CHAPTER I
INTRODUCTION

This chapter presents such points as the background of the study, problems identification, research questions, purposes of the study, and significances of the study.

1.1 Background of the Study

The appropriate use of language with the context has a close relationship with deixis as a part of linguistics study. According to Marmaridou (2000), deixis is a concept in the form of expressions used by speakers and receivers based on time and place according to the event taking place. In communicating, other aspects such as the social environment, gender, and economy become some of the important influences that cannot be separated. Focusing on language and gender, Lakoff (1973) explains that communication and form of speech between men and women are judged to have differences based on their characteristics. The difference in language use between men and women has a close relationship with basic linguistics that covers deixis in it.

In Greek, deixis means *"to point"* or *"to show"* something in the conversation. Deixis is closely related to pronouns, the adverb of place and time, social status, and meaning in speech (Yule, 1996). Deixis plays a role at a certain point in a discourse uttered by the speaker (Levinson, 1983). Yule (1996) explains that deixis is related to the speaker's context between the deictic relationship when viewing an object. Pointing to something in context directly becomes the meaning of deixis. Yule (1996) separates the types of deixis into

person, spatial, and temporal deixes. Person deixis is about the pronouns with three divisions of first-person (I, me), second-person (you), and third-person (she, he, it, they). Spatial deixis is concerned with the encoding of spatial locations relative to the location of the participants in the speech event (Yule, 1996). Temporal deixis indicates the time of utterances between the speaker and the addressee (Yule, 1996).

In addition, Levinson (1983) divides the types of deixis into five parts, namely, person, time, place, discourse, and social deixes. Person deixis reflects on the grammatical use of person which is divided into three, such as; first person (I, me, my, we, our), second person (you, your), and third person (she, he, it, her, his, its, they, them). Time deixis is about various times used in the utterance. Place deixis is the participant's specific location that exists in the conversation. Discourse or text deixis is the use of expressions in some utterances. And the last one, social deixis is the predetermination of social differences that are connected to participants' roles possessed between the speaker and addressee (Levinson, 1983).

The previous research on deixis focused on speech, movie script, song lyrics, newspaper, dialect, novel, and translation. Putri and Budiarsa (2018) analyzed a novel entitled *The Fault in Our Stars* by John Green using Yule's theory about deixis. This study used documentation, observation, and note-taking techniques to obtain the necessary data. Putri and Budiarsa (2018) found that there were 424 deixes in the novel entitled *The Fault in Our Stars* by John Green, which were divided into person, spatial, and temporal deixes.

Another deixis research from Mayori et al. (2020) analyzed the use of deixis types in the utterance of local and foreign teachers based on Levinson's theory (1983). This study focused on five types of deixis found in foreign and local English teachers' conversations such as person, time, place, social, and discourse deixes with person deixis being the most dominant deixis used by the teachers. Referring to the previous research focusing on deixis in daily life, the use of deixis can be found in various places and most people do not realize that deixis is around them. The easy discovery of the use of deixis in everyday life does not make one's misunderstanding about deixis completely clear. According to Lestariningsih (2020), there are still many people who make mistakes in using pronouns, as well as in explaining the use of place, time, the meaning of text and speech, and also social status.

In education, linguistics is one of the important scientific studies for students who are majoring in the field of language and literature. During this pandemic, learning linguistics can be done by making use of technology and various platforms, one of which is TikTok. TikTok's popularity has grown up rapidly and has received a lot of attention from people around the world (Yaqi et al., 2021; Literat, 2021). The presence of TikTok content creators has invited people to use TikTok and increased the number of TikTok users.

Yaqi et al. (2021) explain that in 2018, TikTok reached 500 million users and surpassed all other social media platforms. The popularity of TikTok makes many students install it to learn a lot of things, one of which is to learn English. The increasing number of users who are interested in learning makes the

emergence of many content creators who provide educational content videos (Zaitun et al., 2021; Literat, 2021). The content creators upload their explanation videos on TikTok. One of the most popular content creators with more than 300,000 followers on TikTok is Teacher Aliona. Teacher Aliona is a content creator who focuses on teaching English to EFL learners.

TikTok has a feature to provide comments that are free to be used by users to send messages or communicate with each other. The comments are mostly about questions, statements, or conversations among the TikTok users. From the communication carried out in the comment section, it can be found that many types of deictic expressions are used to communicate on TikTok. The deixis that appears in the TikTok comment sections is a new issue, and therefore no research on this topic has been conducted. Lestariningsih (2020) with a deixis study in YouTube comment sections focuses to analyze the types of deixis and the dominant deixis in YouTube comment sections. The use of deixis in certain social media, such as TikTok, is not clear about the use of pronouns, place, time, meaning in the text, and social status, according to the bare minimum of deixis study that focuses on social media. This unclarity possibly possesses a misunderstanding in the use of proper language. Therefore, from the background of the study above the researcher conducted research entitled "THE DEIXES BETWEEN MEN AND WOMEN'S COMMENTS ON TEACHER ALIONA'S TIKTOK VIDEOS".

1.2 Problems Identification

People's lack of knowledge in English as an international language makes them still not fluent in English. This inequality makes people need more education to maximize their English skills. One of the content creators of TikTok, namely Teacher Aliona provides education and assistance in teaching English with her video content to help the wider community who are her followers on TikTok to learn English. The existence of Teacher Aliona as an English teacher shows many people need help in learning English and people choose to learn from social media. Seeing from the features of social media, the comment section is one feature that is commonly used by people to simply express their thoughts and interact with each other. It is similar to the comment sections in Teacher Aliona's TikTok account which contain statements and questions from people who want to learn English.

The popularity of the comment section is one thing that can be analyzed. Deixes in the comment sections are the objects of this research. Deixis studies have been developed quite a lot, such as analysis on books, movies, videos, and others. However, research on deixis analysis in TikTok video comment sections have not been widely conducted and can even be said to be very minimal. This deixis research needs to be conducted because problems and misunderstandings in singular and plural pronouns, the use of time and place in sentences, and interpretation of meaning in speech are still emerging (Lestariningsih, 2020). The existing research is not yet clear in correcting the misunderstandings about singular and plural pronouns, the use of time and place in sentences, and the

interpretation of meaning in speech (Lestariningsih, 2020). New research is needed to simplify the communication with the author's ontological explanation.

1.3 Research Questions

Referring to the background of the study previously mentioned, the research questions of this study can be stated as follows;

a. What are the types of deixis that occur in the comment sections of Teacher Aliona's TikTok videos?

b. What is the dominant deixis used by men in the comment sections of Teacher Aliona's TikTok videos?

c. What is the dominant deixis used by women in the comment sections of Teacher Aliona's TikTok videos?

1.4 Purposes of the Study

Related to the research questions above, the purposes of this study can be formulated as follows:

a. To identify the types of deixis in the comment sections of Teacher Aliona's TikTok videos.

b. To determine the deixis which is most dominantly used by men in the comment sections of Teacher Aliona's TikTok videos.

c. To determine the deixis which is most dominantly used by women in the comment sections of Teacher Aliona's TikTok videos.

1.5 Significances of the Study

The results of this study are expected to give both theoretical and practical significances.

1.5.1   Theoretical Significance

This study is expected to contribute to the improvement and development of linguistics studies. This indicates that the findings of this research can help to increase the sources for additional and more in-depth research into this specific area.

1.5.2   Practical Significances

The results of this study are also expected to provide practical significances to different people.

a. For Students

There are several practical significances that students can obtain from the result of this study, such as (1) students will be able to define the meaning of a sentence based on its context, (2) students will gain knowledge about grammatical contexts, such as singular and plural pronouns, the use of time and place in sentences, as well as the social ranking between the speaker and the addressee, and (3) students will also discover the social status between the speaker and the addressee, as well as the status that continues to exist in a specific environment.

b. For Teachers and Lecturers

The result of this study can help teachers and lecturers increase their understanding of grammar, timing, place, message bearers which have their importance in a communication process to identify and determine deixes used by people in social media, especially categorizing deixes used by men and women in the comment sections of Teacher Aliona's Videos on TikTok.

c. For Readers

The result of this study can be beneficial for readers who are interested in this specific area. Readers will have additional information and reading materials to be used as references. Readers can also use the additional information and reading materials as a comparison to enrich their insight about this topic. Besides, deixis, as part of pragmatics can inform readers more about the culture present in the conversation. In social deixis, a deeper understanding of the cultural background will contribute to a greater understanding of transmitted thoughts.

1.6 Definition of Key Terms

To avoid misunderstandings about the terminologies used in this study, the following definitions are provided as follows.

a. Deixis is a way to point out phenomena for distinguishing and linking language to contexts in which it occurs, such as persons, objects, locations, times, and events (Levinson, 1983).

b. Person deixis is the use of the traditional words 'first-person, "second-person,' and 'third-person' to address the grammatical categories of people (Lyons, 1977)

c. Place deixis is a representation of the existence of an object, especially related to the location in using language (Lyons, 1977; Levinson, 1983).

d. Time temporal deixis is the time of an utterance between the speaker and the listener with the use of "now, then, yesterday, tomorrow, etc." (Yule, 1996; Levinson, 1983).

e. Social deixis is the determinism of social disparities between the speaker and the addressee depending on participation roles (Levinson, 1983).

f. Discourse deixis is pronouns that relate to linguistic phrases or components of the discourse itself (Levinson, 1983).

g. TikTok is a video playback application that has a duration of 15 seconds to 3 minutes and provides people with a simple and fascinating display (Nichita et al., 2021).