

Deixis Study in Speech Text of President Joko Widodo on Independence Day

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Abstract

The deixis in the speech text of President Joko Widodo on Independence Day, August 17, 2022, is the subject of this article. This study's objectives are to identify deixis types, identify the dominant type in the speech text of President Joko Widodo, and explain deixis types and their causes. The study aims to identify the prevalent deixis type, understand the procedure, and determine why President Joko Widodo uses deixis in his speeches. This study employs the qualitative content analysis research design. The speech text of President Joko Widodo on Independence Day, August 17, 2022, serves as the data's primary source. The documentary technique is used for data collection. Documentary sheets are the tool used for data collection, and content analysis is the method used for data analysis. President Joko Widodo's speech text analysis on Independence Day reveals five different types of deixis. According to the analysis, social deixis is the most frequently used. The purpose of social deixis in a speech for Independence Day by President Joko Widodo demonstrates that there are distinctions in the roles of recipients of speech referrals and revealed reveals language politeness tactics, particularly those related to cultural factors, and depicts how a person's social status, such as age, occupation, education background, and social position, impacts a country's leader to deliver his Speech during the celebration of Independence Day.

Keywords: Analysis of Speech, Deixis, Speech.

INTRODUCTION

Speech is a powerful tool for gaining public support. It is defined as the speaking process delivered to a group of individuals in a structured and intentional manner to influence, enlighten, persuade, or entertain listeners (MacInnis, 2006).

Few people know the Speech's purpose, but others unnecessarily know. Speech is direct two-way communication. The speaker must observe the interlocutor; even though the speaker dominates the conversation, the listener expected must listen to messages conveyed by the speaker. A speech will be more successful if the listeners of the Speech can get the point and meaning of all the speech content. People can give Speech in many opportunities such as formal or informal situations. Generally, someone conveys their Speech with some purpose such as to plight, revile, approve, attack, convince or reassure others' conviction. Getting the listeners or audience of a speech to agree with the speaker's point of view is challenging.

Each Speech includes sets of words that vary systematically depending on towhom, where, and when they are being addressed and used. The listeners or audience of the Speech are essential to know the message conveyed by the speaker. If the listeners or audience have difficulty comprehending the speaker's reference, the message will not be conveyed smoothly. Hence, in this case, reference is necessary and notable to understand. The purpose of the reference is how the audience identifies and understands the reference meant by the speaker based on the utterances used to refer to it.

The phenomenon described above is known as deixis. According to Levinson (2004), deixis has meanings from the context, including speaker, addressed pronoun, time, and location. Deixis is the phenomenon in which an utterance situational context is necessary to understand a specific word or phrase's meaning. As a result, it is crucial to understand the meaning when a

speaker refers to an object. In order to give the audience or listeners clear meanings, it is crucial to form a meaning (aspect) between sentences, contents, and situations in a sentence. The audiences occasionally have difficulty understanding a speech's points. This situation arises because they are unaware of the deixis' stated meaning. As a result, they are unaware of the Speech's reference.

Levinson (2004) adds that the deixis is concerned with how to encode language or grammatical features of the speech event's utterance context, and the analysis of the utterance context determines how the utterance should be interpreted. Deixis refers to words highlighting particular terms in utterances or sentences based on their context. It affects how interested people are in listening to the Speech. The Speech's references are crucial to simplify the Speech's content for the audience to understand. If the speaker makes clear references, the audience or listeners will have no trouble understanding his or her points.

Levinson (2004) states that types of deixis are personal, spatial, time, discourse, and social deixis. In a text/conversation, personal deixis explains the subject. Spatial deixis indicates the location of the speakers and listeners. The situation's time is explained by time deixis. Discourse deixis demonstrates a reference that was previously mentioned in the text. Social deixis refers to the social context of a text or a conversation.

Deixis can be found in speech texts or some written and spoken languages. Such as series/drama/film scripts, songs, poems, articles in magazines or newspapers, short stories, etc., and it is possible can be found in the speech text of President Joko Widodo conveyed on Independence Day, August 17 2022 then, that matter is also as the subject of this research. The writer of this research was inspired from the previous studies conducted by some researchers:

Rafika Purba's thesis (2015), analyzing President Susilo Bambang

Yudhoyono's (SBY) Inauguration speeches, University of North Sumatra. After examining the data, the findings suggest that the first and second inauguration speeches of President Susilo Bambang Yudhoyono tend to use personal deixis as dominating type of deixis. President Susilo Bambang Yudhoyono employs the plural pronoun "kita (we)" in first inauguration, the use of first Personal Pronoun "saya (I)" in his second inauguration speech. The purpose of deixis' usage in President Susilo Bambang Yudhoyono's inauguration speech is to highlight or show that someone or something is clearly receiving information from the inauguration speech. Deixis in first and second speeches by President Susilo Bambang Yudhoyono can assist the audience.

Rizkia Faninda Pane's (2018) thesis at Universitas Muhammadiyah Sumatera Utara looks into deixis interpretation in Jokowi's Speech on "ALJAZEERA ENGLISH NEWS." This study deals with deixis' types and the significance of Jokowi's Utterances in "Al Jazeera English News". This study employs a qualitative research method. The study aims to investigate Deixis' types and to characterize deixis' meaning of Jokowi's Utterances in "Al Jazeera English News". Result shows three deixis' types on Jokowi's utterances in "Al Jazeera English News", personal, temporal, and spatial deixis. Personal deixis was dominating type utilized by Jokowi in his utterances. Usage of personal deixis "I" and "We" being most prevalent. In his Speech, Jokowi used phrases suggesting that he is a firm and unobtrusive leader.

Hetty Catur Ellyawati's (2019) research published on ETERNAL (English Teaching Journal) demonstrates that personal deixis used by someone not only as a technique to show pronoun in some situations, but also can reveal meaning. The author employs analysis of deixis to demonstrate how candidates in President and Vice President's presidential debate in 2019 at the first stage employ deixis to communicate their desire to obtain more voters. The first stage, use of "I" is divided into six portions. However, the writer uses deliberate random sampling to select only three. According to the data study, both sides, Jokowi,

Maruf Amin, Prabowo Subianto, and Sandiaga Uno use the same strategy to represent themselves in debate. The four of them typically used "Kita" to express themselves and Indonesiansociety, and "Saya" refers to the speaker, used mainly by Jokowi and Prabowo.

The purpose of M. Rizqi and Yulianto Sabat (2022)' research published in the *Journal of English Language and Culture UBM* was to Determine the kind of deixis in Joko Widodo's statement on Indonesia's G20 presidency and the dominant type of deixis in Joko Widodo's statement on Indonesia's G20 president. This study was created utilizing qualitative methodologies. Data was extracted from the English version of President Joko Widodo's statement script. According to the data analysis, Joko Widodo's remark during Indonesia's G20 presidency contained three types of deixis: personal, geographical, and temporal deixis. There are 35 deixis in total. Personal deixis appears most frequently in Joko Widodo's statements during Indonesia's G20 presidency, accounting for 26 data points. The researchers arrived at this conclusion based on past studies. When Joko Widodo delivers his Speech, personal deixis always dominates.

Riris Mutiara Paulina (2022) research entitled "A Pragmatic Study on Deixis Analysis in President Jokowi's State Speech". This research aims to identify and analyze five types of deixis used in President Jokowi's State Speech commemorating the Republic of Indonesia's Independence Day on August 16, 2019. The qualitative research method is used as Jokowi's speech-recorded video is data for this study is, which turned into a transcript using the qualitative research approach. The author analyze five types of deixis: personal, spatial, temporal, discourse, and social, as well as the purposes of each type, using Stephen C. Levinson's (1983) theory. According to the study's findings, Jokowi's Speech incorporates all five types of deixis, with personal deixis being the most typically used for distinguishing participant roles.

Regarding prior research, the writer is inspired to conduct further research related to deixis, and the writer of this research determines the speech script of President Joko on Independence Day, August 17 2022, as the subject of this research. President Joko Widodo, intentionally or unintentionally, employs deixis in his Speech on Independence Day, August 17, 2022. It affects the audience, who wants to know what the Speech is about on Independence Day. It is challenging for them to understand the Speech's point, its references, and other aspects similarly. The writer of this research will gain a wealth of knowledge and experiences from studying this Speech, particularly regarding the President's use of language to influence the Indonesian people during communication.

Following the preceding explanation, it can be said that some deixis type found in the speech text of President Joko Widodo on Independence Day, on August 17, 2022 must be identified. Each utterance is classified differently in terms of deixis. Next, these utterances can be classified according to deixis type. This moment is interesting to be observed as this year Indonesia has had some international achievements in the international level, and one of it is as the President of G20, the organization of 20 the biggest economic countries in the world. As a result, the writer is interested in analyzing deixis in the speech text of President Joko Widodo on Independence Day, August 17 2022 in which the President tells his pride on Indonesia's achievement in the international level.

According to the explanation above, the writer's study focuses on which type of deixis is most prevalent in the speech text of President Joko Widodo on Independence Day, August 17, 2022. Second, how are deixis in the speech text of President Joko Widodo on Independence Day, 17th of August 2022? Third, why are in President Joko Widodo's speech text on Independence Day, August 17 2022, deixis in such a way?

According to Lyons (2000), deixis dealt with the time- and place-related traits of "determination" language. When a word refers to moving or changing, depending on the context in which it is used, it is said to be deixis. Deixis serves

as more than just a grammatical component; it also has a responsibility to highlight the various meanings that words can have, even when they are used in the same way in various contexts. In order to have a clearer understanding of the thought being transmitted, pragmatics analyzes words and phrases used by participants in the communication process (dictionary reference).

In communicating with society or delivering their purpose to society, an official certainly has learned and mastered the knowledge of public speaking to enable them to approach society to succeed in delivering their purpose. According to Gregory (1990), public speaking is the systematic and intentional act of speaking in front of a group of known or unknown people to educate, persuade, or amuse the audience. Furthermore, another definition of public speaking is a face-to-face interaction between the speaker and the audience for particular communication aims. Gregory (1990) also believes that speaking is meant to persuade the audience to believe a particular point of view desired by the speaker.

Based on the explanation above, it can be classified two purposes of public speaking. Speaking with the intent to influence thinking and speaking with the intent to motivate action are two different things. Speaking intends to influence thought and to motivate action to reassure the audience that they share the same thought or understanding as the speaker. Gregory (1990) claims that a speech that intends to influence thought is an attempt to persuade people to take someone's side on a specific issue.

Gregory (1990) distinguishes types of public speaking: informing and persuading. Speaking intended to inform, or an informative speech aims to inform the audience on a specific topic and explains something that interests the audience. Informative Speech can be classified in a variety of ways and given a variety of labels. Four most common types of informative Speech namely definition, description, process, and expository Speech.

Mulyana (2006) says that commonly, Speech has functions for three things that are often done by a lot of politicians, persuading others to support our willingness to volunteer, providing insight or information on other people, and making others happy with an entertaining speech in order to make others happy and satisfied with the Speech we delivered. The second function of Speech by Mulyana namely providing insight or information on other people. It means such information has significant qualities or is in the form of information that must be delivered and addressed to the general public. The Speech conveyed by President Joko Widodo on Independence Day intends to deliver significant information that needs to be delivered to the audience attending Independence Day and Indonesiansociety watching or listening virtually to the speech delivery from President Joko Widodo.

Getting back to previous research such as Rafika Purba (2015), Rizkia Faninda Pane' (2018), M. Rizqi and Yulianto Sabat (2022), Riris Mutiara Paulina (2022), and Hetty Catur Ellyawati's (2019), five researches deducing that personaldeixis is the dominating type from other types of deixis in researches conducted. Nevertheless, in this study, things are different; social deixis is dominating type found in this research.

RESEARCH METHOD

The source of data for this research is taken from the citizen media website: www.kompasiana.com. The data is the speech script of President Joko Widodo's Speech delivered on Independence Day, August 17 2022. Printing data is needed to make the physical form of data to ease data analysis. Next, words or phrases indicating deixis in the Speech are underlined. Then, words or phrases indicating deixis are categorized into types of deixis. Hereafter, conclude by describing the total or percentage of each deixis type and explain why President Joko Widodo used the deixis frequently in his Speech delivered on Independence Day.

RESULTS & DISCUSSION

Types of deixis in President Joko Widodo' Speech on Independence Day, August 17, 2022 are five types: the total deixis in President Joko Widodo' Speech on Independence Day celebration ceremony, August 17, 2022, is 2014 data, the details are as follows: 84 as social deixis, 67 as personal deixis, 25 as discourse deixis, 15 as temporal deixis, and 13 as spatial deixis.

Social Deixis

Yule (2000) stated that social deixis concerns aspects of language structure encoding participants' social identifiers, social relationships, or the relationships between one individual and others. Therefore, social deixis relates to the aspects of a sentence that are determined by and reflect the social context of the utterance. Social deixis is the dominating type in speech text of President Joko Widodo on Independence Day, August 17, 2022 makes this study is different from 5 prior research claim that personal deixis is dominating type of deixis in Speech or utterance by Indonesian politicians, presidents, and vice president candidates' in a debate forum, President and Vice President first and second inauguration speeches, Indonesia's G20 presidency speech, Jokowi's Utterances in "ALJAZEERA ENGLISH NEWS. This signifies that Joko Widodo is a highly social president, and his Speech on Independence Day differs from his other speeches on another forum.

Social Deixis as Dominating Type in Speech Text of President Joko Widodo on Independence Day

As the most dominant type in speech text of President Joko Widodo on Independence Day, 17th of August 2022, social deixis demonstrated or revealed that there are distinctions in the roles of recipients of speech referrals and language politeness tactics, particularly those related to cultural factors and social

status such as related with gender, profession, education, religion and social status in society. In other words, using social deixis helps President Joko Widodo to improve politeness or language ethics in delivering his Speech, it also can create a positive attitude from the listeners or audience. In addition, the study result shows that President also has high nationalist spirit and tolerance when he begins. Before end his Speech that can be viewed as some utterances related to national and all religions' greetings, it just adds the audience's convenience in listening to the Independence Day' Speech from a president. This points out how President Joko Widodo adjusts attitude of religious tolerance as the President of the Republic Indonesia and can embrace all religions in Indonesia. Besides that, President Joko Widodo delivers his gratitude to many parties for many times, it shows that he admits other people' achievements and is aware that the achievement which Indonesia gets for the time being is all parties' hard work.

Attitude of Recognizing of Others' hard work (Expressing Thank)

President Joko Widodo expresses his gratitude many times in his Speech to some parties. This shows that How he is as the president respects other people on their hard work and this also shows his strategy to boost other people' spirit in order to keep working hard and give best result for their work and duty:

Terima kasih kepada ~~lembaga~~ lembaga nasional, terima kasih kepada Bank Indonesia, Otoritas Jasa Keuangan, Lembaga Penjamin Simpanan, terima kasih juga kami sampaikan KPK, Ombudsman, KPU, Badan Pengawas Pemilu, Komnas HAM, tokoh agama, tokoh masyarakat, dan tokoh kebudayaan.

He realizes some institutions mentioned have crucial roles in building Indonesian in its department. President Joko Widodo's purpose of expressing thank is to give good behavior and impression to the addressed parties or persons. So that it creates a friendly impression that can influence other people's attitudes to be more comfortable and also builds other people's self-confidence.

Building a comfortable attitude to inter-religious people

Beside highlighting social characteristics of speech' participants relates with aspects of education, age, occupation/position, President Joko Widodo also accentuates the value of religion tolerance, at the beginning, at the content and at the end of his Speech, he greets the audience by using some religions' greetings: *Assalaamu' alaikum warahmatullaahi wabarakaatuh, Alhamdulillah, Insya Allah, Semoga Allah SWT, amin ya rabbal 'aalamin* are Muslim greetings. Its purpose to show religion identity. *Tuhan Yang Maha Esa, Salam sejahtera, Syaloom* are Catholic and Christian greetings commonly used before starting and finishing a conversation, Speech and meeting. *Om Swastyastu* refers to Buddha's greetings, which means hope that the audience is safe with Hyang Widhi's blessing. *Namo buddhaya* refers to Buddha' utterance means to praise the Buddha. *Salam Kebajikan* refers to Konghucu' greeting used to greet the audience or listeners. *Om Shanti Shanti Shanti Om* refers to Hindu' utterance to deliver a prayer to other people. It means good luck and may you always have peace in your heart, peace on earth. In addition, President Joko Widodo also does not forget to greet the audience by using national greeting for certain time conditions: *Selamat pagi*, a formal greeting in Indonesian language used to greet other people in the morning. President Joko Widodo shows that he has high religious tolerance and is a leader who can embrace diversity, especially in religion, can be viewed in some greetings for all religions in Indonesia in the beginning and ending of his Speech.

Using a Functional Degree of the highest functional position for the teaching or research profession.

According to Hasanudin Abdurakhman (Detik, 2019) and Adnan Kasry (Riau Pos, 2006), professors have the highest functional academic positions in teaching and research. In this case, President Joko Widodo mentions someone's degree of the highest functional position for the teaching or research profession. He is very

detailed in attaching the degree to three persons attending the Independence Day, in which two of them are ex-presidents of Republic of Indonesia and one more is the current vice president: *Prof. Ma'ruf Amin*, *Prof. Megawati Soekarnoputri* and *Prof. Boediono*.

Using Academic Degree Before Name

The highest educational degree awarded by a college is a doctoral degree (Adnan Kasry, 2006). In his Speech President Joko Widodo also mentions the academic degree to the audience attending the Independence Day: *Dr. Ma'ruf Amin*, *Dr. Boediono*, *Dr. Megawati Soekarnoputri*. This points out that He as the President honors other people's education levels in this case, so he keeps pinning the academic degree in front of other people's names.

Using Religious and Spiritual Leader Title

Nurhayati Djamas (2008) said that Kyai are religious leaders or figures who lead the lodge boarding school. Haji and Hajjah or Hajjah means to come or visit in order to "perform the pilgrimage," that is, to come to Baitullah and perform certain acts of worship there (Departemen Agama RI, Al-Qur'an dan Tafsirnya. (2009). Haji is the religious title for men, and hajjah or hajjah is the religious title for women. Joko Widodo also does the designation of religious and spiritual title to some persons such *K.H. Ma'ruf Amin*, *Ibu Hj. Wury Estu Ma'ruf Amin*, *Hj. Shinta Nuriyah Abdurrahman Wahid*. This situation shows that the title acknowledges piety, political authority, and socio-cultural degree.

Using Title of head and Vice Head of state (Honorifics or Honorary call)

In his Speech, President Joko Widodo mentions titles of head and Vice Head of state such as ex-president and ex-vice President of the Republic Indonesia

such as in phrases *Wakil Presiden Republik Indonesia, Presiden Republik Indonesia ke-5, Wakil Presiden Republik Indonesia (ke-6, ke-9; ke-10, ke-11)*. This describes how President Joko Widodo doesn't want to forget someone's crucial employment, which is previously held in leading Indonesia as it is essential history for Indonesian progress.

Using Titles of State and Government Officials

Next, use of word or phrases *Ketua, para Wakil Ketua, dan para anggota MPR/DPR/DPD, Para menteri Kabinet Indonesia Maju, Panglima TNI, Kapolri, Jaksa Agung, Kepala BIN*; refers to officials whose work environment is in an institution that carries out administrative functions. The designation of state and government officials' titles by President Joko Widodo shows to society and the audience of Independence Day that some officials mentioned are his partner in various aspects in leading Indonesia, besides he also confirms other people's occupations or positions in his governance.

Using Title of Nobility

Joko Widodo uses phrases *Yang Mulia para-Duta Besar negara-negara sahabat* referring Joko Widodo points out his respect to Executive State Officers from other countries attending Independence Day. Joko Widodo understands how to comfort invited guests from other countries and honor someone's position as executive state officers attending the Indonesian Independence Day celebration.

Using Social degree

Bapak Tri Sutrisno, Bapak Hamzah, Ibu Shinta Nuriyah Abdurrahman Wahid. Use of the word "Bapak" and "ibu" are used to respect someone from

gender and age factors. The first and second utterance of "bapak" can mean that person is older than President Joko Widodo and respect someone himself socially. The use of "ibu" for the third utterance refers to respect someone's social position in gender and refers to that the person is older than President Joko Widodo.

Personal Deixis

Personal deixis (Levinson, 2004) deals with identifying personal pronouns used to identify the speaker and the recipient. Many languages distinguish between the first and the second person pronoun. The first person refers to the speaker to himself/herself, while the second refers to the recipient or the audience. The use of third person pronoun is used to indicate entities other than speaker and recipients can be found in many (but not all) languages.

In his Speech, President Joko Widodo uses first personal pronoun, "I" refer to himself as the speaker in the Speech: *Yang saya hormati*. This describes how Joko Widodo give his respect to audience. *Saya optimis* ought to be able to convince society through his programs and decisions. *Saya tekankan, saya tegaskan kembali*, this points out as president he tried to be assertive. *Saya juga mengucapkan terimakasih*. Here, He also shows his respect to many other parties' achievements. *Saya mengajak seluruh komponen bangsa*, as president he appeals audience to advance Indonesia. Besides using first personal pronoun "I", president Joko Widodo uses second personal pronoun "kita" referring to president Joko Widodo and audience: *tantangan yang kita, kita tahu ..., negara kita ... kita syukuri, kekuatan ketiga kita adalah bonus demografi, kita lakukan, ekonomi kita ... kita harus ... terus kita tingkatkan*. Next, President Joko Widodo also uses second person pronoun which refers to audience: *Saudara-saudara ..., para hadirin*. President Joko Widodo uses more the second personal pronoun than the first personal pronoun "I", this indicates that President Joko Widodo prefers using the second personal pronoun "we" to first personal pronoun "I", this

occurs because he tried to forms attitudes solid entity that he and audience are the same boat, it means he as the President and audience or society ought to assist, encourage, and collaborate each other for the sake of Indonesia' advance.

Discourse Deixis

Levinson (2004) declares that text or discourse deixis refers to the discourse containing the utterance and deals with using expressions in some utterances. Next, Levinson (2004) denotes that the utterances containing such as however, in addition, besides that, hence, furthermore, moreover, yet, however, actually, so, afterward, and so on, are expressions that have a meaning component that opposes ~~the~~ conditional meaning and utterances containing them are the response to something.

Use of discourse deixis by Joko Widodo also frequently happens that can be seen from these utterances: *sekarang ini*, refers to time when President delivered his Speech, *setelah* *ini* explains the next agenda of the government, *inilah* *kekuatan* explains the ability to manage other big agendas well, ... *untuk itu* refers to action for eradicating corruption is a top priority, *oleh karena itu* refers to Children's interest in science, technology, art and sports, *demikian pula* refers to plantations including oil palm, which has proven to be the world's largest supplier of CPO, ... *adapun* pertains to general election stages, ... *di negeri kita ini* pertains to President and audience' country.

Temporal Deixis

Levinson (2004:62) defines temporal deixis is a mechanism for categorizing temporal points and ranges related to the time of spoken or written discourse. The following examples are all temporal deixis, namely, now, tonight, for the time being, the day before tomorrow, the day after tomorrow, next week,

last month, next April, etc.

President Joko Widodo not only tells the audience relates the success achieved by Indonesian for one particular time but also all years he leads Indonesia: dan *tahun ini* pertain to 2022 when Indonesia became President of the G20, a grouping of the world's 20 major economies, *tahun depan* pertains to 2023 when Indonesia also is going to become ASEAN Chair, ..., *pada kuartal II tahun 2022* refersto early January to late March that the Indonesia' economy managed to grow positively at 5.44 percent, *selama 27 bulan berturut-turut* refers to early May 2020to August 17 2022 that trade balance surplus, dan di *semester I tahun 2022* refers to July until December the surplus is around IDR 364 trillion, *tahun 2014* refers to seven years ago at the beginning his leadership, steel exports 18 times. He also highlights that Indonesians' behavior on the anti-corruption behavior index from BPS has increased from 3.88 to 3.93 in 2022, referring to the year when he deliveredhis Speech.

This shows how He explains that Indonesia has achieved success in many aspects from time to time since he was chosen in 2014.

Spatial Deixis

Buhler (2011) conveys spatial deixis implies a location (here, there, close to, in/on prepositions (in the classroom, on the chair). Besides that, utterances indicating spatial could refer to any type of area such as a house, a building, a district, a city and a country.

President Joko Widodo also used more dimension of proximal than the dimension of distal. He mentions some places representing several things situated and occurred in Indonesia, such as *di negeri kita* ini refers to President and audience's country, Indonesia, *di Luar Jawa* refers to all regions of Indonesia exceptJava Island, *di Solo* refers to a city located in Central Java a city led by him before leading Jakarta and Indonesia, *di Jiwasurya*, an Indonesian state-owned

company engaged in the insurance sector, *Jakarta* refers to a place as the capital city of Indonesia, *di Mahkamah Agung* refers to Institution as the highest peak of state justice oversees the general, religious, military and state administrative courts and the use of phrase *di seluruh dunia* is distal dimension as He described place outside Indonesia. This shows that President Joko Widodo prefers describing several things related to place or location in Indonesia to abroad.

CONCLUSION

Data analysis shows that, as a result, social deixis is found to be the dominating type in speech text of President Joko Widodo delivered during Independence Day. Deixis usage contributes to giving benefits in Speech; the speaker and the listeners/audience will understand the identical purposes meant in the Speech. Deixis works to determine the text or utterance's references, which impact the Speech's information and meaning. The Speech delivered will be more interesting if the audience/listeners can easily get the information from the Speech, in this case, Independence Day Speech delivered by President Joko Widodo.

Social deixis usage in speech text of President Joko Widodo demonstrates that there are distinctions in the roles of recipients of speech referrals and language politeness strategy, especially related to cultural factors of Indonesia, in other words, this depicts how a person's social status, such as gender, age, occupation, education, and social position, impacts a country's leader to deliver his Speech during the celebration of Independence Day. Deixis' usage in President Joko Widodo's Speech also points out how a president can adjust himself on many sides, such as religion, culture, education, economy, health, etc. The President shows his concern to all aspects of life. In conclusion, President Joko Widodo is competent use all deixis following social levels and proper language manners.

The study notes that understanding deixis' usage in a communication context is very essential, and the use of deixis is also very essential in various

communication, especially in formal communication not only by the President but also by all officials and anyone familiar with public speaking. One example is personal deixis, which can build listeners' comfort and convenience when listening to the Speech. It is expected that further research is also essential to analyze deixis use in the utterance of influenced and favorite public speakers or motivators. So, the finding shows how they can be adored, motivators whose many followers, and idol motivator can be learned by other people interested in building a career to be a public speaker or motivator.

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