CHAPTER I

INTRODUCTION

A. Background of Research

Language is varying to one country, region, and ethnic. These language differences illustrate the ethnic identity of a certain people of a certain language. People coming from Poland, Sweden, or Arab are without any difficulty will be known. These people coming from their own culture consider themselves as the culture they hold. As Sumarsono (2002) cites that

> 'In this matter the attitude is very important. Individuals have much realized that they are 'Negro' or consider themselves as 'middle class society'. Therefore, it means that ethnic identity is a significant social phenomenon for them, much more important than themselves as working class.'

As for example, the Javanese people who use language to show their ethnic identity. In Javanese language, it is impossible to say anything without pointing up the social relationship between the speaker and hearer, in relation to their rank and closeness. Rank (status) is determined through many factors such as wealth, hereditary, education, occupation, age, family and nobility (Geertz: 1983). Therefore this contact between class of the society is worthy of note. The form, the system procedure of the interaction is the importance aspects to describe. As Holmes (1992: 134) stated:

'Javanese social status is reflected not just in choice of linguistic forms but also in the particular combination of forms which each social group customarily uses, i.e. the varieties or stylistics levels that together make up the group's distinctive dialect.'

While most common English community prefers not to show social status toward their hearer, Javanese put high concern on the use of language level or speech level to which they speak to. This distinctive feature of Javanese language makes it very intricate to be described. In English, the varieties or stylistic variation involves choices such as *ta mate* vs. *thank you so much*. They argued that the choice of form was governed by either relationships of 'power' and/or 'solidarity', depending on the culture of the speakers, showing that 'power' had been the dominant predictor of form in Europe until the twentieth century.

Javanese language can show both denotative and connotative meanings. Denotative meaning suggests the literal meaning of something for example *house*, *chair*, *sun*, etc. Meanwhile, connotative meaning puts forward the 'meaning of social status' or the solidarity status. Therefore, various words will show similar denotative meaning but distinct social status as in Javanese word of *kowe/ sampeyan/ panjenengan/ panjenengan dalam*, which refers to one word *you* (Geertz, 1983: 334)

Therefore, much common words referring toward social status of a person is to a great extent relates to the deictic expression. The elements within such word of *you, I, Your majesty, panjenengan, kowe* and so on

require contextual information. The interpretation of the elements would require the standard procedure. As Lyon (1977 , in Brown: 1996) said:

> 'Each utterance is really uniquely spatiotemporal, for it is uttered or written on a particular place and in particular time; as long as there is a standard system to identify these points in space and time, we would solely describe the spatiotemporal condition which valid to every utterances.'

Therefore, the writer attempts to elaborate the procedure of the English and Javanese social deixis. The deictic words the writer describes comprehensively are the social deixis. It is the one of types of deictic expression referring to social level distinction. The Javanese language profoundly uses the social deictic expression in daily life, while English language is rarely used them, except in particular context; royal family. The social deictic is greatly affected by social status of someone in the society. Solely, the social deixis is divided into two forms: 1) relational and 2) absolute. Therefore, in determining the Javanese deictic words the writer elaborates the face strategy of the word itself.

The writer will employ the Theory of Politeness (or Face) system to show that *kowe* 'you' would have the elements of social deictic. These elements of social deictic words are retrieved through the elaboration of the context of interaction with the politeness (face) theory. In contrary, English word 'you' suggest less elements of social deixis, but the study compares the elements they be based on.

B. Previous Research

A previous research on the subject of deixis has been conducted previously by CHUSWATUL HASANAH (A 320010033), 2006, entitled *"THE USE OF DEIXIS IN GLADIATOR MOVIE SCRIPT"*. In her research, she found out the forms of deixis and clarified the reference of deixis used in the movie script. The data were taken using technique of reading, signing and writing. The data source was Gladiator movie script. In finding out the forms of deixis she employed the theory of deixis in Discourse Analysis. In clarifying the reference of deixis she used the theory of meaning on semantics and pragmatics.

The research the writer conducts concerns the deictic expression as well, but the social deixis in particular. The writer would limit the data on the social deixis of English and Javanese. The data source would be the common interaction context of both languages. To be exact, the data sources are taken from manuscripts. The theory utilized to elaborate the data is the face theory in order to go into detail of the interaction. The elaboration shows the component building the deictic expression. From the previous research conducted by other researchers, the writer positions his fundamental mainstream on sociopragmatics. The indispensable reason is that social deixis have not been elaborated through the sociopragmatic study. The main target of this research is to be the starting point of other researcher to conduct another research such as this.

C. Problem Statements

The writer verifies the problem statements below:

1. What are the forms of social deixis in English and Javanese?

2. What are the elements of the use of social deixis in English and Javanese?

D. Objectives of Research

1. To find out the forms of social deixis in English and Javanese

2. To come across and compare the elements of the use of social deixis in English and Javanese.

E. Benefits of the Research

In carrying out this research, the writer intends to present some benefit to the readers.

1. Practical benefit

   This research is expected to give broad insight to the social deictics expression of English and Javanese.

2. Academic benefit

   This research is likely to stimulate the eagerness of other researchers to put into mind the use of social deixis in English and Javanese.

F. Organization of the Research Paper

The organization of the research paper is in systematic order to ensure the reader to get better view in perusing this research paper. The order is as follow:

In *Chapter I* consists of the background of the study, problem statement, the objectives of the study, the benefit of the study, and the research paper organization.

In *Chapter II* consists of the underlying theory. It composes of the further elucidation of pragmatics, which be adhere to notion of deixis, concept of speech level especially in the Javanese and notion of face strategy. Furthermore, the chapter be made up of the notion of sociopragmatics, its concept and its interrelated subjects.

In *Chapter III* is the research method. It is dispersed into four sub-points which are: 1) the type of the research; 2) the object of the research; 3) method of data collection; 4) technique of the data analysis.

In *Chapter IV* is composed of the main point is the data analysis and the discussion of the research findings. The data analysis elaborates the data taken from the drama play manuscripts for the Javanese and the movies manuscripts for the English one. In the data analysis, the data are detailed into each form and elements. Afterward, the data are presented into its discussion and their comparison.

The last chapter is *Chapter V* which consists of the conclusion, implication and the suggestion. The conclusion part consists of the writer's opinion, regarding the result of this research. The implication relates to the theoretical relation to this research paper relates. The suggestion is the recommendation to other researchers based on the result of this research.