AN ANALYSIS OF DEIXIS ON TEDX TALKS OF "STUDY SMARTER NOT HARDER" BY KIKI FAN

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Abstract

The purpose of the research is to assess the types of deixis and the prevailing deixis in the YouTube video of TEDx Talk. This article focuses on the researcher's explanation of the types of deixis and the primary deixis employed in the speech. This study is structured based on George Yule's hypothesis. According to Yule's theory, deixis may be categorized into three parts: person deixis, spatial deixis, and temporal deixis. This study employs a pragmatic approach, using a qualitative research methodology. The data in this study is derived from Kiki Fan's speech on TEDx talks, which has a duration of 8 minutes and 39 seconds. The data was examined using video transcripts and then identifying words that had deixis terms. This study demonstrates that Kiki used 3 types of deixis, including personal deixis, spatial deixis, and temporal deixis. This research demonstrate that the form of deixis that is commonly used is person deixis. The researcher found 39 total of the deixis in the video. There are a 27 words that indicate a person deixis, 6 words that indicate spatial deixis, and 6 words that indicate temporal deixis.

Keywords: Pragmatics; Deixis; Speech; TEDx Talks

INTRODUCTION

Pragmatics is the study of contextual meaning. The study of pragmatics focuses on meaning as it is conveyed by a writer or speaker and understood by a reader or listener (Yule, 1996). Pragmatics is a branch of semiotics that studies language (sign relations) and its interpretation. The branches of semiotics involve the analysis of signs, symbols and meanings in various contexts. Pragmatics focuses on how individuals say things as well as how other people perceive those sayings in social circumstances. It might be challenging to understand what the speaker is saying regarding who, when, and where from the perspective of the listener or receiver. This situation may negatively impact the conversation. In order for the listener or receiver to comprehend the speaker's intended message in this particular case, the context plays a crucial part. The comprehension of language may be achieved when the listener is aware of the surrounding circumstances (Jaya, et.al, 2021). In this case, the examination of contextual significance is referred to as pragmatics. Pragmatics is the examination of techniques for determining the main speaker in both oral and written communication. Such scope for pragmatics, there are included the study of deixis (Yule, 1996)

Deixis is the study of using language to point or indicate things in written or spoken expressions (Febriza, 2020). This study focuses on the importance of deixis in the field of linguistics. "Deixis on phenomena where the meaning of certain words and phrases in a speech requires contextual information" Setiakawanti, R. N., & Susanti, E. (2018) . Some words and idioms require a specific context in order to be comprehensible. Deixis has significance in the field of language studies due to its frequent use in daily language. Deixis is a topic within the field of pragmatics that examines semantic indicators (Sari, et.al, 2023). The objective of this study is to reduce communication ambiguity. Deixis, a term of Greek origin, refers to one of the basic linguistic actions performed by people with words (Yule, 2020). The speech's importance

would become apparent if the audience or readers comprehended the identity, location, and timing of the words' utterance (Sari, et.al, 2023). Deixis refers to the linguistic phenomenon where words or phrases are assessed based on their association with certain persons, places or time.

Misinterpretations can arise during a conversation or other kind of communication when there is a lack of understanding between the speakers and listeners, or when the intended message is not effectively transmitted. When misinterpretations arise, individuals may fail to comprehend the intended significance of the speaker's message (Sari, et.al, 2023). If the audience understands the context, the language may clearly convey its meaning. Pragmatics refers to the study of contextual meaning.

There are several strategies that people might employ to transmit their sentiments or ideas to others so that the message is understood. The internet provides up to date instructional resources, making them more appealing to students. Today's culture relies on technology for many activities such as job hunting, accomplishing tasks, assisting students with their studies, and doing internet searches. One of the learning media in question is YouTube.

YouTube is being considered as one of the learning platforms. YouTube is one of the learning platforms being referred to. Viewing videos is the most efficient method for enhancing student interest and desire to study. The development of YouTube as one of the most popular social media is an opportunity in the world of education (Rasman, 2021). As a result, many students are eager to gain access to it. YouTube offers a range of educational tools, including English language videos (Lestari, 2017). With Students can easily access videos with various explanations from several people so that they can be used as inspiration for practicing skills, especially videos that use language that is commonly used every day to communicate emotions, thoughts, ideas, emotions, or even a person's reaction to a situation. certain things that happened in his life (Sari, 2015). Learning in the form of graphics and beautiful designs is simple to watch and download. Learners, particularly college student, will readily acquire knowledge offered by the instructor if it is presented with engaging images and visuals. If the teacher's material is provided with attractive images and visuals, it is more likely to be retained. YouTube may be an effective learning tool for challenging courses.

There are many types of videos provided by YouTube as learning resources for practicing communication, one of which is Dealing with actual materials, TED (Technology, Entertainment, and Design) Talks provides students with learning tools related to the specialists' domains of speaking, particularly public speaking (Sailun, et.al 2018). TED Talks is a series of educational, illuminating, and inspirational programs that give the audience with motivational speeches on stage, founded in 1984 by Harry Mark and Richard Saul Wurman (Hromadová, 2020). Individuals may access the series of TED Talks on numerous platforms such as YouTube, Spotify, Google Podcast, website, etc. Additionally, the researcher was interested in examining the presence of deixis in the speech. TEDx Talks is a globally renowned YouTube channel that features English-speaking presenters. The TEDx talks channel showcases the most exceptional speeches and global presentations from the TED Conference, where the foremost intellectuals and achievers deliver their most impactful presentations under a time limit of 18 minutes or less. Explore discussions on many topics such as technology, entertainment, design, science, business, global concerns, the arts, and more. TEDx speeches are uploaded on YouTube on a daily basis.

There is a gap in learning through the internet, which is the lack of interest in reading for student. This causes a gap with the ideal conditions. Ideally with the help of the internet, students should be easy to learn. This study exclusively discusses deixis since it is so critical in language acquisition interaction. There are various terms and expressions that can be interpreted depending on the context, such as the numerous talk shows, talks, and conversation programs that are broadcast on TV, YouTube, and live channels on social media. TEDx Talks is one of

the channels on YouTube that can be used to learn deixis. However the rarity of research on study use TEDx Talks in journals that discuss deixis, causes students are unaware that there is one programme that can be used to improve understanding of deixis and other skills such as public speaking and tools to increase vocabularies in the digital era where reading may be less common.

This research will focus on the students' difficulties in understanding the deixis which is often overlooked, resulting in misunderstanding. This was based on the preliminary study result that many college students still face difficulty in understanding the deixis and how to differentiate the use of deixis in several types. Moreover, the differences are also about the misunderstanding in communication. Deixis issues are frequently faced in spoken and written language in daily life since speakers and context are at the core of deixis orientation. The interlocutor, the speaker's aim, the topic under discussion, and the speaker's circumstances were all taken into consideration as well as the character of the story. Deixis has to be studied since it allows one to comprehend spoken language among people. As a result, the reference can decide what is suitable to use in which circumstances and how. Deixis is a tool, similar to a pair of binoculars or spectacles, used to understand the language as it can be understood from the speaker's perspective and according to the context.

According to Khalili (2017) completed a Deixis Analysis on Charles Dickens' A Tale of Two Cities. Khalili examined five types of deixis in Charles Dickens' novel A Tale of Two Cities. The author acknowledged the novel's use of deixis by using Levinson's classifications. Khalili used a descriptive qualitative methodology to examine the various forms of deixis. The analysis identified 510 words that fall inside all five categories of Levinson's deixis. Dickens used social deixis extensively in his renowned masterpiece A Tale of Two Cities.

Another research was analysis of Deixis in the Novel of 'Ketika CintaBertasbih1' by Habiburrahman El-Shirazy by Sundari (2021). The goal of this study was to describe the deixis categories and kinds discovered in the book. The researcher employed the observational technique of analysis and Levinson's theory. And the results revealed that traditional categories of person deixis occurred 360 times. The most common variety is person deixis, particularly in the third person. This research varies from the last one in that it uses Yule's theory rather than Levinson's. This study varies from the last one in that it will use "Content YouTube" as the object, rather than "novel." The previous study's theory adds to this research by offering further information about deixis.

In other example discusses "A Deixis Analysis in Joko Widodo's Statement on Indonesia's G20 Presidency" (Rizqi, 2022). The article also used Yule'theory. These two articles both use speech as an analysis material, afterwards the most dominant type is persona deixis which amounts to 26 pieces consisting of first person, second person, and third person. Joko Widodo's statement is also included in both types, namely spatial deixis and temporal deixis.

The difference between previous research and this research lies in the analytical theory, but with the existence of Yule's theory, studying deixis becomes easier to understand, according to the author, because it is simpler. Misunderstanding of deixis not only occurs in real life, but also during speech. By studying deixis, the author hopes there are no misunderstandings in speech or daily communication.

This research focused on several issues such as the role of pragmatics in achieving certain communicative goals and interpreting students to understanding how deixis functions in everyday communication. However, the researcher focused on how to prevent student to not misinterpretation in daily communication by learning TEDx Talks. The researcher considers that the narrower the research focus, the deeper the analysis in the research.

METHOD

This study used a qualitative research design. The study is undertaken by studying the aspects of occurrences and applying descriptive methods instead of numerical data (Grossoehme, 2014). To study, obtain, and assess the data in order to examine the use of deixis by Kiki Fan in TEDx Talks. The researcher used discourse analysis as a way to study the terminology employed by Kiki Fan in her speech. The qualitative design and discourse analysis technique gathered the data by means of observation and recording. The only topic of discussion is Kiki Fan. The Following are the data analysis approaches used to TEDx Talks on the topic of 'Study Smarter not Harder' by Kiki Fan: The researcher collects data by observing Kiki's speech while simultaneously reading the subtitles. The researcher use writing implements such as paper and pencil to record observations. Upon gathering data, the researcher copied Kiki's verbal expressions from the platform of Youtube. The researcher conducted data identification, selection, and classification, focusing on the analysis relevant to the study issue. The analytical process culminated in the conclusion, sketching, and verification of the data for interpretation.

RESULTS AND DISCUSSION

Results

In conducting research for this study, the author found that there were 3 types of deixis found in this YouTube video. After studying the data, the author analyzed the research results according to type. Here the author analyzes deixis from the YouTube video "Study Smarter not Harder" by Kiki Fan on TEDx Talks, the analysis is presented in table form.

Table 1.1 Result

Types of Deixis	Freuquency	Percentage (%)
Person	27	70%
Spatial	6	15%
Temporal	6	15%
Total	39	100%

1. Person Deixis

Person deixis is the use of deixis reference to identify the function of a referent, such as the speaker, the addressee, or other referents that are not the speaker or the addressee. First and second person pronouns often denote the persons who are speaking and listening, however third person pronouns are used to designate someone who is neither speaking nor being addressed. Person deixis pertains to the individual who is speaking, including (1) the individuals directly involved, such as the speaker and the listener, (2) the individuals not immediately involved, such as the speaker and the listener, and (3) the individuals mentioned in the speech. The researcher detected 27 occurrences of 39 deixis in the speech.

Table 1.2 Person Deixis

First Person Deixis Single (I)	a. But, what if **I** told you ....
	b. What if **I** told you that ....
	c. The strategies that I am about to share with ...
	d. **I** hope you will also benefit ...
	e. **I** just do my homework whenever I had time

	f. **I** don't know about you but I cant stay focused
	g. **I** found I can block out all the distracting noises...
	h. **I** especially like to listen to...
First Person Deixis Plural (We)	a. **We** tend to roar ...
	b. **We** find distractions
	c. **We** Suddenly become really interested in tidying our room but if we can create the conditions
	d. **We** can shut out ...
	e. **We** have sibling playing ...
	f. **We** cant stop that but we can control ....
	g. **We** have to do it ...
	h. Let **us** set ourselves up for success
Second Person Deixis Single (You)	a. Do **you** dread doing ....?
	b. Do **you** steer clear ...?
	c. **You** are definitely not alone
	d. That will not only help **you** study better
	e. Where **you** can study can have a massive impact on how **you** study
	f. **You** need a flat surface with ....
Second Person Deixis Plural (You)	a. And I would like to share with **you** today You mean all people who held on Kiki's speech
Third Person Deixis Single (He/ She)	a. **She** (mom) may be in the kitchen cooking
	b. **He** (dad) maybe watching the news on tv
Third Person Deixis Plural (They)	a. No one wants to spend more time studying than **they** need to
	b. **They** respect that time as well

2. Spatial Deixis

Spatial deixis is undeniably applicable to the situation of distance. When discussing spatial deixis, it is crucial to bear in mind that the speaker's perception of position can be both cognitively and physically fixed (Yule, 1996). Spatial deixis encompasses two types of deictic terms: proximal deixis, which refers to objects or locations near the speaker and employs words such as this, these, and here, and distal deixis, which refers to objects or locations that are distant from the speaker or from both the speaker and the addressee, and employs words such as that, those, and there. The TEDx Talks titled "Study Smarter not Harder" by Kiki Fan included deixis, which is a linguistic phenomenon that alludes to a specific place or location, as shown below:

1. Mom may be **in the kitchen** cooking = kitchen in Kiki's house
2. Siblings playing **in the background** = background in Kiki's house

3. Very few of us have dedicated spaces in **home** = in home means spaces in speaker and listener's home
4. Where we can shut out the **outside** = Kiki does not tell where the outside is, but the research decided that the outside means was inside the house but outside Kiki's comfortable space
5. I came **across this app** = this app means an application that plays ambients song so she can block out all the distracting noises
6. All excelent ways of shutting off the **outside world** and focus on the task **at hand** = outside world mean you can do anything in this world
= at hand means something that you do right now

The researcher detected 6 occurrences of spatial deixis in the speech. The deixis terms indicate the spatial location of the speaker when they say a sentence or phrase. Furthermore, it signifies the specific locality or geographical position of the speaker. Based on the above reasoning, the writer believes that spatial deixis indicates the place of the speaker's statement.

3. Temporal Deixis

Temporal deixis focuses on the different temporal references and time frames included in a statement, such as tonight, last week, yesterday, before, after, and so forth. Additionally, it encompasses temporal adverbs such as now, then, shortly, and similar expressions.

Temporal deixis, or time deixis, is the use of verb forms that indicate the time when the speaker is speaking and the moment when the listener is hearing the words (known as the "hearer's now"). The researcher detected 6 occurrences of temporal deixis in the speech.

1. **It's time** to sit down to do some work = the speaker does not tell the specific time.
2. **After 2 years ago** I used to spend more than three hours doing my school works = the speaker does not tell the specific time.
3. **Nowdays** I make sure I am more organized with my time = the speaker does not tell the specific time
4. **Now** let's tidy up a bit, it means no dirty pltes from this afternoon lunch = the speaker does not tell the specific time, cause the speaker still on speech whe the speaker said "now"
5. **Extra five minutes at the begining** will save so much time during the procces = the speaker does not tell the specific time
6. I worked **at all hours** = all hours means she has not organized time for work

Discussion

After the researcher analyzes the youtube video for the purpose to knowing the frequency of each deixis, shown that researchers acquired a total of 39 frequencies. Nevertheless, the occurrence with the greatest frequency is Person deixis , accounting for 70% of the total. However, the frequency of spatial deixis only 15% and temporal deixis is 15% of the total. The table presents a summary of deixis has founded on speech of TEDx Talks of 'Study Smarter not Harder' by Kiki Fan.

CONCLUSION

The researcher categorises Kiki Fan's TEDx Talk 'Study Smarter not Harder' into three distinct classes. There are 27 instances of person deixis, 6 instances of spatial deixis, and 6 instances of temporal deixis. Person deixis is categorised into three distinct types: first person singular and plural, second person singular and plural, and third person singular and plural. The writer analysed the significance of utterances by examining the use of deixis in Kiki Fan's TEDx Talk titled 'Study Smarter not Harder'. The researcher has data on the varieties of deixis based on 39 frequencies. The author identified statements involving individuals, locations, and temporal references in the discourse of TEDx Talks. Utilising the elements of individuals, locations, and temporal references, specifically in the context of TEDx Talks presentations. Deictic words and sentences require context in order to comprehend their meanings. In other words, these utterances cannot be understood in isolation and must be considered within their surrounding context.

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