

CHAPTER I

INTRODUCTION

This chapter presents topics related to research on the “Deixis in Spongebob Squarepants Movie”. There are six subtitles that can support the research to be carried out, namely: 1) Background of the research, 2) Statement of the research problem, 3) Objective of the research, 4) Scope of the research, 6) Definition of key terms.

A. Background of The Research

Language is used to provide information from one person to another. Language is very important for humans because without language they cannot communicate. In addition, people use language to express their ideas, feelings and emotions. Language is not only used in oral form but also in written form. Therefore, the use of language is to prevent miscommunication between addresser and addressee. In the branch of linguistics, research that discusses the meaning of language is called pragmatics. In pragmatic theory, there are many types of language use, one of which is deixis.

Renkema and Schubert (2018) deixis is a phenomenon where the dependence of discourse on social contexts is most striking. This is where pragmatics examines the meaning of speech in context and deitic expression plays an important role in this field. The word deitic is words with a reference that depends on the speaker or writer and is determined by the position of the speaker's or writer's in time and space. Deixis is found in daily communication or in a text. Deixis is a word used to indicate something, it can be a person, an object, a place, and a time. Even though language is used for communication, sometimes the speech delivered by addresser to addressee is not clear. This means that addressee has difficulty understanding what the addresser saying. Here, the role of the deixis is used to understand what the addresser means. Every information spoken by addressee has a different purpose. Because of this problem, it is important to learn deixis because it helps us as addressee to easily understand speech in communication. In conclusion, dietic expression shows the variety of people, place, time, discourse, and social deixis. According to

Levinson (2004), deictic expression is divided into five aspects. They are people, places, times, discourses, and social deixis.

Person deixis are expressions used to refer to someone (me, you, him, and them). The deixis has a function as the role of the participant in the speech situation that provides the information spoken. Person deixis involves the speaker as the first person (I). Speaker's reference to the addressee or as a second person (you). Third, an example of a speaker reference to another person or talking about a third person (he, she). Deictic expressions that indicate the specific location of people and objects relative to participants are place deixis. The speaker uses these words for the following purposes. First, referring to objects or people (this, that). Second, tell about the location, (here, there). The third, deictic which determines the location of time is called time deixis. Language resources are adverbs of time in order (yesterday, today, tomorrow).

The fourth is the discourse deixis. Discourse deixis contains the power of language which has a quality of unity. Like the text of the speech in the paragraph, in the previous chapter, in the following remarks or in the speech. Social deixis reflects the identity and relationships between participants in communicative exchange, Renkema and Schubert (2018). Finally, social deixis reflects or is determined by the specific reality of the social situation in which speech acts occur (Mr. President, Your Honor, Mr. Crab).

Deixis is not only found in daily activity, but can also be found in advertisements and entertainment such as music, novels, and movies. One of the entertainment media that familiar in society is movie. This is a type of visual communication that uses moving images and sound to tell stories or convey information. Movie is a communication media which is very important to convey a message to the audience because it contains the reality that occurs in daily life. In general, the movie contains a variety of messages, education, entertainment, and other information. In addition to being entertainment, movie will be very useful if the audience can understand every meaning of the utterances in it. One of the movie is SpongeBob Squarepants. This movie is the

most popular animated series in the United States in 1999 created by Stephen Hillenburg, an animator and marine biologist.

This research focused on five types of deictic because the researcher interested in analyzing this movie to get a more understanding about deixis. It is very helpful to understand the purpose of the conversation and how to use it. This animated movie is very interesting because the actors not only speak but, use gestures to make the audience better understand. It is a good object for analyzing deixis because there are many utterances in dialogue and there are several sentences containing the word deixis. Deixis research on movie can also help us to practice English language skills. By watching movies we can learn to listen what they are talking about. If we are able to listen well, it will help us easily understand the purpose of what is being said and be able to convey the information contained therein.

Research on analyzing deixis in a movie has been done by various people. The first researcher Anggreiny (2018) with the title "Deixis Use by Adeline In The Age of Adeline Movie". Anggreiny (2018:122 – 123) analyzes about the types of deixis and deixis references used by the characters in the movie. The results of the research found that 518 deixis were divided into 421 personal deixis, 30 place deixis, 20 time deixis, 9 social deixis, and 38 discourse deixis. The deixis most frequently used by the characters in this movie is personal deixis.

The second research was conducted by Fauziah (2015) with the title “An Analysis of Deixis In A Thousand Words Movie Script by Steve Koren”. Fauziah (2015:48-52) analyzes the types of deixis found in the script of the movie A Thouasand Words and to find the function of deixis in the movie script. In his research confirmed that the movie script is one of the right objects to analyze deixis because the sentences in the movie’s script are oral language. A Thousand Words is the right movie to analyze deixis because the storyline refers to daily life. The results of this research indicate that there are three types of deixis in the movie script A Thousan Words by Steven Koren, namely personal deixis, place deixis and time deixis.

Third is the research entitled "Deixis Analysis of the Good Dinosaur the Movie". This research was conducted by Kholis (2016). It analyzes the types of deixis and deixis that are dominantly used by the characters in the film Good Dinosaur. According Kholis (2016:113-114) five types of deixis namely persona deixis, time deixis, place deixis, social deixis and discourse deixis are found in films with different percentages of data. Person deixis is found in the highest percentage which at the same time answers the second question with data acquisition of 80%. Person Deixis has a relationship with the point of view in the film The Good Dinosaur. Due to the discovery of person deixis which involves the first pronoun, the second pronoun and the third pronoun determine the plot. This is the reason why person deixis dominates the deixis used in the movie.

Based on the statement above it can be concluded that, movie is the right object of research deixis. Here, the researcher wants to show the deixis used in each language. Finally, the writer are interested in conducting research entitled **"Deixis in SpongeBob Squarepants Movie Script"**.

B. Statement of Research Problems

Based on the background of study above, the problem of the research is as follows:

1. What are types of deixis found in SpongeBob movie?
2. What are factors that influence the use of deixis?

C. Objectives of The Research

Based on the research statement, this particular research aimed at finding out:

1. To know types of deixis found in SpongeBob movie.
2. To know factors that influence the use of deixis.

D. Significance of the Research

This research is important to increase understanding of pragmatics, especially about the term deixis found in the SpongeBob movie script. From this study, researchers hope this research can provide benefits for:

1. English learners

By understanding the form of deixis, English learners can improve their abilities, related to writing skills. This research is useful for English learners in understanding speech based on its context, by understanding who addresser and addressee, when the conversation occurred, and where the conversation was held. Then, English learners can understand the meaning of conversation clearly based on deixis. So, English learners can build a good understanding in producing and interpreting speech based on the context of the situation.

2. English teacher

English teacher is one of the main caregivers in learning English. By taking a few samples in this research, hopefully English teachers can make a variety of learning materials that are not only related to the form of grammar but also in the context of deixis.

3. The reader

The reader can learn the deixis and the strategies used according to the context, who is the listener, where and when the speaker is carried out, how the utterances are conveyed. This research will help the reader to provide an understanding of the types of deixis found in the SpongeBob movie script.

E. Scope and Limitation of the Research

To avoid misunderstanding on what the researcher explains, the researcher limits the scope of the research to be more detailed and focused. The scope of this study is the deixis used by Levinson's theory, namely the person deixis, place deixis, time deixis, discourse deixis, and social deixis. Here, the deixis theory is used to analyze SpongeBob movie script 184 episode with the

title “Jail Break”. This research only analyzes the type of deixis and the factors that motivate characters to use deixis in SpongeBob movie.

F. Definition of Key Terms

In this section, there are several explanations for understanding context more easily. The definition of key terms is as follows:

1. Deixis

Levinson (2000: 65) states that deixis concerns the ways in which language encodes the context of speech or utterance, and thus concerns the ways of interpreting speech that depend on the context. Therefore, deixis refers to phenomena where understanding the meaning of certain words and phrases in speech requires contextual information. Researcher used five types of deixis namely, person deixis, place deixis, time deixis, discourse deixis, and social deixis.

2. Movie season

According to the Oxford dictionary, a film is a series of moving images recorded with sound, displayed on TV, Theater. In this thesis, researchers take a film season that contains several episodes.