

**PERSON DEIXIS AND REFERENCE IN JOSHUA
SEVENTEEN'S SPEECH AT UNESCO CAMPAIGN**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2025**

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THESIS

Presented to:
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MALANG
2025**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**Person Deixis and Reference in Joshua Seventeen at UNESCO Campaign**” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 08 September 2025

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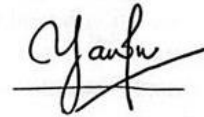
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MOTTO

“Allah tidak mengatakan hidup ini mudah. Tetapi Allah berjanji bahwa sesungguhnya bersama kesulitan ada kemudahan.”

(QS. Al-Insyirah :5-6)

“Don't give up on this maze of life. Trust that after winter passes, spring will come.”

(Answer: Love Myself - BTS)

“Maybe I made mistake yesterday, but yesterday’s me is still me. Today I am who I am, with all my faults and my mistakes. Tomorrow I might be a tiny bit wiser and that would be me too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life. I have come to love myself for who I am, who I was, and who I hope to become.”

(Kim Namjoon -BTS)

DEDICATION

I dedicate this thesis with all gratitude to my family, my beloved mother and father, Mrs. Mukhayatun and Mr. Agus Siswoyo for their endless love, prayers, and sacrifices. Thank you for being a source of strength, a spirit in every step of my life and give me motivation, and mental and financial support. I also dedicate it to my beloved little sister Adinda Nur fadilah Agustina and little brother A. Farell Brilliant Nusantara. All these achievements would not be possible without you all.

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ABSTRACT

Putri, Dea Permata Agustina (2025) *Person Deixis and Reference in Joshua Seventeen speech at UNESCO Campaign*. Undergraduate Thesis. Department of English Literature. Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Deny Efita Nur Rakhmawati, M.Pd.

Keywords: *person deixis, reference, speech.*

This study examines the use of person deixis and reference forms in Joshua Seventeen's speech during the UNESCO campaign. The purpose of this study is to identify the types, functions, and forms of references person deixis used in the speech. This study uses qualitative descriptive analysis by analyzing the utterances from the speech video uploaded on the official UNESCO channel. Huang's theory (2014) is used to identify the types of person deixis, Jakobson's theory (1990) is used to determine the function of deixis, and Birner's theory (2013) is used to classify the forms of reference. The results show that first-person plural deixis is the most dominant type used (60.42%). In terms of function, the connotative function is the most dominant (30.02%). The forms of reference found consist of two forms, namely anaphora and cataphora, with anaphora being the most dominant form of reference (79.17%). These findings show that Joshua's speech strategically uses personal deixis and references to represent the group collectively, call for global youth solidarity, and demonstrate discourse continuity. This study contributes to understanding how linguistic elements function pragmatically in public discourse, especially in global campaigns targeting the younger generation. The novelty of this research lies in the first analysis that combines personal deixis and forms of reference in the speech of a famous young figure at an international UNESCO forum, something that has not been widely researched before. However, this study has limitations because it only focuses on person deixis and uses only one speech by Joshua Seventeen as the object of study, so the results cannot be generalized to all public speeches or other UNESCO ambassadors. Therefore, further research is recommended to expand the scope by analyzing other types of deixis, such as deixis of place, time, social, or discourse, as well as more speeches from other public figures or personalities in order to produce a more comprehensive understanding of language use in global discourse.

ABSTRAK

Putri, Dea Permata Agustina (2025) *Deixis Persona dan Referensi pada Pidato Joshua Seventeen di Kampanye UNESCO*. Skripsi Sarjana. Jurusan Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Deny Efita Nur Rakhmawati, M.Pd.

Kata kunci: Deixis Persona, Referensi, Pidato.

Penelitian ini mengkaji penggunaan deixis person dan bentuk referensi dalam pidato Joshua Seventeen dalam kampanye UNESCO. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis, fungsi dan bentuk referensi person dexis yang digunakan dalam pidato tersebut. Penelitian ini menggunakan deskriptif kualitatif dengan menganalisis ujaran-ujaran dari video pidato yang diunggah di kanal resmi UNESCO. Teori Huang (2014) digunakan untuk mengidentifikasi jenis deixis persona, teori jakobson (1990) digunakan untuk menentukan fungsi deixis, dan teori Birner (2013) digunakan untuk mengklasifikasikan bentuk referensi. Hasil penelitian menunjukkan deixis orang pertama jamak sebagai jenis yang paling dominan digunakan (60,42%). Dari segi fungsi, fungsi konotative menjadi paling dominan (30,02%). Adapun bentuk referensi yang ditemukan terdiri dari dua bentuk, yaitu anaphora dan katafora, dengan anaphora menjadi bentuk referensi yang paling dominan (79,17%). Temuan ini menunjukkan bahwa pidato Joshua secara strategis menggunakan deixis persona dan referensi untuk menunjukkan representative kelompok secara kolektif, ajakan membangun solidaritas pemuda global serta menunjukkan kesinambungan wacana. Penelitian ini memberikan kontribusi dalam memahami bagaimana elemen linguistic berfungsi secara pragmatis dalam wacana public, khususnya dalam kampanye global yang menyasar generasi muda. Kebaruan penelitian ini terletak pada analisis pertama yang menggabungkan deixis persona dan bentuk referensi dalam pidato figur muda terkenal di forum internasional UNESCO sesuatu yang belum banyak diteliti sebelumnya. Namun, Penelitian ini memiliki keterbatasan karena hanya berfokus pada deixis persona serta menggunakan satu pidato Joshua Seventeen sebagai objek kajian, sehingga hasilnya belum dapat digeneralisasi untuk semua pidato publik atau duta UNESCO lainnya. Oleh karena itu, penelitian selanjutnya disarankan untuk memperluas cakupan dengan menganalisis jenis deixis lain, seperti deixis tempat, waktu, sosial, atau wacana, serta lebih banyak pidato dari tokoh atau figur publik lain agar menghasilkan pemahaman yang lebih komprehensif tentang penggunaan bahasa dalam wacana global.

خاتمة

بوتري، ديا بيرماتا أغوستينا (2025) الإشارة إلى الأشخاص وأشكال المرجع في خطاب جوشوا سيفنتين في حملة اليونسكو. رسالة الدرجة البكالوريوس. قسم الأدب الإنجليزي، كلية علوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانغ. المشرقة دني إيتا نور رخماواتي، الماجستير.

الكلمات الأساسية: الإشارة إلى الأشخاص، المرجع، الخطاب

تتناول هذه الدراسة استخدام الإشارات الشخصية وأشكال المرجع في خطاب جوشوا سيفنتين خلال حملة اليونسكو. وتهدف هذه الدراسة إلى تحديد أنواع الإشارات الشخصية ووظائفها، وكذلك أشكال المرجع المستعملة في الخطاب. وقد اعتمدت الدراسة المنهج الوصفي الكيفي من خلال تحليل العبارات المقترنة من مقطع الفيديو المنشور في القناة الرسمية لليونسكو. استخدمت نظرية هوانغ لتحديد أنواع الإشارة إلى الأشخاص، ونظرية ياكوبسون (1990) لتحديد الوظائف التداولية للإشارة، ونظرية بيرنر (2014) لتصنيف أشكال المرجع. أظهرت النتائج أن الإشارة إلى المتكلم بصيغة الجمع هي النوع الأكثر هيمنة (60.42%). أما (2013) من حيث الوظائف، فقد كانت الوظيفة الإيحائية هي الأبرز (30.02%). وأما أشكال المرجع فقد انحصرت في نوعين: الاسترجاع حيث كان الاسترجاع هو الشكل الأكثر هيمنة (79.17%). وتشير هذه النتائج إلى أن (cataphora) والاستباق (anaphora) خطاب جوشوا استعمل الإشارات الشخصية وأشكال المرجع على نحو استراتيجي لإبراز تمثيل الجماعة، والدعوة إلى التضامن العالمي، وتأكيد الهوية. وتسهم هذه الدراسة في توضيح كيفية عمل العناصر اللغوية وظيفيًا في الخطاب العام، ولا سيما في الحملات العالمية التي تستهدف الجيل الشاب. تكمن أهمية هذه الدراسة في أنها أول دراسة تحلل أشكال الإشارة إلى الشخص وإشارة المرجع في خطابات المشاهير الشباب في المنتديات الدولية لليونسكو، وهو أمر لم يتم بحثه على نطاق واسع من قبل. ومع ذلك، فإن هذه الدراسة لها حدودها لأنها تركز فقط على الإشارة إلى الشخص وتستخدم خطابًا واحدًا لجوشوا سيفنتين كموضوع للدراسة، لذلك لا يمكن تعميم النتائج على جميع الخطب العامة أو سفراء اليونسكو الآخرين. لذلك، يوصى بإجراء مزيد من الأبحاث لتوسيع نطاق الدراسة من خلال تحليل أنواع أخرى من الإشارة، مثل إشارة المكان والزمان والإشارة الاجتماعية أو الخطاب بالإضافة إلى المزيد من الخطب التي ألقاها شخصيات عامة أو شخصيات أخرى. من أجل التوصل إلى فهم أكثر شمولاً لاستخدام اللغة في الخطاب العالمي.

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CHAPTER 1

INTRODUCTION

A. Background of the Study

In communication, one form of interaction that humans often use is speech. Speech plays an important role in conveying messages to audiences in formal and informal contexts. However, in the delivery of speeches, misunderstandings often occur due to mistakes in choosing words or interpreting messages (Gieshoff & Albl-Mikasa, 2024). Therefore, appropriate word choice and language structure become crucial factors in communication, especially when dealing with multiple parties. One of the most prominent examples is in the realm of speech, where every statement delivered by a public figure can have a broad impact on the audience (Storkel & Gallun, 2022). It is important for the listener to not only hear the words spoken but also understand the intent of the message conveyed to minimize misunderstandings. For effective communication, the speaker needs to consider the context and references used so that the message can be received clearly. Therefore, to prevent this problem, the use of deixis is essential (Khachaturyan, 2019).

Every sentence contains deixis, but not all of them can be understood without considering the context of the utterance. Deixis serves to convey information about a sentence or utterance, as well as being a way to relate language to the structure of the language itself (Huang, 2014). Among the various types of deixis in conversational contexts, person deixis is the most frequent. Person deixis itself plays an important role in a given utterance, serving to symbolize the identity of the speaker in relation to the listener or interlocutor, where the speaker uses person

deixis to refer to whom the speaker is referring to (Huang, 2014). The language used produces polarization between us and them, or positive and negative self-presentation in utterances (Van Dijk, 1999). This shows that person deixis has an impact on people's understanding, or listeners can interpret who is delivering the utterance and to whom the speaker is addressing the utterance by understanding the concept of reference.

In addition to person deixis, according to Birner (2013), Reference is also important to know because reference is related to the purpose of the action, where the writer or speaker uses language in linguistic form to help readers or listeners understand and identify something. (Yule, 1996) says that the use of language that makes it easier for listeners or readers to identify something is called reference. The reference itself depends on the speaker's purpose, such as when they are trying to refer to something or their beliefs, so that the listener can understand what the purpose is (Birner, 2013). Reference explains whether the “intent” of the person deixis used or conveyed in the utterance (text), lies before or after the use of the person deixis (Kakiay & Maitimu, 2021). Therefore, reference is a phenomenon worth analyzing, because pragmatics prioritizes the “intent” or “thing” that refers to the sentence or utterance conveyed as a deixis in this term.

In the context of speeches, deixis and reference are closely related. Pronouns as a form of personal deixis function as markers of reference that connect the speaker with the audience and other parties mentioned (Birner, 2013). The relationship between the two focuses attention on the relevant meaning, making it easier for the audience to grasp the message being conveyed. This study places

person deixis and reference as the main objects of analysis, as both are central to understanding how utterances are constructed and interpreted in public communication. The use of deixis and reference in speeches also contributes to maintaining the clarity and continuity of discourse, as emphasized (Kristiano, 2021). Thus, this analysis provides a deeper linguistic understanding of how language is used strategically in formal communication situations, while also emphasizing the important of deixis and references as a means of building relationships between speakers and audiences in achieving communicative goals (Gobel et al., 2023).

In addition to being used in everyday language, person deixis and reference can also be seen in the context of speech, because they both play an important role in showing who is involved in communication and how the relationship between the speaker and the listener is (Omar, 2023). There are several types of speech itself that are differentiated based on the situation and purpose, such as formal and non-formal speeches (Ritonga, 2023). One of the types of formal speeches, including UNESCO campaign speech. UNESCO as a specialized agency of the United Nations focused on education, science and culture, actively launches a global campaign to promote peace, solidarity and sustainable development (Joy, 2022). One of its main initiatives is the campaign "the use of public figures in goodwill ambassadors". The campaign aims to strengthen UNESCO position in the peace and development community and update the organization's communication strategy to be more relevant to current global challenges (Berrocal, 2021). In supporting this campaign, UNESCO involves various figures and organizations, including the K-

pop group Seventeen, which was appointed as UNESCO's youth friendship ambassador.

As one of the members of the Seventeen group, Joshua had the opportunity to deliver his speech showing the attitude of youth solidarity before the UNESCO forum on June 27, 2024. This research chose Joshua's speech at a special session during the 2024 youth forum at the UNESCO headquarters in Paris, where the video was taken from the UNESCO YouTube channel. The Seventeen group itself collaborates with UNESCO because it is considered to have a great influence in conveying messages to young people (Audouin, 2024). Speeches at the coronation ceremony at this forum are important in several social movements created in the utilization of public figures as goodwill ambassadors (Isabel et al., 2024).

Through the speech delivered, Joshua inspired many people by showing his solidarity with young people through his speeches. So more or less that later it will be certain that the person deixis and references that he uses will be different from the speeches of other UNESCO ambassadors, which with the impact given to the younger generation will also usually be different, making it a very interesting subject to be researched. This analysis of linguistic elements not only explains how Joshua conveys his message, but also how language can be used to show his solidarity attitude. Thus, in his speech Joshua builds a connection with the audience that what he conveys can be well received by the public if he uses deixis expressions and proper references.

Therefore, Huang's theory (2014) is relevant to collect data on the type of person deixis, Jakobson's theory (1990) to determine the function of person deixis

and Birner's theory (2013) to find the form of reference in Joshua Seventeen's social speech. The researcher assumes that three theories are very relevant which are used as theories that explain the types of deixis, function of deixis and reference. Thus, the proper use of person deixis and reference in speech is important to maintain communication clarity in interactions between speakers and audiences.

There have been several previous studies on person deixis and reference used in the context of speech. For example, Research by Binici (2023) Explores the person deixis used in the 2019 UK General Election Campaign speeches, with the results showing that both Corbyn and Johnson used the pronominal “we” and “they” to build a sense of unity in their political plans. In the research, Gobel (2023) Explores the personal deixis used in Malcolm X's speech “The Ballot or The Bullet,” with the results showing that personal deixis is the most dominant. In addition, Malcolm X used personal deixis expressions to motivate the community. Research by Ricca & Johan (2021) that analyzed the use of deixis in Joe Biden's first victory speech as president of the United States. The results of the study show that the person deixis is the most dominant type of deixis used by Joe Biden strategically, to build a personal connection with the audience and strengthen the collective meaning and sense of unity in speeches. Research Kanaza (2020) analyses the person deixis functions in Meghan Markle's speech. The result show that five out of six person deixis function were present, with the most dominant being the connotative function. This suggests that the speech was primarily intended to influence the audience, especially in the context of promoting women's education.

Meanwhile, there are also previous studies that discuss person deixis which is used in various contexts. Research by Liu (2021) analyzed the use of person deixis in Queen Elizabeth's Christmas speech in 2019. It was found that the first person deixis were most predominantly used, especially 'I' and 'we' which aimed to build emotional closeness and convey a message of unity. Pardede (2020) analyzed deixis in business articles of the Jakarta Post, with the results of the study found that the type of deixis most widely used in Jakarta Post business articles is personal deixis, which is used to help readers understand the meaning of text in English. Research by Sena et al., (2022) analyzes the use of reference in the film *Midnight in Paris*, with the results showing that the most dominant types of reference are names and referents, where the mention of place names or people's names is often used to identify or refer to something or someone in conversation.

Research by Kakiay (2021) analyzed the use of deixis and references in two Billie Eilish songs titled "Bad Guy" and "When the party's over". With the results of the research, person deixis is the dominant type used, deixis "I", "me" and "my" are used to convey the singer's personal emotions, while other deixis are used to support the narrative of toxic relationships in songs. Research by Syafrayadin et al., (2021) analyzed deixis and reference in the Jakarta Post, with the results showing that persona deixis is the most dominant type, while anaphoric reference is most often used to provide clear information in the text. Research by Aritonang & Sahusilawane (2022) analyzed the types of deixis and references in the songs *Lost at Sea* and *Got It Like That* by Kim Hanbin. The results showed that both songs

used five types of deixis, with persona and reference deixis as the dominant ones, referring to the singer, listener, or main character in the song.

Thus, the previous studies mentioned earlier have differences in topic with this study. Several studies have discussed person deixis and references in the context of literature, songs, films and political speeches delivered by the president or government people. But there has been no research that combines person deixis and references to the object of study of famous young people's speeches in the UNESCO campaign. Through this study, the novelty offered in this research is the first analysis of person deixis and reference in the context of speeches by famous young figures at UNESCO, which have had a tremendous impact with the aim of building solidarity among young people, but have not been widely explored in the field of linguistics.

The purpose of this study is to analyze the use of person deixis in terms of type, function, and reference in Joshua's speech at the UNESCO forum. By exploring the relationship between language and social context, this study is expected to provide deeper insight into the role of deixis and reference in the context of speech, so that the purpose of this research is important for researchers related to what they want to express to the object of research.

B. Research Questions

Based on the description mentioned in the background of the study, the present study attempts to investigate the questions formulated as follows:

1. How is the person deixis used in Joshua Seventeen's speech at UNESCO campaign?
2. How are forms of reference used to indicate person deixis in Joshua Seventeen's speech at UNESCO campaign?

C. Significance of the Study

Practically, this study is useful for researchers, readers and other researchers. Researchers who are interested in the study of deixis and reference benefit from the findings of the research conducted to understand how the use of person deixis and reference. In addition, theoretically, this research can be used as a reference for further research on pragmatics and linguistics, particularly on person deixis and reference in social speech. This research can also provide an understanding of the type of deixis, function of deixis analysis and also the form of reference used in various types of utterances in speech, as well as being useful for readers because it provides an understanding of how important person deixis and reference are used in practice. This research can also support a better understanding of how public figures can encourage social awareness. With that, this research is not only academically relevant but also socially useful, especially in showing solidarity towards the younger generation in facing difficulties and contributing to positive social changes.

D. Scope and Limitation

The scope of this research is pragmatics. The main focus of this research is the analysis of the use of person deixis, especially in utterances that show youth solidarity presented through language conveyed to the audience through Joshua Seventeen's speech at the UNESCO Campaign. As well as analyzing the form of reference that refers to a particular entity. As for the limitations in this study, the limit of the discussion of reference and person deixis is only in the context of speech. Which only examines deixis in personal deixis and limits reference only to anaphora and cataphora, this research is weak to be used as a reference because researchers do not examine other types of deixis contained in Joshua Seventeen utterances. So this research cannot be used as a reference because although it is valid, it is weak.

E. Definition of the Key Term

The researcher uses several key terms in this study that are related to the topic discussed:

1. **Person Deixis** refers to the expression of “person” grammatical pronouns such as the first person, second person, and third person, which are used to identify participants involved in communication events such as speech (Huang, 2014).
2. **Reference** refers to the use of linguistic expressions to designate or identify an entity in a particular context. Anaphora and cataphora are forms of reference that refer to speakers and listeners (Birner, 2013).

3. **Joshua Seventeen Speech** is a speech delivered by Joshua who is one of the member boyband Seventeen, which is a highly influential K-pop music group in the global industry.
4. **UNESCO Campaign** is a activities to raise awareness and encourage action on global issues in the fields of education, culture, science and communication.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will explain the theoretical foundation of the study. It includes discussion on pragmatics, deixis, person, deixis and reference.

A. Pragmatics

Pragmatics is a branch of linguistics that discusses the close relationship between language and the context in which it is used. Yule (2023) explains that pragmatics focuses on how the meaning of language is influenced by context, not just the literal meaning of a sentence. Grundy (2008) adds that pragmatics examines how meaning is determined by the use of language in specific situations, so that the aspects of communication studied are not only formal structures, but also the communicative goals and strategies of the speaker. Meanwhile, Huang (2014) emphasizes that pragmatics is an important branch of linguistics because it shows how social context can change the interpretation of meaning. This view underscores that pragmatics differs from semantics, which focuses on the meaning of words or sentences, and syntax, which examines structure, because pragmatics emphasizes the interaction between speakers, listeners, and the context of communication itself.

When viewed as a whole, experts agree that pragmatics is a discipline that enriches our understanding of how language works in social reality. Huang (in Sasmita & Hardiah, 2018) mentions several phenomena that are included in the study of pragmatics, such as implicature, presupposition, speech acts, politeness, and deixis. Based on the above explanation, pragmatics is a branch of linguistics that studies the relationship between language and its context, as well as how that

context influences the interpretation of meaning in communication. Thus, pragmatics is an interesting field of study because it provides a deep understanding of how meaning is formed and understood in the context of communication, especially in speech. One important aspect of pragmatics is person deixis and reference because both are directly related to how speakers refer to themselves, their interlocutors, or other parties in communication. Therefore, the study of person deixis and reference in this branch of pragmatics is very relevant in understanding the dynamics of effective communication.

B. Deixis

Basically deixis is closely related to the way language encodes elements of the context of an utterance or speech event, with this deixis is also connected to the way of defining each speech which depends on the analysis of the speech. Deixis is a term derived from the Greek word meaning “to point or indicate”, which is the single most obvious way in which the relation between language and context is contained within the structure of a language itself (Huang, 2014). It is a phenomenon where the context of an utterance is encoded in grammatical or lexical means in a language. Thus, these pronouns do not refer to a specific entity at every occasion of use, but rather are place holders for some specific entity given by the context.

According to Huang (2014) there are several types of deixis, he states that there are 5 types of deixis namely, person deixis, time deixis, place deixis, discourse deixis and social deixis.

a. Person Deixis

According to Huang (2014) Person deixis is used to state and refer to individuals involved in a conversation or speech event which is directly reflected in the grammatical categories associated with the person, such as the speaker (first person), interlocutor or recipient (second person), and other individuals who are neither speakers nor interlocutors (third person). However, to understand the role of persona deixis in various languages, an independent pragmatic framework is needed not only to look at grammatical categories, but also to analyze how participants' roles are structured in various cultural and linguistic contexts.

Example:

“I am deeply honored to be here with you all today”

The sentence above is used to refer to the speaker which is a form of personal diction with the first person singular pronoun “I”.

b. Time Deixis

Time deixis, also called temporal deixis, plays an important role in communication because it links the utterance to the time of the event being discussed (Huang, 2014). Time deixis helps to define the point of reference of time used by the speaker to give context to the event being discussed. It refers to the time when an event occurs, whether it is in the past, present or future.

Example:

“I will send the report to you tomorrow”

In the example above, the time deixis refers to a future time. The word “tomorrow” refers to the day after today. Time deixis facilitates communication and avoids listener confusion about the time in question.

c. Place Deixis

Place deixis or spatial deixis functions to indicate the relative location of an object or place in relation to the position of the speaker or listener (Huang, 2014). In communication place deixis is often expressed with words such as 'this', 'these', and 'here' to refer to proximal or close entities. Whereas 'that', 'those', and 'there' refer to distal entities. Distance is a concept related to place deixis which consists of two dimensions in the deictic system, namely, proximal and distal (Huang, 2014).

Example:

“The books you are looking for are over there on the shelf”

In the above example place deixis is used to indicate the specific location of the book in question. The phrase “over there” provides a place reference, indicating the location of the book which is far from the speaker's position but may be closer to the listener. Providing positioning can help the listener understand the location mentioned.

d. Discourse Deixis

Discourse deixis refers to the use of language elements to refer to certain parts of the discourse. In this case, discourse deixis can be (anaphora) which refers to discourse elements already mentioned and (cataphora) which refers to discourse elements not yet mentioned. (Huang, 2014) asserts

that the main function of discourse deixis is to provide reference to the utterance itself.

Example:

***“As I said before,”** the data clearly shows an upward trend in sales”*

In the example above the phrase “as I said before” is an example of discourse deixis, which refers to the previous section where the speaker repeats something related to the context already discussed.

e. Social Deixis

Social deixis refers to language expressions that indicate the social relationship between the speaker and the listener or other individuals referred to (Huang, 2014). In Indonesian, this is reflected in the use of words like “you” to show politeness. In English, forms such as sir or madam are used to show respect.

Example:

***“Madam,”** may I take your coat for you?”*

In the above example social deixis is seen in the use of the word madam which shows respect and politeness to the recipient. The word “madam” is a social sign used to recognize the status or position of the recipient, showing respect in formal interactions. That way social deixis can help communicate the status between speakers and listeners.

Based on this explanation, in this study the researcher is interested in choosing deixis and focusing on person deixis because of its crucial role in building an understanding of the social and situational context in speech. The use of person

deixis not only reflects the relationship between speakers and listeners but also helps interpret the intentions and purposes in certain discourses such as speeches. Person deixis influences the improvement of context understanding (Huang, 2014). Therefore, by understanding Person deixis this research can provide deeper insights into how language is used to shape, influence and direct the audience perception in each speech.

C. Person Deixis

Person deixis according to Huang (2014), refers to the use of pronominal language elements that indicate participants in a conversation, either as speakers, listeners, or third parties referred to. This deixis plays an important role in pragmatic because it helps to structure and understand social relations between participants in communication, as well as provide information about who is involved in the conversation. Huang (2014) divides person deixis into three types according to its function in a person's speech, which limits the role of participants in the language used. The division of person deixis types is as follows:

1) First Person Deixis

First person deixis refers to the speaker themselves, or to a group that includes the speaker. Pronomina such as (I, me, my, myself, and mine) refer to the first person singular and pronominal (we, us, our, and ours) refer to plural pronouns or groups.

Example:

“I stand before you today, deeply grateful for the opportunity to address such a distinguished audience.”

Analysis: In this sentence, the word “I” refers directly to the speaker who is addressing the audience. The use of this first person singular pronoun deixis shows the identity of the speaker and reinforces personal involvement in the context. By using “I” the speaker emphasizes his presence and gratitude for the opportunity given. The use of first person deixis also helps to establish a closer relationship with the audience.

2) Second Person Deixis

This second person deixis shows who is being spoken to which refers to the listener or recipient of the message. One of the forms is (you, your, yours, yourself) which is referred to the second person singular or plural. The difference in the use of these pronominals depends on the social context and not on the form of the word itself.

Example:

“You are the ones who have the power to shape the future of our community”

Analysis: In this sentence the word “You” is used to refer directly to the audience or group that the speaker is speaking to. This use of second person deixis highlights the role and responsibility of the audience in shaping the future of the community. The second person deixis in this sentence not only indicates who is being spoken to, but also motivates the audience to feel involved and responsible for future decisions.

3) Third Person Deixis

These third-person deixis refer to individuals or groups who are neither speakers nor hearers. Pronomina such as “he, she, it, they, and them” are used to refer to the third person. Third-person deixis is not only used to refer to individuals or groups but also to objects or ideas such as “this, these, that, those”.

Example:

“He always goes above and beyond in his work”

Analysis: In this sentence, the word 'He' refers to someone who is not directly involved in the conversation between the speaker and the audience, showing the use of third person deixis. The speaker states a fact or judgment about another individual without naming them, thus creating distance between the speaker and the person being discussed. The use of third-person deixis is often used to inform or make judgments about others in discourse.

D. Function of Person Deixis

Deixis has a close relationship with language function because both are part of linguistic studies. In daily communication, especially in conversation, the use of deixis elements is very often found in the form of person, place time, social, and discourse. All of these types play an important role in conveying the speaker's intention effectively in an oral context. It is inevitable that the use of deixis contains language functions because both are related. This view is in line with Yule's (2010) opinion which explains that deixis is a way of pointing out certain things through language. With this, the researcher links deixis with language function as formulated by (Jakobson, 1990). In Jakobson's (1990) framework, language

function is not only related to sentence structure, but also to how the utterance functions in communication. The six main functions that are closely related to the use of deixis are Conotative function, Emotive function, Referential function, Poetic function, Phatic function, Metalingual function.

1. Conotative function

The connotative function in language refers to the use of language to convey the wishes and desires of the speaker to the interlocutor. In this case, the speaker aims for the speech partner to respond or take action as requested. The form of expression in this function can be a request, invitation, prohibition of criticism, or advice (Jakobson 1990). In other words, connotative functions have the role of directing or influencing the actions of others which are also called directives. In this connotative function, it only needs to look at the speaker's utterance which if the utterance shows the recipient doing something then it is called a connotative function (Jakobson, 1990).

Example:

"We're going to walk down to the capitol...to cheer on our brave senators and congressmen and women"

Analysis: Including connotative functions because it contains a direct invitation from the speaker to the listener to take action, namely walking to the capitol. The speaker does not just convey the plan, but encourages the audience to actively participate. The word "cheer on" shows the purpose of

the action that strengthens the emotional impulse. So, this sentence aims to influence and move listeners, not just provide information.

2. Emotive function

The emotive function is a language function used to convey the speaker's personal feelings to the interlocutor. In using this language, speakers express inner moods such as happy, angry, disappointed, sad, anxious or afraid. The expression of these feelings often appears in conversation so that the relationship with the interlocutor feels warmer and more emotional. This function can be recognized from words or phrases that reflect the speaker's emotions directly. According to Jakobson (1990), the emotive function shows the inner state or emotion of the speaker when he delivers the speech.

Example:

*"I am truly **heartbroken** by what's happening in our country today"*

Analysis: the sentence above includes an emotive function because the speaker directly expresses feelings of sadness and disappointment with words like "heartbroken". This utterance is not to provide information or direct action, but to express personal emotions felt by the speaker to the listener. So, this sentence aims to create emotional closeness and build empathy from the audience. It reflects the speaker's inner state and shows that emotions are an important part of communication.

3. Referential function

Referential function is one of the language functions used to convey information or facts related to the world outside the language itself. In this function, language acts as a tool to describe reality, explain situations, or convey objective data. Utterances that contain referential functions are usually neutral and do not involve the speaker's emotions directly, but focus on the content of the message to be conveyed. This function is often found in speeches, news, and scientific texts that contain explanations and descriptions of an event or situation. According to Jakobson (1990), the referential function is closely related to context because language is used to refer to or represent something that is outside the language itself, such as people, places, times, objects, or events.

Example:

"We were here at the UNESCO Youth Forum Just Last November"

Analysis: The sentence above includes a referential function because the speaker conveys factual information about the time and place of the speaker's presence at the previous event, namely the Youth forum in November. This sentence conveys objective information without involving emotions, invitations or interpersonal relationships. In this case the language is used to refer to real events that have occurred so that it is included in the referential function because it points to the context outside the language, namely the speaker's actual experience.

4. Poetic function

Poetic function is a language function that focuses on the form, structure and beauty of the language itself. In this function, speakers use language aesthetically to create stylistic effects, rhythms, or wordplay that is interesting in sound and meaning. This function often appears in beautifully structured speeches, poems or rhetorical expressions. According to Jakobson (1990), the poetic function appears when the focus of communication is on the message itself, namely how the message is shaped and delivered artistically.

Example:

” Ask not what your country can do for you -Ask what you can do for your country”

Analysis: The sentence above includes a poetic function because the speaker emphasizes the beauty of the language form through parallel structures and word play. This speech not only conveys a patriotic message but also builds a strong aesthetic effect with the use of symmetrical and rhythmic sentence patterns. So it aims to touch the listener's feelings through the beauty of language, not merely the content of the message. It reflects that language form can be used artistically to strengthen the impact of communication on the audience.

5. Phatic function

Phatic function is a language function used to open, maintain, or close communication channels between speakers and interlocutors. In practice, this function does not focus on the content of the message, but on the social

connection and interaction between speakers. Utterances such as greetings, confirmation of presence or reinforcement of attention are forms of this function. According to Jakobson (1990), the phatic function is used to check whether communication channels are open and social relations are maintained in the speech process.

Example:

"Ladies and gentlemen, good evening. Thank you all for being here tonight"

Analysis: the sentence above is included in the phatic function because speakers use language to open and maintain communication channels with their listeners. This speech is not intended to provide important information, but rather to create a comfortable atmosphere and maintain social relations between the speaker and the interlocutor. So, this sentence functions as an initial link that strengthens the interaction before the main content of the speech is delivered.

6. Metalingual function

Metalingual function is a language function used to explain or clarify the language itself so that the meaning of the message can be properly understood by the listener. In this function, speakers usually describe the meaning of a particular word or term so as not to cause different interpretations. According to Jakobson (1990), the metalingual function plays a role when speakers and listeners use language to clarify the language elements themselves in their interactions.

Example:

” By freedom, I mean not just the absence of oppression, but the presence of opportunity for all citizens ”

Analysis: the sentence above belongs to the metabasic function because the speaker explains the meaning of the term he uses so that there is no misunderstanding. This speech does not focus on a new message, but rather on explaining the language itself to ensure mutual understanding between the speaker and the listener. So this sentence aims to clarify important terms so that the audience understands the context accurately. This sentence shows that in communication, it is sometimes necessary to clarify the language so that the message is conveyed correctly.

E. References

References refer to the use of linguistic forms by speakers or writers to help listeners or readers identify a particular entity (Birner, 2013). The concept of references is very important to understand in pragmatic (Syafryadin et al., 2021). As stated that reference is very important to understand the relationship between words and meaning in the context of communication (Widianti et al., 2024). According to Yule (2023), stated that whether or not the relationship or reference or shift of reference depends on who the speaker is, the time, and the words spoken, a word can be said to be a deixis. Reference is a form of information that allows speakers to point to someone or something in conversation (Huang, 2014). So, the movement of a referential deixis depends on its environment.

Meanwhile, according to Birner (2013), references are an important concept in pragmatics, which refers to the way language is used to identify certain entities in the context of discourse or the real world. Referential expressions include linguistic forms such as proper names, definitive noun phrases and pronomina. Of these three forms of referential expression, pronomina is the form most closely related to the phenomenon of person deixis. Pronomina in this context refers specifically to personal pronouns, such as I, you, he, she, we, and they, which are used to replace a specific noun phrase or name without having to explicitly mention a name or identity (Birner, 2013). In this case, pronomina referring to personal pronouns are directly related to person deixis because personal pronouns designate participants in discourse based on contextual information. Thus, pronomina, especially personal pronouns, is a linguistic element that bridges the concept of reference and person deixis.

Using personal pronouns, a reference to individuals or groups in the real world or discourse context can occur. The reference depends on pragmatic information such as context, situation and the relationship between the speaker and hearer. Reference to person deixis is when personal pronouns are used to refer to a specific individual or group, and the reference depends on the context of use (Birner, 2013). As explained, the reference itself includes several important aspects, including dependence on context to understand its meaning. For example, pronouns such as I, you, he, she, we, and they, which refer to personal pronouns, can only be properly understood if the context provides enough information about who is being referred to. In this term, reference can explain person deixis (Yule, 1996).

According to Birner (2013), there are two types of reference used by person deixis, namely Anaphora and Cataphora.

1) Anaphora

Anaphora refers to the use of an expression by a speaker or writer that refers to a reference that has been introduced earlier in the text or discourse (Birner, 2013). Usually, anaphoric expressions are represented by some other type of deixis, such as a pronoun that refers to its antecedent (Birner, 2013). This is called backward reference. This type of reference is very common in everyday language, as it helps communication to be more concise. Anaphora is also often used in pronominal forms such as he, she, it, and they. However, it can also take the form of synonyms, hyponyms, or other paraphrased forms that refer to the same entity. Furthermore, based on the previous description, it can be concluded that anaphora is a reference in a sentence, and the reference point is located in front.

Example:

“Farell finished his homework. He was relieved it was done”

In the sentence above, the word “he” is an anaphoric element that refers to “Farell” who appears in the first sentence. The expression contained in this subject position shows person deixis.

2) Cataphora

Cataphora refers to the use of expressions that refer to referents that will be introduced later in the text (Birner, 2013). Cataphora describes a sentence or phrase structure in which a pronoun or other referent precedes

the thing it refers to. Cataphora is called forward reference. The use of cataphora often provides stylistic effects in writing, such as building suspense, drawing the reader's attention, or emphasizing certain elements before explaining them in detail. According to Birner (2013) cataphora can create expectation or curiosity, making the reader or listener want to know more about the referent mentioned later in the sentence. Cataphora, compared to anaphora, rarely appears to the left of the sentence that will be the reference for the next sentence.

Example:

“Before she spoke, Lucy hesitated”

In the sentence above, the word “she” is a cataphorical reference that refers to “Lucy” who is mentioned in the next sentence. This use of cataphora creates a different order of information, to know who is being referred to before the referent is explicitly mentioned.

CHAPTER III

RESEARCH METHOD

This research will be conducted using a research appropriate methodology, which includes planning, design, instruments, data and data sources, data collection and data analysis all of which must be used in this research.

A. Research Design

This research uses a descriptive research strategy with qualitative methods of inquiry. Creswell (2007) defines descriptive qualitative research as being chosen because it allows researchers to explain the meaning of social phenomena from groups and individuals using non-numerical data collection and analysis techniques. The descriptive method is used to describe the types of person deixis and forms of reference in Joshua Seventeen's speech. Descriptive research itself aims to describe accurately and systematically a situation or a phenomenon.

Meanwhile, qualitative method is used in this research to get a detailed understanding of how person deixis and reference are used in social speech by Joshua Seventeen. Primary data from each sentence in Joshua's speech transcripts were collected using a qualitative approach which also facilitated data processing. This qualitative descriptive approach is considered most appropriate for analyzing deixis and reference because both are linguistic phenomena that can only be understood through the context of speech, not through numerical data.

B. Data and Data Source

In this study, the data source is a video of Joshua Seventeen's speech uploaded on the YouTube channel @UNESCO. The video used is entitled: "Seventeen's Nomination Ceremony as UNESCO's first Goodwill Ambassador for Youth". The video was uploaded on the same day as the speech, June 26, 2024 on UNESCO's YouTube channel. As of March 10, 2025, the video has been viewed 457,000 times and received 40,000 likes. The duration of the video was 23 minutes and 42 seconds, with a total duration of 8 minutes and 34 seconds used as data. This speech at the coronation ceremony at the UNESCO forum is important in several social movements created in the utilization of public figures as goodwill ambassadors (Audouin, 2024).

The data analyzed in this study consisted of words, phrases, and sentences containing person deixis and references from Joshua Seventeen's speech about youth solidarity. This research uses the data to see how the use of deixis person and reference, so that each utterance is needed to see how Joshua represents his social situation when delivering his speech.

C. Research Instrument

The researcher is a research instrument in charge of collecting and evaluating data in this study. To collect data on person deixis and references in the speech delivered by Joshua Seventeen in this study, the researcher himself became the only instrument used for data collection, analysis, and processing. Therefore, it is very important to use humans as research instruments to ensure the validity of research findings. Furthermore, research instruments provide benefits. In particular, the

researcher has a direct understanding of the person deixis and references in this study which may not be available from other instruments.

D. Data Collection

In this study, various steps were used to collect data. First, Joshua Seventeen speech videos, which are available on UNESCO's YouTube channel. Secondly, for easy access and further analysis, the video of Joshua Seventeen's speech was downloaded. Third, automatic transcribing was enabled so that the text of the speech could be read while listening to the audio simultaneously. Fourth, check whether the automatic transcript is valid, then use the Indonesian translation to ensure the meaning and linguistic function. Fifth, from the entire content of the transcribed speech, speech sentences containing the theme of youth solidarity were identified and carefully selected as the main focus of data collection. Sixth, the speech sentences that became the source of data were read more deeply.

E. Data Analysis

In this study, Joshua's speech transcript from the UNESCO campaign, which is publicly available through UNESCO's official YouTube channel, was analyzed using three main theoretical frameworks, namely Huang's (2014) theory of person deixis, Jakobson's (1990) theory function of deixis, and Birner's (2013) theory of reference. The use of this data is intended solely for academic and non-commercial purposes. The analysis process began with identifying expressions of person deixis in the speech text. Each pronoun or linguistic element referring to the speaker, listener, or third party was then classified into three types of deixis, namely first person, second person, and third person, to show how Joshua constructed his as a

speaker, addressed the audience, or referred to other relevant parties in his speech message.

Next, each categorized piece of data is analyzed based on its communicative function using Jakobson's (1990) six functions of language, namely connotative, emotive, referential, poetic, phatic, and metalinguistic. This stage provides an understanding of how Joshua clarifies the information conveyed through his speech. The next stage of analysis focuses on the form of reference that accompanies the use of person deixis. Based on Birner's (2013) theory, references are categorized into two types, namely anaphora and cataphora, to analyze their role in maintaining discourse continuity and efficiency in message delivery. Finally, conclusions are drawn based on the data found.

F. Data Validation

In this study, data validity is strengthened through the application of data trianguation sources. This strategy is carried out by utilizing two main forms of data, namely the original transcript of Joshua's speech in English from the official UNESCO video and its translation into Indonesian. The original transcript is used as primary data because it contains authentic speech that is the focus of deictic and referential analysis. The Indonesian translation was used to confirm the meaning and linguistic function, given that the UNESCO forum is international and most of the official discourse is also in English. Thus, this trilingual data source allowed researchers to strengthen the validity of the analysis results because the meanings found were not only valid in one language. This study also uses triangulation in the form of expert validation throughout the research process. Input and feedback are

continuously integrated at various stages of analysis, allowing for reflection, refinement, and accuracy in interpreting data. Analytical procedures, especially in identifying person deixis and references, are reviewed based on critical input from individuals with relevant expertise in the field. This process helped researchers maintain consistency in their analysis and ensure that cohesive interpretations remained rooted in the theoretical framework used. Such cross-checking contributed significantly to the overall validity of the research results.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion. The research findings section is connected to the literature review described in the previous chapter and refers to the formulation of research questions. The results obtained are used to answer research problems through data analysis that has been carried out. Researchers analyzed the use of person deixis and reference in Joshua Seventeen's speech, whose data were taken from utterances in videos uploaded on YouTube channels. Then the discussion section interprets and analyzes the research findings.

A. Findings

In this study, the speech sentences containing person deixis and reference that have been found are displayed. Then, the researcher describes the person deixis based on its types and functions. After that, the researcher identifies and classifies the reference forms of person deixis that have been found in the utterances. The data analysis that produced the findings focused on the type of person deixis according to Huang's theory (2014), the function of person deixis language according to Jakobson's theory (1990) and Reference based on Birner's theory (2013), which was taken from Joshua Seventeen's speech video on YouTube Channel.

4.1 Person Deixis Used in Joshua Seventeen's Speech at UNESCO Campaign

In this study, three types of person deixis and 5 functions of person deixis were found in Joshua Seventeen's speech in UNESCO Campaign on Youtube Channel. With a total of 96 expressions of person deixis and 73 functions of person deixis

which can be seen in the appendix. The data found are data in the form of sentences in the speech delivered by Joshua Seventeen from 1 video on YouTube channel. Among the types of person deixis, all types are used by Joshua including first person deixis, second person deixis, third person deixis which each includes singular and plural forms. Then among the functions of person deixis, 5 functions are used by Joshua including connotative function, emotive function, referential function, poetic function and phatic function. The following is a table of the types of person deixis and the functions of person deixis in Joshua Seventeen's speech.

Table 4.1.1. Percentage Types of Person Deixis

Types of Person Deixis		Frequency		Percentage
First Person	Singular	7	65	7.29%
	Plural	58		60,42%
Second Person	Singular	-	20	-
	Plural	20		20,83%
Third Person	Singular	6	11	6,25%
	Plural	5		5,21%
Total		96		100%

Based on the utterance the total is 73 in a speech that lasts 23 minutes and 42 seconds, of which 73 utterances contain a total of 96 person deixis found. 96 person deixis data found with a total of first person deixis singular (7.29%), first person deixis plural (60,42%), second person deixis plural (20,83%), third person deixis singular (6,25%), third person deixis plural (5,21%). The dominating category of deixis is the plural form, which shows that the speaker delivered the speech with the aim of common interest.

Table 4.1.2. Percentage Function of Person Deixis

Function of Person Deixis	Frequency	Percentage
Conotative Function	32	39.02%
Emotive Function	17	20.73%
Referensial Function	26	31.71%
Poetic Function	2	2.44%
Phatic Function	5	6.10%
Metalingual Function	-	-
Total	82	100%

Based on a total of 82 data found, it shows that there are many functions of person deixis, with a total of connotative function (39.02%), emotive function (20.73%), referential function (31.71%), poetic function (2.44%) and phatic function (6.10%). The dominating function of deixis is the connotative function.

Among the 96 data types and 82 data function person deixis, the discussion is as follows.

Datum 1

“Her excellency Sang Mi Bak”

In this context, Joshua Seventeen greeted the guest of honor from the Republic of Korea, His Excellency Sang Mi Bak. Sang Mi Bak currently serves as the Ambassador and Permanent Delegate of the Republic of Korea to UNESCO since 2022. This expression reflects a high level of formal respect and adheres to diplomatic protocol, so that the speaker, Joshua, conveys it as a form of recognition of the authority and honorary status of the figure. This sentence uses the personal pronoun “Her,” which falls under the third-person pronoun category.

The third-person deixis “Her” in this utterance is singular. This pronoun refers to an individual other than the speaker or listener. In this case, ‘Her’ refers to Sang Mi Bak. Sang Mi Bak is a woman who serves as Ambassador and Permanent Delegate of the Republic of Korea to UNESCO, so the pronoun “Her” is a possessive pronoun referring to a woman. Therefore, the pronoun “Her” falls into the category of third-person singular deixis, which functions as a possessive pronoun that confirms that “Sang Mi Bak” is the respected third person in the communication. By combining the use of third-person pronouns and the diplomatic title “Her Excellency,” Joshua uses deixis in his speech to build a formal image, showing respect and appropriate diplomatic protocol in addressing high-ranking officials. Thus, Joshua shows that person deixis in speeches is not merely grammatical, but also a strategic means to strengthen the legitimacy of the speech and also to show formal respect in accordance with diplomatic norms to open the speech in front of a global audience.

The utterance above contains a phatic function. This is because the statement shows a way to open and maintain social communication channels. Joshua's use of the word “Her excellency” is equivalent to “your honor,” where “your honor” means addressing another person. The use of the third-person singular deixis “Her” in this phatic function indicates that its role is as a third party, referring to “Sang Mi Bak.” Although the utterance “Her” contains a reference to a specific individual, “Her excellency Sang Mi Bak,” the purpose is not merely to convey information, but to emphasize the presence of polite communication and the establishment of a social relationship between Joshua as the speaker and Sang Mi

Bak as the third party. By addressing the full name accompanied by the title “Her excellency,” Joshua, as a representative of Seventeen, maintains an atmosphere of honor and respect that is important in a diplomatic context. Thus, this phrase is not merely an identification but also a means of establishing and maintaining polite relations between the speaker and the honored guest in this forum speech.

Datum 5

“We were here at the UNESCO Youth Forum just last November”

In this context, Joshua Seventeen told the audience that they were present at the UNESCO Youth Forum held in Paris on November 14, 2023. Seventeen was the first K-pop group to hold a special session at the forum. The above statement reflects the fact that they were physically present as representatives of global K-pop culture and supporters of international youth at the event. This sentence uses the personal pronoun “We,” which falls under the first-person pronoun category.

The first-person deixis “We” in this utterance is plural. This pronoun is usually used as the subject in a sentence, referring to the speaker and including the second person. In this case, “We” refers to Joshua as the speaker and the group he is associated with, namely all seventeen members who were present at the forum. Therefore, the pronoun “We” falls into the category of first-person plural deixis, which serves to emphasize that the experience of being present was collective and not solely Joshua's individual experience. By using the pronoun “We,” Joshua's use of deixis in his speech shows that all Seventeen members were together at the forum and also builds an inclusive image and emphasizes Seventeen's collective representation as global youth ambassadors. Thus, Joshua shows that deixis in

speeches does not only function grammatically, but also as a strategic tool to strengthen group solidarity by emphasizing that the experience is collective for the entire Seventeen group.

The utterance above contains a referential function. This is because the statement provides factual information about the time and place of the speaker's attendance at a previous event. By using the phrase “*We were here at the UNESCO Youth Forum just last November*”, Joshua explains that they as a group attended the UNESCO Youth Forum held in Paris on November 14, 2023, not just as individuals. The use of the first-person plural “We” in this referential function serves to emphasize who was present at the forum, namely the speaker or Joshua himself and the other members of Seventeen as the second person speaking at the official UNESCO forum. This statement conveys objective information without involving emotions, invitations, or interpersonal relationships. In this case, the language is used to refer to a real event that has already occurred, thus falling under the referential function as it points to the extralinguistic context the actual experience of the speaker.

Datum 8

“*Thank **you** for inviting Seventeen*”

In this context, Joshua Seventeen expresses his gratitude and appreciation to the organizers of the UNESCO Youth Forum for the opportunity they received as a form of appreciation for the official invitation to this important event. Joshua's statement not only conveys personal gratitude, but also strengthens interpersonal

relationships with the audience as the recipients of Seventeen. This sentence uses the personal pronoun “you,” which falls under the second-person pronoun category.

The second-person deixis “you” in this utterance is plural. This pronoun is usually used to refer to another party in communication, not the speaker, but rather the organizers of the UNESCO youth forum who act as active listeners in the speech event, as can be seen in the quotation “thank you.” Therefore, the pronoun “you” in this excerpt falls into the category of second-person plural deixis, which marks the presence of the audience as the recipients of the message. The function of this pronoun is not only grammatical but also pragmatic, namely to build interpersonal closeness and express respect between the speaker and the audience, as shown in the excerpt “for inviting Seventeen.” Thus, Joshua implies the use of “you” as his direct involvement as a speaker and with the organizers to make them feel that they are an important part of Joshua and other Seventeen members' presence at the event.

The utterance above contains a phatic function. This is because the statement shows a way to open and maintain social communication channels. Joshua's use of the word “Thank you” is equivalent to appreciating others, where appreciation includes greeting others. The use of the second-person plural deixis “You” in this phatic function indicates its role as the recipient, referring to the organizers of the UNESCO Youth Forum. The statement “*Thank you for inviting Seventeen*” is not intended by Joshua to provide important information, but rather serves as a form of politeness and appreciation to create a comfortable atmosphere and maintain social relations between the speaker and the listener, thus falling under the phatic function.

Datum 9

*“Today, **we** are humbled and overwhelmed”*

In this context, Joshua Seventeen expresses his respect and surprise at the honor bestowed upon him, reflecting the emotional atmosphere and togetherness of the team as they experience this important moment together. This expression marks an important moment where they feel honored and surprised by the high recognition given to them. This sentence uses the personal pronoun “we,” which falls under the second person pronoun category.

The first-person deixis “we” in this utterance is plural. This pronoun is usually used as the subject of a sentence, referring to the speaker and including the second person. Therefore, in this case, the pronoun “we” falls under the category of first-person plural deixis, referring to the speaker, Joshua, and the group he is associated with, namely all Seventeen members present at the event. The use of ‘we’ not only indicates who feels “humble and overwhelmed,” but also explicitly reinforces the team's identity. Thus, the speaker or Joshua is not speaking solely on his own behalf but represents the entire group collectively, thereby creating an image of solidarity and unity. This word forges an emotional bond between all Seventeen members and the audience, indicating that the feelings expressed are a shared experience as a group entity.

The utterance above contains an emotive function. This is because the statement shows the emotional condition he is experiencing. By directly saying “humble” and “overwhelmed,” Joshua expresses a deep emotional response to the important moment they experienced together at the event. The use of the first-

person plural “we” is strongly associated with the emotive function, as it directly and intensely expresses the emotional state of the group. By saying “*we are humbled and overwhelmed,*” Joshua openly shares their feelings of humility and honor arising as a reaction to being entrusted with the new responsibility of serving as UNESCO's Youth Ambassador. It not only shows who is feeling it, but also how they are feeling it together. In this case, the pronoun “we” serves as an emotional medium to strengthen the inner connection between the speaker “Seventeen” and the audience, to reinforce the closeness in that important moment.

Datum 22

*“and to encourage **them** to pursue **their** dreams”*

In this context, Joshua Seventeen encourages young people around the world to support and encourage each other to pursue their dreams. Joshua's statement above is part of the group's mission to build solidarity and support for young people around the world. It also illustrates Seventeen's mission as pioneers who motivate young people to support each other in realizing their dreams. This sentence uses the personal pronouns “them” and “their,” which fall under the category of third-person pronouns.

The third person deixis “them” and “their” in this statement are plural. These pronouns refer directly to a group of third persons, namely fellow youth, or the global youth community, as stated by Joshua in his speech. The word “them” is a change from the third-person plural deixis “they,” which acts as the object in the sentence. Meanwhile, the word “their” is a possessive pronoun that identifies ownership. Both are used to emphasize that young people around the world have

legitimate dreams to fight for and that support from their peers is essential to achieving them. Thus, the use of this personal deixis is not only grammatical but also Joshua's strategy for a direct appeal to the global youth community to provide mutual support and encouragement to form collective solidarity, while emphasizing that the role of each individual in the global community is interrelated in the struggle to pursue dreams.

The utterance above contains a connotative function. This is because the statement has an influence and elicits a concrete response from the audience. By using the words “encourage” and “to pursue their dreams,” Joshua directly appeals to young people around the world, using the pronouns ‘them’ and “their” to encourage them to support each other and actively pursue their dreams. The use of the third-person plural deixis “them” and “their” in this connotative function indicates their role as recipients, referring to fellow youth, the global youth community. The statement “and to encourage them, to pursue their dreams” is not merely a reflective statement but a subtle command: support fellow youth to remain enthusiastic in pursuing their dreams. Thus, this expression functions as a medium to motivate the audience through an appeal, thereby appropriately categorized as a connotative function.

Datum 35

*“Every single dream matters, whether **it** is big or small, loud or quiet, traditional or innovative, personal or public”.*

In this context, Joshua Seventeen emphasizes the equal value of every young person's dreams by conveying a message to the audience that places every

dream on an equal footing regardless of its size, voice, tradition, or social function. This statement is intended as an emotional appeal while embracing diversity of experience so that a heterogeneous audience feels recognized and represented. This expression also reflects the spirit of inclusivity promoted by the group. They want to ensure that rhetorically, not only certain types of dreams are worthy, but all dreams. This statement reinforces Seventeen's mission of solidarity and legitimizes their role as a driving force of support for the global youth community at the UNESCO forum. This sentence uses the person deixis “it,” which falls under the third person deixis type.

The third-person deixis “it” in this utterance is singular. This pronoun is usually an impersonal form that can be interpreted as referring to something in one entity, namely a dream. Unlike personal deixis, which refers to individuals, the pronoun “it” is impersonal and therefore does not contain any specific gender or identity. In this case, Joshua uses “it” to emphasize that the object being discussed is the universal dream of young people, not a specific personal possession. Therefore, the pronoun “it” falls into the category of third-person singular deixis, referring to “dream,” which is the subject pronoun used to describe the various characteristics of the dreams of the young people who were the audience of Joshua Seventeen's speech. Joshua uses this third-person deixis to represent or explain the comparison of whether it is big or small, loud or quiet, traditional or innovative, personal or public, every dream is important. The use of the word “it” is used to highlight the situation or event being discussed in the speech. Thus, Joshua conveys

the equality and importance of respecting every dream, regardless of its specific characteristics.

The utterance above contains a poetic function. This is demonstrated through the use of parallel structure with the antonymic pairs “big or small, loud or quiet, traditional or innovative, personal or public.” In this context, the use of the word “it” as a referential connector for each type of dream “*Every single dream matters, whether it is big or small...*” adds continuity to the style without disrupting the parallel rhythm that has been established. Although grammatically the word “it” is categorized as third-person singular deixis, in its poetic function its role becomes aesthetic and helps maintain structural harmony while emphasizing the meaning that every dream, regardless of its nature, remains significant. Thus, this statement operates more as an artistic form that conveys value through the beauty of language rather than merely factual information.

However, in addition to being a form of aesthetic expression, this statement also has an emotive function. This is evident because the statement expresses the speaker's emotional attitude towards the importance of every dream. By saying “Every single dream matters,” Joshua shows empathy and support for the younger generation to continue believing in their dreams, whatever form they may take. The series of antonyms such as “big or small, loud or quiet, traditional or innovative, personal or public” not only enhances the beauty of the language but also signifies a broad emotional acceptance of the diversity of dreams. In this context, the use of ‘it’ referring to “Every single dream” reinforces the emotive function. Although “it” is grammatically a third-person singular pronoun, it is used here to emphasize that

every dream holds the same emotional value and deserves to be valued without exception. Thus, this statement is not only poetic but also carries a profound emotional depth.

Datum 36

*“Never let anyone, including **yourself**, belittle **your** dream”.*

In this context, Joshua Seventeen directly encourages young people to respect their dreams and emphasizes the importance of valuing each young person's dreams individually. This statement is conveyed in an emphatic sentence that shows a firm but motivational attitude so that young people do not let anyone belittle their dreams. Thus, this sentence becomes a strong emotional encouragement for the audience to believe in themselves. When delivering the speech directly, the speech contains personal deixis. This data shows that second-person deixis appears in third-person pronouns such as “yourself” and “your”.

The second-person deixis “yourself” and “your” in this utterance are plural. Contextually, they refer to a broad audience, namely the young people attending the UNESCO forum. The word “your” is a second-person singular deixis that acts as a possessive pronoun that identifies ownership, which explicitly refers to the listeners, namely young people, making it clear that the dreams being discussed belong to every young person. Meanwhile, “yourself” is also a second-person singular deixis form that acts as a reflexive pronoun, used to emphasize that the act of underestimating can also come from oneself, “including yourself.” Thus, Joshua Seventeen urges young people not to underestimate their dreams and also

emphasizes the importance of self-empowerment and respect for oneself and others in the community.

The utterance above contains a connotative function. This is demonstrated by Joshua, who explicitly uses language to give encouragement or motivation through the phrase “Never let anyone, including yourself, belittle your dream.” The use of the second-person plural deixis ‘yourself’ and “your” in this connotative function indicates that its role is as a recipient referring to a young audience. These two pronouns, within the context, operate as persuasive exhortations, with phrases like “never let...” serving to urge the young audience to become guardians of their dreams. Thus, the connotative function in this statement is directly oriented toward the recipient, aiming to influence their actions specifically, to prevent them from belittling their dreams, whether by others or by themselves.

Datum 47

“And in that struggle, I cannot emphasize enough how much courage”

The utterance above was taken from a speech delivered by Joshua, a member of the band Seventeen, at a UNESCO campaign forum. In this context, Joshua recounted his struggles with Seventeen fans and conveyed his deep personal feelings of determination, courage, and inspiration gained through the process. This data shows that first-person deixis appears in first-person pronouns such as “I.” The pronoun “I” is one part of person deixis, which refers to the first person or the speaker themselves. In this context, Joshua is the speaker who directly expresses his identity to the audience.

The first-person deixis ‘I’ in this sentence is singular. This pronoun refers to one person and is used as the subject of the sentence, namely the speaker himself, Joshua, who explicitly displays his personality before the audience. In the sentence structure, “I” functions as the subject and is used to convey personal experiences and evaluative attitudes. Therefore, this deixis is categorized as first-person singular deixis, which directly refers to the speaker himself, namely Joshua. Joshua uses the word “I” to express his own point of view about the moral and emotional value of his collective experiences with the other members of Seventeen. Thus, through the use of personal deixis in his speech, Joshua speaks on his own behalf from a singular perspective that conveys sincerity in expressing how much courage they gained through the struggles of Joshua and his fans, CARAT's.

The utterance above contains an emotive function. This is directly demonstrated by Joshua as the speaker himself, as he states that the feeling of “*I cannot emphasize enough how much courage*” is a sincere and personal emotional expression. The use of the first-person plural “I” is strongly associated with the emotive function, as it directly and intensely expresses the emotional state of the speaker, Joshua Seventeen. By saying “I cannot emphasize enough,” Joshua emphasizes how deeply he personally admires and appreciates the courage that emerged from his struggle to pursue his dream of becoming a K-pop singer. Thus, in his statement, Joshua not only conveys facts but also conveys strong emotional feelings supported by the use of “I” and the hyperbolic expression “cannot emphasize enough,” making the primary function of the sentence emotional, inviting the audience to feel empathy and appreciate the authenticity of the speaker.

Datum 63

*“Let **us** all be one team and build a supportive community of global youth”*

In this context, Joshua Seventeen invites young people from various countries to unite as a team and build a global community that supports one another. This statement emphasizes the importance of solidarity and collaboration among young people as a collective force in facing global challenges. Joshua's call reflects an inclusive attitude, in which he does not treat his audience as mere listeners, but as active partners who share the same vision. When delivering the speech, his words contained personal deixis. The data shows that first person deixis appears in first person pronouns such as “us”.

The first-person deixis “Us” in this utterance is plural. This pronoun refers to a broader group, not only the speaker (Joshua), but also the listeners, namely the young people, the UNESCO delegation, and the international audience present at the forum. Grammatically, “us” is the object form of “we,” which in the imperative context of “let us” functions as a collective invitation (let's). Therefore, in this case, the pronoun “us” falls into the category of first-person plural deixis, which unites the speaker and the listener into a single entity. In this situation, Joshua expresses an invitation to create a bond of shared ideals, describing a situation where Seventeen and fellow youth are united in one vision. Joshua's use of “us” shows that the speaker and the audience are one unit as a global team. Thus, this can create a sense of togetherness between Seventeen and the audience.

The utterance above contains a connotative function. This is demonstrated by Joshua, who explicitly uses language to invite others through the phrase “Let us

all be one team and build a supportive community of global youth.” The use of the second-person plural deixis “us” in this connotative function includes the speaker Seventeen and the audience of fellow youth in unity. The statement “Let us all be the one team” is explicitly a collective invitation inviting young people to join and participate in a shared vision. The structure “let us...” creates urgency and a sense of togetherness, involving the audience in collective action to build a supportive global youth community. Thus, the personal deixis “us” in this statement strengthens solidarity and inclusivity, forming a bond of collective action.

Datum 68

“Today I’m speaking on behalf of the group Seventeen ”

In this context, Joshua Seventeen spoke in front of the Director-General of UNESCO, delegates from various countries, and young people from around the world. This statement confirms that Joshua was not only appearing as an individual, but as the official representative of the 13-member group Seventeen in their capacity as UNESCO youth ambassadors. This statement reflects Joshua's dual role as both a personal speaker and a collective spokesperson. This data shows that first-person deixis appears in first-person pronouns such as “I.” The pronoun “I” is one part of person deixis, which refers to the first person or the speaker themselves.

The first-person deixis ‘I’ in this sentence is singular, referring to one person and used as the subject of the sentence. Therefore, this deixis is categorized as first-person singular deixis, which directly refers to the speaker himself, Joshua, who also serves to emphasize his personal voice while conveying a collective message. With this strategy, Joshua builds personal closeness with the audience, while

maintaining collective legitimacy as an international music group that now carries diplomatic responsibilities at the UNESCO forum. Joshua uses the word “I” to show that he is the individual representative of his group in delivering this speech. By saying “Today I'm speaking on behalf of the group Seventeen,” Joshua also inserts the meaning of representation, which indicates that even though he is speaking personally, the message he carries belongs to the collective group Seventeen.

The utterance above contains a referential function. This is because the statement shows factual information representing himself who is speaking. By using the word “I,” Joshua represents himself, which means that he is the speaker, as a speaker, his speech from himself in the event as the doer. As a participant present and involved in the event, he speaks about the presentation because at that time Joshua was genuinely engaged in the campaign forum there and recounting something he had personally experienced. By stating that he is speaking on behalf of Seventeen, Joshua reinforces in his statement that although only one individual is speaking, that voice represents the aspirations of the entire group. This aligns with the referential function, which emphasizes context and the accuracy of statements, providing clarity about the subject and their role in important formal situations such as the appointment of Seventeen as UNESCO Goodwill Ambassadors for Youth at the UNESCO forum.

4.2 Form of Reference Used to Indicate Person Deixis in Joshua Seventeen's Speech at UNESCO Campaign

In this study, two forms of reference were found in Joshua Seventeen's speech in the UNESCO Campaign on Youtube Channel. There are 96 reference data

containing person deixis. Among the forms of reference, all forms are used, namely anaphora and cataphora. The following is a table about the grouping of persona deixis reference in Joshua Seventeen's speech.

Table 4.2. Percentage Form of Reference

Form of Reference	Frequency	Percentage
Anaphora	76	79,17%
Cataphora	20	20,83%
Total	96	100%

Based on a total of 96 data found, it shows that there are several forms of reference from person deixis found in Joshua Seventeen speech, namely anaphora reference (79,17%), and cataphora reference (20,83%). In this research, several forms of person deixis reference are found. The forms that are identified are anaphora and cataphora, which in particular by paying attention to the use of “personal pronoun”. The dominating form of reference is the anaphora reference.

4.1.1 Anaphora

Datum 3

*“Thank **you**, for welcoming Seventeen”*

In this context, Joshua expressed his gratitude for the opportunity given to him and his group Seventeen. This expression was directed at UNESCO officials who had invited and warmly welcomed Seventeen to the official UNESCO forum. When delivering his message directly in the speech, his words contained the person deixis “you.” The person deixis “you” is the plural form of the second person deixis.

The second-person plural deixis “you” in the sentence above falls under the category of anaphoric reference. This is indicated by the use of a referential expression in the form of a pronoun that refers back to an individual or group previously mentioned. In this case, it shows that “You” in the sentence “*Thank you, for welcoming Seventeen*” (Datum 3) refers back to “*Excellency Sang Mi Bak*” (Datum 1) and “*Excellency Jai Chul Choi*” (Datum 2), two important figures mentioned in the previous sentence, making “you” an anaphoric reference pronoun. Joshua needs to refer back to the individuals or groups mentioned earlier, such as “*Excellency Sang Mi Bak*” (Datum 1) and “*Excellency Jai Chul Choi*” (Datum 2), because he wants to explicitly express his gratitude to those who hold important authority in the forum.

The use of anaphora reference in the word “you” is important because Joshua wants to express his appreciation to the people mentioned earlier, so he needs to refer to them again. In addition, in the sentence “Thank you, for welcoming Seventeen,” Joshua does not repeatedly mention the names of the officials, but uses the pronoun “you” to refer back to them in an efficient and polite manner. The choice of the pronoun “You” in the form of an anaphora reference reflects a polite and formal communication strategy in the context of a diplomatic speech, where repeating the names of officials could be considered less effective.

Datum 23

*“with this growing sense of duty, **we** began **our** donation to children's organizations in this”*

In this context, Joshua said that a growing sense of responsibility had prompted Seventeen to take concrete action, namely donating to children's organizations. This concrete step taken by Seventeen was a form of social responsibility towards children around the world. When delivering the message directly in the speech, his words contained the personal deixis “we” and “our.” The personal pronouns “we” and ‘our’ are the plural forms of the first-person pronoun, where “our” functions as a possessive pronoun.

The plural first-person pronoun “we” and the possessive pronoun “our” in the sentence above fall under the category of anaphoric reference. This is indicated by the use of referential expressions, such as pronouns that refer back to individuals or groups previously mentioned. In this case, it shows that “we” and “our” in the sentence “we began our donation to children's organizations in this” refer back to an entity that is implicitly known to the listener, namely Seventeen, which was mentioned earlier or in the initial context of the speech “...*The 13 members of Seventeen*” (Datum 4). In this case, Joshua needs to refer back to the individual or group mentioned to maintain continuity in the speech and clarify who the subject of the action is.

The use of anaphora references in the words “we” and “our” is important because Joshua wants to clarify who he is referring to, so he needs to mention the

people he has already mentioned. Joshua not only shows that the donation was made collectively by all Seventeen members, but also reinforces their image as a unified group with shared responsibility. The use of these pronouns also allows for efficient communication of information without repeatedly mentioning the name of the Seventeen group.

Datum 35

*“Every single dream matters, whether **it** is big or small, loud or quiet, traditional or innovative, personal or public”.*

In this context, Joshua encourages young people around the world to appreciate and fight for their dreams, whatever they may be. This sentence appears as an affirmation that all dreams, big or small, are important and worth fighting for. When delivering the message directly in the speech, his statement contains the person deixis “it.” The person deixis “it” itself is the singular form of the third person deixis.

The singular third-person deixis “it” in the sentence above falls under the category of anaphora reference. This is indicated by the use of a referential expression in the form of a pronoun that refers back to an entity previously mentioned. In this case, it shows that “it” in the sentence *“whether it is big or small, loud or quiet, traditional or innovative, personal or public”* refers back to *“Every single dream matters”* as the entity mentioned earlier at the beginning of the sentence, making “it” an anaphoric reference pronoun. Joshua needs to refer back to the previously mentioned entity, such as *“Every single dream matters”* at the

beginning of the sentence, because he explicitly wants to encourage young people around the world to value and fight for their dreams, whatever form they may take.

The use of anaphora reference in the word “it” is important because Joshua wants to reaffirm the object that has been mentioned earlier, namely “every single dream.” Instead of repeating the word “Dream,” he uses the pronoun “it” to refer back efficiently and maintain the flow of the sentence. Additionally, the use of the pronoun “it” in the form of an anaphoric reference reflects a concise communication strategy, where the reference to the main topic is maintained without repetition. This is important in Joshua's formal and persuasive speech, as it reinforces that every dream, regardless of its form, remains meaningful and allows the audience to stay focused on the message being conveyed without being distracted by overly complex sentence structures.

Datum 37

*“Second, when **you** pursue **your** dream”*

In this context, Joshua conveyed a message that was part of a series of teachings and motivational speeches aimed at young people around the world. This message came after a previous statement emphasizing the importance of each individual's dreams. Therefore, this sentence marks the second idea in the message, namely the importance of taking active steps to pursue one's dreams. When delivering the message directly in the speech, his words contain the personal pronouns “you” and “your.” The personal pronouns “you” and ‘your’ are the plural forms of the second-person pronoun, where “your” is a possessive pronoun.

The first-person plural pronoun “you” and the possessive pronoun “your” in the sentence above are forms of anaphoric reference. This is indicated by the use of referential expressions in the form of pronouns that refer back to individuals or groups mentioned earlier. In this case, it shows that “you” and “your” in the sentence “*Second, when you pursue your dream*” refer back to the entity mentioned in the previous sentence “*First, we went to tell our fellow youth*” (Datum 33). In this case, Joshua needs to refer back to the individual or group mentioned to maintain continuity in the speech and clarify who the subject of the call to action or motivation he is conveying is.

The use of anaphora reference in the words “you” and “your” is important because Joshua wants to ensure that the audience he has explicitly mentioned earlier as “fellow youth” feels directly involved in the message he is conveying. Instead of repeating the term “fellow youth,” he uses the pronouns “you” and “your” to convey a more personal and direct message. Thus, the use of anaphora reference allows the speaker to establish a strong emotional connection with the audience, thereby maintaining the smooth flow of his speech.

Datum 39

*“Find companionship with **your** fellow youth”*

In this context, Joshua encouraged young people to support each other and build solidarity with their peers. Joshua conveyed this message in a speech containing words of motivation and solidarity among young people, in which he encouraged the audience to build a supportive community in pursuit of their dreams. This sentence was addressed to the audience, namely young people from various

countries who were present either directly or indirectly at the UNESCO forum. When delivering the message directly in the speech, his statement contained the personal pronoun “your.” The personal pronoun “your” itself is the possessive form of the second person plural pronoun.

The second person plural pronoun “your” in the sentence above is an anaphora reference. This is indicated by the use of a referential expression in the form of a pronoun that refers back to an entity that has been mentioned previously. In this case, it shows that “your” in the sentence “Find companionship with your fellow youth” refers back to the audience that was previously mentioned directly by Joshua, such as in the sentence “*First, we went to tell our fellow youth*” (Datum 33). Joshua needs to refer back to the previously mentioned entity, such as “*fellow youth*” (Datum 33), in the sentence before “your” because he wants to show that he is speaking directly to the young generation, who are the main focus of the speech.

The use of anaphora reference in the word “your” is important because Joshua wants to maintain the focus of the conversation on the entity mentioned earlier, namely the “youth.” Therefore, he does not need to repeat “youth,” but simply uses the pronoun “your” to refer back efficiently and personally. Additionally, the use of the pronoun “your” in the form of an anaphora reference reflects a concise communication strategy, where the reference to the main topic is maintained without repetition. This is important in Joshua's formal speech, as it helps build an emotional connection between the speaker and the audience without losing the direction or focus of the message being conveyed.

Datum 58

“As an ambassador for youth, we will spread the power of companionship”

In this context, Joshua conveys Seventeen's collective commitment as UNESCO youth ambassadors. This statement appears as a declaration of their responsibility to spread the spirit of togetherness and solidarity among young people. When delivering the message directly in the speech, his statement contains the personal deixis “we.” The personal deixis “we” is the plural form of the first person deixis.

The first-person plural deixis “we” in the sentence above is a form of anaphora reference. This is indicated by the use of a referential expression in the form of a pronoun that refers back to an individual or group that has been mentioned previously. In this case, it shows that “we” in the sentence “*we will spread the power of companionship*” refers back to the previous entity, *namely “As an ambassador,”* which in the context of the speech refers to all members of Seventeen. Joshua needs to refer back to the individual or group mentioned earlier, such as “*As an ambassador,*” because he wants to explicitly show that the word is a collective reference to Seventeen, so “we” falls under anaphora reference.

The use of anaphora reference in the word “we” is important because here Joshua shows that the responsibility as a youth ambassador is not borne by one individual alone, but by all members of Seventeen. This reinforces the meaning of togetherness in their role in line with the message about “companionship” that is being conveyed. Joshua does not explicitly mention the 13 members of Seventeen but simply uses the word “we” to maintain efficiency in his speech. Strategically,

this builds a strong collective identity, portraying Seventeen as a unified entity in carrying out their social and diplomatic missions.

Datum 66

“You are part of us”

In this context, Joshua conveyed that the audience, namely young people, were considered part of the global community represented by Seventeen, creating emotional unity and solidarity. Previously, Joshua had conveyed various messages of motivation and support for the dreams and struggles of young people, and he used this sentence as a form of collective identity reinforcement. When delivering the message directly in the speech, his statements included the personal pronouns “you” and “us.” The personal pronoun “you” is the plural form of the second-person pronoun, and “us” is the plural form of the first-person pronoun.

The second-person plural deixis “you” and the first-person plural deixis “us” in the sentence above fall under the category of anaphora reference. This is indicated by the use of referential expressions in the form of pronouns that refer back to individuals or groups previously mentioned. In this case, it shows that “you” refers back to the audience mentioned as “fellow youth” in the sentence “First, we went to tell our fellow youth” (Datum 33), while “Us” refers to the Seventeen group itself, which was previously introduced by the speaker as “...the 13 members of Seventeen” (Datum 4). In this case, Joshua wants to emphasize the emotional closeness and solidarity between Seventeen and the audience they are addressing, namely their fellow young people.

The use of anaphora references in the words “you” and “us” is important because Joshua wants to strengthen the relationship between the speaker and the audience, namely young people who, as “fellow youth,” feel directly involved in the message he is conveying. The word “you” refers back to the audience to create a personal connection, while “us” refers to Seventeen as a group, inviting them to become part of the community. By using both pronouns, Joshua conveys a message of solidarity without explicitly repeating the entity, making his communication more efficient.

Datum 69

*“but **I** want to reassure **you** that all of **us** share the same vision”*

In this context, Joshua conveyed a message of optimism and togetherness to the audience in his speech as UNESCO Youth Ambassador. This expression was used to provide reassurance and motivation that despite the audience's diverse backgrounds, they still had a common goal. When delivering the message directly in the speech, his words contained the deixis pronouns “I,” “you,” and “us.” The personal pronouns “I” is the singular form of the first person pronoun, ‘you’ is the singular second person pronoun, and “us” is the plural first person pronoun.

The personal pronouns “I,” “you,” and “us” in the sentence above are examples of anaphoric reference. This is indicated by the use of referential expressions in the form of pronouns that refer back to individuals or groups that have been mentioned previously. In this case, it shows that “I” refers back to Joshua as the representative of the Seventeen group who was mentioned in “*I am Joshua...*” (Datum 4). “You” refers back to the audience mentioned in the sentence

“and we want to tell you from today, All youth...” (Datum 64), while “Us” refers to Joshua together with his audience collectively, who in the context of this speech are described as young people of the world who share a common vision. In this case, Joshua wants to build a strong emotional connection between himself as the speaker and the listeners, especially the youth who are the main audience at the UNESCO forum.

The use of anaphora references in the words “I,” “you,” and “us” has its own significance. Joshua uses “I” not to highlight himself personally, but as a representative of seventeen. ‘You’ is used to make the audience feel directly addressed, and “Us” is used to show the connection between Joshua and the youth as listeners in the same vision and goals. This is important because by reiterating these entities, the speech becomes more cohesive.

4.1.2 Chataphora

Datum 2

*“And **His** excellency Jai Chul Choi”*

In this context, the above sentence is part of Joshua Seventeen's opening speech. In this statement, Joshua expresses his respect for important figures attending the official UNESCO forum, namely Jai Chul Choi. When delivering his message directly in the speech, his statement contains the personal deixis “His.” The personal deixis “His” is the singular form of the third person deixis.

The third-person singular deixis “His” in the sentence above is a form of cataphora reference. This is indicated by the use of a referential expression in the form of a pronoun that refers to an individual or group that will be mentioned later.

In this case, it shows that “His” at the beginning of the sentence “*And His Excellency Jai Chul Choi*” (Datum 2) refers to the individual mentioned afterwards, namely “Jai Chul Choi,” and the individual mentioned afterwards makes “His” a cataphoric reference pronoun. Joshua needs to mention “His” first as a form of affirmation of honor before stating the actual name. This structure reflects a formal communication strategy that emphasizes politeness and respect for the social position of the individual in question.

The use of cataphora reference in the word “His” is important because Joshua wants to frame the mention of the name “Jai Chul Choi” in a highly respectful tone, so he needs to mention the person who has already been mentioned. Mentioning the personal deixis before the reference creates a formal and structured impression, as in diplomatic speeches. Joshua does not directly mention the name without a context of respect, but chooses to prioritize the status marker “His” to emphasize the important role of that individual.

Datum 4

“I am Joshua, speaking on behalf of the 13 members of Seventeen”

In this context, Joshua introduced himself to the audience as the speaker before delivering the main message of his speech. The above sentence serves as an affirmation of who is speaking at the UNESCO forum, with Joshua representing the 13 members of Seventeen. When delivering the message directly in the speech, his words contain the personal deixis “I.” The personal pronoun “I” is the singular form of the first-person pronoun.

The singular first-person pronoun “I” in the sentence above is a form of cataphora reference. This is indicated by the use of a referential expression in the form of a pronoun that refers to an individual or group that will be mentioned later. In this case, it shows that “I” at the beginning of the sentence *“I am Joshua, speaking on behalf of the 13 members of Seventeen”* (Datum 4) is used to refer to oneself, specifically the individual mentioned afterward, namely “Joshua.” The individual mentioned afterward makes “I” a cataphoric reference pronoun. Joshua needs to mention “I” first as an opening that directly introduces himself as the speaker, namely “Joshua.” This is necessary to draw the audience's attention directly to Joshua and then clarify that Joshua is the representative of his group for the speech at the UNESCO forum as an ambassador.

The use of cataphora reference in the word “I” is important because Joshua wants to directly introduce himself as the subject of the speech, so he needs to mention the person he has already referred to. This strategy is commonly used in formal speeches to establish a concise yet direct introductory structure. Joshua does not immediately mention his name but uses “I” to emphasize that he is the speaker, then mentions his name as a form of clarification. This demonstrates the importance of building effective interpersonal relationships, clarifying roles, and reinforcing his position as a representative of Seventeen from the outset of the speech.

Datum 27

*“the designation letter from **he**, the Director-General Azoulay for the Ambassadorship”*

In this context, Joshua explains that when Joshua and seventeen other

members received official letters of appointment to serve as UNESCO youth ambassadors, given by Director-General Azoulay, this expression appeared in a formal and symbolic situation, demonstrating the legality and honor of their appointment. When delivering the message directly in the speech, his statement contained the personal deixis “he.” The personal deixis “he” is the singular form of the third person deixis.

The third person deixis singular “he” in the sentence above is a form of cataphora reference. This is indicated by the use of a referential expression in the form of a pronoun that refers to an individual or group that will be mentioned later. In this case, it shows that “he” at the beginning of the sentence “*he, the Director-General Azoulay for the Ambassadorship*” (Datum 27) is used to refer to the individual mentioned afterwards, namely “Director-General Azoulay,” the individual mentioned afterwards makes “he” a cataphora reference pronoun. Joshua needs to mention “he” first to introduce who the sender of the letter is before mentioning his full name and title, namely “Director-General Azoulay,” in order to direct the listener's attention to the person's status or authority before formally introducing his name.

The use of cataphora reference in the word “he” is important because Joshua wants to introduce and appreciate the figure, so he needs to mention the person who has already been mentioned. By first mentioning the person deixis, followed by their full name and title, Joshua demonstrates a polite discourse structure. This strategy reinforces the credibility and sense of honor intended to be conveyed in the context of appointing an ambassador by a high-ranking UNESCO figure.

Datum 30

“To take **our** "Going together" campaign to the next level”

In this context, Joshua explained the follow-up plan for the campaign that Seventeen is carrying out as part of their role as UNESCO Youth Ambassadors. The above statement explains that the campaign does not belong to individuals, but is shared by the group represented by Joshua, namely the thirteen members of Seventeen. When delivering the message directly in the speech, his words contained the personal deixis “our.” The personal deixis “our” is the plural form of the first person deixis.

The first-person plural deixis “our” in the sentence above is a form of cataphora reference. This is indicated by the use of a referential expression in the form of a pronoun that refers to an individual or group that will be mentioned later. In this case, it shows that “our” at the beginning of the sentence “*To take our ‘Going together’ campaign to the next level*” (Datum 30) is used to refer to the individual implicitly mentioned in the following sentence, namely “*as the ambassador for youth*” (Datum 31), a title held by Joshua and other members of the Seventeen group. The individuals mentioned afterwards make “our” a cataphora reference pronoun. Joshua needs to mention “Our” first before mentioning the subject being referred to, namely “ambassador for youth,” which refers to himself and his group members, to show that the campaign is not only related to himself as an individual but is part of the Seventeen group's shared mission.

The use of the cataphora reference in the word “our” is important because Joshua wants to emphasize shared ownership and responsibility from the start, so

he needs to mention the person who has already been mentioned. By mentioning the person first, followed by those involved, Joshua demonstrates an inclusive effect and reinforces the value of collaboration, which is the core message of the speech, without having to mention all members at the beginning.

Datum 31

*“Today, **we** would like to share **our** vision as the Ambassador for Youth”*

In this context, Joshua delivered a speech that served as an introduction to the role and mission that he and the group Seventeen would convey in their capacity as UNESCO youth ambassadors. The above speech was described as a strategic opening statement to begin the main part of the speech. When delivering the message directly in the speech, his words contained the personal deixis “we” and “our.” The personal pronouns “we” and “our” are the plural forms of the first-person pronoun, where “our” is a possessive pronoun.

The plural first-person pronoun “we” and the possessive pronoun “our” in the sentence above are examples of cataphora reference. This is indicated by the use of referential expressions in the form of pronouns that refer to individuals or groups that will be mentioned afterwards. In this case, it shows that “we” and “our” at the beginning of the sentence refer to the entity mentioned afterwards, namely, “as the Ambassador for Youth,” a title held by Joshua and other members of the Seventeen group. The individuals mentioned afterward make “we” and “our” cataphora reference pronouns. Joshua needs to mention “our” first before mentioning the subject being referred to, namely “ambassador for youth,” which

refers to himself and his group members, to show that the audience should first focus on their message and intentions as a group.

The use of anaphora references to the words “we” and “our” is important because Joshua wants to clarify their identity as UNESCO youth ambassadors, so he needs to mention the people who have already been mentioned. By mentioning the deixis person first, followed by who is involved, Joshua shows an inclusive effect and creates continuity in his speech, namely conveying his vision as a representative of the younger generation.

Datum 56

*“And now to give back what **we** have received from all of **you**”*

In this context, Joshua expressed his gratitude and commitment to giving back positively to global youth. This statement came after several parts of the speech described the experiences, achievements, and inspiration they had gained from their supporters and the global community. The statement above also serves as an emotional transition leading to reciprocal action in response to all the support that has been given. When delivering the message directly in the speech, his words included the personal pronouns “we” and “you.” The personal pronouns “we” and “you” are first-person plural and second-person plural, respectively.

The first-person plural “we” and second-person plural “you” in the sentence above are examples of cataphora reference. This is indicated by the use of referential expressions in the form of pronouns that refer to individuals or groups that will be mentioned later. In this case, “we” refers to the Seventeen group, which is implicitly mentioned in the following sentence, *“As ambassador for youth”*

(Datum 58), while “You” refers to the audience, *namely “A global youth community”* (Datum 57). In this case, Joshua wants to emphasize that his group, Seventeen, as youth ambassadors, has an active role and responsibility to contribute to the global youth community.

The use of anaphora references in the words “we” and “you” is important because it clarifies the identity of the participants in the communication before explicitly mentioning who is being referred to. By mentioning the word “we” at the beginning, Joshua builds collective solidarity between himself and the members of Seventeen as agents of change. Meanwhile, using “you” at the beginning makes the message feel more direct and personal to the audience described as the “global youth community.” This strategy demonstrates Joshua's efforts to maintain effective communication while building a relationship between the speaker and the audience in a unified idea.

Datum 62

“We are emboldened to share this journey not only with the 13 members of Seventeen, but also with youth worldwide”

In this context, Joshua conveyed a message emphasizing collective spirit and shared courage in carrying out his mission as UNESCO Youth Ambassador. This message was conveyed in a part of his speech that highlighted the active involvement not only of the members of Seventeen, but also of young people around the world. When delivering this message directly in his speech, he used the first-person pronoun “We.” The first-person plural pronoun “We” is the plural form of the first-person pronoun.

The first-person plural pronoun “We” in the sentence above falls under the category of cataphora reference. This is indicated by the use of a referential expression in the form of a pronoun referring to an individual or group that will be mentioned later. In this case, it indicates that “We” at the beginning of the sentence *“We are emboldened to share this journey not only with the 13 members of Seventeen, but also with youth worldwide”* (Datum 62) refers to the entities mentioned afterward, namely “the 13 members of Seventeen” and “youth worldwide.” The two entities mentioned in the subsequent sentence make “We” a cataphora reference pronoun. Joshua needs to mention “We” first, making the audience curious or more focused on who is meant by “We,” before finally explaining it through the expressions “the 13 members of Seventeen” and “youth worldwide.”

The use of cataphora reference in the pronoun “We” is important because Joshua wants to emphasize a sense of togetherness before mentioning who is included in the group. Instead of mentioning “the 13 members of Seventeen” and “youth worldwide” from the start, Joshua uses “we” to create a strong sense of connection in his speech. Additionally, this cataphora form also demonstrates a dynamic rhetorical style, placing initial emphasis on the unity of the group before clarifying who is being referred to, thereby reinforcing the impression of unity in their shared mission.

B. Discussion

This section presents a further analysis of the previous findings to answer the research question in this study. The focus of the analysis is divided into two parts. The first part answers the person deixis in Joshua Seventeen's speech at the UNESCO Campaign, which is seen through the types of person deixis and the function of person deixis. The second part answers the form of reference to the person deixis that has been used in Joshua Seventeen's speech at the UNESCO Campaign. The following description explains the types of person deixis and the functions of person deixis in Joshua Seventeen's speech based on the data found in this study.

From all the data analyzed, first person plural deixis is the most frequently used type, with a frequency of 58 data (60.42%). The findings show that pronouns such as “we” and “us” are consistently used by Joshua to indicate that he is speaking not only as an individual, but as a collective representative of the group Seventeen. The main function of using ‘we’ and “us” is to build a sense of togetherness and solidarity, so that the audience feels that the message comes from a community that has shared experiences and goals. When Joshua said, “We were here at the UNESCO Youth Forum just last November” (Datum 5), in the context of Joshua Seventeen's speech at the UNESCO Campaign, the use of first person plural deixis shows that all Seventeen members were together at the forum, creating an inclusive effect between them and the audience. Thus, Joshua wants to foster emotional closeness and invite the audience to feel pride and involvement in this collective experience. Ricca & Johan (2021), findings on Joe Biden's use of the deixis “we”

in his speeches to build political legitimacy and strengthen constituent unity differ from the above study. In this study, Joshua uses “we” to build solidarity among youth across cultures without political or ideological interests, thus providing a new perspective in discourse studies.

In addition to the first person singular deixis plural form such as “I,” it is also used, albeit more limited, specifically to convey Joshua's personal responsibility as the official spokesperson for the group Seventeen. Based on the data found, Joshua himself prefers to use first person plural deixis, which can be understood as a discourse strategy to present collective identity rather than individual identity. Through the use of “we,” Joshua emphasizes solidarity, togetherness, and unity of purpose to be achieved together. This strategy not only affirms his position as Seventeen's representative, but also invites the audience to feel part of a global community, not just passive listeners.

Meanwhile, the use of second person deixis plural appeared 20 times (20.83%). Plural pronouns such as “you,” “your,” and “yourself” were used by Joshua in his speech at the UNESCO campaign to directly address the audience, both UNESCO delegates and young audiences from around the world, both those attending the event and online audiences. These pronouns “you” “your” and “yourself” serve to build an emotional connection between Joshua and the audience, which in this case is aimed at young people worldwide, while also demonstrating the audience's active engagement in the context of the speech. For example, in point 36, “Never let anyone, including yourself, belittle your dream,” Joshua does not merely make a general statement but provides personal motivation to each individual listening to

his speech to dare to value their dreams. The aim is to directly engage young people so they feel recognized, valued, and become part of a global community that supports one another.

Third-person deixis is a type of person deixis that is rarely used, with a total of 11 instances, consisting of 6 (6.25%) expressions in the singular category and 5 (5.21%) in the plural category. Unlike the research by Kakiay & Maitimu (2021), which examined the lyrics of Billie Eilish's songs, where third-person pronouns such as “he” and “she” are used to emotionally refer to the singer's personal figure. Conversely, in Joshua's speech, the use of third-person plural pronouns such as “them” and ‘their’ to refer collectively to the global youth community can be seen in data point 22, “to encourage them to pursue their dreams.” This indicates that Joshua acknowledges the existence of other young people outside of himself and invites them, the global youth, to be part of the shared mission of not being afraid to pursue their dreams. The aim is to convey the message to external parties in an inclusive yet diplomatic manner, while expanding the audience reach without directly addressing them.

In terms of deixis functions, it was found that five of the six functions were used in Joshua Seventeen's speech. The most dominant function was the connotative function, with a frequency of use of 32 data (39.02%). As in Kanaza (2020) study, which showed that the connotative function dominated Meghan Markle's speech, which was explicitly used to encourage the audience to support the issue of women's education. Meanwhile, in this study, Joshua Seventeen's speech uses the connotative function to convey an invitation to build solidarity and

a direct encouragement or call to the audience, especially the global youth generation, not to give up on their dreams. The aim is for listeners, especially young people from various countries, to feel directly involved, have an equal position, and become part of a global community that is encouraged to take action together. For example, in datum 63, “Let us all be one team and build a supportive community of global youth,” Joshua uses the collective personal pronoun “us” to build global solidarity. Thus, this function not only strengthens the persuasive value of the speech but also portrays Joshua as an agent of change who invites his listeners to join in the shared mission of creating positive social change.

The referential function is the second most frequently used function, appearing 26 times (31.71%). As shown in the study by Syafryadin et al. (2021), the referential function is used because it is related to the accuracy of information in formal communication. In Joshua Seventeen's speech, this function is used to convey factual information such as location, time, and identity. For example, in the statement “Today I'm speaking on behalf of the group Seventeen” at datum 68, the pronoun “I” is used by Joshua to explicitly introduce his identity as the speaker himself, Joshua, in what capacity he is speaking, and in the formal context as the representative of the Seventeen group speaking at the UNESCO Campaign forum. In this speech context, the referential function plays a crucial role in creating clarity and structure in message delivery, with the aim of clearly affirming the speaker's identity, position, and formal role before an international audience. Thus, the audience is not only emotionally connected but also fully understands the factual context of the speech's content.

Furthermore, the emotive function was found in 17 data (20.73%), the phatic function was found in 5 data (6.10%), and the poetic function was found in 2 data (2.44%). The emotive function appears when Joshua expresses personal feelings, such as in datum 9, “we are humbled and overwhelmed,” which conveys feelings of gratitude and pride for the recognition received. The use of the first-person pronoun “we” in this context is highly effective in building empathy among the audience, namely global youth. Meanwhile, the phatic function appears in opening statements, such as “Thank you for welcoming Seventeen” in datum 3, which shows the speaker's effort to maintain good communication between the speaker, Seventeen, and the audience, namely global youth and UNESCO officials. This function creates politeness in formal communication. Finally, the poetic function also appears in sentences with parallel structures, such as in datum 35, “Every single dream matters, whether it is big or small, loud or quiet, traditional or innovative...” This aesthetically pleasing language structure not only conveys the message's content but also strengthens the message's memorability and impact in the speech delivered by Joshua Seventeen through beautiful language.

Even more interestingly, several data points were found that belonged to one type of deixis but has more than one function. One example can be seen in data point 35, the sentence “Every single dream matters, whether it is big or small, loud or quiet, traditional or innovative, personal or public.” In this utterance, Joshua uses the pronoun “it” as a third-person singular deixis referring to “every single dream.” In this utterance, the person deixis “it” contains both poetic and emotive functions simultaneously. From a poetic perspective, this utterance is characterized by

parallel structure and antonym pairs that create a beautiful and aesthetic rhythm, maintaining continuity without disrupting the flow. The presence of “it” in this context maintains the cohesion of the sentences used by Joshua in his speech at the UNESCO campaign and also reinforces the integrity of the artistic form that underscores the value of every dream as the topic of this UNESCO campaign.

On the other hand, the emotive function is reflected in the speaker's expression of feelings toward the diversity of dreams. In this context, Joshua expresses empathy that all dreams, regardless of their form or size, are important and worth fighting for. As in Imelda's (2020) research on poetry analysis, it was found that deixis not only helps shape the structure of language but also plays a role in enriching poetic style for beauty. In this case, “it” is used to convey emotional value and psychological support to the audience, particularly global youth. Therefore, this finding demonstrates that the third-person deixis is not limited to its emotive function as a literary device in speech alone, but also plays a role in conveying depth of feeling, thereby becoming an integral part of Joshua's formal speech in the UNESCO campaign.

In addition to the above functions, the six functions of research did not find the use of metalingual functions. That is, language functions that aim to explain the code or system of language itself, for example, through explanations of word meanings or clarifications of terminology. The absence of this function can be understood given the characteristics of Joshua's speech, which is motivational and representative rather than educational in the field of linguistics. This contrasts with texts such as scientific speeches or academic discussions, which often include

metalinguistic functions to explain specific terminology. The absence of this function reinforces the argument that Joshua's speech is more focused on conveying values of solidarity, encouraging participation, and sharing experiences rather than providing terminological explanations.

Furthermore, to answer the second research question in this study, which concerns the form of reference from the use of personal deixis in Joshua Seventeen's speech. This study specifically analyzes the references related to the person deixis found earlier. In classifying the forms of reference, there are two main forms, namely anaphora reference and cataphora reference. These two types of references are closely related to person deixis because both are used to trace the reference patterns of personal pronouns as part of deixis.

The analysis results show that anaphora reference is the most frequently used form of reference, with a frequency of 76 data points (79.17%). Anaphora is a backward reference, where pronouns refer to entities that have been mentioned previously in the discourse. For example, in the sentence “That every unique dream that you have is important” (data point 34), the pronoun ‘you’ refers to “fellow youth” mentioned in the previous sentence. In the context of Joshua Seventeen's speech at the UNESCO campaign, the use of anaphora reference shows that Joshua strives to maintain continuity in his speech. This finding confirms that by referring to elements that have already been mentioned, Joshua does not need to repeat them explicitly, but the meaning is still conveyed clearly and purposefully. This strategy is crucial in formal speeches as it allows the audience to remain focused on the message without being distracted by excessive repetition. The use of anaphora

reference helps maintain discourse cohesion and efficiency in conveying the message. This finding aligns with research by Sena et al. (2022) and Widiанти et al. (2024), who state that anaphora is widely used in speech texts and formal discourse due to its ability to maintain discourse structure as cohesive, clear, and efficient.

Meanwhile, cataphora references were found in 20 data points (20.83%). This form is a forward reference, where the pronoun refers to the entity mentioned afterwards. For example, “he, the Director-General Azoulay for the Ambassadorship” Datum 27. ‘He’ is used first to introduce who the letter writer is before mentioning his full name and title, namely “Director-General Azoulay.” In the context of Joshua's speech, this is used to direct the audience's attention to the status or authority of the figure in question before formally introducing their full identity. This finding indicates that Joshua uses this cataphora reference to help create an emphasis on the important figure mentioned. Birner (2013), states that cataphora is often used in formal discourse for rhetorical and dramatic purposes, especially when the speaker wants to build anticipation before fully introducing a figure or central idea. In this case, Joshua demonstrates that his speech is strategically designed, not only efficient in conveying the message but also effective in capturing and maintaining the audience's attention.

More interestingly, it was found that the same type of deixis, namely “we” and “our,” can refer to two different forms of reference, namely anaphora and cataphora. For example, in datum 23, “with this growing sense of duty, we began our donation to children's organizations in this,” the forms ‘we’ and “our” are used in anaphora reference because they refer back to the entities mentioned earlier, namely Joshua

and the Seventeen group, with the connotative function inherent in them. The use of these pronouns not only identifies the actors of the action but also aims to encourage the audience to feel and even follow the spirit of collective concern. Conversely, in datum 31, “Today, we would like to share our vision as the Ambassador for Youth,” “we” and ‘our’ are used in the form of cataphora reference because they appear before the full identity “ambassador for youth” is mentioned. In this context, the function of language used is referential because Joshua explicitly introduces who he is and in what capacity he is speaking. Thus, although the type of deixis used is the same first-person plural deixis and the referential forms, whether anaphora or cataphora, are adapted to different functions: one is persuasive and collective, the other is informative and formal. This demonstrates that Joshua strategically selects the most effective form and function according to the communicative purpose of his speech.

Overall, there are three key points that relate to all of this, namely that Joshua Seventeen's purpose in using person deixis and reference in his speech was to represent the group collectively, encourage global solidarity, and maintain continuity of discourse. First, in his aim to represent his group, Joshua was not only speaking as an individual but also as a representative of the group Seventeen. This is evident from the dominant use of first-person plural deixis “we” and ‘our’ in various parts of the speech, for example in datum 5: “We were here at the UNESCO Youth Forum just last November.” Through the use of “we,” Joshua emphasizes that the speech represents a collective voice, not a personal view. This approach gives the impression of legitimacy that he is not speaking on his own behalf but is

carrying the values, experiences, and voices of all members. This finding aligns with (Kanaza, 2020; Ricca & Johan, 2021) research, which shows that the use of the “we” pronoun in political speeches serves to strengthen collective identity and build audience trust in legitimate group representatives.

Secondly, in his call to build global solidarity, Joshua uses second-person pronouns such as “you” and collective forms such as “us” with connotative functions to encourage young people from around the world to create emotional connections and active involvement as a global youth community. For example, in statement 63, “Let us all be one team and build a supportive community of global youth,” the word “us” is used inclusively to encourage a sense of togetherness and collective responsibility. This shows that the speech is not only informative but also persuasive. This finding is supported Kanaza (2020), who emphasizes that the connotative function of personal deixis in public speeches is highly effective in fostering participation and social solidarity. In the context of Joshua's speech, deixis serves as a bridge between the speaker and the audience in building a shared spirit across nations and cultures.

Third, in order to maintain the continuity of the discourse, Joshua uses forms of reference such as anaphora, which contribute to ensuring that the flow of the speech remains connected and efficient. For example, in datum 68, “Today I'm speaking on behalf of the group Seventeen,” the pronoun “I” refers back to the speaker's identity, namely Joshua as the group's representative, thus avoiding explicit repetition and maintaining the cohesive structure of the discourse. Thus, this strategy strengthens the logical continuity in the delivery of the message and

makes it easier for the audience to follow the speech in a focused and effective manner. This form of reference serves to create clarity of position and authority, which is important in the context of formal speeches at international forums. This finding supports Birner's (2013) view that backward references (anaphora) are often used to construct dramatic and captivating information structures in formal discourse. Thus, it can be concluded that the use of personal deixis and references in Joshua Seventeen's third speech point does not stand alone but is strategically designed to strengthen the rhetorical impact of the speech and make the message conveyed more cohesive in terms of its pragmatic function in the context of motivational speeches at international forums such as UNESCO.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Research findings show that the theme of youth solidarity is integrated through the use of personal deixis and references in Joshua Seventeen's speech during the UNESCO campaign. This study shows several important findings that answer the research questions and describe the linguistic strategies used in the context of formal speeches. By identifying person deixis based on type and function, the first-person plural deixis such as “we,” “us,” and “our” dominate, indicating that the speaker consistently uses them to position himself as a representative of the group and to express collective solidarity with the younger generation. Furthermore, the most dominant function of personal deixis is its connotative function, which indicates a strong intention to influence, encourage, and motivate the audience to actively engage in social missions and global solidarity.

From the reference perspective, it was found that anaphoric references were more dominant, indicating that the utterances used often referred back to individuals or entities that had been mentioned previously to clarify the references in the sentence. The use of references was used to maintain the continuity of the text and strengthen the connection between utterances. The integration of these three aspects shows that Joshua's speech was designed to produce effective persuasive and motivational discourse. Furthermore, this analysis confirms that

person deixis not only functions as an indicator of the identity of the speaker and listener, but also carries strong social implications through its person deixis function. Therefore, the combination of the types of deixis, deixis functions, and reference forms used in the speech is essential.

Overall, the findings of this study show that the use of person deixis and reference in UNESCO's campaign through Joshua's speech was strategically designed to achieve three main objectives, namely to show the collective representation of the Seventeen group as representatives of the young generation, to build global solidarity with young audiences from around the world, and to support the continuity of discourse and efficiency in delivering formal speech messages. These three objectives are interrelated in strengthening the rhetorical and pragmatic impact of the speech in the context of the UNESCO campaign. This study underscores that analyzing personal deixis and references is highly relevant in understanding how public speeches, particularly those delivered by influential young figures, can be utilized to convey messages of solidarity, build emotional and social connections with the audience, and encourage engagement in social actions.

B. Suggestion

Based on the findings and analysis in this study, there are several suggestions that can be made for future research development. For future researchers interested in pragmatic studies, particularly deixis and reference, it is recommended to expand the scope of study beyond person deixis to include other types of deixis such as place deixis, time deixis, discourse deixis, or social deixis. This is important because the use of all types of deixis can provide a more

comprehensive understanding of the cohesion and dynamics of communication in speech texts, as well as provide a broader scope of analysis of the relationship between language and context, and ideology. In addition, researchers can explore other forms of reference that have not been analyzed in detail.

For writers or public speakers, the results of this study show the importance of linguistic awareness in choosing the right form and references so that messages can be conveyed effectively, clearly, and emotionally. Therefore, communication practitioners, especially in the fields of education, social campaigns, or public diplomacy, can learn from the linguistic strategies used by Joshua Seventeen, particularly in building solidarity and emotional closeness through language.

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CURRICULUM VITAE



Dea Permata Agustina Putri was born in Lamongan on September 18, 2003. She graduated from MAN 1 Lamongan in 2021. During her school years, she was active in the MAPALA extracurricular club, serving as secretary, and was also active in the basketball extracurricular club. She began her higher education in 2021 in the English literature department at UIN Maulana Malik Ibrahim Malang and graduated in 2025. During her studies at the university, she was quite active in both on-campus and off-campus organizations, namely the Taekwondo Student Activity Unit (UKM), then the regional organization Lamongan Student Association (IKAMALA). She also actively participated in volunteer activities, namely Volunteer Kita Bisa.

APPENDIX

PERSON DEIXIS AND REFERENCE

Datum	Utterances	Types of Person Deixis			Function						Form of Reference		Referent
		FP	SP	TP	CF	EF	RF	PF	PHF	MF	AP	CP	
1.	Her excellency Sang Mi Bak			✓					✓			✓	Sang Mi Bak
2.	And His excellency Jai Chul Choi			✓					✓			✓	Jai Chul Choi
3	Distinguished guest, thank you , for welcoming Seventeen.		✓						✓		✓		Unesco officials
4.	I am Joshua, speaking on behalf of the 13 members of Seventeen	✓					✓					✓	Joshua Seventeen
5.	We were here at the UNESCO Youth Forum just last November	✓					✓				✓		Joshua and other Seventeen members
6.	and it was an unforgettable experience.			✓		✓					✓		At the UNESCO Youth Forum
7.	We always wanted to come back.	✓					✓				✓		Joshua and other Seventeen members
8.	Thank you for inviting Seventeen.		✓						✓		✓		UNESCO and the guests.
9.	Today, we are humbled and overwhelmed	✓				✓						✓	Joshua and other Seventeen members

10.	To stand before you for the first time as <u>UNESCO Goodwill Ambassador for Youth.</u>		✓				✓				✓		Young People
11	It is a great honor to be representing to be representing today's young people.			✓		✓					✓		As UNESCO Goodwill Ambassador for Youth
12.	This has been a long journey for us	✓					✓				✓		Joshua and other member Seventeen
13.	Taking one step at a time until we could stand before you as <u>ambassador for youth.</u> ,	✓	✓				✓				✓ (you)	✓ (we)	1. Young People 2. Joshua and other member Seventeen
14.	Ever since we made our debut	✓ ✓					✓				✓		1. Joshua and other member Seventeen 2. Joshua and other member Seventeen
15.	Our music has talked about our own experiences and genuine emotions	✓ ✓					✓				✓		1. Joshua and other member Seventeen 2. Joshua and other member Seventeen

16.	For the past 9 years, in different stages of youth, we have engaged with people who love our music,	✓ ✓					✓				✓		1. Joshua and other member Seventeen 2. Joshua and other member Seventeen
17.	or as we call them , <u>CARATs</u> .	✓		✓			✓				✓ (we)	✓ (Them)	1. Joshua and other member Seventeen 2. CARAT's (Seventeen Fans)
18.	Thanks to their love			✓		✓					✓		CARAT's (Seventeen Fans)
19.	we have built a strong bond and a sense of belonging with youth around the world.	✓					✓				✓		Joshua and other member Seventeen
20.	Each one of our members has gradually grown a sense of duty,	✓					✓				✓		Joshua and other member Seventeen
21.	We hope to speak on behalf of youth	✓			✓						✓		Joshua and other member Seventeen
22.	and to encourage them to pursue their dreams.			✓ ✓	✓						✓		1. Youth 2. Youth
23.	with this growing sense of duty, we began our donation	✓ ✓					✓				✓		1. Joshua and other member Seventeen

	to children's organizations in this.												2. Joshua and other member Seventeen
24.	In 2022, we partnered with the Korean National Commission for UNESCO to launch a global youth education campaign titled "Going Together".	✓					✓				✓		Joshua and other member Seventeen
25.	And last year we took part in the Youth Forum, here at UNESCO headquarters.	✓					✓				✓		Joshua and other member Seventeen
26.	which got us thinking for our fellow youth people.	✓					✓				✓		Joshua and other member Seventeen Joshua and other member Seventeen
27.	So when Seventeen received the designation letter from he , the <u>Director-General Azoulay</u> for the Ambassadorship.			✓			✓					✓	Director-General Azoulay
28.	all of us were surprised and honored.	✓					✓				✓		Joshua and other member Seventeen
29.	So today we are <u>joining hands with UNESCO</u>	✓					✓				✓		Joshua and other member Seventeen
30.	To take our "Going together" campaign to the next level.	✓					✓					✓	Seventeen and UNESCO

31.	Today, we would like to share our vision as <u>the Ambassador for Youth</u> ,	✓					✓					✓	1. Joshua and other member Seventeen 2. Joshua and other member Seventeen
32.	Based on what <u>we</u> have learned in very own live.	✓					✓				✓		Joshua and other member Seventeen
33.	First, we went to tell our fellow <u>youth</u>	✓			✓		✓				✓		1. Joshua and other member Seventeen 2. Joshua and other member Seventeen
34.	that every unique dream that <u>you</u> have is important.		✓		✓						✓		Youth Generation
35.	<u>Every single dream</u> matters, whether it is big or small, loud or quiet, traditional or innovative, personal or public.			✓		✓		✓			✓		Every Single dream
36.	Never let anyone, including yourself , belittle your dream.		✓ ✓		✓	✓					✓		1. Youth 2. Youth

37.	Second, when you pursue your dream,		✓		✓					✓		1. Youth 2. Youth
38.	please know that you are not alone.		✓		✓	✓				✓		Youth
39.	Find companionship with your fellow youth,		✓		✓					✓		Youth
40.	and also give your support to them .		✓	✓	✓					✓		1. Youth 2. Fellow Youth
41.	As much as hard work and drive are important, a supportive community and strong companionship also play a huge role in pursuit of our dreams.	✓				✓	✓			✓		Seventeen and Young Generation
42.	We were not on fast track to success as a <u>kpop band</u> .	✓					✓				✓	Joshua and other member Seventeen
43.	We have sung a lot about love and hope that we have felt	✓					✓			✓		Joshua and other member Seventeen
44.	hoping to spread positive vibes to our fellow youth.	✓						✓		✓		Seventeen and fellow youth
45.	But there were also tough times, when we sang together to bury our sorrow, struggling	✓			✓					✓		Joshua and other member Seventeen
46.	to break through, and become heroes for ourselves .	✓				✓				✓		Joshua and other member Seventeen

47.	And in that struggle, I cannot emphasize enough how much courage	✓				✓					✓		Joshua Seventeen
48.	and inspiration we gained through communicating closely with CARAT's	✓					✓				✓		Joshua and other member Seventeen
49.	We could overcome the hardships with gratitude only	✓				✓					✓		Seventeen and CARAT's
50.	because we had a <u>supportive community</u>	✓				✓					✓		Joshua and other member Seventeen
51.	Who helped us build our dreams together.	✓					✓				✓		1. Joshua and other member Seventeen 2. Joshua and other member Seventeen
52.	In this supportive community that we built with our fellow youth,	✓					✓				✓		Seventeen and Youth Community
53.	not only did we share countless exhilarating moments,	✓					✓				✓		Seventeen and Youth Community
54.	but also we stood by each other through the greatest sorrow in life, including loss of loved ones.	✓					✓				✓		Seventeen and Youth Community

55.	So, we know that our dreams dont stand alone.	✓ ✓				✓					✓		1. Joshua and other member Seventeen 2. Joshua and other member Seventeen
56.	And now to give back what we have received from all of you ,	✓	✓		✓							✓	1. Joshua and other member Seventeen 2. Young People
57.	we are determined to use our voice to create a <u>global youth</u> community made stronger through mutual love and support.	✓ ✓			✓	✓						✓	1. Joshua and other member Seventeen 2. Joshua and other member Seventeen
58.	<u>As a ambbassador for youth</u> , we will spread the power of companionship	✓					✓				✓		Joshua and other member Seventeen
59.	and contribute to building supportive youth communities for a better future we envision	✓					✓				✓		Joshua and other member Seventeen
60.	We belive that youth have the most creative ideas and the strongest determinatiom to make the world a better place.	✓					✓				✓		Joshua and other member Seventeen

61.	By providing funds and supporting those brilliant ideas, we hope this program will serve as a stepping stone for building positive youth communities.	✓					✓				✓		Joshua and other member Seventeen
62.	We are emboldened to share this journey not only with the 13 members of SEVENTEEN, but also with youth worldwide.	✓					✓					✓	Seventeen and Youth worlwide
63.	Let us all be one team and build a supportive community of global youth	✓			✓						✓		Seventeen and Youth worlwide
64.	And we want to tell you from today, all youth are "our team" and "our crew".	✓			✓						✓		Joshua and other member Seventeen
65.	Please know that you are not alone		✓		✓						✓		Youth Worlwide
66.	You are part of us	✓	✓		✓						✓		1. Youth Worlwide 2. Joshua and other member Seventeen
67.	and your dreams are also SEVENTEEN's dreams.		✓		✓						✓		Youth Worlwide
68.	Today Im speaking on behalf of <u>the group Sventeen,</u>	✓					✓					✓	The Group seventeen

69.	but I want to reassure you that all of us share the same vision	✓ ✓	✓		✓	✓					✓		1. Joshua Seventeen 2. Youth Worlwide 3. Joshua and other member Seventeen
70.	I would like to invite all the members of SEVENTEEN to join me in our message to the world.	✓ ✓			✓		✓					✓	1. Joshua Seventeen 2. Joshua Seventeen
71.	For your dreams, SEVENTEEN will stand by your side.		✓		✓	✓					✓		Youth Worlwide
72.	SEVENTEEN will be "going together" for your dream		✓		✓						✓		Youth Worlwide
73.	Thank You .		✓						✓		✓		Youth Worlwide

Notes: FP: First Person MF: Metalingual Function
 SP: Second Person AP: Anaphora
 TP: Third Person CP: Cataphora
 CF: Conotative Function
 EF: Emotive Function
 RF: Referensial Function
 PF: Poetic Function
 PHF: Phatic Function