CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Language is an extension of the 'speech' which human have within themselves, which in a sense take the classical view reason, is one of the most primary characteristics of human nature. Some people know the aim of the speech, but the others don't. A speech will be more amazing if the audience of the speech catch the meaning and understanding all the content of the speech. It is difficult to make the audience has the same understanding with the speaker. Many people give speech in formal or informal situation. Usually, someone gives their speech to promise, to insult, to agree, to criticize, to persuade or to influence beliefs or attitudes. It is also a means and one of potential tool in winning public support in public speaking which constitutes as the process of speaking to a group of people in a structured, deliberate manner intended to inform, to influence, to persuade or to entertain the listeners (Yayan, 2006).

Speech is a power in itself, it is means that through speech, the speakers can persuade the listeners. More & Carling (1982) state that, an interlocutor must be able to 'use the sound of uttered by another to locate some appropriate area within his own store of accumulated and generalized experience. The most significant thing in the speech is the message that the speaker wants to convey to the listener. When the listener understands the message in the speech, he will responds or behaves positively. According to Mulyana (2006) speech is an utterance with a good arrangement to be submitted to the crowd. Its means beside the message, good arrangement of words, grammar and reference from the speaker speech is also important in delivered a speech in order that the listener interpreted the speaker message well.

The main aim is to indicate something or some relations can be shown or called as its reference. In this case, reference is important and significant. If the audience cannot comprehend the reference of what speaker tries to reveal, the message of the speech will not be delivered smoothly. Every speech contain small sets of words whose meanings vary systematically according to whom, where, and when, they are being used.

The phenomenon of their occurrences is called deixis. Levinson (2004) states that a deixis is one which takes some elements of its meaning from the situation, such as the speaker, the addressed pronoun, time, and place in which it is being used. So, deixis refers to the phenomenon where in understanding the meaning of certain words or phrases in an utterance require context of situation. Therefore, when a speaker talks about an object, there is a meaning which is important to know. So, it is essential to form a meaning (aspect) between sentences, contents, and situations in a sentence so as to give clear meanings to the audience. Sometimes, the audience always has some problems in understanding a speech on deixis. This occurs because they do not know the meaning stated in the deixis itself. Consequently, they do not know the reference of the speech.

The meaning of deixis can be described in detail like, Levinson (2004) states that the deixis is concerned with the way in which language is encoded or grammatical features of the context of utterance in the speech event, and is also concerned with ways in the interpretation of utterances depends on the analysis of that context of utterance. So, deixis is the words which show the specific terms in utterances or sentences based on the context of the utterances. It influences the interesting of people to listen the inauguration speech. So, the reference of the speech is very important to make the audience be easy to understand the content of the speech. They will be easy to get the points of speech if the speaker uses the clear references.

The other line of deixis based on Yule (2000) who states that deixis is a technical terms (from Greek) for one of the most basic things we do with utterances. Every utterance has meaning, and to know the meaning, they needs to identified, then deixis is one of the technique to identify the words. This statement make the deixis be clear to identify the utterances. Speech as one example of literature can be understood if the listeners get the meaning of the speech. The speech will be easy to know after the utterances of the speech are identified.

Deixis has five types. According to Levinson (2004) Types of deixis are personal deixis, spatial deixis, time deixis, discourse deixis, and social deixis. Personal deixis can be determined through the subject in a text / a conversation. Spatial deixis shows the area of the speakers and the listeners. Time deixis informs the time of the situation. Discourse deixis shows the reference which tell before in the text. Social deixis relates to the social background in the text / a conversation.

There are some reasons for selecting the topic as the subject matters. The first, deixis is one of important points to be discussed because through studying deixis, some one knows the reference of the speaker (Lyons, 2000). The second, deixis is common used in spoken and written texts. But without doing research, no one knows how deixis used in utterances or texts. In addition, Huang (2007) states that, the language cannot be unite effectively and efficiently without deixis. it is clear that deixis close to the language.

Deixis can be found in texts of speech or it can be found in many written and spoken languages. Such as short story, novel, song lyrics, poem, article in magazine or news paper, film script, etc. every language has deixis. In this case, the writer chooses the inauguration speech of President Susilo Bambang Yudhoyono as the object of this research. Intentionally or unintentionally, President Susilo Bambang Yudhoyono uses deixis in his first and second

inauguration speech. It effects to the audience who want to know the content of the inauguration speech. They are difficult to get the same understanding from the point of the speech, the reference of the speech and etc. A speech will be built if there is an understanding between a speaker and a hearer,(Mulyana, 2006). The using of deixis in inauguration speech can make some reference is not clear. So, it is useful to analyze deixis in inauguration speech to clearly the reference of the speaker, so that, the listener catch the point of the speech. By learning this speech, the writer can get many experiences and knowledge especially the power of language used by President Susilo Bambang Yudhoyono to convince the Indonesian people in communication process.

There are two inauguration speech of President Susilo Bambang Yudhoyono. The following texts are the primary research of President Susilo Bambang Yudhoyono.

The first inauguration speech

Masa bersaing telah **kita** lalui, kini masanya untuk bersatu. *Masa* berucap dan berjanji pun telah **kita** lalui, kini masanya bertindak dan bekerja. ***Kini saatnya*** bagi **kita** untuk bersatu dalam kreasi, dan dalam karya bersama.
*(**Time** for competition has been past, now the time to unite. **Time** for speaking and promising has been through by us, now **the time** for action and working. **This is the time** for us to unite in creation, and together in creation).*

In these above utterances. It can be found two deixis. There are temporal and personal deixis. The word *"masa (the time)"* refers to the time went president Susilo Bambang Yudhoyono competed with the other candidate of Presidents. The word *"masa (time)"* refers to the time of inauguration speech. The using of *"masa (time)"* means to the time of inauguration speech. While, the word of *"kini saatnya (this is the time)"* refers to the time when the speaker delivers his speech. So, the word *"masa (the time)"* can be change identified the different references.

The word *"kita (we)"* in this sentences refers to President Susilo Bambang yudhoyono and the candidates of other president in the past presidential election. The word *"kita(we)"* for the next utterances, identified President Susilo Bambang Yudhoyono and the vice president Mohhamad Jusuf kalla. And the using of *"kita(we)"* refers to President and the Indonesian people. The word *"kita(we)"* identified as personal deixis. the using *"kita(we)"* can be remove depend on the context.

The second inauguration speech

*Namun semua itu janganlah membuat **kita** lemah, lalai, apalagi besar kepala. Ingat, pekerjaan besar **kita** masih belum selesai. Ibarat perjalanan sebuah kapal, ke depan **kita** akan mengarungi samudera yang penuh dengan gelombang, dan badai.*
*(But, all of that isn't made **us** be weak, negligent, even being a proud one. Remember, **our** big job hasn't been finished yet. Like a trip of ship, **we** will go forward to pass the ocean which full of waves and storms.)*

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The word *"kita (us)"* in the first utterances refers to President Susilo Bambang Yudhoyono as the speaker and the Indonesian people. For the next utterances, the word *"kita (our)"* refers to President Susilo Bambang Yudhoyono and the presidential staff. And the last word *"kita (we)"* refers to President Susilo Bambang Yudhoyono and Indonesian people.

Based on the example above, it can be conclude that there are some types of deixis in inauguration speech of President Susilo Bambang Yudhoyono need to identify. Because, every utterance has the different categorizes in term of deixis. These utterances can be categorized based on the types of deixis. In the first speech President Susilo Bambang Yudhoyono is dominant uses time deixis than the other types. While, in the second speech, President Susilo Bambang Yudhoyono is dominant uses personal deixis. The changing speech of President Susilo Bambang Yudhoyono can be seen explicitly. The using type of deixis is different from the first and the second inauguration.

There are so many types of deixis which have been found in the first and second inauguration speech of President Susilo Bambang Yudhoyono. Two inauguration speeches is better to compare the result of the speech through the deixis term. Therefore, the writer interests to analyses the deixis in inauguration speech of President Susilo Bambang Yudhoyono.

1.2. The Problems of the Study

Based on the explanation previously, the writer focuses of the study are :

1. What type of deixis is most dominat found in Inauguration Speech of President Susilo Bambang Yudhoyono?

2. How are deixis in inauguration speech of President Susilo Bambang Yudhoyono?

3. Why deixis in inauguration speech of President Susilo Bambang Yudhoyono are in such a way?

1.3. The Objectives of the Study

The objectives of this study are:

1. Finding out the most dominant types of deixis in Inauguration Speech of President Susilo Bambang Yudhoyono.

2. To know the differentiate of deixis in Inauguration Speech of President Susilo Bambang Yudhoyono uses one form of deixis than other.

3. To know the reason of using deixis in Inauguration speech of President Susilo Bambang Yudhoyono.

1.4. The Scope of the Study

There are many aspects that can be discussed in connection with the study of deixis. They can be studied in a wider scope in order to gain a much better understanding. Even so, whatever it is, a study should have a scope. Therefore, this study is limited to analyze on five types of deixis which, namely Temporal, Spatial, Social, Person and discourse deixis in the first inauguration speech (2004-2009) and second inauguration (2009-2014) speech of President Susilo Bambang Yudhoyono.

1.5. The Significance of the Study

Findings of this study are expected to be useful theoretically and practically.

Theoretically, the results of this study are useful :

1. To enrich the knowledge of deixis and to understand deixis especially for the deixis in speech.

2. To provide the important information from deixis in inauguration speech.

3. Moreover, it is the specific contribution to the language itself. It also applies systemic theory in relation to deixis in speech orientation in a context of situation.

Practically, the findings of this study will also be useful for

1. The lectures, as one of their references in the research.

2. The next researchers, to help and add their references which related to deixis.