A STUDY ON DEIXIS USED IN ADVERTISEMENT OF THE HEADLINE

USA TODAY WEBSITE

THESIS

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STATE ISLAMIC UNIVERSITASITY OF MALANG

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THESIS

Presented to

Mulana Malik Ibrahim State University of Malang in partial fulfillment of the
requirement for the degree of Sarjana Sastra

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TODAY website is truly her work. It does not incoperate any materials

previously written by another person, except those indicates in questions

bibliograhpy. Do to the fact, she is the only person responsible for the thesis if

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Malang, December 10, 2014

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MOTTO

انْفِرُوا خِفَافًا وَثِقَالًا وَجَاهِدُوا بِأَمْوَالِكُمْ وَأَنْفُسِكُمْ فِي سَبِيلِ اللَّهِ ۚ ذَٰلِكُمْ خَيْرٌ لَكُمْ إِنْ كُنْتُمْ تَعْلَمُونَ

Rush/hasten lights and heavy/loaded, and struggle/do your utmost with your properties/possessions and yourselves in God`s sake , that (is) best for you, if you were knowing. (Q.S At taubah: 41)

DEDICATION

This thesis is proudly dedicate to:

My beloved parents

Imam Mawardi and **Nur Indah**

who always give support, prayers all of the time, loves and attentions to pass the

beauty of my life.

I love you very much

Thanks my beloved brother **Akhmad Zulkarnain Saddat** for everything that you

have given to spirit my life, my small brother **Zaki Muttamam** and sister **Alfina**

Lutfa Azizah.

Thanks my friends for accompanying me in my happy and sad days.

To be thankful for our God ALLAH SWT

Thank you

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This thesis entitled "A Study On Deixis Used In Advertisement of the Headline USA TODAY" is intended to fulfill the requirement for achieving the degree of Sarjana Sastra (S.S) in English Letters and Language Department, Faculty of Humanities and Culture at Maulana Malik Ibrahim State Islamic University of Malang.

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Hopefully, this thesis will be useful for the writer and the readers who interested in it.

Suggestions, corrections and critics are welcome for making this thesis better.

Malang, December 10, 2014

Al Imroatus Sholihah

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ABSTRACT

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Key words: Deixis, Advertisement of headline USA TODAY

Language is the important process of communication. The important thing of language in social media as personal mirror every human being because language means of reflection, thing, and utterance. Language not only used for human but also used in social media such as advertisement. Therefore, it is interesting the researcher to analyze deixis used in advertisement. This thesis is to explain the research problem of what kinds of deixis which are used in context and how is the deixis used in advertisement in headline USA TODAY website. This research use of descriptive qualitative research design in which the data are in the form of words or phrases of advertisement headline of USA TODAY website published from October 12th, 2013 to January 17th, 2014.

To answer the problem, the researcher focused on analyzing the advertisement of headline USA TODAY website using deixis theory of Stephen C. Levinson. Deixis is part of discourse analysis study, which is distinguished into five categories, namely: Person Deixis, Place Deixis, Time Deixis, Discourse Deixis, and Social Deixis. Usually in communication especially in written text of advertisement people as human being available makes some errors in perception or opinion, when they interpret the form of information. The theory of deixis is chosen because deixis is used to point thing in order to make clear what the writer means.

The finding of this research, the researcher found that there are four types of deixis in "advertisement of the headline USA TODAY" website there are; person, place, time, and discourse deixis. The deixis mostly used by the deictic expressions is person deixis, when journalist wants to show the speaker who produces the utterance in advertisement. Place, time, and discourse deixis are not mostly used in since this refers to the use of deixis for the speaker who produces the utterance in the context.

The researcher suggests to rich the reader's knowledge about the kinds of deixis used in advertisement. Hopefully, it would be useful for next researcher who process of making research of advertisement and their advertisement more effective, interest and persuasive to the reader.

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ABSTRAK

Bahasa merupakan proses yang sangat penting dalam berkomunikasi. Hal yang paling penting pada media sosial seperti symbol pada setiap manusia dikarenakan bahasa memili arti cerminan, objek atau hal dan ucapan. Bahasa tidak hanya digunakan untuk manusia tetapi juga pada media sosial yang ada pada iklan. Oleh karena itu, ini sangat menarik untuk dikaji lebih lanjut, peneliti menganalisis menggunakan deixis yang terdapat pada iklan. Karena iklan pusat dari informasi media sosial yang dibutuhkan semua orang. Skripsi ini menerangkan tentang permasalahan yang ada yaitu jenis deixis apa yang digunakan pada kontek dan bagaimana deixis digunakan pada iklan di headline USA TODAY website. Penelitian ini menggunakan penelitian kualitatif deskriptif yang mana datanya diambil dari kata atau phrase yang digunakan pada iklan headline USA TODAY website, telah dipublikaskan pada 12 oktober 2013 sampai 17 januari 2014.

Untuk menjawab permasalahan yang ada pada skripsi ini, peneliti fokus pada analisis iklan yang terdapat pada headline USA TODAY website menggunakan deixis teori Stephen C. Levinson. Deixis adalah bagian dari pembelajaran analisis discourse, yang mana dapat dibedakan menjadi lima kategori yaitu, deixis orang, deixis tempat, deixis waktu, deixis wacana dan deixis sosial. Biasanya pada komunikasi, khususnya di penulisan text pada iklan, kadang manusia mempunyai salah dalam mempresepsikan sesuatu hal atau opini ketika mereka menginterpretasikan suatu informasi. Teori ini telah dipilih dkarenakan deixis untuk memecahkan permasalahan yang ada supaya bisa dimengerti apa yang penulis maksud.

Penelitian ini telah dideteksi, peneliti menemukan empat empat tipe deixis pada "iklan headline USA TODAY" website seperti; orang, tempat, waktu dan wacana deixis. Yang sering digunakan pada ekspresi tersebut adalah deixis orang, ketika jurnalis ingin memperlihatkan pembicara mengutarakan isi iklan tersebut. Tempat,waktu dan wacana deixis tidak selalu digunakan pada konteks iklan ini.

Peneliti menyarankan kepada pembaca untuk memperluas mengetahuan tentang deixis yang digunakan pada iklan. Diharapkan, penelitian ini sangat berguna pada peneliti berikutnya yang mana untuk membantu proses penelitian

tentang deixis di iklan dan iklannya bisa lebih efektif, menarik dan menyakinkan pada pembaca.

مستلخص البحث

اللغة هي عملية مهم جدا في اتصالات. أهم شيء على وسائل الاعلام الاجتماعية كرمز للإنسان لأن لغة لها انعكاس المعنى، الكائن أو الشيء وأقوال. لا يستخدم اللغة فقط للإنسان ولكن أيضا على وسائل الاعلام الاجتماعية التي توجد في الإعلان. ولذالك هذا مثير جدا للاهتمام لدراسة، وحلل الباحثون استخدام دائيكسس الـواردة في الإعـلان. لأن مركـز الدعايـة للمعلومـات وسـائل الاعـلام الاجتماعيـة الجميع المطلوبة. توضـح هـذه الأطروحة حول المشاكل القائمة يعني أي نوع من دائيكسس المستخدمة على السياق وكيف دائيكسس استخدام على الإعلان في العنوان الولايات المتحدة الأمريكية اليوم موقع. تستخدم هـذه الدراسة البحث النوعي وصفي البيانات التي أخـذت من كلمة المستخدمة في الإعلان عناوين يواس اية توداي الموقع، وقد تم نشر على 12 أكتوبر 2013 حتى 17 يناير 2014.

لمعالجة المشاكل القائمة في هذه الأطروحة يركز الباحثون على تحليل الواردة في الإعلانات عنوان يواس اية توداي الموقع باستخدام نظرية ستيفن ج ليفنسون. دائيكسس هي جزء من تحليل الخطاب التعلم، دائيكسس هي جزء من تحليل الخطاب التعلم، والتي يمكن تقسيمها إلى خمس فئات، وهي: شخص دائيكسس، دائيكسس المكان والزمان دائيكسس، دائيكسس الخطاب و دائيكسس الاجتماعية. عادة في الاتصالات، وخاصة في كتابة النص في الإعلان، وأحيانا البشـر لـديهم واحدة مـن إدراك الأشياء أو الآراء عندما تفسير المعلومـات. وقد تم اختيار هذه النظرية بسبب دائيكسس لحل المشاكل القائمة من أجل فهم ما يعني المؤلف.

تم الكشف عن هذه الدراسة، وجد الباحثون أربعة أنواع من دائيكسس في "عنوان الإعلان   USA TODAY" المواقع مثل :الشخص والمكان والوقت و دائيكسس الخطاب. التي كثيرا ما تستخدم في مثل هذه التعبيرات هي الناس دائيكسس، عندما يريد الصحفيين لإظهار المتكلم إلى التعبير عن محتوى الإعلان. لم يتم استخدام المكان والزمان والخطاب دائيكسس دائما في سياق هذا الإعلان.

ويشير الباحثون إلى القارئ لتوسع معرفة دائيكسس المستخدمة في الدعاية. تأمل، هذه الدراسة مفيدة جدا للبـاحثين في المستقبل الـذي هي للمسـاعدة في البحث حول دائيكسس في الدعاية والإعلانات يمكن أن تكون أكثر فعالية وجذابة ومقنعة للقارئ.

CHAPTER I

INTRODUCTION

1.1 Backgroud of the study

Language is an important process in our daily life. Language is not only used in communicatian but also for communicate each other. Language is not simply a means of communicating information (Trudgill in Raja T Nashr, 1984: 140).Language can be symbols received in social for convey the symbol use and combination itself. There is no human being without the language. Therefore, language is a process in our successfully life in this world. The important thing of language in social media as personal mirror every human being because language means of reflection, thing, and utterance.

Language can be success interaction with each other. In this modern area, Language not only used in human but also in the mass media such as newspaper, magazine, television, and radio. We know that in social media has language to promote something. Every day, we can find the advertising use language to promote the product they have. In our daily life, many of media use for the advertisement of new product such as television, radio, newspaper, social networking and etc.

Today, social networking is very need in society because the number of users of social networking are increasingly widespread. Consumers of social media provide informationactively to the social domain they are visiting in order

to get the most benefit and value from their online experience as they connect and interact with friends (Kim, 2009:6).It can said (its better use "conclude") that if we need something in social media we just search what we want, in social media there are so many people can close to each other.

According to Gina Kim, an online of advertisement that incorporate user interactions that the consumer has agreed to display and shared. The resulting advertisement displays these interactions along with the user's personal (picture and/or name) within the advertisement content. From this statement we can say that online advertisement connected the user communication of agreement customer for sharing something. The users can see that the advertisement can be used in some media but it must depend on the context.

Advertisement in social network means for communication with the users of a product or service. Advertising is always showing up, although people may not be aware of it. Today's advertising uses some possible media to get the message of the users in advertisement. It is not only in television, mass media (newspaper, magazines, journals etc.), radio direct selling, mailers, contests, posters, sponsorships, but there is more highly technical term as social networking (online) used of computer to searcheverything that we want to know, sale and buy.

The language advertisement on magazine has different characteristics. They have their own styles (Rowse and Nolan, 1957). It means, the word that used in advertisement must be simply not ambiguous to make the readers

understand clearly. The writer of advertisement must have connection to the reader in order to clarify how to make the advertisement can be meaningful.

> "The combination of improve targeting of advertisements with social advertisement context and social response mechanisms for online advertising However, the high degree of transparency and control needs to be given to individuals on social sites. One component of transparency is place of the social interaction and advertisement. Usually, advertisement online make in social sites or social websites where the costumer has established connections with other costumers. They have provided the data and the data being used to deliver the more personally relevant experience." (Kim, 2009).

The advertisement's language in social networking of course has a technique for deliver the message to the readers. The message contain of the customers through to the advertisement, this important one being advertiser. The words of the language for persuade the reader not complicated to understand. The language must be clear and has certain message for the customers to interest the product. In advertisement, the advertiser must know the kinds of characteristics of the costumer have, because it is very important to understand for promoting product and language choice that can be understand easily. The target of the advertisement is the costumer. The advertiser tries to promote the product (some of gadgets and electronic) to the costumers, so they can buy, join, reseller and accept the advertisement and gives the performance of presenting the productions or service. To get the costumers the advertiser should use some strategy like good communication, language styles, etc. Because, every human life must try to communicate or interact to each other and language is one of important use it.

In social networking (social sites or social websites), we can find so many various advertisements of gadget and technology electronic product. Sometimes we find the difficulties to understand the interpreting message use in their product promotion. The massage of language or words used can be analyzed with the deixis because we can understand what the writer assumption can be clearly. The researcher chooses kind of deixis advertisement in headlines USA TODAY website. Because, the advertising in headline website can be analyze with kind of deixis form.

Deixis is a technical term (from Greek) for one of the most basic thing we do with utterances (Yule, 1996:9). Deixis is deals with the connection of discourse and the situation in which discourse used. The way we show something (the distance between the speaker and the hearer or the designated object), use of the word /meaning of deixis that determines the speakers. Levinson (1983: 54) stated that the importance of studying 'deixis' is likely to be used as a picture or illustration to find information that is lacking in a context. According to Stephen C. Levinson said that it is very important when focusing on deixis code structuring forms of language or context of the sentence or speech, and also focused on the interpretation of the sentence depends on the analysis of the sentence context (1983: 54). Deixis introduces subjective, intentional and of course context-dependent properties, and natural languages.And also added an explanation that deixis is divided into five categories (1983: 68). There are Person Deixis, Place Deixis, Time Deixis, Discourse Deixis, and Social Deixis.

The writer choosestheadvertisement in headline USA TODAY website in her subject because the writer have their own styles to analyze it. Headline USA TODAY help the goods and services can be found in the Internet or social networking. In the other hand, USA TODAY has international advertisement website in English language. It is available that this advertisement consumed by all of people in the world. To conduct the research the writer used the Stephen C. Levinson theory. The writer find some language used in advertisement and consists of such interpretation to the reader. The interpretation itself can be form of deixis meaning in advertisement. This is very important action in order to have some meaning between advisers and readers.

The previous researcher has different perspective about deixis. They are some of researcher in deixis: Sholichah (2008) discussed about a discourse analysis on the deixis used in "Indonesia This Morning" news program of petro tv website. Hamidah (2007) discussed about deixis used in "This Odd World" of the Jakarta post. The last, Faricha (2007) discussed about a study on deixis used in national section the Jakarta post.

1.2 Research Problem

1. What kinds of deixis which are used in context of advertisement in headline USA TODAY website?

2. How is the deixis used in advertisement in headline USA TODAY website?

1.3 Objectives of the Study

The objective study of the research problems above are:

1. To identify kinds of the deixis used in advertisement context in headline USA TODAY website.

2. To find out of the deixis is used of advertisement in headline USA TODAY website.

1.4 Significance of the study

This study is enrich the write's knowladge to analyze about deixis used in gadget advertisement and technology electronic product. Hopefully, the result of the study will give information and constribution to the next reseacher. On the other side, it will be useful for the reader of making an advertisement, so the advertisements become more interestand having quality.

1.5 Scope and limitation of the study

Today, technology is the important thing for human in the world. Most of people in the world needed gadget especially smartphone, computer, and other electronic product, that easily bring to anywhere and everywhere. Most of all, people have practise one of gadget not too big in their pocket. Now, tab have many of variation we can choose one of them.This study focused on the gadget advertisementand technology electronic. Moreover, by using of theory Stephen C. Levinson. The focus on advertisement in headline USA TODAY website, and limited an analysing gadget advertisement and technology electronic. The analysis

is done to advertisement gadget and technology electronic in headline USA TODAY website published from October 12th, 2013 to January 17th, 2014. The next researcher will easily find the agent of deixis in advertisement. The final purpose is for promote and persuade the reader to buy the product.

1.6 Definition of key terms

Deixis : the connection between a text and the expresion of the situationin which text is used.

Advertisements : a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy.

Headline: the top topic in the article or a page.

USA TODAY: USA TODAY: international website.

CHAPTER II

REVIEW OF RELATED LITERATURE

In supporting the analysis this chapter reviews on several theories related to the research. Those are: Discourse analysis, text (written text), context, pragmatics, deixis, advertisement, advertisements, and the deixis.

2.1 Discourse Analysis

This point talks about the understanding of discourse analysis, usually called "DA". The term "discourse analysis" is the popular term, which is used in many disciplines with the various interpretations. Brown and Yule (1983: 1) explain that discourse analysis is committed to an investigation of what and how that language is used for. It means that discourse analysis is concern with the language used for communication and how addresses work on linguistics message in order to interpret them to get the goal in communication's purposes. Brown and Yule (2006: 124) also stated that the word "discourse" is usually defined as 'language beyond the sentences' and the analysis of discourse is typically concerned with the study of language in text and conversation.

In the study of language, the most interesting observation are made, not in terms of the component of language but in the terms of the way of language used. In effect, the successful of communication it depend on the way people convey the language and make other people understand the purpose of the language itself. When we do some investigation and ask how to make sense of the topic that we read, how we recognize-well the texts as opposed jumbled or incoherent, how we

can understand the speakers who communicate more than they say and how successfully take the point of that activity, this called conversation.

According to Renkema (1993: 1), this course studies the discipline devoted to the investigation of the relationship between form and function in verbal communication. Therefore, when we are studying discourse or a text, we have to connect with the aspects of the text that suggest the social attitudes of society. In the order hand, discourse analysis pursues to take an analysis of a text well beyond the words on the page to delivering a comment on the kind of context that helped form it and of which is the interesting part. It explains that the investigations of the relationship between forms of communication are statement, question and function of communication such as invitation, refusal, complaint and etc.

Discourse analysis covers the activities that focus on the language, which is spoken or written. The analysis of discourse is the analysis of language in use (Brown and Yule, 1983: 1) from the definition, we can know the assumption that discourse means that language in use communication in society and can be in the form of spoken and written. Then they said that discourse explain the study of language in social context. In short, the language that used is existed and used in social communication.

Discourse analysis also considers the ways that the use of language presents different views of the world and different understanding. It examines how the use of language is influenced by relationship between participants as well as the effects the use of language has upon social identities and relation.

From the explanations above, it can be conclude that discourse analysis is used for interpreting and analyzing about language and how the language is used in society either in spoken or written.It is the framework which deals with language use and how it is that language user interprets how other language user intends to convey the message.

2.2 Text

There are many kinds of text: spoken or written, such as magazine, novel, script of movie, newspaper, advertisement in social media, brochure, and etc. in spoken text such as prose or verse, dialogue or monologue. In this discussion the writer will focused on the analyzing of written text.

Text is a technical term to refer to the verbal record of communicative act whether spoken or written. It defines that text as representation of discourse Brown and Yule (1983: 9). Toward, text is a simply term to label units of written language that deal with every day from notice in advertisement of social media. Language users employ text to convey their message to other people, since it is a set of sign which is transmitted from the sender to the receiver through the specific codes, those codes are interpreted by the receiver to arrive at speaker's or writer's intended message.

2.2.1 Written text

This research discusses about deixis, the writer only focused on written text and the text is taken from advertisement headlines of USA TODAY website. The nation of the text reaches beyond the reproduction of printed material in some further printed form. A letter, hand written in purple ink with many curlicues, may

have its text reproduced in printed form (Brown and Yule, 1983: 6). Similarly, neutral printed versions may be produced of handwriting shopping lists, slogans spray-printed on to hoardings, and public notice embossed on metal plates. In some case, the text will be held to have been reproduced if the words, punctuation, and where relevant the line action are produced accurately.

In analyzing the deictic word we would know the relation between text and context because both of them are interconnected in meaning. We can know the validity of the story of the data looked from the text and the context. From example, to understand the utterance, we must know who is the speaker, topic, time, etc.

2.3 Context

In this study, context is one of the important thing because in analyzing the data, the researcher has to know all the context of problems. For example, what is the meaning of the word "today", we should know the context. There are many probability in meaning, not only know the day but also depends on the speaker or writer's conditions.

Context is the situation in which something happens, the group of conditions that exist where and when something happens. When we use a language, the environments, circumstances and the context are important aspect, which must be referred (Brown and Yule, 1983: 25). It means that context is particular event, context and the speaker or writer related to each other. Furthermore, in speech communication is not made by own language. The

meaning of sentence is right when we know who the speaker is and who the hearer is and why we should know the context.

The linguistic context is simply the language surrounding the sentence or utterance; it is the specific language forms that come before as well as what comes after a particular feature we might be looking at. Situational context, however, as the name would imply, relates to the surrounding situation in which the utterance is made. This includes the location, the audience, as well as what is actually occurring before and during the uttering of the utterance.

We can know that context is a condition where the language is understood based on the real situation of the speaking. It involves the speakers who produces the utterances, location of the speaker, the time of the speaker and what object are discussed. In the other hand, context helps us to determine what conveyed implicitly but not explicitly stated by the speaker. It is very important in determining what someone means by what they say.

2.4 Pragmatics

Pragmatics is the study of the relationships between linguistics forms and the users of those forms. The advantage of studying pragmatics is that one can talk about people's intended meanings, their assumptions, their purposes or goals, and the kinds of actions that are performing when they speak (Yule, 2006). It is means thatpragmatics is the study about the speaker meaning. The study of pragmatics is the study of the meaning beyond the language of what speakers mean and understand the particular structure in context.

Pragmatics is concerned with how the interpretation of language depends on knowledge of the real world. Pragmatics is a subfield of linguistics and semiotics explain the ways in which context contributes to meaning. In pragmatics we learn how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a conversation (hence conversation analysis).

Since pragmatics in discourse applies with meaning, context, and communication. So it depends much on the speaker, the addresses, and the feature of the context of utterance (Schiffrin, 2002: 190).

Here some focuses of study in pragmatic:

Deixis: it refers to the contextual meaning of pronouns.

Presupposition: it refers to the logical meaning of sentences.

Performative: it refers to the performance of an act in saying something. It led to the establishment of speech acts theory that gradually embodies three acts: locutionary act, illocutionary act, and perlocutionary act.

Implicature: it refers to an indirect or implicit meaning of such utterances that derived from the context.

2.5 Deixis

Deixis is a technical term (from Greek) for one of the most basic thing we do with utterances (Yule, 1996:9). Deixis applies to the phenomenon where in understanding the meaning of certain the words and phrases in a utterance of contextual information. It means that deixis show the speaker and hearer depends on the condition of place and time.The deictic word explained in order to have the

same perspective of a speakers and hearer in the context where in communication occur.

Deixis is an important field of language study in its own right, but it also has some relevance to the analysis of conversations and pragmatics. It is often and best described as "verbal pointing", that is to say pointing by means of language. The linguistics forms of this pointing are called deixis expressions, deixis markers or deixis words.

According from Rankema (1993: 76) states that deixis is used to donate the elements in a language which refer directly to the situation. From this definition can be assumed that deixis is used to show (who, where, and when) things is occurred. He stated that there are three types, namely: person deixis, place deixis, and time deixis.

Deixis concerns with the ways in which languages encode or grammatical features of the context of an utterance or a speech event, and thus also concerns ways in which the interpretation of an utterance depends on the analysis of that context of utterance (Levinson, 1992: 54). It can be assumed that deixis is interpreted based on the grammatical features which is used and on the context utterances.

In this research, the discussion is focused on Stephen C. Levinson theory (1983) who distinguishes about types deixis. To determine of deixis, Stephen C. Levinson divided deixisin to five categories there are person Deixis, place Deixis, time Deixis, discourse Deixis, social Deixis.

2.5.1 Person Deixis

Person deixis usually depand on the relation of position the speaker or hearer (as called "positional" system). George Yule (1996: 10) clarify that person deixis clearly operates on a basic three part division, exemplified by pronoun for first person (I), second person (you), and third person (he, she, or it). Moreover Renkema (1993: 77) states that person deixis is realized with personal pronouns. The speaker as first person (I), direct the utterance to the listener as second person (you), and could be talking about a third person (he or she).

The person deixis concerns the encoding of the role of participants in speech events (levinson, 1983: 62). Means that the person refers to grammatical markerof participant role to the speech event. The first person category means the speaker's refers to himself, thesecond person is to identify the speaker's reference toone ormore addressees, and the third person refers to person and entities which are neither speakers nor addresses (levinson, 1983: 62).

A speech event includes at least two person: first person (speaker) and second person (addressee). If the two person do not refer to themselves while talking, there is a third person (the person they are talking about), that does not have to take part in the conversation. Ussually third person is not grammatically marked, because the only two persons of importance means the first person is most important and the second is less important.

The grammatical category for personal a person is personal pernouns, and all language have personal pernouns or at leats the words, that refer to participants of the speech event. The first person deixis is deixis reference that refers to the

speaker, or both the speaker and referents grouped with the speaker. From the example, the following singular pronoun: I, my, mine, myself and me or the following plural pronoun: me, us, ourselves, our and ours. In addition, first person deixis is grammatical of the speaker's reference to himself (Levinson, 1992: 62).

The second person deixis is the encoding of the speaker's reference to one or more addressees. The pronoun (you, your, yours) are deictic (reference to the speaking person). Second person deixis is deixis reference to a person or persons identified as addressee, for the examples: you, yourself, your, yours, yourselves (Levinson, 1983: 62).

The word "you" is also in English in a much wider range of social contexts than would be represented by a single second person reference term in a most other languages (Grundy, 2000: 26). For example, most languages have at least two forms, an informal one is used when talking to friends and a more formal one is used for showing respect to the person addressed, typically because they are older or more important that the speaker. For examples:

    a. I invite you to go to my party. (informal situation)

    b. Can I help you, Mrs. elly? (formal situation)

Furthermore, Grundy (2000: 27) says that English although appears to have only one deixis address word, you, the use of you all (for example, by teachers when talking to groups of students) suggests that speaker do indeed want to make distinction that are impossible when there is only a single from available to them.

Third person deixis is the encoding of a reference to person and entities which is neither speaker nor addressee of the utterance (Levinson, 1992: 62). In the other word, third person deixis is deixis reference to a referent (s) which is not identified as the speaker or addressee. Such as; he, she, they, and the third person singular verb-s, like **he sometimes flies**. The third person also possible to have deictic pronouns. Define and specific pronouns: this, that, these or those. Indefinite and specific pronoun: somebody, something, who, what. Indefine and non-specific pronouns: someone, something, nobody, nothing.

2.5.2   Place Deixis

Levinson (1983: 79) clarifies that place or space often called spatial deixis focused on the specification of locations in the speech event. Deals with the situation or condition that the speech position. The important of location 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.

According from levinson explanation that place deixis can be two categories; the first place deixis is relative to other object or fixed reference the point. The second relative to location of participant at the time of speaking. Place deixis can be speaker or addressee or the objects that being referred to. In English usually we called adverb "here" and "there" and the demonstrative "this" and "that" or in phrases such as "in front", "in back", "at our place", or "out back". Adverbs (here and there): contrast on a proximal and distal dimension; here = proximal (near) and there = distal (more distant). Usually, languages show at least two of

distinction in their deictic system: proximal is near or closer to the speaker and distal is far from the speaker or closer to the addressee.

2.5.3 Time Deixis

Time deixis can be called by temporal deixis, deixis refers to relevant time to the time of speaking. Levinson (1983:73) said that the basis for systems of reckoning and measuring time in most languages seem to be the natural and prominent cycles of day and night, months, season and years. The time deixis appeared to indicate the certain point of period time when the utterance is produced by speaker.

In written or recorded uses language, we can distinguish coding time from receiving time, and in particular languages there are often conventions about whether one writes "I am writing this today so you will receive it tomorrow" or something more like "I have written this yesterday so that you receive it today".

Renkema (1993:79) stated that time deixis is a reference to time relative to a temporal reference point and it is typically the moment of utterance. Grundy (2000: 31) states that this is a list of some of the deictic items whose reference can only be determined in relation 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

Levinson (1983: 79) said that time deixis is relevatto various other deictic elements in a language. For instance, "Good Morning" is usually

usedforgreetings inthe morning. However, "Good Night" is used for parting, not greetings. Thus, there is an interaction of time and discourse deixis.

2.5.4 Discourse Deixis

Discourse Deixis is text of deixis, refers to use of expression within an utterance a part of the writer or and speaker. According to Levinson (1983: 85), discourse or text deixis concerns with the use of expressions within some utterances refer to some portions of the discourse that contains that utterance (including the utterance itself).While the time deixis there are (next week, last week) and in discourse deixis there are (in the next chapter and in the last paragraph). Moreover, in discourse deixis have some words and phrases in english that indicate the relationship between an utterance and the past of discourse. Levinson (1983: 87) gives examples such as but, therefore, in conclusion, to the contrary, still, however, anyway, well, besides, actually, all in all, so, after all, and so on. So, all these words make reference to a statement, sentence etc.

In spoken or written discourse, there is frequently occasion to refer to earlier or forthcoming segments of the discourse. Since discourse unfolds in time, it is natural to use temporal deictic terms to indicate the relation of the referred to the temporal location of the present utterance in the discourse.

2.5.5 Social Deixis

Social deixis involves the marking of social relationships in linguistic expressions, with direct or oblique reference to the social status or role of participants in the speech event. Social deixis exist with the speaker to referent,

speaker to addressee, speaker to non-addressed participant, and the speaker to setting.

Social deixis deals with the social information that is the symbol of the various expressions. 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. The social deixis concerns to the problem or aspect of sentences use within in social condition of audience in the speech event.

There are two basic kinds of social deixis such as relational and absolute. Relational deictic means arrange of persons in relation to the speaker rather than by their roles in society as whole, for instance; my husband, cousin, teacher, etc, and you or her as in pronoun, these are used for respect term. Absolute deictic are forms of the formally perspective to a social role, such as, your majesty, your highness, Mr. President, etc.

2.6 Advertisement

Advertisement is the manner of advertisements which are supported by the element of sentences. As we know that the advertisement has many of influence to the readers. It is an activity to promote some news, good idea, organization and service to audience though social media. Almost in every time, we can read of advertisement in social media with the product that will sell. Not only in social media, we can find some advertisement in newspaper, magazine, etc.

Advertisement is a public notice or announcement, a part of human behavior where ideas and concepts are persuaded between advertisers and the

customer future behavior. In other hand, the language uses with the advertisement is persuasive that have a goal to persuade the customers. Advertisement is any paid for message that seeks to motivate someone Whitter (1955: 48). It means the advertisement is paid message that finds to make some people buy the product, use of service, or share the idea. Many of advertisement that we know, we can classify that type advertisement such as broadcast advertisements and printed advertisements. Broadcast advertisement as in the radio that promoting some product to customer by sound. While printed advertisement deals with the print media such as newspaper, and brochures. The point of this advertising can be read accurately and easily understood. Several publications in advertisement have categories itself, such as in magazine. It can be held for a long time and must be attention within message, painting and the color of picture it. Therefore long or short advertisement is the main of persuade to read.

2.7 Advertisements and Deixis

One of the most important elements of an in advertisement is message. All of people will interpret some advertisement to make some message to be understood. It concerns what an advertiser makes an advertisement strategy for his plan to the audience though promotes some products. In this part, language is important role since almost all advertisements use language. Language is not simply a means of communicating information (Trudgill in Raja T Nashr, 1984: 140). Language can be symbols received in social for convey the symbol use and combination itself.The important thing of language in social media as personal mirror every human being because language means of reflection, thing and

utterance. An advertisement of course used the language to starting and interpreting message.

Advertisement's use of language form is for communication that consist information and idea in public media. In language advertisement is not have certain of role, usually, language used in many of various model depend on the advertiser styles to persuade audience. Therefore, advertiser is freely to use the language for their own creation styles. The advertiser can create some ideas use in language advertisement in their mind to be interest. But themost important is the words mustuse thepersuasive words, provocative and economic. In other hand, the advertiser attention and must be held is in advertisement has to clear purpose and the reader can catch what means the in their mind.

There are some attentions for advertiser should know about the language of society. An advertiser must know the language that audience want or interested in. the language that use in advertisement must be suitable for them know. Especially, advertiser must know who the target in it, and should know what the level the target is. And the advertiser has chosen the customer target. So, find out what the language use styles and what the model that suitable uses in it.

Advertising is one of the biggest and most continuous psychological influences upon the consumer (Rowse and Nolan, 1957: 123). It means that advertisements most of important thing and have many various products to the customer want. When there are some new products promoted many of customers would buy and use the service directly. In advertisement, there are some techniques that use for advertising the product. The techniques it's really needed

for existence the language. Therefore, the deixis is used in the advertisement. In the deixis refers to the deictic word and what the context that used in advertisement. And the deictic word to know what the situation that refers the advertiser uses words, phrases, or sentences to available a customer to identify the language used in the advertisement.

2.8 Previous study

The previous researcher has different perspective. They are same researcher in deixis: Sholichah (2008) discussed about a discourse analysis on the deixis used in "Indonesia This Morning" news program of petro tv website. She analyzed the research focused on types of deixis by Anderson and Keenan theory. She analyzing deixis is one part of discourse analysis study, which is distinguished into three categories, namely; person deixis, spatial deixis and temporal deixis. The research uses a descriptive qualitative design in her data form of sentences taken from "Indonesia this morning" news program of metro tv website in hot news column. The reason choosing that program is because it is one of English language program focusing on the day's top national and international issues. The finding of the research, the temporal deixis often appears since the writer wants to express the time when the event occurs. The person deixis is divided into three types of person deixis there are first person, second person and third person. But she found the person deixis are third person mainly used and followed by first person. While, the spatial deixis is rarely used since the writer wants to describe a location relative to the location that the participant in the speech event typically speaker.

Hamidah (2007)discussed about deixis used in "This Odd World" of the Jakarta post. She found that the deixis used in the Jakarta post by using Karl Buhler theory. Based on the analysis, the researcher found that there are three types of deixis in the "this Odd World" of Jakarta post namely, "person, place, and time". The deixis mostly used by the journalist is time "time deixis" and "person deixis" because the sentences and utterances are constructed by the verb tense as the deitic expressions of "time deixis", and "person deixis" because it becomes center of deixis of the utterance. Place deixis is not dominant because the text of "This Odd World" the Jakarta post is mostly in the form of report which is used the past tense that indicates time deixis.

The last, Faricha (2007) discussed about a study on deixis used in national section the Jakarta post.She focused on analyzing the national section of the Jakarta post newspaper using deixis theory of Stephen C. Levinson. She interpreted the deixis used in the "nasional section" of Jakarta post, show with five kinds of deixis, namely person, place, time, discourse and social deixis. The first person used when the journalist wants to show the speaker who produces the utterance in the "national section". Place deixis are used to describe a location of participant in speech event, as well as show the context. Time deixis is used to point of certain period of time when journalist shows the utterances used by the speaker. While, discourse deixis is used to refer to some portion of discourse that contains the utterance as a signal and its relation to surrounding text. In addition, social deixis is used to indicate the distinct social roles between participants.

Time deixis is mostly used in the data. The person deixis especially use in third person deixis, first person is not mostly use since this refers to the use of deixis speaker or addressee in the context. And the first person is not mostly used since this refers to the use of deixis for the speaker who produces the utterance in the context. The third tendency goes to place deixis. This refers to a location relative to the location participant in the speech event, that show in the context. Meanwhile, the next tend is discourse deixis and social deixis. Both of them are not mostly used since the words on the National Section of the Jakarta post.

CHAPTER III

RESEARCH METHOD

3.1 Research Design

This study is categorized as qualitative method. It is because language studies are classified as social science, this phenomenon usually chooses of qualitative as a methodology to explore the general problems. Therefore, this study used descriptive qualitative design because the data of this study are from the text is not statistically analyzed.

In this research, the researcher analyzed the data by using deixis theory. To conduct this research the researcher used the theory of Stephen C Levinson. It aims in understanding of deixis used in advertisement. This research is categorized as a descriptive because the data are in the context, namely utterance of the context in advertisement in headline USA TODAY website used.

3.2 Data Source

As we know that gadget is mostly important in the world. In this era, gadget is used by all of people in the world such as child, teenager, and adult etc. Gadget as needed of all of people, without gadget people such as impossible.

The data source of this research is taken from the scripts of advertisement in headline USA TODAY website published from October 12th 2013 to January 17th 2014. The data are taken from http://www.usatoday.com/headline/tech. In order to guarantee the validity the data, the researcher has checked the text by several times.

3.3 Research Instrument

In this study, the researcher applied of human instrument and text analysis. Means that the researcher is main instrument of this study, because it is impossible analyze without interpretation from researcher. The researcher is one of the people who analyzing and interpreting the data. In other hand, to analyze the data the researcher uses theoretical of deixis based on Stephen C Levinson theory.

3.4 Data Collection

From the first time, the researcher chooses gadget advertisement and the technology electronic product because technology is easily to make communication, browsing and share from social media. So, the researcher make attention with this advertisement of gadget and technology find out the kinds of context form, the deictic words used in each type of form and the interpretation of them.

This study focused on phenomenon advertisement in gadget and technology electronic product. It focused in deixis context used in them advertisement. Because this study intended to qualitative for describe the data, in collecting the data, the researcher applied the field notes and documents from the text.

3.5 Data Analysis

There are many steps. The first step is collecting the data. The researcher selected some utterances as the data to be analyzed dealing with the problems of study. The second, classification the data, the researcher started to analyze each

data in order to find out what of the context used in deixis. The third, the

researcher will interpret the deixis types in the advertisement based on theory of

Stephen C Levinson approach.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents and discusses the data of the study. It is divided in two sections, they are findings and discussion. In the research finding of kinds of deixis used in advertisement that proposed by Stephen C. Levinson and the research discussion.

4.1 Research Findings

The data analysis presentations are taken from the advertisement gadged and electronic product. The researcher just took 11 data which are taken from the scripts of advertisement headline. The researcher analysis the point of the words and phrases based on the problem of the study. The analysis of the data built on the category of the deixis used in the text. The data presented below is taken from advertisement of the headline USA TODAY website. The data are supported by the theory of Stephen C. Levinson.

SAMSUNG

AP review: Samsung tablet offers PC-like multi-tasking

Data 1

NEW YORK (AP) — Remember when people used personal computers — desktops and laptops — to check email, view video and keep tabs on Facebook? Back in that far-away era, I'd have several windows open for Web browsers, a word processor, a photo editor and sometimes a reader for PDF documents.

Datum (1)

- **I** miss **that** capability on mobile devices, particularly on full-size tablets with a decent amount of display space. With iPads and Android tablets, **I'm** typically limited to one window displayed at a time; other apps run in the background, out of sight. With Windows 8 tablets, **I** can run two windows side by side, **but I'm** constrained in what **I** can do with **them**. **It** gets better with the Windows 8.1 update due out **next week**, **but it's** still not the free-for-all **I** had with PCs.

Analysis:

The Pronoun deixis found in the advertisement were, **"I","I'm,"it" and "it's"**. The words **"I"** and **"I'm"** the first person of singular pronoun. That words referred the writer (Anick Jesdanun). The words **"it, its"** refers to product of samsung tablet upgrade. The word **"that"** refers to place deixis refers to the specification of the location in speech event of the advertiser. The word **"but"** refers to the discourse deixis that interpret to the an expression within utterance message of the advertiser. The next **"next week"** refers to time deixis could be interpret the product application new windows.

Datum (2)

- So **I** marveled at a pair of multitasking features **that** come with Samsung's new tablet, formally called Galaxy Note 10.1 — 2014 Edition. Sporting a 10.1-inch display, measured diagonally, the Note tablet went on sale **this week** starting at $550.

The first of the multitasking features, called Multi-Window, has been available in - -Samsung devices for about a **year**, **but it** works with many more apps now. **You** can run two apps side by side, such as Facebook on one side and YouTube video on the other.

Analysis:

The pronoun person were **"I, you and it**". The word **"I"** refers to the first person that interpret the writer, and **"you"** the third person that interpret the customers or the readers. The next pronoun **"it"** referred to the product of new windows. The place deixis used **"that"** refers tothe specification of the location in speech event of the advertiser. The next words **"this week and year"** time deixis interpret the product will popular in the year. The word **"but"** refers to the discourse deixis that interpret to the an expression within utterance message of the advertiser.

Datum (3)

- Like Windows 8 tablets, **you're** limited to just two apps. **You** can change how much of the screen each one takes, a capability coming with Windows 8.1, **but you** can't choose to have a window take up just the top left corner, the way **you** can on PCs. In addition, Multi-Window isn't a universal feature. Apps for Netflix and Hulu won't work, for instance. **You** currently have about 18 apps to choose from, including Facebook and a variety of Google and Samsung apps.

Analysis:

The person of third pronoun deixis words were "**you're, you**". **"You're, and you"** pernoun deixis of the second person deixis refers to the reader or the customers. The word **"but"** refers to the discourse deixis means indicate the relation of utterance message.

Datum (4)

- With that limitation, **it's** nice **that** Samsung is supplementing Multi-Window with a feature called Pen Window.
  With it, simply draw a box on the screen with the included stylus, and choose one of seven apps to open in a new window. Do **it** again and again until you open all seven apps, if **you** wish. **That**'s nine in all, counting the two with Multi-Window. Each Pen Window app appears in a window **that** floats over your main app (or two apps if you use Multi-Window). **You** can move that window around on your screen and resize **it**, just as **you** can on PCs. Need a break from it? Just minimize **it** into a small dot and move **it** out of the way.

Analysis:

The words **"it, its and you"** refers to the person deixis. The words **"that"** place deixis refers tothe specification of the location in speech event of the advertiser.

Datum (5)

- Like Multi-Window, **you're** restricted in what apps **you** can use with Pen Window, though **I** expect more to get added over time. For **now**, Pen Window on the tablet works with YouTube, the calculator, the alarm clock, **your** contacts list, the Web browser and two chat apps — Samsung's ChatOn and Google's Hangouts. **I** like the fact that **you** can open all of **them** and keep **them** out of the way in a minimized state. That way, **it's** just one click when **you** need the calculator and one click when **you're** done.

Analysis:

The pronoun person deixis in words "you're, you, I, them, and it's". The word **"I"** refers to the first person that interpret the writer, and **"you're, you, them"** the third person that interpret the customers or the readers. The next pronoun **"it"** referred to the product of new windows. The next word "now" time deixis refers to the situation of speech event to promote the product.

Data 2

DELL

Dell is the tablet for the employees because this dell product expert the quality and the design principals. Dell tablet is easy to manage and the employees can trust to handle any task. The advertiser promotes the product to customers especially employees which work with the gadget.

Datum (1)

- Business-Ready, Secure Tablets

Our commercial tablets are equipped

with Dell Data Protection **so your**

employees get the flexibility to work

from **anywhere** while **you** get peace

of mind knowing company data stays secure.

Analysis:

The deixis in this advertisement were "**Our**, **so**, **your**, **anywhere**, **you**". The word "**our**" is person deixis the third person refers to the company that sale the product to the costumers. The word "**so**" is the discourse deixis refers to the expression of utterance the writer. The word "**your** and **you**" is the person deixis the pronoun of second person. "**Your** and **you**" can be known as the readers or customers. And the word "**anywhere**" place deixis, this adverb of time referred to some places where the reader is needs to use their gadget.

Data 3

SAMSUNG

Samsung tab 2 10.1

Samsung tab is easily watches of video games and movies. Not only for easily watch but also have great in features too. The advertiser makes this advertisement tried to show why this product is necessary to consume and it would make the user gratified.

Datum (1)

- Watch **your** video games and movies come to life in brilliant display with

   this Samsung Galaxy Tab 2 10.1 **that** features a TFT WXGA touch screen

   for simple viewing and navigation. Wi-Fi connectivity makes **it** easy to

   stay up-to-date while **you're** on the go.

Analysis:

The deixis used in this advertisement are **"your, this, that, it, and**

you're". The pronoun deixis of person deixis "**your**" refers to the reader or the

customers. Place deixis of "this" proximal (close to the speaker) and **"that"** distal

(sometime close to the addressee), "**this" and that**" cloud be interpreted the

location of advertiser at that time of speaking in the Samsung tab. The word **"it"**

refers to Samsung tab, in this case of technology gadget. The last was "**you're**"

refers to the reader or customers that can use the gadget anytime.

Data 4

LENOVO

This smartphone is ready and willing to cater to **your** every vain command.

Datum (1)

- The flashy Vibe X2 smartphone is the lower-end model of the two new

   entries, but **it** captured the most attention.

   Desigers fashioned three multicolored layers of metal and even wood, and

   melded them together for **something** of a layer-cake phone.

Analysis:

This advertisement makes the reader to use sense of hearing about the highly technical of the product.

The deixis used in that advertisement are "**it**, **something, this, and you**". Pronoun deixis in the word **"it"** that refers to the product which offered in the advertisement. The word "**something**" referred to the product of Lenovo X2 smartphone. The next was "**this"** demonstrative of place deixis refers to location of the advertiser at the time of speaking. The next pronoun deixis of person deixis was "**you**" refers to the reader or the customers.

Data 5

SOUND SMACKDOWN

Sound smackdown is the best electronic Bluetooth speaker product. The advertiser promoted the product clearly makes the reader consume it. The advertiser presented several reasons why the reader had to choose the sound smackdown Bluetooth speaker. Sound Bluetooth speaker improved their creativity to create innovation that would make people enjoy pleasurable journey of life.

Datum (1)

- **Here's** the bottom line: Allof the Bluetooth speakers have good design, great audio, and loud-enough playback. When **it** comes to the best ways to jam **today**, Bluetooth wireless speakers totally bring **it**. If **you're** looking for other specifics, such as waterproof, ultra-portable, sporty, or solar, **there**are a great many options for **you** as well. In a few short **years**,

Bluetooth wireless speakers have become a true mainstream must-have. If **you** don't have one in **your** household yet, **there's** a good chance you will, and **soon**.

Analysis:

The deixis of this advertisement are **"here's, it, today, you're, there's, your, you, years, there's, and so on"**.

The word "**here's**" proximal of place deixis refers to the near location that the product advertisement and added by suffix –s. the word **"it"** pronoun deixis, the first **"it"** referes to the product of sound Bluetooth speaker and the second **"it"** refers to the product sound too**.** Time dexis **"today"** deictic term that cloud be interpret an expression in relation to point to certain period of time when the utterances produced by the speaker. The next was **"you're, your, and you"** pronoun deixis of the second person deixis refers to the reader or the customers. The next word was **"there's"** discourse deixis refers to the utterance of the advertiser's current location in the discourse and added by–s. Discourse deixis "**so on"** refers to the utterance of the speaker's.

Data 6

HEADPHONES

Ussually, headphone called by headset. This is electronic new product that use for listening everything from the smartphone or tablet. The advertiser show that the wonderful of this headphone have. This advertisement tried to show several reasons why this product was necessaryto belong and it would be satisfied

the users. Headphone improved the styles of the user and also enjoy around the world.

Datum (1)

- A good pair of headphones is special. **They**'re part gadget, part fashion statement and **sometimes** even a status symbol. **But they** only have one true job and **that's** to make **your** music sound great.

Analysis:

The deixis in this advertisement used **"they're"** pronoun deixis of person deixis that refers to the third person of headphones product. The word **"sometimes"** that had meaning of a particular time when the reader need a headphone to enjoy the life was included as time deixis. The word **"but"** refers to the discourse deixis that interpret to the an expression within utterance message of the advertiser .

Datum (2)

- Want to make life better for **someone** else while picking up a pair of super cool-looking headphones? Lstn's Wood Troubadours (149.99) are the most unique headphones on **our** list — no, seriously, **they** are made from authentic upcycled wood **that** makes each pair one-of-a-kind, and every pair sold helps fund hearing aids for **those** who need them all around the world. The headphones **themselves** probably won't win any awards for sound delivery, and **they're** generally better for bass-heavy tracks than acoustic tunes. Sound aside, **they're** gorgeous-looking headphones and

they come from a socially responsible company, if **that** factors into **your**

decision.

Analysis:

The words **"that's, that, and those"** it has the same meaning of place

deixis refers to the specification of the location in speech event of the advertiser.

The word **"someone"** refers to the custumers who was consume it, presented the

place deixis. The pronoun **"our"** in this advertisement could be interpreted as

headphone's company and all people who work in it. The pronoun **"your and**

themselves" person deixis refers to the reader or the customers. The pronoun

"you" is the second person identified as addressee and the **"themselves"** is the

third person deixis.

Data 7

CANON (DLSR)

Canon is the camera electronic as name of famous technology product

offer their new product. Thisadvertisement tried to show why this product is

necessary to consume and it would make the user gratified. This the best camera

for the customers have to enjoy your journey life.

Datum (1)

- For the **last few years**, Canon has really only offered tepid upgrades to **its**

cameras, reserving **its** best features for high-end models. **Butnow**, with **its**

new EOS 7D Mark II, **it's** gotten back to basics, delivering a DSLR

camera **that** can capture sports, news, or wildlife with ease. **It's** also

durable enough to use daily, with an impressive shutter and strong weather sealing.

Analysis:

The deixis in this advertisement was **"last few years"** time deixis that cloud be interpret new product launched of camera DLSR. The next pronoun was **"its, it"** that referred to camera product, in this case of Canon DLSR camera. The first pronoun deixis "**its**" could be interpreted as the camera DLSR, the second **"it"** as possessive pronoun had the same interpretation. The discourse deixis **"but"** means indicate the relation of utterance message and the past of the adviser to the reader. Time deixis **"Now"** deictic term can determine of relation to the time of the utterance in advertiser event. The next word was **"that"** demonstrative deixis of place deixis that use advertiser location at the time in speaking.

Data 8

THOSIBA

Best and Worst Laptop Brands of 2014

Thosiba is new of brand in 2014 and its sophisticated technology laptop, and the reason to show the costumers make interesting in the laptop. The advertiser makes announcement the laptop clearly to persuade the readers.

Datum (1)

- The good news is **that** Toshiba improved over **the past year**, increasing **its** overall score from a lowly 56 to 68 (out of 100). The bad news is **that**

the brand still placed seventh out of nine companies in **our** report. Toshiba
fared well in the display and audio category, as well as in value and
selection, but **it** still trails other competitors when **it** comes to phone tech-
support and keyboards. Toshiba also failed to offer a compelling Windows
8 hybrid — at least so far.

Analysis:

Deixis used in this advertisement were "**that**" is place deixis or a way
from the speaker. The second word was **"that"** demonstrative deixis of place
deixis that use advertiser location at the time in speaking. The word "**it**" and
"**our**" the person deixis the third person refers to Toshiba advertisement. The
word "**past year**" time deixis means expression in relation to point to certain
period when the utterances produced by the speaker, and refer to past situation.

Data 9

SAMSUNG

Using the Samsung laptop everyone can communication success full. The
advertiser clearly mentions the advantages of the Samsung laptop product.
Advertiser clearly mentions what the functional Samsung laptop in. This
advertisement means that the reader must consume and buy it.

Datum (1)

- Samsung attacks Microsoft Surface in new ad by calling **it** a laptop

  The Samsung Pink 15.6" NP300V5A-A09US Laptop PC is loaded with
  features **that** you need to compute on the go. The Microsoft Windows 7
  Professional is great for conducting any business **you** need to on the move.

The 15.6" 720p HD display lets **you** see what **you're** doing clearly and in HD. Integrating the Intel Pentium B950 processor, **this** Intel HD graphics 3000 laptop offers uncompromising performance. With a 4GB DDR3 SDRAM system memory, **you** can run multiple applications without compromising on the speed. **This** dual core processor laptop has a high-capacity 500GB SATA hard drive **that lets you** store up to 333,000 photos, 142,000 songs or 263 hours of HD video and more. Enjoy video calling with **your** loved ones as **this** Samsung laptop comes with a built-in HD 1.3 megapixel webcam.

Analysis:

There were all deixis used in this advertisement. **"It", "you** and **you're**", were belonging to pronoun deixis." The word "it" refers to Samsung laptop. And the word "you" refers to the costumers or readers. The word "**that** and **this"** place deixis refers to specification location of object of the Samsang product certain in the speech event and typically the speaker. The next word **"let's"** could be interpreted the meaning the invitation, to the readers in order to use the product.

Data 10

SONY

Sony is new product electronic who have slim style. This product make the customer will have it.

Datum (1)

Think anything do **everything**

Entertainment high performance and speed for media buffs who like to watch movies, listen to music and more.

Thin+light

like it light? Get a laptop that's sleek, powerful and ready to go **anywhere you are.**

Just the basics

need **something** simple?

Start small and get a netbook with essential features and programs. (basic laptop)

Everyday at home, work or play, **everyday** laptops are perfect for practically **everyone** in the family from $249 (**everyday** laptop).

Analysis:

The deixis in the advertisement were "**you", "are**", "**something**" "**everything**" and "**everyone**". Either of them belonged to pronoun deixis. The interpretation of "**you**" could be the readers. The word "**everyone**" it could be interpreted as people in general. The next was the word "**everything**" referred to a variety of sizes of style laptop its labeled Sony. **"Something"** in this case can be interpreted the product of Sony laptop. The word "**everyday"** means time deixis, refers to the place what they want. The word "**anywhere**" place deixis, this adverb of time referred to some places where the reader is needs to use their laptop electronic.

Data 11

APPLE

The new, faster macbook Air

Apple laptop is more beautiful electronic because this laptop faster than the other.

Datum (1)

- **Everyone** should have a notebook **this** advances. And **now everyone** can. The world's only external battery **that** works with all MacBook's and iPhones.

Analysis:

The deixis advertisement was **"everyone, this, now, and that".**

The deixis advertisement of word was "**everyone"** pronoun deixis. The first word "**everyone**" it could be interpreted as people in general and the second too. The word "**that** and **this"** place deixis refers to specification location of object of the Samsung product certain in the speech event and typically the speaker. The word "**now**" that had meaning a particular time when the readers need a laptop to search such as for communicate, educate, work, knowledge indeed was included as time deixis.

4.2 Discussion

In social networking (social sites or social websites), we can show so many various advertisements of gadget and technology electronic product. Sometimes

we find the difficult to understand the interpreting message use in their promoted the product. The massage of language or words used can be analyzed with the deixis because we can understand what the writer means can be clearly. The researcher chooses of deixis advertisement of the headline USA TODAY website. Because the advertising online can be analyzed with kind of deixis form.

Deixis applies to the phenomenon where in understanding the meaning of certain the words and phrases in a utterance of contextual information. It means that deixis show is the speaker and hearer depends on the condition of place and time. The deictic word explained in order to have the same perspective of a speakers and hearer in the context where in communication occur.

From the analysis, it was found that the Pronoun Deixis of person deixis was often used in the second person. In almost all advertisements the personal pronoun "**you**" was existed. Its pronoun referred to the readers or customers. The advertisement called the readers with "**you**" in order to make the advertisement more communicatively. The possessive pronoun "**you're**" was also referred to the readers.

The next was the personal pronoun "**it**". In order to communicate with the readers, the advertiser used **"it"** to mention the products repeatedly. Other pronoun in those advertisements was "**everything**" Sony in **data 10** (datum 1), **"something"** Lenovo in **data 4** (datum 1) and sony **data 10** (datum 1), "**everyone**" Sony in **data 10** (datum 1) and Apple in **data 11** (datum 1). The

"everyday" that had meaning a particular time when the readers need a laptop and gadget to search such as for communicate, educate, work, knowledge indeed was included as time deixis.

Place Deixis in the advertisements were **"anywhere"** in this adverb of time referred to some places where the reader is needs to use their gadget (Lenovo in **data 4**). The word **"someone"** refers to the custumers who was consume it, presented the place deixis (headphones in **data 6** (datum 2)).

Finally, we might conclude that the deixis found person deixis, place deixis, time deixis and discourse deixis. But pronoun Deixis of person deixis is offered used. The several of techniques use presenting in advertisement in headline USA TODAY website used deixis that needs to be interpreted in order to engage readers' or costumers attention to buy the product.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents two sections, conclusion and suggestion, as the final research result of this thesis entitled "A study on deixis used in advertisement of the headlines USA TODAY website". After the analyzing and the interpreting the found the data in the previous chapter, the conclusion and suggestion as the last part of this writing research are taken. The conclusion below is the answer of the statement of the problem.

5.1 CONCLUSION

Based on the data analysis and discussion, this study concluded that there were five tipyes of deixis used in advertisement of headline USA TODAY website by Levinson theory; person deixis, place deixis, time deixis, discourse deixis and social deixis. The researcher was found that the person deixis, place deixis, time deixis and discourse deixis. But pronoun Deixis of person deixis is offered used in the second person. In almost all advertisements the personal pronoun "**you**" was existed. Its pronoun referred to the readers or customers. The advertisement called the readers with "**you**" in order to make the advertisement more communicatively. The possessive pronoun "**you're**" was also referred to the readers.

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Finally, we might conclude that the deixis found person deixis, place deixis, time deixis and discourse deixis. But pronoun Deixis of person deixis is offered used. The several of techniques use presenting in advertisement in headline USA TODAY website used deixis that needs to be interpreted in order to engage readers' or costumers attention to buy the product.

5.2 SUGGESTION

Based on the conclusion above, the writer would like to suggest that this linguistics study is expected to enrich reader's knowledge about the kinds of deixis used in advertisement. Therefore, many researcher or advertiser can use this study research for the reference. Hopefully, it would be useful for next researcher who process of making research of advertisement and their advertisement more effective, interest and persuasive to the reader.

This study of advertisement has many kind style used in deixis. The writer interpret with their own style word so everybody free to read it. Besides, the next researcher or advertiser can use the theory of deixis by Stephen C. Levinson.

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