

## THE USE OF SOCIAL DEIXIS IN INI TALK SHOW

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Received: 11-02-2022

Accepted: 06-03-2022

Published: 20-06-2022

### Abstract

The research entitled “The Use of Social Deixis in Ini Talk Show” aims to find social deixis used by the participants of Ini Talk Show NET.TV and to find out inappropriate function of social deixis in the talk show. The researcher analyzed the data from two episodes of the talk show using the theory of social deixis from Levinson (1983). This research used qualitative descriptive method and the data collection techniques were observation and documentation. The result showed that from 88 data, there were 67 relational social deixis and 21 absolute social deixis. In addition, there were four inappropriate functions of social deixis. The factors of inappropriate function of social deixis usage are the relationship among the communicator and the type of the program that consists of humor. The researcher suggested for the next researcher to investigate other kinds of television program using the theory of social deixis from Levinson (1983). The researcher hopes this research will be one of references in doing similar research.

**Keywords:** *Ini Talk Show, Levinson, Pragmatics, Social Deixis*

### INTRODUCTION

To make good communication, people should know about people who involve in the interaction, where they do the interaction and the context of speech event. Representation of people can be seen by how a person looks other people. Social variable can be a factor of how people represent the other and also influential to how people created communication among them. Social variable that happened in society can be in forms of gender, age, relation, position in society, power, education, wealth and occupation. Those social variable can make the people get high appreciation from societies, such as through language or lexical choice used by the societies to them in any circumstance.

Talk show programs involve many people from different backgrounds. A talk show always invites people with different social variable, from the high until the lower to become the guest of the program. Thus, the social variable differences affect how they speak, how they use language. Talk shows with comedy genre are interesting to be analyzed because comedy talk shows usually uses a relaxed atmosphere, and the language used in comedy talk shows is sometimes uninhibited. Sometimes if language added by humor it will change the accuracy in speaking and made it impolite.

Komisi Penyiaran Indonesia (KPI) gives many warning to many television programs about impoliteness that happened in their program. About 44 sanctions in 2018 given by KPI to some television stations about children and teens protection (cited from Dewi, 2018). The impoliteness happened on their attitude and language usage. Most of language usage is about the participant using bad words or taunting on the television program.

Ini Talk show (episodes Deddy Corbuzier, Ria Ricis dan Atta Halilintar (1) and Spesial Keluarga Pak Jokowi (2)) becomes the research object because Ini talk show is a comedy talk show. The issue from KPI as stated before is also one of the reasons of the researcher chose social deixis to be analyzed because the talk show that had been given warning by KPI about social deixis usage three times. Thus, this is interesting to analyze whether there is any mistake of social deixis usage in this talk show or not. The mistake in lexical choice sometimes happens all of sudden as spontaneity on the stage, thus, it will make a bad assumption about the show and people who do it.

Regarding the issue above, the selection of words can be analyzed by social deixis aspect in pragmatics. Social deixis is communication that the reference to the variable of people. Social deixis show expressions indicate social variable or honorific. It can be seen by lexical choice used by the

speaker according to the circumstance. According to Levinson (1983) social deixis divided into two types, relational social deixis and absolute social deixis. Relational social deixis is a deictic reference to a social relationship among the speaker and the addressee(s). Relational social deixis may be a lexical item (e.g. my husband, teacher, cousin, etc), pronouns (you, her). Relational social deixis is divided into four types, there are 1) referent honorific (the speakers' deference can only be delivered to the respected target); 2) addressee honorific (can be directly delivered by the speaker to the addressee without the target honorific); 3) bystander honorific (people or something that become an object of communication who is not included in the conversation between the speaker and addressee); and 4) setting honorific (honorific used in certain time and situation). Absolute social deixis is a deictic reference encoded only to the speaker or addressee. Absolute social deixis usually expresses social status of the speaker and addressee. For example: Your Highness, Your majesty. Absolute social deixis is divided into two types, authorized speaker (the words encoded for speakers only) and authorized recipient (respect given to people who is appropriate to get it).

The inappropriate function of word can be analyzed by function of social deixis and maxim in principle of politeness by Leech (1993). According to Leech (1993) politeness principle is divided into six maxims, 1) Tact Maxim (the speaker minimizes the cost to the listener and maximize the benefit to the listener); 2) Generosity Maxim (the speaker minimizes the benefit and maximizes the cost of themselves); 3) Approbation Maxim (maxim the speaker minimizes the dispraise and maximizes the praise to the listener); 4) Modesty Maxim (the speaker minimizes praise of themselves and maximizes the dispraise of themselves.); 5) Agreement Maxim (the speaker minimizes disagreement expression between the communicator and maximizes agreement expression between the communicator.); and 6) Sympathy Maxim (the speaker minimizes antipathy between the communicator and maximizes sympathy between the communicator).

Maxims is a linguistics principle that is used in lingual interaction (Wahidah and Wijaya, 2017). Maxims suggests the communicators to use polite languages to avoid impolite language in the utterance. It can be concluded that the used of maxims are to maximize in giving honorific to hearer by the speaker. In maxim, there will find maximize and minimize term. Maximize is the term in show polite expression and minimize is the term in show impolite expression that given by the communicator.

According to the explanation above, this research attempts to answer two research questions: 1) what are social deixis used by the participants in Ini Talk Show NET.TV? 2) is there any inappropriate function of social deixis in Ini Talk Show NET.TV?

## **METHOD**

This research used the descriptive qualitative approach. The qualitative approach is a method used to present the research in the form of text without involving in numeral or statistical aspects. According to Creswell (2007), qualitative approach is a method to investigate issues in society and to investigate the issues, some information has to be collected from the research object uses descriptive study. Thus, in the qualitative approach, the descriptive study is important to be applied, because the descriptive study will support the researcher to get more information about the research object.

According to Sugiyono (2015), in qualitative method, collecting the data can be in the form of observation, interview, documentation, and triangulation. This research only took two of the techniques of data collection, there are observation and documentation. Observation in this research is conducted when the researcher directly observed the conversation happened on the Ini Talk Show NET.TV that referred social deixis. Documentation in this research is the transcript is written by the researcher from the video of Ini Talk Show from NET.TV.

In collecting the data, the researcher uses some techniques, 1) watch the videos more than twice, 2) listen to and identify the use of social deixis, 3) make the transcription of the conversation, and 4) Identify the transcript based on Levinson's theory.

Based on the explanation above, this research will do the steps in analyzing the data according to Miles and Huberman in Sugiyono (2015): 1) Data Reduction or Data Classifying; after collecting the data, the researcher classified the data of social deixis into the two types of social deixis. 2) Data

Display; and 3) Conclusion Drawing or Verification; the researcher concluded the result of the research with the explanation based on the theory used by the research.

## FINDINGS AND DISCUSSION

### The Use of Social Deixis in *Ini Talk Show NET.TV*

According to the finding of the research, in the two episodes of *Ini Talk Show NET.TV* there were 88 data that were identified as social deixis. From 88 data of social deixis that were found in this research, the words and phrases were then classified into the types of social deixis: 1) 67 relational social deixis consisted of 4 referent honorific, 29 addressee honorific, 32 bystander honorific, and 2 setting honorific; 2) 21 absolute social deixis consisted of 10 authorized speakers and 11 authorized recipients. For example:

#### *Relational Social Deixis (Referent Honorific)*

- Andre* : “Sabar..sabar..sabar.. sabar... ah nakal deh.  
Sabar..sabar..sabar..itukanbarucontoh.  
Guabilangjugaapa. Jangandikasihtantangan. Dah  
tau dia orang nyabegitu. Maafya..maafya.”
- Deddy* : “Ya..ya..ya..”
- Andre* : “Oke... sudah ada **Master Deddy**”
- Deddy* : “Heh”

#### **Data D3/E1/P/00:09:03-00:09:25**

Based on the conversation above, the researcher found reference honorific, that is the name of a person and his title. The data consists of ‘*Master Deddy*’. According to the conversation, ‘*Master Deddy*’ referred to the guest of the talk show DeddyCorbuzier. The title ‘*Master*’ shows one of his profession, which is a magician and mentalist. Referent honorific should have ‘target’ of the respect (Levinson, 1983), wherein this data the target of honorific is ‘*Deddy*’ and ‘*Master*’ is his profession.

#### *Absolute Social Deixis (Authorized Recipient)*

- Deddy* : “Andagaknyalaminsaya”
- Andre* : “Salamin dong”
- PakRT* : “Eh ada orang”
- Atta* : “Tadiada info dari **Pak RT**, tadikatanya Kang  
Sulesakit. Jadisayadatangesinilangsung.”

#### **Data D15/E1/W/00:33:07-00:33:19**

Based on the conversation above, the researcher found the use of the phrase ‘*Pak RT*’ that refers to Haji Bolot who acted as a neighbourhood leader in the talk show. The phrase is categorized as an authorized recipient because the honor was delivered by Atta to Haji Bolot that had position as the head of neighbourhood leader or *RT*. In this context, only people who have the position in neighborhood association who can get the naming like that.

#### *Inappropriate Function of Social Deixis in Ini Talk Show NET.TV*

From 88 data finding of social deixis, the researcher found four inappropriate function of social deixis there are: 1) *setan*, 2) *tuyul*, 3) *sibotak*, and 4) *Tantribulet*. The researcher explained about inappropriate social deixis regard to the function of social deixis and supported by the theory by Leech (1993) about politeness principal (maxims).

The four data of social deixis above categorized as approbation maxim. Because approbation maxim also called as honorific maxim (Rahardi, 2005 cited from Khoerot, 2015). It is similar with the function of social deixis which is to give honorific to other people. The findings are contrary the purpose of maxim and the function of social deixis because thus those words categorized as taunting. For Example:

*Sule* : “CobacollabamaDeddy”  
*Deddy* : “Yuk colab..colab”  
*Haruka* : “Okeh.. hi guys sekarangsamasisibotakini”  
*Ria* : “EmangharusgituHaruka”

#### **Data D7/E1/P/00:23:00-00:23:16**

In this case, the word ‘*sibotak*’ clarified the appearance of Deddy who have not hair. However, the word ‘*si*’ becomes the reason why the phrase categorized inappropriate. “*Si*” is the word used in front of the name of person (closeness or polite less). Based on the description, it can be concluded that the word ‘*sibotak*’ can be categorized as impolite in giving the nickname that given by Haruka as the speaker and DeddyCorbuzier as the addressee, based on the social status in term age because Haruka’s age lower than Dedy Corbuzier and also used to derisivingDeddy who has bald head. Thus, this word is categorized as an inappropriate function of social deixis, which the function of social deixis is to give honor to people who have higher social status than the speaker.

## **CONCLUSION**

Referring to the first research questions, the researcher found 67 relational social deixis and 21 absolute social deixis. The use of relational social deixis influenced by relation between the speaker, addressee, bystander and the setting. Based on the finding of the research the use of relational social deixis is influenced by the relation between the communicator, for example friendship, age and position. However, the use of absolute social deixis is influenced by the words or phrases that are encoded to the speaker or to the recipient. In addition, the absolute social deixis is influenced by the position of the speaker and the recipient; and the words and phrases that are encoded by the speakers to themselves. Related to the second research question, there were four social deixes that are categorized as inappropriate functions of social deixis and approbation maxim. Social deixis and approbation maxim are related. Both have the function to give honorific to the listener/addressee. People who used unpleasant word categorized as approbation maxim but give maximize dispraise to the listener (impolite), for example taunting. Based on the finding of the research, the use of social deixis depends on the context of communication and the participant involved in the speech event. In the pragmatics, especially in social deixis a word cannot be encoded to a certain meaning, but it can be interpreted other meaning based on the knowledge of the participant.

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