

# CHAPTER I

## INTRODUCTION

This chapter presents background of the research, followed by statement of problem, research objective, research significance, and definition of key terms.

### 1.1 Background of the Research

Communication is the process of conveying message and information. The message is conveyed by someone to other people by paying attention to who is the addressee and how the language is used. It is related to social dimension of the communication involving the addressee and the situation. In terms of the addressee, those things become a social status which makes someone different from the other. The use of respecting or addressing is aimed to certain people in accordance with the social relationship, rank, and position. Those aspects become the special encoding which uttered to certain person as a respect. An addressing can be the expression of respect or affection, and it shows how the relation between the speaker and the addressee.

Addressing is very important, it is used in human life in order to plait a good relation between someone and other people. Addressing also indicates politeness

in language. A good language will make a good communication. On the other hand, addressing can be analyzed as a kind of term in pragmatic study.

According to Griffiths (2006:6) “Pragmatics is the study of utterance meaning”, it is mean that every utterance has meaning. The meaning of every utterance is very important in order to know the purpose of the utterance which is spoken by the speaker. The study of addressing in pragmatics field is dicussed in social deixis. It concerns on the expression used to distinct social ranks and status between the speaker and the addressee.

Based on the description above, this research analyzes social deixis included in pragmatics study and the object is *Inside Out* (2015) movie script by Pete Docter. Movie script is a text that contains many things that make people get large imagination when they read it, and sometimes they get difficulty in understanding some expressions that have unclear referent and meaning. The script itself is different from the movie. In the script, people need to think more to get all the messages of the conversation, like speaker’s meaning of the utterance, the attitude of the speaker when talks to the addressee, the gesture that is used by the speaker and addressee, and many more. Therefore, it cannot be guessed or interpreted anything before having any relevant information. It means that people need a tool to get all the messages, thus pragmatics is used in this case. One of field of pragmatic is social deixis which is chosen to demonstrate the obvious relationship between language and context, between the speaker, referent, and addressee.

There are some previous research which make social deixis as topic research, the first, is conducted by Barri (2016) entitled *The Analysis of Deixis on “Short Story For Children for Spoken English Program” By Youth for Seva*. His research purposed to find out the types of deixis used and to know the function of each deixis in that short story. He uses the qualitative method and descriptive analysis, and he also uses fifty short story to support his research. The result is there are four types of deixis found, as follows: person deixis (I, Me, My, We, us, etc), temporal deixis (then, now, tomorrow), social deixis (my dear friend, sir, daddy, etc), spatial deixis (these, those, here, etc). then, the function of each deixis on his project is found as follows: subject, direct object, adverbial and prepositional phrase, subject complement, and indirect object. The second, conducted by Jamjuri (2015) entitled *Social Deixis in Elizabeth the Golden Age Movie Script*. His research is aimed to describe the social deixis used in *Elizabeth the Golden Age* movie script. His research using the social deixis theory by Stephen C. Levinson. For his research he uses qualitative method and document analysis for collecting the data. The result shows there are two kinds of social deixis used in that movie script. Those are speaker and referent of relational social deixis, and authorized recipient of absolute social deixis. The third, conducted by Prasetyo (2018) entitled *Social Deixis in the Movie King Arthur: Legend of the Sword 2017*. His research discusses the social deixis found in *King Arthur: Legend of the Sword* (2017) movie. His research aimed to find out the social deixis that can be identified and to describe social relationship between the speakers and the hearers. For his research, he uses descriptive qualitative method.

The result of his research is there are two types of social deixis, those are relational deixis and absolute deixis.

From the third researchers above, there are some similarity and difference with this research. The similarity is that this research also focus on one type of deixis, that is social deixis, and use qualitative method too. The difference between this research and the previous is the object, the research question, and the way to answer the research questions about function and meaning of social deixis in *Inside Out* movie script. The reason why this research chooses *Inside Out* as the object because there are five characters live in brain that show the emotion that common in human mind. It makes the movie unique and interest to be the object research. It cannot be found in other movies.

In addition, *Inside Out* movie script is a family drama movie. Thus it will be a lot of found social deixis, especially social identity as one of the function of social deixis. Beside it, social deixis also still rarely conducted by people for their research.

UNIVERSITAS ISLAM NEGERI  
SUNAN GUNUNG DJATI  
BANDUNG

## 1.2 Statement of Problem

There are many deictic expressions in the movie script that can be analyzed. When a text contains many deictic expressions, people who read it will wonder and be curious if the expressions are difficult to understand, have unclear referent and meaning. Meanwhile, social deixis is needed in communication so that the utterance will running smoothly. Therefore, this research analyzes what are the

functions and the meanings of social deixis found in *Inside Out* movie script. The problem is formulated into the following questions:

1. What are the functions of social deixis used in “*Inside Out*” movie script?
2. What are the meanings of those social deixis used in “*Inside Out*” movie script?

### 1.3 Research Objective

In accordance with the problem of the study, the purposes of the research are:

1. To know the functions of social deixis that are used in *Inside Out* movie script.
2. To explain the meaning of social deixis in “*Inside Out*” movie script.

### 1.4 Research Significance

Theoretically, this research provides the scientific input and contribution to the linguistic study, especially the study of pragmatic. This research is useful for reader to know more about social deixis and can be additional for the next researchers who interested with deixis.

Practically, this research helps the readers to understand more about social deixis, it can gives the feedback in learning linguistics especially deixis in pragmatics study, and also gives the inspiration for who want to develop the

similar topic research. This research also can be studied as knowledge in choosing the best word in daily conversation.

### 1.5 Definition of Key Terms

This part briefly describes the key terms used in this research, in order to avoid the confusion of term and often can be interchangeable with another similar terms in another study.

1. **Pragmatics:** simplicity, pragmatics is the study of meaning, and it is concerned on utterance meaning. (Griffiths, 2006:6)
2. **Deixis:** terms or words that are pointed at certain things, such as people, object, place, or time. (Levinson 1983:54)
3. **Social Deixis:** an expression used to distinct social ranks and status between the speaker and the addressee. (Levinson 1983:63)
4. **Inside Out:** a 2015 USA 3D family drama animation movie directed by Pete Docter.
5. **Movie:** a series of moving pictures recorded with sound that tells a story, shown on television or at the cinema or movie theater. (Oxford Learner's Dictionary, third edition)
6. **Script:** a written text of a play, speech, film, and so forth (Oxford Learner's Pocket Dictionary, fourth edition).