

Pragmatics according to Meyer (2009:1), is the study of how language context, such as social and linguistic influence the use of languages. In other hand, pragmatic is the study of meaning, in order to get the meaning of the polite thing to say, we need a language that is good and appropriate, this study teaches how we can utter the phrase right by see their social context. The chief focus of pragmatics is a person's ability to derive meanings from specific kinds of speech situations to recognize what the speaker is referring to, to relate new information to what has gone before, to interpret what is said from background knowledge about the speaker and the topic of discourse, and to infer or 'fill in' information that the speaker takes for granted and doesn't bother to say (Kreidler 2002:19).

In this case sometimes the language has a variety of meanings that can cause ambiguous, whether in terms of writing or in speaking. The subject leads to anyone, then the object be what it is, because it is the language is flexible it cannot be patented, for easier to understand. Languages every year there must be reform, especially in terms of vocabulary, then social language, or other. The slightest idea why the language of the patent cannot be said, because the language follows the flow of communication, or in other hand we can said flexible.

To make a language that has meaning clear, effective, and unambiguous it needs to be studied more deeply about the science of pragmatics, which is more specifically about deixis. The lack of clarity in terms of writing and speaking it can happen anytime and anywhere. When talking with a person in our environment, through social media like short messenger send, Facebook, Twitter, Instagram, Path, etc, when speaking in public, or when being interviewed, or when viewing

video on the internet such as YouTube, obscurity is not caused because they are stupid or lacking insight in speech, but less well-organized grammar or sentence elements, and perhaps because they were careless in speaking, so there was a sense that is not straightforward or unclear in writing or speaking.

Deixis according to Levinson (1983:54) he said the relationship between language and context most clearly reflected in the structure of their own language through the phenomenon of deixis. He said, the term is borrowed from the Greek word to indicate clearly or to show certainty, the first person and second-person pronoun, the specific time and place adverbs like here and there, and a variety of other grammatical features Tied Directly to the circumstances of utterance.

Nowadays people often take advantage of online video to find each other information, such as ordinances to cook, how to make handicrafts, latest news, news about the artist they like, information about music, his knowledge of the music, the music player is legendary, we can see all of them through online video. With online video, information easily spread widely all over the world, they do not need to go far away to see what happened, just sit quietly at home and see it through streaming.

One of the famous online videos in the world today is YouTube. Currently, many musicians are adept at playing music, it's no wonder they want knowledge and information quickly, through this site they can easily see and watch music events, knowledge of music, everything about music.

Jordan Rudess is the most famous keyboardist in the world and in this millennium era. He is a phenomenal band the keyboardist of Dream Theatre, knows no age, his has a hand with skills above the average, intelligent in music, powerful,

has a tremendous imagination, the selection effect is not unthinkable earlier and many more. No wonder that many musicians who idolized this legend and of course lots of music players that make Jordan Rudess is their role model. Many of the videos that have been uploaded on YouTube, including providing knowledge about playing the keyboard, his tour event, and included interviews about his tour.

Numerous authors have discussed about the same theory, deixis has been investigated numerous times by numerous investigator. The research on deixis that were studied by the dynasty (2011) his examines the differences in speech Megawati and Susilo Bambang Yudhoyono focused on Personal deixis, and the result was no significant difference. Ithna (2014) has the same focus as the dynasty in the mirror Personal deixis movie, the panda corner of the first and second. Widiyati (2014) using deixis theory and mixed with a preposition theory to explore about barack obama speech at the University of Indonesia and the result is barack obama emphasize the element of prepositions. Juliasti (2015) has a similar focus on the personal deixis speech former President Susilo Bambang Yudhoyono at Harvard University and the result is the former president use all of aspects of personal deixis.

Several researchers have studied the theory of deixis between writing and speaking. They chose actors president as their object because the words spoken words for the sake of the president is an influential and crucial, therefore they mostly take an object president or former president. At the time of this research, the researchers wanted to examine more deeply about the words of the actors that affect the world, namely the keyboardist Jordan Rudess. This could be a unique and

Thus, researchers and readers have the same interpretation when interpreting the terms contained in this study.

1. **Deixis**, Leech (1981: 70) stated that it is the study of meaning in which the speaker and the listener as the main character to interpret the intent of the communication.
2. ***Jordan Rudess Dream Theater Interview and Live Rig Tour*** is the title of the video that contains more information about Jordan Rudess when he performs and tour. (<https://www.youtube.com/watch?v=SMVD18YG5Ug>)
3. **YouTube** based on Miller (2010: 3) said that is an online website a video sharing community. That means that YouTube users can both upload and view all sorts of video clips online, using any web browser. The user can use this website to exchange the information, learning tools, entertainment, a media for promotion or a place to earn money. YouTube is a repository for “historical” items and also it is a great place to promote hot new music and band because there’s even a lot of television shows for promoting (Miller, 2010: 4). There are many videos about Jordan Rudess from 2009 until now whether it's from Jordan himself who upload his videos or from others. Through YouTube, any information can spread, and any of Jordan Rudess activities can be enjoyed by all users.