

**A DEIXIS ANALYSIS OF ADVERTISEMENT
IN NIKE'S SHOES SLOGAN**

THESIS

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**ENGLISH LANGUAGE AND LETTERS DEPARTMENT
FACULTY OF HUMANITIES
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY OF
MALANG
2014**

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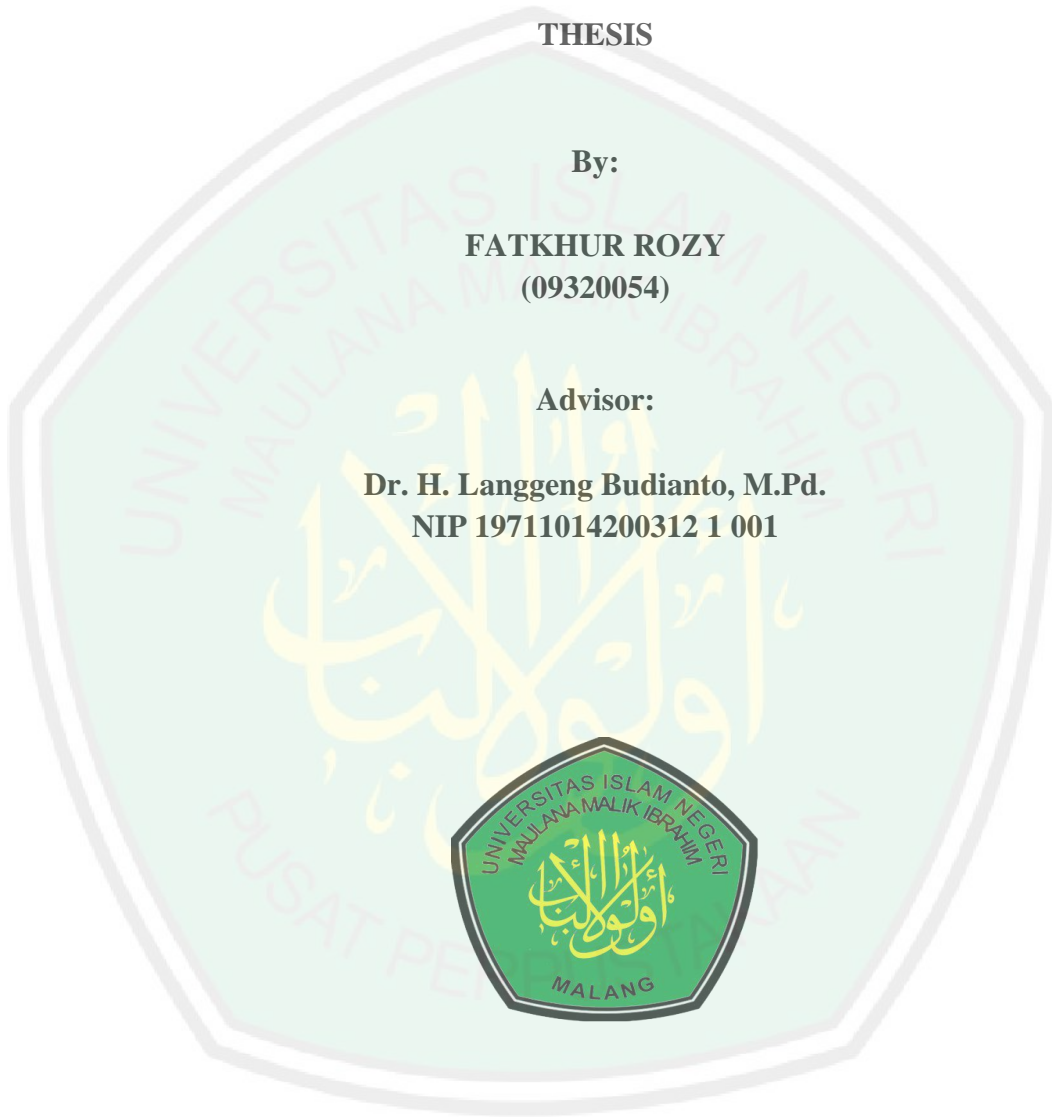
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THESIS

Presented to

**Maulana Malik Ibrahim State Islamic University of Malang
in Partial Fulfillment of the Requirement
for The Degree of Sarjana Sastra (S.S)**

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Malang, April 5, 2014

The Researcher

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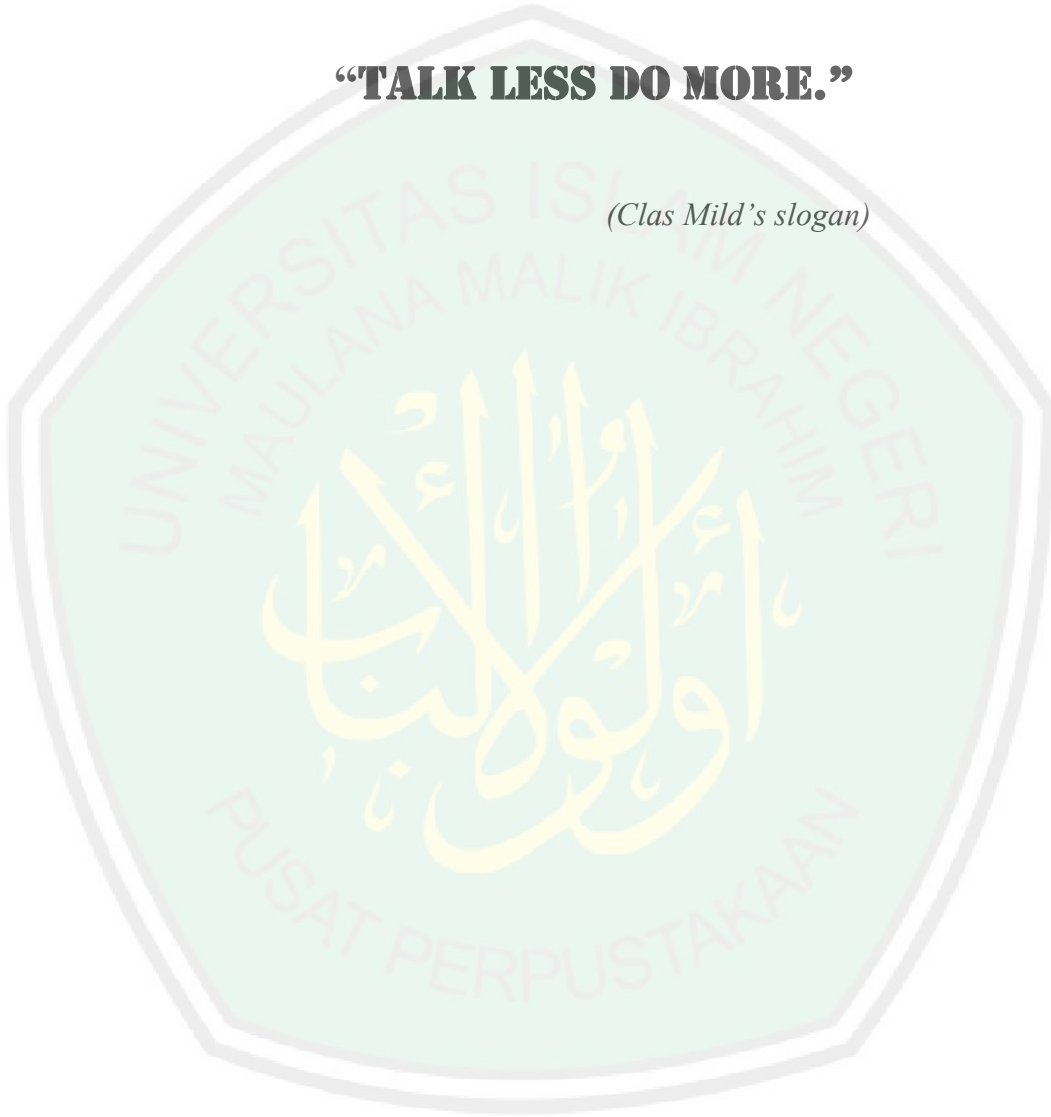
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MOTTO

“TALK LESS DO MORE.”

(Clas Mild's slogan)



DEDICATION

This thesis is dedicated to:

My dearest mother for her endless love, prayers, and advices

You are the gift from God, and the most expensive wealth I ever have

Nobody can replace your position in my life.

And my beloved extended family. Thank you for your love, prayer, affection,
motivation and everything, I am very proud of having you in my life.

Hopefully, Allah always keeps our *Ukhuwah* and I love you all very much.

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Finally, the researcher realizes that this thesis still needs constructive critics and suggestions from the readers in order to make it perfect and hopefully it can be useful for the readers, especially for the English Language and Letters Department.

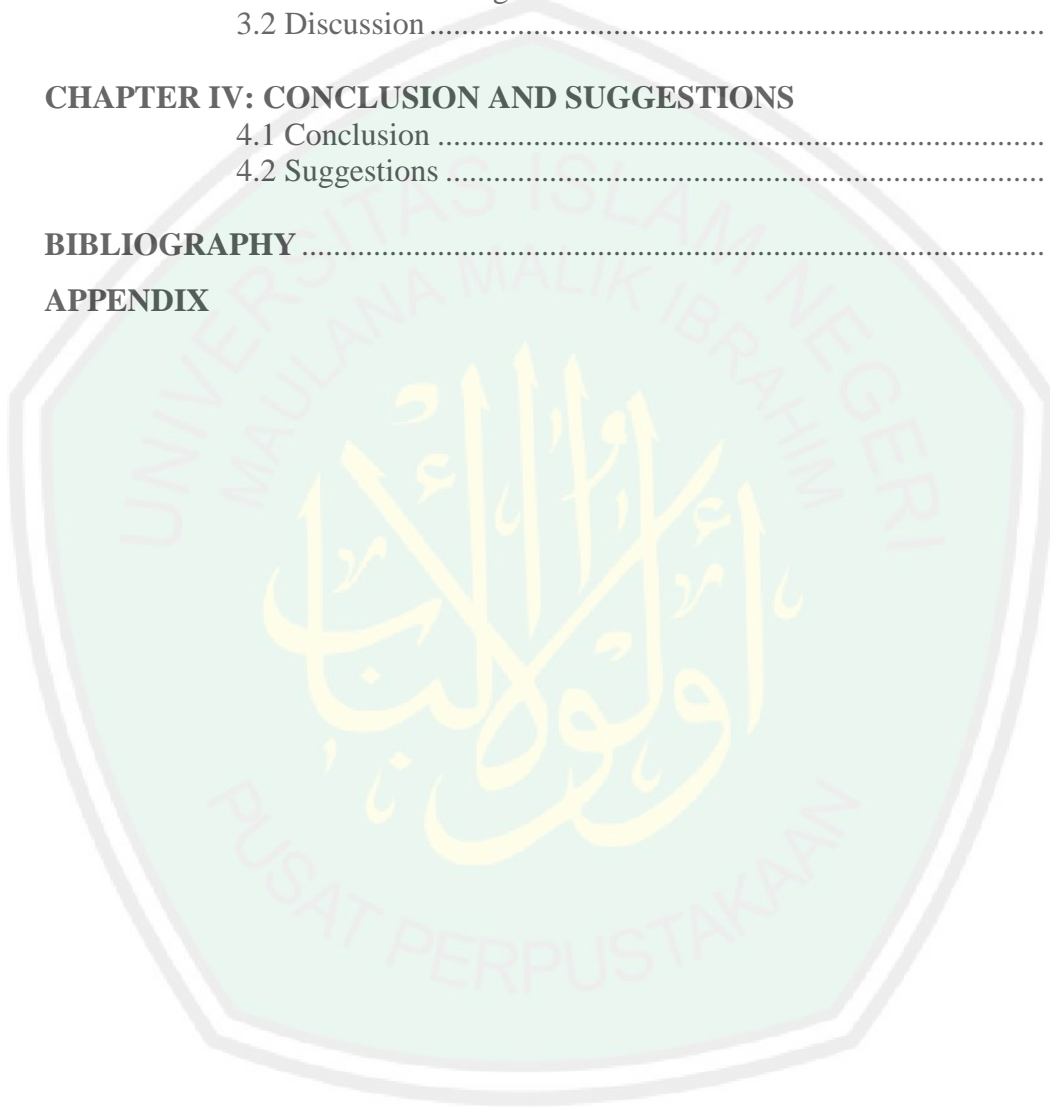
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The Researcher

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ABSTRACT

Rozy, Fatkhur. 2014. *“A Deixis Analysis of Advertisement in Nike’s Shoes Slogan,”* Thesis. English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang. Advisor: Dr. H. Langgeng Budianto, M.Pd

Key words: Deixis, Advertisement, Nike, Slogan.

This research focuses on types of deixis proposed by Levinson’s theory. Deixis is one part of discourse analysis study, which is distinguished into five categories, namely: person deixis, place deixis, time deixis, social deixis and discourse deixis. Deixis can be found in many kinds of media. It can be from television, newspaper, magazines and even by browsing on the internet. In addition, the aim of this research is to investigate the kinds of deixis and the interpretation were delivered in the famous advertisement of Nike’s Shoes Slogan selected to be analyzed, because it has hidden meaning of information and deep interpretation.

This research uses a descriptive qualitative design since the data are in the form of phrase and sentence not number that is the writing of slogan. This research is about a part of pragmatic study that is *“Deixis Analysis of Advertisement in Nike’s Shoes Slogan.”* To collect the data in this research, the following steps are done. Firstly, the researcher picked up by watching the Nike advertisement on television, read the sport magazine and internet. Secondly, read the history of the Nike advertisement on the internet. Thirdly, took a picture of Nikes’ slogan.

Based on the findings of this research, after analysis and interpreting the obtained data. Found that the first person deixis was often used and in almost all slogans the first person deixis was existed. It were singular pronoun *“Us” “I”* and *“We”* referred to the speaker. First person deixis is grammaticalization of the speaker’s reference to himself. The next deixis were found the other of type person deixis that are second and third person deixis. The second person deixis were *“Your” “It”* and *“Them”* referred to the readers. Third person deixis was the word *“Everyone”* referred to a referent not identified as the speaker or addressee and usually implies to the gender.

The next were place deixis and time deixis. The place deixis is the word *“In”* concern for the specification of locations and the time dexis is the word *“Will”* that the basis for systems of reckoning and measuring time. Other deixis in those slogans was found the word *“Everything.”*

Finally, it is recommended for the next researchers who are interested in doing further research in this area to use these findings as a starting point in conducting researches and they can use Levinson theory that is used as reference but with different object such as an informal interview or speech text, conference, and any others.

ABSTRACT

Rozy, Fatkhur. 2014. *“Deiksis Analisis Pada Iklan Dalam Slogan Sepatu Nike,”* Skripsi. Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora, Universitas Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. H. Langgeng Budianto, M.Pd

Kata kunci: Deiksis, Iklan, Nike, Slogan.

Fokus pada penelitian ini adalah pada jenis deiksis yang diusulkan oleh teori Levinson. Deiksis merupakan salah satu bagian dari studi analisis wacana, yang dibedakan menjadi lima kategori, yaitu: deiksis orang, deiksis tempat, deiksis waktu, deiksis sosial dan deiksis wacana. Deiksis dapat ditemukan dalam berbagai jenis media. Deiksis dapat ditemukan dari televisi, koran, majalah, dan bahkan dengan browsing di internet. Selain itu, tujuan dari penelitian ini adalah untuk mengetahui jenis deiksis dan interpretasi yang disampaikan dari sebuah iklan sepatu terkenal yang dipilih untuk dianalisis yaitu *Nike*, karena terdapat sebuah informasi dan interpretasi yang mendalam atau makna yang tersembunyi.

Penelitian ini menggunakan desain deskriptif kualitatif karena data dalam bentuk kalimat atau kata bukan angka dalam penulisan slogan atau moto. Penelitian ini merupakan bagian dari studi pragmatis yaitu *“Analisis Deiksis Pada Iklan Dalam Slogan Sepatu Nike.”* Untuk mengumpulkan data dalam penelitian ini, langkah-langkah berikut dilakukan. Pertama, peneliti menonton iklan *Nike* di televisi, membaca majalah olahraga dan internet. Kedua, membaca sejarah iklan *Nike* di internet. Ketiga, mengambil gambar dari slogan *Nike*.

Berdasarkan temuan penelitian ini, setelah dilakukan analisa dan menafsirkan data yang diperoleh. Ditemukan bahwa deiksis orang pertama sering digunakan dan dalam hampir semua slogan penggunaan deiksis orang pertama muncul. Ini adalah kata ganti tunggal *“Kami”* *“Saya”* dan *“Kami”* mengacu ke pembicara. Deiksis orang pertama adalah referensi pembicara untuk dirinya sendiri. Para deiksis berikutnya ditemukan yang lain dari jenis deiksis orang yaitu deiksis orang kedua dan ketiga. Deiksis orang kedua adalah *“Anda”* *“Itu”* dan *“Mereka”* mengacu pada pembaca. Deiksis orang ketiga adalah kata *“Orang”* dirujuk ke rujukan tidak diidentifikasi sebagai pembicara atau penerima dan biasanya berimplikasi pada gender.

Yang berikutnya adalah deiksis tempat dan deiksis waktu. Deiksis tempat adalah kata *“Di”* kepedulian terhadap spesifikasi lokasi dan deiksis waktu adalah kata *“Akan”* bahwa dasar untuk sistem perhitungan dan waktu pengukuran. Deiksis lain dalam slogan tersebut ditemukan kata *“Semuanya.”*

Akhirnya, disarankan pada peneliti selanjutnya yang tertarik untuk melakukan penelitian lebih lanjut di daerah ini untuk menggunakan temuan ini sebagai titik awal dalam melakukan penelitian dan mereka dapat menggunakan teori Levinson yang digunakan sebagai referensi tetapi dengan objek yang berbeda seperti wawancara informal dan teks pidato, konferensi, dan lain-lain.

CHAPTER I

INTRODUCTION

In this chapter, it explains about the reason of choosing this topic in background of the study, research questions which are investigated, purposes of research in objectives of the study, expectation for some target readers in significances of the study, scope and limitation, operational definition of the key terms and research method.

1.1 Background of the Study

Language has an important role in the process of social interaction. Language is not only used in oral communication but also it is used to communicate such as writing form the information or giving the information by mass media. Language is not simply a means of communicating information (Trudgill in Raja T Nashr, 1984: 140). From that definition it can be concluded that a language is used both as a medium in giving information and as means of establishing and maintaining relationship with other people.

In linguistics, deixis refers to the phenomenon wherein understanding the meaning of certain words and phrases in an utterance requires contextual information. Words are deictic if their semantic meaning is fixed but their denotational meaning varies depending on time or place.

The most obvious way in the relationship between language and context is reflected in the structures of language themselves through the phenomenon of deixis. Deixis deals with connection between a text and the situation in which text is used. Deixis concerns the ways in which languages encodes features of the

context of utterance and thus also concern ways in which the interpretation of utterances depends on the analysis of that context of utterance.

There are many meanings of deixis one of them is a technical term (from Greek) for one of the most basic things we do with utterances which refers to the means of expression of which the interpretation is relative to the (usually) extra-linguistic context of the utterance, such as: Who is speaking, the time or place of speaking, the gestures of the speaker, and the current location in the discourse. Some sentences of English are virtually impossible to be understood if we do not know the four parts above.

According to Levinson (1983: 54), defines that deixis is reference by means of an expression whose interpretation is relative to the context of the utterance, such as who is speaking, the time or place of speaking, the gestures of the speaker or the current location in the discourse. The interpretation of utterances depends on the analysis of that context of utterance.

Furthermore, Renkema (1993: 76) states that the word 'deixis' which is derived from the Greek word meaning 'to show' or 'to indicate' is used to denote the elements in a language which refer directly to the situation. It means that what the speakers or writers want is not always the same with the readers and listeners view so deictic words need to be explained in order to have the same view between the reader and the writer or between the speaker and the listener.

In addition, Yule (1985: 99) states that in a consistent way, some words in the language cannot be interpreted at all unless the context like *here, there, this, that, now, then, yesterday* as well as most pronouns such as *I, you, him, her, and them*.

For example: *They'll have to do that tomorrow, because they aren't here now.* Out of context, this sentence is extremely vague. It contains a large number of deictic expressions (they, that, here, tomorrow and now) which depend on their interpretation on the immediate physical context in which they were uttered (Yule, 1985:99).

Deixis as the one area of discourse analysis that refers to the world outside a text that help in interpreting or knowing what the writer's mean on the text. In consequence deixis is seen to be important in discourse analysis to expose the hidden meaning of the text. Deixis concerns the ways in which languages encode or grammatical features of the context of an utterance or a speech event.

In pragmatic, deixis describes words or expression of which the reference relies absolutely on context. Grundy (2000: 272) stated that deixis is indexical property of close class consisting of demonstrative which reference is determined in relation to the point of origin of the utterance in which they occur. In addition, Cummings (2005: 22) asserts that the term 'deixis' which includes linguistic expression from diverse grammatical categories as pronouns and verbs, describes entities within the wider social, linguistic or spatio-temporal context of an utterance. It is through reference to entities of these contexts that the hearers or readers can obtain the meaning of deictic expression.

A deictic center is a reference point which is related to a deictic expression or an expression that has a deictic usage which has to be interpreted. Grundy (2000: 34) stated that deictic center is the speaker's location at the time of utterance. Deictic expression are words with a reference point which speaker or writer is

dependent and is determined by speaker's or writer position in space and time (Renkema, 1993: 76).

Word or phrase requires contextual information to convey any meaning.

Deixis is an important field of language study in its own right and very important for learners of languages. But it has some relevance to analysis of conversation and pragmatics. It is often and best described as "verbal pointing," that is to say pointing by means of language. The linguistic forms of this pointing are called deictic expressions, deictic markers or deictic words; they are also sometimes called indexical.

Deictic expressions include such lexemes as: Personal or possessive pronouns (I/you/mine/yours), demonstrative pronouns (this/that), spatial/temporal adverbs (here/there/now/yesterday), other pronoun forms (so/do), personal or possessive adjectives (my/yours), demonstrative adjectives (this/that), and articles (the/an/a).

Allowing Hymes in Wardhaugh (2002: 246-248) used the word **SPEAKING** as an acronym for the various factors he deems to be relevant. The setting and scene (**S**), setting refers to the time and place; the concrete physical circumstances in which speech take place. Scene refers to the abstract the psychological setting, or the cultural definition of the occasion.

The participant (**P**) includes various combination of speaker-listener, addressor-addressee, or sender-receiver. They generally fill certain socially specified roles. Ends (**E**) refer to the conventionally recognized and expected outcomes of an exchange as well as to the personal goals that participant seek to accomplish on particular occasions. Act sequence (**A**) refers to the actual form and

content of what is said: the precise words used, how they are used, and the relationship of what is said to the actual topic at hand. Key (**K**) refers to the tone, manner, or spirit in which a particular message is conveyed: light-hearted, serious, precise, pedantic, mocking, sarcastic, pompous and so on. The key may also be marked nonverbally by certain kinds of behavior, gesture, posture, or even deportment. Instrumentalities (**I**) refers to the choice of channel; oral, written, or telegraphic, and to the actual forms of speech employed, such as the language, dialect, code, or register that is chosen. Norms of interaction and interpretation (**N**), refers to the specific behaviors and properties that attach to speaking and also to how these may be viewed by someone who does not share them; loudness, silence, gaze return, and so on. Genre (**G**), the final term, refers to clearly demarcated types of utterance; such things as a poem, proverbs, riddles, sermons, prayers, lectures, and editorials.

What Hymes offers in his **SPEAKING** formula is a very necessary reminder that talk is a complex activity, and that any particular bit of talk is actually a piece of ‘skilled work.’ It is skilled in the sense that, if it is to be successful, the speaker must reveal a sensitivity to and awareness of each of the eight factors outlined above.

Speaker and listener must also work to see that nothing goes wrong. When speaking does go wrong, as it sometimes does, that going-wrong is often clearly describable in terms of some neglect of one or more of the factors.

Moreover, deixis is a technical term from Greek for one of the most basic things we do with utterance. Or it can be said ‘pointing’ via language. Essentially

language, deixis concerns with the ways in which the interpretation of utterance depends on the analysis of that context of utterance.

The word advertisement comes from Greek; *ad-verere* which means tell a thinking or idea to other people (Klepper, 1986). Advertisement's language is a form of communication that consists of information and idea about product for public. Generally, the language used in advertisement does not have certain rules.

Advertising is one of the biggest and most continuous psychological influences upon the consumer (Rowse and Nolan, 1957:123), and according to wikipedia.org/wiki/Advertising, advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action.

Klepper (1986:22) said that advertisement is a part of marketing that helps a company to get the product into the consumer's hand. It delivers the message that is not merely informative but also persuasive.

It can be said that when there is an attractive advertisement, we like receive some invitation to buy the product or use the service offered. Therefore, advertising may perform its part in some ways such as merchandising plan the selling process, the character of the language, the location of the market. On the other hand, the advertiser must be expert in the technique of advertising, such as the method of obtaining attention, the effective use of illustration and the written form that will produce action.

A slogan is a memorable motto or phrase used in a political, commercial, religious, and other context as a repetitive expression of an idea or purpose. The word slogan is derived from *slogorn* which was an Anglicisation of the Scottish Gaelic and Irish *sluagh-ghairm tanmay* (*sluagh* “army”, “host” + *gairm* “cry”).

Slogans vary from the written and the visual to the chanted and the vulgar. Their simple rhetorical nature usually leaves little room for detail and a chanted slogan may serve more as social expression of unified purpose than as communication to an intended audience (Wikipedia.com).

One of the well-known advertising slogans belongs to Apple company, “Think Different”, which looks grammatically incorrect at first sight. Soon after its publication, it was being criticized as grammatically incorrect by the so called “grammar police”, with the arguing that as the word “think” is a verb, the usage of the adjective “different” was incorrect, therefore “Think Differently” would have been the grammatically correct formulation.

Nevertheless, the slightly irritating and grammatically puzzling formulation of the phrase make the slogan so memorable that it was highly successful in rejuvenating Apple’s image in the public and earned numerous awards. In fact, the grammatical mistake brings the positive development of the slogan and lead to the outstandingly positive receptions.

Deixis can be found in many kinds of media. It can be from television, newspaper, magazines and even by browsing on the internet. In addition, ***Just Do It*** is the famous Nike shoes’ slogan selected to be analyzed, because it has hidden

meaning of information and deep interpretation behind in the word or phrase between the writer and the reader.

When we read a text, many people have different feels or thinks. Sometimes, it is right or wrong, did not have the same idea as the researcher want, and many unpredictable opinion in interpreting the meaning of the text. Therefore, the opinion must be supported by credible data and theory of deixis to make more convincing and used to point thing in order to make clear what a writer means and also always communicates much more than what is said and as the basic way to make communication understandable.

There are many researchers who have conducted the research on the same field, yet they have different subjects and theories. Furthermore, this research has relation to the previous researchers on the same field.

Hana (2006) researched a descriptive study a deixis in Garfield Comic Strips in the Jakarta Post. She found that there were five kinds of deixis namely person deixis, place deixis, time deixis, discourse deixis, and social deixis. The data showed that the person deixis mostly appears in Garfield that the person deixis itself are divided into the first person, the second person, and the third person deixis. The first person deixis is used when the cartoonist wants to show the speakers who produce the utterances, while the second person deixis is used to show the referents indentified as the addressees, and the third person deixs is used to point to the referents not identified as the speakers or addressees.

The time deixis is used when it shows the time in which the utterances occur. In addition, the place deixis used to describe the place to the location of the

participants in the speech event based on the discourse context. And the last, the social deixis is used when it show the social status between the speakers and addressees.

Wahyuningtyas (2004) investigates deixis of advertisements published in Jakarta Post. She analyzed deixis used in the telecommunication tools advertisements of Jakarta Post are in forms of the person deixis, time deixis and place deixis. The three kinds of person deixis (first, second, and third person deixis) were used to identify the speaker, the addressee and the referents, which were neither speaker nor addressee.

In addition, time deixis was used to indicate certain periods of time when the advertisers began to give their service to the users. Meanwhile, the place deixis was used to refer the specification of location as well as what have been shown in the context.

Sholichah (2008) investigates the study discourse analysis on the deixis used in “Indonesia this morning” news program of metro TV website. She focuses on types of deixis proposed by Anderson and Keenan theory.

She found the temporal deixis often appears since the writer wants to express the time when the event occurs. And followed by person deixis that is divided into three types of person deixis in which the third person mainly used, then followed by the first person. The second person deixis not found. Meanwhile, the spatial deixis is rarely used since the writer wants to describe a location relative to the location of a participant in the speech event typically the speaker, as well as the ones that have been shown in the context.

Meanwhile, Uddin (2009) studies deixis in the writing form of advertisement in time magazine. He analyzed the advertisement of electronic product and Airlines Services in time magazine, and then concluded that the written forms used were reason why Sense Appealed Form, Testimonial Form, and Conversational Form. He found pronoun deixis, place deixis and time deixis.

Moreover, the word used in the advertisement has their own style thereby everyone is allowed to make the interpretation. Furthermore, the previous researchers studied several types of deixis to make their thesis more perfect. Thus, the researcher intends to understand in more detail include all types of deixis by using relevant theories to comprehend and explore the messages contained in the text. Based on the above, this research is significant and important to be done, in a research entitled “A Deixis Analysis of Advertisement in Nike’s Shoes Slogan.”

1.2 Research Questions

Based on the description on the background of the study above, the present research is an attempt to find the answers to the following questions:

1. What kinds of deixis are used in the advertisement of “Nike’s Shoes Slogan?”
2. How is the interpretation of the deixis used in the advertisement of “Nike’s Shoes Slogan?”

1.3 Objectives of the Study

Based on the problems of the study, this research is intended:

1. To investigate the kinds of deixis used.

2. To describe the interpretation of the deixis were delivered in the advertisement of Nike's Shoes Slogan.

1.4 Significances of the Study

The main direction of this research is expected to give contributions both theoretical and practical contributions. Theoretically, it is expected to give good contribution and consideration to develop knowledge in linguistics, especially in analyzing about deixis used in the advertisement of "Nike's Shoes Slogan."

Practically, this study is expected to give important direction and empirical source for the students, especially students of English Department who are interested in doing similar research in the same field in the future.

1.5 Scope and Limitation

This research focuses on deixis analysis that is used in "*Nike's Shoes Slogan.*" The researcher explores on the sport magazine, television and on internet which is proposed by Levinson's theory. While, the limitation of this study is that the researcher does not investigate the other fields of study but only investigates deixis in form of advertisement in "*Nike's Shoes Slogan.*"

1.6 Definition of the Key Terms

To avoid the misunderstanding of the readers about the terms used, the following key terms are defined below:

1. Deixis is reference by mean of an expression whose interpretation is relative to the context of the utterance, such as who is speaking, the time or place of speaking, the gestures of the speaker or the current location in the

discourse. The interpretation of utterances depends on the analysis of that context of utterance.

2. Advertisement is a tool to provide information which is persuasive about goods, ideas and services to people on many media.
3. Nike is an established heavy weight in the world of sportswear, equipment, and leisure merchandizing. From footwear for athletes to sport accessories and apparel.
4. Slogan is a word or phrase that is easy to remember and is used by a group or business to attract attention.

1.7 Research Methodology

This part discusses the method used in the study which comprises the research design, data source, research instrument, data collection and data analysis.

1.7.1 Research Design

The design of the research is descriptive qualitative method since the data are in the form of phrase or word not number that is the writing of slogan. This research is about a part of pragmatic study that is deixis analysis of advertisement in *“Nike’s Shoes Slogan.”*

The data are taken from the advertisement of sport magazine, and internet. In this research, the researcher analyzes and discusses the data descriptively. Therefore, the final outcome of this research is the description of the data.

1.7.2 Data Sources

The researcher got the data of this research by watching and reading carefully on the sport magazine, television and on internet. Besides, the researcher searched the utterances produced by commercial, precisely on “*Nike Shoe’s Slogan*”, and then the researcher tried to find the message, deep interpretation of why that slogan so simple.

Moreover, the researcher also explored some references from book and internet in the form of articles that contain comments, opinion, and other research findings related to this study.

1.7.3 Research Instrument

Every researcher said that this part is very important or it can be the most important, because without any instrument gathering in this research, this research will be unstructured. The instrument of this research is in the form of picture and text analysis. Thus, the researcher becomes the main instrument in this research, because he conducts all the things that make this research successful.

1.7.4 Data Collection

To collect the data in this research, the following steps are done. Firstly, the researcher picked up by watching the Nike advertisement on television, read the sport magazine and internet. Secondly, read the history of the Nike advertisement on the internet. Thirdly, took a picture of Nikes’ slogan.

Then, the researcher turned the attention to the slogan in Nike advertisement in order to find out the deictic words used in advertisement of Nike's shoes slogan.

1.7.5 Data Analysis

After the data have been collected, the researcher analyzes into the following steps. First, determining the word or phrase related with the deixis theory based on Levinson's theory, that is: Deixis is reference by mean of an expression whose interpretation is relative to the context of the utterance, such as who is speaking, the time or place of speaking, the gestures of the speaker or the current location in the discourse. The interpretation of utterances depends on the analysis of that context of utterance.

Second, analyzing according types of deixis proposed by Levinson then analyzes the word or phrase of Nike's shoes slogan into types of deixis such as person deixis, place deixis, time deixis, social deixis and discourse deixis. Third, describing the interpretation of data to get the real meaning behind the word or phrase in *Nike's Shoes Slogan.*" Finally, the researcher make conclusion after discussion.

CHAPTER II

REVIEW OF RELATED LITERATURE

To support the analysis, the researcher presents several theories related to the object of this study, deixis. Those are theory of deixis namely deixis person (first person, second person, and third person), place deixis, time deixis, social deixis, discourse deixis, the role of context in interpretation and the relation between Nike's shoes slogan on deixis. Then, the researcher also presents the story of Nike's shoes slogan.

2.1 Theory of Deixis

When we read a text, many people have different feels or thinks. Sometimes, it is right or wrong, did not have the same idea as the writer want, and many unpredictable opinion in interpreting the meaning of the text. Therefore, the opinion must be supported by credible data and theory of deixis to make more convincing and used to point thing in order to make clear, what a writer means and also always communicates much more than what is said and as the basic way to make communication understandable.

Deixis as the one area of discourse analysis that refers to the world outside a text that help in interpreting or knowing what the writer's mean on the text. In consequence deixis is seen to be important in discourse analysis to expose the hidden meaning of the text. Deixis concerns the ways in which languages encode or grammatical features of the context of an utterance or a speech event.

According to Levinson (1983: 54), defines that deixis is reference by mean of an expression whose interpretation is relative to the context of the utterance, such as who is speaking, the time or place of speaking, the gestures of the speaker or the current location in the discourse. The interpretation of utterances depends on the analysis of that context of utterance.

Furthermore, Renkema (1993: 76) stated that the word 'deixis' which is derived from the Greek word meaning 'to show' or 'to indicate' is used to denote the elements in a language which refer directly to the situation. It means that what the speakers or writers want is not always the same with the readers and listeners view so deictic words need to be explained in order to have the same view between the reader and the writer or between the speaker and the listener.

In pragmatic, deixis describes words or expression of which the reference relies absolutely on context. Grundy (2000: 272) stated that deixis is indexical property of close class consisting of demonstrative which reference is determined in relation to the point of origin of the utterance in which they occur. In addition, Cummings (2005: 22) asserts that the term 'deixis' which includes linguistic expression from diverse grammatical categories as pronouns and verbs, describes entities within the wider social, linguistic or spatio-temporal context of an utterance. It is through reference to entities of these contexts that the hearers or readers can obtain the meaning of deictic expression.

A deictic center is a reference point which is related to a deictic expression or an expression that has a deictic usage which has to be interpreted. Grundy (2000: 34)

stated that deictic center is the speaker's location at the time of utterance. Deictic expressions are words with a reference point which speaker or writer is dependent and is determined by speaker's or writer position in space and time (Renkema, 1993: 76).

Deictic expressions include such lexemes as: Personal or possessive pronouns (I/you/mine/yours), demonstrative pronouns (this/that), spatial/temporal adverbs (here/there/now/yesterday), other pronoun forms (so/do), personal or possessive adjectives (my/yours), demonstrative adjectives (this/that), and articles (the/an/a).

In addition, Yule (1996: 9) stated that a deictic expression is any linguistic form used to accomplish the 'pointing' via language. Fillmore quoted by Levinson (1983: 54) argues that the importance of deictic information for the interpretation of utterances is perhaps best illustrated by what happens when such information is lacking.

In consequence deixis is seen to be important in discourse analysis to expose the hidden meaning of the text. Deixis concerns the ways in which languages encode or grammatical features of the context of an utterance or a speech event. Deixis deals with connection between a text and the situation in which text is used.

2.2 Types of Deixis

The single most obvious way in which the relationship between language and context is reflected in the structures of languages themselves which through the phenomenon of deixis (Levinson, 1983: 54).

Every linguist has his/her own view and opinion about types of deixis. In this research, the discussion is focused only on Levinson theory, whose distinguish three major categories of deixis, namely person deixis, place deixis and time deixis.

2.2.1 Person Deixis

Person deixis is deictic reference to the participant role of a referent, such as: the speaker, the addressee, and referents which are neither speaker nor addressee. Person deixis is realized with personal pronouns. The speaker as first person, “*I*” directs the utterance to the listener as second person, “*you*” and could be talking about a third person, “*he*” or “*she*” (Renkema, 1993: 77).

According to Levinson (1992: 62), person deixis concerns with the encoding of the role of participants in the speech even in which the utterance in question is delivered. Although person deixis is reflected directly in the grammatical categories of person, it may be argued that we need to develop an independent pragmatic framework of participant roles, so we can see how and to what extent these roles are grammatical in different languages. In addition, Yule (1996: 10) adds that person deixis clearly operates on a basic three-part exemplified by the pronouns for first person (*I*), second person (*you*), and third person (*he, she, and it*). Meanwhile, in many languages, these deictic categories of speaker and addressee are elaborated with markers of relative social status such as addressee with higher status and addressee with lower status. Person

deixis is commonly expressed by the following kind constituents, namely: pronoun, possessive affixes of nouns, and agreement affixes of verbs.

2.2.1.1 First Person Deixis

The first person deixis is deictic reference that refers to the speaker, or both the speaker and referents grouped with the speaker. For examples, the following singular pronouns: *I, me, myself, my* and *mine*, or the following plural pronouns: *we, us, ourselves, our* and *ours*. First person deixis is grammaticalization of the speaker's reference to himself (Levinson, 1992: 62).

For examples:

A: *I think this country needs good leader.*

The word "I" in this utterance is referring to the speaker (A) and it is expressed in a singular pronoun.

Here some kinds of the first person deixis

- 1) Exclusive first person deixis.
- 2) Inclusive first person deixis.

Exclusive first person deixis refers to group not including the addressee. For example: Adam is Moslem and he becomes speaker in million Christian.

Adam: Our religion is honest.

Inclusive first person deixis is deixis that refers to a group including the addressee. For example: Mulyani is one of Indonesian people who become politician.

Mulyani: We are Indonesian people and we must obey the government's rules.

So in many languages, there are two first person plural pronouns, corresponding to inclusive of addressee and exclusive of addressee (Levinson, 1983: 69).

2.2.1.2 Second Person Deixis

Levinson (1983: 62), stated that the second person deixis is the encoding of the speaker's reference to one or more addressees (*you, your, yours, yourselves*). It is related with Renkema (1993: 73) that the manner in which the second person is addressed can, in some languages, also provide an insight into the relationship between the first and the second person.

Meanwhile, Grundy (2000: 24) 'you' has a much more general reference. The word 'you' can be used both deictically (when context is required to determine the reference) and non-deictically (when the reference is general rather than to particular identifiable persons). 'You' is also used in English in a much wider range of social context than

would be represented by a single second person reference term in most other languages (Grundy, 2000: 26)

Furthermore, the word ‘you’ might be thought to pick up the addressee(s) and identify ‘him/her/them’ as the referent. Consider the following utterance; Teacher said to the students that:

You must study hard and read your book clearly.

“You” in this utterance is not only referring to the special or one student (addressee) but also refer to the all of students and it can be woman and man.

2.2.1.3 Third Person Deixis

According to Levinson (1983: 62), third person deixis is the encoding of reference to persons and entities which are neither speaker nor addressee of the utterance. Familiar ways in which such participant-roles are encoded in language are of course the pronouns and their associated predicate agreements. In the word, third person deictic is reference to a referent which is not identified as the speaker or addressee.

For example: A: *Where is Ann?*
 B: *She watches the cinema in her friend*

The mean of “*she*” here, it is not A (speaker) and B (addressee) but it refers to the Ann (not identified as the speaker or addressee).

The third person pronoun, he, she, it and they are not usually used deictically but rather refer anaphorically to object or person already mentioned in the discourse (Grundy, 2000: 27).

2.2.2 Place Deixis

Levinson (1983: 62) stated place deixis concerns the encoding of spatial location relative to the location of the participants in the speech event. Probably most languages grammaticalize at least a distinction between proximal (close to speaker) and distal (sometimes close to addressee). But many make much more elaborate distinctions as well shall see. Such distinction are commonly encoded in demonstratives (as English *this* vs. *that*) and in deictic adverbs of place (like English *here* vs. *there*).

Lyons in Levinson (1983: 79) also stated that place or spatial deixis concerns with the specification of location relative to anchorage points in the speech events. The important of locational specification in general can be gauged from the fact that there seem to be basic ways of referring to objects by describing or naming them, on the one hand, and by locating them on the other.

Renkema (1993: 78) explains that in place deixis a speaker can refer to something that is in the vicinity of further way: "*this*", "*these*" as opposed to "*that*", "*those*". Place deixis can be realized not only by the use of demonstrative pronouns, but also by the use of adverbs of place: "*here*" and "*there*". Thus *here* and *there* may be the most direct and most universal

examples of spatial or place deixis. As the first approximation, English “*here*” denotes a region including the speaker, “*there*” is a distal region more remote from the speaker (Horn and Ward, 2004: 16).

Yule (1996: 94) stated that place indication take part in the deictic system or language by virtue of the fact for many locating expression the location of one, or another, or both of speech act participants can serve as a spatial reference point. The concept of distance is considered relevant to spatial deixis, wherever relative location of things is being indicated. Contemporary English uses only two adverbs: *here* and *there*. There are some verbs of motion, such as *go* and *come*, which certain a deictic sense when they are used to mark movement toward the speaker. Consider the following utterance:

Sorry, I cannot got there.

It means that the speaker cannot come to addressee’s place. It does not refer to other place and it is a distal place deixis.

Meanwhile, for most but not all speakers English, there is a proximal demonstratives, *that* (plural. *those*). Each many be used either as a pronoun or in combination with a noun. Although demonstrative encoding two degrees of proximity to the speaker, as in English, is the commonest pattern across language. Other place deictic includes.

Here (proximal), *there* (distal), *where* (and the archaic hither, hence, thither, thence, whither, whence)

Left, right
Up down, above, below, in front of, behind
Come, go, bring, and take (Grundy, 2000: 28)

For example: *I stand in front of you*

“*In front*” indicates the place deixis it means that the speaker going to that place (in front).

Yule (1996: 93) stated that there are three different ways to point out whether place deixis refers to; those gesture, symbolic and anaphoric. Gesture is used by which it can be properly interpreted only by somebody who is monitoring some physical aspects of the communication situation. For example:

John: *I want to put it there*

You have to know where the speaker is pointing in order to know what place he is indicating.

Yule (1996) stated that symbolic used of a deictic expression means that the interpretation involves merely knowing certain aspects of the speech communication situation, whether this knowledge comes by current perception or not. Consider the following utterance:

A: *is Ann there?*

This time we understand the word ‘there’ as meaning ‘in the place where are you’.

Yule (1996) stated that anaphoric is the can be correctly interpreted by knowing what other portions of the same discourse that expression is co-

referential with anaphoric use of an expression, which can be seen in the sentence. Consider the following utterance;

I read my book in library and I put it there.

In that case, the word refers to a place which had been identified earlier, namely library.

2.2.3 Time Deixis

Time deixis is also called as temporal deixis, the basis for systems of reckoning and measuring time in most languages seem to be the natural and prominent cycles of day and night, lunar months, season and years.

Time deixis is a reference to time relative to a temporal reference point and it is typically the moment of utterance. These language resources are the adjectives of time in the line *yesterday, now, tomorrow*, and the verb tenses. The verb sometimes also has another function besides referring to a specific time (Renkema, 1993: 79).

Time deixis concerns the encoding of temporal point and spans relative to the time at which an utterance was spoken (a written message inscribed). This time, following Fillmore in Levinson (1983), we shall call coding time or CT, which may be distinct from receiving time or RT. Thus, just as place deixis encodes time on co-ordinates anchored to the time of utterance. Time deixis is commonly grammaticalized in deictic adverbs of time (like English *now* and *then, yesterday, and this year*), but above all in tense (Levinson, 1983: 62).

According to Levinson (1983: 75), the deictic words *yesterday*, *today*, and *tomorrow* pre-empt the calendrical or absolute ways of referring to the relevant days. Furthermore aspects of the interaction of calendrical reckoning and time deixis arise when we consider complex time adverbials like *last Monday*, *next year* or *this afternoon*. These consist of deictic modifier this, next, last etc.

Here is a list of some of the deictic items whose referent can only be determined in relation to the time of the utterance in which they occur.

This/last/next Monday/week/month/year
Now/then/ago/later/soon/before
Yesterday/today/tomorrow

Although making such a list is relatively simple, the use of time deictic is not always so straightforward. For example: If a mother says to her child at the beginning of July.

“I hope you are going to do well this year”

She knows that this year refers to the school year. If a mother says it on 24 May, her birthday, it refers to year up until her next birthday.

Another important time deictic is the tense system. In fact, almost every sentence makes reference to an event time. Often this event time can only be determined in relation to the time of utterance (Grundy, 2000: 32).

2.2.4 Social Deixis

Social deixis does not deal with three main components (person, place and time) of the coordinate system of subjective orientation, but they show how

different social rankings and the participants of communication utter relationships within society via language. Briefly, it is rather to refer to the level of relationship between people than to information.

Levinson (1983: 90) stated that social deixis concerns with the aspects of sentences which reflect or establish or determined by certain realities of participants or the social situation in which the speech event occurs.

Social deixis concerns about aspect of sentences which reflect or establish or are determined by certain realities of the social situation in which the speech act occurs (Fillmore in Levinson, 1983: 63). There are of course many aspect of language usage that depends on these relations, but these usages are only relevant to the topic of social deixis in so far they are grammaticalized. Obvious examples of such grammaticalizations are 'polite' pronouns and titles of address, but there are many other manifestations of social deixis (Brown in Levinson, 1983: 89). In conclusion, social deixis is reference to the social characteristic of, or distinctions between the participants or referents in a speech event.

According to Levinson (1983: 90-93), there are two basic kinds of social deixis information that seems to be encoded in language around the world. They are: Relational social deixis and Absolute social deixis.

Relational social deixis is a deictic reference to some social characteristic of referent apart from any relative ranking of referents or deictic reference to a social relationship between the speaker and addressee.

Consider the following utterance;

Dr. Williams is conducting a lecture.
Williams is conducting a lecture.

According to Levinson (1983) that imagine situation in which the first utterance is produced by secretary (the speaker) to a student (the addressee). The secretary reflects the superior social status of the lecturer both to herself and to the student through the use of an academic title and last name. The same student leaves the secretary's office and runs into some his friends. He produces the second utterance above in response to their query concerning the whereabouts of Dr. Williams. On this occasion, the student's use of last name alone is reflection of the social status that he shares with his peers.

Absolute social deixis is a deictic reference usually expressed in certain forms of address which will include no comparison of the ranking of the speaker and addressee. For examples: your highness, Mr. President, your majesty, etc.

Briefly, social deixis is a deictic expression used to distinct social status. Social deixis separated in to two kinds relational and absolute social deixis.

2.2.5 Discourse Deixis

Discourse deixis deals with the orientation in the text through the writer or the speaker, the relation of the text passages to the current utterance either as a head of time or past, forthcoming or simultaneous. It encodes reference to portions of the unfolding discourse in which the utterance is located (Levinson, 1983: 62).

It means that discourse deixis is deictic reference to a portion of a discourse relative to the speaker's current location in the discourse, such as: above, below, last, previous, proceeding, next or following (usually used in texts) and this, that, there, next, last (usually used in utterances).

In addition, Cummings (2005: 28) stated that in discourse deixis, linguistic expressions are used to refer to some parts of the wider discourse (either a written text or an oral text) in which these expression occur. A written text both occupies space and is composed and read at certain points in time. A similar temporal dimension is conferred on an oral text through the time-specific acts of speaker production and addressee reception.

Given these spatial and temporal aspects of oral and written text, it is unremarkable that discourse deixis should be expressed through many of the same linguistic element that are used to express space (place) and time deixis

Levinson (1983: 85-86), added that discourse deixis should be distinguished from a related notion that of anaphora. Moreover, discourse deixis shares with anaphora and cataphora the capacity to function as a text cohesion device.

As we noted, anaphora concerns with the use of a pronoun to refer to the same referent as some prior terms. Anaphora can hold within sentences, across sentences, and across at speaking in a dialogue. Deictic or other referring expressions are often used to introduce a referent, and anaphoric pronouns are used to refer to the same entity thereafter.

However, it is important to remember that deictic and anaphoric usages are not mutually exclusive. Therefore, in principle the distinction is clear: when a pronoun refers to a linguistic expression itself, it is discourse deictic. When a pronoun refers to the same entity as a prior linguistic expression refers to, it is anaphoric.

Moreover, discourse deixis shares with anaphora and cataphora (cataphoric, if the reference is to subsequent discourse) the capacity to function as a text cohesion device (Cummings, 2005: 29).

For example: *Ton: I have never seen her*
Joke: That's a lie

The pronoun 'that' does not seem to be anaphoric (unless it is held that it refers to the same entity that Tone's utterance does a proposition or truth value) nor does it quite seem to be discourse deictic (it refers not to the sentence but perhaps to the statement made by uttering that sentence) (Levinson, 1983: 87).

In other words, discourse deixis is an expression used to refer to certain discourse that contains the utterance or as a signal and its relations to surrounding text.

2.3 The Role of Context in Interpretation

Language is one of way for communicating meanings. The essence of language is human activity - activity on the part of one individual to make himself understood by another and an activity on the part other to understand what was in the mind of the first (Rankema, 1993: 8). It means that the interpretation of what people mean can be

different accordance with the context used. Therefore, it is very important to show what the factor that influences the meanings itself. We can say words in a good arrangement without concerning the context, the words would be meaningless. So that. It is necessary to know the situation in which the languages use.

The word “context” refers to those particular elements of a situation that could affect the text in some way, (Halliday and Hasan, 1989: 5-9) such as the effects of time, place, ideology, relationships. Moreover, language has two potentially important contextual effects: that in which it is created and that in which it is interpreted. Therefore, in interpreting the language meaning gives some influence in catching the meaning of language itself, therefore, it can be said that meaning of languages cannot be separated from context.

In interpreting sentence, the people must know the context in which language is used; they should know the particular meaning of the words or sentences. People must also know the fact that one particular sentence is being talked about, however knowing these things do not help the people to understand the sentence completely. The situation and people's knowledge about situation in this case context of language help to get full understanding.

Context of situation is the way of describing how the writer or speaker produce the sentences and how he associated them with the components of the context of the situation. According to Hymes in Brown and Yule (1983: 38) propose the components of the context of the situation such as - participant, topic, setting, channel, code, message-form, event, key, and purpose.

Participant refers to the addresser (speaker or writer who transmit a message), addressee (hearer or reader who receive a message) and audience. Topic refers to what is being talked about. The setting refers to where the event is situated in place and time and in term of the physical relations). Channel is a medium that used in delivering information. Code is what language or dialect style of language being used. Message-form is refers to what form is intended such as chat, debate, sermon. The event refers to in what situation the sentence being used. The key is evaluation message. In addition, the last is purpose that is what did the participant intend should come about as a result of the communicative event.

2.4 Advertisement

The word advertisement comes from Greek; *ad-vere* which means tell a thinking or idea to other people (Klepper, 1986). Klepper (1986: 22) said that advertisement is a part of marketing that helps a company to get the product into the consumer's hand. It delivers the message that is not merely informative but also persuasive.

Advertising is one of the biggest and most continuous psychological influences upon the consumer (Rowse and Nelson, 1957: 123). It means that when there is an attractive advertisement, we are like to receive some invitation to buy the product or use the service offered.

In other view, Whittier (1955: 48) said that an advertisement is any paid for message that seeks to motivate someone. It means that advertisement is paid message that seeks to make someone buy a product, use a service, or embrace an idea.

One of the important elements of an advertisement is the message. It contains what an advertiser plans to say to the target audience through the promotion. In this part, language plays an important role since almost all advertisements use language in stating their messages.

Related to the reason, Trudgill in Raja T Nash (1984: 141) said that there are two aspects of language behavior which are important from a social point of view, those are the function of language is establishing social relationship and the role-played by language in conveying information about the speaker.

2.4.1 The Function of Advertisement

It has been agreed by many market researchers that an advertisement should have four functions, which can be generalized by four words: Attention, Interest, Desire, and Action.

(1) Attention

A good advertisement should attract the consumer to direct their attention to the product of it. To achieve this, advertisers always try to make their advertisements special in some ways, even stupid and awkward. This is because striking things remain longer in human minds than normal ones.

(2) Interest

The introduction and publicity of an advertisement should arouse consumers' great interest. The interest may be caused by an eye-catching image, a pleasant jingle, a funny advertising plot or a surprising slogan. When they are interested

in the product advertised, they will learn more about it. From this, the confidence in the product will be gradually achieved.

(3) Desire

The publicity of advertising should stimulate consumers' desire to buy the product, and make them realize that this product is just what they want.

Previously, most advertisements aimed at promoting their products' merits, which is called product-oriented. However, there has been a shift of focus from product-oriented to audience-oriented, which is primarily concerned with the needs and wants, the hopes and fears of the target audience.

(4) Action

The advertising makes consumers to respond to the advertising information and evokes them to take the action of purchasing. It is here that the topmost task of advertising is fulfilled.

2.4.2 The Components of Advertisement

According to the definition of the advertising, most of the advertisements should have the following components:

(1) Advertiser

The advertiser is the sender of information and all the advertising activities should be consistent with the purpose and willingness of the advertiser. The advertiser should be a recognizable group, including corporation, enterprise, government, organization and individual.

(2) Advertising Fee

The advertising fees are paid by the advertiser no matter it's operated by itself or other agency. Because advertising is a kind of marketing action, an advertiser has to pay for its advertisement.

(3) Advertising Information

Advertising information is the principal contents an advertisement wants to disseminate. Advertising is a series of planning actions, so the information of advertising should be aimed at the certain target market and consumers, and should avoid aimlessness. The dissemination of information should be accurate, definite, recognizable and moderate in length.

(4) Advertising Media

Media are the means of the dissemination of advertising, including newspaper, magazine, broadcast, TV program, billboard and mail. The newspaper, magazine, broadcast and TV are called the four main media of advertising. Moreover, any kind of objects or tools can be a medium for the advertisement, such as airplane, train, bus, building, neon light, movie, package, exhibition, and etc. Different kinds of media have different features, disseminating area, target audience and speed.

Within the advertisement itself, the components are headline, body copy, slogan, illustrations and colors, trademark, and brand name. These elements are named as visual elements. Another kind of elements, audio elements are advertising commentary, advertising music and advertising sounds. In these

elements, headline, body copy and slogan are the most important elements in an advertisement. In this study, researcher would like to pay more attention to slogans, which carry the features of being explicit, refined and inflammatory.

2.5 Slogan

A slogan is a memorable motto or phrase used in a political, commercial, religious and other context as a repetitive expression of an idea or purpose. The word slogan is derived from *slogorn* which was an Anglicisation of the Scottish Gaelic and Irish *sluagh-ghairm tanmay* (*sluagh* “army”, “host” + *gairm* ”cry”). (Wikipedia.com)

Slogans vary from the written and the visual to the chanted and the vulgar. Their simple rhetorical nature usually leaves little room for detail and a chanted slogan may serve more as social expression of unified purpose than as communication to an intended audience.

Therefore, in general, a slogan is a memorable motto used in political, commercial, religious, and other contexts as a repetitive expression of an idea or purpose. In the particular case of an advertising slogan, it is a verbal logo normally appearing just beneath or beside the brand name or the logo of the product. A slogan is kind of a condensed message of the whole advertisement which advertisers want their customers to remember most. It is the usual case that slogans come to customers’ mind first when they think about the products.

In his book, *Creative Advertising*, Charles L. Whittier (1958: 11) says a slogan:

“...should be a statement of such merit about a product or service that it is worthy of continuous repetition in advertising, is worthwhile for the public to remember, and is phrased in such a way that the public is likely to remember it.”

2.5.1 Requirements of a Good Advertising Slogan

A slogan should: Be memorable, recall the brand name, include a key benefit, differentiate the brand, impart positive feelings for the brand, reflect the brand’s personality, be strategic, be campaign-able, be competitive, be original, be simple, be neat, be believable, and help in ordering the brand.

A slogan should not: Be in current use by others, be bland and generic, prompt a sarcastic or negative response, be pretentious, be negative, be corporate waffle, make you say “so what?,” be meaningless, be complicated or clumsy.

2.5.2 The Functional of Slogan

A marketing slogan can play a part in the interplay between rival companies. A functional slogan usually:

1. Stated product benefits (or brand benefits) for users (or potential buyer).
2. Implies a distinction between it and other firms’ products, of course, within the usual legal constraints.
3. Makes a simple, concise, clearly defined, and appropriate statement.
4. Is witty; or, adopts a distinct “personality.”
5. Gives a credible impression of a brand or product.
6. Makes the consumer experience an emotion, or creates a need or desire.
7. Is hard to forget, it adheres to one’s memory.

The business sloganeering process communicates the value of a product or service to customers, for the purpose of selling the product or service. It is a business function for attracting customers. Furthermore, advertisement and slogan language are a form of communication that consists of information and idea about product for public. Generally, the language used in those does not have certain rules.



CHAPTER III

FINDING AND DISCUSSION

In this chapter, the analysis of the data is done in line with the formulated research question. It consists of two parts; research findings and discussion.

3.1 Research Findings

Datum 1



The sentence “*SHOW US YOUR GAME WITH RISK EVERYTHING*” is the slogan of Nike’s shoes 2014. The slogan is used for football World Cup in Brazil. The

sentence “*SHOW US YOUR GAME WITH RISK EVERYTHING*” means much more sobering and serious, it depicts how star players face enormous amounts of pressure building up to the World Cup. Playing for country is an honor every footballer wants, but with that honor comes immense pressure and responsibility. The aim is to show how some of the world’s best players succeed despite that pressure, through their willingness to risk everything.

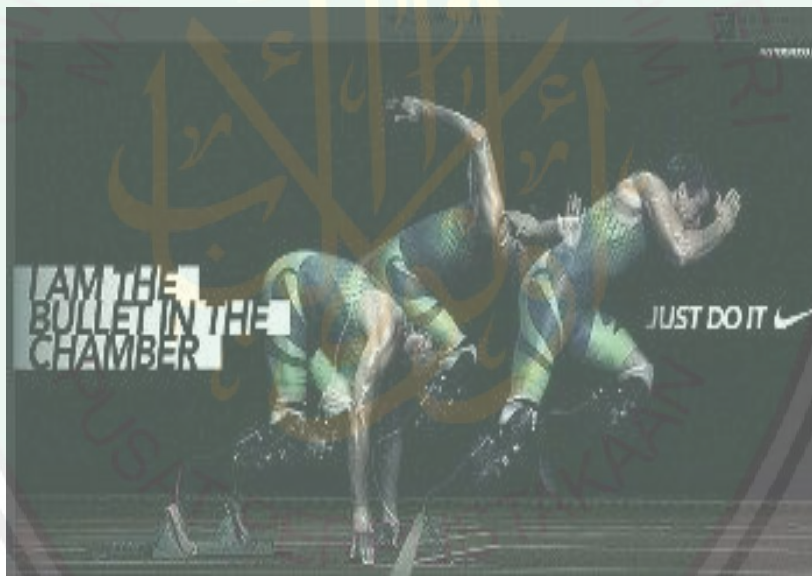
Besides that sentence, at the first picture there are picture skull, flaming dice and balls. There is a meaning contained therein, skull represent death and darkness but in this case, skull here represents the football players who fought to defend his country half to death regardless of what happens on the results at the end of the match. Pressures and risks to be faced is not an obstacle for them to make the country a world champion.

The burning dice usually represent a small cube with each side having a different number of spots on it, and ranging from one to six. That dice means a football game described as dice which cannot be guessed what is the number that will come out after the dice was thrown, therefore the chance to become a champion in the game is wide open to anyone who wants to achieve with high spirits.

Lastly is flaming ball means that it takes passion, hard work, determination, ability, teamwork in a football game to get maximum results. Besides the main purpose in the game is to win, presenting an attractive game will add its own value on the team generally to the fans who support and football lovers.

The deixis were found “*Us*” “*Your*” and “*Everything*”. Plural pronoun “*us*” as first person deixis which referred to speaker with described some of the world’s best players face enormous amounts of pressure building up to the World Cup. Possessive pronoun “*Your*” as second person deixis which referred to the readers or addressee to show their whole ability, strength, and spirit to fight all obstacles faced for a purpose. Lastly is the word “*Everything*” referred to a variety of barriers and obstacles that may be faced.

Datum 2



The sentence “*I AM THE BULLET IN THE CHAMBER*” contained in the picture has meaning that the person described himself like a bullet plummeted earthward at full speed from a gun that has been fired. However, in reality the person does not have a pair of legs like a normal human being. It is concluded that in a

shortage, we ought not to regret the shortcomings found in ourselves. However, if we assume a lack of it is grace, and then we will never desperate to live a life as a deficiency that is not a reason to stop in reaches achievement.

Slogan in the advertisement has motivate and inspire their readers that a deficiency is not a barrier to achievement and remind everyone not to insult people who are disabled due to a disabled person is also a human.

The deixis found were singular pronoun “*I*” as first person deixis which referred to the speaker or person who does not have a pair of legs and “*In the chamber*” present the place deixis which has meaning as particular person inside the stadium who participate on the event.

Datum 3



The sentence “*WE WILL RUN THROUGH OBSTACLES*” means that the process for reach a goal requires a hard struggle to deal with any kinds of obstacle and

risk that might occur in any situation. Therefore, failure is not an answer from an achievement, but a reflection to begin a new step in order to achieve a better objective. “**WE WILL MAKE IT COUNT**” means everything that we stand for in earnest, then the results obtained will be in excess of what is expected.

There are two genders in the advertisement containing a message that success does not look at men or women, but success comes to anyone who has the determination to reach it.

The deixis in the slogan were “**We**” “**Will**” and “**It**”. Found two plural pronoun “**We**” as first person deixis which invites the readers to not desperate easily. The word “**Will**” as time deixis time because an adverb of time to indicate the future. Being markers of the future, adverbs of time can also be used with the modals *shall*, *will* and *be going to*. The last is the word “**It**” as second person deixis which explain the object.

Datum 4



There are two phrases in that picture that the first sentence is “**EVERYONE LOSES GAMES**” means that everyone has experienced a failure in everything, and the second is “**FEW CHANGE THEM**” means not everyone can rise from their failure.

The both of phrases are invites to everyone who ever or never have experienced a failure to think positively what has been obtained. The main thing is to rise from defeat determination and willingness in us, and also the willingness to accept the fact that we cannot always expect come true.

Life is learning, so when making mistakes rather than regret, it is better to learn from the experience. The most important thing is, in whatever condition, always and as much as possible to do the best. How difficult in any case, do not run from problems or to procrastinate in completing it.

Someone who is willing to learn the lessons of failure is not going to be easy to fall on the same mistake and will be more cautious in the future and will not fall on the same failure.

The deixis found were pronoun deixis “**Everyone**” as third person deixis which referred to neither speaker nor addressee, and referred to everyone who ever or never have experienced a failure. And pronoun “**Them**” as second person deixis which explain the object of phrase or the word “*games*” could be interpret as a dynamic of life.

Datum 5



The phrase which written “*DEFEND YOUR LEGACY*” means that strive to maintain a reputation, and the other phrase was written “*MAKE YOUR FUTURE*” means that future would not happen if not starting from now.

Look at from the picture was described in football match situation, and there is someone who maintains the goalpost to prevent a goal. One person can represent any of the parties, in particular to all the football players to play in earnest in order to maintain a reputation as a champion, both playing at a club or country because it will be harder to maintain than to achieve it.

Therefore, the slogan invites us not only to dream but do it in order to realize a dream in the future. Create a future that is not an easy matter because it will be a lot of vagaries and obstacles that must be passed. The deixis found possessive pronoun

“*Your*” as second person deixis which referred to the readers or addressee who have a dream to make it happen in the future.

There is a phrase of slogan in different picture which the same written and both of are in datum 2 and datum 4. The phrase is “*JUST DO IT*” means do not think, do not ask, do not talk about it, do not regret it, just do it. It appeals to the desire to be free, independent, overcoming all obstacles and social and physical inhibitions and limitations.

How can three simple words “*JUST DO IT*,” people feel and identify with the power in the words because they are simple and true. The phrase itself has finality in “*It*.” Looking at the first word of the world famous three word sentence: “*Just*” for instances where the word “*Just*” can recall that the term is generally associated with simple tasks or does not imply anything major or extremely important. For example, “Just for two minutes” or “Just get one apple” are phrases in neither which just is placed before nouns or instances which are not time consuming nor a hassle. This connects to why the terms “*Just*” in Nike’s shoes slogan imply how easy it should be to go out and run or work hard.

Combining the final two words, “*Do It*” show vagueness associated with the term which is important because Nike endorses a variety of products. “Do” relates to the physical activity Nike is attempting to convince the world to do, and is straight and to the point making it extremely catchy and memorable. “*It*” could mean an endless possibility of athletic terms and is a good word choice because it can be interpreted in any way the viewer would want it to be.

That phrase has encouraged individuals everywhere to take that next step up. In spite of its origin has remained a very popular slogan since then. It is arguably one of the best inspirational phrases. “*JUST DO IT*” was open to interpretation, and many folks adopted it as their private mantra, and not just in the realm of fitness and exercise.

They just did all sorts of things as they strove toward personal goals, this incredibly simple writing that seems to kind of say more with perspective meaning. What this simply means is that we are going to do, what we said, and we want to do right now with no excuses or we should forget about it all together. When there is a task to be done, be proactive and just do it.

The interpretation focus on be proactive, it means that about taking responsibility for our lives. We cannot keep blaming everything on our parents or grandparents. Proactive people recognize that they are “*response-able*.” They do not blame genetics, circumstances, conditions, or conditioning for their behavior. They know they choose their behavior. Reactive people, on the other hand, are often affected by their physical environment. They find external sources to blame for their behavior. If the weather is good, they feel good. If it is not, it affects their attitude and performance, and they blame the weather. All of these external forces act as stimuli that we respond to. Between the stimulus and the response is our greatest power, we have the freedom to choose your response. One of the most important things we choose is what we say.

Our language is a good indicator of how we see ourselves. A proactive person uses proactive language; “*I can, I will, I prefer, etc.*” A reactive person uses reactive

language; “*I cannot, I have to, if only.*” Reactive people believe they are not responsible for what they say and do, they have no choice.

The slogan written “*JUST DO IT*” was identified second person deixis because the word “*It*” in the last phrase as an object refers to the consumers and belongs to the all people. Not only persuade them to buy the product but also inspire to remain always passionate and positive thinking in doing something.

3.2 Discussion

After presenting and analyzing five data of phrase in advertisement of Nike’s shoes slogan based on Levinson’s theory, that is: Deixis is reference by mean of an expression whose interpretation is relative to the context of the utterance, such as who is speaking, the time or place of speaking, the gestures of the speaker or the current location in the discourse. The interpretation of utterances depends on the analysis of that context of utterance.

The deixis namely deixis person (first person, second person, and third person), place deixis, time deixis, social deixis, discourse deixis. The next part is discussion of the data to answer the research problem proposed in previous chapter.

In **datum 1**; the deixis were found “*Us*” “*Your*” and “*Everything*”. Plural pronoun “*Us*” as first person deixis which referred to speaker with described some of the world’s best players face enormous amounts of pressure building up to the World Cup. Possessive pronoun “*Your*” as second person deixis which referred to the readers or addressee to show their whole ability, strength, and spirit to fight all obstacles faced

for a purpose. Lastly is the word “*Everything*” referred to a variety of barriers and obstacles that may be faced.

It can conclude that the deixis found were plural pronoun “*Us*” as first person deixis, possessive pronoun “*Your*” as second deixis and the word “*Everything*” as other deixis.

In **datum 2**; the deixis found were singular pronoun “*I*” as first person deixis which referred to the speaker or person who does not have a pair of legs and “*In the chamber*” present the place deixis which has meaning as particular person inside the stadium who participate on the event.

It can conclude that the deixis found were singular pronoun “*I*” as first person deixis, and the word “*In*” as place deixis.

In **datun 3**; the deixis in the slogan were “*We*” “*Will*” and “*It*”. Found two plural pronoun “*We*” as first person deixis which invites the readers to not desperate easily. The word “*Will*” as time deixis time because an adverb of time to indicate the future. Being markers of the future, adverbs of time can also be used with the modals *shall*, *will* and *be going to*. The last is singular pronoun “*It*” as second person deixis which explain the object.

It can conclude that the deixis found were plural pronoun “*We*” as first person deixis, then the word or the modal “*Will*” as time deixis and last is singular pronoun “*It*” as second person.

In **datum 4**; the deixis found were pronoun deixis “*Everyone*” as third person deixis which referred to neither speaker nor addressee, and referred to everyone who

ever or never have experienced a failure. And pronoun "**Them**" as second person deixis which explain the object of phrase or the word "*games*" could be interpret as a dynamic of life. It can conclude that the deixis found were pronoun deixis "**Everyone**" as third person and the pronoun "**Them**" as second person.

In **datum 5**; the deixis found possessive pronoun "**Your**" as second person deixis which referred to the readers or addressee who have a dream to make it happen in the future. So in last data or datum 5 was found possessive pronoun "**Your**" as second person.

From the analysis, it was found that the first person deixis was often used and in almost all slogans the first deixis was existed. It were singular pronoun "**Us**" "**I**" and "**We**" referred to the speaker. First person deixis is grammaticalization of the speaker's reference to himself.

The next deixis were found the other of type person deixis that are second and third deixis. The second deixis were "**Your**" "**It**" and "**Them**" referred to the readers. Third person deixis was the word "**Everyone**" referred to a referent not identified as the speaker or addressee and usually implies to the gender.

The next were place deixis and time deixis. The place deixis is the word "**In**" concern for the specification of locations and the time deixis is the word "**Will**" that the basis for systems of reckoning and measuring time. Other deixis in those slogans was found the word "**Everything**."

Moreover, the phrase and sentence in Nike's shoes slogan that has become identified with a particular person, group, or idea. It is usually intended to promote the

person, group, thing in question, for whatever goal is desired. It emotionally provocative, rather than statements meant to be meaningful in their own right.

Language is a great source of power for advertising; it uses different linguistic techniques at different levels to be persuasive and seductive, such as phonetics, lexis and morphology, semantics and pragmatics. These linguistic devices are so successful that they reflect both cultural and social values and manage to create new attitudes and needs.

However, language is not the only tool used in advertising. Advertisers employ it in synchrony with many other forms of communication, such as images and sounds, in conveying meaning to their messages.

Advertising is more or less a one way channel of communication, in which the producer and the receiver are relatively distant, hence the challenges to create a relationship between them. As a process of communication, advertising is represented as a continuum of text functions, fluctuating between informing and manipulating.

In this respect, advertisements should inform; giving appropriate and accurate information about the tourist product, persuade; they should influence people's attitudes to maintain their interest in the product, and induce action; encourage people to purchase the product advertised. In order to influence choices, advertising tries to demonstrate the uniqueness of their product and to constantly stimulate the desire to travel to different places.

Deixis can be found in many kinds of media. It can be from, magazines and television even by browsing on the internet. In addition, the phrase and sentence in

Nike's shoes slogan selected to be analyzed, because it has hidden meaning of communication or information in the form of written text between the writer and the reader.

Finally, find more the type of deixis in phrase or sentence and what does the pronoun refers to? Sometimes, the referent is specific and identifiable. Other times, it is not, and we need to fill the gap with our own imagination. It can be extremely powerful from the perspective of meaning. At times, its meaning is limited, restricted and it can mean almost anything we it to mean.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents two sections, conclusion and suggestion, as the final result of this thesis entitled “A Deixis Analysis of Advertisement in Nike’s Shoes Slogan.” The conclusion below is as the answer of the statement of the problems and provides some suggestion.

4.1 Conclusion

After analyzing and interpreting the obtained data in the previous chapter, it is found that the word or phrase of slogan categorized into deixis based on Levinson’s theory.

Found that the first person deixis was often used and in almost all slogans the first deixis was existed. It were singular pronoun “*Us*” “*I*” and “*We*” referred to the speaker. First person deixis is grammaticalization of the speaker’s reference to himself.

The next deixis were found the other of type person deixis that are second and third deixis. The second deixis were “*Your*” “*It*” and “*Them*” referred to the readers. Third person deixis was the word “*Everyone*” referred to a referent not identified as the speaker or addressee and usually implies to the gender.

The next were place deixis and time deixis. The place deixis is the word “*In*” concern for the specification of locations and the time dexis is the word “*Will*” that the

basis for systems of reckoning and measuring time. Other deixis in those slogans was found the word “*Everything.*”

Moreover, the phrase and sentence in Nike’s shoes slogan that has become identified with a particular person, group, or idea. It is usually intended to promote the person, group, thing in question, for whatever goal is desired. It emotionally provocative, rather than statements meant to be meaningful in their own right.

One of the important elements of an advertisement is the message. It contains what an advertiser plans to say the target audience through the promotion. In this part, language plays an important role since almost all advertisements use language in affirming their messages. Based on the findings, it is concluded that the function of analyzing the deixis type in this data source is used to point thing in order to make clear what the writer means.

Slogan is a recognition tool that consists of smart phrases and expressions that function as a form of recognition for the brand, organizational image, campaign theme or marketing communication image, and placed at the end of an advertisement is a farewell statement that follows the company logo and should leave a lasting impression. By and large, it is a theme to a campaign that usually has a genuine role in people lives. It has the ability to loan people’s time and attention by putting consumers at the heart of the solution.

4.2 Suggestion

Based on the findings of the research, it is recommended for the next researchers who are interested in doing further research in this area to use these findings as a starting point in conducting researches. It uses of different data source or analysis elements, because it rarely appears in many kinds of media such as the advertisement in Nike's shoes slogan like this. Moreover, they can use Levinson's theory that is used as reference but with different object such as an informal interview or speech text, conference, and any others.

The researcher would like to suggest that this linguistic study is expected to enlarge reader's knowledge about one of the techniques of advertising in slogan. Furthermore, for advertisers, hopefully, it would be useful in the process of making an advertisement so that their advertisement becomes more effective, interesting, and persuasive.

Moreover, the words used in Nike's shoes slogan have their own style so everybody is free to make interpretation. To make this thesis more perfectly and also criticism and suggestion from the readers are needed.

In addition, because the specifically found type of deixis is third person deixis, it is recommended to students or readers to pay more attention in other types of deixis such as first and second person deixis, place deixis, time deixis, social deixis, and discourse deixis that are not found in order. Therefore, they can be comprehended to get the point of difference usage the types of deixis.

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Appendix 1



Appendix 2



Appendix 3



Appendix 4



Appendix 5





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No	Date	Matter	Signature
1	December 30 th , 2013	Consult Proposal	
2	January 2 nd , 2014	ACC for Seminar	
3	March 28 th , 2014	Consult chapter I, II and III	
4	April 1 st , 2014	Revise chapter I & II	
5	April 2 nd , 2014	Consult chapter III	
6	April 3 th , 2014	Revise chapter III	
7	April 7 th , 2014	Consult chapter IV	
8	April 8 th , 2014	Revise chapter IV	
9	April 10 th , 2014	Full ACC chapter I, II, III, and IV	

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