CHAPTER I
INTRODUCTION

A. Background of the Study

The development of information technology brings a change in society. One of those changes in ways of communicating and conveying human information is growing. The emergence of social media has changed the pattern of communication in today's society. B.K. Lewis (2010) states that social media is a label that refers to digital technology that has the potential to allow everyone to connect and interact, produce, and share messages. Social media is the second world for humans in all parts of the world who have succeeded in building communication without time and geography boundaries. Now, many people like to write comments about any issue in the world so that the spread of information is no longer only by word of mouth, but also via social media. It is easy to access the internet, so more and more social media are popping up, one of which is Facebook.

Facebook is a social networking site that is in demand by all groups of people. Facebook users can be called facebookers. Facebook is a social network that allows Facebookers to add profiles with photos, videos, contacts, or information. Facebookers can join communities to connect and interact with other users. Facebook also helps users share and receive various information because all information shared on Facebook can be reached by many people. For example, Facebook is used to find out news that is currently the center of attention by netizens.

The news that the incident of accidental shooting by actor and producer Alec Baldwin has spread on social media. This accidental shot using a firearm hit a cinematographer and director on the set of the movie 'Rust' which is in New Mexico. The incident was claimed two victims, namely a director and a cinematographer. The director, Joel Souza was injured, while the cinematographer, Halyna Hutchins died in this incident.

Initially, an article about this incident was uploaded on the website of one of the news programs in the United States of America, DW News. Then it was shared on the Facebook platform in October 2021 and reaped responses from Facebook user netizens. There are at least 145 comments in the upload written by netizens regarding the incident that killed cinematographer Halyna Hutchins.

The comments by these netizens show that social media can be used as a place to express their statements in certain situations. In expressing a statement, deixis is used to support the expression which refers to the object of the news. Correct deixis in writing

statements is very important to avoid perspective errors in receiving information that is easily accessible to many people.

Based on the above case, it can be interpreted that the understanding of each person and each other can have different interpretations. Therefore, researchers use several examples of similar research as one of the researchers' references related to deixis. The research by Putri & Yana (2020) was a deixis analysis of an article on Tribunnews.com entitled "The Story of Ade Jigo was Rolled Up by the Tsunami 2018". The purpose of the study were to identify the deixis and to describe the factors of the deixis which make the reader understand about the deixis that is used in tribunnews.com. From the results, it can be concluded that the news online articles used person, spatial, and temporal deixis.

The research by Asmarita & Haryudin (2019) was a deixis analysis of a speech by Ridwan Kamil at the Asia Africa Conference. The purpose of the study were to analyze types of deixis and to find out the most dominant types of deixis in Ridwan Kamil's Speech at Asia Africa Conference (KAA) on April 24th, 2015. The researcher concluded that the most dominant deixis was person deixis on Ridwan Kamil's Speech at Asia Africa Conference.

The research by Wasdili & Santoso (2021) was an analysis of deixis in Nom Nom's Entourage manuscript. The research aimed to identify the types of deixis in Nom Nom's Entourage movie season. It can be concluded; person deixis was the most dominant deixis that was used in Nom Nom's Entourage Manuscript.

Yule (1996: 9), defines the term deixis (from Greek) refers to the most fundamental aspects individuals perform with speech. It has the linguistic meaning of "pointing." Meanwhile, according to Levinson (1983: 9), deixis is the way in which the linguistic elements of speech contexts or speech events are organized by language. Deixis also refers to the ways in which the understanding of an utterance is based on identifying its context.

Levinson (1983: 62) categorized deixis into five: personal, time or temporal, place or spatial, discourse, and social deixis. Personal deixis is able to indicate pronouns including first person, second person, and third person. First and second-person pronouns generally relate to the communicating and listening utterance person (s), then third-person pronouns recognize non-terms or retelling of the people involved (Rahmadany & Husein, 2021). Deixis relates to time in relation to a chronological point, that is typically the time of expression is temporal deixis. Time deixis shows the specific time when something happened (Pertiwi & Yanti, 2020).

Spatial deixis relates to the locative expression which indicates the location of objects and people. The site associated with the location of the attendee in the speech situation is displayed utilizing spatial or place deixis (Viahapsari & Parmawati, 2020). Discourse deixis demonstrates concepts that commonly can use encoded space or time deixis. Citations are discourse components that must only be obtained by acknowledging where the overview of the challenges aspect or contemporary having read point has been mainly deictic in existence (Ardeatika & Setiawan, 2019). Social deixis describes the linguistic representation that demonstrates the referents' role on a level of interaction as well as position in society to the speaker. Social deixis relates to the social transcription within signs, such as comparative social class and family relationships (Dwipayani et al., 2020).

Furthermore, deixis is the term that obtains its meaning based on the sense of the expression. The meaning of a deictic word varies depending on who uses it, where it is used, and when it is used. As a result, the referent of deixis is determined by its context.

According to Yule (1996: 17), reference is an act in which a speaker, or writer, uses linguistic forms to enable the listener, or reader, to identify something. These linguistic forms are referring expressions, which might be proper nouns and noun phrases that are definite, indefinite, or pronouns. The choice of one sort of referring expression to another tends to be predicated, to a greater extent, on what the speaker expects the listener already knows.

In this research, the researcher selects the comments of netizens on a news article about an accidental firing of a prop gunshot incident by Alec Baldwin that killed a cinematographer on the set of the film 'Rust' which is shared on the Facebook account of "DW News" as the data source. In this case, it attracts people all over the world to provide responses and various expressions with posts that are shared in the comment column provided by the Facebook platform.

There are several examples found in the data source about deixis used by the netizen to the hot of a woman by Alec Baldwin.

Example 1

Shirley Chang: Can't imagine the psychological burden he is experiencing now.

In the utterance above, there are two deixis which are categorized in person and time deixis namely: *he* and *now*. The word 'he' is categorized as person deixis which refers to Alec Baldwin who is the person in this incident. Meanwhile, the word 'now' is categorized as time deixis which refers to the time at that moment after the incident happened. This

utterance shows that Shirley Chang expresses her response to the condition of Alec Baldwin.

Example 2

Emmanuel Woodpecker: Sad may she rip. Condolences to the family and friends. I really love Mr Baldwin so tragic.

There are two deixis that are categorized in person and social deixis namely: *she*, *I*, and *Mr*. The word 'she' and 'I' are categorized as person deixis. 'She' refers to the cinematographer Halyna Hutchins who died because of this incident, however, 'I' refers to Emmanuel Woodpecker who revealed his expression for the situation at that time. Meanwhile, 'Mr' is categorized as social deixis because it shows how Emmanuel Woodpecker called Alec Baldwin.

Based on the explanation above, the researcher is interested to analyze the deixis that was used by netizens on the Facebook platform about the death of a woman by actor-producer Alec Baldwin on the set of the movie 'Rust' in New Mexico. To avoid different interpretations of each person, the researcher examines more deeply the deixis used by netizens in expressing their opinions on this incident. Considering the thing above, the researcher wants to conduct further research entitled *A Deixis Analysis Used by the Netizen to the Shot of a Woman by Alec Baldwin*.

B. Focus of the Study

Based on the background of the study, the focus of the study can be proposed as:

1. What types of diexes are *used by the Netizen to the Shot of a Woman by Alec Baldwin News*?

2. What are the references of the diexes *used by the Netizen to the Shot of a Woman by Alec Baldwin News*?

C. Objective of the Study

Based on the focus of the study, the researcher has the following research objectives:

1. To find out the types of diexes u*sed by the Netizen to the Shot of a Woman by Alec Baldwin News*.

2. To describe the references of the deixis u*sed by the Netizen to the Shot of a Woman by Alec Baldwin News*.

D. Significance of the Study

The results of this study are expected to provide benefits, including theoretically and practically:

1. Theoretically

   Theoretically, the research results can be useful in interpreting the meaning of the comment of netizens on the social media platform.

2. Practically

   a. Pragmatic Lecturer

      This research can be used as a teaching material in linguistic classes, especially pragmatic subject. This research can be used as example of pragmatic research within the scope of types of deixis.

   b. Future Researcher

      This research can be used as a reference in analyzing on pragmatic subject and want to focus on types of deixis and references. There will be another news and article that can be analyzed to research with another perspectives