

# Deixis Analysis in The Online Article Entitled “K-Pop’s BTS Snag Top Prize at American Music Awards”

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## Abstract

Deixis is one type of pragmatics that must be learned by people who study languages. The purpose of the study is to analyze the kind of deixis in an online newspaper at the Jakarta Post entitled “K-pop's BTS snag top prize at American Music Awards.” The research focuses on analyzing three kinds of deixis, including person deixis, spatial deixis, and temporal deixis. Qualitative descriptive is the method chosen for this research. Schreier (2012) cited in Simanjuntak et, al. (2021) stated the data collection process was carried out by a) finding the online newspaper b) choosing the online newspaper c) analyzing and reading the text by categorizing it by type of deixis d) underlining the word that is included in deixis. The results obtained indicate that personal deixis is the most used kind of deixis with 17 times (they (2) we (1) it (1) he (1) she (3) her (3) I (3)), while for spatial deixis 3 times (this (2) here (1)), and temporal deixis 7 times (have (2) here (1) night (1) year (3)), with a total of 24 times. From the results, it can be concluded that the online newspaper is written from a third-person point of view because the most widely used person deixis is third-person deixis. Meanwhile, spatial and temporal deixis is not used too much.

**Keywords:** Pragmatics; Deixis; Online Newspaper; Jakarta Post

## INTRODUCTION

In communicating, people use language as a tool; the meaning in a conversation must be conveyed, either from how the speaker says it or how the listener responds to a conversation. According to Pranata & Rahmat (2020), language is a system of sounds and words that express an individual's reactions, emotions, thoughts, and shared information in everyday social life. Therefore, Ainiyah, Sili, & Ariani (2019) stated Language plays an important role in our daily lives. Socially, the function of language is to create connections between people who can convey their thoughts by communicating messages using language. When meaning is conveyed through language, people interact using language and build relationships that influence their behavior, and words. The study of language is called linguistics. According to Robins (2014 p.2), Linguistics is closely related to human language as a universal and recognizable part of human behavior and abilities and becomes an important part of human life. Ramasari (2020) stated that there are several types of linguistics, namely Morphology, Semantics, Phonetics, Phonology, Pragmatics, and Syntax. Among the types of linguistics mentioned, there is the type of linguistics that emphasizes on the sense conveyed by speaker, that is pragmatics.

One part of linguistics studies language based on the speaker and how listeners interpret speech based on particular situations it called pragmatics. According to Herman & Padede (2020), When the speaker emits something, the listener needs to build a redefinition of what the speaker intended through expression. Therefore the listener must define the meaning of what the speaker says; it is closely related to one type of pragmatics, namely deixis.

Deixis is a word with a different referent according to the situation or context used by the speaker or writer. According to Febriza (2020), Deixis is important for learning a language, especially for people who learn the second language English, and the people got a hard time understanding the meaning of the utterer. Deixis makes easy communication and allows you to focus on the context. Yulistiani & Parmawati (2020) states deixis is a word with a sense that is not fixed; its meaning or context change depends on the text. Therefore, a text or an utterance can change its meaning based on context. Newspaper is a media that can help people to get information. According to Herawati, Ardayati, & Ramasari (2020) stated newspaper is a type of published written material, it can be in the form of a printed newspaper or an online newspaper that contains a lot of factual information, such as news, entertainment, fashion, sport, and other topics. The online newspaper is a news-reading media that can be accessed using the internet. With the online media, people are more interested in reading news online because it can be accessed anywhere. Meanwhile, Oostendorp & Nimwegen (1998) said that the use of online newspapers is more widely accessed because it is fast and easy to find the latest information. It can be concluded that with easy access to find information, readers must also know the meaning of the news read. The purpose of this study is to better understand the content of a reading or conversation. So that the reader understands the intention to be conveyed in an online newspaper. However, this study will only discuss three types of deixis. The text used to analyze the use of deixis in the Jakarta Post, entitled *K-pop's BTS snag top prize at American Music Awards*, to find out the significant meaning of the online newspaper.

Deixis can be used in spoken and written communication. Oral communication usually occurs when there is a film or conversation. While contact in writing occurs when writing a novel, short story, news in the newspaper, or a letter. As for oral and written communication, it can be called deixis if the referent changes depending on the speaker or the author. Setiakawanti & Susanti (2018) stated deixis is essential for learning a language. It is usually difficult for some people to understand the speaker's intentions, especially when learning English as a second language. Yule (1996), deixis is a technical term (from Greek) for essential things we do with utterances. Levinson (1983:65), cited in Herman & Padede (2020), stated that conventionally deictic terms are divided into five aspects. They are person, spatial, temporal, discourse, and social deixis. However, this research will only analyze three types of deixis. Personal Deixis is used to indicate people. According to Yule (1996), Personal deixis works well with the basic tripartism, represented by the pronouns of first-person (T=Speaker), second person ("you"), and third person ("he," "she," "it"). Wardani & Rizkiani (2021) A personal deixis consists of a speaker (a person who is having a conversation), a recipient (a person who is listening to or responding to a conversation), and others in the conversation. Spatial deixis or it can be called deixis of place is used to identify the location. According to Putri & Yana (2020), This kind of deixis is used to point to areas where item is referred to in a particular situation. Spatial deixis namely *this, here, now* (proximal term) and *that, there, then* (distal term). According to Asmarita & Haryudin (2019), The proximal form of deixis indicates when the speaker speaks or hears the speaker's voice. The distal shape depends on the present tense of the speaker. Time deixis can also be manipulated using non-direct time references such as calendars and clocks. Temporal deixis namely, *now, soon, yesterday, last week*. Abdulameer (2019) said discourse deixis depicts deictic articulations which show earlier or following pieces of talk. The words and expressions show the connection between expression and earlier talk. A sort of critique of the text or discussion by the utterer. Adeatika & Setiawan (2019) stated discourse deixis refers to the discourse components that can be implemented by understanding where the current reading or conversation is primarily deixis. It can be concluded that discourse deixis is a focus of discussion or conversation that is closely related to the previous discussion.

From the explanation above, researchers will analyze the types of deixis in the Jakarta Post online newspaper entitled "K-pop's BTS as the top prize at the American Music Awards" to find out the meaning to be conveyed to readers.

## METHOD

Qualitative method used in this study with a qualitative descriptive design to present the type of deixis used in the Jakarta Post Online Newspaper. Frankel & Wallen (2009:442), cited in Ramasari (2020), stated that descriptive qualitative research is a method in which words are more important than numbers, and there is no statistical method. The data processing technique used is content analysis. According to Schreier (2012) cited in Simanjuntak, Napitupulu, Herman, Purba, & Thao (2021) said Content analysis is organized because all important material is calculated and the order of steps is followed throughout the analysis.. Following these steps:

1. Search for the online newspaper on the Jakarta Post website.
2. Choose the online newspaper to be analyzed.
3. Read and analyze the selected online newspaper in Jakarta Post entitled "K-pop's BTS as the top prize at the American Music Awards".
4. Then underline and categorize the words included in deixis.

In this research, the researcher will be analyzing three types of deixis, namely, temporal deixis, spatial deixis, and person deixis.

## RESULTS AND DISCUSSION

### Results

The result of deixis used in Jakarta Post online newspaper entitled "K-pop's BTS as the top prize at the American Music Awards." Deixis used are person deixis, spatial deixis, and temporal deixis. The result can be seen in table 1

**Table 1. Kinds of Deixis**

No	Kinds of Deixis	Number
1	Person	14
2	Spatial	3
3	Temporal	7
<b>Total</b>		<b>24</b>

Based on the result, the number and used deixis in Jakarta Post online newspaper use of person deixis were 14 times, spatial deixis 3 times, and temporal deixis 7 times.

**Table 2. The Result of Person Deixis**

No	Person Deixis	Number
1	They	2
2	We	1
3	It	1
4	He	1

5	She	3
6	Her	3
7	I	3
<b>Total</b>		<b>14</b>

**Tabel 3.** The Result of Spatial Deixis

No	Spatial Deixis	Number
1	This	2
2	Here	1
<b>Total</b>		<b>3</b>

**Tabel 4.** The Result of Temporal Deixis

No	Temporal Deixis	Number
1	Have	2
2	Here	1
3	Night	1
4	Year	3
<b>Total</b>		<b>7</b>

## Discussion

Based on the results obtained from the analysis of three kinds of deixis including person deixis, spatial deixis, and temporal deixis in the Jakarta Post online newspaper entitled K-pop's BTS as the top prize at the American Music Awards. The kinds of deixis that often appears is person deixis 14 times, followed by temporal deixis 7 times, and the least is spatial deixis 3 times. If you add up as a whole, there are 24 frequencies. This means that writing in the Jakarta Post online newspaper uses person deixis more often and rarely uses spatial deixis or temporal deixis. The most widely used is person deixis (They, It, He, She, Her). This means that in writing the news, the author wants to focus on other people as the topic of discussion. Actually, there are four types of deixis such as spatial deixis, person deixis, temporal deixis, and discourse deixis. But in this research, the researcher only focuses on deixis of person, spatial, and temporal.

### 1. Person Deixis

Table 2 shows the direct result of 18 person deixis found. The most commonly used person deixis is "He", "She", and "Her" (3). An example is shown below:

- a. "I'm so lucky to be in your life and to get to have you in mine," Swift told fans in a video acceptance speech.

The word "I" refers to "swift" who spoke on the video.

- b. New Edition and New Kids on the Block brought some 1980s nostalgia when they took the stage together.

The word "they" refers to "New Edition and New Kids on the Block"

The point is that the text above states that the word "I" is the first person where the "I" refers to "Swift" who spoke in the video interview. In the second sentence the word "They" refers to the third person referring to the "New Edition and New Kids on the

Block" which states that they are displaying the style of the 1980s. in the text, the author uses more of a third-person point of view where the author only conveys the situation regarding the people who come to the show.

## 2. Spatial Deixis

Table 3 shows the result of 3 spatial deixes found. The most commonly used spatial deixis is "This" (2). An example is shown below:

- a. We're truly honored to be on this stage with such amazing, tremendous artists.  
The word "this" refers to the amazing stage.
- b. It's been a long and amazing ride ... nobody could have ever bet on the odds of us standing here and receiving this award, except you all  
The word "here" refers to where BTS members stand to receive the award.

The meaning of the above text states that the word "this" is a spatial deixis which explains that a very ordinary appearance at the event. In the second sentence the word "here" states that BTS got an award at the American Music Awards. The use of spatial deixis in the text can explain a place, stating the information regarding the place where the event was held.

## 3. Temporal Deixis

Table 4 shows the result of 7 temporal deixes found. The most commonly used temporal deixis is "Year" (3). An example shown below:

- a. The night's biggest prize.  
The word "night" refers to the time when the biggest prize event was held.
- b. Artist of the year.  
The word "year" refers to the best artist every year.

In the first sentence states that the word "night" states that the event is held at night. In the second sentence the word "year" states that the awarding is held annually. It can be said that the time description on the text is very important which is so that the reader knows when the event is held.

## CONCLUSION

The conclusion of this study states that one of the sciences that studies language is linguistics. One type of linguistics is pragmatics. In pragmatics, it is learned about deixis. Deixis is a word in a sentence for referencing or pointing based on context. Online newspaper is a media used by researcher to analyze three types of deixes. The researcher analyzed the types of deixis in one of the online newspapers Jakarta Post entitled "K-pop's BTS as the top prize at the American Music Awards". The researcher focuses in three kinds of deixis. The method used is qualitative descriptive. The data collecting used is content analysis followed four steps. The results obtained by the researcher are 14 words of person deixis, 7 words of temporal deixis, and 3 words of spatial deixis. Based on these results, person deixis appears very often, especially third-person deixis, which means the online newspaper is written from a third-person point of view, focusing on telling a news story that has been covered before being written in an online newspaper.

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