

CHAPTER I INTRODUCTION

This chapters consist of five subchapters which background of the study, research question, objectives of the study, significance of the study, and finally scope and limitations of the study.

1.1 Background of the Study

Deixis is vital for effective communication because it bridges the gap between language and context. Deixis as the part of Pragmatics that studies about language in context, including how language is used in different situations and how meaning is influenced by factors such as speaker's intentions, listener's expectations, and cultural background. Pragmatics is the study of speaker's meaning. It deals with several terms such as implicature, speech acts, presupposition, reference, and deixis (Yule, 1996). Based on Yule (1996), deixis is "pointing" via language. Among these strategies, deixis, the study of words whose meaning is dependent on the context of utterance, is particularly relevant. Deictic expressions, such as "I," "you," "here," "there," "now," and "then," anchor the discourse in time, space, and person, creating a shared understanding between the speaker and the listener.

According to Simatupang & Barokah (2021) Deixis is an expression used to refer to something in a certain dimension by using the speaker, place, and time of the speech as the centre of deixis. Sasmita & Elfrida (2023) defined Deixis is the study of deictic or indexical expressions in language dialogues, prologues, and monologue like you, now, today. Deixis can be classified as a special kind of grammatical property, dealing with more familiar grammatical categories of personal, place, time. Usually, it has relationship with context of the utterance, such as who is speaking, the time or place of speaking, the gestures of the speaker, or the current location in the discourse. Yuan (2023) explained the use of deixis means that the speaker associates an entity with the current speech situation, making it cognitively accessible to the listener. Specifically, it can be understood as the non-

verbal representation of an entity in the external context becomes a part of the discourse and is introduced into the context of the discourse by means of instructions; therefore, some kind of linguistic item is used in discourse to refer to that entity.

It is the linguistic mechanism that allows the reader to understand utterances by relating them to the specific situation in which they are spoken. Therefore, without deixis, simple statements would become vague and ambiguous. By using deictic expressions like "I," "here," and "now," speakers can pinpoint who is involved, where something is located, and when an event is taking place. For instance:

a) I told her to bring the material

It can be seen on the example above the speaker (a) have told her to bring the material, in the context her represent the other person than the speaker. This grounding in the immediate context is essential for clear and efficient communication, enabling us to share information, give directions, and express our thoughts and feelings with precision.

Nowadays people tend to communicate online using social media. Boyd and Ellison (2007) define social media as “web-based services that allow their users to create profiles, connect with other users, and access and browse the profiles of other users”. As the definition there are several well-known apps to support communication such as e-mail, then followed by the social media to share anything we would to share and can be the alternative for online communications such as You Tube, WhatsApp, Facebook, Instagram, and any other platforms with similar face and purposes. YouTube is one of social media platform that facilitates the user to upload long length videos. Therefore, YouTube become the medium for communication is indirectly supporting the creator and viewer who are performing communication.

Based(less) Indonesian Show was one of the channels that bravely brought up the satire and parody of national or international political fever. *Based(less)*

Indonesian Show YouTube Channel hosted by a guy who called themselves as a Buzzer. The identity behind the man of this channel remains hidden. Although the creator does not reveal his real name, they appear on camera openly, without a mask. They are always well-dressed and have a unique style, much like an official. This YouTube channel aims to foster unity amidst political polarization by providing a moderate space for discussion. Its content blends diverse topics, including politics, gaming, and anime, with a strong emphasis on satire. The channel offers both factual information and opinion on a range of global issues, addressing both every day and complex political matters. Through the use of humor and satire, the creator critiques aspects of both authoritarianism and liberalism, encouraging viewers to engage with the channel's content to explore deeper discussions and potentially revolutionary ideas. Joined since May 2023 the number of subscribers of *Based(less) Indonesian Show* reached up to 28.7K as of February 2025. The topic that presented from this channel is such an innovative thing to make the audience aware about the political issue.

The author chose this YouTube channel because Buzzer, the host, is fluent in English and also discusses topics that are not widely voiced in Indonesia. Therefore, the author is interested in researching the linguistic elements used by Buzzer and his guest, Bagus Mulyadi, in their video titled *Industry 4.0 and Politics*. Within this context, the *Based(less) Indonesian Show* YouTube channel offers a compelling case study for examining the linguistic strategies employed in online talk shows. This channel, known for its candid discussions on social and cultural issues, often features a diverse range of guests and perspectives. The conversational style of the show, coupled with its focus on contemporary Indonesian issues, makes it a rich source of linguistic data. Understanding how language functions within this specific context can illuminate broader trends in online communication and the ways in which language is used to construct identity, negotiate meaning, and foster community in digital spaces.

Existing research in Linguistics has explored the phenomenon of deixis in various contexts, including spoken discourse, written texts, and social media

interactions. This research aims to address this gap by conducting a detailed analysis of deixis in the *Based(less) Indonesian Show* YouTube channel. By examining the types of deictic expressions employed, their frequency, and their contextual function, this research seeks to understand how deixis contributes to the construction of discourse, the negotiation of identity, and the creation of a sense of community within the show. The study will investigate how hosts and guests use deixis to establish common ground, express opinions, and engage in argumentation. Furthermore, the research will explore potential variations in the use of deixis in *Based(less) Indonesian Show* YouTube Channel Episode *Industry 4.0 and Politics*.

1.2 Research Questions

This research aims to address the following research question:

1. What are the types of deixis used in *Based(less) Indonesian Show* YouTube Channel: *Industry 4.0 and Politics*?
2. What are the functions of deixis appearing in the *Based(less) Indonesian Show* YouTube Channel: *Industry 4.0 and Politics*?

1.3 Objectives of the Study

The objectives of the study are attempted to achieve the following:

1. To explain the types of deixis used in *Based(less) Indonesian Show* YouTube Channel: *Industry 4.0 and Politics*.
2. To explain the function of deixis in the *Based(less) Indonesian Show* YouTube Channel: *Industry 4.0 and Politics*.

1.4 Significance of the Study

This research conducted aim to provide two significant which is theoretical and practical.

Theoretically this research could help enrich the knowledge of pragmatics. By increasing theoretical understanding of deixis's types and the way deixis is used in everyday life. This may improve the grade of a Pragmatic course and a particular

linguistic course such as Semantic. This research also can be used as a reference for analyzing or research regarding the same topic.

Practically this research would be beneficial for the researcher who finds out the deixis with the intention of references to fulfill the expected case study properly. Furthermore, this research hopefully it can be useful for the reader in teaching and learning Linguistics, especially in the pragmatics term.

1.5 Scope and Limitations of the Study

The scope of this research is Pragmatics, especially analyzing type and function of Deixis. The researcher will use the theory from Yule 1996 for analyzing the types and Levinson (1983) for analyzing the function.

The limitations of this research are the conversation between Buzzer and the guest Bagus Mulyadi in the *Based(less) Indonesian Show* YouTube Channel Episode *Industry 4.0 and Politics* and focusing on the utterances that contains deixis.