

CHAPTER I INTRODUCTION

A. 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 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. A language is a complex system of symbols, or signs, that are shared by members of a community. 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. Whereas mission of *Inside Sumatera* magazine is to become the most complete and modern media of reference for campaigning for the riches of tourism in Sumatra. Content of *Inside Sumatera* magazine 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.

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. When a writer writes about an object, there is a meaning which is important to be known. Thus, it is needed to build a good relationship between sentences, contents, and the situation in any utterance to convey a clear message to the readers. Deixis in a part of pragmatics. In this case, it is important to study deixis.

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.

Moreover, 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.

B. The problems of the Study

The problems in this study are formulated 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*?

C. 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.

D. The Objectives of the Study

The objectives of the study 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*.

E. 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.