

# Deixis Analysis of Declaration Speeches of Indonesian Presidential and Vice-Presidential Candidates

Fathurohman, I.<sup>1</sup>, Hidayati, N. A.<sup>2</sup> & Chusna, I.<sup>3</sup>

<sup>1,2,3</sup>Muria Kudus University, Kudus 59327 Central Java, INDONESIA

\*Corresponding Author: [irfai.fathurohman@umk.ac.id](mailto:irfai.fathurohman@umk.ac.id)

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**Abstract:** The declaration speeches made by presidential and vice-presidential candidates Prabowo and Gibran became the public spotlight and were widely analyzed by political and linguistic experts. Deixis, in political speeches, can provide contextual information that is important in understanding the meaning of the speech. The method used is descriptive qualitative research (research that shows assessment procedures that provide descriptive information in the form of written or spoken words about the people and behaviour observed) as well as a literature study approach (collecting data by understanding and studying theories from various literature related to the research). Through this literature study, the problems described previously can be resolved well. This research aims to analyze and describe persona deixis, place deixis, time deixis, discourse deixis, and social deixis in the declaration speeches of presidential and vice-presidential candidates Prabowo Subianto and Gibran Rakabumingraka on October 25, 2023. The results of the research data are 124 forms of deixis. The data is divided into 56 person deixis, 5 place deixis, 6 time deixis, 3 discourse deixis, and 48 social deixis.

**Keywords:** Vice presidential candidates, deixis, speeches, declarations

## 1. Introduction

The means of communication used by humans is language. Children, teenagers, adults, and older people do not consider age in language use. Therefore, language can be used by anyone, when and where they are. It can happen because language is arbitrary (manuka). According to Zimman (2019), language is an arbitrary sound symbol humans use for collaboration, communication and self-identification. The language used by humans is said to be correct when the interlocutor responds to the speaker's speech according to the context of the conversation. Language is a verbal communication tool that cannot be separated from human daily activities. Communication activities can mean that the speaker forms a word or phrase to inform the interlocutor so that the interlocutor understands what he wants to convey in spoken language or speech (Okoro, 2017). It is done so that the interlocutor or speech partner can receive the meaning and intent the speaker or speakers want to convey.

Language and its meaning are examined in various fields, including pragmatics. Pragmatics studies language and meaning to make it easier to understand, focusing on the meaning conveyed by speakers or writers and interpreted by listeners or readers (Mutadi & Respati, 2019). It also explores implied meanings or intentions behind utterances, as speakers may have different aims beyond their words (Rachman et al., 2022). Dey (2023) emphasizes that pragmatics investigates the aims and objectives conveyed by speakers. Furthermore, speech requires a speaker, a speech partner, and a speech context, with language playing a vital role in facilitating clear communication (Parina & Caropeboka, 2022; Maulidya et al., 2021; Özcan & Doğan, 2018; Prosser & Sze, 2014).

The term deixis, derived from the ancient Greek *deiktikos* meaning "referring directly, moving, or changing," relates to words whose reference depends on the speaker's context (Mutadi & Respati, 2019). Deixis arises when a word's meaning is shaped by the speaker's situation and includes types such as personal, place, time, discourse, and social deixis. Deictic analysis involves studying linguistic markers that reference entities or situations within communication contexts (Abdulameer & Suhair, 2019). This phenomenon is common in language and often appears in pronouns, verbs, and adverbs. Research highlights the classification of deixis based on markers, like personal pronouns, time adverbs, and place adverbs. Yahya (2020) stated that deictic analysis of declaration speeches considers both situational and sociocultural contexts, helping reveal speaker-listener relationships, location, and time. Kecskes (2020) added that such

analysis also touches on language fanaticism as a pragmatic phenomenon shaped by sociocultural and situational factors. This study aims to analyze personal, place, time, discourse, and social deixis in the declaration speeches of presidential and vice-presidential candidates Prabowo and Gibran.

## 2. Literature Review

Speeches by influential and well-known figures are powerful sources of inspiration, fostering optimism and conveying the speakers' ideas and philosophies through language (Bunyarang & Prasongsook, 2022). Such speeches reflect the ability of speakers to communicate universal ideas, viewpoints, ideologies, strategies, and personal aspirations. A key element in these communications is deixis, which plays a vital role in both spoken and written interactions (Mwinwelle et al., 2018). Deixis functions as a foundational aspect of language use, evident in daily conversations and formal speeches through pointing expressions. Ricca & Johan (2021) classify deixis into three types: person deixis, which refers to individuals using pronouns like *I, you, we*; spatial deixis, indicating place with words like *here, there*; and temporal deixis, which marks time expressions like *tomorrow* or *yesterday*. Horn & Ward (2004) emphasize that deixis in language involves intentional, subjective, attentional, and context-dependent aspects, all critical for understanding human communication. For example, the use of *I, you, and tomorrow* simultaneously shows person and temporal deixis in a sentence.

Deixis, as Levinson (2006) asserts, highlights the relationship between language structure and its usage context, forming a significant area of study in pragmatics, semantics, and linguistics. It refers to expressions whose meanings rely on context for interpretation (Stapleton, 2017), especially in declarative statements designed to imply meaning.

## 3. Methodology

This study employs a qualitative descriptive method combined with a heritage study approach. Heritage Studies, as noted by Sørensen & Carman (2009), responds to the growing interest in heritage-related theories and practices. The qualitative descriptive approach provides assessments through descriptive information in written or spoken form about observed people and behaviours. The research also uses a literature study approach by reviewing theories from various sources related to the topic. As Moleong (2018) stated, qualitative research emphasizes words and images rather than numbers, relying on qualitative evidence instead of statistical analysis.

The research data consists of spoken words and sentences taken from YouTube, specifically from Gibran Rakabuming's First Speech in the Declaration of Support for the Presidential and Vice-Presidential Candidates. Data collection involves listening and note-taking techniques. The listening technique entails carefully observing the video to identify deixis, while the note-taking technique involves recording relevant information based on the research focus. The collected data is then categorized by deixis types: personal, place, time, discourse, and social deixis.

## 4. Results

Based on the results of research conducted by researchers through data sources. The speeches of the presidential and vice-presidential candidates Prabowo and Gibran's declarations on the YouTube channel which contains deixis, data was found for 124 forms of deixis. The data is divided into 56 person deixis, 5 (Five) place deixis, 6 (Six) time deixis, 3 (Three) discourse deixis and 48 social deixis. The following are the results of deixis analysis in table form. Table 1 shows results of deictic analysis, the most frequent decisions are personal deixis, and the least is discourse deixis.

**Table 1 - Deixis analysis results.**

No.	Types of deixis	Total
1	Persona deixis	56
2	Place deixis	5
3	Time deixis	6
4	Discourse deixis	3
5	Social deixis	48

## 5. Discussion

### 5.1 Persona Deixis

#### 5.1.1 First Person Singular Deixis

In the declaration speeches of the presidential and vice-presidential candidates Prabowo and Gibran, there is a single first-person deixis, namely:

Data 1:

*"Me".*

*"I respect the general chairman of Gerindra, presidential candidate Mr. Prabowo."*

*"Don't worry, Mr. Prabowo, don't worry, sir, I'm already here."*

*"For this reason, please ask Mr. Prabowo's permission. I want to reveal several superior programs."*

*"Later, I will add more KIS Elderly."*

*"Ladies and gentlemen, I believe that sustainability and consistency are our capital to jump further towards a golden Indonesia."*

Based on the sentences in data 1 (One), there is a single first-person deixis, namely "Me". The pronoun I refers to Gibran as the speaker in the declaration speech.

Data 2:

*"Fathers and mothers whom I respect and am proud of."*

*"What I respect and am proud of is the general chairman of the work group party, Brother Airlangga Hartanto."*

*"Ladies and gentlemen, I will not make a long speech because we have to go to the KPU because this is the date and time that has been calculated."*

*"I want to say here that we (Prabowo Subianto and Gibran Rakabumingraka) ask for blessings from all the Indonesian people."*

*"I am here to convey our determination with our brothers and sisters to come forward and ask for a mandate from the Indonesian people."*

*"I will no longer make long speeches; I will just convey my whole body and soul to the Indonesian people."*

Based on the sentences in data 2 (Two), there is a single first-person deixis, namely "Me." The pronoun I refers to Prabowo as the speaker in the declaration speech.

### 5.1.2 Plural First Person Deixis

In the declaration speeches of the presidential and vice-presidential candidates Prabowo and Gibran, there is plural first-person deixis, namely "we" and "us."

Data 3:

*"It's extraordinary; we all believe that the already running programs have brought Indonesia to the gate of progress."*

*"Our task now is to continue and perfect things related to young people, the millennial generation, generation Z, and don't forget the Islamic boarding school students; we will support them fully."*

*"We need a young generation who is reliable, a young generation who is tough, a young generation who has national commitment."*

*"Ladies and gentlemen, I believe that sustainability and consistency are our capital to jump further towards a golden Indonesia."*

*"Once again, thank you, ladies and gentlemen; please pray that everything goes smoothly, and hopefully, our journey can be made easier."*

Based on data 3 (Three), there is plural first-person deixis, namely "us." The pronoun we refer to Gibran as the speaker and the guests who attended the declaration speech as speech partners. The form of deixis above is included in first person plural deixis, which is inclusive because the sentence is spoken by only one person who indirectly represents another group.

Data 4:

*"Later, we will add more millennial start-up credit."*

Based on data 4 (Four), there is first person plural deixis, namely "we." The pronoun we refer to Gibran as the speaker and the guests who attended the declaration speech as speech partners. The form of deixis above is included in first person plural deixis, which is inclusive because the sentence is spoken by only one person who indirectly represents another group.

Data 5:

*"Good luck to all of us."*

*"Our mothers present, Mrs. Wirmoyo"*

*"Especially our ustadz, our role model Habib Luthfi bin Yahya."*

*"Ladies and gentlemen, I will not make a long speech because we have to go to the KPU because this is the date and time that has been calculated."*

*"We are facing a very important point in the history of the Indonesian nation."*

*"We are facing the point where we can rise to a great Indonesia, an Indonesia free from poverty."*

Based on data 5 (Five), there is plural first-person deixis, namely “us.” Pronouns us used to refer to Prabowo as the speaker and the guests who attended the declaration speech as speech partners. The deictic form of data 5 (Six) is included in plural first person deixis, which is inclusive because the sentence is spoken by only one person who indirectly represents another group.

Data 6:

*"I want to say here that we (Prabowo Subianto and Gibran Rakabumingraka) ask for blessings from all the Indonesian people."*

*"I am here to convey our determination with our brothers and sisters to come forward and ask for a mandate from the Indonesian people."*

*"That is our determination, our struggle, our oath to the Indonesian people."*

*"I will no longer make a long speech; I will just convey our whole body and soul to the Indonesian people."*

Based on data 6 (Six), there is plural first-person deixis, namely “we.” Pronouns we used to refer to Prabowo as the speaker and Gibran and the guests who attended the declaration speech as speech partners. The form of deixis in data 6 (Six) is included in first person plural deixis, which is inclusive because the sentence is spoken by only one person who indirectly represents another group.

## 5.2 Place Deixis

The context of the sentence below occurred when Gibran read his declaration speech as vice presidential candidate at GBK.

Data 7:

*"Don't worry, Mr. Prabowo, don't worry, sir, I'm already here."*

In data 7 (Seven), the word is included in place of deixis. This word refers to a place, namely Gelora Bung Karno (GBK) stadium.

Data 8:

*"Ladies and gentlemen, I believe that sustainability and consistency are our capital to jump further towards a golden Indonesia."*

In data 8 (Eight), the word “Far” included in place deixis.

The context of the sentence below occurred when Prabowo read his declaration speech as vice presidential candidate at Gelora Bung Karno (GBK) stadium.

Data 9:

*"And all the figures present here."*

*"But here, too, I see a great grandfather, the brother of the Minister's representative."*

*"I want to say here that we (Prabowo Subianto and Gibran Rakabumingraka) ask for blessings from all the Indonesian people."*

On data 9 (Nine), about words “here” included in place deixis. This word refers to a place, namely Gelora Bung Karno (GBK) stadium.

## 5.3 Time Deixis

The time deixis contained in the declaration speeches of presidential and vice presidential candidates Gibran and Prabowo is forward, now, later.

Data 10:

*"Our task now is to continue and perfect things related to young people, the millennial generation, generation Z, and don't forget the Islamic boarding school students; we will support them fully."*

Data 10 contains time deixis, namely the words “Now”, meaning what is happening that day. The deixis also refers to the time when the sentence is spoken.

Data 11:

*"Now there is something called KUR; there is already something called blooming credit, there is already micro waqf, there is ultra micro-credit, later we will add more millennial start-up credit."*

Data 11 contains time deixis, namely the word now which means it is happening that day. Deixis also refers to the time when the sentence was spoken, and there is also the word later, meaning the future. The deixis also refers to the time when the sentence is spoken. The same word is also found in the following sentence: "Now there is KIS, there is Smart Indonesia Card, there is PKH, later I will add KIS for the elderly."

Data 12:

*"Please pray that everything goes smoothly and that our journey ahead can be made easier."*

Data 12 contains time deixis, namely the word for which has the meaning of the future. The deixis also refers to the time when the sentence is spoken.

## 5.4 Discourse Deixis

Discourse deixis is used to express an utterance so that it refers to a certain part of the part that still contains the utterance (Stapleton, 2017). There are two categories of discourse deixis, namely anaphora and cataphora. Anaphora means pointing back to something that has been mentioned previously, while cataphora means referring to something that is mentioned later. The discourse deixis can be this, that, that and so on.

Data 13:

*"Later, we will add more millennial start-up credit. This is for millennial businesses based on innovation and technology."*

Gibran said he would add start-up credits to his program when he was elected vice president to accompany Prabowo. Based on data 13, it was found that the Deixis of Anaphoric discourse is the word **This**, which refers to the word start-up credit, which was mentioned previously.

Data 14:

*"There is another one, but this is what my wife will bring because this is related to mothers and children. Healthy Child Card to prevent stunting."*

Gibran said he would add the Healthy Children's Card to his program when he was elected vice president to accompany Prabowo. It was seen when Gibran said he would add one more thing to his program by telling his wife to come up to the stage and bring a board with the words Healthy Child Card. Based on data 14, find the Deixis of Cataphora discourse, namely the words **This**, which refers to the words Healthy Child Card mentioned afterwards.

Data 15:

*"Then remember down streaming for mining, agriculture and fisheries commodities. This is mandatory."*

Gibran said he would also add downstream for mining, agricultural and fisheries commodities to his program when he was elected vice president to accompany Prabowo. Based on 15 pieces of data, it was found that the Deixis of Anaphoric discourse is the word **This**, which refers to the word downstream, which was mentioned previously.

## 5.5 Social Deixis

The context of the conversation in data 16 occurred when Gibran paid tribute to Prabowo before making a speech.

Data 16:

*"I respect the general chairman of Gerindra party, presidential candidate Mr. Prabowo."*

Based on data 16, the word sir is a social deixis, which shows politeness and social rank towards older people. Words similar to data 16 are "For that reason, please ask Mr. Prabowo's permission; I would like to reveal several superior programs."

Data 17:

*"Ladies and gentlemen, I believe that sustainability and consistency are our capital to jump further towards a golden Indonesia."*

Based on data 17, there are the words father and mother as social deixis, which indicate politeness and social level to someone.

Data 18:

*"Good morning, brothers and sisters."*

Based on data 18, the word brother as a social deixis shows politeness and social level to someone.

Data 19:

*"Ladies and gentlemen, whom I respect and I am proud of."*

Based on data 18, there are the words gentlemen and ladies as social deixis, which show politeness and social level to someone in the forum.

Data 20:

*"Mas Gibran Rakabumingraka vice presidential candidate from the advanced Indonesian coalition."*

Based on the data, there are 20 words **but** as a social deixis that shows politeness and social level to an older man. Similar words are also found in the sentence "and the most handsome, the general chairman of the Indonesian Solidarity Party, Mas Kaesang Pangarep."

Data 21:

*"What I respect and I am proud of is the general chairman of the National Mandate Party, Mr. Zulfikri Hasan."*

Based on data 21 there are words **father** as a social deixis that shows politeness and social level.

Data 22:

*"I respect the general chairman of the Crescent Star Party, Prof. Dr. Yusril Iza Mahendra."*

Based on data 22, Prof. Dr has a social deixis that shows politeness and social level to someone with a high rank and graduate status.

Data 23:

*"I respect the national figures who attended, especially my commander, TNI General Wiranto, and police General Sutarmam."*

Based on data 23, there are the words General of Indonesian Military and Police General as social deixis, which indicate politeness and the social level of someone's rank.

Data 24:

*"Especially our ustadz, our role model Habib Lutfi bin Yahya."*

Based on data 24, the word ustadz as a social deixis, which shows politeness and social level towards a religious figure.

## 6. Conclusions

After analyzing the deixis contained in the declaration speeches of presidential and vice-presidential candidates Prabowo and Gibran on October 25 2023, which are on YouTube Kompas TV the types of deixis found are singular first-person deixis, plural first-person deixis, place deixis, time deixis, discourse deixis, and also social deixis. Personal deixis and social deixis are more widely used in this video than in the use of time deixis, place deixis and discourse deixis. The person deixis in the video is first-person singular and first-person plural deixis. The forms of persona deixis found are I, we, and us. The form of place deixis found is here, far away. The forms of time deixis found are forward, now, later. The form of discourse deixis found is this (in cataphora and anaphora). Social deixis is words of address and titles such as sir/father, ma'am/mother, ustadz, abah, mas, brother, prof. Dr, army general, police general.

Based on this research, it can be recommended that when carrying out an analysis, it must be carried out with great care and attention because sometimes, it needs to be included in the analysis data.

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## Conflict of Interest

The authors declare no conflicts of interest.

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