

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

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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.

In this case, several fields of study examine language and its meaning. One of them is the field of pragmatics studies. Pragmatics is a field of study that studies language and its meaning so that it is easy to understand. Pragmatics is a field of study that studies the meaning conveyed by speakers or speakers or writers and then interpreted by listeners or readers (Mutjadi & Respati, 2019). Interestingly, pragmatics studies a language with meaning or significance other than what someone says. If someone says something, that person may have another intention behind what they said. In other words, pragmatics can also study the intention of the speaker and the purpose of what the speaker conveys (Rachman et al., 2022). Dey (2023) also stated that pragmatics examines the aims and objectives conveyed by the speaker. A speech will not occur if there is no speaker, speech partner and speech context. Language is important in accommodating communication from speaker to speaker so that communication can be understood smoothly (Parina & Caropeboka, 2022; Maulidya et al., 2021; Özcan & Doğan, 2018; Prosser & Sze, 2014).

The term deixis comes from ancient Greek, namely deities, which means "referring directly, moving or changing", depending on the reference of the words (Mutjadi & Respati, 2019). Thus, deixis occurs when a word refers to something influenced by the speaker's situation. There are several types of deixis, including personal deixis, place deixis, time deixis, discourse deixis, and social deixis.

Deictic analysis is the study of linguistic markers applied to analyze an entity or situation directly in the context of communication (Abdulameer & Suhair, 2019). Deixis is a common phenomenon in language and can be observed in

several linguistic contexts, such as pronouns, verbs and adverbs. Several studies have identified important factors in deictic analysis. The main focus is classifying deixis based on the type of marker used, such as personal deixis (e.g. personal pronouns), temporal deixis (e.g. time adverbs), and spatial deixis (e.g. place adverbs).

Yahya (2020) explained that deictic analysis in declaration speeches includes situational and sociocultural context. Deixis can be used to show the relationship between speaker and listener and indicate location and time. Kecskes (2020) explains that deictic analysis in declaration speeches includes language fanaticism as a new pragmatic phenomenon from a sociocultural and situational perspective. Deixis can be used to show the phaticity of language in social and situational contexts. This research aims to analyze persona deixis, place deixis, time deixis, discourse deixis, and social deixis in the declaration speeches of presidential and vice-presidential candidates Prabowo and Gibran.

2. Literature Review

Influential and well-known people's speeches are excellent sources of information that have the power to uplift and encourage listeners. Strong and inspirational speeches contribute to the development of optimistic mindsets. The general public is informed about the speakers' influential ideas and philosophies via the language employed in their talks (Bunyarang & Prasongsook, 2022). Therefore, great speeches demonstrate the speakers' capacity to use language to communicate their universal ideas, crucial points of view, ideological stance, plans, strategies, agendas, and, most importantly, their ambitions and aspirations. One of the terms used in text composition is deixis, which is expressed through particular situations. The usage of deixis is essential to any kind of communication (Mwinwelle et al., 2018). Put differently, deixis is an essential element of conversation. It is the cornerstone of all communication, whether it is in written writings, spoken speeches, or daily interactions. Pointing is among the most fundamental actions that people take when using any kind of language.

According to Ricca & Johan (2021), there are three types of deixis: person, spatial, and temporal deixis. First of all, person deixis included deictic expressions relating to persons, such as pronouns in the first, second, or third person, such as I, me, you, we, she, him, them, that man, etc. Second, deictic terms relating to place, like here, there, above, near, behind, etc., are described by spatial deixis. The last type of deixis is temporal, which describes deictic statements of time as this, that, later, tomorrow, yesterday, etc.

According to Horn & Ward (2004), deixis incorporates intentional, subjective, attentional, and context-dependent components into natural languages, all of which are essential for human language comprehension. The pronoun "I" designates Ann as the speaker, "You" designates Brian as the listener, and "Tomorrow" designates the time expression. As a result, it is clear that the deixis in the line above is person deixis and temporal deixis.

The link between a language's structure and its usage context is known as deixis. Deixis is described as "an important field studied in pragmatics, semantics, and linguistics" by renowned linguist Levinson (2006). Deixis is the term for the phenomena wherein context is necessary to fully comprehend the meaning of specific words and phrases in an utterance (Stapleton, 2017). Declarative expressions are those that imply meaning in order to be understood.

3. Methodology

This research uses a qualitative descriptive method combined with a heritage study approach. Heritage Studies is an ambitious and timely contribution to an increasing interest in theories and practices around heritage (Sørensen & Carman, 2009). This research is qualitative descriptive research. A qualitative approach is research that shows assessment procedures that provide descriptive information in written or spoken words about the people and behaviour observed.

This research design uses a literature study approach. Library research collects data by understanding and studying theories from various literature related to the research. Qualitative methods are steps to obtain descriptive information through words and images. It is by what Moleong (2018) expressed in the information in qualitative research: words, pictures and no numbers. Qualitative research is an approach that does not use basic statistics but is based on qualitative evidence.

The data for this research is in the form of spoken words and sentences, available on YouTube with the title Gibran Rakabuming's First Speech in the Declaration of Support for the Presidential and Vice-Presidential Candidates. (<https://www.youtube.com/watch?v=5oNg1AFAJVY>).

The data collection technique used in this research uses listening techniques and note-taking techniques. The listening technique is a technique that is carried out by listening to appropriate videos and looking for the data being researched, namely in the form of deixis. The second technique, namely the note-taking or writing technique, is a technique that is carried out by recording or writing down the information obtained according to the background of the problem being sought. The information obtained is organized and grouped based on different categories or forms of deixis, namely personal deixis, place deixis, time deixis, discourse deixis, and social deixis.

Testing the validity of the data in this research was carried out by identifying each word sentence contained in the YouTube link (<https://www.youtube.com/watch?v=5oNg1AFAJVY>). The data analysis technique uses data triangulation. Using data triangulation, the process of checking the data is appropriate from the correct reference source; then, the data is continued for analysis according to the research objectives.

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 (<https://www.youtube.com/watch?v=5oNg1AFAJVY>) 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

Person deixis is divided into first person, second person and third person, each part of which is further categorized into singular and plural. The form of persona deixis found in the declaration speech of presidential and vice-presidential candidates Prabowo and Gibran on the YouTube channel (<https://www.youtube.com/watch?v=5oNg1AFAJVY>) only includes the first person singular and plural, namely: *I*, *we*, and *us*.

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

Place deixis is a form of giving the location of a space or place as seen from the location of the actors or people in a language event. In place of deixis, we usually use the words here, there, that, this and another. In the declaration speech, place deixis is found, namely "here, "far away". 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

Time deixis refers to the time distance intended by the speaker or speech partner in a language event. Time deixis also usually refers to a situation from a certain point of view. 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

Social deixis is used to refer to social differences. This deixis is usually shown using subtle words such as greetings, titles and politeness. Usually, this form of deixis is also used to respect social differences. 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 Sutarman."

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 (<https://www.youtube.com/watch?v=5oNg1AFAJVY>), 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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