THE DEICTIC EXPRESSIONS USED IN THE ADVERTISEMENT OF PUBLIC TRANSPORTATION

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ABSTRACT

This research aims at analyzing the deictic expressions in the advertisement of public transportation's youtube video. There are two research problems to be solved in this research: First, what are the types of deictic expressions that exist in the advertisement of air, land, and sea public transportation. Then the second, how are deictic expressions used in the public transportation advertisements.

This researcher used a descriptive qualitative method to analyze the data of this research. The descriptive method was applied in this research to analyze the utterances of the characters. The data of this research were collected by transcribing 30 videos of public transportation advertisements from the youtube channel. Those videos are divided into ten advertisement videos of land transportation, ten advertisement videos of sea transportation, and ten advertisement videos of air transportation. The researcher identified the types of deictic expressions based on Yule's (1996) framework. Then, the researcher classified and analyzed the identified data to find the types of deictic expressions. And for the final step is drawing conclusions of the results of the study.

This research reveals that three types of deictic expressions are applied in the advertisement of public transportation's youtube video. Those types of deictic expressions are person deixis, temporal deixis and spatial deixis. There were 1,020 data containing deixis found by the researcher. Person deixis is the most dominant type of deictic expressions found by researcher. Then followed by air public transportation advertisements and land public transportation advertisements. The results showed that person deixis most used types and indicated that as sellers, they want to provide safety to customers by highlighting the advantages possessed by the company during the pandemic situation. So it can provide a good image for customers.

ABSTRAK

Makarim, L. (2021). *Ekspresi Deiktik Digunakan Dalam Iklan Transportasi Umum*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Dr. Mohammad Kurjum, M.Ag.

Kata kunci: ekspresi deiktik, iklan, transportasi umum

Penelitian ini bertujuan untuk menganalisa ekspresi deiktik dalam iklan video youtube transportasi umum. Ada dua masalah penelitian yang akan dipecahkan dalam penelitian ini: Pertama, apa saja jenis-jenis ekspresi deiktik yang ada dalam iklan transportasi umum udara, darat, dan laut. Kemudian yang kedua, bagaimana ekspresi deiksis digunakan dalam tiga jenis iklan transportasi umum.

Peneliti menggunakan metode deskriptif kualitatif untuk menganalisis data penelitian ini. Metode deskriptif digunakan dalam penelitian ini untuk menganalisis ucapan para tokoh. Data penelitian ini dikumpulkan dengan mentranskripsikan 30 video iklan transportasi umum dari channel youtube. Video tersebut dibagi menjadi sepuluh video iklan transportasi darat, sepuluh video iklan transportasi laut, dan sepuluh video iklan transportasi udara. Peneliti mengidentifikasi jenis-jenis ekspresi deiktik berdasarkan kerangka dari Yule (1996). Kemudian, peneliti mengklasifikasikan dan menganalisis data yang teridentifikasi tersebut untuk mengetahui jenis ekspresi deiktik. Dan untuk langkah terakhir adalah penarikan kesimpulan dari hasil penelitian.

Penelitian ini mengungkapkan bahwa ada tiga jenis ekspresi deiktik yang diterapkan dalam iklan video youtube transportasi umum. Jenis-jenis ekspresi deiksis tersebut adalah deiksis persona, deiksis temporal, dan deiksis spasial. Ada 1.020 data yang mengandung deiksis yang ditemukan oleh peneliti. Deiksis persona merupakan jenis ekspresi deiktik yang paling dominan ditemukan oleh peneliti. Kemudian disusul dengan iklan transportasi umum udara dan iklan transportasi umum darat. Hasil perbandingan menyatakan bahwa deiksis persona merupakan tipe yang paling banyak digunakan dan menunjukkan bahwa sebagai penjual, mereka ingin ingin memberikan rasa aman kepada pelanggan dengan menonjolkan keunggulan yang dimiliki perusahaan selama situasi pandemi. Sehingga dapat memberikan citra yang baik bagi pelanggan.

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CHAPTER I

INTRODUCTION

This chapter provides the importance and concept of deixis in advertisements. The researcher also presents some subchapters in chapter one, including the background of study, problems of the study, the significance of the study, the scope and limitation of the study, and the definition of the key terms.

1.1 Background of the Study

Pragmatics is a field of linguistics that examines the relationship between language and context. It means, this approach concerned with the study of speaker meaning as communicated by a speaker and interpreted by a listener (Yule, 2006, p. 3). The pragmatic study is very essential for human communication. The important point of communication is that both speakers or hearers can understand each other. So, if the listeners cannot understand the information shared by the speaker, there will be a misunderstanding between the speakers and the listeners. There are some points explored by pragmatists, such as deixis, inferences, presupposion, implicature, speech act, politeness, and so on.

In this study, the researcher want to apply one field of pragmatic study, namely deictic expressions or deixis. As one of the things that must be considered in pragmatics, Deixis is the most transparent way to describe the relationship between language and context in the structure of language. Deixis is very important to be studied because it often appears in communication and closely related to language learning related to persona, space or setting, and time in the

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message of communication. Therefore, the selection of the right deixis will be able to lead the listener (the interlocutor) to understand the message or intent to be conveyed by the speaker. On the other hand, if the use of deixis is not clear, it will give the listener a wrong interpretation. In this case, the analysis of the context of speech that exists in deixis deals with how language encodes or grammatical features of the context of speech or speech events and thus concerns the context of how the interpretation of speech.

Deixis comes from an ancient Greek word meaning "show or point". In other words, lexical or grammatical contextual information that refers to a particular thing, whether an object, place, or time is called deixis. The three expressions give orders to designate specific contexts so that the meaning of utterances can be understood clearly. Deixis is defined as an expression that depends to context. For example, in the sentence "I love him", information from the pronouns "I" and "him" can only be traced from the context of utterance. Expressions that are known from the context of speech are called deixis.

The researcher conducted this research with several previous studies published before, and many objects have been conducted by several researchers to analyze deictic expressions such as movies, short stories, songs, novels, speech, and advertisements. The first is conducted by Nurmaharani (2021). Her study used the movie as the data to find out the existence of five types of deixis. She applied the theory from Levinson to analyze the types of deixis and used the manuscript of the movie to collect the data. As a result, person deixis, place deixis, time deixis, social deixis, and discourse deixis are the types of deixis that

she has found. Overall, this study is good enough from the data, topics, and analyzing process. Unfortunately, this study tends to analyze more in the pragmatics part, which is the types of deixis. Furthermore, the theories used in this study are different from this present study.

The following study is the study conducted by Sa'diyah (2019) and Abdulameer (2019). Sa'diyah (2019) had conducted research using a short story from Sally M. Stockton's Robin hood. She only used discourse deixis theory from Levinson's with observation and documentation to collect the data in her research. The result from this research showed kinds of discourse deixis that were found in her research, such as prepositional phrase, noun phrase, adverbial clause of time, adverbial clause of place, and adverb of time. Furthermore, she underlined that discourse deixis arranges the story chronologically from one event to the next, based on the story's time or place. Moreover, Abdulameer (2019) used a religious text as the data to analyze his study. Religious lectures delivered by Imam John Starling in Queens were taken as the source of research data. In his research, he used the theory from Leech related to politeness strategies. He found some results related to the types of deixis used by the speaker in which the person deixis is the most frequent type among other types. Obviously, this study has a different focus on this present study even though the field is still the same, which is pragmatics.

The other researcher was concerned about deixis from Herdiyanti (2020) and Sitorus & Herman (2019). Their study examines deictic expression on song lyrics. Herdiyanti (2020) analyzed deictic expressions in Adele's song lyrics "someone like you." As a result, she got person deixis higher than the other types.

Meanwhile, Sitorus & Herman (2019) analyzed deictic expressions in Colum Scott's song lyrics "you are the reasons". They concluded that the use of deixis depends on the composer's sense and emotion to describe their feelings in the lyrics of the song they wrote.

Studies on deictic expressions have been conducted and explored in various subjects, not only in the movie, short story, religious text, and song but also in the novel (Utami, 2017; Sundari, 2021), speech (Dika, 2017; Asmarita & Haryudin, 2019), and advertisement (Rozy, 2014; Sholihah, 2015; Novitasari, Mutmainnah, and Nugraheni, 2017). Rozy's (2014) study focused on the advertisement of Nike's shoes. In his study, he used the utterance of the slogan as the data that had been analyzed. Theory from Levinson was used in this study. Most of the types of deixis that he found are first-person deixis. Meanwhile, Sholihah (2015) used the advertisement from the headline USA today website as the data to find out the existence of types of deixis. As a result, four of the five types of deixis from Levinson's theory, namely person deixis, place deixis, time deixis, and discourse deixis has been found by her. On the other hand, Novitasari et al. (2017) used Indonesian cellular operators' advertisements (Telkomsel and Indosat cellular operator) as the data. They only focused on person deixis. As a result, person deixis is more commonly found in Telkomsel cellular operators than Indosat cellular operators. Unfortunately, the media of advertisement used in this study are the same as this present study but in a different species. The theory used in the previous study is different from this present study.

Despite the previous studies dealing with deixis by using several different data sources, According to the best researcher knowledge, there is no analysis of deictic expressions on the advertisement of public transportation such as land public transportation, air public transportation, and sea public transportation as the data. Moreover, the researcher found that some researchers used advertisement as the data. However, as far as the researcher knows, most of them use advertisements, especially in advertisements of digital technology, beauty (cosmetics), and fast food advertisements. In this study, the researcher also uses George Yule's framework (1996) in analyzing deictic expressions. The researcher used theory from Yule because this approach is more practical and simple than another method of deictic expressions. On the other hand, the present study was designed to understand and to know whether the findings presented by Yule will exist in this research or not. In contrast, the previous studies mentioned above were mostly used the concepts of deixis propounded by Levinson and Lyons.

In this study, the researcher is interested in deictic expressions because the researcher wants to learn the meaning contained in a sentence. In addition, researcher also want to reveal that deictic expressions can be identified if we know that the word reference contains deictic expressions based on the context of its use. In doing this research, the researcher sees a phenomenon that occurs specifically in the advertisement. We do not realize that the use of deictic expressions can be found in daily conversations and various media such as newspapers, magazines, television, radio, internet, and advertisement. For example Diana's sister said to Diana "I put my laptop over there". In this

sentence, we know that the speaker *I* is Diana's sister which classified as personal deixis. while the word *there* includes as spatial deictis where the reference refers to where the laptop is placed. When we talk, many people have different feels or thinks but if we know the context we will have the same idea as the speaker want. Therefore, the opinion must be supported by theory of deictic expressions to point thing in order to make clear what the speaker means. In this modern era, most people who use the technology can access social media platforms for current world news, instant communication, and various entertainment that the platforms have to offer. We know social media uses advertisement as a medium to promote products or something. Every day, we can find advertisements that use language that contains deictic expressions to promote their product.

Advertisement is the placement of communication or announcement used to help sell a product and offers a service. Nowadays, different kinds of products are being marketed in advertisements. They assume that advertising is merely a tool to promote products to get more benefits. However, The case is not as simple as it seems. Goddart (1998, p.84) states that "Advertisements is not only about promoting branded products, but also delivering the idea of texts which are intended to create the image of an individual, group or organization." In addition, advertising has a significant impact on society. On the other hand, Cook (2001, p.2) also emphasizes that "It can be a stimulus for discussing a big variation of current issues: the destruction of the environment, the wealth gap, the value of capitalism and socialism, the improvement of world culture, the struggle of

certain social groups, as well as the consequences of mass communication and high technology."

Recently, there has been growing interest in youtube videos advertisements because this era, all people like watching youtube and using this platform as a place to get and share information; as an alternative place of entertainment, as a place for learning; until as a place to promote products. The use of advertisement is the main attraction for users who use it. Government and non-government institutes also use advertisements to attract consumers' attention. One of them is the use of advertisements in public transportation. However, little information transportation is one of the important facilities that are very beneficial for society. Public transportation is used by the community to go somewhere and as a means to reduce or minimize the level of traffic jams in big cities. This is the uniqueness of this study, and the reason why the researcher chose the advertisement of public transportation, where no researcher has used public transportation, especially in the form of advertisement as the data. In learning deictic expressions, this research can help the reader to understand the hidden meaning of information and deep interpretation of the words or phrases in public transportation advertisements.

1.2 Problems of the Study

According to the description of the background of the study, the researcher formulates the problems of the study as follow:

1. What are the types of deictic expressions that exist in the advertisements of air, land and sea public transportation?

2.   How are deictic expressions used in three kinds of public transportation advertisements?

1.3 Significance of the Study

The researcher expect that this research can be useful to add knowledge and information in linguistics, especially deictic expressions. This research can make the reader understand the use of deictic expressions. Therefore, the significance of this research is to provide a more in-depth explanation of the types of deictic expressions that occurs in public transportation advertisements videos. From the result, the researcher hopes this study could lead to the invention of new fingdings related to the deictic expressions analysis as a guide for future research.

1.5 Scope and Limitation

The researcher uses the video from the digital platform Youtube to collect the data. Therefore, the researcher used only 30 videos of public transportation advertisements published in 2020-2021 for the limitation of this research. Yule's (1996) framework was used by the researcher as the main theory to analyze the study of deixis, especially the type of deictic expressions such as person deixis, spatial deixis, and temporal deixis.

1.6 Definition of Key Terms

Deictic expressions are an expression of words intended to refer to certain things or the other words, deixis helps us identify people, places, and times, which a speaker is speaking.

Advertisement is the placement of communication or announcement used to help sell a product and offers a service.

Public transportation is a facility provided by government or non-government institutions that operate regularly on fixed routes and are used by the public.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents previous studies that support this research and several theories that are closely related to the analysis of this research.

2.1 Definitions of Deixis

Deixis is a word used to point to something. According to Yule (1996, p. 9) define deixis as "a technical term (from Greek) from one of the essential things in utterance. The term deixis means pointing or indicating in Greek. Pointing or indicating means that it has close relvtion to how words put into the context." They are technically known as deictic (/daIktIk/) expressions, from the Greek word deixis, which means 'pointing' via language (Yule, 2006). Meanwhile, Renkema (2004) said that "the word deixis is derived from the Greek word meaning 'to show' or 'to indicate' and used to denote those elements in a language which refer directly to the discourse situation." Deixis is words intended to refer to certain things. The other words, deixis helps us identify people, places, and times, which a speaker is speaking. Richard & Schmidt (2010) said that "Deixis is a term for a word or phrase which directly relates an utterance to a time, place, or person(s)." Consider the following example:

Last year, I bought a big doll in a toys store.

In the sentence above containing deixis words, the time indicating *Last year* is identified as suppressing the time signal when the event occurred. The

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word '*I*' refers to the person who said the utterance or the situation. In addition, the word *at a toy shop* indicates where the participant tells the venue of the event. The example above shows that a word or phrase is deixis has a variety of meanings. Because of the various meanings, it is not everyone can understand the deictic word or phrase. It is related to aspects of the speaker's culture that can be interpreted if both the speaker and the listener are in the same context (understanding).

As stated by Cummings (2009, p. 17), "deixis is a significant concept in the field of pragmatics." In earlier work, deictic terms 'describe entities within the wider social, linguistics or spatiotemporal context of an utterance'. Deictic are 'pointing' words. They include tensed verbs (temporal deixis), personal pronouns, demonstratives (these, this, that), and time and place expressions such as now, then, here, yesterday, today, and so forth. These words relate our linguistic expression to the current situation (Black, 2006, p. 4). We often see and hear the use of deixis in all circles, both children and adults. A person can acquire the ability to speak his language naturally by struggling through stages that are not young, including the mastery of this deixis. The process cannot be separated from the regular interactions of the people around them, both interactions with their parents and with people who often meet them. According to Yule (2010, p. 130-131), "there are many words that can be found in our utterance that cannot be interpreted at all if we do not know the context, especially the physical context of the speaker." In daily conversation using either Bahasa or English, it is almost impossible to understand if we don't know who is speaking, who, where, and

when. Therefore, this is where the role of deixis is needed. So, it can be stated that

deixis, such as those contained in words or constructions, can be asked according

to the conversation and point to something outside the language, such as

demonstrations, pronouns, and so on. The deixis phenomenon clearly describes

the relationship between language and context in the language structure itself.

2.2 The Types of Deictic Expressions

Many linguists have their own views. They also have different opinions

about the types of deictic expressions. In this research, the researcher focuses on

three parts of deictic expressions based on Yule's: person deixis, spatial deixis,

and temporal deixis.

2.2.1 Person Deixis

Person deixis relates to the participants who involved in the speech event.

To study this deixis, we have to know the context because the references can be

switched depending on who is the speaker/ writer, the listener/ reader, or who/

what is being discussed. In a simple way, this form of deixis makes it easier for us

to use it in everyday conversations. The speaker as first person, *I*, directs the

utterance to the listener as a second person, *you*, and could be talking about a third

person, *they*. Furthermore, the deixis person itself is divided into three types: the

first person, the second person, and the third person. A person who speaks and

gets a role is called the first person. A person who becomes a listener is called the

second person. A person who does not present in a conversation place is called

the third person. Besides that, it includes gender, such as male and female. It also

provides the amount, such as singular and plural. There are three types of person

deixis based on Yule's theory:

2.2.1.1 First Person Deixis

First-person deixis is a deictic reference that refers to the speaker itself as

the sender of the messages. Yule (2006, p. 10) said "that person deixis operates on

a basic three-part division, exemplified by the pronouns for the first person (I),

second person (you), and third person (he, she, and it). The form *I* is usually used

in written or official speech." Moreover, the first person deixis *I* is used in more

non-formal situations and shows more intimacy between the speaker/writer and

the listener/reader. Person deixis is realized using a personal pronoun (Renkema,

2004, p. 122). The examples of first-person deixis:

1. A: "Taking extra care of **our** cabin crew is and will remain, very important to

   us."

2. Z' "Before reporting for duty **we** check the temperatures of every member of

   the team and require a detailed health declaration."

Based on the example above, the words *us, our* and *we* classified to first person

deixis. The words *us, our* and *we* here refers to the speaker.

2.2.1.2 Second Person Deixis

The second person deixis is the word for indicate to the intendeed target of

utterance. Second person is encoding of the speakers's reference to one or more

target utterance. According to Yule (2006, p. 10), "person deixis (you) as he

addressee and we have to discover that each person in conversation shift from

being 'I' to being 'you' constantly to learn this deictic expression." The examples of second-person deixis:

1. A: "Before **you** flight begins, every aircraft is thoroughly cleaned."

2. Z: "And as **you** step on board, **you** can expect new headsets, as well as fresh headsets and pillow covers, bedsheets and blankets."

Based on the example above, the word *you* classified to first person deixis. The word *you* here refers to the listener.

2.2.1.3 Third Person Deixis

Grundy (2000, p. 27) states that "the third person pronouns such as he, she, and it are not usually used deictically but rather refer anaphorically to objects or persons already mentioned in the discourse." Furthermore Joan (2008, p. 7) defines "person deixis means the use of expressions to point to a person, with the personal pronouns, he, she, it, her, and him." The examples of third person deixis:

A: "**She** looks sad."

B: "and **she** looks depressed."

C: "Take **them** to play."

From those examples, the word *she* and *her* classified to third person deixis. Third person deixis is provided a form of reference to people who are not speaker or listener of speech in an event.

2.2.2 Spatial Deixis or Place Deixis

Spatial deixis shows the relative location of the speaker. The words used in spatial deixis such as this, these, that, those, here, and there; for example, we

can define here as a unit of space that includes the speaker's location when he is speaking or the nearest location to the speaker's location at the time of speaking, which consists of a designated place if when said here followed by hand movements. The size of the location also varies, which is influenced by background knowledge. Here can mean this city, this room, or a specific point for sure. In other words, place deixis is a category of deixis that refers to the place where the object or reference is located. So that to determine the location of an object, it is necessary to have a central point where the speaker is located.

2.2.3 Temporal Deixis or Time Deixis

Temporal deixis is used to point to a time. Finegan (2004, p. 204) defines "temporal deixis as the orientation or position of the reference of actions and events in time." The other hand, Levinson (2008, p. 62) said that "time deixis concerns encoding temporal points and spans relative to when an utterance was spoken (or written message inscribed)."

Time deixis is commonly grammaticalized in deictic adverbs of time (like English now and then, yesterday and this year), but above all intense. Moreover, the researcher can conclude that time deixis is similar to temporal deixis. Time deixis consists of adverb of time in the sequence yesterday, now, tomorrow. However, the adverb also has a function. It indicates a specific time. The word "yesterday" demonstrates to a day before today. The term "now" means when the pronouncer says the utterance in the speech event. The word "tomorrow" indicates a day after today.

2.3 Context

Context is a sentence or phrase in which a word appears in certain circumstances where an event occurs in the use of languages. Context is the essential communications aspect, both verbally from the physical and social aspects. Cook (1999) defines "a context is just a form of knowledge the world and the term context can be used in a broad and narrow sense." Many cases of languages cannot be resolved without bringing an element of meaning that is very dependent on context. Every human being will find it difficult to understand the meaning in every utterance if they do not know the context of the conversation. Hymes (1974) devised the mnemonic SPEAKING (for Setting and scene, Participants, Ends, Act sequence, Key, Instrumentalities, Norms, and Genres) to aid in applying his representation he divided the sixteen components into eight divisions. Here is the explanation of the SPEAKING model:

1. *Setting and scene* refer to the time and location of speech acts, meanwhile Scene, opposed to a setting.

2. *Participants* are the people who are in the speech events. Participants include the speaker, hearer or audience, addresser, and addressee.

3. *Ends* refer to the speech events' purposes, goals, and outcomes of the utterances delivered by speaker. "It refers to the conventionally recognized and expected outcomes of and exchange as well as to the personal goals that participations seek to accomplish on particular occations" (Vakili et al., 2012, p.29).

4. *Act sequence* is referred to as the action sequence. The order of speech acts has a significant impact on the speech event. In other meaning, every action taken by the participant either from the speaker or the listener must contain the meaning conveyed.

5. *Keys* refers to speech's tone, manners, or spirit. Keys, it depends on the situations of the speech events. The form of keys is gesture, tone, and voice. Also, keys it influenced by word choice.

6. *Instrumentalities* are the forms and styles of speech. Instrumentalities include communication, language, dialect, or register. "It refers to the choice of the channel such as oral, written, or telegraphic, and to the actual form of speech employed, such as the language, dialect, code, or register that is chosen" (Vakili et al., 2012, p.30).

7. *Norms* are the social rules in conversation. For example, the speaker telling a playful story, the norms maybe allow the audience to interrupt and collaborate. Nevertheless, if the speaker describes a serious story, the speaker wants the audience to pay attention to the speaker and no interrupt.

8. *Genres* are the types of speech events. Genres occur in different events or situations and genres are typically identical to certain places.

2.4 Advertisement

Advertisement is the placement of communication or announcement used to help sell a product and offers a service. Bovee (1992) state that "Advertising is impersonal communication of information about products, services, or ideas through various media, and it is usually persuasive by nature and paid for by

identified sponsors." The primary purpose of advertising is to attract people's attention to buy the product offered by the seller. Indirectly, In every single day, we can see the use of social media used by the seller as a place to market their products. Potential buyers or the public more easily recognize creative and innovative advertisements.

CHAPTER III

RESEARCH METHODS

This chapter contains essential procedures for conducting the study. This research consist of research design, data collections, and data analysis. This chapter elaborates on how this study works.

3.1 Research Design

In this study, the researcher used a descriptive qualitative method to describe and investigate the existence of deixis in the advertisement of public transportation. According to Hancock (2002, p. 2), qualitative research develops explanations of social phenomena. This type of research is based on data expressed mostly in the form of words – descriptions, accounts, opinions, feelings, and so on. – rather than on numbers (Walliman, 2011, p.130). This research is non-numeric and uses descriptions to explain the data. Descriptive means in this study, the researcher gives a brief and clear explanation of the characters' utterance.

3.2 Data Collection

There are several ways to finish the study in the data collection, such as:

3.2.1 Research Data

The data of this research was in the form of utterances used by characters that contain deictic expressions when they make conversation. The data was taken randomly from the YouTube, but it must be consist of the advertisement of public

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

transportation. These advertisements consist of 30 videos of public transportation advertisements divided into ten videos of air transportation, ten videos of sea transportation, and ten videos of land transportation.

3.2.2 Data Source

The researcher took the video advertisements from the youtube official channel of each company that scattered in several countries. Public transportations advertisements used came from the advertisement of air transportation (the advertisement videos of commercial aircraft), videos advertisement of sea transportation (the advertisement videos of ferries and cruise ships, and ocean liners), and videos advertisement of land transportation (the advertisement videos of an online motorcycle taxi and train). The advertisements for public transportation were published from 2020 to 2021. In that year, the digital platform YouTube was being sought by sellers to promote their products during the pandemic. The reason why the researcher choose those videos because those videos have been fulfill the criteria to be analyzed. The duration of each advertisement's video is around one until 5 minutes. This public transportation advertisement provides benefits for potential passengers who will use it. The purpose of took these 30 videos of public transportation advertisements is to get enough data in the form of clauses to analyze. Beside that, the researcher also prioritized big companies' channel youtube. The titles and the channels of the videos advertisement are shown on the table below:

Table 3.1 Titles and Youtube Channels of the video advertisement

No.	Kind of Advertisements	Title of videos advertisement	Youtube channel
1	Air public transportation	Fly Confidently with Cathay Care.	Cathay pacific
2		Our promise of care.	Singapore Airlines
3		Looking forward to welcoming you back on board.	British Airways
4		Enjoy a safe and smooth with KLM.	KLM Royal Dutch Airlines
5		Garuda Indonesia-because you matter.	Garuda Indonesia
6		World's biggest flight in the skies.	Turkish Airlines
7		Austrian airlines temporarily terminates regular flight operations.	Austrian Airlines
8		Protect yourself from phishing scams.	Qantas.
9		Get to know aeroplane flight rewards.	Air Canada.
10		Swiss Saveurs - our new culinary concept from and to Zurich.	Swiss International Air Lines.
11	Land public transportation	Winter train delays.... What gives?	GO Transit.
12		Learn the merchant code of conduct: Grab official.	Grab official.
13		With Gojek, together we can change!.	Gojek Indonesia.
14		Introducing the new Lyft Pass.	Lyft
15		MRTJ Accel Demo Day Teaser.	Mrtv
16		#reimaginingMobility- A shared journey.	Uber
17		We are bolt, the fastest-growing tech company in Europe.	Bolt
18		Everyday life, made simple.	Careem
19		Ola corporate- smart employee ground transport solution.	Ola

20		DiDi Advance Score	DiDi Australia New Zealand.
21	Sea public transportation	Return to the seven seas.	Regent Seven Seas Cruises.
22		Norwegian cruise line |return to service.	Norwegian cruise line.
23		LNG powers the fun.	Carnival Cruise Line.
24		Princess Shore Excursions.	Princess Cruises.
25		Damen brand movie | "We get it"	Damen.
26		The retreat: all suites, all exclusive, all included.	Celebrity cruises.
27		MSC for me: a digital and unique experience.	MSC Cruises.
28		Holland America Line Welcomes you back to cruising.	Holland America Fan.
29		Oceania cruise vista | signature spaces.	Oceania Cruises.
30		Introducing Silversea's first-ever European grand voyage.	Silversea Cruises Official.

3.2.3 Instruments

According to Ary, Jacobs, and Sorensen (2010, p. 424), the main instrument in qualitative research is the human instrument. In this study, the main instrument is the researcher herself. The researcher is the primary research instrument because it only needs the researcher to collect, analyze, interpret the data, and draw conclusions. The researcher collects the data by watching the video of public transportation advertisements and analyzing the utterances used by characters.

3.2.4 Data Collection Techniques

The researcher uses several steps to collect the data to analyze deixis that occurs in the characters' utterances in public transportation advertisements.

1. The researcher searched the video by typing a keyword on youtube, with keywords 'public transportation ads', 'airlines ads', 'cruises line', and so on.

2. Watched the advertisements videos

3. Subsequently, The researcher chose and downloaded the videos consisting of 30 videos of public transportation advertisements at each of the officials' youtube channels. On the other hand, to make it easier, the researcher chose the advertisements with subtitles inside the videos. By downloading the video, the researcher can easily watch and listen anywhere and anytime.

4. Then, the researcher re-watched and transcribed the videos from oral to written text.

3.3 Data Analysis

The researcher used some steps to analyze deixis in the characters' utterances in public transportation advertisements.

1. Identifying data

    The researcher identified the data that indicate or contain deixis. The researcher used highlight of each characters' utterance in the advertisement of public transportation that includes the types of deictic expression based on Yule's (1996) framework. The color for each type is Person Deixis

(First-person deixis using yellow color, second-person deixis using the orange color, Third-person deixis using purple color, Spatial deixis using pink underline, and Temporal deixis using black underline. For coding, the data can be seen in the example below:

from cleanliness to prevention and reassurance that priorities what matters most to you." 'Our safe guarding measures begin even before you fly. Check in online or with our mobile app to minimise physical interaction or you can come to the airport to check yourself in at our self-service kiosks. Where you can print your boarding pass and tag your own luggage. Our counters are open and we're ready to serve you but we've put a few safety measures in place. and, as an added protection, our check-in counters kiosks and other common areas have an antimicrobial coating that provides as an invisible barrier against any possible viruses and bacteria. No matter how you choose to check-in, you will need to answer a few health-screening questions and have your temperature checked before entering the airport. If you're wanting for your flight in our lounges. we've put in place extra precautions like more hand sanitizers in common areas. temperature checks, mandatory face coverings and we've also removed all newspaper and reading materials. We're temporary offering single-serve individually packed dishes and yes. we're still serving hot meals which we'll freshly cook right after you've placed your order. We're also changing the way we invite you to board so you can get seat as quickly and easily as possible. Please remember to keep a safe distance from other passengers as make your way to your seat."
The air conditioning system in every one of our aircraft is equipped with HEPA filters which have similar performance to those used in hospital operating rooms. The cabin air

Figure 3.1 The Example of Highlighting Data

2. Classifying data

After identifying the data, the researcher classified the data into a table to make the data more transparent. The table consists of the utterance of characters and types of deictic expressions. The researcher arranged all of the data into a table to show the types of deictic expressions used by the characters in videos advertisements. Afterward, the researcher made a percentage of each type of deixis used by characters in public transportation advertisements from the total results of each type.

Table 3.2 The Example of Classifying Data for Each Types of Deictic Expressions

Types of deictic expressions	Utterances		
	Air pubic transportation	Sea public transportation	Land public transportation
Person deixis	1. "Please show **your** ID card boarding pass to the officer"		
Spatial deixis		1. "We are **here** to help you"	1. "We will see you **there**"
Temporal deixis			1. "**Now**, our passangers are a hundred percent safe"

3. Analyzing

In the next step, the researcher analyzed the types of deictic expressions that exist in public transportation advertisement videos and the use of deictic expressions in three kinds of public transportation advertisements. The recearcher used percentage of each type of deixis above by using a graph, the use of the graph will be able to show the existance of each types.

4. Drawing conclusion

After all the research problems are answered, the researcher then concludes based on the findings of this study.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the results of this research in the form of findings and discussion. This research includes all the analyzed data results and answers to the research questions.

4.1 Findings

In the first part, the researcher focused on the first research problem about types of deixis. The researcher classified deixis based on George Yule's framework. The researcher had found three types of deixis applied by air public transportation, land public transportation, and sea public transportation. The findings of the second research problem are about how are deictic expressions used in the public transportation advertisements.

4.1.1 Types of Deixis Applied by Air Public Transportation, Land Public Transportation, and Sea Public Transportation

George Yule's framework proposes three types of deixis. They are personal deixis (first-person deixis, second-person deixis, and third-person deixis), temporal deixis (Past, present, and future), and Spatial deixis (Proximal and distal). Based on the data analysis, the researcher has obtained 1,020 data from three kinds of public transportation advertisements. In the three public transportation advertisements, there are 922 data of personal deixis, 71 data which are included in temporal deixis or time deixis, and 27 data of spatial deixis or place deixis. The researcher found all three types of deixis based on Yule's

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framework. The researcher found three types of deixis used by air public

transportation, land public transportation, and sea public transportation. The

complete findings contained the type of deixis used by the advertisements of air

public transportation, land public transportation, and sea public transportation

shown in this below.

4.1.1.1 Person Deixis

Person deixis is the role of a person or refers to the participant in the

speech event. From the data, many words and sentences or utterances indicate the

types of deixis in the advertisement of public transportation. The researcher

presents the table to create data obtained more clearly. This table explained the

data of personal deixis, as follow:

Table 4.1 Person Deixis

Person Deixis	Frequency			Total	Percentages
	Air pubic transportation	Sea public transportation	Land public transportation		
First-Person Deixis	175	164	150	489	53,02%
Second-Person Deixis	164	107	83	353	38,28%
Third-Person Deixis	23	21	36	80	8,70%
Total				929	100%

The table data above is personal deixis found in three kinds of public

transportations: air public transportation, land public transportation, and sea

public transportation. Based on table 4.1, the first person deixis is more common

than the second person deixis and the third person deixis. The first person deixis

obtained 53.02%, then 38.28% was received by the second person deixis, then the

last one was followed by the third person deixis with the acquisition of 8.70%.

The first-person deixis in the three types of public transportation

advertisements was found 489 data. The highest gain was found in advertisements

of air transportation as much as 175 times, then advertisements of sea public

transportation with 164 times and advertisements of land transportation with 150

times. However, For the second person deixis, the researcher found 164 times on

the advertisements of air transportation, then 107 times on the advertisements of

sea public transportation, followed by the advertisements of land transportation

with 83 times. Furthermore, the third person deixis as the same as the two

previous findings, advertisements of air transportation is the highest finding, then

advertisements of sea transportation and advertisements of land transportation

with a total of 80 times. The following data present them in more detail.

Datum 1

> "**Your** safety is always important to **us**, especially online. **We**'ve put
> together 3 top tips to help protect **you** from phishing scams."

The datum above, the researcher found two kinds of personal deixis. The

first is the first-person deixis "we", and "us" which refers to the seller or the

airline, then the second is the second-person deixis "you", and "your" which

relates to passengers or buyers. The context of the utterance is the airlines, as one

of the transportation companies, want to provide good services to the passengers,

such as protecting the customer's personal information, primarily online, from

phishing scams. Therefore, the airlines wish passengers to check accounts

periodically and contact customer service got anything unusual.

Datum 2

> "**We** require all customers to wear a face mask at all times, in the airport and onboard."

Based on the second datum above, The word "we" include in first-person

deixis. The term "we" here refers to the seller or the airline. In this utterance, as

the seller, the airline wants to inform that to provide safety and comfort to both

passengers and crew in the current covid-19 situation, all passengers are asked to

always wear masks both in the airport area and on the board. The airlines advise

passengers to bring additional masks to overcome these conditions during the trip.

Datum 3

> "**We** decided this flight in honor of the 100th anniversary of **our** sovereignty to all of **our** people and children."

The third datum above show first-person deixis. They are "we" and "our".

The first word, "we" refers to the airline, then the second word, "our" refers to the

Turkish citizen. The speaker of this utterance is the captain pilot of Turkish

airlines. For the hearer is the customers. In this utterance, as one of Turkey's

national airlines, Turkish airlines conduct special flights to celebrate national

sovereignty and children's day by unfurling the world's most enormous Turkish

flag in the skies.

Datum 4

> "**We**'re also changing the way **we** invite **you** to board. So **you** can get seat as quickly and easily as possible."

The researcher found the first-person deixis "we" on the fourth datum that refer to the airline. Then the second is the second-person deixis "you", and "your" which relates to passengers or buyers. The speaker of this utterance is head of occupational health as the delegation of the airlines, and the hearers are the customers or the passengers. In this utterance, to protect their passengers and crew from any viruses and bacteria, the airline uses HEPA filters for the air conditioning system in the aircraft cabin to keep a safe distance from other passengers. During the flight, this air conditioning will control and filter the particles. In addition, the airline said that the air conditioning system in the cabin has similar performance to those used in hospital operating rooms. It indicates that the airline company provides a good standard of services for the passengers.

Datum 5

> "Throughout **your** journey with **us**, rest assured that **we** are working hard and using the latest technology to make sure **you** are safe and well-informed."

The researcher found two kinds of personal deixis in the data above. The first is the first-person deixis "us" and "we" which refers to the company or the airline, then the second is the second-person deixis "you" and "your" which refers to passengers or customers. The speaker of this utterance is a flight attendant as the delegation of the airlines, and the hearers are the customers or the passengers. Here the airline wants to provide good services to passengers, including the services offered by the staff during the flight. Furthermore, the airline also uses the latest technology such as air conditioning systems, which can filter any bacteria and particles like hospitals'.

Datum 6

> "**We** also recommend that the price listed on the grab app and quality of food are consistent with dine-in."

The researcher found the first-person deixis "we" in the sixth datum. The word "we" in this datum refers to the online motorcycle taxi company. In this case, the company ensures customers can order through the app at the same price and the same quality from the seller. The company provides this information because of the many reports from customers that irresponsible people have used. So that neither the seller nor the customers are harmed by each other.

Datum 7

> "**We** started with a really simple mission to help drivers earn more daily income, and **we** have come so far from these early days."

The researcher found the first-person deixis "we" in the seventh datum, which refers to the online motorcycle taxi company. The speaker of this utterance is the company's co-founder as the delegation of the online motorcycle taxi company, and the hearers are the customers or the passengers. With the government's policy to reduce activities outside the home, such as ongoing physical distancing to prevent the spread of viruses, some people experience a decrease in their daily income. In this case, the company comes with a responsibility to continue creating a positive impact. So it can help the daily income of drivers.

Datum 8

> "Join **us** on **our** next adventure as vista, the newest addition to the Oceana cruises family, takes shape."

The eighth datum, the researcher found the first-person deixis. They are "us" and "our". In this datum, the words "us" and "our" refer to the cruises. The speaker of this utterance is the company, and the hearers are the customers or the passengers. In this utterance, this company issued a new model of cruise named Vista. All passengers will use the luxurious interior design. Other than that, the passengers can also use Vista's best facilities such as spa and vitality centers, private club; pool deck; modern beach club, and so on.

Datum 9

> "**We** will approach these goals with humility. **We** know **we** don't have all the answers, and **we** will always be transparent about where **we** are in this journey."

The researcher found the first-person deixis "we" in the ninth datum, which refers to the online motorcycle taxi company. The speaker of this utterance is the group head of sustainability as the delegation of the online motorcycle taxi company, and the hearers are the customers or the passengers. The pronoun "we" is mentioned more than twice. It means to emphasize that this company has a good impact advantage for the surrounding area. Moreover, transparency and humility in serving customers are the main goals of this company. All of that is providing a good image for customers.

Datum 10

> "The best part is that **you** get a flexible program to move riders based on **your** organization's needs, giving **you** full control of **your** budget and how the passes are used."

The researcher found second-person deixis in the tenth datum. They are "you" and "your" that refers to passengers or customers. In this utterance, the

company delights the customers by helping them get where they need to go. As a customer, the company provides all advantages of facilities that customers can use freely. Customers can get a flexible program to move riders based on customer needs, already know whenever it is ready to use, and customers can control your budget. Whereas as the driver or riders, the company gives Apps facilities that can be used for the driver such as they already know ride locations, times of day, ride types, and more.

Datum 11

> "**I** have some exciting news to share with **you** today, but before **I** go to that, **I** wanted to thank **you** all for **your** support throughout 2020."

The eleventh datum, the researcher found two kinds of personal deixis. The first is the first-person deixis "I" which refers to the president & chief executive officer (Norwegian Cruise Line). The second is the second-person deixis "you" and "your" refers to passengers or customers. The speaker of this utterance is the president & chief executive officer of the delegation cruise line company, and the hearers are the customers or the passengers. He got many heartfelt emails and encouragement over the last few months. He will share some great news that this cruise has chartered a path to return to service to continue to provide unforgettable vacation experiences at sea. Before it, the president & chief executive officer of Norwegian Cruise Line said thank you to staff and crew, customers, and all the travel enthusiasts all customer who love NCL worldwide for their loyalty and sincerity.

Datum 12

"At carnival, **we** will continue to invest in technologies and systems to reduce energy consumption and **our** environmental footprint as part of a company-wide commitment to preserving and protecting **our** water, air, and land resources."

The researcher found the first-person deixis in the twelfth datum. They are "we" and "our" that refer to the company (Carnival Cruise Line). In this case, this cruise line uses eco-friendly technologies to reduce energy consumption to become the first cruise ship in North America to be powered by liquefied natural gas or LNG. LNG is converted into mechanical and electrical energy by engines and generators used to propel the ship. In this cruise line, LNG powers engines and generators used to drive the cruises, and it is used for all shipboard systems from elevator lighting, computers to galley equipment and, of course, bolt the first roller coaster at sea. This new facility is expected to support services and coziness to customers or passengers.

Datum 13

"**We** know **you** are busy, but life doesn't have to be complicated."

The thirteenth datum, the researcher found two kinds of personal deixis. The first is the first-person deixis "we" which refers to the online motorcycle taxi company, then the second is second person deixis "you" which relates to passengers or customers. To provide a good experience during the trip, the company introduced an application connecting drivers and passengers. So, the passengers do not need to worry and have trouble finding transportation because, through this application, passengers can easily find our drivers scattered around you anytime and anywhere.

Datum 14

"**You** then win or lose points depending on **your** activity that week."

The researcher found second-person deixis "you" and "your" in the fourteenth datum, which refers to the online motorcycle taxi company. The speaker of this utterance is the online motorcycle taxi company, and the hearers are the customers or the passengers. In this case, the company introduced an application for the drivers. The use of this application is one of the ways for drivers to get rewards for their work. These rewards are given to the best service drivers by completing the trip or getting a five-star rating from customers. Then win or lose points depending on your activity that week.

Datum 15

"**Our** hygiene rules for catering are stringent, even when there is no outbreak. **Our** crew minimizes passengers' contact, but **they** stay at **your** service at any time."

The researcher found two kinds of personal deixis in the fifteenth datum above. The first is the first-person deixis "our" which refers to the company, and then the second is the third-person deixis "they" which refers to a crew member. The speaker of this utterance is the airlines, and the hearers are the customers or the passengers. In this utterance, the company services customers in maintaining the cleanliness of the catering. The company did even this before the pandemic. So their services continue as usual.

Datum 16

"So **I** really feel that there is something very personal from **me**."

The researcher found the first-person deixis "I" and "me" in the sixteenth datum, which refers to Daniel Boulud as celebrity cruises global culinary

ambassador. The speaker of this utterance is Daniel Boulud, a celebrity cruises global culinary ambassador as the delegation cruise line company, and the hearers are the customers or the passengers. In this utterance to provide customer satisfaction when visiting the Luminae restaurant owned by these cruises, the company collaborated with Daniel Boulud. He is one of the best chefs with his local cuisine. As one of the chefs who can partner with these cruises, Daniel feels very happy because he will present a special menu with local flavors that come from the best quality ingredients and elegantly presented to be served to his customers.

Datum 17

"MSC for **me** helps **you** make the most of every moment."

The seventeenth datum, the researcher found two kinds of personal deixis. The first is the first-person deixis "me," which refers to cruises company, then the second is the second person deixis "you" which refers to passengers or customers. In this case, the company introduced a new digital application called 'MSC for me'. This application has many superior features that can help their customers or passengers only from touch finger. By using this digital application, customers or passengers can see the departure schedules of the cruises, book tickets, check-in, and check-out online, make payments, and can be used as personal assistants. So, all the customers or passengers who will sail with these cruises are guaranteed comfort and safety.

Datum 18

"**You** could see more on MRT accelerator demo day and look upon these innovations ahead."

The researcher found second-person deixis "you" in the eighteenth datum, which refers to passengers or customers. In this case, the speaker of this utterance is the company (MRT Jakarta), and the hearers are the customers. As one of the public transportation companies in a big city, they want to build a new image in customers' eyes. By collaborating with several startup companies in Indonesia, the company wants to change the customers' perspective who were previously considered to have minimal facilities. In addition, the company also displays the advantages of startup companies that have collaborated.

Datum 19

"No matter what the weather, **our** rail maintenance teams are out there across **our** network."

Based on the nineteenth datum, the researcher found another example of first-person deixis. In this utterances, the word "our" refers to cruises company. In this case, the speaker of this utterance is the company (GO Transit), and the hearers are the customers. This company wants to present a piece of equipment that can solve problems that companies always got during the winter season. 'Switch heater' is a tool that is predicted to melt snow or ice chunks on the train track and train doors. So start from now, the passengers do not worry about their trips being delayed or accidents occurring due to slippery rail lines during the winter season because these problems have been resolved with the help of these tools.

Datum 20

"So after such a very long time, **I**'m proud to announce Regent's return to the ocean this coming September."

The researcher found first-person deixis "I" in the twentieth datum, which refers to President & CEO Regent Seven Seas Cruises. The speaker of this utterance is Jason Montague, the President & CEO of Regent Seven Seas Cruises, and the hearers are the customers or the passengers. On this occasion, the President & CEO of Regent Seven Seas Cruises announced the reopening of Regent Seven Seas Cruises in September. He added that the tickets for the first voyage had already sold out. Regent Seven Seas Cruises will also make its next voyage in early 2022 with a European season destination for other customers who could not get tickets on the first voyage. Regent Seven Seas Cruises has also worked closely with the United States Food and Drug Administration's commissioner. So all of our activities remain following health protocols.

4.1.1.2 Temporal Deixis

Temporal deixis or time deixis is the word that focuses on the time when someone says something. Dealing with this, the researcher presents the table of temporal deixis to create data obtained more clearly, as follows:

Table 4.2 Temporal Deixis or Time deixis

Temporal Deixis	Frequency			Total	Percentages
	Air pubic transportation	Sea public transportation	Land public transportation		
Past	13	4	4	21	29,58%
Present	5	13	14	32	45,07%
Future	6	8	4	18	25,35%
Total				71	100%

The table data above is temporal deixis found in three kinds of public transportations: air public transportation, land public transportation, and sea public transportation. The classification of the types of temporal deixis found by the researcher is in the past, present, and future. Based on table 4.2, we can see that the percentage result shows temporal deixis-present is higher than the past and future. The temporal deixis in the three types of public transportation advertisements was found by researcher with a total of 71 times, which the highest gain was found in temporal deixis-present as much as 32 times, then temporal deixis-past with 21 times and temporal deixis-future with 18 times. The following data present them in more detail.

Datum 21

"We understand health and safety are **now** important for our passengers."

Based on the twenty-first datum, the researcher found the word "now" classified as temporal deixis. The word "now" in this sentence refers to the pandemic situation. This advertisement was published on June 2020 which coincied with the pandemic situation. The utterance above explains about information provided by the company to passengers or customers that the health and safety of passengers is a top priority for the company during the pandemic situation. To minimize the spread of the virus and to provide comfort to passengers, the company enforces health protocols.

Datum 22

"And if you multiply that a million times over, and it's the humbling view of where we are **now**."

The twenty-second datum above, the researcher found the word "now" that indicated temporal deixis, which refers to the time when the company's partners are everywhere nowadays. This advertisement was published on April 2021 which coincied with the pandemic situation. The speaker of this utterance is the company's co-founder as the delegation of the online motorcycle taxi company, and the hearers are the customers or the passengers. The utterance above explains information provided by the company to customers that the company has served many customers. This is evidenced by the number of partners scattered everywhere, making it easier for customers to find us.

Datum 23

> "For this reason, **today**, we are not saying goodbye. Rather, it is only a 'servus', a 'see you later'."

The twenty-third datum above show temporal deixis. The word "today" in utterance above classified as temporal deixis, which refers to the time when the CEO of Austrian airlines announced this information. This advertisement was published on March 2020 which coincied with the announcement of this information. The speaker of this utterance is Alexis Von Hoensbroech, CEO of Austrian Airlines, and the hearers are the customers or the passengers. The airline informs that regular flights during the pandemic have limited flights, which only accept flights to take Austrian citizens and their families stranded abroad. Therefore, all Austrian citizens who are abroad are requested to contact the federal ministry of European and international affairs in Vienna. Other passengers who have difficulty contacting the call center to make a rebooking are advised to be patient.

Datum 24

"**Now**, you tell me what makes us go out there and navigate these oceans."

The researcher found the word "now" that indicated temporal deixis in the twenty-fourth datum. The word "now" in this sentence refers to the time when the company asks the customer for suggestions. This advertisement was published on March 2021 which coincied with the time when the company asks the customer for suggestions. The utterance above explains that the company asks customers for suggestions about the experience passengers got during customers' trips using the cruise line. All the suggestions from the customers will be used as an evaluation to improve the company's services in the future.

Datum 25

"I have some exciting news to share with you **today**, but before I get to that, I wanted to thank you all for your support throughout 2020."

The twenty-fifth datum above show temporal deixis. The word "today" classified as temporal deixis, which refers to when the president & chief executive officer of Norwegian Cruise Line will share some great news. This advertisement was published on April 2021 which coincied with the time when the company will share some great news. The utterance above explains about the president & chief executive officer of Norwegian Cruise Line got many heartfelt emails and encouragement over the last few months then he will share some great news that this cruise has chartered a path to return to service so we can continue to provide unforgettable vacation experiences at sea. Before it, the president & chief executive officer of Norwegian Cruise Line said thank you to staff and crew,

customers, and all the travel enthusiasts who love NCL worldwide for their

loyalty and sincerity.

Datum 26

> "And I want to thank each and every one of you for your loyalty and
> sincerity. It will long be remembered I am here with you **today** in the
> cruise capital of the world inside our beautiful new terminal, the Pearl
> Miami."

Based on the twenty-sixth datum, the researcher found the word "today"

that classified as temporal deixis. The word "today" in this datum refers to the

time when the president & chief executive officer (Norwegian Cruise Line) will

share some great news. This advertisement was published on April 2021 which

coincied with the time when the company will share some great news. The

utterance above explains the information provided by the president & chief

executive officer of Norwegian Cruise Line, who will thank staff and crew,

customers, and all the travel enthusiasts who love NCL worldwide for their

loyalty and sincerity. The speaker of this utterance is the president & chief

executive officer of the delegation cruise line company, and the hearers are the

customers or the passengers.

Datum 27

> "We are committed to actively cooperate with policymakers on the
> introduction of transformative new models of transport to address the
> mobility challenges of **today** while servings the needs of **tomorrow**."

The twenty-seventh datum above show temporal deixis used by narrator.

The researcher found two kinds of temporal deixis. The first word is "today"

which refers to the time when this information was created, and the second word

is "tomorrow" which refers to the time when the human need for transportation

continues to increase every year. This advertisement was published on September

2021. The speaker of this utterance is Daniel wish as CEO of Lilium, and then the

hearers are the customers or the passengers. The utterance above explains the

company's plans to improve and develop public transportation in the aftermath of

the downturn in all sectors during the pandemic. This multimodal transportation

innovation is expected to be affordable for all people.

Datum 28

"No matter how you choose to check-in, you will need to answer a few
health-screening questions and have your temperature checked **before**
entering the airport."

The twenty-eighth datum, the researcher found the word "before" which is

classified as temporal deixis, which refers to the time when the passengers'

temperature will be checked by the staff. This advertisement was published on

July 2021. The utterance above talks about the company's operational standards

during the pandemic, which enforces body temperature checks before entering the

airport area. All the passengers will also answer a few health-screening questions

from officers even though they have checked in online or offline.

Datum 29

"So many heartfelt emails and encouragement over the **last few months**."

The researcher found "the last few months" classified as temporal deixis in

the twenty-ninth datum above. The word "the last few months" refers to the time

when the pandemic is started. The pandemic is started in 2019. The speaker of this

utterance is the president & chief executive officer of the delegation cruise line

company, and the hearers are the customers or the passengers. The utterance

above talks about the time when the pandemic is started, thus rendering travel inoperable. Now, the company is ready to take the beloved customer to their dream destinations.

Datum 30

"**Now**, we are adding 10 million every two months."

The thirtieth datum above shows another example of temporal deixis. The speaker used the word "now" that classified as temporal deixis. The word "now" in this datum refers to the time of the company's current situation. This advertisement was published on August 2021. The utterance above talks about the company's growth from its inception to the present, which continues to experience a significant increase. The speaker of this utterance is Emilie Toomela as lifecycle marketing manager of the online motorcycle taxi company, and the hearers are the customers or the passengers. He explained that the company they led had only a few employees and customers in the past. Nevertheless, thanks to the cooperation between employees within a few years the company has grown twofold.

4.1.1.3 Spatial Deixis

Spatial deixis or place deixis is the location or place that used people to do activity or communication in the speech. The researcher presented the table about spatial deixis or place deixis to create data obtained more clearly. This table is the data obtained from the advertisement of air public transportation, and public transportation, and sea public transportation.

Table 4.3 Spatial Deixis or Place deixis

Spatial Deixis	Frequency			Total	Percentages
	Air pubic transportation	Sea public transportation	Land public transportation		
Proximal	4	6	3	13	48,15%
Distal	3	9	2	14	51,85%
Total				27	100%

Table 4.3 shows spatial deixis-distal has occurred in the three kinds of public transportations: air public transportation, land public transportation, and sea public transportation. Beside spatial deixis-distal has the highest number with a percentage 51,85% on advertisement of public transportations. Spatial deixis-distal follows three times on air public transportation, nine times on sea public transportation, and two times on land public transportation. In addition, spatial deixis-proximal is also used in three public transportations: air public transportation, land public transportation, and sea public transportation. The spatial deixis-proximal percentage rate is 48,15%, lower than spatial deixis-distal. The following data present them in more detail.

Datum 31

> "They are **here** to provide you with outstanding and iconic holland America line service that you have come to love and expect gracious, friendly attending to every detail every day."

The researcher found the word "here" classified as spatial deixis in the thirty-first datum. The word "here" refers to the cruises where the crews work. The spatial deixis "here" means close the speaker's locations. The speaker of this utterance is Michael Smith as Senior Vice president and guest's experience of holland America line. However, the hearers of this utterance are the customers or

the passengers. The utterance above talks about the readiness of the crew owned

by Holland America Line to welcome and serve guests. The company also

displays several examples of how this cruise is ready to welcome passengers back,

including cleaning using disinfectants in public areas and cabins, providing

handwashing stations throughout the ship, and installing filters in each air

conditioner to provide convenient for passengers. So when the customers come to

this cruise ship, they will feel comfortable.

Datum 32

> "If you don't have any symptoms, such as a fever, cough, or a stuffy nose,
> you can safely fly. If you have any questions, please ask. We are **here** to
> help you."

The thirty-second datum above shows another example of spatial deixis.

The researcher found the word "here" classified as spatial deixis. The word "here"

refers to the position where customers can ask for information about the

company's products, specifically in customer services. The spatial deixis "here"

means close the speaker's locations. The utterance above talks about the standard

operating system owned by this airline. One of which is the readiness of the crew

to serve guests or customers. So if there is something that you want to ask, the

staff of this airline is happy to help passengers.

Datum 33

> "That drive to get out **there**, to navigate **these** oceans, to somehow make
> the impossible became possible."

The thirty-third datum above, the researcher found the words "there" and

"these" classified as spatial deixis. The word "there" refers to cruise line

destinations, whereas the word "these" refer to the oceans. The spatial deixis

"there" and "these" in this datum means away from the speaker's locations. The utterance above talks about the experience of this cruise line during their journey to navigate the oceans. The speaker of this utterance is the company, and the hearers are the customers or the passengers. The passengers will go to their destination, bypassing the beauty of the vast ocean that is left during the journey.

Datum 34

"The whole thing started **there**, whether it was the roman empire or the greek empire."

The researcher found the word "there" classified as spatial deixis in the thirty-fourth datum. The word "there" in this datum refers to cruise line destinations, Europe. The speaker of this utterance is the senior cruise director, and president's ambassador to the Venetian society as the delegation of the cruises and the hearers are the customers or the passengers. The spatial deixis "there" means away from the speaker's locations. In this case, Europe is one of the destinations owned by this cruise company. In Europe, the passengers of this cruise ship can also enjoy the beauty of the country's ancient cities, from its old cities to its culinary delights.

Datum 35

"Our measures don't end **here**. We continue to find ways to better care for you on your journey with us and help you travel confidently and will continue to keep you informed and updated."

In the thirty-fifth datum, the researcher found the word "here" classified as spatial deixis. The word "here" refers to the position of this information was created. The spatial deixis "here" in this datum means close the speaker's locations. The speaker of this utterance is the senior training captain as the

delegation of the airlines, and the hearers are the customers or the passengers. In this case, since the world experienced conditions that made the governments enforce a policy of stopping activities during the pandemic, this company stopped operation for a moment. However, the cessation of this operation is not forever because this company will reopen the journey to the beautiful destination by implementing the existing health protocols.

Datum 36

> "You are in Bordeaux, and you have also got all the best wines in the world right **there**."

The thirty-sixth datum shows another example of spatial deixis. The researcher found the word "here" classified as spatial deixis. The word "here" refers to the position of this information was created. The speaker of this utterance is Fernando Borroso de Oliveira as Senior cruise director and president's ambassador to the Venetian society, and the hearers are the customers or the passengers. The spatial deixis "there" means away from the speaker's locations. In this case, This cruise ship has a voyage destination to Europe, one of which will visit in a city called Bordeaux. In that place, besides the customers can find the best wine in the world, they can also taste the Bordeaux's culinary and Bordeaux's landscpe.

Datum 37

> "So booked that trip because no matter where you are going, we want you to get **there** easily with the aeroplane."

The researcher found the word "here" classified as spatial deixis in the thirty-seventh datum above. The word "here" refers to the passenger destination.

The speaker of this utterance is the airlines, and the hearers are the customers or the passengers. The spatial deixis "there" in this datum means away from the speaker's locations. In this case, as one of the most trusted airlines, wherever passengers destinations, this company will provide safety of its passengers to their destination. In addition, this company informs about the benefits of redeeming points that can be exchanged for airline tickets.

Datum 38

"And I've been **here** for 4,5 years, which is the bolt everage. That's 1.5 years more than the industry average."

In the thirty-eighth datum, the researcher found the word "here" that classified as spatial deixis. The word "here" refers to the position of this information was created. The spatial deixis "here" means close the speaker's locations. The speaker of this utterance is Venus Lim as the global head of supply operations of the online motorcycle taxi company, and the hearers are the customers or the passengers. In this case, the company's growth from its inception to the present that continues to experience a significant increase. She explained that in the past, the company they led had only a few employees and customers. Nevertheless, thanks to the cooperation between employees within a few years the company has grown twofold.

Datum 39

"It's that a quiet moment. Say where you want to go, and it gets you **there**."

The thirty-ninth datum shows another example of spatial deixis. The researcher found the word "there" that classified as spatial deixis. The word

"there" in this datum refers to the destination of the passengers. The speaker of this utterance is the company, and the hearers are the customers or the passengers. The spatial deixis "there" means away from the speaker's locations. In this case, to provide a good experience during the trip, the company introduced an application that can connect between drivers and passengers. So the passengers do not need to worry and have trouble finding transportation. Through this application, passengers can easily find our drivers scattered around you anytime and anywhere who are ready to take the customers to their destination.

Datum 40

"All of our team members are so excited to welcome our guests back on board. It has been so long since we have seen you. We are ready for you. We can't wait for you to get **here**."

The researcher found the word "here" that classified as spatial deixis in the forty datum. The word "here" refers to a cruise ship or a place where the crews work. The speaker of this utterance is Valerie Perry as the cruise and travel director of Holland America Line. and then the hearers are the customers or the passengers. The spatial deixis "here" means close the speaker's locations. All crew owned by Holland America Line are ready to welcome and serve guests in this case. The company also displays several examples of how this cruise ship is ready to welcome their customers or passengers back, including cleaning using disinfectants in public areas and cabins, providing handwashing stations throughout the ship, and installing filters in each air conditioner that will provide convenience for passengers.

4.1.2 The use of deictic expressions in three kinds of public transportation advertisements

After analyzing the types of deictic expressions applied in three kinds of public transportation advertisements through analysis of personal deixis, temporal deixis, and Spatial deixis, the researcher discussed the use of deictic expressions in three kinds of public transportation advertisements. The charts below showed the percentage of use of deictic expressions in three kinds of public transportation advertisements.

Figure 4.1: Percentages of Deictic Expressions Used in Three Kinds Of Public Transportation Advertisement

The researcher found similarities and differences in types of deictic expressions used by three kinds of public transportation advertisements. There are 30 videos advertisement that researcher investigated to find the data. The table above shows the percentage of types of deictic expressions that uses in three kinds

of public transportation advertisements: air, land, and sea. The three categories of deictic expressions are personal, spatial, and temporal deixis.

The figures above show the similarities of the types of deictic expressions used by three kinds of public transportation advertisements. Three types of deictic expressions are all used in public transportation advertisements videos. However, first-person deixis is mostly used more than other types of deixis. The advertisement of air public transportation used three types of deixis with a total of 392 times, the advertisement of sea public transportation got a total of 332 times, and the last one is the advertisement of land public transportation with 296 times.

The differences of types of deictic expressions used by three kinds of public transportation advertisements can be seen from figure 4.1 above. It is seen from the frequency in the percentage of using the deictic expressions. Regarding this aspect, the researcher found that almost all the percentage of the deictic expressions used by three kinds of public transportation videos advertisement is different. The first type is personal deixis. The researcher has analyzed that the use of personal deixis in air public transportation advertisements is higher than in other advertisements because in air public transportation advertisements. The company of air public transportation wants to ensure their customers do not have to worry about using public transportation services because all staff and crew have been vaccinated, and all transportation has been cleaned using disinfectant before departure.

While the used of spatial deixis and temporal deixis are more widely in sea public transportation advertisements than in air and land public transportation

advertisements. In this case, the sea transportation sector has more impact during the pandemic, among others. Since the world experienced conditions that made the governments enforce a policy of stopping activities during the pandemic, sea public transportation companies stopped operation for a moment. However, the cessation of this operation is not forever because this company will reopen the journey to the beautiful destination by implementing the existing health protocols.

From the research findings, it can be concluded that the use of person deixis in the public transportation advertisement here represents the company. The high total gain obtained by this person deixis indicates that as sellers, they want to provide safety to customers by highlighting the advantages possessed by the company. So it can provide a good image for customers. At the same time, the spatial deixis in this research represents the destination places of the public transportations itself. In addition, temporal deixis in this research shows the situation in which COVID-19 and the new normal are hitting the world. So it indirectly gives effect in all aspects.

4.2 Discussion

In this part, the discussion of the findings is discussed by the researcher. This study shows its contribution to previous studies by developing research in the field of deixis, especially on the advertisement of public transportation. The point of discussion arranges based on two research problems. First, what are the types of deictic expressions that exist in the advertisement of air, land, and sea public transportation. Then the second, how are deictic expressions used in the public transportation advertisements. The researcher used three types of deictic

expressions supported by George Yule (1996) to analyze the videos of public transportation advertisements. Yule divided deixis into three: temporal deixis, spatial deixis, and temporal deixis. The researcher used 30 videos advertisement of public transportation from Youtube video as the data.

In the form of deictic expressions in three kinds of public transportation advertisements, 1,020 deixis were found by the researcher with three types of deictic expressions; 922 personal deixis, 71 temporal deixis (time deixis), and 27 spatial deixis (place deixis). In person-deixis, its use depends on who is speaking, whom he is speaking, and whom he is speaking. Furthermore, spatial deixis use depends on the place or position of something used as a reference in the conversation. The words *this*, *here*, and *that* is used to refer to objects or places that are close to the speaker, while the words *these*, *there*, and *those* are used to refer to objects or places that far from the speaker. Moreover, in deixis, the use of time depends on the time used as a reference at the time of the conversation.

The use of first-person deixis always refer to the first person who is being a speaker. In this advertisements, the sepeaker of the utterances is President and Chief Executive Officer, Head of Occupational Health, Senior Training Captain, Inflight Service Manager, Co-Founder of the company. Next, second-person deixis refer to the addressee or the hearer which is the costumers or passangers. While, third-person deixis refers to the crew or staff of the company.

Based on the diagram 4.1 above, that the use of personal deixis in air public transportation advertisements is higher than in other advertisements because in air public transportation advertisements, they want to introduce the company to

customers by showing the facilities and services that they have. While the spatial deixis and temporal deixis are more widely used in sea public transportation advertisements than other advertisements. During the pandemic, the sea transportation sector has more impact, among others. They have completely stopped operating. So, customers who want to visit the dream destination are delayed. This is evidenced by the high use of spatial deixis and temporal deixis.

Person deixis in the public transportation advertisement here represents the company. The high total gain obtained by this person deixis indicates that as sellers, they want to provide safety to customers by highlighting the advantages possessed by the company. So it can provide a good image for customers. At the same time, the spatial deixis in this research represents the destination places of the public transportations itself. In addition, temporal deixis in this research shows the situation in which coronavirus disease pandemic and the new normal are hitting the world. Furthermore, this research also showed how are deictic expressions used in the public transportation advertisements.

The researcher wanted to discuss this study with the previous studies based on the result. Many researchers had conducted research using advertisements as the main data to investigate deictic expressions. The studies from Rozy (2014), Sholiha (2015), and Novitasari et al. (2017) has similar to this present study which used advertisements as the main data to investigate deictic expressions. Meanwhile, the theory used by the previous research was different. Most of them used the theory from Levinson and Lyons to investigate the types of deictic

expressions while this present study used three types of deictic expressions from Yule.

Rozy (2014) used the utterance of the slogan in the advertisement of Nike's shoes as the data that had been analyzed. Most of the types of deixis that he found are first-person deixis. Furthermore, Sholihah (2015) used the advertisement of the headline USA today website as the data to find out the existence of types of deixis. As a result, four of the five types of deixis from Levinson's theory, namely person deixis, place deixis, time deixis, and discourse deixis, has been found by her. On the other hand, Novitasari et al. (2017) used Indonesian cellular operators' advertisements (Telkomsel and Indosat cellular operator) as the data. They only focused on person deixis. As a result, person deixis is more commonly found in Telkomsel cellular operators than Indosat cellular operators. Moreover, the present study has the some topic as the previous studies. The current study was enormously different from the previous research because the subject of the study is different. The present study uses the videos advertisement of public transportation, while the previous research uses advertisements from digital technology, beauty (cosmetics), and fast food. Because the advertisement is different, so the findings of deictic expressions were different.

From the explanation above, deixis is very influential in daily life, especially promoting the product. Each of the videos commercial advertisements will construct identity creation to shows characteristics of the videos, because every video has different characteristic to make it memorable for the viewer (Putri, 2019, p. 44). Both the speaker and the listener feel confused with what the

speaker said to the listener because using deixis that is inappropriate for the

context or situation leads to the wrong meaning. Understanding deixis and context

is useful for making words, sentences, and utterances easier to understand in

communication and avoiding misunderstandings among people.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of two parts: the first is the conclusion, and the second is suggestions. In addition, the second part of this chapter mentions some recommendations related to the study.

5.1 Conclusion

This research attemps to reveal the deictic expression by using Yule's framework. It focused on the types of deictic expressions used by the narrator. In the form of deixis in three kinds of public transportation, 1,020 deixis were found with the following details; 922 personal deixis, 71 temporal deixis (time deixis), and 27 spatial deixis (place deixis). The research finding from the previous chapter, personal deixis is the most common deixis found in public transportation advertisements. The frequency of occurrence shows that the level of personal deixis is higher than temporal deixis (time deixis) and spatial deixis (place deixis). Meanwhile, the number of temporal deixis (time deixis) and spatial deixis (place deixis), which is quite significant, also proves the existence of this type of deixis.

Based on the three types of deixis that found by researcher in the public transportation advertisements, it can also be seen that personal deixis comes from first-person deixis, second-person deixis, and third-person deixis. In spatial deixis or place deixis, the word deixis comes from distal (away from the speaker) and proximal (close to the speaker). While in time deixis, the words come from adverbs of time.
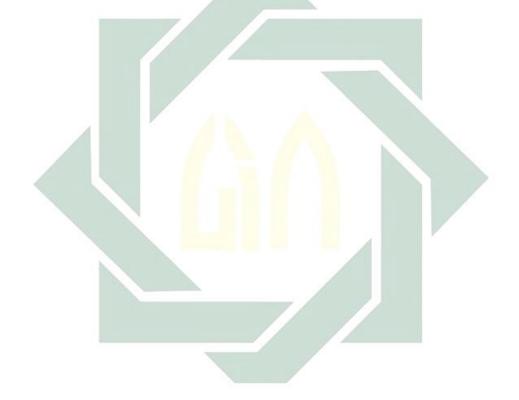
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In person-deixis, its use depends on who is speaking, whom he is speaking, and whom he is speaking. In this advertisement, person deixis represents the company. Furthermore, spatial deixis use depends on the place or position of something used as a reference in the conversation. The spatial deixis in this research represents the destination places of the public transportations itself The words *this*, *here*, and *that* is used to refer to objects or places that are close to the speaker, while the words *these*, *there*, and *those* are used to refer to objects or places that far from the speaker Moreover, the use of temporal deixis depends on the time which used as a reference at the time of the conversation. Temporal deixis in this research shows the situation in which coronavirus disease pandemic and the new normal are hitting the world.

The researcher concluded that the use of deictic expressions in this videos of public transportation advertisement is to provide safety to customers by highlighting the advantages possessed by the company during pandemic situation. So it can provide a good image for customers. The more famous the name of a company, the easier it is for the company to take the trust of consumers and to promote the products.

5.2 Suggestion

The results of this study are in the form of deixis (personal deixis, spatial deixis, and temporal deixis) as well as information about the context that helps to determine the reference of a word that contains of deixis. In the realm of pragmatics, several other types of deixis cannot be researched on this occasion due to the limited time and ability of researcher who are only taking video

advertisements on the youtube platform. Therefore, for further researchers who want to examine similar deixis with the same object, it is recommended to conduct broader research, for example, public transport advertisements in other media (websites, Instagram, Facebook, and printing). So, the next research is expected to complement this research and attract other researchers to conduct research on the deixis forms.

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