

**COMPARING PERSONAL DEIXIS USED BY PRESIDENT MEGAWATI
AND PRESIDENT SBY IN “HARI KEBANGKITAN NASIONAL” SPEECH
THAT REPRESENT SPEAKER POSITION**

A THESIS

In Partial Fulfillment of the Requirements for the Sarjana Degree Majoring Linguistics in English
Departement Faculty of Humanities Diponegoro University

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SEMARANG
2011

PRONOUNCEMENT

The writer states truthfully that this thesis is compiled by him without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, the writer ascertains that he does not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, 15 August 2011

Syailendra Persada

MOTTO AND DEDICATION

“Menungso kuwi sing dicekel omongane. Mulo ojo waton ngomong ananging ngomong nganggo waton. (Manusia itu yang dipegang adalah ucapannyanya maka janganlah kamu asal bicara tetapi bicara dengan dasar dan pertimbangan).”

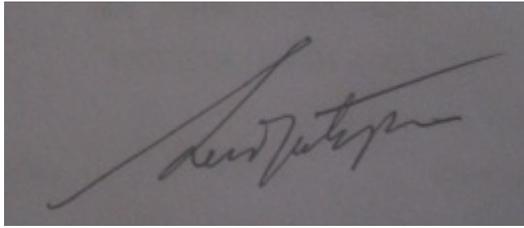
-Javanese Proverb-

This final project is dedicated to my beloved mother and father

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ACKNOWLEDGMENT

Alhamdulillahirabbil'alamin. Praise be to God Almighty, who has given strength and true spirit so this thesis on "Comparing Person Deixis Used by President Megawati and Presiden SBY in *Hari Kebangkitan Nasional* speech" came to a completion. On this occasion, the writer would like to thanks to all those people who have contributed to the completion of this research report.

The deepest gratitude and appreciation are extended to Dr. J. Herudjati P, M.Sc -the writer advisor- who has given his continuous guidance, helpful correction, moral, support, advice and suggestion.

The writer's deepest thank also goes to the following:

1. Dr. Agus Maladi Irianto, M.A., as the Dean of Faculty of Humanities Diponegoro University
2. Dr. Ratna Asmarini, M.Ed, M.Hum., as the Head of English Department Diponegoro University
3. Dra. Deli Nirmala, M.Hum., the Head of Linguistics Section, Faculty of Humanities Diponegoro University
4. Mother and Father, Yani Trisnadi and Handiarti, for their great love, their support, and their prayer.
5. My brother and my sister, Iqbal Trisnayuda and Yasmin Trinandi, for their support.
6. My aunt and my niece, Siti Khajarwati and Salma Salsabila, who always cheers me up.
7. All of my beloved lecturers and academic officers in English Department, Faculty of Humanities Diponegoro University
8. Antika Romayana, for his support and our togetherness
9. My friends in English Department Year 2007; Aan Setyawan, D4 Groups, Peterongan's, Happy House Community, and all that I can't mention them one by one who always share laugh and smile with me
10. My friends in BEM FIB 2007, KMMS, and BEM KM Undip 2011 for our togetherness with laugh and cry
11. My big family, for their support and their care

The writer realizes that this final project is still far from perfect. The writer, therefore, will be glad to receive any constructive criticism and recommendation to make this final project better.

Finally, the writer expects that this final project will be useful to the reader who wishes to

learn deixis especially personal deixis.

Semarang, 15 August 2011

The Writer

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ABSTRACT

Deiksis pada dasarnya adalah “rujukan” atau “merujuk.” Artinya ketika kita berbicara mengenai deiksis maka orang tersebut akan merujuk pada sesuatu dan sifat dari *referent* nya sendiri tidak tetap artinya dapat berganti-ganti. Dalam hal ini penulis akan berbicara mengenai deiksis personal, yaitu deiksis yang melekat pada kata ganti orang. Deiksis personal memiliki keistimewaan karena ada perbedaan penggunaan yang berbeda-beda di masing-masing daerah. Selain itu person deiksis pun bisa digunakan untuk melihat posisi seseorang dalam memandang suatu hal atau dengan kata lain bisa digunakan untuk menggambarkan ideologi yang direpresentasikan oleh seseorang dalam suatu percakapan.

Pada akhirnya memang tidak ada perbedaan yang signifikan antara person deiksis yang digunakan oleh Megawati dan SBY. Tetapi dalam hal ini pidato kepresidenan merupakan salah satu sarana yang tepat dalam melihat bagaimana seseorang presiden menggunakan deiksis personal untuk merepresentasikan ideologinya. Selain itu dengan menganalisis deiksis personal yang digunakan dalam pidato kepresidenan maka dapat dilihat bagaimana seorang presiden menempatkan dirinya di dalam sebuah permasalahan atau kondisi tertentu.

Kata Kunci: Deiksis, Person Deiksis

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The word ideology consists of two words from Greek, *edios* and *logos*. *Edios* is concept or idea and *Logos* is knowledge. Basically ideology is idea or opinion of human being. According to the classical theory on ideology, the ideology is built by a dominant group of people to influence their idea or opinion (Erianto, 2005: 13).

But in the real life, it is not easy to influence the ideology of the dominant group because a society has a choice to accept or refuse the ideology, depending on their knowledge and background. So the dominant group uses strategy that can be taken for granted by the society. In this case the dominant group persuades and communicates the ideology to the society, so that their ideology seems to be legitimate and veritable.

Generally, ideology has two important implications. First, ideology has a social function. It means that ideology builds solidarity in the group or community so that the communication has the same knowledge and background when they have to take an action, for example, green life

community or feminist group. Second, ideology also builds an identity of the group which is different from the other groups.

In the context of a country, every president who leads the country wants the society has the same ideology. When his society has the same ideology, the president hopes that every policy that he makes can be accepted by the society.

In this thesis the writer discuss about the ideology that President Megawati and SBY want to share it with the society. They, as a president, have a chance to influence the people's ideology. The text of the speech is not a group of words that create phrases, clauses, sentences, or paragraphs but it is an entity that constructs the speech, known as discourse. The writer uses the national awakening's speech, because national awakening is one of the important moments in Indonesia.

In order to specify this thesis, the writer just takes personal pronoun that represents the speaker. Personal Pronoun has an important function to look the ideology that they take. Personal Pronoun is used by communicator (speaker) to represent their position in some situation (Erianto, 2005: 253) so in this research, the writer analyses in what Megawati and SBY put themselves in their speech.

1.2 Research Question

1. What kind of person deixis that represents the position of the speaker is used by Megawati and SBY in their speech?
2. What is the reason of using certain personal deixis in their speech?

1.3 Purpose of the Study

This research is to answer the question shown in the research question:

1. To know the kind of personal deixis that represents the position of the speaker used by Megawati and by SBY.
2. To know the reason why the speaker chooses one form of personal deixis than other.

1.4 Previous Study

Teguh Setiawan (2008) in "*Penggunaan Deixis Persona dalam Tindak Komunikasi*" analyzes the

use of personal deixis in the Indonesian language. In this research, he doesn't analyze a specific case and the conclusion of this research just describes the function of personal pronoun; first personal pronoun, second personal pronoun, and third personal pronoun.

Ulfiana (2009) in "*Analisis Retorika Politik Pada Pidato Inagural Presiden Amerika*" analyzes six techniques of political rhetoric used in inaugural speech by the American President. These techniques are repetition, association, composition, diversion, omission, and confusion. She used linguistic feature to analyse the data. But she just deals with to the text structure and does not talk about the ideology presented in the text.

Therefore, this study does not only focus on the descriptions of the use of personal pronoun but also how president Megawati and SBY present their ideology through personal pronouns.

CHAPTER II

THEORITICAL FRAMEWORK

2.1 Deixis

The word deixis comes up from Greek, *Deiktikos*, which means direct appointment. The basic point of deixis is on its referent. It means, we can mention that a sentence is containing deixis if the referent is changed and moved, depending on who the speaker and depending on the time or place of the sentences uttered (Kaswanti Purwo, 1984: 1). For example when we are saying "what is this?" the word "this" is referring or pointing to something. The word "this" is also called *deictic expression* or *indexicals*. For example:

[1] Saya akan pergi ke Jakarta besok pagi.

In this example a word "saya" is indexical because we can change "saya" with "aku" under certain condition. The word "saya" in Indonesian language is used in formal situation or when we talk with someone who has higher social class. "Saya" in Indonesian is also to honor someone because speaker and listener do not know well each other. We can change "saya" into "aku", for example when speaker has same social class as listener.

Deixis has function to show something, so the success of interaction between speaker and

listener depend on how they understand of deixis (Nadar, 2009: 54-55). For example:

[2] A: Excuse me?

B: Who is there?

A: It's me

In this conversation "A" assumes that "B" knows him well. It will be possible if "A" and "B" have good relation, they know well each other. But there are conditions in which "B" has to explain who he is to facilitate communication between them.

There are three kinds of deixis according to Levinson (1983: 62): person deixis, time deixis, and place deixis. Person deixis concerns the encoding of the participants in the speech event in which the utterance in question is delivered. The deictic centre in the person deixis will be moved abruptly from participant to other participant when the speakers switch, for example:

[3] Andi menatap sejenak ke arah orang yang sedang berdiri di bawah pohon, lalu dia menghampirinya.

In this sentence there are two person deixis, First is "dia" that refers to Andi and second one is "-nya" that refers to "orang yang sedang berdiri di bawah pohon". But it is possible if "dia" is "orang yang sedang berdiri dibawah pohon" and "-nya" is "Andi". So we have to know context of the utterance to understand certain words that have function as deixis which refer to what is in the utterance (Nadar, 2009: 56).

Place deixis concerns the encoding of spatial locations relative to the locations of the participants in the speech event. To understand this deixis in the utterance we have to know the position of speaker. We can understand meaning of position as a place where speaker stands. For example:

[4] Please put this vase there (tolong letakan vas ini di sana).

The word "there (di sana)" describes the place where the speaker wants to put a vase away from speaker stands.

Time Deixis concerns the encoding of temporal points and spans relative to the time at which an utterance was spoken. Basically, to understand time deixis is not much different from we understand place deixis. For example:

[5] Good morning my friend (selamat pagi kawanku).

At the first time we hear this sentence; we have to know time condition around speaker and listener because it is possible if the speaker and listener is in the different time condition.

Kaswanti Purwo (1984) explains person deixis, time deixis, and place deixis in following table:

PERSON DEIXIS

Persona	Bentuk Bebas	Bentuk terikat	
		Lekat Kiri	Lekat Kanan
Persona Pertama	Aku, daku, saya	Ku-	-ku
Persona Kedua	Engkau, kau, dikau, kamu, anda	Kau-	-mu
Persona Ketiga	Ia, dia, beliau		-nya
Persona pertama dengan persona kedua	Kita		
Persona pertama tanpa persona kedua	Kami		
Persona kedua lebih dari satu	Kamu (sekalian), kalian		
Persona ketiga lebih dari satu	mereka		

PLACE DEIXIS

Lokatif	Sini	Situ	Sana
Demonstratif	Ini	Itu	
	Begini	Begitu	
Temporal	Kini		
	Dini		

TIME DEIXIS

2	1	0	1	2	3	4
Kemarin dulu	Kemarin	Sekarang	Besok	Besok lusa/hari lusa	Tulat/langkat	Tubin/tungging

2	1	0	1	2
Dulu	Tadi	Sekarang	Nanti	Kelak

2. Person Deixis

Person deixis has special position between other deixis because all of person lexem is deixis lexem but not all time lexem and place lexem is a deixis lexem (Kaswanti Purwo, 1984: 20).

The word *Persona* comes from Greek *prosopon* that means “mask (mask that is used by cast)”. This word is chosen because there is similarity between language event and play. Everyone has their role in communication process. Someone, who is speaking, plays role as the first person and when he comes as a listener, he changes his mask into second person. Third person is the condition that someone becomes a topic in the communication process.

Indonesian has complex person deixis structure more than other languages. Basically, every language in the world has similar structure of person deixis, for example we can find first person structure in English or in Japan. But in Indonesia we are not only talking about formal distribution like first person, second person, or third person but also talking about what Yule (1996) calls social deixis. Social deixis is expressions which indicate higher person status and it is mentioned as honorifics (Yule, 1996: 10). In this situation someone is going to choose one of the forms than other forms. For example:

[6] “Maaf untuk sementara Bapak tidak dapat menggunakan fasilitas ini.”

In [6] the speaker uses word “Bapak” to honor consumer.

In English we just know one form of first person that is “I” but in Indonesian there are “saya” and “aku” that have different function. “Saya” in Indonesian language has social value to honor someone. Meanwhile, “aku” is used in the conversations that among speaker and listener have close relation.

2.3 Exophora

[7] Dia memilih untuk meneruskan usaha orang tuanya.

In this example the word “Dia” refers to something outside language, something that does not have relation with language, this situation is called Exophora. In the other word, exophora is also talking about lexical semantics (Kaswanti Purwo, 1984: 19).

Exophora is related in what Kaswanti Purwa call as “Titik Labuh.” “Titik labuh” is an element outside the language; it can be speaker, listener, place, or time and only the first person and second person pronouns which can be categorized as exophora (Kaswanti Purwo, 1984: 105-106).

2.4 Interpersonal Meanings

To know the reason why the speaker chooses one form of personal deixis than other form of personal deixis, the writer uses functional grammar terminology because it views language as a resource for making meaning. Then functional grammar attempt to describe language in actual use and focus on their text and context. So it does not only concern with the structure of the text but also how the structure constructs meaning (Gerot and Wignell, 1994: 6).

The basic point of functional grammar is how we can understand the text so we have to reconstruct the context of the text. There are three ways to reconstruct the context of the text; ideational meanings, interpersonal meanings, and textual meanings.

In this thesis the writer uses ideational meanings ideational meanings to analysis data. Ideational meanings are used because it concerns about phenomena, about what is going on, and the circumstances around the text.

CHAPTER III

METHODOLOGY OF RESEARCH

3.1 Kinds of Research

This research uses descriptive method because it gives systematic, actual, accurate, and real description about some data which are being researched (Djasudarma, 1993: 8). Similarly to Djajasudarma, Vardiansyah (2008:9) adds that descriptive research also aims to provide other who did not share directly with the real and obvious.

The approach which is used in this research is qualitative because in the language research, according to Djajasudarma (1993: 10), the procedure of qualitative research results in descriptive data in the form of written data or oral data in the society. The same thing is also presented by Mahsun (2007: 257), the data, in the qualitative research, are not a group of number but rather of oral words and written words. This research is also synchronic because the time of research is limited at a certain time (Djajasudarma: 1993: 6)

3.2 Data Source, Population, Sample

3.2.1 Data Source

This research uses secondary data because the writer obtains data of public facility such as libraries or internet. The data of this research are the speech of Megawati and SBY in “Hari Kebangkitan Nasional.”

3.2.2 Population

According to Mahsun (2007: 28-30) population is a number of objects that qualify for the problem to be researched. The writer analysis personal deixis that represents the speaker used by Megawati and SBY in their speech so the populations of this research are all sentences that contain personal deixis.

3.2.3 Sample

Sample is a small part of populations that aim to facilitate the researcher in conducting research. According to Mahsun (2007: 29) sample is a part of population that represents the character of research problem. The writer uses purposive sampling because the writer has deliberate purpose when choose the sample to support the analysis.

3.3 Method of Collecting Data

In this research writer uses “simak” method to collect data. “Simak” method is a condition that the writer listen a speaker (Sudaryanto, 1993: 133). Mahsun (2007: 92) said the meaning of listen in “simak” method is not only for oral language but also written language.

Sudaryanto (1993: 133) said “simak” method has some basic technique, first is “sadap” technique. The “sadap” technique is a condition that the researcher recorded conversation or writing teks for collecting data. The second technique is “catat” technique, in this case the writer will note some forms of population that is relevant to his research. The writer uses “catat” technique because his data is text.

According to the methodology above, the writer will read the text of Megawati and SBY speech (“Simak” technique) then the writer will note the sentences of their speech that contain personal deixis forms (“catat” technique).

3.4 Method of Analyzing Data

Basically, the writer will compare personal deixis used by Megawati and by SBY in their speech. So according to Mahsun (2007: 117) this research uses “Padan” methodology of analyzing data because the writer connects and compares the data.

Specifically, the writer uses “Padan intralingual” methodology of analyzing data. “Intralingual” means the writer just focus on comparison of the elements inside the language. While, the technique that the writer uses are “Hubung Banding Menyamakan (HBS)” that equates the elements of comparative language and “Hubung Banding Membedakan (HBB)” that distinguishes the elements of comparative language (Mahsun, 2007: 119).