

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is a multifaceted tool humans utilize for communication, serving as a bridge for sharing ideas and thoughts in diverse spheres of existence. According to Sapir (1912) language is intended to reflect the variety of interests that are suggested by its lexicon, and it goes without saying that language complexity and culture are always correlated. It is through language that individuals express themselves, whether in everyday conversations, professional settings, or creative endeavors. The significance of language transcends mere words; it encompasses nuances of expression and interpretation deeply rooted in context. When people articulate their thoughts, the meaning conveyed is intricately tied to the specific circumstances and intended message of the interaction. Thus, language facilitates communication and relies heavily on the context and intended meaning to convey ideas and thoughts from one person to another effectively.

A subfield of linguistics called pragmatics is a branch of linguistic research that examines the use of language in communicative contexts. Its primary focus is on how the meaning of an utterance is influenced by the social, situational, and cultural contexts in which the language is used. According to Levinson (1983) along with semantics, pragmatics studies the relationship between a semiotic system's structure (language, for example) and how it is used in context. Together, these two disciplines make up the general theory of meaning. Pragmatics considers factors such as communication goals, shared knowledge between speakers and listeners, and non-verbal elements like intonation and facial expressions in understanding the meaning of an utterance. Additionally, pragmatics also studies other aspects of verbal interaction, including implicature, cooperative principles, and communication strategies used in various communicative situations.

In political settings, the power of language becomes particularly evident. In this context, language serves not only as a medium for communication but also as a tool for influence, persuasion, and the framing of public perception. Politicians craft their language carefully to shape how people interpret events, policies, and social issues. One important linguistic feature they often rely on is deixis, particularly temporal and spatial deixis. Words like “now,” “yesterday,” or “in this country” might seem simple or commonplace, but within political discourse, they possess strong persuasive force. These deictic expressions can direct the audience’s attention, emphasize specific narratives, and evoke emotional responses. social, cultural, and situational contexts influence meaning

Analyzing deixis in political discourse is important, as it not only indicates specific points in time and space but also uncovers the speaker’s stance, perspective, and intended communicative goals. Through the strategic use of temporal and spatial deixis, political figures can highlight urgency, assign responsibility, promote solidarity, or evoke nationalistic sentiment. Therefore, analyzing the use of deixis in political communication offers valuable insight into the rhetorical strategies employed by politicians and helps deepen the understanding of how language functions in shaping political thought and public opinion.

This research analyzes one of the pragmatics branches named deixis, especially temporal and spatial deixis. According to Levinson (1983) deixis is “the phenomenon whereby some linguistic expressions are systematically dependent on the context for

their interpretation. The first parameter is temporal.” Levinson (1983) stated that temporal deixis is “directly manifested in English in words like now, and, as mentioned in tense. True tenses locate time relative to the moment of speaking, so that past tense is used for events (or situations) preceding it, present for events including it, and future for events succeeding it”. Then spatial deixis, “reflected in demonstratives like this and that, or adverbs like here and there, where spatial locations are indicated by reference to the place of speaking”. From this understanding, deixis plays an important role in the interaction between speaker and listener. Contextual information must be understood clearly so that misinterpretation does not occur which can lead to misunderstanding of the information.

One of the existences of deixis can be found in mass media such as radio, television, and newspapers. From this language media, people can get the latest information. Inseparable from the increasingly advanced technology, mass media is now increasingly practical and we can access it easily anywhere and anytime, one of which is newspapers in online form. The various types of online newspapers that we can find in Indonesia are no less updated. As is available now, *The Jakarta Post* newspaper facilitates its readers online. At the beginning of 2024, newspapers report a lot about politics, especially the general elections taking place in Indonesia. Importantly, *The Jakarta Post* will be the focus of the researcher's analysis of the existence of temporal and spatial deixis. Here, the researcher is curious about the application of temporal and spatial deixis in a number of articles from *The Jakarta Post*, one of the country's most well-known English-language newspapers, which caters to readers who are educated foreigners as well as businesspeople in Indonesia.

Several researchers have examined deixis, including Al-Hamzi (2023) and Alkhawaldeh (2022) who analyzed deixis in Yemeni-Arab and English Islamic Friday sermons, Anggara (2016) further explored deixis in Waldjinh's keroncong songs, finding person deixis critical for performer-audience connections. In political discourse, Pribadi (2017) and Hidayah (2024) focused on deixis in Donald Trump's speeches. Similarly, in educational settings, studies by Arrachim (2021), Purba (2024), and Triyanti (2022) explored deixis in textbooks and student writing. The exploration of deixis extends to media and online learning environments. Fatimah (2023) studied deixis in children's fairy tales published in *Kompas*, emphasizing its role in cultural storytelling. Deixis has also been a focus in visual and literary narratives, as seen in studies like Sartika (2022) analysis of Dhar Mann's short film.

Based on the research mentioned above, numerous studies on deixis have been conducted by previous researchers. However, studies specifically addressing spatial and temporal deixis remain relatively limited, even though they have been explored by Syafryadin (2021) using the same subject, *The Jakarta Post*, and Fatimah (2023) using *Kompas*. Therefore, this study aims to fill that gap by examining how temporal and spatial deixis is used by politicians to frame their messages, construct authority, and influence public opinion. The findings are also expected to be useful for educators and students who are engaged in pragmatic studies, especially those focusing on deixis. This research, titled **A Pragmatic Analysis of the Use of Time and Spatial Deixis in Political Discourse**, is intended to contribute to the field of pragmatics by providing a deeper understanding of how language functions in power-related communication and how deixis serves as an effective rhetorical tool.

B. Limitation of the Study

This research explores the limitation of deictic analysis in understanding temporal and spatial deixis within online news articles from *The Jakarta Post*,

specifically in the “Indonesia’s Politic” column published in February and March 2024. The data consists of five articles selected purposively to represent political discourse during that period. Although deixis includes five categories, this study focuses only on temporal and spatial deixis because both play a central role in framing time and location in political communication. These two categories are frequently used by political actors and journalists to structure narratives, emphasize urgency, and establish proximity or distance in relation to events or issues. Therefore, limiting the scope to temporal and spatial deixis allows for a more in-depth and focused analysis of how language is used to influence readers’ interpretation of political events.

C. Focus of the Study

This research will focus on the deictic expressions used in *The Jakarta Post* articles. The analysis is based on:

1. What are the temporal and spatial deixis found in *The Jakarta Post* online newspaper?
2. What are the contextual meanings of temporal and spatial deixis found in *The Jakarta Post* online newspaper?

D. Objective of the Study

Following the statement of the problem, the researcher determine the objectives of the study as follows:

1. to describe the deictic expressions of temporal and spatial deixis found in *The Jakarta Post* online newspaper.
2. to explain the contextual meaning of temporal and spatial deixis in *The Jakarta Post* online newspaper.

E. Benefit of the Study

This research contributes to a deeper understanding of how deictic expressions function in online news articles, shedding light on the complexities of temporal and spatial representations. In this chapter, the researcher aims to highlight the study's benefits and contribute value to others. These benefits will be divided into two types. They are as follows:

1. Theoretical Benefit

This research helps deepen the understanding of how time and spatial deixis are used in political discourse. It contributes new knowledge to the field of pragmatics by demonstrating how politicians utilize references to time and place to convey meaning and influence their audiences. The results of this study also support and expand existing theories about how context shapes communication.

2. Practical Benefit

a) For English Teachers

This research helps deepen the understanding of how time and spatial deixis are used in political discourse. It contributes new knowledge to the field of pragmatics by demonstrating how politicians utilize references to time and place to convey meaning and influence their audiences. The results of this study also support and expand existing theories about how context shapes communication.

b) For Students

This research helps students see how deixis works in real communication, especially in political contexts. It can also serve as a reference for students who want to conduct similar research on language use and meaning in context.

c) For Other Researchers

The findings can be a helpful reference for other researchers interested in deixis or political language. It provides examples and data that can be developed or compared in future studies.