### **CHAPTER 1**

# **INTRODUCTION**

This chapter covers background of the study, statement of the problem, objective of the study, significance of the study, scope and limitation of the study and definition of key terms. All these sections will be discussed as follows:

### **1.1. Background of Study**

Every human expresses their personality and fulfill their social interaction with other people by using language. Language refers to the process of conveying meaning and referring idea. According to Kreidler (1998:19), language is used to communicate and interact with each other in our daily life, whether in society, environment, educational institutions, recreational places, family, etc. Moreover, communication can be success if both of listener and speaker can give clear meaning and use language easily. The meaning will be clear if the listener or reader know about who, where, and when the utterance is uttered. Sometimes the speaker's mean is different with the interpretation of the listener. It is related to understanding of utterance meaning with the reference or the context itself. In order to understand the reference of utterance, reader or listener should be able to identify the contexts of utterance. This phenomenon called by deixis.

Deixis is a study to describe the relation between language and contexts in language structure itself. According to Levinson (1983:54), deixis comes from Greek word means "*Pointing or indicating*". It means that the function of deixis is to point or indicate something. In other word, the utterance or sentence can be called as deixis if the referent is nomadic and change depend on the context.

Deixis is including in pragmatic fields. It is a study of meaning related to the context. According to Levinson (1983:5), pragmatics is the study of language usage and how people interpret the meaning of the conversation based on the context. While, Yule (1996: 3) stated that pragmatics is concerned with the study of meaning as communicated by a speaker or a writer and interpreted by a listener or a reader. Talking about deixis, it cannot be separated with context. Mey (1993:41) stated that context is more than just a reference. Context is the whole of situation which is complete the meaning of sentences. Context in can help the reader to know the speaker's means. There are several researchers who have conducted the research on deixis such as in poem, novel, movie, interview, etc. Besides that, the phenomenon of deixis also can be found in song lyrics.

Lyrics are not only the string of words into sentences but also representations of authors or writer's emotions such as sadness, happiness, falling in love, family, friends etc. One of the singers which show the meaningful lyric is Bruno Mars. Bruno Mars is an American singer song writer, record producer, voice actor, and choreographer. Born and raised in Honolulu, Hawaii by a family of musicians, Mars begin his career in music at a young age and perform in various musical venues in his hometown throughout his childhood. His debut album is *Doo Wops and Hooligan* which is released in 2010 peaked at number three on

the Billboard 200 anchored by the worldwide number by the singles "Just the Way you are and Grenade". (http://www.biography.com/people/bruno-mars).

In *Doo Wops and Hooligan 2010* album, the writer uses seven selected songs. First song is *Grenade. Grenade* is one of the popular songs of Bruno Mars released on 2010 that tells the story about heartbreak caused by a failed relationship. *Grenade* represents the other side of love where you are in love with a woman and you know that she does not love you the way you love her. The second is *Talking to the Moon* that invites us to know and explore into the dreams and hopes of the special person. His song *Just the Way You* are declared as a single pledge in *Doo Wops and Hooligan 2010* album. This song tells about the sincerity love of a boy to a girl. Next song is *The Lazy Song* that tells about someone who lazy to do something and just want to stay at home. *Count on Me* tells us about the actual and best friend. When a friend was having trouble, they will be there for the other. The following song is *Marry You*. This song lyric explain about spontaneous marriage idea. The last is *Liquor Store Blues* which is tells about the writer's activity in his liquor store.

There are a lot of researchers that conduct research on deixis using different topic and object. The first research conducted by Magdalena, (2009) entitles "The Analysis of Deixis in William Wordsworth Poem". This research uses three poems such as *Three Years She Grew in Suin and Shower, Nutting* and *We are Seven*. In her research, she uses the theory of Levinson and find seven kinds of deixis include person deixis, time deixis, place deixis, social deixis, discourse deixis, gestural deixis and symbolic deixis. The next research conducted by Dwi

Setyawati (2013), entitles "The Analysis of Deixis of the Novel Emma by Jane Austen". Deixis in the novel are taken from conversations conducted by characters in the novel and analyze by using descriptive qualitative way. the following research has done by Sherly Marliana (2013) entitled "The Use of Deixis in the Transcription of the Interview between Oprah Winfrey, President Barack Obama and First Lady Michelle Obama in Chicago May 2nd, 2011".

The current research will focus on deixis in song lyrics of Bruno Mars *Doo Wops and Hooligan 2010* album because the writer noticed that every people like listen to the music and Bruno Mars is one of the popular singer in the world. The writer chooses song lyrics as the research object because during the writer reads references about deixis, the research object which most often use is in the novel, poem, movie, short story and interview. The writer only finds one research which conducted in song lyric but it is only focused on one type of deixis not all the types of deixis. While in this thesis, the writer analyzes all the types of deixis which is contained in the song lyrics of Bruno Mars *Doo Wops and Hooligan 2010* album based on Levinson's theory. By conducting the study about deixis, it also helps the reader to know the meaning or the message in the song.

## **1.2. Statement of the Problems**

Based on the background of the study above, there are two statements of the problem addressed in this study, they are:

a. What are the types of deixis found in song lyrics of Bruno Mars's *Doo Wops* and Hooligans 2010 album?

4

b. What are the reference meanings of deixis found in song lyrics of Bruno Mars's *Doo Wops and Hooligans 2010* album?

# 1.3. Objective of the Study

Based on the problem of the study above, the objectives of this study are formulated as follows:

- a. To identify the types of deixis are found in song lyrics of Bruno Mars's *Doo Wops and Hooligans 2010* album.
- b. To analyze the reference meaning of deixis found in song lyrics of Bruno Mars's *Doo Wops and Hooligans 2010* album

## 1.4. Significance of the Study

This study is significant to conduct some considerations include theoretical and practical. There are a lot of researchers which discusses about deixis with a variety of different topics and research object such as novels, movie, short story and poem.

- 1.4.1. Theoretically, this study can give significances such as to show the use of deixis in English songs and give information about the reference meaning of deixis in the English songs.
- 1.4.2. Practically, the writer hopes for the next researchers who are interested in studying pragmatics to make other pragmatics field such as in implicature, speech acts, entailments or presupposition. For the next researcher who are interested to observe deixis to explore more about deixis in another object.

## **1.5. Scope and Limitation**

In order to make the discussion in this study more focus on the problem, the writer decides to make the scope and limitation. The scope of this study is to identify and analyze the five types of deixis include personal deixis, spatial deixis, temporal deixis, social deixis and discourse deixis based on theory of Levinson. While the limitation of this study is the use of seven selected song lyrics of Bruno Mars's *Doo Wops and Hooligans 2010* album, include Grenade, Count on Me, Just the Way You Are, the Lazy Song, Talking to The Moon, Liquor Store Blues and Marry You.

#### **1.6. Definition of Key Terms**

There are several key terms which are significant for this study. Therefore, in order to help the reader in understanding this study, it is important for the writer to explain the definition of those key terms.

- 1.6.1. Deixis comes from the Greek word means "*Pointing or indicating*" and has function to point or indicate something. Deixis also has definition as the referring expression in which the interpretation of utterance depends on the context of utterance. It divided into five types include personal, spatial, temporal, discourse and social deixis, (Levinson, 1983).
- 1.6.2. Bruno Mars is an American singer songwriter, record producer, voice actor, and choreographer. While, *Doo Wops and Hooligan 2010* album is the first and debut album which is peaked number three on the Billboard by worldwide number.