

BAB I

INTRODUCTION

This part presents the background of the study, research question of the study, the significance of the study, scope and limitation, and definition of key terms.

1.1 Background of the Research

Humans are social creatures who must interact with each other in fulfilling various needs of life. Language plays an important role for humans as social creatures. Language is vital for everyone since it may be used for communication and communicating ideas (Herdiyanti, 2020). In general, language is a system of human communication expressed through a structured arrangement of sounds or written expressions to form larger units, such as morphemes, words, and sentences to convey information or messages (Pane, 2018). Without language, humans would not be able to express their feelings, thoughts, emotions, desires, and beliefs through communication.

Communication is a basic human activity. Communication is an important part that cannot be separated from human life as social beings. Communication can be defined as the process of transferring messages from communicators to recipients/communicants directly or through channels in order to change or influence their behavior. People focus not just on grammatical structure or every word while generating an utterance, but also on how they deliver their speech (Mutiara et al., 2022). Furthermore, communication between the speaker and listener will be clear if the occasion and context of the statement are acceptable (Gobel et al., 2023).

One of the types of communication is verbal communication. Verbal communication is important in all aspects of daily life. Verbal communication is a communication activity using oral to convey information or messages to other people. In addition, verbal communication makes it easier to other people to understand what is being said. Effective verbal communication necessitates the

capacity to use language successfully in social relationships, including verbal and spoken components of speech including tone, tension, and pace (Amaliyah & Saleh, 2022).

Regarding to explanation above, pragmatics seems close to the oral communication. According to Tia herdiyanti (2020) pragmatics may be defined as a study that uncovers the speaker or writer's intended meaning via their use of language. One of the forms of pragmatics is deixis. Deixis concerned with the encoding of many different aspects of the circumstances surrounding the utterance and the relationship between the structure of language and context in which they were being used (Jumaedah *et al.*, 2020). Deixis is divided into five types. It is person deixis, time deixis, place deixis, discourse deixis, and social deixis. Deixis can be found in a variety of mediums. It may come via the internet, television, newspapers, or magazines. Deixis illustrates the phenomena in which knowing the meaning of certain words and phrases in a speech necessitates contextual knowledge. The deixis would be too hazy to understand without a shared frame of reference between the speakers (Mutiara *et al.*, 2022).

Having knowledge about deixis is not only important in communication but also in ELT as it is useful to improve students' grammar. A good grammar will later lead to the improvement of students' speaking and writing skill (Jumaedah *et al.*, 2020). Deixis also helps lecturers and students in developing language skills, especially in the field of pragmatics. Additionally, deixis in the learning and teaching process, as Xi, Liu, and Wang (2016) argue the dynamic use of language can be known by understanding the deixis used in the interaction between teachers and students. It is due to the fact that deixis does not only have the roles associated with grammatical constituents, but it can show different meanings that the words have (Dylgjeri, 2013). Moreover, the use of deixis is considered to be the foundation of the way communication since it can be used to indicate grammatical markers leading to the cohesiveness of a discourse (Miren Montoya Morales, 2011).

One of the forms of communication that can help people learn about deixis is speech. According to Fitria Herliana Rahmayani and Risa Dwiyluliana (2018)

speech is a verbal expression that people use to convey themselves to one another or to a group of people. In other words, a person uses a public forum to inform, persuade, or entertain a group of people. One of the speeches that caught the public's attention was Kim Namjoon's speech at the United Nations UNICEF in 2018. Kim Namjoon is the leader of BTS as well as a songwriter, rapper, etc.. He is also proficient in English, so he became the spokesperson for BTS when performing abroad. One of the videos that attracted people's attention was when he gave a speech at the UNICEF United Nations building which was uploaded by the UNICEF channel youtube. BTS has become the pioneer of South Korean artist who started up a global campaign of UNICEF entitled "Love Myself". The campaign in line with their latest album entitled "Love Yourself" which talks about love, friendship and lost in life (Rachmawati, 2022). The video got up to 17 million viewers

In order to obtain some references and enrich the insight about deixis, the researcher had already read some researches about speech act and attached three of them as previous research. the research was done by Aditya Aulia Farraz in 2022 by the title "*Social Deixis Analysis of George Wakler Bush's and Barack Obama's First Inaugural Address*". This thesis discovers the social deixis used by George William Bush and Barack Obama in their presidential inauguration speeches. Moreover, investigate the function of using social deixis (Farraz, 2022). Secondly, the research that was done by Rizkia Faninda Pane (2018) by the title "*Deixis Interpretation of Jokowi's Utterances in "Al Jazeera English News"*". This study deals with the types of deixis and the meaning of deixis of Jokowi's Utterances in "Al Jazeera English News". Lastly, the research was done by Debi Ratna Wati (2014) with the title "*A Deixis Analysis of Song Lyrics in Taylor Swift's Album*". The aims of the research were to know the deixis used in song lyrics of Taylor Swift's 'Red' album by using John I. Saeed theory.

Considering the elucidations above, the researcher decided to conduct a research entitled *Analyzing Deixis of English Speech by Kim Namjoon at the United Nations*. The researcher expected that this research was able to increase readers' understanding of deixis and make it simpler for them to comprehend the

term's usage and significance. Readers should learn what kinds of deixis are employed and how deixis is used, particularly in expression.

1.2 Research Questions

Based on the phenomena above, this research formulated as follows:

1. What types of deixis are used in Kim Namjoon's speech?
2. What is the meaning of deixis used in Kim Namjoon's speech?

1.3 Objectives of the Research

Due to the research question, the objectives of this research are as follows:

1. To examine various kinds of deixis used in Kim Namjoon's speech.
2. To determine the meaning of deixis used in Kim Namjoon's speech.

1.4 Scope and Limitation

3.3.1 Scope

The researcher emphasized the subject studied to simplify the research procedure. The scope of this research would be primarily focused on the deixis theory based on Stephen C. Levinson which consist of five types of deixis. There were person deixis, time deixis, place deixis, discourse deixis, and social deixis. This study looked into all kinds of deixis.

3.3.2 Limitation

The research would be limited to the investigation of deixis of English speech by Kim Namjoon (BTS) that was released on YouTube on September 25, 2018.

1.5 Significance of the Research

Following research, the findings of this research were expected to make a significant contribution. This research has two types of benefits:

1.5.1 Theoretically

The purpose of this research was to improve understanding of deixis and be able to provide deixis as a source, specifically the use and significance of

deixis in utterances. It was hoped that they will have an ability to understand the meaning of a text easily, for the readers in order to get some information about deixis and each type especially those which are used in Kim Namjoon's speech.

1.5.2 Practically

1. For English Teachers

The findings of this research would be useful to the teachers and provide an understanding of deixis. This research can also be used as a source for providing material, particularly in the pragmatic area.

2. For Students

This research would help students learn more about deixis. It can be used to understanding contextual meaning on communication. Furthermore, the students were expected to comprehend deixis expressions in spoken or written form as a result of this research. It can be used as a resource for students writing theses on this topic.

3. For Future

The results of this research would anticipated to make a substantial addition to deixis research in the future.

1.6 Definition of Key Terms

4.1.1.1 Deixis

Deixis was a part of pragmatics, meaning words whose reference changes depending on the context. Deixis appears in both spoken and written language. Only through deixis is it possible to see how language's relationship to context is represented in the language's structure.

4.1.1.2 Speech

Speech was a type of verbal communication that takes place in front of an audience. Typically, a speech is given by a figure who is respected and influential by a large audience. The speech's objective is to provide knowledge, inspiration, and information to the audience.

4.1.1.3 Kim Namjoon

Kim Namjoon (BTS's Leader), also known as RM or Rap Monster, was a South Korean singer, rapper, songwriter, and record producer. Kim Namjoon was

born on September 12, 1994 in Seoul, Sangso-dong, South Korea. RM joined the BTS group in 2013 and has written 200 songs throughout his career, including songs for BTS. He speaks English better than any other BTS member. That's why he was present to give a speech at the United Nations.

