CHAPTER I

INTRODUCTION

This chapter presents several points, including background of the study, statement of research problem, objectives of the research, significance of the research, scope and limitation of the research, and definition of key terms.

A. Background of the Study

Language is a primary important thing, whether for daily conversation, education, advertisement, or even entertainment. Sometimes for the English listener, it is hard to understand what the speakers are saying. This situation can cause problems in communication. The most problem in a language is the speakers and the hearers get misunderstanding about the meaning of the sentence or even word related to the context of the situation. Thus, meaning is an important aspect of a language because the meaning can give an understanding of the matters talked about on the spot. As a result, communication can happen smoothly and understanding of one another is built automatically. Nevertheless, if the users of the language in speaking to one another do not understand the meaning of the word, then it is unlikely that the speech or topic that is talked about can result in biased communication. Therefore, speakers and hearers must understand each other's language meaning. When the listener understands the context, then the language can be properly interpreted.

People need to well understand about the whole context, every paragraph, every sentence, and even every word in the language in order to avoid misunderstanding of something conveyed by the authors or the speakers. These language communications can be learned in linguistics. Linguistics is defined as the scientific study of language. Linguistics plays a vital role in the development of language. Linguistics has some branches of studies which include Phonology, Morphology, Syntax, Semantics, Pragmatics, and also some other sciences that are related to linguistics like Sociolinguistics, Psycholinguistics, and Comparative Linguistics.

One of the branches of language is pragmatics. According to Levinson (1983), pragmatics is the study of the relationship between language and context that are grammaticalized or embedded in the form of language. Levinson also says that Pragmatics is the study of deixis, implicative, presupposition, speech acts, and parts of the discourse structure. The main focus of this research is deixis. Yule (1996) states that deixis is a clear way of referring to something that is related to the context of the speaker. Levinson says that there are five types of deixis: person deixis, place deixis, time deixis, social deixis, and discourse deixis. Deixis is related to the term of referring context with the most basic distinction "near speaker" and "away from the speaker".

Deixis is a very important part of communication and must be mastered, for example in a motivational speech. By using deixis, communication can go well because both the speaker and the person being

talked to will understand what is being said. Deixis is also important to students' learning because it helps them figure out what people are talking about.

Based on what was said above, the writer wants to figure out how deixis works in a motivational speech. Speech is communication delivered by a speaker to the audience in an event. According to Oxford Dictionary, speech as a noun is the expression of or the ability to express thought and feelings by articulate sounds. It is marked to know the meaning of a deictic word in deixis because a speaker has many possibilities of addressing someone by pointing ways through a deictic word. Speech is one of the ways for people to express their minds or ideas to share knowledge. Sometimes some speeches are written with complicated sentences, therefore speech needs deeper comprehension. Speech also needs much time to be analyzed and understood carefully. Sometimes listeners or the readers are difficult to identify and examine the meaning of deixis in sentence or discourse because speaker usually uses another word to pointing something. Nonetheless, it is important to include motivational speech in deixis analysis because motivational speech is a medium of the speaker to convey the message to the audience and also to make them motivated. Apparently, motivation is essential for everyone because it will help them to achieve their goals. Because of that problem, the writer wants to identify and interpretation of deixis on motivational speech delivered by Arnold Schwarzenegger in Power Days Event held in Olympic Hall Munich, Germany.

There are many of deixis analysis conducted, such as a study from Akibinyi Adetunji (2006) entitled "Inclusion and Exclusion in Political Discourse: Deixis in Olusegun Obasanjo's Speeches". The study examines the use of personal deixis for personal, spatial, and temporal anchorage of political discourse. Using both thematically and contextually different speeches of Nigeria's President Olusegun Obasanja as its data, this study establishes how politicians can associate with and dissociate from actions taken by them or their officers at different times. The next is a study from Edward Jay Mansarate Quinto (2014) with the title "Stylistic Analysis of Deictic Expressions in President Benigno Aquino III's October 30th Speech", Quinto analyzes how the President of the Philippines, Benigno Aquino III deployed persons, time, location, and social relationship in the English translation of his October 30th televised national address and what meaning and affect does such deployment of referring expressions bring about in understanding the nature of the political speech. Through a systematic stylistic account of deixis in political speech, this paper argues that not only personal deixis, as previous studies put forth, but also temporal, spatial, and social deixis help political actors to persuade the audience in their favor and ultimately boost leverage in their political discourse and outside.

"Deixis in Donald Trump's Speech to UN General Assembly" is the next study from Retnowaty in 2019. The objective of this study is to describe how deixis is used in Donald Trump's speech to UN General Assembly. This study uses descriptive qualitative method. In Donald Trump's speech, he is

planning to build a better America in the period of his rule. He tried to make citizens of United States understand the idea that he conveyed in his speech. Furthermore, the way Donald Trump delivering his speech shifted the use of deixis to the context in which he used may serve as a way to appeal various audiences and helps his ability to persuade the audience to support him.

However, research on deixis in motivational speech is not as popular as in other studies. The common studies are in movie scripts and novels. It is based on the explanation of Ira and Eri (2019) that there are only a few studies that discuss the analysis of deixis in a motivational speech, only Adetunji (2006) and Quinto (2014) analyzed deixis in speech with a different genre. It appears that there has not been much deixis research using motivational genre from speech. As previous studies did not investigate speech with a motivational genre as many as other genres, this study seeks to fill the gap by investigating deixis in a motivational speech.

B. Statement of Research Problems

Based on the background above, the researcher formulate the research problems:

1. What are the types of deixis used in the Motivational Speech by Arnold Schwarzenegger?

2. How are the referents of deixis used in the Motivational Speech by Arnold Schwarzenegger?

C. Objectives of the Research

Based on the formulation of the research problems above, there will be some objectives of the study that can be formulated as follow:

1. To find out the types of deixis used in the Motivational Speech by Arnold Schwarzenegger

2. To explain the referents of deixis used in the Motivational Speech by Arnold Schwarzenegger

D. Significance of the Research

The output of this research is expected could be used as a reference to study deixis and may take this study as an example of deixis. Moreover, the researcher hopes the findings of this study can give a contribution to:

1. English Teacher

The teacher is one of the main agents in learning English. When the teacher can arrange the learning materials properly, then the essence of learning English can be delivered well. Moreover, this research is expected to be resource for the English teacher to arrange the materials about kinds of deixis and their context. Besides, by using this study as a resource, the teacher is able to create various learning materials related to the types of deixis.

2. English Learner

The more learners put effort on studying, the more they could improve their skills. By understanding types of deixis, English learners are

expected to be able to improve their ability related to writing skills. It is also expected the English Learners to be able to build a deep understanding in interpreting utterances based on their context.

3. Future Researcher

This study can be additional information for the next researcher who is interested in an analysis of deixis. The finding of this study can become a reference for future researchers if they want to analyze the deixis used in movies, novels, advertisements, and especially in speech.

E. Scope and Limitation of the Research

To avoid misunderstanding upon what the researcher has explained, the researcher limits this scope of the study to make it more detailed and focus. This research will focus on the Motivational Speech by Arnold Schwarzenegger in Power Days Event held in Olympic Hall Munich, Germany. The video was scripted and uploaded by MotivationHub Channel on YouTube on August, 12 2020. The researcher will analyze the types of deixis found in the Motivational Speech by Arnold Schwarzenegger to then explain the referents of deixis used in Motivational Speech by Arnold Schwarzenegger. Various researcher categorize deixis into several types. However, they often share three similar categories: person, place, and time. Verhaar (1996) mentioned three types, which are person/personal deixis, time/temporal deixis, and

place/spatial deixis. While Levinson (1983), and Fillmore (1997) mentioned five types of deixis, they are person, place, time, social, and discourse. However, the researcher limits this study to use the theory Levinson (1983) which divided deixis into five types.

F. Definition of Key Terms

In this part, there are some explanations that will help you figure out what's going on. Here are some key terms and what they mean:

1. Deixis

Deixis is one of the pragmatic branches that is used to solve the problem such as misunderstanding of meaning and intention between speaker and listener. Deixis is the use of words or phrases whose meaning changes depending on the situation (who is talking, whom they are talking to, where they are, etc.). Levinson divided the different types of deixis into five groups: person deixis, place deixis, time deixis, discourse deixis, and social deixis.

a. Person Deixis

Person deixis is used to show who something is about. There are three types of person deixis, they are; the first person as the speaker, the second person as the person being spoken to, and the third person as someone else in the speech situation.

b. Place Deixis

Place deixis is the word that tells where a speech event happened.

  c. Time Deixis

  Time deixis is about what is happening at the time of speech.

  d. Social Deixis

  Social Deixis is about the sentences that are reflected, established, or determined by certain facts of the social situation in which the speech takes place.

  e. Discourse Deixis

  Discourse deixis is the use of deixis expressions within an utterance as a way to get a sense of where an utterance is and how it is developing.

2. Speech

  Speech is communication delivered by a speaker to the audience in an event. In delivering a speech, speaker will deliver his ideas or feelings using the language.

3. Referents

  A referent is a person or thing that a word or other symbol, like a name, refers to. For example, in the sentence "Reg Park was then a three times Mr. Universe, and I saw him on the big screen as Herculas", the word "him" refers to the "Reg Park" who is talked about in this sentence.