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A Study of Pragmatics on Deixis Used in Promotional Videos of Bali on YouTube

Kajian Pragmatik tentang Deiksis yang Digunakan dalam Video Promosi Bali di YouTube

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Article info

Keywords:	Abstract
Types of deixis, promotional videos, youTube	*The aim of this research is finding the types of deixis found in the promotional videos of Bali. The data were collected from YouTube videos about Bali which were analyzed using Levinson's theory (1983). The study using descriptive qualitative to obtain, gain and explain the primary data. The findings emerged from this study is that the five types of deixis namely person deixis, place deixis, time deixis, discourse deixis, and social deixis were found. Person deixis is mostly used in the types of deixis with 43 data found in the promotional videos of Bali on YouTube.*
Kata kunci:	**Abstrak**
Jenis deiksis, video promosi, youTube	Tujuan penelitian ini adalah untuk mengetahui jenis-jenis deiksis yang ditemukan pada video promosi Bali. Data yang dikumpulkan adalah dari video-video YouTube tentang Bali yang dianalisis dengan menggunakan teori Levinson (1983). Penelitian ini menggunakan pendekatan kualitatif deskriptif untuk memperoleh dan menjelaskan data primer. Temuan yang muncul dari penelitian ini: lima jenis deiksis yaitu deiksis persona, deiksis tempat, deiksis waktu, deiksis wacana, dan deiksis sosial. Deiksis persona paling banyak digunakan dalam jenis deiksis dengan 43 data yang ditemukan pada video-video promosi Bali di YouTube.

INTRODUCTION

Pragmatics derived from word 'pragma' which is a Greek word that means 'action' (Seung, 1982). According to Yule (1996) pragmatics is the study that concerned with meanings that communicated by speakers and interpreted by listeners. Pragmatics is a branch of linguistics that emerged from the view of Charles Morris (1938) regarding semiotics, namely the study of sign or symbol systems. Morris divides semiotics into three parts, namely syntax, semantics, and pragmatics. Study that studies about the relationship between symbols and their objects is called semantics while the study that examines the relationship of symbols with their interpretation is called pragmatics (Darma, 2014; Zamzani, 2007). Pragmatics has five branches of study, there are speech acts, presuppositions, discourse structure, implicature, and deixis.

Study that examines changes in meaning words or sentences caused by changes in context are part of a branch of pragmatics called deixis. Deixis refers to the word meaning

and phrases to understand contained in an utterance that requires contextual information. According to Levinson (1983), deixis takes some elements from the meaning of the situation, such as people, place, time, discourse, and social. Person deixis relates to participants in the speech event in which the utterance is delivered. Place deixis refers to the location of something discussed. Time deixis is to inform a certain time in a sentence or utterance according to the context. Discourse deixis refers to a portion of discourse relative to the location in the discourse of the speaker or to a sentence based on its context. Social deixis is related to the participant's relationship and social status in society and is also related to the context of a situation that is specifically limited.

Now, in this modern area, language is used in the mass media such as television, radio, newspaper, magazine, social media (facebook, instagram, twitter, youtube, etc), and website. According to Oxford Lexico, definition of YouTube is uploading a video of (someone or something) to the video-sharing website YouTube. This study chose promotional videos of Bali as a primary data source. These Bali promotional videos were made by several parties directly related to tourism that aim to develop tourism in Bali. This data is very interesting to analyze because not many people have analyzed this topic and want to know more and very interested in the development of tourism in Bali during the pandemic period. Therefore, the purpose of this study is to research and find out the use of the types of deixis in promotional videos of Bali.

There is quite a lot of research that has been done about types of deixis. Among those are entitled "Pragmatics study on deixis in the Jakarta Post editorial" (2012) by Wahyudi. This study discussed the types of deixis with source of data taken from Jakarta Post editorial newspaper. Another article entitled "Deixis in Donald Trump's speech to UN General Assembly" Vol. 13, No. 2, (2019) by Retnowaty. However, this study discussed the types of deixis with source of data from promotional videos on YouTube as there is not many studies of types of deixis that discusses promotional videos of Bali. This is the strong reason this study chooses the topic in terms of types of deixis in accordance to theory proposed by Levinson (1983).

METHOD

According to Sugiyono (2015), there are two kinds of research data, it is qualitative and quantitative. Quantitative explanations by numbering the data. Qualitative data describes the data in words, sentences, or pictures. In this study, the writer using qualitative method because the data describes deixis from the promotional videos. The method of this study uses descriptive qualitative method is used to analyze and describe the types of deixis in promotional videos of Bali on YouTube. Creswell (2014) states that qualitative research is an investigative approach useful for exploring and understanding central phenomena. Bogdan and Taylor in Djamal (2015) state that descriptive data in the form of written or spoken words by observing human behavior is a qualitative method.

This study uses primary data as the data source which was obtained from promotional videos of Bali on YouTube. The primary data is original and first collected by researchers for the purpose of the study (Bailey, K. D., 1994). Usually, primary data sources are selected and adapted specifically to meet certain research objectives. The data of this study is types of deixis which are found in promotional videos of Bali on YouTube. The data in this study can be analyzed with deixis theory by Levinson (1983). The five promotional videos of Bali from YouTube such as: Traveling Safely in Bali's New Era posted on October 23rd 2020, InDOnesia CARE - Bali, Preparing to Welcome You Back posted on August 25th 2021, Wonderful Indonesia | Bali posted on September 20th 2013

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by Wonderful Indonesia (verified), Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto posted on December 2nd 2019 by Tripoto (verified), and Back to Bali - Finns Beach Club Tourism Commercial. Bali's Most Amazing Holiday Destinations posted on July 2nd 2021 by Finns Bali.

There were some steps of collecting the data in this study. The work applied is first to collect the data from YouTube video. After collect the data, the next step is watching the videos from YouTube. Then selecting the data that related to promotional videos of Bali, there were found five videos that categorized as promotional videos of Bali. After select the data, the promotional videos of Bali were observed by watching and listening. Then, taking note technique by Sudaryanto (1993) was applied by writing-down the subtitles in the paper. After that, the subtitles were categorized and marked what part in the subtitles contained in types of deixis and functions of deixis.

The next step after collecting the data was analyzing the data. In this study, the writer uses descriptive analysis to analyze the data. Sugiyono (2004) says the analysis that used to analyze the data by describing or describing the data that has been collected as it, called descriptive analysis. According to Gall and Borg (2007) descriptive research describes the characteristics, phenomena, and reason something happens. After the data collected, the data began to analyzed to the types of deixis using Levinson (1983). Then the data classified into five types of deixis with write it in the paper. The data analyzed in descriptive qualitative approach to described and explain the data about types of deixis.

RESULT AND DISCUSSION

Result

The results of this study shows that promotional videos of Bali on YouTube use all types of deixis that proposed by Levinson (1983).

Table 1. Types of deixis found in promotional videos of Bali on YouTube

No	Types of deixis	Quantity
1	Person deixis	43 data
2	Place deixis	8 data
3	Time deixis	4 data
4	Discourse deixis	12 data
5	Social deixis	2 data

Discussion

1. Person deixis
Relating to the encoding of the participant's role in the speech event in which the speech is delivered. Person deixis is associating to the participant role of a referent, such as the speaker the addressee, and a non-speaker nor addressee. It is accomplished in the form of first-person deixis such as I, me, myself, my. Second person deixis such as you, your, yours, yourself, we, our, us, ourself. Third person deixis such as he, him, his, himself, she, her, herself, they, their, them, themselves.
Data (1) 2:45 – 2:53
*"Nusa Dua has the best beaches in Bali and here **you** can go for swimming in the sea or try activities like snorkeling"*

In the data above from the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified). This data has two types of deixis, namely person deixis and place deixis. The deictic word in the data above is "you" that referring to tourist. In the data, tourists who like beach can swim or try any activities in the Nusa Dua because Nusa Dua has best beaches in Bali. This data is categorized as the type of person deixis especially in second person deixis for singular pronouns.

Picture 1. Promotional Video "Plan a Trip of a Lifetime to Bali: All You Need to Know About Bali"
(Source: Youtube, 2019)

Data (2) 1:26 – 1:33
*"currency, remember to carry Indonesian rupiah with **you** when **you** travel to Bali because that is the national currency here"*
The deictic word "you" is types of person deixis that taken from the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified). The deictic word that found in the data is "you" that refers to tourists who wants to travel to Bali, so in the data reminded to tourists to bring Indonesian rupiah as national currency in Bali. That is a part of second person deixis for singular pronouns. It is deictic reference to a persons identified as addressee. The deictic reference is the use of gestures or other pointing means to designate ambiguous utterances.

Picture 2. Promotional Video "Plan a Trip of a Lifetime to Bali: All You Need to Know About Bali"
(Source: Youtube, 2019)

2. Place deixis
Refers to the location in the context of something discussed. It can be accomplished in the form of adverbs such as here, there and demonstrative pronouns such as this and that.

Describing the relative location of the indicated person and object namely place deixis or also called as spatial deixis (Giergji, 2015).

Data (3) 3:08 – 3:14
*"the city of Kuta ushered in the modern era of tourism in Bali and most travelers love **this** town over others"*
The data was taken from the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified). This data is classified as place deixis and discourse deixis. The word "this" is place deixis. Place deixis is deictic reference to a location relative to the location of a speaker or addressee in the context. The deictic reference is the use of gestures or other pointing means to designate ambiguous utterances. The deictic word "this" refers to Kuta. Based on the data above, the travelers love Kuta, the word "this" refers to Kuta because there is explain about Kuta.

Picture 3. Promotional Video "Plan a Trip of a Lifetime to Bali: All You Need to Know About Bali"
(Source: Youtube, 2019)

Data (4) 1:08 – 1:12
*"**here** you have some of the spots of the planet"*
The data above (data 4) is in the video entitled "Wonderful Indonesia | Bali" posted on September 20th 2013 by Wonderful Indonesia (verified). The deictic word "here" is a part of place deixis as demonstrative adverbs. The deictic word "here" refers to a place for tourists can adventure.

Picture 4. Promotional Video "Wonderful Indonesia | Bali"
(Source: Youtube, 2013)

3. Time deixis
Time deixis is an expression that used to point that related to the time of the speaker utterances (Gjergji, 2015). Inform the time about the sentence or utterance is produced or based on the context. For example: ago, later, soon, before, next month, now, then, yesterday, tomorrow, and today.
Data (5) 0:21 – 0:26
*"in the **last two decades**, Bali has become a hot pick for travelers across the world."*
The data was taken from the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified). The data is part of the type of time deixis. Time deixis in the data above is "last two decades". It is referring to the time when Bali is the main choice for tourists in the last two decades.

Picture 5. Promotional Video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto"
(Source: Youtube, 2019)

Data (6) 5:08 – 5:14
*"**five to seven days** should be sufficient for you to enjoy the best of Bali and come back with a host of memories."*
The deictic words in the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified) are "five to seven days". It is the type of time deixis. The "five to seven days" refers to time especially in this data refers to the day. In the data, time for tourists enjoy the best of Bali is enough for five until seven days.

Picture 6. Promotional Video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto"
(Source: Youtube, 2019)

4. Discourse deixis
Associating to the speaker's current location in the discourse, such as previous, proceeding, above, below, last, next or following (texts) and there, next, this, that, and last (utterances).
Data (7) 1:47 – 2:10
*"the best time to visit Bali is from April to October when the weather is balmy 25 to 30 degree C. Since the place is a sunny paradise from April to June **that's** when you see the most tourists. August to November is ideal for sightseeing and other outdoor activities. December to March is generally considered off-season due to heavy rains"*
The deictic word in the data above taken from the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified). The deictic word "that" which is the part of discourse deixis. The word "that" refers to the place is a sunny paradise from April to June that mentioned before the deictic word. In the data, the word "that" added by to be "is" which can be shortened by "that's". Based on the context, the tourist will see the most tourists in sunny paradise months.

Picture 7. Promotional Video "Plan a Trip of a Lifetime to Bali | All You Need to Know
about Bali | Tripoto"
(Source: Youtube, 2019)

Data (8) 1:05 – 1:07
*"..**there** are flights to Bali from most big cities in India, so finding one **that** suits you
shouldn't be a problem."*
The discourse deixis that found in the video "Plan a Trip of a Lifetime to Bali | All You
Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified) is
the word "there" and "that". The deictic word "there" is referring to the flights to Bali
because it is associating to the speaker's current location in the discourse. The deictic word
"that" refers to finding a flight to Bali. Based on the context, the word "there" and "that"
were categorized as discourse deixis.

Picture 8. Promotional Video "Plan a Trip of a Lifetime to Bali | All You Need to Know
about Bali | Tripoto"
(Source: Youtube, 2019)

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5. Social deixis

Refers to the relationship of participants and status of social within society via language. Social deixis is divided into two kinds such as absolute social deixis and relational social deixis. Absolute social deixis is deictic referent to some social characteristic of a referent in a speech event. Relational social deixis is deictic referent to a social relationship between the speaker and addressee, observer, or other reference in an extralinguistic context.

Data (9) 0:33 – 0:40
*"for **laidback travelers**, Bali offers pristine white waters and sandy beaches where you can stretch out with a tropical cocktail in hand"*
The data was taken from the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified). The deictic word from the data is "laidback travelers". It is classified as social deixis in the form of relational social deixis. In the data above from the writer point of view, "laidback travelers" is categorized as social characteristic. The deictic word for "laidback travelers" has a social relationship with destinations in Bali. In the data, "laidback travelers" are included in social deixis because social deixis is specifically limited. In this case, a special type of traveler. The type of traveler that is related to context.

Picture 9. Promotional Video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto"
(Source: Youtube, 2019)

Data (10) 1:12 – 1:21
*"visa, **Indian tourists** heading to Bali need not apply for a prior visa as Bali offers visa on arrival for 30 days."*
From the data above, the deictic word is "Indian tourists" was taken from the video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto" posted on December 2nd 2019 by Tripoto (verified). It is classified as social deixis in the form of relational social deixis because reference to a social relationship by observer or another referent in the context. In the data above, the deictic word for "Indian tourists" is a designation for guests from the India country.

Picture 10. Promotional Video "Plan a Trip of a Lifetime to Bali | All You Need to Know about Bali | Tripoto"
(Source: Youtube, 2019)

CONCLUSION

The conclusions that could be taken, such as: types and function of deixis. Types of deixis are divided into five analyses: person deixis, place deixis, time deixis, discourse deixis, and social deixis. In the person deixis, there are 43 data with the deictic words: we, you, your, our, their, us, and yourself. The most deictic word used in these analyses is "you" with the total 27 words found in the data, the deictic word "your" with the total 16 words found in the data, the deictic word "we" with the total 5 words found in the data, the deictic word "our" with the total 3 words found in the data, the deictic word "their" with the total 2 words found in the data, the deictic word "us" with the total 1 word found in the data, and the deictic word "yourself" with the total 1 word found in the data.

There are 8 data for place deixis with the deictic words: here, and this. The most deictic word used in these analyses is "here" with the total 5 words that found in the data, and the deictic word "this" with the total 3 words found in the data. Time deixis has 4 data with explain about the time on the context. The deictic words for time deixis show the time for each data, there are: last two decades, 30 days, April to October, April to June, August to November, December to March, and five to seven days.

In the discourse deixis, there are 12 data with the deictic words: there, that, this. The most deictic word used in the discourse deixis is "that" with the total 5 words found in the data, the deictic word "there" with the total 4 words found in the data, and the deictic word "this" with the total 4 words. Discourse deixis in this study is relative to the speaker's current 'location' in discourse. Social deixis has 2 data with the deictic words "laidback travelers", and "Indian tourists" because social deixis is closely related to the context of special and limited situations.

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