

CHAPTER I

INTRODUCTION

A. The Background Of The Study

As a social being, we have to interact between one with another by language is unavoidable. By using language, people communicate one with another in both spoken or written communication, to express their ideas, opinions, feeling, suggestion. When we use the spoken communication, we will express ideas and feeling or giving information is done orally, by gesture or body language. While written is done in writing activity, like article, lyrics, poem, etc. In order to understand the speaker's intention, we have to know the meaning purpose. Without meaning, all the utterances in any language used become meaningless. In a language field, the study of contextual meaning is called pragmatics that it has important roles in any situation of human communication.

In this research, it is important to study pragmatics. Pragmatics concerns with the study of meaning as communicated by a speaker and interpreted by a listener. The study of pragmatics also concerns with many principles to make sense of what somebody hear and read. Pragmatics focuses a study like deictic, reference, entailment, and speech act and so on. And in this research, the writer wants to analyze the kinds of deictic analysis of song lyrics in *Bruno Mars Album* and also the meaning of deixis of song lyrics in *Bruno Mars Album*.

On our daily communication, we used deixis on our utterances. Deixis takes some elements of its meaning from the situation, such as person, spatial, temporal, discourse and social. Deixis interprets our utterance or encode feature of the context of utterances.

Nowadays people are easy and like to show their feeling by writing and listening the song. Music expresses the universal language of mankind, stimulus to our sense of hearing, express anything at all, whether a feeling, an attitude of mind, a psychological mood, a phenomenon of nature, etc. Song lyrics is a part of the music that will express the feeling of the singer. It also can be divided into many genre, like pop, jazz, rock, and etc. Analyzing the deixis in song lyrics shows the important meaning which is expressed by the singer of the song lyrics and help listener to understand the point of the lyrics from the song.

The previous research was done by Lestari (2011) entitled *An Analysis Deixis in Rihanna Song Lyrics*. The results of this research are to find the types of deixis and the dominant types of deixis in Rihanna's song lyrics. The researcher uses Rihanna's song lyrics as the data and describes based on Cruse theory.

Analyzing the deixis in Bruno Mars's *Doo-Wops & Hooligans* album is the choices of the writer, because Bruno Mars is the favorite singer of the writer. Not only me, but so many people also interested to him, teenagers and adult know Bruno Mars so well. Bruno Mars is an American singer-songwriter, record producer, voice actor, and choreographer, born October 8, 1985. *Doo-Wops & Hooligans* is the first album of Bruno Mars. It was

released on October 4, 2010. The single most famous in this album is "*Just the Way You Are*". The album was nominated for seven Grammy Awards, winning Best Pop Vocal Performance for "*Just The Way You Are*". Why it's been so popular? Because when talking about emotions, Bruno Mars seems to be king. So that why, deixis is presented in a song lyric to express the deep feeling and some kinds of author's expressions and experiences. The example of deixis: *I will meet you here this afternoon* that classified by "I,You" as personal deixis, "here" as spatial deixis, and "this afternoon" as temporal deixis. After understanding the theory and practice of deixis, the listener can get the meaning and the message of the song lyrics correctly.

Later, the writer analyzed Bruno Mars's *Doo-Wops & Hooligans* album, in order to find out the type of deixis and the most dominantly used in Bruno Mars's *Doo-Wops & Hooligans* album.

B. The Problems Of The Study

The problems of the study from Bruno Mars's album can be stated as follows:

1. What types of deixis are used in Bruno Mars's *Doo-Wops & Hooligans* album?
2. What type of deixis is dominantly used in Bruno Mars's *Doo-Wops & Hooligans* album?
3. Why is the type dominantly used?

C. The Objectives Of The Study

Based on the problems of the study, the objectives of this study are to:

1. Find out the types of deixis that are used in Bruno Mars's *Doo-Wops & Hooligans* album.
2. Find out the dominant types of deixis that are used in Bruno Mars's *Doo-Wops & Hooligans* album.
3. Find out why the most type of deixis is dominantly used in Bruno Mars's *Doo-Wops & Hooligans* album.

D. The Scope Of The Study

The study described types of deixis based on Levinson, there are 5 types of deixis, they are personal deixis, spatial deixis, temporal deixis, social deixis and discourse deixis. There are 10 titles song lyrics in the first album of Bruno Mars, and the name of the album is *Doo-Wops & Hooligan*. By doing this study, the writer will find out the types of deixis, the dominant types of deixis are used in Bruno Mars's song lyrics and also find out why the dominant type of deixis used and then describe and explain the findings in Bruno Mars's *Doo-Wops & Hooligans* album.

E. The Significance Of The Study

Theoretically, the findings of this study increase the knowledge in literature, specifically about deixis in the song lyrics.

Practically, the research will be useful for;

1. Readers who want to get knowledge about deixis.
2. The students especially from English Department to enlarge their understanding about deixis.
3. The English teacher as a teaching material to add variation of teaching the deixis through song.
4. The researcher can be used as a reference for further research or to conduct the deeper of deixis theory.

