

# CHAPTER I

## INTRODUCTION

This chapter presents such points as background of the study, problem identification, problems of identification, purposes of the study, significances of the study, and definition of key terms.

### 1.1 Background of the Study

Language is a message conveyed in the form of an expression as a means of communication in certain situations in various activities. Language functions are to assist in social activities and strengthen human affiliation in cultural and institutional groups (Gee, 1999). The use of language can be done in spoken or written form. There are some common words in a language that cannot be understood at all if the listener does not know the context (Yule, 2010). Used as a global language, English is the most widely spoken around the world (Chen & Chen, 2019). However, some sentences in English can be incomprehensible if the listener does not know who is speaking to whom, where, and when.

In a sentence, there are deixes which include words in speech and writing that have different references. Deixis is a pragmatic study that has a reference depending on the situation of its use (Yule, 2010). Deixis makes the meaning of language more organized and effective so that it does not cause confusion and does not cause differences in perception by the addressee of the language. In this case, Yule (2010) gives examples of words '*there*', '*here*', '*yesterday*',

'next two weeks', 'she', 'you', 'them', and 'me' which are difficult to understand if we do not understand the context. It is because the words have different expressions that depend on knowledge of the immediate physical context for their interpretation.

Deixis has an important role in pragmatics because deixis can help people to interpret the meaning of certain sentences based on the context (Levinson, 1983). Levinson (1983), and Cruse (2000) state that there are five types of deixis, namely person, time or temporal, place or spatial, discourse, and social deixis. To understand a reference, people must understand deixis because the two are closely related. The word deixis derives from the Greek word *deicticos* which means pointing or showing (Jaszczolt & Jaszczolt, 2002; Yule, 2010). People use deixis to show people, things, location, as well as time. According to Levinson (1983), deixis concerns the phenomenon where contextual information is needed to understand the meaning of certain words and phrases in the grammatical features of the spoken or written context. It can be seen that a word is said to be deixis if it contains meaning or references, depending on the context that accompanies them.

The phenomenon of deixis does not only exist in everyday language such as in business, politics, education, and daily conversation, but it also exists in folklores (Syam, 2018; Nafi'ah, Indah, & Toyyibah, 2021). In folklores, there are many deixis the references of which have different meanings. Folklores are folk stories that have a numinous sense of power, the supernatural or mysterious feelings or sensations that have developed in society since

immemorial time (Lane, 1994). In folklore there is linguistic which focuses on the use of language in accordance with the context in which the language is used. The intended use of language is in the context of folklore as a realization of the underlying value or perspective difference which is then packaged in interpretation and understanding in real life (Rafiq, 2021).

In the world of education, people can learn linguistics, especially deixis in folklores. In Junior High School and Senior High School, students also learn English through folklore in narrative text. By learning through folklores, many things indirectly enrich linguistics knowledge related to deixis and knowledge related to the original culture of the people who own folklores. Folklores in English can be used to teach a foreign language as well as to teach culture and moral values. In the technology era and pandemic like this, people can easily learn linguistics, especially deixis through folklores found on YouTube. YouTube is one of social media web platforms for uploading, sharing, and watching videos that offer a wide variety of formats and content (Jiménez & Vozmediano, 2020).

Some folklores have similar stories from one area to another in a country, even between countries that are far apart. For example, the folklore of *Bawang Merah Bawang Putih* with the folklore of Cinderella have similar stories. *Bawang Merah Bawang Putih* is a local Javanese folklore which is from Indonesia, meanwhile Cinderella is an international folklore with thousands of variants around the world. The folklore of *Bawang Merah Bawang Putih* and the folklore of Cinderella have a similar theme in their stories where they have

a stepmother and stepsisters. Despite having a similar theme, there are also differences in cultural background. In Cinderella's folklore, the transportation culture used is in the form of a carriage, while the transportation culture for “*Bawang Merah Bawang Putih*” folklore is on foot. The culture of dress in the “Cinderella” folklore uses modern clothes such as dresses, while in the “*Bawang Merah Bawang Putih*” folklore uses traditional clothes such as sarong and kebaya. In addition, Cinderella's folklore is based on a royal family, while “*Bawang Merah Bawang Putih*” folklore is based on a simple family in a rural area.

In each folklore, the use of deixis may possibly be different. Every deixis has a reference and the reference can be different because the speakers are also different. Moreover, with so many variations of folklores that develop, there are also possibly many different uses of deixis. If readers or listeners do not understand the deixis in the folklores, they will be confused in understanding the story. The use and difference of deixis rules may sometimes make it difficult for someone or a learner who is not a native speaker to learn a foreign language.

Knowing and comparing the use of deixis in the folklore of *Bawang Merah Bawang Putih* and the folklore of Cinderella will enrich knowledge about the types and uses of deixis. Learning about deixis will help people or learners to learn English easily in understanding singular and plural pronouns, using time and place in sentences, and interpreting the meanings of sentences. Teachers also can use Indonesian or international folklores to teach English for English

learners and teach them about deixis. By understanding deixis, it can help people or learners to avoid excessive and monotonous writing and misunderstandings contained in conversations, writings, and stories.

There are some researchers who also pay attention to the use of deixis. Fadilah and Septyani (2018) analysed deixis used in a movie entitled “Beauty and the Beast”. The study was a descriptive qualitative research. The study was conducted to know the types of deixis as well as the numbers of each deixis. The results of the study showed that the types of deixis used in the “Beauty and the Beast” movie were person deixis, spatial deixis, and temporal deixis. In the Beauty and the Beast movie, there were 128 person-deixis. There were first-person deixis (53 words), second-person deixis (52 words), third-person deixis (23 words). Moreover, there were 12 spatial deixis and 12 temporal deixis in the “Beauty and the Beast” movie.

Other researchers, Viahapasari and Parmawati (2020) examined the types of deixis in the main character in the movie I leave my heart in Lebanon. This qualitative study was about describing the types of deixis on the main character in the ‘I Leave My Heart in Lebanon’ movie that uses theory from Levinson (1983) to analyze the types of deixis in the movie. The result showed that there were 125 data in the movie that contains deixis. There were five types of deixis found in the movie, namely temporal, personal, discourse, social, and spatial deixis. Person deixis was the dominant deixis that occurs in the ‘I Leave My Heart in Lebanon’ movie with 102 data (Viahapsari & Parmawati, 2020).



Moreover, Afiefah, Sofyan, and Maisarah (2021) did a study that compared deixes found in the Speech of “Mike Pompeo” and “Retno Marsudi”. This study was conducted in order to describe the types of deixis in Mike Pompeo and Retno Marsudi’ speeches. The result of the study showed that there were four types of deixis found in Retno Masudi’s speech, such as person, time, social, and discourse deixis. Meanwhile in Mike Pompeo’s speech, the types of deixis found were person, time, discourse, place, and social deixis. The most dominant deixis used in both speeches is person deixis.

Looking at previous studies, there are no studies that have compared the use of deixis in folklores. Research on the use of deixis in international stories and local Indonesian stories in English has received less attention and has not been found much. To fill this gap, this study investigates the deixis used in the local Indonesian story and international story. The differences between this study and previous studies were the use of theories in analysing the findings and also the research subjects.

Based on the explanation, the researcher was interested in doing the investigation more deeply about the deixis used in the folklore of *Bawang Merah Bawang Putih* and the folklore of Cinderella. The videos of the folklore of *Bawang Merah Bawang Putih* and the folklore of Cinderella which are in English have been studied. This topic was chosen to be analysed in order to find out the form and use of deixis in local folklore and international folklore. The present study was interesting to do to find out the types of deixis, dominant types of deixis and the different deixis used in the folklore of *Bawang Merah*

*Bawang Putih* and the folklore of Cinderella videos on YouTube. This study focused on analysing the types of deixis used in the folklores of *Bawang Merah Bawang Putih* and Cinderella proposed by Levinson (1983), Yule (1996), and Cruse (2000). On the basis of this background, the researcher conducted a study entitled “Comparative Analysis of Deixis Used in “*Bawang Merah Bawang Putih*” and “Cinderella” Folklores on YouTube”.

## 1.2 Problems Identification

To understand the story, people must be able to identify the context of sentences or utterances. However, sometimes listeners and readers face misunderstandings that result in both listeners and readers not knowing what it really means and how it happened. Deixis is useful as an explanation of the meaning of a sentence so that the meaning contained in the context can be well received by the readers or listeners. Therefore, learning deixis is needed to understand the context of a reading and facilitate communication. Thus, a new research about deixis is needed to help readers to gain new knowledge and information about deixis. If it is associated with learning English at school, the deixes of person, place, time, discourse, and social that contain in folklores can be used as teaching materials for learning English.

Folklores have many variations of stories in written texts, videos, or made into films. In the current era of social media, YouTube is used as a medium to watch and learn English through folklores. Due to the wide variety of stories, the use of deixis will also vary greatly. In folklores, the use of deixis will be

different. The differences in the forms and the uses of deixis will have different meanings. The lack of understanding about the uses of deixis will have an impact on learning English related to the use of singular and plural pronouns, the use of place and time in sentences, and understanding the social rank between speakers and addressee.

### 1.3 Research Questions

Based on the background of the study, the questions of this study can be stated as follows:

- a. What are the types of deixis used in the “*Bawang Merah Bawang Putih*” and “Cinderella” folklores on YouTube?
- b. What is the most dominant type of deixis used in the “*Bawang Merah Bawang Putih*” and “Cinderella” folklores on YouTube?

### 1.4 Purposes of the Study

Based on the statement of the problem above, the purposes of the study can be formulated as follows:

- a. To identify the types of deixis used in the “*Bawang Merah Bawang Putih*” and “Cinderella” folklores on YouTube.
- b. To determine the type of deixis which is most dominantly used in the “*Bawang Merah Bawang Putih*” and “Cinderella” folklore on YouTube.



## **1.5 Significances of the Study**

This study concerns the analysis of deixis used in the local Javanese folklore entitled “*Bawang Merah Bawang Putih*” and the international folklore entitled “Cinderella” on YouTube. The findings of the present investigation are expected to give theoretical and practical significances.

### **1.5.1 Theoretical Significance**

This study is expected to give a contribution as a related resource to further and wider studies in the field of linguistics, especially enrich deixis knowledge. It means that the result of this study is expected to add insight and knowledge in the study of English education and pragmatics because deixis is part of pragmatics.

### **1.5.2 Practical Significances**

The result of this study is expected to provide practical significances for English teachers, students, other researchers as well as readers.

#### **1. For English teachers**

The results of this study are expected to be able to give contribution to the English teachers to be used as a source in giving and explaining the materials in deixis area.

#### **2. For students**

The results of this study are expected to help students to understand deixis, the meaning of sentences based on their context, grammatical contexts such as singular and plural, the use of place, and social rankings between speakers and addressee.

3. For other researchers

The result of this study is expected to serve as a reference by giving a model or information to be developed for further researches having similar topics.

4. For the readers

The result of this study is expected to be useful and enrich readers' understanding of deixis in English.

### 1.6 Definition of Key Terms

Some key terms used in this study need to be defined to avoid misunderstanding and confusion on the sides of the readers so that they can have a clear understanding about the content of the present study. There are some key terms which will be given both conceptual definition and operational definition that include deixis, folklore, and YouTube, which are defined as follows:

#### 1.6.1 Conceptual Definition

a. Deixis

Deixis means 'to point out' or 'to indicate' (Lyons, 1996). Deixis refers to language as a model of reference that leads to a particular focus which can be manifested by the context of the utterance in both spoken and written forms (Senft, 2014).

b. Folklore

Folklore is a story that is passed down from one generation to the next generation and that is transmitted orally (Dundes, 1965).

c. YouTube

YouTube is one of social media platforms which are used for uploading, sharing and watching videos that offer a wide variety of content (Jiménez & Vozmediano, 2020).

### 1.6.2 Operational definition

a. Deixis

Deixis in this study refers to the deictic word that is used in the “*Bawang Merah Bawang Putih*” folklore and “Cinderella” folklore on YouTube.

b. Folklore

There were two folklores used in this study. The folklore used as a source of data was the local Javanese folklore entitled “*Bawang Merah Bawang Putih*” that was published by the YouTube Channel of “*Dongeng Kita*” on June 2, 2020. Meanwhile, the “Cinderella” folklore was published by the YouTube channel of “English Fairy Tales” on December 2, 2016.

c. YouTube

YouTube is the social media platform where videos of the “*Bawang Merah Bawang Putih*” folklore and “Cinderella” folklore used in this study were published. “*Bawang Merah Bawang Putih*” folklore was published by the YouTube Channel of “*Dongeng Kita*” that has 2.06 million subscribers. “Cinderella” was published by the YouTube channel of “English Fairy Tales” that has 2.59 million subscribers.