the time of the speech event occurred that can be pointed by the use of words, such as *now, yesterday, tomorrow, today, last week, this week, tonight*, etc. The place deixis deals with the location where the speech event takes place. It can be referred to by the use of demonstrative pronouns and place adverbs, such as *this and that, and here and there*. Discourse deixis concerns the use of expressions referring to a part of the discourse itself. It can be pointed out by the words, such as *this, that, but, so, however, in conclusion*, etc. Social deixis discusses the pronoun systems of language and grammaticalized information related to the relationship and identities of the participants in the speech acts itself. On other hand, Yule (1996) divides three types of deixis such as person, spatial (place), and temporal (time) deixis. If it is being seen, the theories formulated by these two experts have some similarities in terms of context.

However, Yule (1996) cuts down two types of Levinson's theory (1983), namely discourse and social deixis. Therefore, it can be said that deixis is concerned with the encoding of many different aspects of the circumstances surrounding the speech event, and within the utterance itself. Besides the use of implicature, maxim, speech acts, etc, deixis is frequently used to make sense of what people have heard and read since it is a simple pragmatics principle that discusses meaning in communication (Nurhalimatusa'diah, 2018). In this case, the researcher chose to focus on Levinson's (1983) theory. The researcher uses Levinson's concept in this speech because the types of deixis in Levinson's concept are divided into five types of deixis, which really helps the researcher in classifying and analyzing the types of deixis, as well as showing the detailed and complete use of deixis in the speech.

In reality, it is found that some people are still confused in understanding the utterances delivered by the speaker whether it is orally or written, especially for the use of the alteration of the participant *I* become *You* in the dialogues (Retnowaty, 2019). She also mentions that people do not understand what the speaker tries to deliver, and also the speaker's intention since they have a lack of information about deixis theory. So this is why deixis is considered important to learn because it helps people to interpret the context of the situation by looking at the speaker, place, reference, time, discourse, and social when the communication takes place.

Related to this topic, there were some researchers who conducted studies about the deictic expression in language. Khalili (2017) analyzed the deixis expression in the novel *A Tale of Two Cities* written by Charles Dickens. and the type that was mostly used by the author was social deixis with a frequency of 164. Abdulameer (2019) conducted a study related to the pragmatic analysis of deixis in a religious text. The findings showed that there were three types of deixis found in the text, such as person, place, and time deixis. It was also found that the person-type of deixis dominantly appeared. Another research was from Yulistiani & Parmawati (2020) which their study was aimed to determine the deictic expression contained in the article selected from Detiknews about Krakatoa's Mount Disaster 2018. The results indicated that there were three types of deixis used in the articles, such as personal, temporal, and spatial deixis. Based on the research, spatial deixis mostly appeared in selected articles.

After analyzing some previous studies which are related to the current study, motivational speech does not get much attention just like political speech. So, this is why the researcher chooses this topic to be studied after looking at the gap from the previous studies mentioned. Speech is related to the opinions and feelings delivered in public. It is related to the theory of Soukhanov (1994) which says that speech is a way of communication that is used to express someone's ideas and thoughts in front of audiences by concerning the articulation of their vocal sound. Speech is usually delivered in an event by a leader of a country, company,

community, or anyone who can inspire the audience.

To fill this theoretical gap, this study investigates the deixis expression in a motivational speech. Nonetheless, a motivational speech is considered important in deixis analysis since it can be a medium for the speaker to convey the messages to the audiences so the audiences will be motivated (Rahayu & Kurniawan, 2020). They further say that in order to achieve goals, someone needs to have a lot of motivation. It is also supported by McGregor (1960) who proposes the theory of X and Y. In his theory, he says that most humans are considered as a lazy entity who has small ambitions to work, and most probably like to be guided by their superiors. Likewise, he also stated that human beings are assumed to have a sense of responsibility, an awareness in understanding, and be able to accomplish everything creatively.

The Korean wave is widely spreading all around the world nowadays. The Korean wave is proof of the development and popularity of South Korea in the eyes of today's global community. This popularity is in the form of Korean Pop (Kpop) music and Korean dramas. The Korean wave brings many positive effects for Korea, including introducing Korean culture, increasing tourism, bringing positive relations with other countries, and making Korean culture a positive lifestyle in Asia and non-Asia (Shim, 2006; Oh & Lee, 2014). In relation to the Korean Wave, Korean culture becomes one of the important elements to create a national brand image.

Related to the statements mentioned above, this study examines a speech delivered by the most well-known Korean boy group leader named Kim Namjoon. Hasanah et al. (2019) mention that Kim Namjoon or usually known as RM is the leader of BTS. BTS is an abbreviation of *Bangtan Sonyeondan* which they are the most famous K-Pop star in this generation. Hasanah et al. (2019) further state that BTS has seven members who make their music based on political and social issues, mental awareness, and also the hopes and dreams of youngsters. Starting their career from a small company, they were successful in breaking the stereotype that K-pop could not enter international music. In 2017, BTS brought Korean Wave all around the world with their concert called The Wings Tour which kicked off in Seoul. Up until then, BTS received many *daesangs*, or the highest award an idol can receive that usually divided into the categories into several awards such as artist of the year, the album of the year, song of the year, digital song of the year, the best record of the year, and worldwide icon of the year. Not only developing their career in the music world, but BTS also promotes mental awareness to people all around the world. In September 2018, BTS was invited to the United Nations General Assembly, and as a leader, Kim Namjoon gave a speech on behalf of the group in the event “Youth 2030” which was held to launch the “Generation Unlimited” program at the United Nations headquarters in New York City (Hasanah et al., 2019). This program is used to promote success, stability, and growth to the future generation by providing good



quality education, training, or employment opportunities to them. Kim Namjoon's speech immediately went viral on the internet by having over 148.000 retweets and over 1.5 million views and likes in several hours.

Based on the explanation above, this study aims to analyze the deixis expression used in the speech of Kim Namjoon at the United Nations General Assembly with the title "Youth 2030 The UN Youth Strategy". The researcher is interested to understand the types of deixis contained in the speech by using relevant theories in order to comprehend the messages uttered by the speaker. Related to this, the researcher conducted research entitled "The Deixis of Motivational Speech Remarkd by BTS' Kim Namjoon at The United Nations General Assembly."

## **1.2 Problem Identification**

In accordance with the facts found in the field, the researcher found that there are a lot of people who do not understand what the speakers try to deliver, and also the speaker's intention since they have a lack of information about deixis theory. In relation to this, if the mastery of understanding a language and its meaning is low, it will cause some problems in daily conversation such as misunderstanding, unfamiliarity, and miscommunication. For example, people sometimes still misunderstand the use of singular and plural pronouns (the use of the alteration of the participant *I* become *you* in the dialogues), time, place in sentences, meaning in a speech. This happens due to the unclear

explanations related to deixis theory. Besides, in writing, people tend to be monotonous in the process so it will make the readers become bored. So, they can use deixis in order to avoid redundancy or monotonous writing. Therefore, research on deixis is considered very important to be carried out so that the results can be used immediately for those who need it.

### **1.3 Research Questions**

Based on the problem identification above, the author proposes two research questions to support this study. The questions are as follows.

- a. What are the types of deixis that occur in the Kim Namjoon's motivational speech?
- b. What is the dominant deixis used by Kim Namjoon in his motivational speech?

### **1.4 Research Objectives**

There are two objectives of this study based on the research questions above. Those are:

- a. To describe the types of deixis that occur in Kim Namjoon's motivational speech
- b. To find out the dominant deixis used by Kim Namjoon in his motivational speech

## 1.5 Research Significances

This research has two research significances, namely theoretical and practical significances. Those are discussed as follows.

### a. Theoretical Significance

Theoretically, this study is expected to give good contributions to the development of linguistics knowledge or theory. This statement means that this study is able to enrich the knowledge or sources for further study of the specified area. Besides, this study proves the theories of deixis by Levinson (1983).

### b. Practical Significance

Practically, this study is expected to help the students to define the meaning of sentences based on the context. Besides, it will be able to increase the students' knowledge related to the grammatical context like singular and plural pronouns, the use of time and place, and the social status between the speaker and recipients. In addition, this study is useful for students since it can increase the students' speaking skills in the form of formal language since it will help the students to eliminate any misunderstanding and sound polite in front of the listeners.

For educators, the results of this study can give insights to them and increase their understanding of grammar and formal language which are very important in the communication

process. The formal language will help the educators when they are working cross-culturally since it makes them look polite and professional in their fields.

For readers, this study gives additional information and reading materials that can be used as a comparison in order to gain some knowledge related to this topic. Besides, it will provide how the culture is presented in the speech that has a good contribution in delivering the ideas or thoughts.

## **1.6 Definition of Key Terms**

Conceptual and operational definitions are used to avoid the misunderstanding related to the terminologies in this study. Those kinds of definitions are explained as follows.

### **1.6.1 Conceptual Definitions**

#### **a. Deixis**

Deixis is concerned with how words are understood by using referencing to determine the meaning of the deictic words uttered by the speaker, which interpretation is based on the context, such as who is speaking, where they are speaking, and when they are speaking (Levinson, 1983).

#### **b. Person Deixis**

Person deixis is a reference that is used to identify the participants in the speech event that occurred. Person deixis is

classified into three types: first person, second person, and third-person (Levinson, 1983).

c. Spatial or Place Deixis

Spatial or place deixis is concerned with the encoding of the locations or locations of the participants in the speech event and is related to the concept of distance. (Levinson, 1983; Yule, 1996).

d. Temporal or Time Deixis

Time deixis is closely related to the time adverb, which is found in the form of time view based on the speech event (Levinson, 1983; Renkema, 1993).

e. Discourse Deixis

Discourse deixis is concerned with the expressions used in an utterance to point to the discourse parts that include the utterance, as well as the utterance itself (Levinson, 1983).

f. Social Deixis

Social deixis refers to the participants' social information, which is indicated by the expressions of social status and social familiarity. (Fillmore, 1977; Levinson, 1983).

g. Speech

Speech is a public communication activity in which one expresses one's opinion or provides information about something (Soukhanov, 1994).

h. BTS

BTS is a South Korean boy band that debuted in 2013 consisting of seven members namely Kim Seokjin, Min Yoongi, Jung Hoseok, Kim Namjoon, Park Jimin, Kim Taehyung, and Jeon Jungkook.

### 1.6.2 Operational Definitions

a. Deixis

In this study, deixis is the deictic word that is used as a referencing by Kim Namjoon in his speech video. The speech video was published in 2018 with the title “Youth 2030 The UN Youth Strategy.”

b. Person Deixis

In this study, person deixis refers to the linguistic reference used by Kim Namjoon to point the participants in his speech. It is in the form of first-person, second-person, and third-person types.

c. Spatial or Place Deixis

Place deixis concerns on the deictic reference to the location relevant to the utterances conveyed by Kim Namjoon in his speech.

d. Temporal or Time Deixis

Place deixis which is used in this study concerns the use of deictic reference to point to the location relevant to the

utterances conveyed by Kim Namjoon in his speech.

e. Discourse Deixis

In this study, discourse deixis is used to point to the use of expressions in an utterance to refer to the discourse parts that include the utterance, as well as the utterance itself in Kim Namjoon's speech.

f. Social Deixis

In this context, social deixis refers to the use of social characteristics of, distinctions between Kim Namjoon and the participants or referents in the speech delivered.

g. Speech

In this study, the speech used as a source of data was the speech delivered by Kim Namjoon at The United Nations General Assembly in September 2018. It was chosen because the speech promotes success, stability, and growth to the future generation by providing good quality education, training, or employment opportunities to them.

h. BTS

BTS in this study refers to the South Korean boy band where Kim Namjoon belongs. Kim Namjoon is chosen as the spokesperson of BTS to deliver his speech at The United Nations General Assembly.