

## The Use of Deixis in Taylor Swift's Cowboy Like Me

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### Abstract

Deixis is a pragmatic study that examines an expression that refers to the speaker's condition and can only be explained by the speaker himself. In this study, researchers examined the types of deixis and their meanings in the lyrics of singer Taylor Swift's song "Cowboy Like Me." The theory used in this research is Levinson's theory. This study uses a descriptive qualitative approach, with data in the form of words, phrases, clauses, or sentences contained in the lyrics of the song "Cowboy Like Me." In this study, the researchers found the types of deixis found in personal deixis, place deixis, time deixis, discourse deixis, and social deixis, which contained 82 data. The researcher found 53 person deixis, two time deixis, three-place deixis, five social deixes, and 19 discourse deixis.

**Keywords:** Deixis; Song Lyrics; Linguistics

### INTRODUCTION

Language cannot be separated from humans and will always follow every job. Language is used as a tool used to form thoughts and feelings, desires, and actions. Aydogan and Akbarov (2014) describe four language skills, namely listening, listening, speaking, writing, and reading. Both written language and spoken language can be realized into various means that can be used to realize an utterance. Language has many branches of knowledge in linguistics, including morphology, phonology, semantics, and semiotics, which study language formally (Wilkins, 1972). Pragmatics is the study of a meaning conveyed by the author and interpreted by the reader (Levinson, 1983). According to Levinson (1983), pragmatics is the study of linguistics that studies the relationship between language contexts and the context of speech. What is meant is that the context of the speech has been codified and grammaticalized so that it cannot be separated from its linguistic structure. Meanwhile, Leech (2014) suggests that a person cannot understand the truth of the nature of language if he does not understand pragmatics. This shows that pragmatics cannot be separated from using a language. Pragmatics studies have several branches, including deixis, presuppositions, conversational implicatures, language acts, and discourse analysis (Cruse, 2000). In this study, the author will discuss one of the pragmatic studies, namely deixis. Yule (1996) argues that deixis is technical for something that is fundamentally done with speech. Deixis means "designation" through a language that refers to forms related to the speaker's context. Yule (1996) states that there are three categories of deixis, namely personal deixis (me, you), place deixis (here, there), and time deixis (now, then). All of these types are based on the interpretation of the speaker and listener studying the same context. Levinson (1983) also states that deixis is a part of pragmatics that relates to a context in a sentence that involves how language encodes or grammatically features the context of speech or speech events involve interpreting speech depending on context analysis. The utterance. This indicates that understanding a context will make it easier to understand the meaning of speech because each speaker's expression refers to the meaning of a particular context. In contrast to Yule, Levinson (1983) adding 2 more categories so that deixis has 5 categories, namely: person deixis, place deixis, time deixis, discourse deixis and social deixis. Deixis can be found in the

interaction between each other and in the form of literature, drama, song, and film. There are song lyrics in a song with deixis in them, so the author chooses song lyrics as the object of this research.

Personal Deixis, the term 'personal' has been taken by linguists because there is a resemblance between the event of language and the play of drama (Levinson, 1983). The referent was indicated as the noun and the personal pronoun that participated in a speech. The participants' views are important in indicating the personal deixis in a speech. Levinson said that a person was imagined as a person with function in speech as a speaker, interlocutor, or object. For example, X said, 'Father, I would like a candy' in this sentence, 'I' is the first person singular as the speaker, and Father is the second person singular as the interlocutor; they are included in personal deixis. Place Deixis, Yule (2014: 19) defines place deixis as the concept that the distance mentioned has a relationship between the person and the object shown. More precisely, it shows the location or place where an utterance occurs. This place deixis has two essential adverbs, namely "here" and "there." Time deixis is a word centered on the designation of time associated with the speaker when speaking. The use of time itself is divided into three parts, namely past time, future time, and present time. Social deixis is a related reference based on the state of the social situation when the speech event occurs between the speaker and the listener. Social deixis can show social differences influenced by social factors such as age, gender, education, occupation, title, or position in society. Social deixis is an essential aspect in maintaining politeness or politeness in language. Social differences can cause differences in the use of language itself. Discourse deixis refers to a certain part of the discourse that has been given or developed. These phenomena are grammatically called anaphora and cataphora. The forms that are often used to express discourse deixis are this, that, the following, the previous one, and so on. Rahmadany & Husein (2021) explains the meaning of a song; a song is a variety of sounds with a rhythm. Songs are part of music, and music is part of works of art. In a song, song lyrics are beautifully arranged to form a meaning. Song lyrics are short poems that express emotions (Herdiyanti, 2020). The expression is poured into beautiful words so that the listener knows the feelings that the songwriter wants to convey. However, in a song lyric, of course, there are figurative words that make listeners curious about the meaning of the words contained in the song (Nuraeni & Peron, 2017).

Song lyrics are essentially a language that, in its composition, cannot be separated from the rules of music, such as song rhythm, harmony, and melody (Rizka et al., 2018). In making the song's lyrics, the poet embellishes it with figurative words and figures of speech that not all the words in the lyrics of the song can be understood by their original meaning, so research is needed on the content meaning of the lyrics because song lyrics in a song include a place for conveying messages, an outpouring of hearts, criticism, and aspirations.

In this research, the researchers focused on analyzing the deixis used in Taylor Swift's song titled "Cowboy Like Me." "cowboy like me" is the eleventh track on the ninth studio album by Taylor Swift, *evermore*. It is a country tune that recalls Taylor's early career. It tells the tale of two con artists who fall in love through a cat-and-mouse courtship while hanging out at posh resorts attempting to attract wealthy romantic recipients.

## METHOD

The research approach in this research is qualitative research. The data to be obtained from this study will be described in words. Creswell (2016) states that qualitative research uses a natural setting to interpret phenomena that occur with existing methods. It aims to clarify and describe the forms of deixis found in the lyrics of the song "Cowboy Like Me." Creswell (2016) argues that the primary data sources in qualitative research are words and actions; the rest is additional data such as documents and others.

The research data studied were descriptive data obtained from the object of research in the form of words, phrases, and sentences, which were included in the type of deixis and their reference meanings in the song "Cowboy Like Me." Following the discovery of the song's lyrical script, the authors conducted a deixis study. The phase of data visualization was the second phase. At this stage, the authors present the outcomes of the data reduction method. Data verification was the final step. The authors provided a summary of this stage's outcomes analysis results.

## RESULTS AND DISCUSSION

### Results

The writers discovered that the lyrics to "Cowboy Like Me" frequently employed five types of deixis: person deixis, time deixis, place deixis, social deixis, and discourse deixis. Deixis is a phrase used in various settings and carries a variety of connotations and meanings.

**Table 1.** Person Deixis

Lyrics	Amount
Now <i>I</i> know	22
Cowboy like <i>me</i>	7
And <i>you</i> asked me to dance	12
<i>Cowboy</i> like me	4
The <i>ladies</i> lunching have their stories	1
<i>We</i> could be the way forward	2
The old <i>men</i> that I've swindled	1
Anything <i>they</i> wanna hear	4
<b>Total</b>	<b>53</b>

**Table 2.** Time Deixis

Lyrics	Amount
<i>Before</i> I locked it down	1
<i>Forever</i> is the sweetest con	1
<b>Total</b>	<b>2</b>

**Table 3.** Place Deixis

Lyrics	Amount
<i>Tennis court</i> was covered up	1
I'm sitting in an <i>airport bar</i>	1
Like the <i>Gardens of Babylon</i>	1

When you passed through <i>town</i>	1
<b>Total</b>	<b>3</b>

**Table 4.** Social Deixis

Lyrics	Amount
Telling all the <i>rich folks</i>	2
You're a <i>bandit</i> like me	2
And the <i>old men</i>	1
<b>Total</b>	<b>5</b>

**Table 5.** Discourse Deixis

Words	Amount
And	8
But	2
Now	3
When	1
Like	4
This	1
<b>Total</b>	<b>19</b>

**Discussion**

Deixis gives a conversation in the persona of several individuals (Stapleton, 2017; Wiguna et al., 2018). Language purposes have to do with how individuals attempt to start a conversation, who is the speaker, listener, subject, or receiver of the discourse, and whom or how the expression happens (Minkhatunnakhriyah et al., 2021). All such components can help researchers differentiate between the different types of deixis employed in speech. From table 1, it was found that there are eight personal deixes: *I, Me, Cowboy, You, Ladies, We, Men,* and *They*. To be more specific, it can be stated that there is 29 1<sup>st</sup> person deixis (*I* and *Me*), 12 2<sup>nd</sup> person deixis (*You*), and 12 3<sup>rd</sup> person deixis (*Cowboy, Ladies, Men,* and *They*). Person deixis is the syntactic representation of speech participant roles, such as phrases relating to the speaker, the listener, and other people (Muhassin et al., 2020). Furthermore, from table 2, the researchers found two time deixis; they are *before* and *forever*. According to Wibowo and Nailufar (2018), Time deixis is concerned with the multiple times involved and mentioned in a statement. In table 3, the researchers found three-place deixis they are *Tennis court, Airport bar,* and *Gardens of Babylon*. Place deixis refers to a location related to the position of a person involved in the utterance, often the speaker (Tampe et al., 2021). In table 4, the researchers identified three social deixes they are *rich folks, bandit,* and *old men*. The description of the social position of the speaker, the participant, or a third person or group is mentioned, along with the social links among them. Lastly, the researchers found sic discourse deixis, they are *and, but, now, when, this,* and *like*. Deixis in discourse refers to an utterance to refer to portions of the discourse containing the speech, including the speech itself (Yowanda, 2019). According to the finding, the researchers found all five deixes in the lyrics of “Cowboy Like Me” by Taylor Swift, with person deixis as the majority of the deixis. Placing deixis into its linguistic context makes it easier to comprehend in the setting in which it is used.

## CONCLUSION

Based on the results and discussion above, it can be concluded that all five deixes were found in the song lyrics of “Cowboy Like Me.” Personal deixis was the most dominant, with 53 in total. The second dominant deixis in the song lyrics is discourse deixis, with 19 results. The third position is social deixis, with five results. The fourth deixis found in the song lyrics is place deixis with three results. Moreover, two time deixis results made it the least deixis found in the song lyrics.

## ACKNOWLEDGMENTS

The researchers would like to thank Ms. Isry Laila Syatroh for guiding this research until this research is done.

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