

**SOCIAL DEIXIS ANALYSIS OF GEORGE WALKER BUSH'S
AND BARACK OBAMA'S FIRST INAUGURAL ADDRESS**

THESIS



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ABSTRACT

Farraz, A. A. (2022). *Social Deixis Analysis in George Walker Bush's and Barack Obama's First Inaugural Address*. English Literature Department, UIN Sunan Ampel Surabaya. Advisor: Suhandoko, M.Pd.

Keywords: social deixis, George Walker Bush, Barack Obama, inaugural address

This thesis discovers the social deixis used by George William Bush and Barack Obama in their presidential inauguration speeches. Moreover, investigate the function of using social deixis. This study has two problems to solve (1) What types of social deixis were used in George Walker Bush's and Barack Obama's first inaugural addresses? (2) What functions of social deixis are found in George Walker Bush's and Barack Obama's first inaugural address?

This study uses a qualitative descriptive to systematically describe social deixis in George Walker Bush's and Barack Obama's first inaugural addresses. Data was collected by downloading transcripts of President George William Bush's and Barack Obama's Inaugural Addresses. The transcription was then analyzed by identifying various types of social deixis in the appropriate text using the appropriate code. The investigation is continued by finding the function of social deixis contained in the speech.

Referring to the results of the present research that the researcher has done, bystander honorific is the type of social deixis that appears the most in both the inaugural speeches of George. W. Bush and Barack Obama with a total of 17 occurrences. The researcher concluded that the use of social deixis depends on the subject of the data taken and whether the language used in it is formal or not. Social deixis appears more in formal subjects than in informal ones. The researcher found that the functions of a form of effectiveness and maintaining politeness are the two functions that most influence the use of social deixis from these two presidential speeches.

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ABSTRAK

Farraz, A. A. (2022). *Analisis Deiksis Sosial Dalam Pidato Pelantikan Presiden Pertama George Walker Bush dan Barack Obama*. Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Suhandoko, M.Pd.

Kata Kunci: Deixis Sosial, George Walker Bush's, Barack Obama, Pidato Pengukuhan,

Tesis ini menemukan deiksis sosial yang digunakan oleh presiden George William Bush's dan Barack Obama dalam pidato pelantikan kepresidenan. dan menyelidiki fungsi dari penggunaan social deixis. Penelitian ini memiliki 2 masalah yang harus dipecahkan (1) Apa jenis deiksis sosial yang digunakan dalam pidato pengukuhan pertama George Walker Bush dan Barack Obama? (2) Apa fungsi deiksis sosial yang ditemukan dalam pidato pengukuhan pertama George Walker Bush dan Barack Obama?

Penelitian ini menggunakan pendekatan kualitatif dalam hal penggunaan deskripsi yang jelas dan sistematis tentang fenomena yang diteliti. Studi deskriptif karena peneliti mendeskripsikan setiap jenis deiksis sosial. Dan analisisnya dijelaskan secara jelas dalam bentuk paragraf. Informasi dikumpulkan dengan mengunduh transkripsi Pidato pelantikan kewarganegaraan dari Presiden George William Bush's dan Barack Obama's. Transkripsi kemudian dianalisis dengan mengidentifikasi berbagai jenis deiksis sosial dalam teks yang sesuai dengan menggunakan kode yang sesuai. Penyelidikan dilanjutkan dengan menemukan fungsi dari deiksis sosial yang terdapat didalam pidato

Merujuk pada hasil penelitian yang telah peneliti lakukan saat ini, honorifik bystander merupakan jenis deiksis sosial yang paling banyak muncul pada kedua pidato pengukuhan George. W. Bush dan Barack Obama dengan total 17 kejadian. Peneliti menyimpulkan bahwa penggunaan deiksis sosial tergantung pada subjek data yang diambil dan apakah bahasa yang digunakan di dalamnya formal atau tidak. Deiksis sosial lebih banyak muncul dalam subjek formal daripada subjek informal.

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CHAPTER I

INTRODUCTION

This part presents the background of the study, statement of the study, the significance of the study, scope, and limitation, and definition of key terms.

1.1 Background of the Study

In daily life, as we know social interaction needs media to communicate. The media is called language. Language is a particular member of society speaks (Wardhaugh, 2006). According to Kreidler (1998, p. 19), language as a utility that can be used for creating interaction and allow us to communicate with other people in our daily activity wherever we are, such as in a public place, an institution including education or not, tourism object, family, etc. language is also a system that allows people immense creativity, According to Eva and Helen (2011, p. 2). We can know the conversation can succeed if both parties are listeners and the Speaker can give the appropriate meaning and there is no miscommunication between them. Studying a language is called linguistics and it is divided into several sub-fields of science, including: phonology, syntax, semantic pragmatic, morphology, semiotic, discourse analysis. They cannot be separated from each other.

According to Yule, pragmatic is a study of speaker meaning in context. Pragmatic focuses on utterance meanings which are used in communication between Speaker and hearer. Leech (1983, p. 1) defines pragmatic as a language which is used in real or actual communication. It can be defined as study of utterances meaning in certain situations. Morris (1938, p. 6) states that pragmatics is the study of the relationship between sign and symbol with the interpreters. Among the many sub-disciplines of pragmatics, deixis is often the center of attention for language researcher.

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. Thomas (1995) states that deixis or deictic expressions are those which derive part of their meaning from their context of utterance. Deixis is a part of the study which describes words or expressions of references that rely absolutely on the concept. The concept and context in deixis are different. Mey (1993) states that context is the whole situation that complements meaning, so context is more than reference. According to Levinson (1983, p. 54), deixis is the single obvious way the relationship between language and context is reflected in the structures of languages themselves. Levinson divided deixis theory into five types; person deixis, time deixis, place deixis, discourse deixis, and social deixis.

Social deixis does not need three components (people, time, and place), but social deixis provides an explanation of the social ranking differences sought through the words of the Speaker in stating the relationship in public. Levinson (1983, p. 63) stated that social deixis concerns the aspects of sentences that reflect or establish or are determined by certain realities of participants or the social situation in which the speech event occurs. One type of deixis that is often used in the act of communication in society is social deixis. Social deixis in society is used as language ethics, affecting the social position between the Speaker, listener, or what is being discussed. Social deixis is often found in various expressions or conversations both verbally and in writing. Every day, we often encounter the use of deixis in various ways, for example in conversations, newspapers, and works of fiction. One of them can be seen in the film work. The

use of deixis in everyday life is often referred to as a context clue to refine speech.

This research focuses on studying the aspects of using social deixis in a film.

Social deixis is the giving of a form of reference to different social characteristics. According to Nababan (1982, p. 42), social deixis reveals social differences that exist between speakers and interlocutors or writers and readers with the topic or reference referred to in the conversation. This means that social deixis refers to a particular realistic language of truth that can reflect the social conditions in which language events occur, mainly reflected in some differences in addressing and social conventions. This is using words to denote the social differences associated with the participants. In many languages, minor differences between the Speaker and listener in society will be revealed.

Social deixis in society is used as a language ethic that affects the social position between speakers, listeners, or those being discussed. Social deixis is often found in various expressions or conversations both orally and writing. Every day, we often encounter the use of deixis in various ways, for example in conversations, newspapers, and works of fiction. One of them can be seen in the use of speech. Deixis in everyday life is often referred to as one of the context clues to refine speech. Just as social deixis in speech is also used as a persuasive sentence. A social deixis is also a reference to differences in social characteristics. According to Nababan (1982, p. 42), social deixis reveals the social differences between the Speaker and the interlocutor or writer and reader with the topic or reference referred to in the conversation. This means that social deixis refers to the language of certain realistic truths that can reflect the social conditions in which language events occur

specially reflected in some differences in addressing and social conventions. This is the use of words to indicate the social differences associated with participants. In many languages, the subtle differences between speakers and listeners in society will be revealed.

From this understanding, it can be concluded that social deixis is a deixis that is related to aspects of a sentence that reflect certain realities about the social situation when the speech act occurs. It can also be said that social deixis is deixis which in addition to referring to certain referent conditions, also contains certain social connotations, especially in person deixis. References to social deixis are stated based on differences in society that affect the roles of the Speaker and the listener. This difference can be pointed out in the choice of words. Moreover, the Theorist grouped that there are two types of social deixis used by all languages and by society globally. Both are named: relational social deixis and absolute social deixis. Relational social deixis is a deictic reference to one or also some social characteristics that are social relations between Speaker and receiver. In contrast, absolute social deixis is a deictic reference expressed in certain forms and does not highlight the comparison of the rank of addresser and addressee.

It is true that the Deixis theory is one of the theories often analyzed by several researcher from several universities in Indonesia. However, if we discuss further classification of deixis theory, more precisely social deixis theory, it can be said that there are still few who analyze it. The researcher found several studies on the social deixis of several objects. Many studies on social deixis focused on movie (e.x., Soendari, 2020; Santika, 2018; Lutfi, 2014; Mulyadi, 2020; Rosidin, 2020; Heriyadi, Diana (2020); Amin, jukil (2019); Utami, 2019; Jamjuri, 2015;

Heriyadi, Diana;) some of the studies focused on novels (e.g., Berliantoro, 2015; Jamiah, 2018)

From the seven previous research that has the object of the movie above, many writers have taken the object of the film with the theme of power, differences in social caste, and differences in social status, as well as research from Jamjuri, 2015 which analyzes using a drama object entitled "the golden age" which tells about the hostility of old money families (wealthy families from generation to generation). Furthermore, this also happens in research from Santika, 2018 which analyzes using the film "The King Speech" which tells the journey of King George VI to the highest throne in the British Empire. Furthermore, besides that there is also research from Lutfi, 2014 which takes the object of a film entitled "The Snow White and The Huntsman" which tells the struggle and journey of the main character in reclaiming his throne. Then other studies take objects about discrimination, racism, and inequality, namely research from Mulyadi, 2020 which takes a film called Zootopia. Moreover, the last research from Rosidin, 2020, takes the object of a film entitled "Troy" with a war-themed film. So the hypothesis that the researcher initiated is complete. Who argues that most of the previous research above takes the object because it makes it easier to bring up expressions/utterances that contain respect, calls for power, and discriminatory expressions that are useful in bringing up variations in utterances in analysis. Moreover, that's also one of the reasons the researcher took objects to the President's speech because many utterances contain power, authority, respect and utterances that function to gain trust from the audience in it.

Indeed, many previous studies used Levinson's theory of social deixis. However, all of the previous studies above used objects with unnatural conversations, which means conversations that only represent conversations that have been conceptualized, such as films, novels, short films, stories and songs. While ideally the actual conversation is carried out naturally such as through debates, talk shows, and interviews. The spoken words emerge from the Speaker's mind, making the analysis of this study more credible because it uses the actual subject. Therefore the researcher used a speech object with the natural conversation, besides that the reason the researcher used speeches from the two high-ranking officials from the United States was that it was known that the country was a country that had great power and influence over the surrounding countries as well as for other continents, which meant taking objects from that country is the right thing to generate interest for readers and other researcher who use it as a reference

Many historical events can be traced back to that single well-written, well-presented speech. Speeches have the power to move nations or touch people's hearts if they are well-crafted. An example can be taken from the state speech I Have a Dream - by Martin Luther King Jr. This speech is a speech that is quite famous. This inspiring speech was delivered by one of the activists who fought for the rights of the American population. This activist read his speech not only to black people who at that time accepted racial discrimination. However, this speech was also addressed to those who felt discrimination in America at that time. However, the term "speech" is frequently overly broad and general. So, let us look at the various types of speeches and explain their general concepts. While

the primary goal of a speech is to convey a message to an audience, we can still categorize speeches based on four major concepts.

An informative speech does precisely what its name implies: it informs. It provides information on a specific topic. A location, a person, an animal, a plant, an object, an event, or a process could be the subject. The informative speech's primary purpose is to explain and educate. A persuasive speech is one in which the Speaker tries to persuade the audience to accept his point of view by showing why it is true. Persuasive speeches differ from other types of speech in that they can succeed or fail to achieve their goals. Even if you compose a carefully crafted speech and present it most gracefully, the audience may not be persuaded. Persuasive speeches can be logical by making use of facts or evidence. It can use emotional triggers to trigger certain feelings in the audience.

Some examples of speeches can be used as examples, such as job interviews, political speeches, etc. so it can be said that inaugural speeches are included in the type of persuasive speech. Take, for example, Ronald Reagan's state speech at the Berlin Wall. Like King's "I Have A Dream" speech, those words speak for themselves more powerfully than I ever could. Reagan's policies spanned the '80s and years to come, and it was an iconic moment to define his presidency. As said above, persuasive speech convinces people to change in several ways: the way they think, do something or start doing something they are not currently doing. To achieve that goal, sometimes speakers do not realize that they are using some form of social deixis.

The speech used in this research is the inauguration speech of Presidents George Walker Bush and Barack Obama. The two presidents are often the center

of attention in the leadership style for this country's foreign policy orientation because these two presidents come from two different parties. Bush comes from the Republican Party, while Obama comes from the Democratic Party, where the two major parties (main parties) of the United States have different platforms, ideologies and mass bases. These two leaders made Islamic countries the object of foreign policy and there are dominant differences in the pattern of foreign policy that he carries out. Bush tends to be complex diplomacy which is unilateralism, where in foreign affairs, there is no need to involve other countries or advice from other countries individually and in coalitions—limited to involving only Britain and its closest allies.

In contrast, Obama tends to be soft diplomacy that approaches Muslim countries by prioritizing the presence of multinational troops as part of peace building. Moreover, this also affected one of the speeches of the two presidents. For example, President Barack Obama's speech at the inauguration mentioned the emphasis on protecting children from armed violence. Because of this, many judges consider Obama to use hostile language to his opponents, including the Republican Party and the NRA. It is known that America is a superpower that has power, influence, and impact on other countries in the world, so it is fascinating to analyze social deixis in this subject. Moreover, the researcher chose to use the subject of the inaugural address because in seeing the beginning of the picture of government, vision and mission, the political approach of a state leader can be seen from the words and utterances of social deixis contained in the speech.

1.2 Research Problems

1. What types of social deixis are used in George Walker Bush' and Barack Obama's first inaugural address?
2. What functions of social deixis are found in George Walker Bush's and Barack Obama's first inaugural address?

1.3 Significance of the Study

The researcher hopes that this research will have some benefits, both theoretical and practical values. Theoretically, the results of the study are expected to contribute to developing the study and analysis of linguistic study related to an analysis of deixis in speeches entitled Inaugural Address by Barack Obama and George Bush. The researcher expects that it will give new knowledge and understanding about social deixis and the types of social deixis. Practically, the function of social deixis in general is as a form of politeness in language. There are several special functions of social deixis, namely as a differentiator of the social level of the Speaker and listener. Another function can also reflect the social status of the object being discussed in various speech situations or texts. And in the end, the researcher expect it will be helpful for readers to apply it in everyday life

1.4 Scope and Limitation of the Study

In this study, the researcher focuses on the social deixis theory based on Stephen C. Levinson which consists of two types: relational social deixis, and absolute social deixis. The researcher limited this study to videos and scripts of 1 speech by George W. Bush entitled Inaugural Address and 1 speech by Barack Obama entitled Inaugural Address.

On Saturday, January 20, 2001, at the West Front of the US Capitol in Washington, D.C., George W. Bush's first inauguration as the 43rd president of the US took place. This was the 54th inauguration and the beginning of George W. Bush's first term as President and Dick Cheney's second term as vice president. At 12:01 pm, Chief Justice William Rehnquist also gave the vice presidential oath of office before administering the presidential oath. About 300,000 individuals attended the swearing-in ceremony. This was the first inauguration of a president in the twenty-first century and the third millennium.

The 44th President of the United States, Barack Obama, was inaugurated for the first time on Tuesday, January 20, 2009, on the Western Front of the US Capitol in Washington, D.C. The 56th Inauguration's theme, "A New Birth of Freedom," was taken from the Gettysburg Address to commemorate President Abraham Lincoln's bicentennial and the 200th anniversary of his birth. Obama referenced Lincoln's stated objectives of renewal, continuity, and national unity in his speech to the gathering. In his speech, Obama brought up these ideas to emphasize the necessity for collective sacrifices and a renewed sense of accountability to deal with the problems facing America at home and abroad.

1.5 Definition of Key Terms

Deixis: is a word whose referent changes depending on the context of the Speaker, time, and the setting of utterance, an to whom the utterance is addressed

Social Deixis: a reference that is stated based on social differences that affect the role of the Speaker and listener

Speech: is a public speaking activity to express opinions, provide an overview of an event, an explanation, or clarification about something.

Inaugural speech: expression of the thoughts of a head of state containing ideas, opinions, and knowledge in the form of words addressed to the public or discourse prepared to be spoken in front of an audience.



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CHAPTER II

REVIEW OF RELATED LITERATURE

The researcher provides related theories for this study to answer the research problems in this chapter. The theories related to the study are social deixis and the function of social deixis

2.1 Pragmatics

The term pragmatics as we know it today was introduced by a philosopher named Charles Morris in 1938. When he talked about the general form of sign science (semiotics). He explained in Levinson (1983, p.90) that semiotics has three fields of study, namely syntax, semantics, and pragmatics. Pragmatics is the study of aspects of the use of meaning and language that depend on speakers, receivers, and other features of the context of speech. It can be seen from the pragmatic meaning of words and grammar used semantically, except in context. In each situation, the listener in the conversation determines which words are most meaningful based on other clues that will lend subtext meaning. Such as the explanation from Levinson (1983, p.90) explains, "Pragmatics is the study of the relation between language and context that are basic to an account of language understanding." grammatical relationships between the words but also draw conclusions that would relate what was said to what was assumed, or what had been saying before.

Linguistic studies that study the contextual meaning behind an utterance or the meaning that is created when an utterance is uttered. Pragmatics does not only study the meaning attached to the morphemes, words, phrases or sentences used.

But also learn the context in which an utterance is said. Pragmatics pays attention to the time, place, who is uttering it, and to whom the utterance is addressed.

2.2 Deixis

Deixis has many interpretations. Each linguist has a different interpretation or definition. Yule (1996) differentiates deictic expression into two parts: distal and proximal. Proximal terms are near the Speaker. The terms are "This, here, now." Whereas the distal term is away from the Speaker, it includes "That, There and Then".

While according to Levinson (1983, p. 90), deixis is the one clear way in which the relationship between context and language is reflected in the structures of language themselves. Furthermore, Meyer (2009, p. 182) also argues that deixis refers to words with a pointing function. There are common words that cannot be interpreted at all if we do not know the context of the Speaker and addressee, such as *you, me, her, him, it, I, them, here, there, this, that, now, then, today, yesterday, etc.*

The function of deixis is to point or indicate something, identify persons, objects, events, processes, etc. It also relates to using specific linguistic referring devices, such as demonstratives. The example: *this book, that child, these boots, those trees.* Based on the definition above, the researcher concludes that deixis is the way to describe the relationship between language and context in the structure of language itself.

2.3 Social Deixis

Levinson (1983, p.90) and Jaszczolt (2002) state that some of the grammatical devices that are used for the purpose of social deixis include pronouns of politeness, titles of the addressee, kinship terms, and honorifics. And then Levinson (1983, p.90) also said, "social deixis concerns the encoding of social distinctions that are relative to participant roles, particularly aspects of the social relationship holding between speaker and addressee(s) or speaker and some referent." Levinson (1983, p.63) says that social deixis concerns the encoding of social distinctions that are relative to participant-roles, particularly aspects of the social relationship held between speaker and addressee(s) or Speaker and some referent. Meanwhile, knowledge of socio-cultural background with a linguistic basis is essential to study social deixis in speech. The expressions of speaking manner element is defined as *honorifics* (a form used to respect). Moreover, the social deixis also investigates the sentencing aspect that reflects the reality of the social situation in which utterances occurred. There are two kinds of social deixis:

2.3.1 Relational Social Deixis

Social deixis relational expressions are social values formed from earlier times and daily habits related to respecting someone, whether it is older, younger, or related. Relational social deixis often used are marital relations, incest, and circumcision status. Relational deixis refers to the deictic referent to some social referent characteristics other than relative levels, or the deictic reference to the social relationship between the Speaker and the referent, the Speaker and the addressee, the Speaker and the listeners/viewers, and the Speaker and the setting. Lexical items (my husband, teacher, cousin, etc.) and pronouns can also be used in relational social deixis (you, him, etc.).

The form relations of social deixis between the Speaker and the referent can only be delivered by referring to or targeting respect for whom the respect is addressed. While the honorific form of the addressee, the respect can be directly conveyed without having a target referenced to be referred to. A bystander honorific is a language that speakers use to signify a form of respect that is not only directed to the people but also to express something that is being discussed. The audience/bystander is not involved in the speech. Speakers and setting is a form of language related to politeness with the choice of words as a form of formalism and politeness to convey a matter or event.

2.3.1.1 Speaker and Referent (Referent Honorifics)

According to Huang (2014, p. 209), Referent honorifics are forms the Speaker employs to show respect toward the referent. It explains that honorific reference is the utterance of language used by the Speaker to show respect for the respect shown. However, respect or expressions of respect can only be conveyed regarding the respected target. Reference honors reveal more about the status of the person being discussed, which is often indicated by a title or greeting. for example, Professor or Doctor and others which are usually placed in front of someone's name

2.3.1.2 Speaker and Addressee (Addressee Honorifics)

According to Huang (2014, p. 209), addressee honorifics are a type of relational social deixis that exists between the Speaker and the addressee. Addressee honorifics are linguistic expressions used by a speaker to express respect for both the Speaker and the addressee. Respect or honor can be conveyed in this type of honorific without a direct reference to the target of respect. The use

of ma'am is one example. This explains why the form of social deixis relations is also related to the speakers and addressee. Addressee honorifics are words speakers and writers use to show respect for their addressee. Social deixis form relations are also related to the speakers and addressee. Respect can be conveyed immediately in the addressee's honorifics. Respect can be conveyed immediately in addressee honorifics without referencing or referring to a target. For example, the words Mr/Mrs, you, and others have demonstrated respect to the addressee despite the fact that the respect was expressed without mentioning the subject or the person's name.

2.3.1.3 Speaker and Bystander (Bystander Honorifics)

The third type of social deixis is the relationship between speakers and listeners/bystanders/readers who are not speakers. According to Huang (2014, p.209), bystander honorifics are forms the Speaker uses to show respect to a bystander, including participants in the role of audience and non-participants overhears. "Mother-in-law and brother-in-law" is a classic example. It explains that bystander honorifics are a type of respect used not only to address people but also to state something being discussed when the listener/reader is not present.

Levinson (1983, p.90) stated that the third kind of relational information, that is the Speaker and bystander, is more rarely encoded in bystander honorifics. The term "bystander" here serves as a catch-all for both audience participants and non-participating bystanders." It describes the third type of relational as being between speakers and observers. The term observer here refers to the role of the listener/reader who observes what the speaker says. The third type of bystander

honorifics results from naming, nicknames, and expressions given to other people or observers based on the social context that surrounds them

2.3.1.4 Speaker and Setting (Formality Levels)

According to Levinson (in Horn and Gregory Ward, 2006, p.120), the fourth type of social deixis relation is the respect conveyed concerning places and events. This form is concerned with the Speaker's relationship to the speech event. To put it another way, the Speaker uses more formal language or adapts to the situation in order to create honorifics and respect for the addressee. The function of this form is to distinguish between social level and politeness in language use. Many European languages have different special terms for a formal, such as "eat" to "dine" in English and "home" to "residence" in French. The level of formality of a language that can be used by considering the place and can be used to express a social context or event can be used to see the form of social deixis relations.

2.3.2 Absolute Social Deixis

According to Levinson, absolute social deixis is an expression of honors related to the position. In this type, the age factor is not necessary for determining the person respected or vice versa, while the deciding factor is the title factor he has, the position he has, and personal honor. Absolute social deixis refers to the forms that have been set exclusively for the speakers. Absolute social deixis is sometimes associated with various social statuses, such as higher and lower social

status. The example is Your Excellency/Honor, His/Her Excellency/Honor, Mister, Miss/Mrs, doctor, madam, colonel, etc.

2.3.2.1 Authorized Speaker

According to Levinson (1983, p.90), this kind of absolute social deixis is an honorific form limited to the authorized Speaker. Alternatively, it can be said as a form of honor reserved for specific speakers where we can speak as authorized speaker. The authorized recipient is the second type of absolute social deixis.

2.3.2.2 Authorized Recipient

The authorized recipient is a type of honor limited to specific recipients. According to Levinson (1983, p.90), there are many forms of language intended for authorized recipients and entitled, such as restrictions such as the mention of titles (Your Honor, Mr. President, etc.). The authorized recipient is an honorary title or title addressed to recipients who are entitled or authorized to receive it, such as "His Majesty," which is only used for speakers in the kingdom. The use of one's title can reveal a person's position, class, and social standing.

2.4 Functions of Social Deixis

Social deixis is linked to pragmatics. Social deixis contributes to the development of a type of speech that is appropriate for a given society's social situation. In other words, by understanding social deixis, a person can communicate effectively, politely, and in accordance with the norms that apply to specific community groups. The presence of deixis causes politeness or language ethics. Because the form or variety of languages chosen is compatible with the socio-cultural characteristics of the participants in language events.

Social deixis is a language ethic in society that affects the social position of the Speaker, listener, or person being discussed. As for the functions of social deixis, they are as follows: (1) as one form of sentence or language effectiveness, for example, police; (2) as a differentiator of a person's social level, distinguishing between the social level of the writer, the person discussing, and the reader, for example; Drs, Prof, because those who get the title Drs or Prof are people who take higher education, so it is called a social differentiator; (3) to maintain politeness in language, for example; commercial sex workers, husband, wife, father, etc.; (4) to maintain societal attitudes, use a greeting system to refine language, for example; sungkem.

2.5 Context

Hymes emphasizes that language is inseparable from how and why it is used and that consideration of language use is often a prerequisite for recognizing and understanding many forms of linguistics. Hymes himself categorizes speech events into eight components. Hymes stated that there are eight components to speech events, which, when the first letters are combined, form the acronym "speaking" (Chaer & Agustina, 2010). "S" in speaking is a setting and scene related to the setting of the speech's time, place and psychological situation. "P" is Participants are speakers and speech components in speech. "E" is the End that coincides with the intent and purpose. "A" is the Act Sequences that coincide with the form and content of the utterance. "K" is a key that relates to the way or tone of speech. "I" It is the Instrumentalities that coincide with the flow of the language used. "N" is the Norm of Interaction and Interpretation, which deals with the

norms of interaction and interpretation. "G" is a genre related to the type and form of delivery.

Context has an essential role in meaning interpretation. Since the 1970s, linguists have become increasingly aware of the importance of context in interpreting sentences (Brown & Yule, 1983, p.35). It is widely used in linguistics, especially in pragmatics. The context often helps understand a particular meaning of a word, phrase and sentence. Leech (1983, p.13) considers context as any background knowledge assumed to be shared by the Speaker and hearer which contributes to the hearer's interpretation of the Speaker's intention by a given utterance. So, for Leech, the participants of the utterance act should have shared knowledge to comprehend and interpret the utterance correctly.

2.6 Speeches of Barack Obama's

If we discuss the speech of Barack Obama, he is a talented president and had shocked the world through his words. Precisely on March 21, 2008, the world praised his speech about race and beat the favorite search topic on the internet, which is about sex. And then Barack Obama is the first American President who has made speeches without a speechwriter since 1969. Furthermore, many leaders who claim to be inspired by Obama's speeches, such as Ridwan Kamil, and Prabowo Subianto.

2.7 Speeches of George W. Bush's

Whereas the previous American President George W. Bush differed 180 degrees because his speech often caused negative controversies as an example of one of his speeches that demeaned other countries namely the country that we visited Indonesia, he had said that Indonesia is country that is easily used as a cash

cow by his country, and he commented on the defense side of Indonesia because the weapons used were weapons obtained from the United States. From the two presidential personalities above, we can conclude that the two presidents contradict each other. Therefore, the researcher chose speeches from the two presidents.



CHAPTER III

RESEARCH METHODS

In this chapter, the researcher presents the research method used to collect and analyze the data. It consists of research design, data collection, research data, data source, instrument, data collection techniques, and data analysis.

3.1 Research Design

This research used descriptive qualitative research, descriptive means describing something and qualitative explanations quoted from Creswell (1994) states that qualitative research is asking the process of understanding social or human-based problems building complex and holistic images, formed from words, reporting the details of the view of the informant and carried out in a natural atmosphere. In this study, researcher chose the descriptive qualitative research method because the researcher described every type of social deixis. Furthermore, the analysis is explained clearly in paragraph form.

3.2 Data Collection

This part is the explanation of the method used to collect the data. Data collection consisted of research data, data sources, instruments, and data collection techniques.

3.2.1 Research data

This study used data in the form of words, sentences, phrase by George W. Bush and Barack Obama. One word can be used to identify the types of deixis that exist such as Your Excellency/Honor, my/her/his uncle, Mister, Miss/Mrs, doctor.

Meanwhile, sentences are used to look for interpretations in sentences containing the word deixis.

3.2.2 Data Source and Subject of the Study

The source of data was the speech from George Washington Bush and Barrack Obama with the theme "Inaugural Address." There were two speeches used with details one speech from George W. Bush, and one speech from Barack Obama. Of course, the release date of the two speeches is different, such as George W. Bush's speeches entitled "First Inaugural Address," released on January 20, 2001. Then the first speech from Barack Obama was released on January 20, 2009. Themed "A New Birth of Freedom," it was taken from the Gettysburg Address to commemorate the bicentenary of President Abraham Lincoln and the 200th anniversary of his birth. Both data sources in the form of videos and scripts above can be accessed and at <https://www.millercenter.org>. The Miller Center is a nonpartisan affiliate of the University of Virginia specializing in presidential scholarship, public policy, and political history, providing critical insights into the nation's governance challenges. So it can be said that the website is accurate and credible

3.2.3 Research Instruments

This research used human instruments, and also the researcher was the main research instrument to collect data. Because the data collected by the researcher by only reading from speeches means there is no need to hold a questionnaire, interview, or observation to collect data. Then the researcher will be the main instrument in analyzing data.

3.2.4 The technique of Data Collection

In the first stage, the researcher downloaded videos and transcripts of speeches from the website <https://www.millercenter.org>. By downloading and saving the videos, researcher can play the videos over and over again without opening them again on the internet. By downloading transcripts, researcher can benefit from not transcribing dialogues manually, enabling a more efficient and faster data collection process.

The next step is for the researcher to watched the video and match the dialogue with the transcription to ensure that all the utterances used in the speech match the transcript. This stage is done to avoid mistakes when analyzing data. At this stage, the researcher also wants to see the context in the speech to make it easier for researcher in the analysis stage.

After watching and matching the dialogue in speech with the transcription, the researcher developed a code to classify data based on social deixis by Stephen C. Levinson. The code can be seen in table 3.1

Table 3.1 types of social deixis

Social Deixis	Sub social Deixis	Code
Referent Social Deixis	Referent Honorific	RH
	Addresse Honorific	AH
	Bystander Honorific	BH
	Formality Level	FL
Absolute Social Deixis	Authorized Speaker	AS
	Authorized Recipient	AR

The next step after developing the code is highlighting the data. In this step, the researcher searched for and encodes social deixis utterances used by George Walker Bush's and Barrack Obama's

3.3 The technique of Data Analysis

1. Classifying the Data

To answer research question number 1, the classified utterances used by George Walker Bush's and Barrack Obama's are based on the theory of social deixis conducted by researcher Stephen C. Levinson. In the process, initially the researcher observed the context and conditions of the talks of the two presidential data, after which the researcher tried to correlate the context that had been obtained with an explanation of the type of social deixis to produce an explanation of each data.

2. Analyzing the function of social deixis

To answer research question number 2, researcher analyzed and find the function of social deixis obtained from the results of the first research question analysis. We already know that there are four types of social deixis functions (effectiveness, differentiator of social level, maintained politeness, maintained social attitudes).

3. Describing the form of Social deixis and the function

From the correlation between context and the explanation of each social sub-deixis, as well as from the description of the types of social deixis and their reasons. After that the researcher described the results of the findings that have been made. Including which type is the most dominant and the reason why that type is the most dominant. the researcher also related to several reinforcements from journal articles and theses which are useful for strengthening the results of the discussion

4. Draw Conclusions

The process that has become the final process in analyzing data is the process of drawing conclusions. In this section the researcher concluded which types of social deixis appear most often and also the reasons, and that also applies to types of social deixis. All conclusions was linked to several journal articles to strengthen the explanation



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter is an essential part of the research. The researcher provided the study result through these two sub chapters, namely finding and discussion. The finding and discussion are provided to answer the two research questions.

4.1 Finding

This research has two research questions, namely what forms of social deixis are used in George Walker Bush speeches and Barack Obama speeches entitled Inaugural Address, and what are the functions of social deixis found in George Walker Bush speeches and Barack Obama speeches entitled Inaugural Address. The answers to the two research questions were presented in 2 sections below.

4.1.1 Social Deixis in George Walker Bush and Barack Obama Inaugural Speech

From the analysis results, the author found social deixis in the state speeches of George W Bush and Barack Obama, as summarized in the table below.

Table 4.1 Social deixis in George Walker Bush's and Barrack Obama First Inaugural Address

Types of Social Deixis		George W Bush	Barack Obama
Relational social deixis	Referent Honorific	2	1
	Addressee Honorific	2	0
	Bystander Honorific	9	8
	Formality Level	5	4
Absolute social deixis	Authorized Speaker	1	3
	Authorized Recipient	4	8
	Total	23	24

Tabel 4.1 The above shows an explanation of how much George W Bush and Barack Obama used social deixis in their inaugural speeches.

4.1.1.1 George Walker Bush

George. W. Bush was the 43rd president of the United States who was inaugurated on January 20, 2001. In his inaugural speech, the researcher found several types of social deixis used by Bush to facilitate the message of his speech.

4.1.1.1.1 Relational social deixis

In his inaugural speech, the researcher found that all types of relational social deixis appeared in every utterance that George. W. Bush said in his speech. With referent honorific appeared twice, addressee honorific appeared twice, bystander honorific with nine occurrences, and formality level with five occurrences.

1) Referent Honorifics

Referent honorifics are forms that the Speaker employs to show respect toward the referent. In the study, the researcher found two (2) pieces of data representing George W. Bush's reference to honor somebody in his speech. The following data illustrate the findings.

Datum 1

“President Clinton, distinguished guests and my fellow citizens, the peaceful transfer of authority is rare in history, yet common in our country.”

George W Bush made the above utterance in his first inaugural speech as the 43rd president of the United States of America. Among the guests is president Clinton whom Bush succeeded in the 2001 election. President Clinton was the 42nd president of the United States who was to be succeeded by Bush as the 43rd president of the United States. Bush's use of the word President with Clinton's

name indicates that he shows his respect and honor to his former President. Using the word president in front of Clinton's name by Bush falls into the type of referent honorifics as a form of respect for what Clinton has done during his tenure.

Datum 2

“And I thank **Vice President Gore** for a contest conducted with spirit and ended with grace.”

After addressing Bill Clinton by adding President before his name, Bush also addressed Bill Clinton's vice president, Al Gore. The use of the word vice president by Bush has the same purpose as what he did in addressing President Clinton, which is to show his respect because Clinton and Gore, who are former presidents and vice presidents of the United States, are willing to attend his inaugural speech. Therefore, the reference to Vice President Gore's name by Bush falls into the referent honorifics category.

2) Addressee honorifics

Addressee honorifics is the type of relational social deixis that exists between the Speaker and the addressee. Addressee honorifics are linguistic expressions used by a speaker to express respect for both the Speaker and the addressee. In the study, the researcher found two (2) pieces of data representing George W. Bush's reference to honor somebody in his speech. The following data illustrate the findings.

Datum 3

“President Clinton, **distinguished guests** and my fellow citizens, the peaceful transfer of authority is rare in history, yet common in our country.”

At the beginning of his speech, Bush not only addressed President Clinton, but he also addressed the guests who were present to witness his inaugural speech on stage. This is evidenced by the word "distinguished guest" which refers to the critical and famous guests who attended his inaugural event. This usage falls into the addressee honorific type because Bush mentioned "guest" which means all the people who were in front of him when he gave his speech, not specific people like he did when addressing President Clinton and Vice President Gore.

Datum 4

"I am honored and humbled to stand here, where so many of **America's leaders** have come before me, and so many will follow."

The use of the above utterance appeared when Bush finished paying his respects and expressed his gratitude to President Clinton and Vice President Gore. In this utterance, Bush conveyed how happy and honored he was to be able to stand in the place where previous American leaders had stood. Therefore, the use of the word "America's leader" used by Bush is addressed to previous American presidents and falls into the type of addressee honorifics.

3) Bystander honorifics

Bystander honorifics is forms used by the Speaker to show respect to a bystander, including participants in the role of audience and non-participants overhears. The study found nine (9) data representing George W. Bush's reference to honor somebody in his speech. The following data illustrate the findings.

Datum 5

"President Clinton, distinguished guests and **my fellow citizens**, the peaceful transfer of authority is rare in history, yet common in our country."

When President Bush opened his speech, he not only paid his respects to President Clinton and the guests present. However, he also paid his respects to the American people who were watching his speech on television and radio. Bush did this to facilitate his speech, which would have been unethical for a country leader not to mention his people in the content of his speech. Furthermore, the use of the word "my" Bush used when referring to the American people showed that Bush was already the President of America.

Datum 6

“It is the American story—a story of **flawed and fallible people**, united across the generations by grand and enduring ideals.”

In this utterance on his speech, Bush uses the phrase "flawed and fallible people, " referring to the American people. Bush intends to use this phrase to convey that the American people are just like any other human being who is never free from mistakes. Furthermore, this phrase refers not only to the American people who are alive today but also to previous Americans who have passed away. Referring to this, the phrase that Bush uttered falls into the category of bystander honorifics.

Datum 7

“**Americans** are called to enact this promise in our lives and in our laws. And though our nation has sometimes halted, and sometimes delayed, we must follow no other course.”

The statement made by Bush came after he talked about the great ideals of the American people. In this speech, Bush explained that to fulfill and realize the great ideals of America is through the American people themselves. And the Americans Bush is talking about are not only the American people themselves but also include him, the vice president, and the American government. By looking at

this aspect, Bush's use of the word "Americans" falls into the category of bystander honorifics.

Datum 8

“Our unity, our union, is the serious work of **leaders and citizens** in every generation. And this is my solemn pledge: I will work to build a single nation of justice and opportunity.”

In this utterance, Bush discusses how the American people, although living on the same continent, do not live as one country. He says that the unity of America is the responsibility of everyone who lives in America, both citizens and leaders. The use of words "leaders and citizens" by Bush refers to the people and leaders of America. Furthermore, because it includes everyone, it falls into the type of bystander honorific.

Datum 9

“**Every child** must be taught these principles. **Every citizens** must uphold them. And **every immigrant**, by embracing these ideals, makes our country more, not less, American.”

There are three bystander honorifics in Bush's utterance in his inaugural speech: every child, every citizen, and every immigrant. And these three words are categorized as bystander honorifics because they refer to everyone who lives and stays in America. Every child means every child who lives and plays in America, every citizen means every American citizen whether they are employed or homeless, and every immigrant means every person from another country who lives in America.

Datum 10

“Where there is suffering, there is duty. **Americans in need** are not strangers, they are citizens, not problems, but priorities. And all of us are diminished when any are hopeless.”

This utterance continues Bush's discussion about how he disapproves of abandonment, abuse, and other crimes. In the utterance above, Bush explains that Americans in distress are not foreigners, but they are still Americans. Moreover, Bush's use of the word "Americans in need" refers to homeless people, victims of violence, and other people in distress. The purpose of using this word by Bush is that he wants to make America a peaceful and safe country for all people where everyone helps each other. Based on this, this utterance falls into the category of bystander honorifics.

Datum 11

“God bless **you all**, and God bless America.”

This utterance is the closing words of his speech. And in his closing speech, Bush says "you all" which refers to everyone. Everyone here means all the American people who heard his speech, including President Clinton, Vice President Gore, and important guests who attended his inaugural speech. Referring to this is what makes this utterance fall into the type of bystander honorific.

4) Formality level

Formality Level is the form of respect conveyed concerning places and events. This form is concerned with the Speaker's relationship to the speech event. In the study, the researcher found five (5) data representing George W. Bush's reference to honor somebody in his speech. The following data illustrate the findings.

Datum 12

“It is the American story—a story of flawed and fallible people, united across the generations by **grand and enduring ideals**.”

This is the first utterance that falls into the formality level category where Bush uses the words "grand and enduring ideals" to show how the American people have always had grand and enduring ideals. In his speech, Bush did not use common words to convey the greatness of the ideals of the American people, such as excellent, magnificent, or high. Instead, he used the word "grand" to convey his meaning. Therefore, Bush's utterance in his speech falls into the type of formality level where Bush uses the word "grand" to adjust the setting where he is giving a speech in front of many people.

Datum 13

“Through much of the last century, America's faith in freedom and democracy was **a rock in a raging sea.** “

In this utterance, Bush is conveying and telling how America's stance as a democratic and free country has been bridled and questioned by many countries in the past few centuries. Moreover, Bush's use of the words "a rock in a raging sea" means that even though America is hit with various blasphemies and questions about the country's stance, America still stands firmly with its stance. The word rock here refers to America's firm stance and the word raging sea refers to the blasphemy, pressure, and questions from the world.

Datum 14

“Now it is **a seed upon the wind**, taking root in many nations.”

The above utterances is the following utterances from the previous one. After Bush mentioned that America is like a rock in a raging sear, Bush continued his speech by explaining that in recent years. The ideology held by America, which was once blasphemed and questioned by the world, is now being used and

applied by several countries. The use of the words "a seed upon the wind" is a fitting description to illustrate what America is experiencing. The two words "a rock in a raging sea" and "a seed upon the wind" spoken by Bush fall into the formality level category because their use can support and smoothen the content of the speech said by Bush.

Datum 15

“America, at its best, is also **courageous**. Our national courage has been clear in times of depression and war, when defending common dangers defined our common good.”

In this utterance, the researcher found that Bush preferred to use the word "courageous" to explain that America is a brave, strong, and resilient country rather than just the word "brave". Moreover, the use of this word was based on the fact that by the time Bush made his speech, America had already experienced, survived, and passed its critical times of depression and war. Based on this, Bush used the word courageous to emphasize the point of his inaugural speech.

Datum 16

“And the **proliferation of prisons**, however necessary, is no substitute for hope and order in our souls.”

In this utterance, Bush is talking about abandonment and abuse, which he states that these two things are not good and not favored by God. Bush then goes on to say that in 2001, many new prisons were appearing, which he thinks is a sign that many rules were being broken in America. The word that should be commonly used to describe development is "development", but here Bush uses the word proliferation. The word "proliferation" is a biological term describing an organism's development. Concerning the meaning of proliferation, this utterance falls into the formality level category.

4.1.1.1.2 Absolute Social Deixis in George W. Bush's in Inaugural Address

For the category of absolute social deixis, the researcher also found that all types appeared in every utterance of George. W. Bush in his inaugural speech. Authorized Speaker exists with one occurrence, and authorized recipient with four occurrences.

1) Authorized Speaker

Authorized Speaker is an honorific form limited to the authorized Speaker. Alternatively, it can be said as a form of honor reserved for specific speakers where we are able to speak as an authorized speaker. In the study, the researcher found one (1) data representing George W. Bush's reference to honor somebody in his speech. The following data illustrate the findings.

Datum 17

“As **I** begin, I thank President Clinton for his service to our nation.”

In this utterance, before Bush expresses his gratitude to President Clinton for what he has done during his time as President of the United States, Bush uses the word "I" to emphasize that his expression of gratitude comes directly from himself. Since the word "I" refers to Bush himself, the use of the word "I" falls into the category of authorized Speaker.

2) Authorized recipient

Authorized Recipient is a type of honor that is limited to specific recipients. Authorized recipient is an honorary title or title addressed to recipients who are entitled or authorized to receive it. The study found four (4) data representing George W. Bush's reference to honor somebody in his speech. The following data illustrate the findings.

Datum 18

“Now we must choose if the example of **our fathers and mothers** will inspire us or condemn us. We must show courage in a time of blessing by confronting problems instead of passing them on to future generations.”

The above utterance contains one type of absolute social deixis, namely authorized recipient. The use of authorized recipient appears in words "our father and mother," which refers to only all fathers and mothers of the American people. In this utterance, Bush wants to convey that the American people must be brave to move forward to face the problems that they will face in the future. Bush here describes it through the image of how the fathers and mothers of American parents who dare to take risks to protect and safeguard their country.

Datum 19

“Where there is suffering, there is duty. Americans in need are not strangers, they are citizens, not problems, but priorities. And all of us are diminished when any are hopeless. **Government** has great responsibilities for public safety and public health, for civil rights and common schools. Yet compassion is the work of a nation, not just a government.”

In this utterance, Bush pays attention to needy Americans, such as beggars, homeless people, crime victims, and other people in distress. He also says in his utterance that Americans in need are not foreigners who should be ignored, but he emphasizes that they are still Americans. After that, Bush mentioned the word government, which refers to the American government. Bush used the word government to explain that in his hands, the American government will pay more attention and help Americans in need. This utterance is included in the authorized recipient type because it refers to the government where not all Americans can get a position in the government that will be led by Bush later.

Datum 20

‘After the Declaration of Independence was signed, Virginia statesman **John Page** wrote to **Thomas Jefferson**: "We know the race is not to the swift nor the battle to the strong. Do you not think an angel rides in the whirlwind and directs this storm?"’

This utterance falls into the authorized recipient category because the two names Bush mentions, John Page and Thomas Jefferson, are the people Bush is referring to. In his utterance, he said that John Page, a Virginia politician, sent a letter to the third president of America, Thomas Jefferson. Bush gave an example of what John Page said to President Thomas Jefferson in this utterance to support the content of his speech which said that America's aspiration to be a brave and robust country would remain forever.

4.1.1.2 Social Deixis in Barack Obama's Inaugural Address

Barack Obama is the 44th president of the United States, who was inaugurated on January 20, 2009. In his inaugural speech, the researcher found several types of social deixis spoken by Obama from relational and absolute social deixis.

4.1.1.2.1 Referential social deixis in Barack Obama's Inaugural Address

In the relational social deixis type, the researcher found that the bystander honorific is the type that appears the most in each of Obama's utterances. It is followed by formality level with four occurrences, referent honorific with one occurrence, and addressee honorific with zero occurrences.

1) Referent honorific

The researcher found one utterance which contains the referent honorifics type.

The following data illustrates the point.

Datum 21

“I thank **President Bush** for his service to our nation, as well as the generosity and cooperation he has shown throughout this transition.”

As in the opening of other inaugural speeches, here Obama also addresses the former President he will replace, George W Bush, by adding the word president in front of his name. The use of the word President Bush here falls into the referent honorific type because Obama addresses this greeting to someone important who is present at the inaugural speech. Moreover, what Obama did in calling President Bush here showed his respect and gratitude because President Bush was willing to attend his inauguration.

2) Addressee honorific

In the analysis, the researcher did not find any addressee honorific in Barack Obama's inaugural speech. In this case, the researcher believes that Obama uses the pronoun we more often in his speeches. Therefore, addressee honorific does not appear at all in his inaugural speech.

3) Bystander honorific

The researcher found eight (8) utterances containing the bystander honorifics type.

The following data illustrates the point.

Datum 22

“I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by **our ancestors**.”

In the utterance that Obama uttered at the beginning of his speech, he mentioned the words "our ancestors," which is a type of bystander honorific.

Obama's ancestors were American leaders before he was inaugurated at that time.

In this utterance, he expressed his gratitude to the ancestors for bringing America to a much better country and superpower until now.

Datum 23

“**Our Founding Fathers**, faced with perils we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man, a charter expanded by the blood of generations. Those ideals still light the world, and we will not give them up for expedience's sake.”

This utterance falls into the bystander honorific category. And the word that makes this utterance fall into the bystander honorific category is "our Founder father," spoken by Obama in his speech. What Obama means by founder father here is the previous Americans who have fought for various things and ideals to make America a developed country. Obama used the word in this utterance because he wanted to invite the American people to show their respect and gratitude to the previous Americans.

Datum 24

“And so to **all other peoples** and **governments** who are watching today, from the grandest capitals to the small village where my father was born: know that America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and that we are ready to lead once moren.”

In this utterance, Obama calls all Americans, including the American government to people who live in cities or villages to listen to his words. Here Obama says that America is a friend to all countries, men, women, and children. So, all other people and government in this utterance refers to all Americans, whether they are men, women, or children who are actively pursuing their dreams. Referring to the fact that this word is all American people, then this type falls into the bystander honorific type.

Datum 25

“And so to all other peoples and governments who are watching today, from the grandest capitals to the small village where my father was born: know that America is a friend of each nation and **every man, woman, and child** who seeks a future of peace and dignity, and that we are ready to lead once moren.”

Through this utterance, Obama emphasized to the whole world that America is a country for all of them. The words "every man, woman, and child" that Obama said in this utterance refers to all men, women, and children worldwide, not only in America. In this case, Obama wants to say that America is a safe country, America is a great country for those who seek peace and dignity. Since the use of "every man, woman, and child" refers to everyone in the world, it falls into the category of bystander honorifics.

Datum 26

“Thank you. God bless **you**. And may God bless the United States of America.”

These are the closing words that Obama used to end his inaugural speech. Moreover, in this closing sentence, Obama uses the word "you" which refers to everyone, be it President Bush, the invited guests, and also the American people. Because the use of social deixis refers to everyone, this utterance falls into the category of bystander honorific.

4) Formality level

The researcher found four (4) utterance which contains the formality level. The following data illustrates the point.

Datum 27

“For they have forgotten what this country has already done; what **free men and women** can achieve when imagination is joined to common purpose, and necessity to courage.”

The utterance above contains Obama's words "free men and women" in his inaugural speech. Moreover, this word falls into the formality level type because it refers to the American people. As is common knowledge, America is known as a liberal country that emphasizes freedom. And in reference to this, Obama uses the

word free men and women which refers to the American people. Here Obama explains that the American people have the right to obtain and realize their dreams.

Datum 28

“To the people of poor nations, we pledge to work alongside you to make your farms flourish and let clean waters flow; to nourish **starved bodies** and feed **hungry minds.**”

In this utterance, there are two types of formality levels that appear in words "starved bodies" and "hungry minds." Obama uses these two words to metaphorize the context of hunger experienced by people living in poor countries. Therefore, the use of the words "starved bodies" and "hungry minds" fall into the formality level category. Obama did not directly use the word hunger in his statement, but he changed it and metaphorized it by using the words "starved bodies" and "hungry minds" to improve his sentence to avoid offending people living in poor countries. In this utterance, Obama wants to emphasize to everyone that America will help people in need by providing healthy food and clean water.

4.1.1.2.2 Absolute social deixis

The use of absolute social deixis also appears in Obama's inaugural speech. And for this type of social deixis, the researcher found that the most common one is authorized recipient with eight appearances, unlike the authorized Speaker who only appeared twice.

5) Authorized Speaker

The researcher found three (3) utterances containing the authorized speaker type.

The following data illustrates the point.

Datum 29

“**I** stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors.”

The utterance above is the beginning of Barack Obama's inaugural address and this initial utterance falls into the authorized speaker type. The use of the word "I" used by Obama in this utterance is one of the types of absolute social deixis. The pronoun "I" refers to Barack Obama himself, who at that time was the one on the pulpit to convey the contents of his speech. Because the use of this word is limited to Obama himself, this utterance is in the authorized speaker type.

Datum 30

“And so to all other peoples and governments who are watching today, from the grandest capitals to the small village where **my father** was born.”

In the utterance above, Obama is explaining that America belongs to everyone from the government itself to its people. And in his words, Obama said something related to his father when he finished mentioning the small village. This use was triggered because Obama's father and he were born in a small village, and he used these memories to support the content of his speech to be understood by everyone. The word "my mother" here falls into the authorized speaker type because the person Obama refers to here is his own parents.

6) **Authorized recipient**

The researcher found eight (8) utterance which contains the authorized recipient.

The following data illustrates the point.

Datum 31

“**Forty-four Americans** have now taken the presidential oath. The words have been spoken during rising tides of prosperity and the still waters of peace. Yet, every so often the oath is taken amidst gathering clouds and raging storms.”

In this utterance, Obama used the words "fourty-four Americans" which falls into the authorized recipient type. That's because the meaning of "fourty-four Americans" here refers to previous American presidents up to Obama himself which have more than 40 presidents. And President is a limited title that most people don't have, hence the use of this word falls into the authorized recipient type. And the use of this word spoken by Obama here is to show his respect and respect for the former American presidents who helped and developed America several times until it became this advanced.

Datum 32

“With **old friends** and **former foes**, we will work tirelessly to lessen the nuclear threat, and roll back the specter of a warming planet.”

Through this utterance, the researcher found that there are authorized recipients in Obama's speech. And this type of social deixis appears in the words "old friends and former foes," which are addressed by Obama to countries that have been allied with America and also to former enemies of America who have now become American allies. Since the people Obama refers to are people with limited positions and unknown, the use of this word falls into the authorized recipient.

Datum 33

“For we know that our patchwork heritage is a strength, not a weakness. We are a nation of **Christians** and **Muslims**, **Jews** and **Hindus** and **non-believers**.”

In this Obama's utterance, five words fall into authorized recipient type. The words are "Christians and Muslims, Jews and Hindus and non-believers" which refers to all religious believers or not. This utterance falls into the category of absolute social deixis because the people Obama refers to in his speech are limited

people who adhere to their respective religions. Through this utterance, Obama wants to emphasize that America is a country for all people, whether for Christians, Muslims, Hindus, Jews, and even non-believers.

4.1.2 The function of social deixis in George. Walker Bush's and Barack Obama's inaugural speech

Not only types, but the use of social deixis also has functions, such as the form of effectiveness, social differentiator, maintaining politeness, and maintaining social attitudes. Moreover, in this subchapter, the researcher provided the answer to the question about the function of social deixis usage in the inaugural speeches of George. W. Bush and Barack Obama's inaugural speeches. Here, the researcher found that form of effectiveness and maintaining politeness are two functions that affect the use of social deixis for each President.

4.1.2.1 Social Deixis as a Form of Effectiveness

The first function of social deixis is form of effectiveness. This is a function that shows that a person will use social deixis according to the context of who he is talking to, the place where he is talking, and what topic he is talking about. In the inaugural speeches of both George. W. Bush and Barack Obama, they both often use words that have the function of form of effectiveness. This is intended by both of them so that the content of their speech has a deep meaning that can affect participants and listeners.

Datum 34

“It is the American story—a story of **flawed and fallible people**, united across the generations by grand and enduring ideals.”

In the utterance above, the use of the words "flawed and fallible people" spoken by Bush to represent the American people is an example that Bush uses

the function of form of effectiveness in the content of his speech. Bush intends the word above to explain that America is not a perfect country, but they are a country that comes from people who have failed with grand and great ideals.

Another example of form effectiveness also exists in the same utterance, the following is what Bush said,

Datum 35

“It is the American story—a story of flawed and fallible people, united across the generations by **grand and enduring ideals.**”

The choice of words made by Bush on the above utterance to describe the ideals of America is one form of effectiveness where Bush wants to make his speech have a deep meaning.

Datum 36

“Our unity, our union, is the serious work of **leaders and citizens** in every generation. And this is my solemn pledge: I will work to build a single nation of justice and opportunity.”

The use of the word "leaders and citizens" chosen by Bush instead of the word "Americans" also falls into the function of form of effectiveness. This use aims to specify who the people Bush is referring to who have responsibility for the unity of America. With this choice of words, Bush could convey the content of his speech clearly to the audience.

Datum 37

“America, at its best, is also **courageous**. Our national courage has been clear in times of depression and war, when defending common dangers defined our common good.”

Referring to the utterance above, the word "courageous" spoken by Bush in describing that America is a brave and resilient country falls into the function of the form of effectiveness. That is because the use of this word has more meaning

than the word "brave," so Bush chose this word to clarify the content of his speech so that the meaning reached the audience.

Barack Obama also did similar things, for example,

Datum 38

“Forty-four Americans have now taken the presidential oath.”

The meaning of the forty-four Americans spoken by Obama is that all American presidents, including himself, have just been elected. And the choice of words made by Obama is for the effectiveness of the speech he did because obviously it is impossible to mention one by one the names of American presidents which will take much time. And for the sake of time effectiveness, Obama used the words "forty-four Americans".

Datum 39

“Our Founding Fathers, faced with perils we can scarcely imagine, drafted a charter to assure the rule of law and the rights of man, a charter expanded by the blood of generations.”

Obama's utterance above is also included in the form of an effectiveness function where Obama chose to use the word "our founding fathers" to represent important American people who used to fight for America to become a developed country. Obama used this word because it would have been impossible for him to name each person he was referring to.

4.1.2.2 Social Deixis as a Form of Maintain politeness

This second function is the one that appears the most along with the function of form of effectiveness. Maintain politeness means how the Speaker chooses the right and correct words when referring to others. And in the speeches of George W. Bush and Barack Obama's speeches, the addition of words before people's

names is one of the signs that they are using this social function of deixis in their speeches.

Expressing gratitude to the previous President is one example of the application of this social function of deixis. As how Bush said on his inaugural speech,

Datum 40

“President Clinton, distinguished guests and my fellow citizens, the peaceful transfer of authority is rare in history, yet common in our country.”

In the opening of his inaugural speech, Bush mentioned President Clinton at the beginning of his speech. And the use of the word President before Clinton's name spoken by Bush is an example of social deixis with the function of maintaining politeness. President Clinton was the 42nd president of the United States whom Bush succeeded as the 43rd president of the United States. Because of this, to honor Clinton as his former President, Bush added the word President before Clinton's name even though at that time Clinton was no longer serving as President as a form of politeness.

Datum 41

“And I thank **Vice President Gore** for a contest conducted with spirit and ended with grace.”

The utterance above also maintains politeness when Bush calls Gore by adding the title vice president. Just like when calling President Clinton, Bush also conveyed his respect to Vice President Gore. Gore was Clinton's vice president when he was the 42nd president of the United States. The word vice president is used not only to show respect but also as a form of politeness that Bush wants to show in his speech.

Datum 42

“President Clinton, distinguished guests and **my fellow citizens**, the peaceful transfer of authority is rare in history, yet common in our country.”

The function of maintaining politeness from the use of social deixis also appears in the utterance above when Bush addresses his people with "my fellow citizens." This use is one way for Bush to maintain politeness in his speech. It is also a form of his gratitude for the presence of his people who directly witnessed his inauguration ceremony as President.

The use of this social deixis function also applies in Barack Obama's inaugural speech, as shown in the datum below.

Datum 43

“I thank **President Bush** for his service to our nation, as well as the generosity and cooperation he has shown throughout this transition.”

In the utterance above, Obama added the word President before Bush's name. And this was done by Obama to maintain politeness when he was giving a speech in front of the crowd. In addition, the use of the word President is also a form of respect for former president Bush who had led America before being replaced by Obama.

Datum 44

“I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by **our ancestors**.”

The above utterance is also an example of the function of maintaining politeness from the use of social deixis in Barack Obama's speech. And the choice of the word "our ancestors" spoken by Obama here refers to the previous people who fought for the progress of America. In addition, through this word, Obama wants to thank America's ancestor's thanks to their struggle he and other people can live until now.

Datum 45

“Thank you. God bless **you**. And may God bless the United States of America.”

This utterance is what Obama said at the end of his closing speech. And the word "you" which he addressed to all the attendees who came to watch his inauguration speech functions as maintaining politeness. Obama uses this word to maintain politeness as his respect and gratitude for the presence of the people there.

4.2 Discussion

This section explains more about the results of the researcher's findings. In this study, the researcher focuses on the social deixis found in the inauguration speeches of George. W. Bush and Barack Obama. The researcher has answered the first research question about the types of social deixis that appear in these two inauguration speeches. And based on the results of this study, it shows that one type of social deixis does not appear in the inauguration speeches of Barack Obama.

In George. W. Bush's speech, the researcher found that bystander honorific became the most frequent type of relational social deixis with ten occurrences. And for the absolute social deixis category, authorized recipient is the most frequent type in George. W. Bush's speech with four occurrences. The authorized speaker type in the absolute social deixis category appears once in Bush's speech where he mentions himself to express his gratitude to President Clinton. In addition, Bush never mentioned his parents or family in his speech. The researcher argues that this is because Bush's father is also the 41st president of the United States, which means that all Americans already know his family tree.

On the other hand, in Barack Obama's speech, the researcher found that formality level and bystander honorific were the two most common types of relational social deixis with three occurrences each. As for the absolute social deixis category, the researcher found that authorized recipient is the most common with nine occurrences. And addressee honorific is the type that does not appear in Obama's speech, this is possible because Obama uses the word "we" more often than the audience or ladies and gentlemen. According to the researcher, the frequent use of the word "we" by Obama in his speeches is due to his family lineage from the black race. Therefore, the use of the word "we" here aims to refer to all Americans, both white and black. The use of the word "we" also shows that Obama wants to eliminate racism from America, he wants everyone to live in the same unity.

Dahnilsyah (2017) states that he use of "we or "our" aimed at making America a single unit without any differences in ethnicity, ethnicity, or skin color. "Obama always uses personal pronouns we 'and our'. It is a part of a strategy to use his power to gain support and a positive image from the American public in the form of developing a sense of togetherness and belonging of American people to their nation and reducing tension and pressure whenever something bad occurs because of the policies and acts made related to the terrorism."

Likewise, according to kaewrungruang and yaohaaree (2018), "he uses we more often than I to motivate the audiences. It is considered the inclusive we since he tries to create solidarity with the audiences". Moreover, this also applies in this study, and Barrack Obama often uses the word "we" which is intended to attract sympathy from the audience and the people of the United States.

Referring to the results of the present research that the researcher has done, bystander honorific is the type of social deixis that appears the most in both the inaugural speeches of George. W. Bush and Barack Obama with a total of 17 occurrences. The speakers importantly use the use of bystander honorific in a political speech to draw sympathy to non-participants over hears. When referring to the context of the speech, the non-participant overhears, among others, such as the people, residents, and expressions of the subject. By using expressions of respect for the participant, the Speaker expects sympathy and support from the participant

Based on this, the researcher concluded that the use of social deixis depends on the subject of the data taken and whether the language used in it is formal or not. In a speech where someone is required to use formal language, be to the point, and will often mention people who are present on the place or not, the use of social deixis mostly appears in every utterance. In contrast to movies where the language used is casual, so not all types of social deixis appear in every conversation of each character.

In the previous section, the researcher has also answered the second research question about the function of the use of social deixis from each inauguration speech of President George. W. Bush and Barack Obama. And in this present research, the researcher found that the functions of form of effectiveness and maintaining politeness are the two functions that most influence the use of social deixis from these two presidential speeches. Based on this finding, this present research supports what has been researched and found by Nuryusticia and Nurrachman (2021) that the use of social deixis in a speech mostly has the

function of maintaining politeness which shows that the Speaker wants to show his respect and gratitude to the audience who are present and listen to his speech either directly or indirectly.

In conclusion, the use of social deixis does not only appear in formal speeches such as presidential inaugurations, but also appears in informal speeches such as speech competitions and daily conversations with other people. In addition, social deixis also has functions that can make interlocutors or participants in an event feel appreciated. These social deixis functions such as form of effectiveness, social differentiator, maintain politeness, and maintain social attitudes.



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CHAPTER V

CONCLUSION AND SUGGESTIONS

In this study, the researcher provided the conclusion of the result and findings. Furthermore, the researcher would provide a suggestion.

5.1 Conclusion

This study finds all the social deixis in the civics speeches of presidents George Walker Bush and Barack Obama. In this study, the researcher found a total of 47 utterances in both speeches. Namely 23 of George William Bush's citizenship speeches with details of 2 utterances containing Referent Honorifics, 2 Utterances were containing Adresse Honorifics, nine utterances containing Bystander Honorifics, Five Uttereances containing Formality Levels, one utterance containing Authorized Speaker, and the last four utterances which contains the Authorized Recipient. While the writer found 24 social deixis utterances in Barrack Obama's civic speech with details of One utterance containing Referent Honorifics, 0 utterances containing Adresse Honorifics, eight utterances containing bystander Honorifics, four utterances containing Formality Levels, three utterances containing Authorized Speakers, and the last eight utterances which contain the Authorized Recipient. of the total politeness is positive in 53 utterances where the female character (Tris) makes 17 utterances and the male character 36 utterances. Bytander Honorifics is the most dominant type of social deixi

5.2 Suggestion

This study revealed the social differences that exist between speakers and interlocutors or writers and readers with topics or references referred to in conversations reveal that social deixis refers to certain natural language truths that can reflect the social conditions in which language events occur, especially reflected in some differences in greetings and social conventions. This is the use of words to indicate social differences associated with participants. Therefore, the current researcher suggests that future researcher investigate social deixis in contexts that do not have differences in social status between speakers, recipients, and bystanders to bring out variations of theses published by many researcher who have already analyzed them. Finally, by providing this suggestion, the researcher hopes that this research can help readers and other linguistic learners in terms of applying social deixis and also the functions of social deixis in public life such as dialogue with fellow human beings, the use of scripts for formal events, and others.

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