

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language plays an important role in everyday life. It is a means of communication used to interact and exchange information among people in their daily life. Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols (Sapir, 1921). In other words, language can be the form of expressions to convey messages in communication. It is a complex system of communication, spoken or written, verbal or non-verbal (Hadi & Fauziah, 2023). Therefore, the way we use language is very important in preventing miscommunication between speakers and listeners. One way to prevent misunderstandings between speakers and listeners is to study language through linguistics, that is pragmatics. Pragmatics is the study of what speakers mean, or “speaker meaning” (Yule, 2023). It interprets the meaning of what a speaker says in a particular context and how this can influence what is said. This phenomenon can be explored more deeply using deixis theory.

Deixis is a part of pragmatics that discusses the word pointing via language to indicate something in the speaker's context (Farahita & Madayani, 2022). According to Levinson (1983), deixis concerns the ways in which languages encode or grammaticalize features of the context of utterances. Deixis plays an important role in ensuring communication takes place effectively, because the meaning of words or phrases depends on the conversation situation, such as who is speaking, where the conversation takes place, and when the statement was made, the current, preceding, or subsequent utterances within the same statement or written discourse, and the social status being indicated. Without context, the deictic words used not only refer, but also build a situational context that makes the conversation more relevant and meaningful.

Deixis is a significant area of linguistic study due to its relevance in the interpretation of utterances in both spoken and written text. In other words, some words in language cannot be interpreted without knowledge of the context, like here,

there, this, that, now, then, yesterday, today or tomorrow, as well as pronouns such as you, me, she, him, it, them (Yule, 2023). Deictic expressions depend on the immediate physical context in which they utter. To interpret those expressions, the speaker and listener need to share the same context. In fact, deixis should act as a constant reminder to theoretical linguists of the simple but immensely important fact that natural languages are primarily designed, so to speak, for use in face-to-face interaction (Levinson, 1983).

Deixis is divided into five types: person deixis, time deixis, place deixis, social deixis, and discourse deixis (Levinson, 1983). The first type is person deixis, which refers to the speaker, listener, or others in a certain context of the utterance. The second type is time deixis, it is a word used to explain and indicate the time when speech is uttered by the speaker. The third type is place deixis, which refers to relative location based on the position of the speaker and listener. The fourth type is discourse deixis, it is a pointer to the parts of the discourse contained in the utterance, the utterance is in progress and also includes the original text. Last, social deixis relates to social status, relationships, or social roles between the speaker and the listener. From the explanation above, it can be concluded that deixis used in utterance has a meaning depending on context.

Deixis is often studied in various languages, one of which is the use of deixis in Madurese. Madurese is one of the regional languages which also has an interesting and distinctive deictic system. The Madurese uses deixis not only to refer to entities or locations, but also to reflect social relationships between speakers. The use of deixis in Madurese often reflects the social hierarchy and status between individuals, making word choice more complex and meaningful. It shows that deixis not only functions to explain space and time, but also plays a role in the social dynamics that occur among speakers of the language. Deixis is a universal linguistic phenomenon found in all languages, including Madurese. Deixis in Madurese has not been widely studied, particularly regarding the use of deictic words. Therefore, this study is essential for the preservation and development of the Madurese language. The findings of this study will help people better understand how to use deictic expressions appropriately within

the context of Madurese. Additionally, deixis in Madurese is closely related to the culture, language level and social context of the community (Adriana *et al.*, 2024). It can be observed in one example of the use of deixis which is influenced by the level of language used: *bhâsa kasar* (low language), *bhâsa tengnga* (medium language), and *bhâsa tengghi* (high language). These levels determine the choice of personal pronouns to reflect the social relationship between the speaker and the listener. For example, for the word “*saya*” in Madurese expressed as *kaulâ* in formal situations, *engko* in informal situations, and *abdhina* to show higher respect. This system reflects the social hierarchy of Madurese society which highly values politeness and respect for the interlocutor (Rohaniyah, 2016). In Madura, various aspects of culture have been widely exposed through various media, including films.

Film is one of the entertainment media that is familiar to the public. Through film, viewers can gain access to news, education, and other information. According to Khuluq *et al.*, (2023), film is a medium for conveying audio-visual information with various scenes and certain discussion topics to make film effective media in conveying messages to the audience. In other words, it is a form of visual communication that combines sound and moving images to tell a story. One of the Madurese films selected is entitled “*Adzan Berkumandang atau Lonceng Yang Berdetang*”. This short film was uploaded by the Akeloy Production YouTube channel. It was inspired by a true story that occurred in several villages in Madura, where there were differences that emerged regarding two different symbols, namely the call to prayer from the mosque and the ringing of bells from the church which impacted on society. This film tells a story about religious differences and harmony in the lives of Madurese people.

The researcher selects this film due to its exceptional quality and relevance for analyzing deixis within the film's context. It has exceptional quality, especially its good film and its rich and varied use of language that reflects everyday life. It can be seen in how characters shift between formal and informal registers in Madurese. For example, characters use respectful expressions such as *sampèyan* when addressing elders or religious figures, which reflects the formal register. In contrast, they use more casual expression like *ben*, *sède*, and *hède* in interaction with peers. In addition, this

film is relevant for deixis analysis because it contains many deictic words in the Madurese language through the film which reflect social and cultural interactions in Madurese. Thus, it provides an opportunity to explore various linguistic phenomena, including deixis. Apart from that, this film not only presents an interesting story, but also strongly represents the life of the Madurese people. Currently, there is limited research that specifically examines linguistic aspects, especially deixis, in films set in Madurese culture.

Based on those cases, the study of Madurese deixis is interesting to conduct. It is appealing to study the speaker's meaning, specifically on the types of Madurese deixis and how the use of the deictic words relates to the relative distance.

1.2 Research Questions

Based on the background of the study, the following questions are formulated:

1. What types of deixis are present in Madurese film '*Adzan Berkumandang atau Lonceng Yang Berdetang*'?
2. How does the use of deictic words show the relative distance between the characters in Madurese film '*Adzan Berkumandang atau Lonceng Yang Berdetang*'?

1.3 Objectives of the Study

Based on the research questions stated above, the objectives of the study are as follow:

1. To identify the types of deixis present in Madurese film entitled '*Adzan Berkumandang atau Lonceng Yang Berdetang*'.
2. To explain how the use of the deictic words shows the relative distance between the characters in Madurese film entitled '*Adzan Berkumandang atau Lonceng Yang Berdetang*'.

1.4 Significance of the Study

It is expected that the results of this study will be beneficial both theoretically and practically. Theoretically, the results of this study contributed to the development

of pragmatics, particularly deixis. By analyzing deixis in specific cultural and linguistic contexts such as Madurese, this study contributed to a deeper understanding of how deixis is used by Madurese people in the context of local culture. In addition, the results of this study can practically be used as a reference for future studies on regional languages, particularly in the field of deixis. It also can be used as a reference by the people in common to understand the context of use of Madurese deixis so that they can use them to communicate with others in their daily life.

1.5 Scope and Limitation of The Study

The scope of this study was pragmatics dealing with deixis. This study focused on analyzing deixis in the Madurese film “*Adzan Berkumandang atau Lonceng yang Berdetang*” from the link <https://youtu.be/E1lcxkHO60w?si=Z9AfUYBIBqsURnfi> with a duration of 41.31. The analysis in this study used Levinson's theory of deixis. This study was limited to the analysis of deictic terms in Madurese film entitled “*Adzan Berkumandang atau Lonceng yang Berdetang*” in relation the types of code mixing how they show the relative distances among the characters in the film. The interpretation of deixis was limited to the perspective of Levinson's (1983) theory. Furthermore, the study also examined how the deictic words show relative distances among the characters. The analysis of relative distance was guided by the conceptual framework of distance proposed by Kupreyev (2023), and further supported by relevant perspectives from other authors such as Yule (1996), Brown and Levinson (1987), and Wardaugh and Fuller (2015).