



Datum	Utterances	Lexical form	Types of Deixis						
			D1			D2	D3	D4	D5
			P1	P2	P3				
1	“Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world.”	You		✓					
		Mr							✓
		General Secretary							✓
		Executive Director							✓
		Excellencies							✓
		Distinguished Guest							✓
		Across the World					✓		
2	“My name is Kim Nam Jun, also known as RM, the leader of the group BTS.”	My	✓						
		BTS							✓
3	“It’s an incredible honour to be invited to an occasion with such significance for today’s young generation.”	It						✓	
		Today					✓		
4	“Last November, BTS launched the “Love Myself” campaign with UNICEF, building on our belief that “true love first begins with loving	Myself	✓						
		Our	✓						

	myself.””	Last November					✓		
		Myself	✓						
		Launched					✓		
5	“We have been partnering with UNICEF’s #ENDviolence program to protect children and young people all over the world from violence.”	We	✓						
		All over the world					✓		
		Have been partnering					✓		
6	“Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”	Our	✓						
		Fans							✓
		This						✓	
		Their				✓			
		We	✓						
		In the world					✓		
		Have become					✓		
7	“I would like to begin by talking about myself.”	I	✓						
		Myself	✓						
8	“I was born in	I	✓						

	Ilsan, a city near Seoul, South Korea.”	Was					✓		
		Ilsan					✓		
		Near					✓		
		Seoul					✓		
		South Korea					✓		
9	“It’s a beautiful place, with a lake, hills, and even an annual flower festival.”	It is a beautiful place					✓		
		Annual						✓	
10	“I spent a happy childhood there, and I was just an ordinary boy.”	I	✓						
		Spent						✓	
		There					✓		
		I	✓						
		Was						✓	
11	“I would look up at the night sky in wonder and dream the dreams of a boy.”	I	✓						
		Would						✓	
		Night						✓	
12	I used to imagine that I was a superhero, saving the world.	I	✓						
		Used						✓	
		Was						✓	
13	“In an intro to one of our early albums, there is a line that says, “My heart stopped...I was maybe nine or ten.””	In an intro					✓		
		Our	✓						
		Early						✓	
		Says						✓	
		My	✓						
		Stopped						✓	

		I	✓						
		was					✓		
		Nine or ten					✓		
14	“Looking back, that was when I began to worry about what other people thought of me and started seeing myself through their eyes.”	Looking back					✓		
		That						✓	
		Was						✓	
		I	✓						
		Began						✓	
		Thought						✓	
		Me	✓						
		Started						✓	
		Myself	✓						
		Their				✓			
15		“I stopped looking up at the stars at night.”	I	✓					
	Stopped						✓		
	Night							✓	
16	“I stopped daydreaming.”	I	✓						
		Stopped					✓		
17	“I tried to jam myself into moulds that other people made.”	I	✓						
		Tried					✓		
		Myself	✓						
		Into				✓			
		Made					✓		
18	“Soon, I began to shut out my own voice and started to listen to the voices of others.”	Soon					✓		
		I	✓						
		Began						✓	
		My	✓						
		Started						✓	
19	“No one called out my name, and neither did I.”	Called					✓		
		My	✓						
		Did						✓	

		I	✓						
20	“My heart stopped and my eyes closed shut.”	My	✓						
		Stopped	✓						
		My	✓						
		Closed	✓						
21	“So, like this, I, we, all lost our names. We became like ghosts.”	So						✓	
		This						✓	
		I	✓						
		We	✓						
		Lost					✓		
		Our	✓						
		We	✓						
		Became						✓	
22	“I had one sanctuary, and that was music.”	I	✓						
		Had					✓		
		That						✓	
		Was					✓		
23	“There was a small voice in me that said, ‘Wake up, man, and listen to yourself!’ But it took me a long time to hear music calling my name.”	Was					✓		
		In me					✓		
		Said						✓	
		Yourself		✓					
		But							✓
		It							✓
		Took						✓	
		Me	✓						
		A long time						✓	
My	✓								
24	“Even after making the decision to join BTS, there were hurdles.”	After					✓		
		BTS							✓
		Were						✓	
25	“Most people	Thought					✓		

	thought we were hopeless. Sometimes, I just wanted to quit.”	We	✓						
		Were					✓		
		Sometimes					✓		
		I	✓						
		Wanted					✓		
26	“I think I was very lucky that I didn’t give it all up.’	I	✓						
		I	✓						
		Was					✓		
		I	✓						
		Did					✓		
		It						✓	
27	“I’m sure that I, and we, will keep stumbling and falling.”	I	✓						
		I	✓						
		We	✓						
		Will					✓		
28	“We have become artists performing in huge stadiums and selling millions of albums.”	We	✓						
		Have Become					✓		
		Artist							✓
		In huge stadiums				✓			
29	“But I am still an ordinary, twenty-four-year-old guy.”	But						✓	
		I	✓						
30	“If there was anything that I have achieved, it was only possible because I had my other BTS members by my side, and because of the love and	Was					✓		
		I	✓						
		Have achieved					✓		
		It						✓	
		Was					✓		
		I	✓						
		Had					✓		

	support of our ARMY fans.”	My	✓						
		BTS							✓
		My	✓						
		Our	✓						
		ARMY							✓
		Fans							✓
31	“Maybe I made a mistake yesterday, but yesterday’s me is still me.”	I	✓						
		Made					✓		
		Yesterday					✓		
		But						✓	
		Yesterday					✓		
		Me	✓						
		Me	✓						
32	“I am who I am today, with all my faults.”	I	✓						
		I	✓						
		Today					✓		
		My	✓						
33	“Tomorrow I might be a tiny bit wiser, and that’s me, too.”	Tomorrow					✓		
		I	✓						
		That						✓	
		Me	✓						
34	“These faults and mistakes are what I am, making up the brightest stars in the constellation of my life.”	These						✓	
		I	✓						
		In the constellation					✓		
		My	✓						
35	“I have come to love myself for who I was, who I am, and who I hope to become.”	I	✓						
		Have come					✓		
		Myself	✓						
		I	✓						
		Was					✓		
		I	✓						
		I	✓						
36	“I would like to say one last thing.”	I	✓						

37	“After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves.”	After					✓		
		Yourself		✓					
		Myself	✓						
		We	✓						
		Started					✓		
		Our	✓						
		Fans							✓
		All over the word					✓		
		Our	✓						
		Helped						✓	
		Them				✓			
		Their				✓			
		In life					✓		
Themselves				✓					
38	“These stories constantly remind us of our responsibility.”	These						✓	
		Us	✓						
		Our	✓						
39	“So, let’s all take one more step.”	So						✓	
		Us	✓						
40	“We have learned to love ourselves, so now I urge you to “speak yourself.””	We	✓						
		Have learned					✓		
		Ourselves	✓						✓
		So							✓
		Now					✓		
		I	✓						
		You		✓					
Yourself		✓							
41	“I would like to ask all of you. What is your name? What	I	✓						
		You		✓					
		Your		✓					

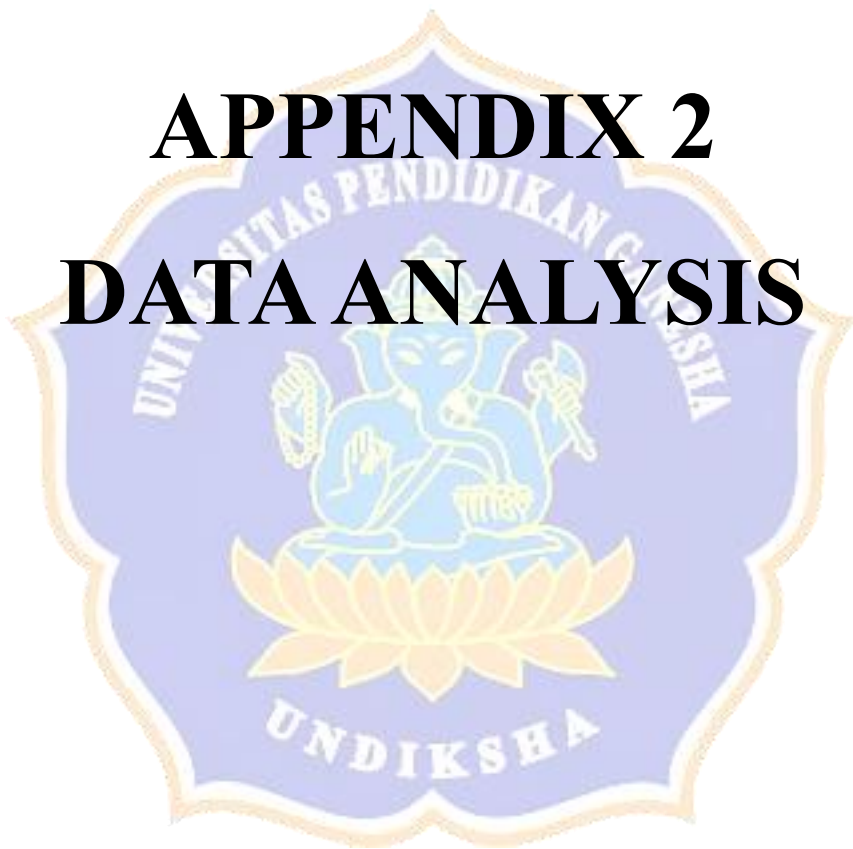
	excites you and makes your heart beat?"	Excites					✓		
		You		✓					
		Makes					✓		
		Your		✓					
42	"Tell me your story."	Me	✓						
		Your		✓					
43	"I want to hear your voice, and I want to hear your conviction."	I	✓						
		Your		✓					
		I	✓						
		Your		✓					
44	"No matter who you are, where you're from, your skin colour, gender identity: speak yourself."	You		✓					
		You		✓					
		Your		✓					
		Yourself		✓					
45	"Find your name, find your voice by speaking yourself."	Your		✓					
		Your		✓					
		Yourself		✓					
46	"I'm Kim Nam Jun, RM of BTS."	I	✓						
		BTS							✓
47	"I'm a hip-hop idol and an artist from a small town in Korea."	I	✓						
		Idol							✓
		Artist							✓
		Korea					✓		
48	"Like most people, I made many mistakes in my life."	I	✓						
		Made					✓		
		My	✓						
		In my life					✓		
49	"I have many	I	✓						

	faults and I have many fears, but I am going to embrace myself as hard as I can, and I'm starting to love myself, little by little.”	I	✓						
		I	✓						
		Going to	✓				✓		
		Myself	✓						
		I	✓						
		I	✓						
		Starting					✓		
		Myself	✓						
50	“What is your name? Speak Yourself!”	Your		✓					
		Yourself		✓					



APPENDIX 2

DATA ANALYSIS



Person Deixis

According to Levinson (1983), person deixis deals with the participants' role in the speech event itself. After analyzing the data, there are three types of person deixis found, such as first person, second person, and third person deixis. There are 121 data in total. Those are described as follows.

A. First Person

First person can be called as the speaker. According to Levinson's theory, it is said that when it comes to first person deixis, the deictic center is the speaker who are speaking at the moment. After analyzing the data, the researcher found some data that contain first person deixis. Those are presented as follows.

1. "My name is Kim Nam Jun, also known as RM, the leader of the group BTS."

The word *my* belongs to the first person pronoun *I*. It becomes the possessive determiners to show the sense of possession or belonging. Possessive determiner is used before a noun. In this case, the speaker uses the word "my" since he wants to let the audience know about his own name.

2. "Last November, BTS launched the "Love Myself" campaign with UNICEF, building on our belief that "true love first begins with loving myself.""

The word *myself* is a pronoun that refers to the word *I*. It is used when the speakers wants to refer himself or herself as the object of a

verb or preposition when he or she becomes the clause subject. Meanwhile, the word *our* in the statement above refers to the person deixis, especially for the first person possessive pronoun that belongs to Kim Namjoon and all of BTS members.

3. “We have been partnering with UNICEF’s #ENDviolence program to protect children and young people all over the world from violence.”

The word *we* in the statement above refers to Kim Namjoon and the other BTS members. In this part, the speaker provides the information relate BTS’ partnership with UNICEF in order to promote the campaign.

4. “Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”

The word *our* in the statement above refers to the first person possessive pronoun that belongs to Kim Namjoon and all of BTS members, which is their fans called ARMY. Meanwhile, the word *we* refers to Kim Namjoon and the other BTS members, in which they show their compliment and gratitude toward their fans.

5. “I would like to begin by talking about myself”

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker when he opened the speech by talking about himself. The word *myself* is a pronoun that refers to the word *I*. It is used when the speakers wants to refer himself or herself as the object of a verb or preposition when he

or she becomes the clause subject.

6. “I was born in Ilsan, a city near Seoul, South Korea.”

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker when he introduced the place he was born.

7. “I spent a happy childhood there, and I was just an ordinary boy.”

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker. In this case, he reminisced the experience he got when he was a kid.

8. “I would look up at the night sky in wonder and dream the dreams of a boy.”

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker who reminisced about his childhood.

9. “I used to imagine that I was a superhero, saving the world.”

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker who told the audience about his imagination to be a superhero when he was a kid.

10. “In an intro to one of our early albums, there is a line that says, “My heart stopped...I was maybe nine or ten.””

The word *our* in the statement above refers to the first person possessive pronoun that belongs to Kim Namjoon and all of BTS members. The word *my* belongs to the first person pronoun *I*. It

becomes the possessive determiners to show the sense of possession or belonging. Possesive deteminer is used before a noun. The word *I* refers to Kim Namjoon as the speaker himself. Kim Namjoon wants to tell that there a line in BTS' song which actually relates to his situation.

11. "Looking back, that's when I began to worry about what other people thought of me and started seeing myself through their eyes."

The word *I* belongs to the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker. "Me" in this statement is used as a pronoun that replace the object *I*. Meanwhile, the word *myself* is a pronoun that refers to the word *I*. It is used when the speakers wants to refer himself or herself as the object of a verb.

12. "I stopped looking up at the stars at night."

The word *I* refers to Kim Namjoon as the speaker himself. He wants to refer to a situation when he stopped all the things he usually did since he saw himself through other people's eyes.

13. "I stopped daydreaming."

The word *I* refers to Kim Namjoon as the speaker himself. He wants to refer to a situation when he stopped all the things he usually did in the past including daydreaming about he wanted to be in the future.

14. "I tried to jam myself into moulds that other people made."

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker when he delivered his speech. The word "myself" is a pronoun that refers to the

word *I*. It is used when the speakers wants to refer himself or herself as the object of a verb or preposition when he or she becomes the clause subject.

15. “Soon, I began to shut out my own voice and started to listen to the voices of others.”

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker when he delivered his speech. The word *my* belongs to the first person pronoun *I*. It becomes the possessive determiners to show the sense of possession or belonging. Possesive deteminer is used before a noun. In this case, Kim Namjoon uses the word *my* since he wants to let the audience know about what he sacrificed in order to follow what others desire.

16. “No one called out my name, and neither did I.”

The word *I* belongs to the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the main speaker in the speech he delivered. The word *my* belongs to the first person pronoun *I*. It becomes the possessive determiners to show the sense of possession or belonging. Possesive deteminer is used before a noun.

17. “My heart stopped and my eyes closed shut.”

The word *my* in the statement above belongs to the first person pronoun *I*. It becomes the possessive determiners to show the sense of possession or belonging. Possesive deteminer is used before a noun – heart and eyes.

18. “So, like this, I, we, all lost our names. We became like ghosts.”

The word *I* belongs to the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the main speaker in the speech. The word *we* in the statement above refers to Kim Namjoon and the other BTS members. Meanwhile, the word *our* in the statement above refers to the person deixis, especially for the first person possessive pronoun that points to Kim Namjoon and all of BTS members. In this part, Kim Namjoon and all the members faced the same situation in the past, and he wants the audience to know their hardships.

19. “I had one sanctuary, and that was music.”

The word *I* in the statement above points to the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the main speaker and the subject at the time he is speaking.

20. “There was a small voice in me that said, ‘Wake up, man, and listen to yourself!’” But it took me a long time to hear music calling my name.”

The word *me* in this statement above is used as a pronoun that replace the object *I*. Meanwhile the word *my* belongs to the first person pronoun *I* which becomes possessive determiner to show the sense of possession or belonging. Possessive determiner is used before a noun. In this case, the noun is the word *name*.

21. “Most people thought we were hopeless. Sometimes, I just wanted to quit.”

The word *we* in the statement above refers to Kim Namjoon and the other BTS members. In this statement, he wants to refer that all the members including Kim Namjoon had similar feeling that they were hopeless. Then, the word *I* refers to Kim Namjoon himself since he is the main speaker of the event. That is why it belongs to the first person deixis, since the focus is from Kim Namjoon’s point of view.

22. “I think I was very lucky that I didn’t give it all up.”

The word *I* in the statement above points to the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the main speaker. He wants to let the audiences know that he was very lucky and grateful that he did not leave his place in the past, knowing that he becomes so successful now.

23. “I’m sure that I, and we, will keep stumbling and falling.”

Just like the previous statements, the word *I* used is pointing at the person deixis for first person point of view and singular pronoun. It belongs to Kim Namjoon as the one who delivers the speech in front of the audience. In another side, the word *we* belongs to Kim Namjoon and the other BTS members. This statement can be interpreted that not all the path they go through will be smooth. They will also still be stumbling and falling in the future.

24. “We have become artists performing in huge stadiums and selling millions of albums.”

In this statement, Kim Namjoon uses the word *we* to point at Kim Namjoon and the other BTS members. Because Namjoon is in the same group as the other six members, their achievements show that it is the result of their hard work together.

25. “But I am still an ordinary, twenty-four-year-old guy.”

The word *I* in the statement above points to the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the main speaker. By this statement, he still cannot believe that he will get this successful in the age of twenty four.

26. “If there’s anything that I’ve achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans.”

The word *I* is used to point to the first person deixis for singular pronoun. It refers to Kim Namjoon as the main speaker who delivers his speech in the event. The word *my* belongs to the first person pronoun *I* which becomes possessive determiner to show the sense of possession or belonging. Generally, possessive determiner is used before a noun. In this case, the nouns are the words *other BTS members* and *side*. Meanwhile, the word *our* in the statement above refers to the person deixis, especially for the first person possessive pronoun that points to Kim Namjoon and all of BTS members. He uses the word *our* since

ARMY is not only Namjoon's but also their other members' fans.

27. "Maybe I made a mistake yesterday, but yesterday's me is still me."

The word *I* is used to point to the first person deixis for singular pronoun. It refers to Kim Namjoon as the one who delivers his speech in the event. The word *me* in this statement above is used as a pronoun that replace the object *I*. In this case, he wanted to emphasize that as a human, he would probably make a lot of mistakes. However, regardless of that mistakes, he is still himself.

28. "I am who I am today, with all my faults."

The word *I* is used to point to the first person deixis for singular pronoun. It refers to Kim Namjoon as the one who delivers his speech in the event at that time. The word *my* belongs to the first person pronoun *I* which becomes possessive determiner to show the sense of possession or belonging. Generally, possessive determiner is used before a noun. In this case, the noun is the word *fault*.

29. "Tomorrow I might be a tiny bit wiser, and that's me, too."

The word *I* is used to point to the first person deixis for singular pronoun. It refers to Kim Namjoon as the one who delivers his speech in the event at that time. The word *me* in this statement above is used as a pronoun that replace the object *I*. He wants to say that although he changes into a wiser personality in the future, it is still him after all.

30. “These faults and mistakes are what I am, making up the brightest stars in the constellation of my life.”

In this statement, the word *I* is used to point to the first person deixis for singular pronoun. It refers to Kim Namjoon as the one who delivers his speech in the event at that time. While, the word *my* belongs to the possessive determiner which is used before a noun to show the sense of possession or belonging. The noun in this statement is *life*.

31. “I have come to love myself for who I was, who I am, and who I hope to become.”

In the statement above, it can be seen that the word *I* points to the first person deixis for singular pronoun. It is because it refers to Kim Namjoon as the speaker who delivers his speech at that time. By the use of pronoun *I*, he wants to emphasize that he has come to embrace himself for he was in the past, he is in the present time, and he will become in the future. It is continued by the use of word *myself*. The word *myself* is a pronoun that refers to the word *I*. It is used since the speaker wants to refer himself or herself as the object of a verb or preposition when he becomes the clause subject.

32. “I would like to say one last thing.”

From this statement, the first person deixis for singular pronoun is used since the speaker uses the pronoun *I*. By the use of this pronoun, the speaker wants to emphasize that he is the one who is talking at the moment.

33. “After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves.”

The word *myself* is a pronoun that refers to the word *I*. It is used since the speaker wants to refer himself or herself as the object of a verb or preposition when he becomes the clause subject. The word *we* refers to Kim Namjoon and the other BTS members, in which they want to emphasize that they have heard the stories from their fans. The word *our* in the statement above refers to the first person possessive pronoun that belongs to Kim Namjoon and all of BTS members, which is their fans, *ARMY*.

34. “These stories constantly remind us of our responsibility.”

The word *us* is used when the speaker wants to refer to himself or herself and other people as the object of a verb or preposition. In this case, it points to Kim Namjoon as the speaker along with other six members of BTS named Seokjin, Yoongi, Hoseok, Jimin, Taehyung, and Jungkook. While the word *our* is used refer to the first person possessive pronoun that belongs to Kim Namjoon and all of BTS members, namely their responsibility.

35. “So, let us all take one more step.”

The word *us* is used when the speaker wants to refer to himself or herself and other people as the object of a verb or preposition. In this

case, it points to Kim Namjoon as the speaker, other six members of BTS, and all of the audience who attends the event and those who watch the video online.

36. “We have learned to love ourselves, so now I urge you to “speak yourself.””

The word *we* refers to Kim Namjoon and the other BTS members, in which they tell the audience that they have managed to love themselves. The word *ourselves* points to the reflexive form of *we* which it is used as an object of a verb or preposition when it is the same as the clause subject and the subject refers to the speaker and other people considered together. In this case *ourselves* is used to point at Kim Namjoon and other members of BTS. While the word *I* refers to the first person deixis for singular pronoun is used since the speaker uses the pronoun *I*. By the use of this pronoun, the speaker wants to say what the audience need to do personally.

37. “I would like to ask all of you. What is your name? What excites you and makes your heart beat?”

In the statement above, it can be see that the speaker uses first person deixis for singular pronoun by the use of *I*. It is because Kim Namjoon wants to deliver his speech and opinion to the audience from his point of view.

38. “I want to hear your voice, and I want to hear your conviction.”

The word *I* in the statement above points to the person deixis for

singular pronoun. It is because the word *I* refers to Kim Namjoon as the main speaker at the moment. In this part, Kim Namjoon tells the audience to hear their own voice and conviction, and assure them that they should not be afraid to speak out themselves.

39. “I am Kim Nam Jun, RM of BTS.”

From this statement, the first person deixis for singular pronoun is used since the speaker uses the pronoun *I*. By the use of this pronoun, the speaker wants to emphasize his name to the audience as the one who is speaking.

40. “I am a hip-hop idol and an artist from a small town in Korea”

The word *I* includes in the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the speaker at the moment. In this case, he emphasizes his occupation and where he is from to the audience who attends the event at that time.

41. “Like most people, I made many mistakes in my life.”

In the statement above, the word *I* is used to point to the first person deixis for singular pronoun since Kim Namjoon delivers his experience and opinion from his point of view. While the word “my” in the statement above belongs to the first person pronoun *I*. It becomes the possessive determiners to show the sense of possession or belonging. Possessive determiner is used before a noun. The noun that is being referred is *life*.

42. “I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I am starting to love myself, little by little.”

Just like the previous statements, the word *I* in the statement above points to the person deixis for singular pronoun. It is because the word *I* refers to Kim Namjoon as the main speaker in the event. He shows the audience that he is already embracing himself regardless the fears and faults he has. Then, the speaker uses the word *myself*, which it is a pronoun that refers to the word *I*. It is used since the speaker wants to refer himself as the object of a verb or preposition when he becomes the clause subject.

B. Second Person

According to Levison (1983), second person deixis is used to point at the addressee or the one who is listening to the speech. In the speech that is being analyzed, there are some data contained by the second person type of deixis. The data are presented as follows.

1. “Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world.”

The word *you* in the statement above belongs to second person deixis for singular pronoun. This word refers to the all the guests who attend the event. The guests that have been mentioned by Kim Namjoon are The Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world. In this case, Kim Namjoon

wants to greet the guest before he delivers his speech.

2. “There was a small voice in me that said, ‘Wake up, man, and listen to yourself!’” But it took me a long time to hear music calling my name.”

In the statement above, the word *yourself* is used to point out and emphasize the person being addressed as a verb or preposition object when the person is the subject of the clause as well. This statements refers to Kim Namjoon who addresses himself personally.

3. “After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves.”

Similar to what has been mentioned before, the use of *Yourself* in this statement is to emphasize and refer the person being addressed. In this case, the title of the album *Love Yourself* is addressed to the audience or fans who are listening to the album itself.

4. “We have learned to love ourselves, so now I urge you to “speak yourself.””

The word *you* in the statement above belongs to the type of deixis of second person for singular pronoun. While the word *yourself* is used to address the person who is being adressed. At this moment, Kim Namjoon addresses the audience in the hall where the speech is held, fans, and all the young generation who watch the video.

5. “I would like to ask all of you. What is your name? What excites you and makes your heart beat?”

The word *you* in the statement above belongs to second person deixis for singular pronoun. This word refers to the all the audience who attend the event and listen to his speech, especially the young generation who becomes the focus of the campaign. While the word *your* in the same utterance also belongs to the second person deixis for singular pronoun, and the meaning of this word refers to the audiences’ name.

6. “Tell me your story.”

Similar to the previous statement, the word *your* also belongs to the second person deixis for singular pronoun. The meaning of this word refers to the audiences’ story. As the one who speaks in the event, Kim Namjoon motivates the audience to be brave and tell their stories.

7. “I want to hear your voice, and I want to hear your conviction.”

In relation the statement above, the meaning of the word *your* refers to the audiences’ voice and conviction. Kim Namjoon tries to urge the audience to be brave and vocal of themselves. This is why the word *your* belongs to the second person deixis for singular pronoun since the audience are the one who listen to his speech.

8. “No matter who you are, where you’re from, your skin colour, gender identity: speak yourself.”

The word “you” in the statement above belongs to the type of deixis of second person for singular pronoun. While the words *your* and

yourself is used to address the person who is being addressed. These words also belong to the second person deixis for singular pronoun. The word *yourself* is used to point out and emphasize the person being addressed as a verb or preposition object when the person is the subject of the clause as well, and the word *your* is associated with the person that the speaker is addressing. These words refer to all the audience who attend the event and listen to his speech, especially the young generation who becomes the focus of the campaign.

9. “Find your name, find your voice by speaking yourself.”

The word “your” is belonging with any person in general which the speaker is addressing. The meaning of the word *your* refers to the audience’s identity and voice. While the word *yourself* emphasizes the person being addressed as a verb or preposition object when the person is also the subject of the clause. As it has been known, these words refer to all the audience who attend the event and listen to his speech, especially the young generation all around the world.

10. “What is your name? Speak Yourself!”

In the statement above, the word *your* refers to the person or people in general which are addressed by the speaker. The meaning of the word *your* refers to the audience’s identity. In other side, the use of *yourself* is used to refer to person or people being addressed as a verb or preposition object when the person or people are also the subject of the clause. In this case, Kim Namjoon’s speech is addressed to all the

audience who attend the event and listen to his speech, especially the young generation all around the world.

C. Third Person

According to Levison (1983), third person deixis is different from the first and second person deixis since the participants are not speaking or narrating. In other words, third person deixis does not correspond or have active role in the speech event. After analyzing data, there are several data that contain third person deixis. Those are explained in the following.

1. “Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”

In the statement, the word “their” is used to refer to the possessive form of the pronoun *they*. It is used before a noun which in this case, the noun is *action*. Besides, *their* is used to refer to a person whose sex is unknown. Here, Kim Namjoon wants to emphasize that their fans are the ones who make the campaign run down successfully.

2. “Looking back, that’s when I began to worry about what other people thought of me and started seeing myself through their eyes.”

The word *their* in the statement above refers to the possessive form of the pronoun *they*, meaning belonging to them. It is used before a noun which in this case, the noun is *eyes*. Besides, *their* is used to refer to a person whose sex is unknown. Here, Kim Namjoon wants to emphasize that the eyes belong to the other people he mentioned beforehand.

3. “After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves.”

The word *them* in the statement above belongs to third person deixis for plural pronoun. In other side, the word “*themselves*” is used to refer to a group of people which are previously mentioned as the subject of the clause. It is used as the verb or preposition object. That is why it belongs to third person deixis. While, the word *their* refers to the possessive form of the pronoun *they*, meaning belonging to them. It is used before a noun which in this case, the noun is *hardships*. Besides, *their* is used to refer to a person whose sex is not preferred. In this case, Kim Namjoon uses these words to emphasize a particular group of people named BTS’ fans or ARMY who are spreaded all over the world. Kim Namjoon is being grateful that BTS’ album can help their fans in the darkest moment and help them to overcome his hardships.

Place Deixis

For this type, there are 14 data which successfully obtained. The following shows some examples of utterances that contain deictic words. Those are as follows.

1. “Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world.”

The words *across the world* are used to describes a location. The

location are in the sense of many or most part of the countries that exist outside United States of America where the speech takes place. So in this case, Kim Namjoon did not specifically mention the countries that attended the event. This could be because Kim Namjoon did not want to misrepresent the origin of the invited guests so he generalized it by using words like *across the world*. In addition, it can help Kim Namjoon as a speaker not to waste his time just to mention all the guests one by one.

2. “We have been partnering with UNICEF’s #ENDviolence program to protect children and young people all over the world from violence.”

Not far from the previous discussion, the words *all over the world* describes the place where these children and young people are located. That's because the word *all over the world* can be interpreted as *everywhere on earth, in every corner of the globe*.

3. “Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”

The words *in the world* in the statement above belong to place deixis especially for proximal form. It means that the object is close to the speaker’s location. The words *in the world* refers to the earth. In his speech, Kim Namjoon said that because he wanted to emphasize that BTS fans are spreading in every corner of the globe.

4. “I was born in Ilsan, a city near Seoul, South Korea.”

There are four deictic words used in this utterance, such as *Ilsan*,

near, Seoul, South Korea. Ilsan is a small town near *Seoul*, to be precise, it is in the northwest of *Seoul*. In addition, *Seoul* is the capital and largest metropolis of *South Korea*. It can be said that Ilsan is not the main destination because it does not attract the attention of foreign tourists to visit. Then, the word *near* here belongs to the place deixis since it refers to the location, which is a short distance away from a place mentioned. Kim Namjoon said these words because he wanted to introduce the place where he was born to the audience indirectly.

5. “It’s a beautiful place, with a lake, hills, and even an annual flower festival.”

The words *it* belongs to the distal form of place deixis since it is away from the speaker. These words are related to the previous utterance which says *I was born in Ilsan, a city near Seoul, South Korea*. In this context, Kim Namjoon mentioned the place where he was born and the condition of it. The utterance says that *I was born in Ilsan, a city near Seoul, South Korea*.

6. “I spent a happy childhood there, and I was just an ordinary boy.”

The word *there* in the utterance above is place deixis in the form of distal form since the object is far to the speaker’s location. The word *there* here refers to the place where he was born. The place is Ilsan, Seoul, South Korea.

7. “In an intro to one of our early albums, there is a line that says, “My heart stopped...I was maybe nine or ten.””

The phrase *in an intro to one of our early album* belongs to the distal form of place deixis since it is away from the speaker. In this part, Namjoon wanted to introduce the line existed in their early album called *O! RUL8,2?* that relates to what he was saying in the speech.

8. “I tried to jam myself into moulds that other people made.”

The word *into* belongs to a preposition which means *to the inside or middle of a place, container, area*. If it is seen closely, the phrase *jam myself into moulds* in the utterance above means that Kim Namjoon wants to show the audience that he once tried to fit himself into the place that other people made. Because of that, he began to shut his voice and lived to other people’s standards.

9. “There was a small voice in me that said, ‘Wake up, man, and listen to yourself!’” But it took me a long time to hear music calling my name.”

The words *in me* belongs to the place deixis in the form of proximal since the object is near to the speaker. “In” means inside, or on the inner side or part of. In this case, Kim Namjoon used that to let the audiences know that there was a small voice inside of his inner part, most probably in his head, that calling and motivating him to listen to himself.

10. “We have become artists performing in huge stadiums and selling millions of albums.”

The words *in huge stadiums* can be included to the place deixis in the form of distal form since the object is away from the speaker’s

current location. These words are used to indicate the place where BTS has performed before. Some of those stadiums are Seoul Olympic Stadium, Rose Bowl Stadium, Soldier Field Stadium, Stade de France Stadium, etc. Kim Namjoon as the speaker wanted to show BTS' achievements to the audiences to motivate them that they can be as big and successful as them.

11. “These faults and mistakes are what I am, making up the brightest stars in the constellation of my life.”

The words *in* belongs to the place deixis in the form of proximal since the object is near to the speaker. *In* means inside, or on the inner side or part of. In this part, Kim Namjoon refers to the imaginative place that full of brightest stars he created in his life. They represent the great achievements of Kim Namjoon's life up until now, and define the most incredible moments of his life.

12. “After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life.”

The words “*in life*” belongs to the place deixis in the form of distal since the object is away from the speaker's location. “*In*” means inside, or on the inner side or part of. So it is not the speaker's life but rather it is the fans'. In this case, Kim Namjoon wants to emphasize how their songs can help their fans to overcome their hardships in life. Similar

to the previous discussion, the words *all over the world* describes the place where these fans are located. That is because the word *all over the world* can be interpreted as *everywhere on earth, in every corner of the globe*.

13. “Like most people, I made many mistakes in my life.”

The words *in* belongs to the place deixis in the form of proximal since the object is near to the speaker. *In* means inside, or on the inner side or part of. In this part, Kim Namjoon refers to the imaginative place where his world is rotating called *life*.

Time Deixis

In analyzing the data, there are 72 data found in the speech video. This part shows all the examples of utterances that contain deictic words. Those are as follows.

1. “It’s an incredible honour to be invited to an occasion with such significance for today’s young generation.”

The word *today* in the utterance above refers to the current young generation on 2018 when the speech was delivered by Kim Namjoon. The young generation being intended is Millennials (1981-1996) and Generation Z (1997-2012) who are dominating today’s generation by being teenagers or young adults. The word *today* belongs to time deixis which is proximal term since it shows the present condition. In this utterance, the speaker gives his motivational message to the young generation from all over the world.

2. “Last November, BTS launched the “Love Myself” campaign with UNICEF, building on our belief that “true love first begins with loving myself.”

The words *Last November* in the statement above refers to the day or month when the speaker first engaged with the campaign *Love Myself* in collaboration with UNICEF. The speech was held September 24th, 2018 and the campaign was launched on November 1st, 2017, so that is why the speaker said *Last November*. The word *launched* here shows the event which happens in the past, since it indicates the past form of the word *launch*. By using these words, the speaker bring the audience to the past condition when the campaign was first launched.

3. “It’s a beautiful place, with a lake, hills, and even an annual flower festival.”

The word *annual* refers to the day of the flower festival occurring or happening once every year. The flower festival is usually held in spring around April to May at Ilsan Lake Park in Goyang city. In this case, the speaker wants to slip one of his hometown cultures inside the speech.

4. “We have been partnering with UNICEF’s #ENDviolence program to protect children and young people all over the world from violence.”

The words *have been* is usually used to create sentences in the form of present perfect continuous tense. It is applied when the person is talking about something that started in the past but is still ongoing at the present time. So, Kim Namjoon wants to clear things up that BTS

and UNICEF are already joining hands to promote the campaign since then.

5. “Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”

The word *have* is a verb that refers to the previous words *our fans*. It is followed by the word “became” as a verb. It shows the past form of the word *become*.

6. “I was born in Ilsan, a city near Seoul, South Korea.”

The word *was* is the past form of the *to be* from the word *I*. It is then followed by the past participle of the word *born* as verb. So, this sentence indicates the event that has happened in the past.

7. “I spent a happy childhood there, and I was just an ordinary boy.”

As it has been said in the theoretical review, time deixis can be represented by the use of tenses (present, past, or future), time adverbials, and spatial prepositions. Then, the word *was* is the *to be* of the statement which is in the past form. It is followed by the word *just* since the speaker uses it to emphasize the imperative. In this case, this sentence is considered distal since the situation does not exist anymore.

8. “I would look up at the night sky in wonder and dream the dreams of a boy.”

The word *would* is used to show the repetitive past action of the speaker when he was a boy. The it is followed by the word *night* which it refers to the night time when the speaker used to look up at the sky

before he becomes a singer. The exact time when night time begins and ends cannot be predicted since it depends on the location, season, and latitude. In this case, the singer tried to bring the audience to feel and imagine his utterances.

9. “I used to imagine that I was a superhero, saving the world.”

The sentence means that the speaker liked to dream that he was a superhero who saved the world in the past. Since time deixis can be represented by the use of tenses, the speaker chose to use the word *used* because he wanted to show his past activity to the audience. In other side, the word *was* is the *to be* of the statement which is in the past form. It is followed by a noun *a superhero*. In addition, it is considered distal since the situation does not exist anymore.

10. “In an intro to one of our early albums, there is a line that says, “My heart stopped...I was maybe nine or ten.””

The word *early* here means the happening near the beginning of a particular period. In this case, the speaker wanted to show the audiences what he wrote in his first album. The word *says* refers to a verb for a personal singular present tense, and *stopped* indicates the past form of the verb *stop*. So, it can be said that these words are classified into temporal or time deixis. Then, the phrase *I was maybe nine or ten* in the utterances indicates the age of the speaker when he was wondering the purpose of his life. The word *was* is the past form of the *to be* from the word *I*. So based on the analysis, it can be concluded that the speaker

tried to create an image of himself around that age in the audiences' mind.

11. "Looking back, that's when I began to worry about what other people thought of me and started seeing myself through their eyes."

The words "*looking back*" in the statements above refer to the past condition or time. It is considered as distal since the situation mentioned does not exist anymore. By using these words, the speaker brings the audience to the speaker's past condition, remembering what has happened in the past to the speaker. In the same sentence, the words *began*, *thought*, and *started* belong to the time deixis because it is considered as a distal term since those words are the past form of the verb *begin*, *think*, and *start*. The speaker wants to indicate the past time when he lived under other's opinions and desires.

12. "I stopped looking up at the stars at night."

Just the same with previous one, the word *night* refers to the night time when the speaker looks up at the sky before he becomes a singer. The exact time when night time begins and ends cannot be predicted since it depends on the location, season, and latitude. Then the word *stopped* indicates the past form of the verb *stop*. In this case, the speaker tries to bring the audience to feel and imagine his speech acts.

13. "I stopped daydreaming."

In this sentence, the word *stopped* indicates the past form of the verb *stop*. It is considered as distal since the situation mentioned does not exist

anymore.

14. “I tried to jam myself into moulds that other people made.”

In this sentence, the word *stopped* and *made* indicate the past form of the verb *stop* and *make*. These words are considered as distal since the situation mentioned does not exist anymore.

15. “Soon, I began to shut out my own voice and started to listen to the voices of others.”

The word *soon* is used to indicate in or after a short time. In this case, the word was said after the speaker uttered that he tried to fit into the people’s kind of molds. So, the speaker began to be silent and only listened to other’s voices not long after the time he said those words. Just like previous utterance, the words *began* and *started* are considered as distal term since the situation is not there anymore, and these words are the past form of the verb *begin*, and *start*. Kim Namjoon wants to emphasize the past time and condition when he needed to shut out his own voice and listen to the others’ voices.

16. “No one called out my name, and neither did I.”

In this sentence, the word *called* indicates the past form of the verb *call*. It is then followed by the word *did*, which it is the past form from the word *do* that refers to a verb. These words are considered as distal since the situation mentioned does not exist anymore.

17. “My heart stopped and my eyes closed shut.”

The word *stopped* and *closed* in the statement above indicate the past form of the verb *stop* and *close*. It can be said that these words are considered as distal since the situation mentioned does not exist anymore.

18. “So, like this, I, we, all lost our names. We became like ghosts.”

In this statement, the word *lost* refers to the past form of the verb *lose*. It is then followed by the word *became*, which is also indicating the past verb of *become*. From these analysis, it can be said that Kim Namjoon mentions the situatuion which does not exist anymore.

19. “I had one sanctuary, and that was music.”

The word *had* in the statement above indicate the past form of the verb *have*. While, the word *was* is the past form of the *to be* from the word *that*. So based on the analysis, it can be concluded that the speaker tells the audience what his only sanctuary was.

20. “There was a small voice in me that said, ‘Wake up, man, and listen to yourself!’” But it took me a long time to hear music calling my name.”

The word *was* in the statement above is the past form of the *to be* from the word *there*. Then, the word *took* is the past form of the verb *take*. In other side, the words *a long time* are used to say that someone has been in the same position for a long period. It can be considered as time deixis because *a long time* can refer to how long the speaker needs to gather himself to wake up and listen to his own voice. In this case, the speaker took a big time, not specified one, to realize that music can

wake him up from his daydreaming.

21. “Even after making the decision to join BTS, there were hurdles.”

The word *after* in the statement above indicates time deixis, especially in distal term. It is then followed by the word *were* in the statement above is the past form of the *to be* from the word *there*. These words will bring the audiences to the past condition when the speaker decided to join the Korean boygroup called BTS.

22. “Most people thought we were hopeless. Sometimes, I just wanted to quit.”

There is the word *thought* in the statement above which belongs to the past form of the verb *think*. In other side, *were* is used as the past form of the *to be* from the word *we*. Then, there is the the word *sometimes* in the utterance that refers to the time deixis since it means *not all the time*. It is followed by the word *wanted* which indicates the past verb of *want*. In this part, the speaker brings the audiences to the speaker’s past condition when the speaker wanted to quit his dreams because he was hopeless.

23. “I think I was very lucky that I didn’t give it all up.”

As it has been mentioned before, the word *was* in the statement above is the past form of the *to be* from the word *I*. It is then followed by the word *did*, which it is the past form from the word *do* that refers to a verb. These words are considered as distal since it belongs to the speaker’s past feeling.

24. “I’m sure that I, and we, will keep stumbling and falling.”

The word *will* in the statement above belongs to the modal auxiliary verb to the verb *keep*. It indicates the action that might happen in the future when there is times that the speaker will stumble and fall.

25. “We have become artists performing in huge stadiums and selling millions of albums.”

The word *have* is a verb that refers to the previous word *we*. It is followed by the word *became* as a verb. It shows the past form of the word *become*. This form belongs to the present perfect simple verb tense. Kim Namjoon to show the situation that occurred in the past but are still relevant to the present. It means that Kim Namjoon and other members of BTS are still artists at the present time.

26. “If there was anything that I have achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans.”

In the statement above, the word *have* is a verb that refers to the previous word *I*. It is followed by the word *achieved* as a verb. It shows the past form of the word *achieve*. By using this, Kim Namjoon shows the situation that occurred in the past but are still relevant to the present. The word *had* indicates the past form of the verb *have*. While, the word *was* is the past form of the *to be* from the word *that*. So based on the analysis, it can be concluded that the speaker tells the audience that his achievements was only possible because of the fans and BTS members.

27. “Maybe I made a mistake yesterday, but yesterday’s me is still me.”

There is the word *made* used in the statement above which belongs to the past form of the verb *make*. The word *yesterday* in the sentence above indicates the day before the speaker delivered the speech. It was on September 23rd, 2018 since the speech was delivered September 24th, 2018. Yet, it can refer to the speaker’s past mistakes. The word *yesterday* belongs to time deixis, especially distal term, since the word can make the audiences relate to his past condition when he made mistakes.

28. “I am who I am today, with all my faults.”

The word *today* belongs to time deixis which is proximal term since it shows the present condition of the speaker that he is living with all of his faults that he made in the past, and trying to deliver the message to do self-acceptance.

29. “Tomorrow I might be a tiny bit wiser, and that’s me, too.”

The word *tomorrow* in the statement above refers to time deixis. It indicates the time after the speaker delivered the message in front of the audiences, which it was on September 25th, 2018. In the speech, Kim Namjoon states that he might be wiser person in the future and remind the people that it is still him.

30. “I have came to love myself for who I was, who I am, and who I hope to become.”

In the statement above, the word *have* is a verb that refers to the

previous word *I*. It is followed by the word “came” as a verb. It shows the past form of the word *come*. By using this, Kim Namjoon shows the situation that occurred in the past but are still relevant to the present. While, the word *was* is the past form of the *to be* from the word *I*. So based on the analysis, it can be concluded that Kim Namjoon tells the audience that he already starts to love and embrace himself for who he is.

31. “After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves.”

Similar with the previous one, the word *after* in the statement above indicates time deixis, especially in distal term. The word will bring the audiences to the past condition when the speaker and his group members released their album *Love Yourself*, and launched the campaign called *Love Myself*. In other side, the words *started* and *helped* refers to the time deixis because it belongs to distal term since it shows the past time when Kim Namjoon and BTS members listened to their fans’ stories in the first time after releasing the campaign and the album. Besides, the words *started* and *helped* are the past form of the verb *start* and *help*.

32. “We have learned to love ourselves, so now I urge you to “speak yourself.””

In the statement above, the word *have* is a verb that refers to the previous word *we*. It is followed by the word *learned* as a verb. It shows the past form of the verb *learn*. The word *now* shows the present condition. This utterance shows that the speaker urges the audiences to speak themselves. Not being intimidated by who they are, the skin color, and gender identity. In his speech, he emphasizes that the audiences should begin to love themselves just like how he and his group member do.

33. “I would like to ask all of you. What is your name? What excites you and makes your heart beat?”

In this statement, the words *excites* and *makes* refer to verbs for personal singular present tense. It is used to show an activity that is happening at the present time. So in this part, Kim Namjoon asks all of the audience to tell the story about what makes them excited and their hearts beat.

34. “Like most people, I made many mistakes in my life.”

In this statement, the word *made* refers to the past form of the verb *make*. It can be said that Kim Namjoon mentions the situation which from the past and does not exist anymore.

35. “I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I’m starting to love myself, little by little.”

By using the simple future tense which is indicated by the use of *going to*, Kim Namjoon describes an event that has not yet started and

will occur in the future. While the word *starting* with the *to be am* which is put previously means that the situation is occurring at the time the speech acts take place.

Discourse Deixis

After analyzing the data, there are 16 data that belong to the type of discourse deixis. The results are explained as follows.

1. “It is an incredible honour to be invited to an occasion with such significance for today’s young generation.”

The word *it* in the utterance above belongs to the demonstrative pronoun. A sentence that uses a demonstrative pronoun can be understood even though it does not directly explain what *thing* is being mentioned. In this sentence, it is not clear what is meant by the word *it*. However, the sentence is still understandable, and in general can be understood by the listener.

2. “Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”

The word *this* belongs to the demonstrative pronoun. It is used to point or refer to the name of the campaign theme that BTS and UNICEF launched together. The name of BTS campaign is Love Myself that supports UNICEF’s Generation Unlimited program. In this speech, Kim Namjoon tells the young generation to love themselves more and urge them to be brave to speak themselves.

3. “It is a beautiful place, with a lake, hills, and even an annual flower festival.”

The word “*it*” in the utterance above belongs to the demonstrative pronoun. It is used to refer to the previous sentence which says *I was born in Ilsan, a city near Seoul, South Korea*. The speaker uses *it* to point on the city where he was born which Ilsan.

4. “Looking back, that is when I began to worry about what other people thought of me and started seeing myself through their eyes.”

The word *that* refers to the previous utterance which says *In an intro to one of our early albums, there is a line that says, “My heart stopped...I was maybe nine or ten*. In this case, Kim Namjoon refers to the past time and wants the audience to know the time when he started to see himself through other’s eyes, around nine or ten years old. Because of the word *that*, it can be categorized as discourse deixis.

5. “So, like this, I, we, all lost our names. We became like ghosts.”

The word *this* belongs to the demonstrative pronoun which is used to refer to the previous sentence. It says *my heart stopped and my eyes closed shut*. Kim Namjoon considered himself to be like a ghost because he lost his identity which is likened to the phrase *my heart stopped and my eyes closed shut*. That's why he said *we lost our names* thus preventing him from moving forward.

6. “I had one sanctuary, and that was music.”

The word *that* refers to the previous utterance which says *I had one sanctuary*. In this case, Kim Namjoon wants to let the audiences know about his best sanctuary which is music. Because of the word *that*, it can be categorized as discourse deixis.

7. “There was a small voice in me that said, ‘Wake up, man, and listen to yourself!’ But it took me a long time to hear music calling my name.”

The word *but* is used to connect two opposite ideas. The word refers to the previous statement which says *Wake up, man, and listen to yourself*. While the word *it* in the utterance above belongs to the demonstrative pronoun. A sentence that uses a demonstrative pronoun can be understood even though it does not directly explain what *thing* is being mentioned. In this sentence, it is not clear what is meant by the word *it* but still understandable to the audiences.

8. “But I am still an ordinary, twenty-four-year-old guy.”

The word *but* is used to connect two opposite ideas. The word refers to the previous statement which says *We have become artists performing in huge stadiums and selling millions of albums*. From the whole situation, Kim Namjoon could not believe that he would receive that great amount of success at a young age.

9. “If there’s anything that I’ve achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans.”

The word *it* in the utterance above belongs to the demonstrative

pronoun. It is used to refer to the previous phrase which says *If there's anything that I've achieved*. The speaker uses *it* so the phrase will not be double-written.

10. “Maybe I made a mistake yesterday, but yesterday's me is still me.”

The word *but* is used to connect two opposite ideas. The word refers to the previous statement which says “Maybe I made a mistake yesterday.” Kim Namjoon wants to show the idea to the audience that what he did in the past, does in present, will do in the future is still him despite all the mistakes he did.

11. “Tomorrow I might be a tiny bit wiser, and that is me, too.”

The word *that* refers to the previous utterance which says *tomorrow I might be a tiny bit wiser*. In this case, Kim Namjoon wants to let the audiences know if he becomes a wiser person in the future, it is still him.

12. “These faults and mistakes are what I am, making up the brightest stars in the constellation of my life.”

These is a demonstrative pronoun that can be used to designate more than one object that is close to the speaker. Just the same as before, *these* as a demonstrative pronoun can be used to express physical and abstract objects. In this case, the word *these* refers to the abstract things are close to the speaker since those abstract things exist inside the speaker himself.

13. “These stories constantly remind us of our responsibility.”

"*These*" is a demonstrative pronoun that can be used to designate more than one object that is close to the speaker. It is related to the previous sentence which says *After releasing the "Love Yourself" albums and launching the "Love Myself" campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves.* So in here, Kim Namjoon use "these" refer to the remarkable stories from their fans.

14. "So, let's all take one more step."

So is used to link between cause reason and results. This indicates to the previous sentence which say *these stories constantly remind us of our responsibility.* Kim Namjoon realizes what he should do to promote the campaign of Love Myself since it helps their fans go through the hardships in their life. That is why he says "let's take one more step."

15. "We have learned to love ourselves, so now I urge you to "speak yourself.""

So is used to link between cause reason and results. This refers to the previous sentence which says *we have learned to love ourselves.* In this case, Namjoon hopes that the young generation is braver to speak themselves than be silent and live under one's oppression. That is why he uses the sentence *...now I urge you to "speak yourself.*

16. “I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I’m starting to love myself, little by little.”

The word *but* is used to connect two opposite ideas. The word refers to the previous statement which says *I have many faults and I have many fears*. In this case, Kim Namjoon wants to show the audience that despite he makes a lot of mistakes and has many fears in his life, but it does not stop him to accept himself.

Social Deixis

There are 17 data found after the researcher analyzed the speech. Those are described clearly as follows.

1. “Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world.”

The words *Secretary General* in the statement above refers to the title of principal administrator of the organisation. In other word, it can be said it is the public face of the organization. The role of *Secretary General* is related to the organization leadership which they will give direction and clarity to their organization’s strategic and policy development. There is a word added before the words *Secretary General* which is *Mr*. This word is a title used before a surname or full name in order to address a man without a higher or professional title. So, it indicates that the *Secretary General* is a man. In this case, the speaker uses it to mention The Secretary General of United Nations, António Guterres. Then, the speaker continues to mention The

Executive Director, Henrietta Fore. Usually, Executive Director is the one who creates the plan, oversees the daily activities, directs the strategy, etc. It is followed by the word *excellencies* which means the title gives to specific high officials of state, like ambassadors. Next, the speaker says *distinguished guests* which means dignitaries or important people who were invited by the United Nations to their event. It can be included in social deixis because it has different social ranking between the speaker and audiences mentioned. In this case, the speaker greets them as a form of appreciation before he continues himself to give a speech. Besides, since Kim Namjoon is a Korean, there is a tradition that the Koreans do in order to address someone, which they tend to avoid using someone's first name if that person is older, or has a higher ranking. They tend to use the title, or the social position to address the person.

2. “My name is Kim Nam Jun, also known as RM, the leader of the group BTS.”

The word *BTS* refers to a South Korean boyband who is able to spread their wings in international level. BTS was born under a company named Big Hit Entertainment (now, it is called HYBE Entertainment) on June 2013 with their debut single 2 Cool 4 school. BTS has seven members namely Kim Namjoon, Kim Seokjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung, and Jeon Jungkook. Starting their career from a small company, they were successfully to

break the stereotype that K-pop could not enter international music level. In 2017, BTS brought Korean Wave all around the world by their concert called The Wings Tour which kicked off in Seoul. Until today, BTS breaks numerous sales records in music industry. In this case, Kim Namjoon introduces himself as the leader of the famous BTS so the audiences can recognize him and his members. It is because the speaker is speaking on behalf of the BTS name. It can be included to social audiences because there is a different social ranking between Kim Namjoon and the audiences invited at the spot. Besides, it is a special nickname that the company give to them.

3. “Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”

The word *fans* in the utterance above refers to the social term of an enthusiastic devotee or admirer of a sport, celebrity, etc. In this case, Namjoon thanked BTS’ fans since they are the one who brings and promote BTS until they reach their current place in United Nations to give motivational speech. It can be included to social deixis because there is a different social position between BTS and the fans.

4. “Even after making the decision to join BTS, there were hurdles.”

The word *BTS* refers to a South Korean boyband who is able to spread their wings in international level. BTS was born under a company named Big Hit Entertainment (now, it is called HYBE Entertainment) on June 2013 with their debut single 2 Cool 4 school.

BTS has seven members namely Kim Namjoon, Kim Seokjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung, and Jeon Jungkook. Starting their career from a small company, they were successfully to break the stereotype that K-pop could not enter international music level. In 2017, BTS brought Korean Wave all around the world by their concert called The Wings Tour which kicked off in Seoul. Until today, BTS breaks numerous sales records in music industry. In this case, the speaker is speaking on behalf of the BTS name. It can be included to social audiences because there is a different social ranking between Kim Namjoon and the audiences invited at the spot. In addition, BTS is a special nickname that their company give to them.

5. “We have become artists performing in huge stadiums and selling millions of albums.”

The word *artist* is used to point at the different social distinction between the speaker and the audiences. BTS members give themselves a title of ‘artist’ because they are working in the field where the people create art using their skill and creative imagination. So, it can be concluded, Namjoon uses the word *artist* to label BTS based on a certain social standing.

6. “If there’s anything that I’ve achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans.”

The word *ARMY* is a special nickname that BTS gives to address

their enthusiasts who are promote and support them along the way. While, the word *fans* in the utterance above refes to the social term of an enthusiastic devotee or admirer of a sport, celebrity, etc. In this case, Namjoon thanked BTS' fans called ARMY since they are the one who brings and promotes BTS until they reach their current place in United Nations to give motivational speech. In addition, it belongs to social deixis because it is related to the relations between the speaker and the addressee.

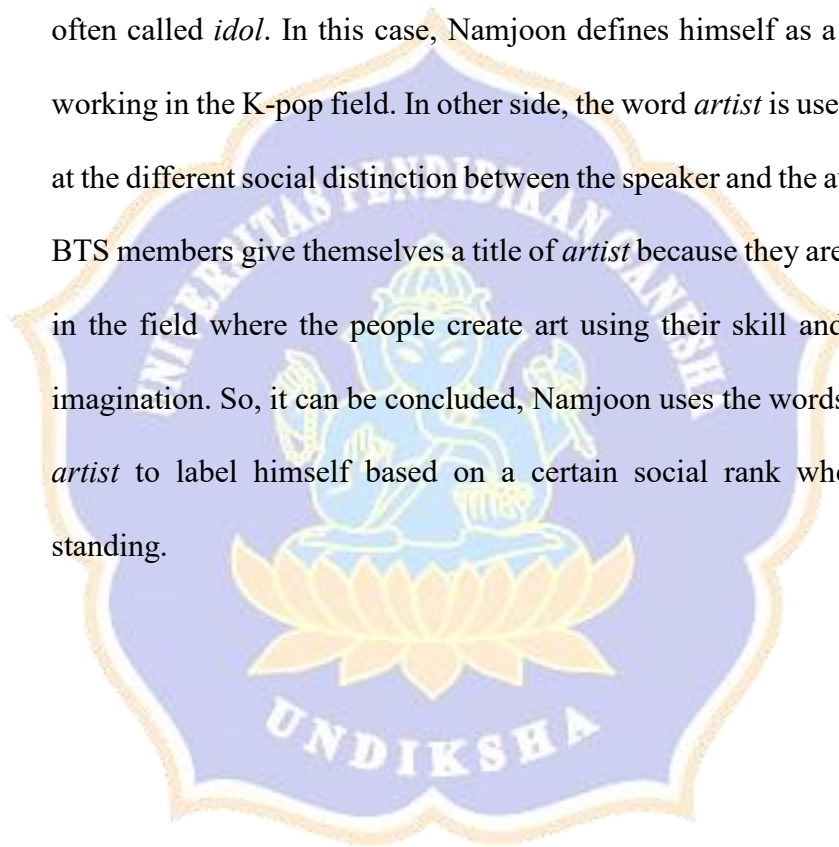
7. "I'm Kim Nam Jun, RM of BTS."

The word "BTS" refers to a South Korean boyband who is able to spread their wings in international level. BTS was born under a company named Big Hit Entertainment (now, it is called HYBE Entertainment) on June 2013 with their debut single 2 Cool 4 school. BTS has seven members namely Kim Namjoon, Kim Seokjin, Min Yoongi, Jung Hoseok, Park Jimin, Kim Taehyung, and Jeon Jungkook. Starting their career from a small company, they were successfully to break the stereotype that K-pop could not enter international music level. In 2017, BTS brought Korean Wave all around the world by their concert called The Wings Tour which kicked off in Seoul. Until today, BTS breaks numerous sales records in music industry. In this case, Kim Namjoon introduces himself as a member of the famous boyband BTS so the audiences can recognize him and his members. It is because the speaker is speaking on behalf of the BTS name. It can be included to

social audiences because there is a different social position between Kim Namjoon and the audiences invited at the spot. In other hand, BTS is also a special nickname that their company give to them.

8. “I’m a hip-hop idol and an artist from a small town in Korea.”

In Korea, there is a fandom culture or social term to refer to someone who does modelling, acting, singing and dancing. The term is often called *idol*. In this case, Namjoon defines himself as a celebrity working in the K-pop field. In other side, the word *artist* is used to point at the different social distinction between the speaker and the audiences. BTS members give themselves a title of *artist* because they are working in the field where the people create art using their skill and creative imagination. So, it can be concluded, Namjoon uses the words *idol* and *artist* to label himself based on a certain social rank where he is standing.



APPENDIX 3
KIM NAMJOON'S
SPEECH
TRANSCRIPTION



Speech as prepared for delivery by Kim Namjoon

“Thank you, Mr. Secretary General, UNICEF Executive Director, Excellencies and distinguished guests from across the world.”

“My name is Kim Nam Jun, also known as RM, the leader of the group BTS. It’s an incredible honour to be invited to an occasion with such significance for today’s young generation.”

“Last November, BTS launched the “Love Myself” campaign with UNICEF, building on our belief that “true love first begins with loving myself.” We have been partnering with UNICEF’s #ENDviolence program to protect children and young people all over the world from violence.”

“Our fans have become a major part of this campaign with their action and enthusiasm. We truly have the best fans in the world!”

“I would like to begin by talking about myself.”

“I was born in Ilsan, a city near Seoul, South Korea. It’s a beautiful place, with a lake, hills, and even an annual flower festival. I spent a happy childhood there, and I was just an ordinary boy.”

“I would look up at the night sky in wonder and dream the dreams of a boy. I used to imagine that I was a superhero, saving the world.”

“In an intro to one of our early albums, there is a line that says, “My heart stopped...I was maybe nine or ten.”

“Looking back, that’s when I began to worry about what other people thought of me and started seeing myself through their eyes. I stopped looking up at the stars at night. I stopped daydreaming. I tried to jam myself into moulds that other people made. Soon, I began to shut out my own voice and started to listen to the voices of others. No one called out my name, and neither did I. My heart stopped and my eyes closed shut. So, like this, I, we, all lost our names. We became like ghosts.”

“I had one sanctuary, and that was music. There was a small voice in me that said, “Wake up, man, and listen to yourself!” But it took me a long time to hear music calling my name.”

“Even after making the decision to join BTS, there were hurdles. Most people thought we were hopeless. Sometimes, I just wanted to quit.”

“I think I was very lucky that I didn’t give it all up.”

“I’m sure that I, and we, will keep stumbling and falling. We have become artists

performing in huge stadiums and selling millions of albums.”

“But I am still an ordinary, twenty-four-year-old guy. If there’s anything that I’ve achieved, it was only possible because I had my other BTS members by my side, and because of the love and support of our ARMY fans.”

“Maybe I made a mistake yesterday, but yesterday’s me is still me. I am who I am today, with all my faults. Tomorrow I might be a tiny bit wiser, and that’s me, too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life. I have come to love myself for who I was, who I am, and who I hope to become.”

“I would like to say one last thing.”

“After releasing the “Love Yourself” albums and launching the “Love Myself” campaign, we started to hear remarkable stories from our fans all over the world, how our message helped them overcome their hardships in life and start loving themselves. These stories constantly remind us of our responsibility.”

“So, let’s all take one more step. We have learned to love ourselves, so now I urge you to “speak yourself.””

“I would like to ask all of you. What is your name? What excites you and makes your heart beat?”

“Tell me your story. I want to hear your voice, and I want to hear your conviction. No matter who you are, where you’re from, your skin colour, gender identity: speak yourself.”

“Find your name, find your voice by speaking yourself.”

“I’m Kim Nam Jun, RM of BTS.”

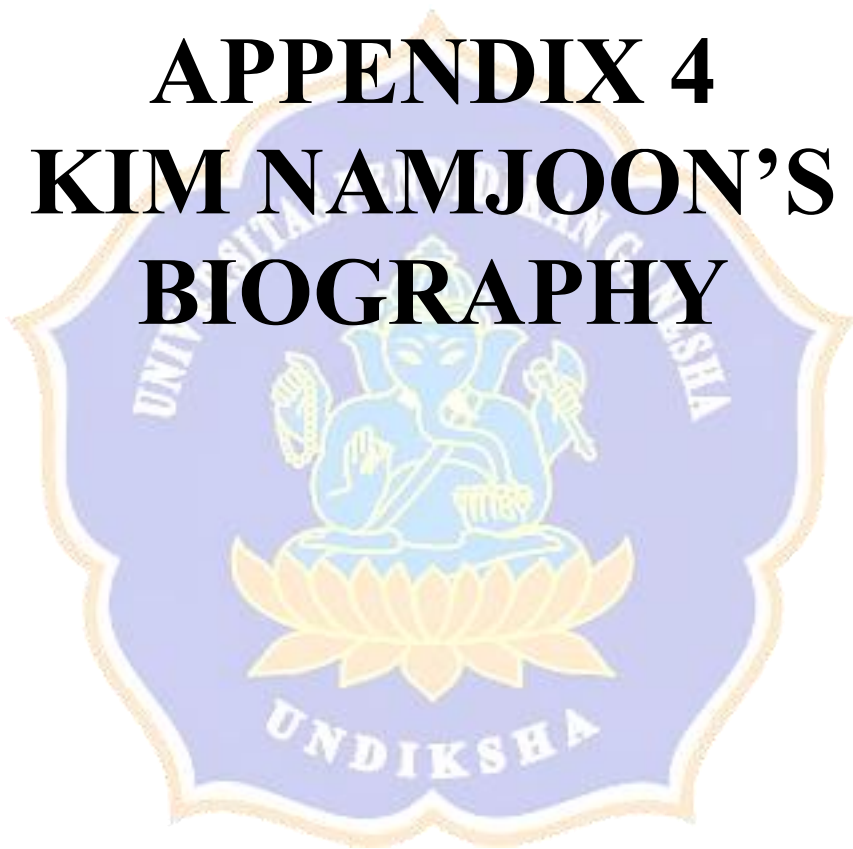
“I’m a hip-hop idol and an artist from a small town in Korea.”

“Like most people, I made many mistakes in my life.”

“I have many faults and I have many fears, but I am going to embrace myself as hard as I can, and I’m starting to love myself, little by little.”

“What is your name? Speak Yourself!”

APPENDIX 4 KIM NAMJOON'S BIOGRAPHY



KIM NAMJOON'S BIOGRAPHY



Kim Namjoon, or well known as Rap Monster (RM) was born on 12 September 1994 in Ilsan-gu, Goyang, South Korea. He grew up as an ordinary guy along with his younger sister named Kim Geong Min. Kim Namjoon was a smart student and he got a very high IQ. The man was fluent in three languages such as Korean, Japanese, and English. He ever reached the top rankers position in the national school exam and his TOEIC score was over 900 which was so commendable. Therefore, he attended Global Cyber University and majored with honours in Broadcasting and Performing Art. Considering his good academic performance, his parents told him to get a good and regular job for his future. Yet, his love for music was so strong. Kim Namjoon convinced his parents to have their permission to be a full-time rapper. He mentioned that music and rapping helped him to get over his stress because of his study. The lyrics of the song 'No More Dream' was made based on the day when he needed to stay up late for his exams.

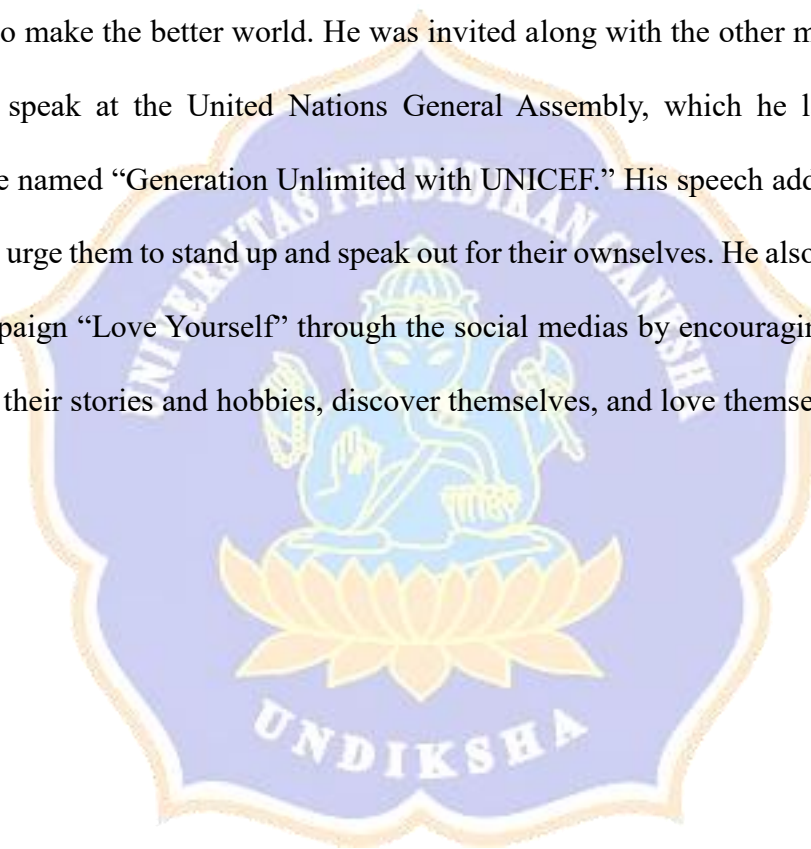
He began his career as a solo artist with the name of 'Runch Randa.' In

2008, he was appeared with the group ‘ZICO’ which it was one of the rising starts in the hip-hop community in South Korea. Kim Namjoon was also a part of a Korean hip-hop group called ‘Daenamhyup.’ He then joined a company named “BigHit Entertainment” and debuted in K-pop group, BTS, in 2013. He came with the name ‘Rap Monster’ around that time. The first debut single album was made with the title ‘2 Cool 4 Skool’ with the hit track ‘No More Dream’. In BTS, Kim Namjoon became the group leader and the main rapper. He was incharge to write and produce BTS’ songs along with the fellow members Suga and J-hope. As times went by, he collaborated with many Korean and foreign artists in order to produce some singles and videos of rap music, and those went viral around 2014 to 2016. The works were including ‘Please Don’t Die’ with Warren G, ‘Bucku Bucku’ with the hip-hop group MFBTY’s and the soundtrack of ‘Fantastic Four’ with Marvel.

Besides, Kim Namjoon also appeared in the talk show like ‘Hot Brain: Problematic Men’ which discussed social issues occurred in today’s youth. Many magazines were collaborated with him. Surprisingly, he was included in the Korean book titled ‘HipHopHada’ which featured Korea’s leading hip-hop artists. American magazine named XXL mentioned that he was one of South Korea’s most promising rappers. He received many endorsement and commercials to be appeared in.

Some people, especially his fans chose him as the best and perfect leader for BTS. As a spokesperson of BTS, Namjoon ensured his members to stick to their schedule and tasks, but when they felt burning out, he would speak on behalf of his members so they could get some longer rests. Namjoon was also known as a loyal

person to BTS. It was because he would defend the group from haters and accusers. He was there to keep his group during the darkest and happiest days of BTS. When it came to the international stage, Namjoon would represent the group perfectly due to his extensive knowledge and fluency in English. In addition, he was well-known to be very open about social issues which he mostly expressed his ideas or thought through his songs. It made him to be partnered up with organizations that strived to make the better world. He was invited along with the other members of BTS to speak at the United Nations General Assembly, which he launched an initiative named “Generation Unlimited with UNICEF.” His speech addressed the youth to urge them to stand up and speak out for their ownelves. He also promoted the campaign “Love Yourself” through the social medias by encouraging his fans to share their stories and hobbies, discover themselves, and love themselves.



RIWAYAT HIDUP



Penulis di kenal dengan nama lengkap Luh Putu Karina Febriyanti Aryawan. Penulis lahir di Singaraja pada tanggal 1 Februari 1997 dari pasangan suami istri Bapak Gede Pong Aryawan dan Ibu I Gusti Agung Ayu Tri Swasyani. Penulis berkebangsaan Indonesia dan memeluk agama Hindu. Saat ini, penulis beralamat tinggal di Jalan Udayana Barat No 2, Kelurahan Banyuasri, Kecamatan Buleleng, Kabupaten Buleleng, Bali. Penulis menyelesaikan pendidikan sekolah dasar di SDN 3,4,7 Banjar Jawa yang kini telah dikenal sebagai SDN 3 Banjar Jawa pada tahun 2009. Setelah itu, penulis memasuki pendidikan tingkat menengah pertama di SMPN 1 Singaraja dan lulus pada tahun 2012. Di tahun yang sama, sekitar bulan Juli, penulis melanjutkan pendidikan menengah atas di SMAN 1 Singaraja dengan mengambil konsentrasi Ilmu Pengetahuan Sosial ketika berada di kelas 11 dan 12. Dengan beberapa prestasi akademik yang didapatkan di sekolah seperti Juara Umum 3 di kelas 11, dan 2 di kelas 12, penulis lulus pada tahun 2015. Setelah itu, penulis memutuskan untuk melanjutkan pendidikan S1 di Universitas Pendidikan Ganesha dengan memilih program studi Pendidikan Bahasa Inggris. Penulis menerima beasiswa full Bidikmisi dari pemerintah untuk menyelesaikan studi. Di universitas ini, penulis menyelesaikan program sarjana dengan skripsi berjudul “A Semantic Analysis of Figurative Language Found in Song Lyrics by Marshall Bruce Mathers III (Eminem)” pada akhir tahun 2019. Tidak jauh setelah itu, pada

bulan Februari 2020, penulis mendaftar untuk program Magister di Pascasarjana Undiksha yang mana kelas aktif dilaksanakan pada bulan September. Untuk menyelesaikan program Magister ini, penulis menulis sebuah tesis dengan judul “The Deixis of Motivational Speech Remarked by BTS’ Kim Namjoon at The United Nations General Assembly.”

