CHAPTER 1

INTRODUCTION

This chapter presents background of study, research problems, research objective, significance of the study, scope and limitations and definition of key terms.

1.1 Background of the Study

Spoken or written language sometimes can be ambiguous to a hearer or a reader. Some people deliver their utterances with direct meaning, but others may deliver their utterances by using the words that cannot be understood directly. Some people may deliver utterances to convey a certain meaning but, the others interpret it with different meaning. People might become misinterpret about what speaker says. Such cases deal a lot with pragmatics.

Pragmatics studies about intended meaning of the utterances which is not obviously spoken. Pragmatics focuses on utterance meanings which are used in communication between a speaker and a hearer. The speaker suggests a meaning, and the listener assumes the correct intention. Leech (1983:1) said that pragmatic is about how language is used in real or actual communication. It also can be defined as the study of how utterances have meaning in certain situations.

In certain situations, words can have a certain meaning. Meaning is the idea that delivered to convey what the speaker says. Getting meaning is an important thing in order to understand the speaker's intention. Sometimes the meaning of words and

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phrases can be understood directly but, sometimes it cannot be understood directly and should be interpreted well in order to get the goal of the context used.

One of the cases above is often related to deixis. Deixis is reference of an expression that points to the time, place, or situation in which a speaker is speaking. The use of reference in an utterance that is not clear or lacking of description often makes a hearer confused or even makes a hearer do not understand the conversation. Unclear reference can cause the ambiguity of the utterance that will make the conversation becomes misunderstanding and the message of the conversation could not be achieved.

Deixis refers to the situation which needs contextual information in understanding the meaning of certain words and phrases in an utterance. Levinson (1983:54) stated that deixis means pointing or indicating. The means of pointing and indicating has close relation with how words put into the context. It is often and best described as verbal pointing, that is to say pointing by means of language. For example, *I want this dish, this dish, and this dish.* To interpret this utterance, the writer must have information about who *I* refers to, about the time at which the utterance is produced, and about what the three noun phrases *this dish* refer to.

It is easy to understand a context of discourse if the reference is clear, but it is difficult to comprehend if the reference is not clear. A hearer occasionally is not familiar with expression used by speaker. Sometimes the speaker assumes that the hearer understands about what is talked about, meanwhile the hearer doesn't understand clearly that it makes misunderstanding between them. Deixis analyzes the

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words in the situational terms, related to the context of the participants such as temporal, spatial, social and so on in communication process. It makes it easier to view the thought of the speaker that is being delivered in the communication.

Deixis is not only found in spoken language but also in written language. In the past, people have a conversation by direct contact. Nowadays, people do not only communicate with each other face to face. Since the development of the technology in this global era, people can communicate through the screen of their gadgets. Almost all people have mobile phone that allows them to speak with somebody whenever and wherever they want. They do not have to meet to communicate and talk about what they want to share. They simply log into their social media account and have a chat with their friends and families.

Social media is a trend and very popular these days, often described as what people post on sites and applications which is required an internet connection like facebook, twitter, instagram, snapchat, line, and others. Social media does not just give people information, but interacts with others while giving that information. Almost all people these days have a social media account that allows them to connect and communicate with all the people around the world no matter how far apart they are.

One of the social media sites where many deictic expressions are found is on twitter. Twitter is one of the most popular social networks in the world today. People use it to talk with friends and to be update with the news over the world. Twitter limits the post only in 140 characters, it calls tweet. They usually post live-tweets

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which is status update that posted during ongoing event such as in a football match, press conference, TV show, etc. Sometimes the live-tweets that contain deixis cannot be understood directly and should be interpreted to avoid misunderstanding. This research has done to analyze live-tweets in one of the football club official account, namely Liverpool Football Club.

The study of deixis has done several times before. There are many researchers did this research on the same field, yet they had different subjects and different or similar theories. The study of deixis was conducted by Yuliawati (2009). The purpose of her study was to identify the deixis in poems. She found that deixis often used in poems to make the lyrics more beautiful. Ali (2012) also has done a research about deixis and found that there are three types of personal deixis, they are first personal deixis, second personal deixis and third personal deixis. Afiyah (2014) found five types of deixis in Ernest Hemmingway's A Farewell to Arms. The mostly type that appears in the novel is person deixis. Meanwhile, Zulkarnaen (2014) found 87 deictic expressions in Editor's Choice of the Jakarta Post Online Edition. His study was conducted to find out deixis types contained in sentences of the article and interpretations of deixis in sentences of the article.

This current research is different with other researches because this research used the data from social media. Social media facilitates people with the new way to communicate without meeting physically. This research focused on the deixis used in Liverpool FC's live-tweets on twitter. Liverpool FC is a football club based in Liverpool, England. They usually post live-tweets to inform their followers about

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what happen during the football match or the club event. As twitter only allow their user to post in 140 characters, Liverpool FC usually shorten their message to make a post appropriate with the character limit. It will make the posts ambiguous and will not be understood without a clear explanation.

1.2 Research Problems

After reading the live-tweets, the researcher concludes that there are many deictic expressions in the live-tweets of Liverpool FC. The researcher can illustrate the problems of the research:

1. What types of deixis are used in Liverpool FC's live-tweets on twitter?
2. What are the interpretations of deixis used in Liverpool FC's live-tweets on twitter?

1.3 Research Objectives

The Objectives of the research are:

1. To find out the types of deixis used in Liverpool FC's live-tweets on twitter.
2. To describe the interpretations of deixis used in Liverpool FC's live-tweets on twitter.

1.4 Significance of the Study

By doing the research, the researcher hopes that the study would have both theoretical and practical values. Theoretically, the results of the study will give contribution to develop the study and analysis on linguistics studies. Practically, it

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will be a reference for the next researcher who is interested in analyzing deixis. For English teacher, this research will add the variation in teaching deixis and giving examples. Significantly, this research will help the reader to understand clearly about deixis that used in Liverpool FC's live-tweets based on its context. Since, the written language sometimes is quite different with the spoken language.

1.5 Scope and Limitation

This research focused on analyzing the types of deixis and its interpretations in Liverpool FC's live-tweets. To make the research manageable, the researcher limited the data only on Liverpool FC's live-tweets on twitter from May 2016.

1.6 Definition of Key Terms

Deixis : a word or phrase (such as *this, that, these, those, now, then*) that points to the time, place, or situation in which a speaker is speaking. i.e. I *lived in Surabaya for five years. I love* <u>*that*</u> *city so much*. The underlined word is place deixis that explains the specific place in speech.

Live-tweet : status update that posted on twitter during ongoing event such as in a football match, press conference, TV show, etc.

Liverpool FC : Liverpool Football Club; premier league football club based in Liverpool, England

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Twitter : an online social networking service that enables users to send and read short 140-character messages called "tweets".

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