Deixis in *Inside Sumatera* Magazine

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ABSTRACT

This study attempts to investigate deixis found in the articles of *Inside Sumatera* Magazine, especially in Adventure, Destination and Travelling coloums. It was conducted to discover the types of deixis as proposed by Cruse (2000) namely: person deixis, place deixis, time deixis, discourse deixis, and social deixis. The objectives of this study is to describe type of deixis and to find out the most dominant type of deixis in articles of *Inside Sumatera* magazine. This study was taken from the article of *Inside sumatera* magazine and ten article are taken as the samples. Documentary technique is due in collecting data. The findings show that the total number of deixis from the whole articles were 1504 occurrences, 656 occurrences (43.62%) was person deixis, 465 occurrences (30.92%) was place deixis, 227 occurrences (15.09%) was time deixis, 137 occurrences (9.10%) was discourse deixis, and 19 occurrences (1.27%) was social deixis. Person deixis is the dominant type used in those article (43.62%).

Keywords: Deixis, person deixis, place deixis, time deixis, discourse deixis, social deixis, inside sumatera, magazine.

INTRODUCTION

The Background of the Study

Language is meaningful, when the meaning is conveyed through language, people use language to interact and establish relations, to influence their behaviors and to express their expression of the world. As stated by Halliday (1994:106), language enables human being to build a mental picture of reality, to make sense of what goes on around them. Moreover, Kreidler (1998:19) stated that a language is a system of symbols through which people communicate. Language is divided into two parts, spoken and written. Spoken language is a form of human communication. Spoken language is influenced by: vocabulary, diction, voice volume and body language. Meanwhile, a written language is the representation of a language by means of a writing system.

Written language is influenced by vocabulary and grammar. A written language is the representation of a language by means of a writing system and refers to communication in its written form - most commonly in the forms of reading and writing (http://en.wikipedia.org/wiki/Written_language). As stated by Martin (1987:3) Language shows up in both spoken and written form. For example: newspaper and magazine. Magazine is a publication that is issued periodically, usually bound in a paper cover, and typically contains essay, stories, poem, etc., by many writers and often photographs and drawings, frequently specializing in a particular subject or area, as hobbies, news, or sports (http://dictionary.reference.com/browse/magazine).

Inside Sumatera Magazine is a monthly magazine which contains articles. The first & only tourism and lifestyle magazine in Sumatera. Tourism in Sumatera needs a media that is capable of selling the rich variety of local tourism attractions so that domestic and foreign tourist returns to the island. *Inside Sumatera* is the first and only tourism and lifestyle magazine in Sumatera. *Inside Sumatera* magazine has vision and mission. Vision of *Inside Sumatera* magazine is to become an important part in developing tourism in Sumatera.

One example of written language is an article. An article is a nonfictional literary composition that forms an independent part of a publication, as of a newspaper or magazine (http://www.thefreedictionary.com/article). In an article, there are particular issues or topics that give information of interest. Deixis shows the important meaning, which is expressed by the writers to help the readers to understand the text. Levinson (1983:54) stated that Deixis concern the ways in which languages encode or grammaticalize features of the context of utterance or speech events, and thus also concerns with ways in which the interpretation of utterances depends on the analysis of that context of utterance. As stated by Lyons (1977:636), the term 'deixis' (which comes from a Greek word meaning "pointing" or indicating) is now used in linguistics to refer to the function of personal and demonstrative pronouns, of tense and of a variety of other grammatical and lexical features which relate utterances to the spatio-temporal co-ordinates of the act of utterances, and from Green in as stated by Mey (2009:178) deixis is generally understood to be the encoding of the spatiotemporal context and subjective experience of the encoder in an utterance. Cruse (2000:319) divide the deixis into five types, they are: person deixis, spatial deixis, temporal deixis, social deixis, and discourse or textual deixis.

To get a full understanding of the text, the readers should reread to interpret the words or the sentences used in text. A deep understanding is regarded as important information,

which is focused by most of the readers. This view has motivated the writers to study deixis in *Inside Sumatera* Magazine. The title chooses that text because in article texts in *Inside Sumatera* Magazine, there are some types of deixis that need to be analyzed.

Research Questions

Based on the background of the study, there are some problems that will be analyzed as the following.

1. What types of deixis are used in *Inside Sumatera* Magazine?
2. What types of deixis are dominantly used in *Inside Sumatera* Magazine?

The Objectives of the Study

In connection with the problems of study, the objectives are:

1. To describe the types of deixis in *Inside Sumatera* magazine.
2. To find out the dominant types of deixis used in Inside Sumatera Magazine.

The Scope of the Study

This study will describe all types of deixis based on Cruse (2000:319) there are five main types of deixis: Person deixis, Spatial/Place deixis, Temporal/Time deixis, Social deixis, and Discourse deixis. This research is limited on analyzing deixis in the tourism articles in *Inside Sumatera* Magazine such as Adventure, Destination and Travelling columns. The articles taken from *Inside Sumatera* Magazine are March to December 2011 editions.

The Significance of the Study

The research findings will hopefully be significant for:

1. The students, especially for the students of English Department to enlarge their knowledge about deixis, the types of deixis, and the use of deixis according to the context.
2. The readers in order to get more information about deixis and its types especially those used in Inside Sumatera Magazine.
3. The researchers who want to enrich their knowledge and to make it as a reference for future studies.

Conceptual Framework

Pragmatics

Pragmatics is the study of meaning as it relates to writer's and reader's background attitudes and beliefs, their understanding of the context in which a sentence is uttered, and their knowledge of how can be used to inform, persuade, mislead. Yule (1996:3) stated that Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). Peccei (1999:5) argues that Pragmatics concentrates on those aspects of meaning that cannot be predicted by linguistics knowledge alone and takes into account our knowledge about the physical and social world.

Deixis

The word 'deixis' is a technical term (from Greek) for one of the most basic things we do with utterance, which means pointing via language. As stated by Cummings (2009:17), 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'. It is also stated again by levinson (1983:54) that the term deixis is also has prototypical or focal examples of the use of demonstratives, first and second pronouns, tense, specific time and place adverbs like now and here, and a variety of other grammatical features tied directly to the circumstances of utterance. Yule (1996:9), deixis is clearly a form of referring that is tied to the speaker's context, with the most basic distinction between deictic expressions being 'near speaker' versus 'away from speaker'. For Example:

- ♣ Jacob says of Edward's motorcycle "Put it in here".
  The utterance doesn't need to be any more specific than that, as both speakers know that 'it' is a motorcycle and 'here' refers to a particular place they can see both.
- ♣ We will come to your party.
  Roland, Rizal and I will come at seven p.m.
  We refers to Roland, Rizal and I.

Type of Deixis

According to Levinson (1983:65) there are five categories of deixis:

1. Person Deixis
2. Place Deixis
3. Time Deixis
4. Discourse Deixis
5. Social Deixis

Person Deixis

Person deixis is deictic reference to the participant role of a reference, such as the speaker, the addressee, addressee, and the referents, which are neither speaker, nor addressee. As stated by Levinson (1983:62), person deixis concerns the encoding of the role of participants in the speech event in which the utterances is delivered. Examples:

- ✦ I go to cinema tonight
- ✦ He is smiling

Place Deixis

As stated by Cruse (2000:320), spatial or place deixis manifest itself principally in the form of locative adverbs such as here and there, and demonstratives/determiners such as this and that. As quoted by Levinson (1983) from Lyons (1977:648), the importance of location specification in general can be gauged from the fact that there seem to be two basic ways of referring to objects: By describing or naming them on the one hand and By locating them on the other hand. Examples:

- ✦ The hospital is three kilometers from Edward house. That is too far for him.
- ✦ Jacob goes to the beach and Bella will be there for him.

Time Deixis

Time deixis refers to the time relative to a temporal reference point. time deixis is a reference made to particular times relatives to some other time, most currently the time of utterance. Cruse (2000:321) temporal deictics function to locate points or intervals on the time axis, using (ultimately) the moment of utterance as a reference point. The examples of the time deixis are:

- ✦ Today is *Monday*, so many assignment for today.
- ✦ Ok, students. See you *later*.
- ✦ That was awful; please try harder *next time*.

Discourse Deixis

Levinson (1985:62), discourse deixis or textual deixis has to do with the encoding of reference to portion of the unfolding discource in which the utterance (which includes the text referring expression) is located. Discourse deixis is concerned with the use of expressions in some utterance to refer to some portion of the discourse which contain that utterance (including the utterance itself). Discourse deixis may also include in discourse deixis a number futher ways in which an utterance signal is relation to surrounding text.

Social Deixis

As stated by Levinson (1985:63), social deixis concerned with the encoding of destination that are relative to participant roles, particularly aspect of the social relationship holding between speaker and addressee (s) or speaker and some referent. Social deixis is also concerned with the aspect of sentences that reflect or establish by certain realities of the social situation in which the utterance occurs grammaticalizations are 'polite' pronouns and title of address. Examples:

- The old man said to the housekeeper to bring his bag to his room. ('Housekeeper' means servant)
- He keeps his steed in the barn. ('Steed' means horse)

Magazine

Magazines usually have articles on popular topics are addressed to the general public and written in easily understood language. A Magazine as the part of printed media is different from a newspaper. Typically, the magazine is printed in color and uses a better quality paper. Magazines, periodicals, glossies or serials are publications, generally published on a regular schedule, containing a variety of articles. Magazines are usually available at book stores, malls or supermarkets. Magazine has a print version and an online version.

Inside Sumatera

Inside Sumatera is filled with light, informative, interesting articles. Some of the articles are published in two languages (Indonesian and English) in order to reach a wider audience. *Inside Sumatera* is the first and only tourism and lifestyle magazine in Sumatera. Many articles speak about how tourism in Sumatera has declined and isn't developing in many ways. Only few dare to speak about the potential of opportunities for developing a modern tourism industry with high income opportunities here. In conclusion, tourism in Sumatera needs a media that is capable of selling the rich variety of local tourism attractions so that domestic and foreign tourist returns to the island. *Inside Sumatera* is the first and only tourism and lifestyle magazine in Sumatera. It is published at the beginning of every month, with a circulation of 15,000.

Article

Based on (http://ardictionary.com/Article/9006) the word 'Article" means a literary composition, forming an independent portion of a magazine, newspaper, or cyclopedia. It means that an article is a text, which the writer based on the facts that gives information to the readers in a magazine, newspaper, or cyclopedia. Article is discussed by a variety of

writing and literature, the article has the goal of delivering ideas and facts that can hurt, educate, and entertain the readers. Articles are written opinion containing someone who discuss thoroughly the nature of a particular issue and the controversy with the actual intent as Announcer (informative), convince or influence and is also capable of entertaining for readers who are recreational. The articles include in *Inside Sumatera* magazine are Adventure, Destination, Travelling, History, Community, Fauna, Society, Profile, Tradition, Culinary, and Culture.

Methodology

Research Design

The study was conducted by using descriptive qualitative method because the intention of this study will to reveal and find out the most dominant type of deixis in *Inside Sumatera* Magazine.

According to Kothari (2004:2) descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. Moreover, Punch (1998:59) states that qualitative research is empirical research where the data are not in the form of number, but also using all method or system naturally then collects the data naturally to get the understanding of the phenomenon in society. In this study, the qualitative form that is used is document analysis by using descriptive method with the object is articles in *Inside Sumatera* Magazine.

Data sources

The subjects of this study are deixis taken from the articles of Adventure, Destination and Travelling coloums in *Inside Sumatera* Magazine published from March to December 2011.

There are 10 articles included in those editions, namely:

1. Traditional Village in Siberut. (March 2011/Volume 74/Travelling)
2. Tengor Village on Canvas. (April 2011/Volume 75/Travelling)
3. God, allow me to harvest swift's nests at the mouth of the Parlampungan River. (May 2011/Volume 76/Adventure)
4. Exploring the lost world. (June 2011/Volume 77/Adventure)
5. "Fun-Tastic" Bunta Island. (July 2011/Volume 78/Destination)
6. A slice of Emerald in Bah Bolon. (August 2011/Volume 79/Destination)
7. Return to the foot of mount Takur-takur. (September 2011/Volume 80/Travelling)

8. Tunggal Panaluan, An Incestuous Romance and buried Magic powers. (October 2011/Volume 81/Destination)

9. You are My Red Gold. (November 2011/Volume 82/Travelling)

10. The Wilderness of Talamau (December 2011/Volume 83/Destination)

Technique of Collecting data

The data of this study are collected from 10 articles in *Inside Sumatera* Magazine edited from March 2011 to December 2011. The following steps are conducted to collect the data: 1) Collecting the magazines. 2) Selecting the articles of Adventure, Destination and Travelling coloums in *Inside Sumatera* Magazine. 3) Reading the articles of *Inside Sumatera* magazine. 4) Underlining the presence of deixis in the articles. 5) Classifying the types of deixis. 6) Counting and tabulating the whole types of deixis. 7) Finding the dominant types of deixis.

Technique of Analyzing data

The data are analyzed as following steps:

1. Identifying the deixis in 10 (ten) articles by underlining the deixis after reading the data and putting these in a table below.

2. Classifying the deixis into their types: person deixis, place deixis, time deixis, social deixis and discourse deixis.

3. Counting the types of deixis used in *Inside Sumatera* Magazine's article.

4. Tabulating the frequency of each types of deixis.

5. Converting the frequency of each kind of deixis into percent by following formula:

$$X = \frac{F}{N} \; x100\%$$

Where: X = Percentage of each types of deixis

F = Frequency of each types of deixis

N = Amount frequency of all types of deixis

6. Finding out the most dominant types of deixis as the result.

Research Findings

After collecting and analyzing the data, The proportions of type of deixis is summarize in following table.

Table 1.1 The Proportion of Deixis in articles

No	Types of deixis	Frequency	Percentage
1	Person deixis	656	43.62
2	Place deixis	465	30.92
3	Time deixis	227	15.09
4	Discourse deixis	137	9.10
5	Social deixis	19	1.27
Total		**1504**	**100**

Table 4.3 shows that the total number of deixis which is taken from 10 articles are 656 person deixis (43.62%), 465 place deixis (30.92%), 227 time deixis (15.09%), 137 discourse deixis (9.10%) and 19 social deixis (1.27%). So the most dominant type of deixis which is used in the articles *Inside* Sumatera magazine is person deixis (43.65%).

Based on data contained 1504 total number of deixis and person deixis is dominating.
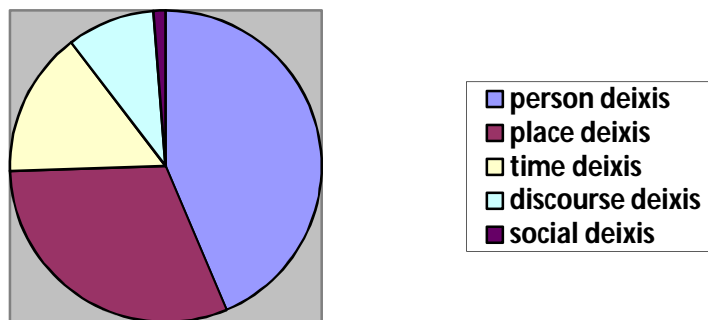
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CONCLUSIONS AND SUGGESTIONS

Conclusions

After analyzing the use of deixis in the articles of *Inside Sumatera magazine*, conclusions are drawn as the following:

1. All types of deixis which used Cruse Theory in the ten articles of *Inside sumatera magazine.* They are person, place, time, discourse and social deixis. The calculation for each type is person deixis were 656 out of 1504 or 43.62%, place deixis were 465

out of 1504 or 30.92%, time deixis were 227 out of 1504 or 15.09%, discourse deixis were 137 out of 1504 or 9.10%, and social deixis were 19 were 1504 or 1.27%.

2. The type of deixis is dominantly used in the articles of *Inside Sumatera magazine* is person deixis with total 656 or 43.62%. The deictic word 'we' is the most dominant word of person deixis in the articles of *Inside Sumatera magazine.* Person deixis is dominantly used because the article elaborate the aspects of human beings or personal identity.

The most dominant type of deixis which is used in the articles *Inside* Sumatera magazine is person deixis (43.65%). Person deixis that dominate because of articles written by the author's experience.

Suggestions

Related to the conclusions above, it is well suggested that:

1. The students should study deixis because by knowing deixis, they will be able to comprehend the idea of the speakers and the writers.

2. The readers should take this thesis as a reference when they decide to discuss about deixis for their thesis.

3. It is also suggested to the other researchers to create the further research about deixis in other field or studies.

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