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Context is a sentence or phrase in which a word appears in certain circumstance in which an event happens in the use of language. So, many case of language cannot be resolve without bringing elements of meaning that depend heavily on the context. Context also influences the choice of the words or the deictic words that used by the speaker (Mey 2001). It means that the speaker will choose the utterance that is appropriate to the context of situation. There are two kinds of contexts, social context and societal context. Social context is a context that happens because of the interaction between community members within a particular social and cultural community. While societal context is the context in which the determining factor is the position of members of the community in the social intuition that exist in the society and the culture. For instance in using the deictic word *anda* and *kamu*, those words are have same function as the first person deixis, but those words are used in different context. The deictic word *anda* often used in formal situation of to show our respect, while the deictic word *kamu* used by people in the same age or people who younger than the speaker.



