

DEIXIS IN THE CARTOON MOVIE “COCO (2017)”: PRAGMATICS ANALYSIS

Jro Balian Meilany Eka Yanti, Ketut Artawa, Yana Qomariana
yomelmel.11@gmail.com
English Department, Faculty of Humanities, Udayana University
Denpasar, Bali

ABSTRACT

This study entitled Deixis in the Cartoon Movie “Coco (2017)”: Pragmatics Analysis. Deixis is a part of pragmatics that discusses expressions or contexts in a sentence, this refers to a phenomenon where understanding the meaning of certain words and phrases in an utterance requires contextual information. The purpose of this study is (1) to identify and classify the types of deixis in the cartoon movie “Coco” (2) to analyze the frequency of the use of deixis in the cartoon movie “Coco”. Data were collected using documentation and observation methods, which were carried out by marking and recording sentences containing deixis from the transcript. In analyzing the data, qualitative methods were used, grouping the deixis by type and using the Statistical analysis formula to calculate the percentage of frequency. The method for presenting the analysis is a formal method. The results of the study show that there are five types of deixis found in the movie “Coco”, namely person deixis (which is divided into first person, second person, and third person), place deixis, time deixis, discourse deixis and social deixis. Person deixis is a type of deixis that refers to both a person and a pronoun, place deixis that refers to a place or a room, time deixis is a timepiece through language or time, discourse deixis refers to the location of the text or discourse, social deixis is a type of deixis that concerns the role of the participant. And when calculating the frequency, person deixis is the most widely used type in this movie, which is 77.38% and is dominated by first person deixis. Meanwhile, time deixis is the least used type, which is 0.67%.

Keywords: Deixis, Types, Frequency, Coco, Movie

ABSTRAK

Penelitian ini berjudul Deiksis dalam Film Kartun "Coco (2017)": Analisis Pragmatik. Deiksis merupakan bagian dari pragmatik yang membahas tentang ungkapan atau konteks dalam sebuah kalimat, hal ini mengacu pada fenomena dimana untuk memahami makna kata dan frasa tertentu dalam sebuah ujaran dibutuhkan informasi kontekstual. Tujuan dari penelitian ini adalah (1) mengidentifikasi dan mengklasifikasikan jenis-jenis deiksis dalam film kartun "Coco" (2) menganalisis frekuensi penggunaan deiksis dalam film kartun "Coco". Data dikumpulkan dengan menggunakan metode dokumentasi dan observasi, yang dilakukan dengan cara menandai dan mencatat kalimat-kalimat yang mengandung deiksis dari transkrip. Dalam menganalisis data, digunakan metode kualitatif, dengan mengelompokkan deiksis berdasarkan jenisnya dan menggunakan rumus analisis statistik untuk menghitung persentase frekuensi. Metode untuk menyajikan analisis adalah metode formal. Hasil penelitian menunjukkan bahwa ada lima jenis deiksis yang ditemukan dalam film "Coco", yaitu deiksis persona (yang dibagi menjadi persona pertama, persona kedua, dan persona

ketiga), deiksis tempat, deiksis waktu, deiksis wacana, dan deiksis sosial. Deiksis persona adalah jenis deiksis yang mengacu pada orang dan kata ganti, deiksis tempat yang mengacu pada tempat atau ruangan, deiksis waktu adalah penunjuk waktu melalui bahasa atau waktu, deiksis wacana mengacu pada lokasi teks atau wacana, deiksis sosial merupakan jenis deiksis yang menyangkut peran partisipan. Dan jika dihitung frekuensinya, deiksis orang merupakan jenis yang paling banyak digunakan dalam film ini, yaitu sebanyak 77,38% dan didominasi oleh deiksis orang pertama. Sementara itu, deiksis waktu merupakan jenis yang paling sedikit digunakan, yaitu 0,67%.

Kata kunci: deiksis, tipe, frekuensi, film Coco

I. INTRODUCTION

Language is a sign or word system that humans use as an expression of their thoughts and feelings for one and another. According to O'Grady (1992: 1), language can be a tool of communication, a medium for thinking, a carrier of literature, a habit of society, a problem for political controversy, and for building a nation.

According to Gleason (1958: 10), linguistics is the study of language. linguistics can be divided into two, they are: internally and externally. Internally, linguistics consists of phonology (the study of sound and language), morphology (the study of word structure), syntax (the study of how to form words in sentences), and semantics (the study of the meaning of language), and externally can be divided into sociolinguistics (the relationship between sociology and linguistics), ethnolinguistics (the relationship between ethnology and linguistics), and psycholinguistics (the relationship between psychology and linguistics). To learn about meaning in a language besides semantics there are also pragmatics and semiotics. Semiotics is the study of symbols on meaning while pragmatics is the study of meaning in context.

According to Levinson (1983:3), pragmatics is that the study of a side of language that needs relate to the users of the language then led to a really natural,

pragmatics is the field of linguistic that points out speech utterance expressed by speaker-related context. (Levinson, 1983) also argues, pragmatics is the study of the huge range of psychological and sociological phenomena involved in the sign system. Levinson (1983) even gives several definitions of the term pragmatics. He defines pragmatics as: 1. The study of language use, 2. The study of language from a functional perspective that attempts to explain the aspect of linguistics structure by reference to non-linguistics pressure and causes, 3. The study of these relations between language and context that are grammatical zed, or encoded within the structure of language, 4. The study of all those aspects of meaning not captured during a semantic theory, 5. The study of the relations between language and context that's basic to an account of language understanding, 6. The study of the power of language users to pair sentences with the contexts within which they might be appropriate, 7. The study of deixis (at least in part), implicature, presupposition, speech acts, and aspects of discourse structure.

Deixis is a very important field studied in pragmatics, semantics, and linguistics. Specifically, deixis is a part of pragmatics that discusses expressions or contexts in a sentence, this refers to a phenomenon where understanding the

meaning of certain words and phrases in an utterance requires contextual information. Words or phrases that require contextual information to convey meaning are deixis. (Levinson, 1983:54). Types of Deixis based on Levinson's theory (1983: 62) are: 1. Person deixis, 2. Place deixis, 3. Time deixis, 4. Discourse deixis, 5. Social deixis. Everyday, we often listen to the use of language in communication, whether in the environment, social media, or in the movies we watch. The writer takes an example of the movies we watch, whether fiction films, cartoons, or those played by humans. This shows that there are formal and informal uses of language in the film. Whether an actress calls herself or a cartoon character who points herself or just talks there. All words used in that conversation are deixis. Because the reference of the words can be changeable or not fixed, based on the context, such as who is speaking, where the event takes place, and when the speech was spoken. This study uses film as a source of data. The film is a literary work that contains words, phrases, clauses, sentences, and expressions in every conversation by the characters.

Deixis was chosen in this study because this topic is very important and interesting to learn. Deixis is very important in conversation because deixis will show the context in which and to which we speak.

1.1 Problems of the Study

Based on the explanation above, the research question can be formulated as follows:

1. What are the types of deixis used in the cartoon movie "Coco"?
2. How does the frequency of deixis types used in the cartoon movie "Coco"?

II. RESEARCH METHOD

In this study, the use of research method is a very important step, because the research method refers to the tools or strategies used by a person to conduct research. The research method is divided into 4 steps such as: data source, method and technique of collecting data, method and technique of analysing data, and Method and Technique of Presenting Data.

2.1 Data Source

In this study, the data obtained from the cartoon movie "Coco". This study analyzes the types and meanings of deixis in the dialogue character in the cartoon movie "Coco". There is one movie that analyzed in this study. This movie is chosen as the data source because it contains lots of deixis. In addition to films, movie scripts are also used in this study as supporting data. And the movie script downloaded from the website <https://www.scripts.com>.

2.2 Method and Technique of Collecting Data

In this study, documentation used to collect the data. The documentation method is a recording of an event that already happened in the past. There are three types of documentation method such as written document (including diary, life history, biography, etc), picture document (including picture, sketch, moving picture (video), and so on), and artworks document (including picture, statue, movie and so on). The technique of collecting the data used the following steps;

1. First, watch the movie many times;
2. Then, type the transcript of the deixis on the movie;
3. Next, identify the deixis by reading the transcript;
4. The writer make a group of the data that had identified; and,
5. Last, the writer classifies the data based on the form of the types and meaning of deixis.

2.3 Method and Technique of Analyzing Data

The method that used to analyze data in this study is the qualitative method. This method may use interviews, questionnaires, and documentation. In this study, used the documentation method because this method is a method that is used for analyzing data. There is a technique to analyze the data:

First: watching the cartoon movie “Coco” and reading the movie script. Underline the Deixis that occur in the main character utterances;

Second: identify and classify the Deixis based on the type of Deixis by Levinson (1983) and;

Last: analyze the Deixis based on some theory of deixis that will be used.

Presenting the data in the percentage form by using simple statistical analysis. Statistical analysis:

$$P = \frac{Tg}{Tf} \times 100\%$$

- P is the symbol of percentage
- Tg is the frequency of the occurrence of each deixis
- Tf was total frequency of deixis

After having selected data which described and verified, the conclusion was drawn.

2.4 Method and Technique of Presenting Data

The method and technique of presenting analysis in this study use formal method. Formal method means the data were explain and described through sentence. The procedure of presenting analysis data is as follows:

First: categorize the utterance that contain the deixis into several types according to Levinson’s theory dan bold.

Second: describe the utterance use word and natural language.

III. RESULTS AND DISCUSSION

3.1 Types of Deixis

The data were used in analyzing types of deixis in this study were taken from the movie entitled “Coco”. The data were analyzed just representative data of type deixis which were found in this movie. And in this explanation, all data are analyzed based on Levinson’s theory.

1. Person Deixis

Data 1

First-person Deixis

Miguel : *Sometimes I think I'm cursed, cause of something that happened before I was even born. See, a long time ago there was this family.*

The snippet above is Miguel's Point of View when the film is just starting. As the opening of the film “Coco”, he tells about his family history. He explained all the things that happened before he was born.

The word “I” in Miguel’s sentence refers to himself, which is what he was speaking at the time. According to Levinson’s theory, the word “I” can be categorized as first-person deixis. This can be proven from Miguel who is the first speaker and is a single speaker.

Data 2

Second-person Deixis

Hector : *Some amigo.*

Miguel : *Hey. Hey! **You** really know De La Cruz?*

Hector : *Who wants to— Ah!*

The conversation between Miguel and Hector took place outside the office. At that time Miguel was trying to find out about his other family, De La Cruz.

Miguel’s “you” refers to Hector. This can

be seen from his interlocutor, Hector. Miguel as the first speaker and Hector as the second speaker. Therefore, “you” can be categorized as second-person deixis.

Data 3

Third-person Deixis

Miguel : *I do have other family, but—*

Hector : *You could have taken my photo back this whole time?!*

Miguel : *--But **they** hate music! I need a musician's blessing!*

In the conversation above, Miguel and Hector argue about Miguel being able to return to the Land of the Living with the help of the existing family. However, he doesn't want to because his family will return Miguel to the Land of the Living on the condition that he can't play music anymore.

This third pronoun makes “they” suitable to be categorized as third person deixis. “they” here refers to Miguel's family. This can be seen from Miguel's first sentence which talks about “family”

2. Place Deixis

Data 4

Miguel : *So, how far is this guitar anyway?*

Hector : *We're almost **there**...*

The conversation above occurs when Hector and Miguel go to Hector's friend's place to borrow a guitar that they will use for a music contest in the Land of the Dead. On the way Miguel asked how far they are going to borrow guitars and Hector says they've arrived.

So, the word “there” is included in Place deixis because it refers to Hector's friend's house, where they would borrow guitars.

3. Time Deixis

Data 5

Mama Imelda : ***Now** you must make a choice.*

Miguel : *But I don't wanna. . .*
pick sides

This scene shows the chase between Mama Imelda and Miguel. When Miguel manages to escape the locked gate and Mama Imelda is trapped. That's when they started arguing and Mama Imelda started to tell about her past which was the reason she hated music. And in the end, she gave Miguel a choice that must be chosen at that time. This proves that “Now” here is one of Time Deixis.

4. Discourse Deixis

Data 6

Plaza Mariachi : *I asked for a shoe shine, not your life story.*

Miguel : *Oh, yeah, sorry. I just can't really talk about any of **this** at home so. . .*

This dialogue depicts Miguel shining the shoes of a musician at the Mariachi Plaza. Miguel tells his story, but the musician admonishes him to clean his shoes instead of talking about his past.

In the dialogue, Miguel mentions the word “this”. In this case, the word “this” in Miguel's sentence refers to the “Miguel life story” which was previously mentioned by Plaza Mariachi. So, utterance “this” can be categorized into discourse deixis.

5. Social Deixis

Data 7

Papa : *We've never known anything about this man. But whoever he was, **he** still abandoned his family. This is no future for my son.*

Miguel : *But **Papa**, you said my family would guide me! Well, De La Cruz is my family! I'm supposed to play music!*

The scene above occurs when Miguel is caught hiding a big secret by his family,

namely playing music. The secret made his family very disappointed and made Miguel argue with his family.

The conversation above is between Miguel and his Papa. The word “Papa” was spoken by Miguel, when he was arguing with his father. So, the word refers to his father. “Papa” can be categorized into social deixis because of the utterance to call

father.

3.2 The Frequency

The frequency of the type of deixis found in the cartoon “Coco”. From all these data, the following are the results and are explained in full along with the results in the form of the percentage of each type of deixis.

Table 1.

Types of Deixis		Frequency	Percentage
Person Deixis	First Person	683	38,35%
	Second Person	450	25,27%
	Third Person	245	13,76%
Place Deixis		41	2,30%
Time Deixis		12	0,67%
Discourse Deixis		273	15,33%
Social Deixis		77	4,32%
TOTAL		1.781	100%

IV. CONCLUSION

After analyzing the cartoon movie entitled “Coco”, based on Levinson’s theory, five types of deixis were found in the film. The types of deixis found are person deixis (I, me, my, we, our, us, you, your, he, she, him, her, himself, they, them and their.), place deixis (here and there), time deixis (now), discourse deixis (this, that and it) and social deixis (Mama, Papa, Tio, Tia). The data analyzed in the previous chapter were analyzed randomly and not in time order. And also, only selects some data to be analyzed, not all data. Because the following movies are included in the type of musical film, the data takes from conversations, movie clips in the film, and point of view. While the songs (lyrics) are not used as data.

The frequency was calculated after the types of deixis were analyzed. In this movie, that deixis is used 1,781 times. The percentage of this data is calculated using simple Static Analysis. As a result, of all types of deixis found in the cartoon “Coco”, Person deixis has the largest percentage of 77.38% with 1,378 times used in the entire film. For details, first-person deixis was used 683 times or 38.35%, second-person deixis was used 450 times or 25.27%, and third-person deixis is used 245 times or 13.76%. In the second place is Discourse deixis which is used 273 times or 15.33%. Then there is Social deixis with 4.32% or used 77 times. After that, Place deixis was used 41 times or 2.30%. and the last type, which is rarely used in this film, is Time deixis which is only used 12 times or 0.67%.

REFERENCES

- Abdulameer, T. A. S. A. (2019). A Pragmatic Analysis of Deixis in a Religious Text. *International Journal of English Linguistics*, 9(2), 292. <https://doi.org/10.5539/ijel.v9n2p292>
- Eti Purwitasari, 2201404562. (2009). *DEIXIS IN HARRY POTTER and THE HALF BLOOD PRINCE by J.K. ROWLING AND ITS TRANSLATION INTO INDONESIAN* [Other, Universitas Negeri Semarang]. <http://lib.unnes.ac.id/783/>
- Fatkhunrohmah, N. I. (2013). *A Pragmatic Analysis Of Personal Deixis In Iron Lady Movie Manuscript* [S1, Universitas Muhammadiyah Surakarta]. https://doi.org/10/07._Chapter_IV.pdf
- Grundy, P. (2013). *Doing Pragmatics*. Routledge.
- Levinson, S. C. (1983). *Pragmatics*. Cambridge University Press.
- Purba, R. (2015). DEIXIS IN INAUGURATION SPEECH OF PRESIDENT SUSILO BAMBANG YUDHOYONO. *Jurnal Mantik Penusa*, 17(1), Article 1. <http://e-jurnal.pelitanusantara.ac.id/index.php/mantik/article/view/125>
- Sasmita, R., Hardiah, M., & Elfrida. (2018). AN ANALYSIS OF DEIXIS AND ITS REFERENCE USED BY MAIN CHARACTER IN “A THOUSAND WORDS” MOVIE SCRIPTBY STEVE KOREN. *Journal of English Education and Teaching*, 2(1), 68–75. <https://doi.org/10.33369/jeet.2.1.68-75>
- Yule, G. (1996). *Pragmatics*. OUP Oxford.