

CHAPTER I

INTRODUCTION

A. Background of the Study

The presence of online media reflects the rapid development of information technology and communication. This change has an impact on the existence of the media, including online media. You could say that civilization Humans today are very fast and have an all-around instant impact on media civilization is also very fast. The internet's presence, which provides a variety of information and slow news, gradually began to outnumber print media's popularity. In fact, many news websites on the internet provide breaking news quickly and for free.

According to Effendy (2007), one of the functions of the media is to provide information, which means that the media is a source of information for readers, listeners, and viewers. The audience requires a variety of information based on their interests. The audience, also known as social beings, is always thirsty for any information contained in this world. Audiences subscribe to newspapers, magazines, listen to the radio, or watch television to learn about current events, the ideas or thoughts of others, and what other people do, say, or see.

In this digital age, the mass media now includes not only print and electronic media, but also emerging media, the most recent of which is the internet or online media. Because of the media's online presence, audiences can now access information more quickly, easily, and practically to be read at any time and from

any location. The concept is quite broad, and it is evolving at a rapid pace. Communication via online media, on the other hand, is not limited by space or time as long as you have an internet connection.

News is one aspect of mass media that is easily accessible to all people. People in the globalization era can access news at any time and from any location via television and even mobile phones. It demonstrates the importance of news in life by presenting events and facts that provide information to the reader. However, in the globalization era, the printed mass media or newspaper is one of the most important access points for conveying information, because people can find information from each country and another country through the news.

DetikNews.com according (Alexa Internet, 2021), a news portal and online article one of the most popular news sites in Indonesia, was one of the portals studied in this study. Many people consider this portal to be the best in terms of breaking news (breaking news). The number of site visitors demonstrates this. Since July 1998, it has received 30,000 hits per day from approximately 2,500 users (Internet subscribers). A few months later, in March 1999, it had increased sevenfold, to 214,000 hits per day or 6,420,000 hits per month with 32,000 users. In June 1999, that figure had risen to 536,000 hits per day, with 40,000 users. Finally, detik.com received over 2.5 million hits per day. As a result, detik.com page views now exceed 3 million per page day and it ranks fourth on alexa.com for all content in Indonesia. And this online media is a medium with the highest number of users in Indonesia and entered the 8th rank of the most searched sites in Indonesia.

Based on this, Detik.com plays an important role in conveying trustworthy information to the public during the Covid-19 pandemic that hit Indonesia from 2020 to 2021, when this research was conducted. The role of the media in reporting the latest situation regarding the Covid-19 issue cannot be separated from vigilance regarding this issue. Today's society is thought to have greater access to the most recent news on a variety of topics. However, not everyone has the mindset to take Covid-19 seriously or even believe in the veracity of a news program from the media.

People who do not trust the media, according to Ardèvol-Abreu and Gil de Ziga (2017), will be less aware of and knowledgeable about a recent issue. The trust of those who do not trust the media is influenced in part by the media's credibility. Johnson and Kaye (1998) conducted a study on the credibility of the media in gaining public trust and discovered that 56 percent of people said the internet provided the most accurate news today, as opposed to newspapers or television news programs. Meanwhile, 22% believe that nothing on the internet can be trusted.

Pragmatics is a branch of linguistics concerned with meaning. The context is related to the meaning studied in pragmatics. It means that the speaker's words can be influenced by the context. What the speaker means in terms of who, where, and when the utterance occurred. In other words, pragmatics is the study of meaning in relation to context. According to (Yule, 1996:3), pragmatics is the study of speaker meaning. It is concerned with the investigation of speaker meaning as communicated by the speaker (or writer and interpreted by a listener) (or reader).

Deixis refers to words whose referents change depending on the context. According to Levinson (1983: 54), deixis is the single obvious way in which the relationship between language and context is reflected in the structures of language. He also distinguishes five types of deixis: person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. Furthermore, Deixis is a technical term derived from Greek for one of the most fundamental things we do with an utterance that means 'pointing' through language (Yule.1996: 9). Yule also divides deixis into three types: indicating people via person deixis, indicating location via spatial deixis, and indicating time via temporal deixis. Language is classified into two types based on its form: spoken language and written language. Spoken language is language expressed through sound.

Therefore, this was an interesting material to analyze the deixis on online newspaper of Detik.com. In initial hashtag covid-19 news at 2020 until 2021 with updates that are most interested by readers. The preliminary data, some online articles on detik.com online newspaper about Covid-19 pandemic with them *nataru* 2020 and *nataru* 2021. The author cites several sentences containing the use of deixis on the online article. Here examples of deixis on detik.com online newspaper:

| TOPIC | TEXT | Deixis |
|--|---|---|
| <i>Dua Hari jelang Libur Nataru , Penumpang DAOP Sebanyak</i> | <i>Dua hari jelang libur Natal dan Tahun Baru (Nataru), jumlah penumpang di wilayah PT KAI Daop 8 Surabaya, naik. Total sebanyak 29.863 penumpang. Pihaknya memastikan, seluruh</i> | In news article of Nataru 2020 and Nataru 2021, detik.com use the deixis person in the sentences of their article. The first deixis person in Nataru 2020 in the word “ <i>PihakNya</i> ” |

| | | |
|--|---|--|
| <p>29.863 Orang (Dec 20, 2020)</p> | <p><i>penumpang telah mematuhi seluruh protokol kesehatan yang ditetapkan (20/12/2020).</i></p> | <p>this word show the subject pronouns. The meaning of “<i>PihakNya</i>” is staff of the PT KAI in dealing with the spike in covid-19.</p> |
| <p>Mendagri Ajak Pemda Kolaborasi Cegah Lonjakan Kasus di Tahun Baru (Dec 27, 2021)</p> | <p><i>"Kita mengelola pandemi di masa Nataru, Natal dan Tahun Baru, karena kita tahu Nataru ini ada potensi kerumunan masyarakat, mobilitas yang tinggi, sehingga kita tidak ingin seperti tahun lalu terjadi lonjakan, bagi kita ini adalah pertarungan betul," kata Tito dalam keterangan tertulis, Senin (27/12/2021).</i></p> | <p>In the online news of Nataru 2022 on December 27, 2021, detik.com in the sentence above mentions at least 4 times the word "Kita" which indicates the type of person deixis. The word "Kita" itself means the minister and his staff in dealing with the covid-19 pandemic.</p> <p>In the online news of Nataru 2022 on dec 27, 2021, detik.com in their sentences use the word “<i>Tahun Lalu</i>” that show time deixis because the word of “<i>thaun lalu</i>” not have a focus meaning of what year is happened</p> |

Table 1.1 Example of deixis on detik.com article

B. Problem of the Study

Based on the background of the study above, the problems that were discussed in this study were:

1. What the type of deixis are found in the Covid-19 news article on detik.com online newspaper?
2. How are the deixis realized in detik.com on their online newspaper?
3. Why are the deixis use in detik.com online newspaper in the way they are?

C. Objective of the Study

In this research, the research was intended to find out that their objectives based on the problem that has been decided:

1. To find out the types of deixis t used in online article on detik.com online newspaper,
2. To describe referent meaning of deixis used in online article on detik.com online newspaper,
3. To explain reasons for deixis used in online article on detik.com online newspaper.

D. Scope of the Study

The research limited the analysis of the study to concentrate on the specific object has been closed in order to get best results in it. This research is conducting to understand one aspect of literature, namely the stage of *Deixis* in Pragmatics. Researcher focus on findings the casual reasons of Deixis with initial *Covid-19* in online article of detik.com online newspaper.

E. Significance of the Study

This study is expected to achieve some significance, such as:

1. Theoretically, the findings are expected to increase knowledge in the findings of Deixis in Pragmatics, and a reference to the readers of this study in studying literature in the context of ambiguous word study of literature research.

2. Practically, it is hoped that the findings of this research can be useful and relevant for researcher who are interested in conducting research on Deixis in online newspaper or other telecommunication as a follow up study. It is also hoped that this research can be used to develop and provide inspirations with similar ideas.

