

AN ANALYSIS DEIXIS IN RIDWAN KAMIL'S SPEECH AT THE ASIA AFRICA CONFERENCE (KAA)

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Abstract

The central topics of pragmatics, this study is limited on applying deixis on speech Ridwan Kamil at the Asia Africa Conference (KAA). This research deals with the English deixis. The objectives of this study are to analyze type of deixis and to find out the most dominant type of deixis in "Ridwan Kamil's speech at Asia Africa Conference (KAA)" on April 24th 2015. This study was conducted by using qualitative approach. From the five type of deixis, in Ridwan Kamil's speech found that there are three types of deixis, namely person deixis (7 data) time deixis (3 data), and the last is social deixis (1 data). From the analysis of deixis, it was also revealed that person deixis as the most dominant type which was found on speech Ridwan Kamil at the Asia Africa Conference.

Keywords: *Deixis, Asia Africa Conference (KAA), Speech*

INTRODUCTION

Language is a unique human inheritance that plays the vey important role in human's life, such as thingking, communicating and negotiating with other. People need to comunicate with other using a language, If there is not language, people cannot share their ideas, experience, agrument to each other. There are certain ways to communicate, whether it is spoken or written, whether it is direct or indirect. In the communication actually that the hearer can understand what the speakers intends is the important point. The audience can make interpretations of utterances by relating it to the context.

Speech is one of the example of spoken communication done directly by a single person in front of the audience. It is usually done by a leader of a country, company, community or anyone who can inspire the audience. One of speeches done by a leader of the mayor was held in 2015. Ridwan Kamil the mayor of Bandung, When reading DASASILA Bandung in front of the delegates of the Asian-African Conference, he opened his speech by calling the tiger of Asia, and the lion of Africa. In his speech, Ridwan kamil uses deixis, which is one the important notions in pragmatics, to point to something.

Deixis is always found in the daily communication or in text, for example in short stories or speech. the utterances in speech often uses deikis for to indicate the a condition of persona, space and time. It is supported by Yule (1996) is a technical term (from Greek) for one the most basic things we do with utterance. for example in the phrase "I love him", the information from the pronoun "I" and "he" can only be traced from the context of speech. expressions only known from the context of the speech that is called deixis. It supported Diessel (2012) says that the speech event is conceptualized from a different point of view, which means that expressions such as here and there and I and you refer to different entities when used by different speakers.

There are several types of deixis. This can be seen from the opinions of experts who divides the deixis into several types. According Levinson (2011) and Nababan in Kesumawardani, (2015) divides deixis into five types namely;(a) person deixis, (b) time deixis, (c) place deixis, (d) social deixis and (e) discourse deixis. Deixis is a powerful way of positioning yourself, politely, between the people who you want to interact, in a way that shows that you can see things from the hearer perspective. Deixis uses the speaker settings as a reference. It is also that deixis has important role in communication as a link among time frame, physical location, people involved and what people actually say, so it only can be interpreted based on the context it words that do not have a fixed reference.

The audience will not know what the speaker means if they does not know the context. As we know Ridwan Kamil is a public figure whose speech really matter and affects the audience, he has to choose certain person deixis that are appropriate as a strategy to position himself as a representative of Indonesia's people. Besides, he also uses other type of deixis to point the hearer and other referents. The writer finds interesting to analyze the type of deixis in Ridwan Kamil's speech at Asia Africa Conference (KAA).

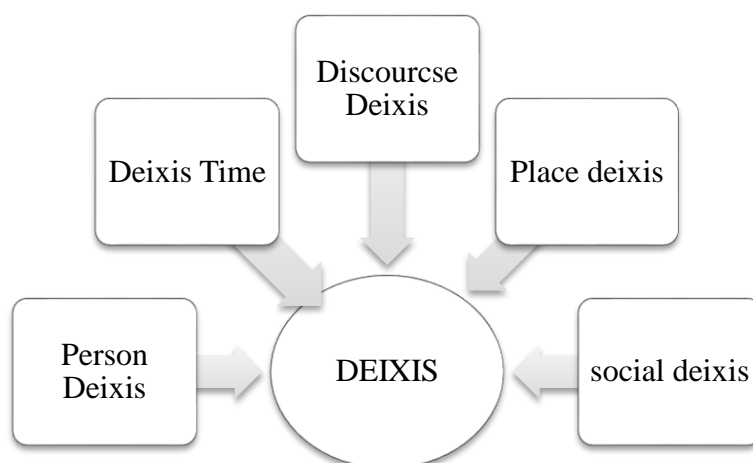


Figure 1: Types of Deixis Levinson (2011)

Person Deixis

Person deixis can be expressed with using personal pronouns, namely first person (*I* or *we*), second person (*you*), and third person (*he*, *she*, or *they*). According to Cruse (2000) as cited Pangaribuan, Manik, & Pasaribu (2015), says person deixis involves basically the speaker, known as the first person, the addressee, known as the second person, and other significant participants in the speech situation, neither speaker nor hearer, known as third person. In conversation, *I* and *you* can refer to another person. It depends on who is speaking and has a role as deictic center. The speaker as first person talks to the listener as second person and might be talking about a third person. Lyons (1968) as cited Sari (2015) states the first person is used by the speaker to refer to himself as a focus of discourse. The second person is used to refer to the hearer and third person is used to refer to persons or things other than the speaker and hearer. In social interaction, a speaker needs to consider the pronoun that he will use. He has to choose the most appropriate ones to use. The choice of pronoun should be socially acceptable because it can represent the speaker's position in relation to people around him in the society. The examples of the person deixis can be seen as follows; Asma says: *I* am the teacher.

Deixis Time

According to Levinson (2011), time deixis is concerned with the encoding of temporal points which refer to where an event of utterance takes place. The linguistic forms to express time deixis are the adjectives of time in the sequence like *now*, *yesterday*, *then* and the verb tenses. The proximal form of time deixis *now* indicates the time at which the speaker is producing the utterance or the speaker's voice being heard. The distal form *then* relies on the speaker's present time. Temporal deixis also can be operated with non-deictic temporal reference such as calendar and clock time. The psychological basis of temporal deixis is almost the same as place deixis. The examples of the time deixis can be seen as follows: *last night*, they came to my party.

Place Deixis

Levinson (2011) says that place or space deixis is to point relative location in the speech event. However, the location from the speaker's perspective can be improved mentally and physically. The linguistic forms to express place deixis in English are the adverb *here* and *there* and the demonstrative pronouns *this* and *that*. In addition, Nababan (1987) as cited Willem & Psr, (2013), Deixis place is giving shape location, space (place) is seen from the location of the person/role in the event of language. In the other words, place deixis is an expression served to show the location relative to the location of a participant in the speech. The examples of place deixis can be seen as follows: Stay *here*, please!

Discourse Deixis

Levinson (2011) stated that discourse deixis is concerned with the use of expressions in utterance to point some portions of the discourse that contains the utterance. It includes the utterance signals which connect them to surrounding text. Discourse deixis can be expressed with demonstrative *this* and *that*. The examples of Discourse Deixis can be seen as follows: You know I've already known *that*.

Social Deixis

According to Levinson (2011), social deixis is concerned with the encoding of social distinctions that are reflected or determined by participant's roles or certain realities of the social relationship between speaker and addressees or speaker and some referent. Social deixis can be expressed with 'polite' pronouns and the recipient's title. The examples of social deixis can be seen as follows: Excuse me, *ma'am*.

METHOD

In this research, the writer uses descriptive qualitative method. According to Perry (2005) as cited Dewi, Hernawan & Apsari (2019), qualitative research is characterized by the verbal description of its data. Therefore, the writers observed the language by watching the video but not involved in the speech, so the writer used non participant observation method. The writer used audio visual recording downloaded from Youtube to be observed. After watching the video of Ridwan Kamil's speech, the writer transcribed the speech into written text, finding the deixis, and classifying the types of deixis. The analysis will be focused on the types of deixis, the dominant types of deixis, that is used in Ridwan Kamil's speech at the Asia Africa Conference.

RESULTS AND DISCUSSION

Results

Deixis used in “Ridwan Kamil’s speech at the Asia Africa Conference.” The type is used in “Ridwan Kamil’s speech at the Asia Africa Conference” can be seen in table 1.

Table 1.

No	Type of Dexis	Data
1	Person Deixis	7
2	Time Deixis	3
3	Place Deixis	1
Total		11

Discussion

Deixis

In his speech, Ridwan Kamil used some of deixis which are person deixis, time deixis, and social deixis and the most used deixis is social deixis. Here is the example of deixis used by Ridwan Kamil:

(a) *I welcome you all the grade leaders, the tiger of Asia and the Lion of Africa.*

Ridwan kamil uses two types of deixis in the utterance above, namely the person deixis (*I and You*) and the social deixis (*the grade leaders*). All of the deictic expression used above are proximal tems that refers to an entity respect from Ridwan Kamil as a deictic center and as the mayor of Bandung. *I* refers to Ridwan Kamil who is currently speaking, *you* means all of the audience, and *the grade leaders* means the respect from Ridwan kamil to all of leader from any country.

The analysis of deixis is related to Ridwan Kamil as a center point or deictic center. Ridwan Kamil casts himself in the role of ego and relates everything to his view point. The central person is Ridwan Kamil. The central time is the time that Ridwan Kamil gave the speech, i.e on April 24th 2015 in opening the Asia Africa conference (KAA). The central place is the place that Ridwan Kamil gave the speech, i.e at museum Asia Africa Conference. The social center is Ridwan Kamil’s social status, i.e as the mayor of Bandung. The addressee if the audience that consist of for about delegates from 30 countries in Asia and Africa and also president of Republic Indonesia is Joko widodo and his wife.

1. Person Deixis

Person deixis are the personal pronouns such as the first, second and thrid used as a means of locating the referents in relation to the events taking place in the discourse. First person (*I or we*), second person (*you*), and third person (*he, she, or they*). In conversation, *I* and *you* can refer to another person. It depends on who is speaking and has a role as deictic center. Here the the example of person deixis used by Ridwan Kamil:

(a) *I welcome you all the grade leaders, the tiger of Asia and the Lion of Africa.*

(b) *We hope distance principles of 1955 will forever be our heart.*

(a) *I* refers to Ridwan Kamil who is currently speaking, *you* means all of the audience, and (b) *We* can refers to Ridwan Kamil including the hearer, it is called inclusive *we* or excluding the hearer, it is called exclusive *we*. In the context of Ridwan Kamil’s speech, the exclusive *we* is mostly used the exclusive of Indonesia people e.g, The President of Indonesia is Joko Widodo.

2. Deixis Time

According to Levinson (2011), time deixis is concerned with the encoding of temporal points which refer to where an event of utterance takes place. The linguistic forms to express time deixis are the adjectives of time in the sequence like *now*, *yesterday*, *then* and the verb tenses. The proximal form of time deixis *now* indicates the time at which the speaker is producing the utterance or the speaker's voice being heard. The distal form *then* relies on the speaker's present time. Time deixis also can be operated with non-deictic temporal reference such as calendar and clock time. The psychological basis of time deixis is almost the same as place deixis. For example:

Today I have a special assignment from our humble

In here Ridwan Kamil uses type of deixis is time deixis. To know when the exact time of *today* is, the hearer should know when the time of conversation takes place. *today* means to the day on which you are the conversation takes place.

3. Social Deixis

According to Levinson (2011), social deixis is concerned with the encoding of social distinctions that are reflected or determined by participant's roles or certain realities of the social relationship between speaker and addressees or speaker and some referent. Social deixis can be expressed with 'polite' pronouns and the title of the addressee. For example: Today I have a special assignment from our humble and grade president of Indonesia, *Mr.* Jokowi to read the DASASI of Bandung.

The speaker of the utterance above uses the tittle of the third person to show his respect to the person. The utterance above is produced by the mayor of Bandung. He uses the word *Mr* to point his President in Indonesia, *Mr* as his President has a higher status than the Country.

CONCLUSION

Based on the result of analysis that has been done by the writer, The writer found that Ridwan Kamil uses some type of deixis that are Person deixis, time deixis and social deixis as many as 11 data during his speech for about 3:37 minutes. Almost of the deixis that Ridwan Kamil uses are person deixis (7 data), time deixis (3 data), and the last Social deixis (1 data). From the analysis of deixis is the most type on speech Ridwan Kamil at the Asia Africa Conference can be found. So it can be said that on speech Ridwan Kamil at the Asia Africa Conference tends to use person deixis as the dominat type compund an another types. The writer think Ridwan Kamil more often uses person deixis in his speech because of its position as the mayor of Bandung and as a respentative from Indonesia to read the DASASILA of Bandung.

ACKNOWLEDGMENTS

First of all I thank to Allah that has given me healthy and continuity to finish this article. I also would like to express my gratitude and say many thanks to my family, especially for my parents who always give me spirit, motivation, financial, moral, and spiritual. "Thank you very much".

This article could not be completed without a great deal of help for many people, especially Acep haryudin as the supervisor, thank you very much for the guidance, patient, kindness, contribution, correcting, and helping me in finishing this journal. Without his guidance this article would not be completed well.

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