

## **CHAPTER I**

### **INTRODUCTION**

The content of first chapter is about introduction of this research. Background of the study, research questions, aims of this study, and organization of the paper are presented in this chapter.

#### **1.1 Background of the Study**

In any kinds of daily communication such as conversation, broadcasting, lecturing, and so on, people cannot avoid deixis. It will appear in communication. For example, people use deixis realized lexically through the word ‘you’, ‘here’, and ‘now’ to indicate something or someone in conversation. In this case, those words are used to point people, places, and time. Thus, deixis, as O’Keeffe *et al.* (2011, p. 36) explained, enables people “to refer to entities in context”. It is obvious that deixis involves in daily communication.

Furthermore, a conversation will be more effective by using deixis. People usually use deixis when conversing with others. For instance, a person does not need to say the full name of the place that the hearer knows in a conversation. The person merely needs to say ‘here’ or ‘there’ to point the intended place. Through this way, the communication will be more effective.

Considering the importance of deixis in daily communication, many researchers have conducted studies to investigate deixis in different areas and contexts. They have investigated deixis such as in daily conversation (Rachmawati, 2011), in advertisement (Uddin, 2009), in children’s utterance (Stoyanova, 2005; Saputra, 2010), in literary texts (Sultan and Yoins, 2010), and in entertainment program (Meylitasari, 2012). However, it seems that the use of deixis in talk show has not been investigated yet. In fact, the presenters and participants of talk shows use deixis especially person deixis.

According to Morissan (2009), talk show belongs to soft news and it means a TV program which shows one or some people (guest stars) to discuss certain topic, and led by a presenter. In Indonesia, talk show programs are popular nowadays. Many Indonesian people in all ages watch that kind of program. As a result, almost all Indonesian TV stations have talk show programs such as *Bukan Empat Mata* in Trans 7, *Show Imah* in Trans TV, *Indonesia Lawyer Club* in TV One, *Hitam Putih* in Trans 7, *Sedap Malam* in RCTI, *Kick Andy* in Metro TV, etc.. By the existence of many talk show programs in television, there are many Indonesian people watch the programs. By the frequency for watching the programs, Indonesian people absorb much information from the shows, included language style. Furthermore, the information they gain from the shows will influence their idea and attitude. Television broadcasting gives the influence toward apparatus which produce thought and attitude which are needed for the social and cultural reproduction of society (Marcuse in Arifin, 2010, p. 16). According to scientific research that was done by LIPI (*Lembaga Ilmu Pengetahuan Indonesia*), bad impacts in people's physic and psychics are also influenced by TV broadcasting programs. The consequence is that talk shows influence the language, idea, mental, moral, and attitude of Indonesian people. Therefore, it is very important to know how the participants in talk shows speak and deliver their utterance, especially due to the very big impact that is resulted from the programs toward people, especially language or linguistic effect.

Considering that, the researcher takes two talk show programs as the samples to be investigated. The two talk show programs are *Bukan Empat Mata* in Trans 7 and *Show Imah* in Trans TV. Both talk shows were chosen due to the atmosphere of them are the same i.e. comedy. Their popularity in Indonesia and their achievements to become nominees in Panasonic Gobel Awards 2013 also became the reasons of the sample selection.

Therefore, the researcher is interested in investigating deixis in talk show. The present study investigates deixis especially person deixis particularly in *Show Imah* and *Bukan Empat Mata* talk shows. The person deixis is chosen in the present study because those talk shows seem to use various personal pronouns. What make this study different from the previous studies are the investigated data which is talk shows, and the investigation of contribution of person deixis toward the structure of the talk shows.

This study will give two contributions, namely theoretical and practical contributions. Theoretically, this research is expected to contribute to the linguistic study, especially in pragmatic study, concerning person deixis theory in TV talk shows. This is also useful as a reference for next research in pragmatics study. Then, practically, this research also motivates other studies concerning the comparison of the talk shows. Furthermore, this study can be used as reference or information about the way talk show participants, whether the presenters or guest stars, produce their utterances.

## 1.2 Research Questions

This study is investigated to analyze the issues in the following research questions.

1. How is person deixis used in *Bukan Empat Mata* and *Show Imah* talk shows?
2. How does person deixis contribute to the structure of *Bukan Empat Mata* and *Show Imah* talk shows?

## 1.3 Aims of the Study

Considering the background and the research questions above, aims of this study are:

1. To analyze how person deixis is used in *Bukan Empat Mata* and *Show Imah* talk shows;
2. To analyze how person deixis contribute to the structure of *Bukan Empat Mata* and *Show Imah* talk shows.

## 1.4 Clarification of Related Terms

Some specific terms below are used in the present study and need clarifying. They are deixis, person deixis, talk show, *Bukan Empat Mata*, and *Show Imah*.

**Deixis** is a branch of pragmatics study which comes from ancient Greek word technically used to mean ‘pointing’ or ‘indicating’ via language (Lyons, 1977). Any linguistic form used to accomplish pointing expression is called a deictic expression (Yule, 1996, p. 9). Deixis categorized in several types: personal, spatial, temporal, social, discourse, empathetic.

**Person Deixis**, which is the focus of this study, is concerned with the identity of the interlocutors in a communication situation (Fillmore, 1997, p. 61). Furthermore, Yule (1998) also defines person deixis as a type of deixis which points to a person such as *me*, *you*, *him*, and *them*.

**Talk Show** is a TV program which shows one or some people (guest stars) to discuss certain topic, and led by a host or presenter (Morissan, 2009). In its process, talk shows usually use personality interview which is a type of interview on the air. Baksin (2009, p. 91) mentions that:

Personality interview is a question and answer about personality of the interviewee himself. Interview with a famous person (a movie star, a role model teacher, a sport champion, etc) about his experience, age, education, hobby, etc are examples of personality interview.

In this era, there are so many talk show programs in television, even in all TV stations in Indonesia. In this study, there are only two talk shows are being investigated, namely *Bukan Empat Mata* and *Show Imah*. ***Bukan Empat Mata*** is a talk show program in Indonesia TV channel, namely Trans 7 which is led by Tukul Arwana. Every episode presents certain theme and added by humor. *Bukan Empat Mata* won the Panasonic Awards for two years (2009-2010) as the Best Entertainment Talk show (Wikipedia.org). ***Show Imah*** is one of daily TV talk shows in Indonesia that broadcasts in Trans TV channel every 3.30 PM from Monday until Friday. The talk show is presented by Soimah, an Indonesian actress who is also a comedian.

## 1.5 Organization of the Paper

The paper is presented in five chapters. Chapter I provide general information about background of the research, research questions, aims of study, clarification of related terms, and organization of the paper. Chapter II is about literary reviews that is relevant to this study. Chapter III explains the way the data was obtained and the approach that is used to process the data. Then, findings and discussion are discussed and analyzed in Chapter IV. Finally, Chapter V presents conclusion and suggestion based on the analysis and discussion in the previous chapter

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*Person deixis in bukan empat mata and show Imah talk shows*

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