AN ANALYSIS OF DEIXIS OF TAYLOR SWIFT'S COMMENCEMENT SPEECH AT NEW YORK UNIVERSITY

Presented as a partial fulfillment of the requirement for the Undergraduate Program

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STATEMENT OF AUTHENTICITY

I declare that this final project is my own writing. It is true and correct that I do not take any scholarly ideas or work from others. That all cited works were quoted in accordance with ethical code of academic writing.

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ABSTRACT

This research aims to find the types of deixis are used in Taylor Swift's commencement speech at New York University and the function of deixis of Taylor Swift's commencement speech at New York University. This research is descriptive qualitative using a pragmatic approach. To collect data using the observation method. For its application, this method uses the listening technique as a basic technique and the free involvement-taking technique as an advanced technique. The second technique is note-taking technique. The results of this study indicate that the types of deixis in Taylor Swift's commencement speech at New York University are persona deixis, time deixis, place deixis, discourse deixis, and social deixis and the functions.

Keyword: Dexis, Taylor Swift, Pragmatics

CHAPTER I

INTRODUCTION

1.1 Background of Study

In social life, language plays a significant part since it is a communication tool. “Language is a system of arbitrary sound symbols that a community uses to communicate, engage, and identify itself” (Kamus Besar Bahasa Indonesia, 2016). Based on the language variety, language is separated into two, namely spoken language and written language. Spoken language is the language used in communicating which is expressed orally, while written language is a language that uses letters and through written media as its basic elements. Speech is an example of a spoken language phenomenon that occurs between (speaker and listener) or can also involve a third party. This linguistic phenomenon also has a purpose, meaning and context. In linguistics there is one branch that examines this study, pragmatics.

Based on the statement above, which is supported by Yule (1996) which states that “Pragmatics is known as the study of meaning as it is communicated by speakers or writers and interpreted by listeners or readers. Therefore, it is more about analyzing what people mean by their speech than what the word or phrase "I" means in the speech itself”. Pragmatics is branch of study of speaker meaning and context. It examines five branches of study, they are deixis, presuppositions, implicature, discourse structures, and speech acts or language acts. This study examines one branch of pragmatic studies is deixis.

Some linguists defined deixis differently as follows: “Deixis is a term from the Greek which means ‘pointing’ in language” (Yule, 1996). “Deixis is concerned with how language encodes or grammaticalizes characteristics of the context of utterance or speech event, and hence with how utterance interpretation is dependent on context analysis.” (Levinson, 1983). Deixis is related to the disclosure of something that becomes a reference in communication by using language. The meaning of deixis can be known if it is also known who, where and when the word was spoken. In other words, deixis is the identification of meaning when the language is in what language event depends on the context of the conversation intended by the speaker. Deixis can be found in everyday conversations also in literary works, such as films, magazines, newspapers, novels or in speeches.

In speech can also find the use of deixis, because speech contains deictic elements (person, space, time, discourse, and social) delivered by the speaker. “Speech is the expression of thoughts in the form of words shown to many people” (Kamus Besar Bahasa Indonesia, 2016). Speech aims to convey information that is usually important or formal in the form of a solicitation or appeal, influencing and convincing the listeners. This research, analyzes the types and the function of deixis used in Taylor Swift’s commencement speech at New York University.

Taylor Alison Swift or also known by her stage name 'Taylor Swift' started her musical career at a very young age of 14 years. Taylor Swift was born at 33 years ago in West Reading, United States. She is a singer, song-writer and actress from the United States. Her artistic blood flows from her grandmother who is also a singer. Taylor's singing ability has been seen since childhood, where she sang in front of tourists while traveling with her family. Taylor Swift became the youngest

singer to win a Grammy Award at just 20 years old in 2010. Her success in music has earned Taylor eleven Grammy Awards and is also one of the best-selling singers of all time. In 2022 she was awarded an honorary degree in fine arts (doctor) from New York University. Even though she did not go to college, she received an honorary doctorate thanks to her contributions through her works to the music industry and society. An honorary title is given to a figure who has great service in a certain field.

Although many researchers have researched the same thing, they have different titles and theories. This study uses the type of deixis by Levinson and Yule which turns out to be widely used by researchers out there. The reason for choosing Taylor Swift's opening speech at New York University was when the researcher watched the video she found that there are many deixis that can be found in the speech. Therefore, researchers are curious and do research on deixis on this object.

1.2 Statement of Problem

Based on what Deixis explained can be found in daily conversations and in literary works, such as films, novels, magazines, newspapers or in speeches. Deixis is worthy of research because it discusses the meaning and source of greetings among people. It can solve all kinds of conversation problems, such as ambiguous context, misunderstanding of context, and one of them in special speeches. In Taylor Swift's commencement (2022) speech contains deixis on each of her words, but the type and the function of deixis is different.

1.3 Research Question

Previously, the background has been described. The research questions that have been compiled, as follow:

a. How the types of deixis in Taylor Swift's commencement speech at New York University?
b. How the deixis functions found in Taylor Swift's commencement speech at New York University?

1.4 Goal and Function

The goal and function of this research is to describe:

1.4.1 Goal

a. To find the types of deixis are used in Taylor Swift's commencement speech at New York University
b. To find the function of deixis of Taylor Swift's commencement speech at New York University

1.4.2 Functions

The results of this study are expected to provide theoretical and practical function.

a. Theoretically, the results of this research are useful in the field of linguistics, especially from the pragmatic field regarding the use of deixis in the speech "Taylor Swift's commencement speech at New York University" which will add insight to the researcher and anyone who reads this research.
b. Practically, the results of this study are useful to add to the literature reference that focuses on pragmatics regarding deixis in the "Taylor Swift's

commencement speech at New York University" to readers and everyone who wants to do research in the field of pragmatics, especially research on deixis.

1.5 Scope and Limitation

Limiting the problem in research is an important thing to do because it will affect the results of the research and the accuracy of the research problem. This is done so that the research is more focused and in accordance with the research objectives. Therefore, this research is limited to 3 things, namely pragmatics, deixis form, and deixis function in 'Taylor Swift's commencement speech at New York University'. Based on the problem above, this study has scope and limitation. The scope of this study using pragmatics, which is a branch of the study of linguistics. The researcher used pragmatics theory from George Yule's book *Pragmatics*, Oxford University Press (1996) and *Pragmatics* by Stephen Curtis Levinson (1983).

The scope of research on deixis in Taylor Swift's Commencement Speech at New York University includes a detailed analysis of the various kinds of deixis found in the speech. This research mainly focuses on finding the function of deixis and various types of deixis, including Person Deixis, Time Deixis, Place Deixis, Discourse Deixis, and Social Deixis, which are found in the speech. The researchers used all types of deixis contained in the object. The limitation of the study is used Taylor Swift's commencement speech at New York University that has released on YouTube on May 18, 2022 as object.

1.6 Conceptual Framework

The following is an explanation of the conceptual framework as follows:

From the framework below, the researcher uses Taylor Swift's commencement speech as the research object. The researcher collects data by watching and reading scripts from the video. After obtaining it, the data is conducted by identifying each of Taylor Swift's utterances by grouping them into various types of deixis and their functions. This research used from Stephen C Levinson theory and George Yule theory. Then the researcher draws conclusions according to the analysis to answer research questions.

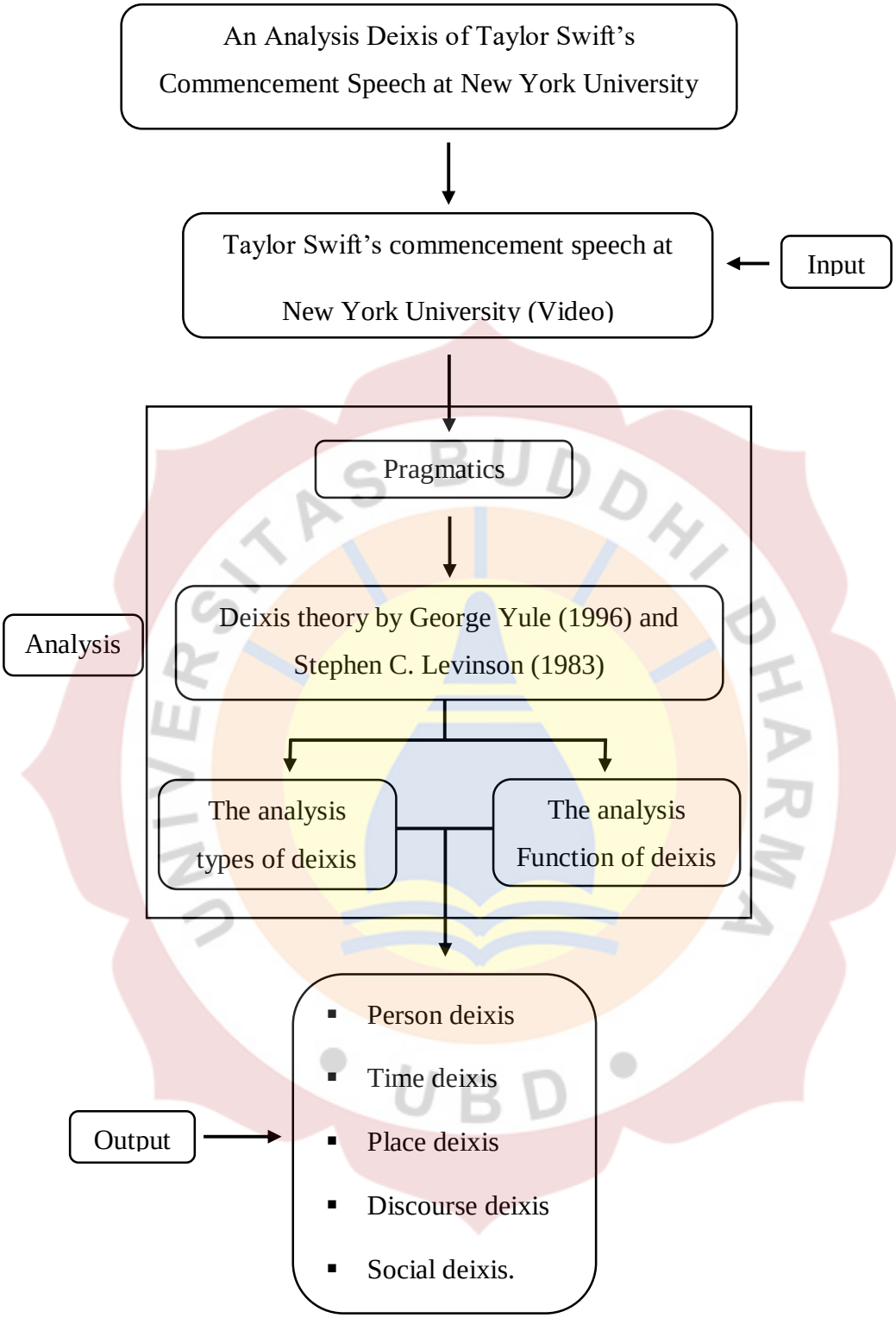

Figure 1.1 Conceptual Framework

CHAPTER II

THEORETICAL FRAMEWORK

In this theoretical framework, it contains a description of the literature review including previous research, and the theoretical framework. Previous research and previous theory are used to answer the problem formulation.

2.1 Previous Study

Research on deixis is not the first time it has been done. There have been previous studies that have been done. In a study, previous study is needed which is used as a reference that has been proven true. Therefore, researchers have found three previous studies that are used as references in writing this research. The following is previous studies that is relevant to this research:

The first previous research was written by Sartika, I. (2020): An Analysis of Deixis Found In "The Tomorrow War" Movie: Pragmatics Approach which aims the types and functions of deixis found in "The Tomorrow War" Movie. The research used descriptive qualitative because the research data were the "The Tomorrow War" movie script. For reference in this research, she used the theory from Yule (2017) and Jakobson (1960). The result of this research is found that there were five types of deixis, they are spatial or place deixis, person deixis, discourse deixis, social deixis and temporal or time deixis.

The second research was done by Suyani, R. N. (2020): A Pragmatics Study on Deixis Analysis in President Jokowi's State Speech. The purpose of this study

is to identify the types of deictic expression in Preseident Jokowi's state speech and to analyze what the functions of deictic expressions used in speech. In this research she used Levinson's theory which consisted of person deixis, spatial (place) deixis, temporal (time) deixis, discourse deixis and social deixis. This research used descriptive qualitative. The data of this research were the President Jokowi's state speech at the joint session of DPD RI – DPR RI on August 16th 2019.

The last, the research was done by Kristina (2020): Deixis Used in Donald Trumps's Speech to The United Nation General Assembly. The purpose of this study is to find the types of deixis used in the Donald Trump's speech and to analyze the references of deixis found in the speech. The researcher used data from Donald Trumps's Speech to The United Nation General Assembly. For reference in this research, she used the theory from Levinson and Yule. There are five types of deixis that the researcher found in this study, namely person deixis, spatial or place deixis, temporal or time deixis, discourse deixis and social deixis.

The similarity of this study with the previous studies mentioned is that they examine deixis as well. After the researcher read and understood the three previous studies, the researcher found the differences. The first previous research used the movie script "The Tomorrow War" as the object. Then, the second previous research was President Joko Widodo's speech as the object. The third previous research used Donald Trump's speech as the object and also the researcher did not examine its function but explained the references in the speech. And finally, none of them used Taylor Swift's speech at New York University 2022 as the object of their research.

2.2 Theoretical Framework

2.2.1 Pragmatics

Pragmatics, is a field of linguistics, which studies the meaning of language in relation to context, different from semantics which only studies meaning without context. "Pragmatics is essentially studying the meaning conveyed by a speaker or writer, and the appropriate interpretation by listeners or readers. This can be concluded as a study of the meaning expressed by the speaker or the meaning contained in the speaker's speech. In effective communication, individuals must understand the literal meaning of the words in the utterance and the intended message behind the utterance to ensure clear understanding" (Yule, 1996). "Any analytical approach in linguistics that includes the examination of contextual factors is inherently categorized as a part of the field of language study known as pragmatics" (Brown and Yule 1983).

Yule (1996) stated that there are 4 definitions of pragmatics, including: (1) as the study of what speakers mean; (2) as the study of what the context means; (3) as the study of how to say more than what is said; and (4) as the study of how distance relations are expressed. In pragmatics, it is explained about the rules that must be obeyed by speakers so that the speech can be understood properly by the addressee.

In addition, Levinson (1983: 7) states that “Pragmatics is the study of language from a functional perspective, that is, attempts to explain the facets of linguistics structure by reference to non-linguistics pressures and causes”. And Levinson (1983: 5) also defines “pragmatics is the study of language usage”.

Some of the opinions above, it is concluded that pragmatics is the study of the meaning of utterances based on the context spoken by the speaker to the addressee. Therefore, the meaning of an utterance conveyed by the speaker can be understood by paying attention to the context when the speech act takes place. Pragmatics makes the utterances that speakers want to convey easier for addressees to interpret and understand according to the context. The meaning of utterances that cannot be fully explained by referring to the actual conditions of the uttered sentences.

2.2.2 Deixis

Deixis is part of pragmatics, investigating changes in meaning caused by shifts in context. Among linguists, deixis is a rich concept with various interpretations and explanations. Cruse (2006) defines "deixis as an overarching concept that includes the identification of subjects in the world related to language elements, the achievement of which is achieved through the speaker's role as a reference point". "Deixis is a demonstrative pronoun, place, person, time and other lexical components in speech acts" (Lyons, 1977).

Levinson (1993) reinforces this statement, stating that "deixis is concerned with the way language encodes or grammatically structures the attributes of the context of speech or speech events. This, in turn, influences the interpretation of utterances and underscores the importance of analyzing the context in which the utterance occurs". The notion of deixis as outlined by Anderson and Keenan (1985: 259) is in line with this perspective, defining it as "a linguistic element whose

understanding in a straightforward sentence depends largely on the extralinguistic contextual attributes of a particular utterance."

In essence, deixis in pragmatics is concerned with the complex interaction between language and context, with its interpretation spanning a spectrum of references, dimensions, and contextual considerations, as proposed by various linguists including Cruse, Lyons, Levinson, and Anderson and Keenan. The conclusion from the statements of the linguists above, deixis is a linguistic activity in which utterances are spoken whose references can move or change depending on the context of the conversation, who is speaking and to whom to speak. Deixis sentences cannot stand alone because you have to know who and what is being pointed to otherwise it can be ambiguous. In other words, the meaning of deixis sentence will change if the context is different. So that deixis makes sentences easier to understand without any misunderstandings and also more orderly.

2.2.3 Types and Functions of Deixis

"Traditionally categorizes deixis into three, namely, person, place and time. Then he added 2 other categories of deikis, namely discourse and social" Levinson (1983). Yule (1996) "categorizes deixis only into 3 namely, persona, time and place". Deixis serves to help readers and listeners to understand what someone wrote or said, but adapts it to the context of the sentence. Does it show the time, does it show people specific and clear information, or does it show something else? Therefore, deixis can help in making sentences more effective and pleasing to the ear.

A. Person Deixis

“Person deixis, also referred to as persona deixis, comes from the word 'persona', a Latin term derived from the Greek word 'prosopon', which means 'mask' and is used to describe a 'dramatic character' or 'role'. The linguistic use of this term stems from the metaphorical perception of language events as a theatrical performance" (Lyons 1977). In linguistic activity, persona deixis is classified into three distinct types: (1) the first person signifies the speaker in relation to the listener, (2) the second person shows the active listener or conversation participant, and (3) the third person relates to the individual who is the subject of discussion or someone who is outside the conversation.

"Person deixis involves coding the role of the participant in the speech event in which the related utterance is delivered" (Levinson 1983). “Persona deixis is divided into 3 pronouns representing the first person ('I'), second person ('you'), and third person ('he,' 'she', or 'it'). In conversation, each individual continually transitions between being the speaker ('I') and the listener ('you'). The choice of one form over another due to contextual social factors is sometimes referred to as social deixis" (Yule 1996).

As you can see from the opinions of some of the linguists above, it can be concluded that person deixis refers to the role of participants and conversational events that use the disclosure of a word or sentence in the category of person or person and this disclosure uses personal or personal pronouns.

The first person pronoun aims to refer to the speaker himself, representing self-reference when communicating with the listener. This pronoun is in the form

"I". Second person pronouns, found in both singular and plural, are addressed to another individual or individuals in conversation. The second person pronoun is represented by “you”. Finally, the function of third person pronouns, both in the singular and plural, refers to individuals outside the communication, which does not mean the speaker or listener. Third person pronouns include forms such as “he,” “she,” and “it.”

Example:

Said: “*Where are **you** going for New Year's holidays?”*
Andi: “***I** want to go on holiday to Bali. And **you**?”*
Said: “***I** also want to go to Bali!”*
Dika: “***They** all left. I'm lonely.”*

The utterance “you” referred to addressee (Andi and Said), “I” referred to Andi as a speaker (first person) and “they” referred to Said and Dika (Third person).

B. Place Deixis

The second type of deixis is known as Place Deixis, sometimes also referred to as spatial deixis. Yule (1996) underlines that "the concept of distance, mentioned earlier, has significant relevance in spatial deixis, as it involves designating the relative positions of individuals and objects. This form of deixis is exemplified in the relative locations of people and objects". "Contemporary English basically uses only two adverbs, 'here' and 'there', to establish basic differences in spatial deixis. However, in older texts and certain dialects a wider range of deictic expressions is prevalent used” (Yule, 1996). Cruse (2006) supports this by explaining that "spatial deictic serves to indicate a location in space in relation to the speaker. The basic

spatial deictic consists of adverbs such as 'here' and 'there', which can be briefly interpreted as 'here' and 'there'. places close to the speaker' and 'places far from the speaker'.

Lyons (1997) states that "a location can be identified through two kinds of expressions of reference. First, by informing the recipient of the location of an object, effectively placing it in context; second, by describing the quality, attribute, or category of the object". According to Levinson (1997) "Place or space deixis involves determining location relative to an anchor point in the context of a speech event". This indicates that place deixis aims to indicate a certain location during a conversation. Place deixis can be divided into two parts: distal (far) and proximal (near). Distal, referring to the greater distance between the individual and the object to which it is referred, includes terms such as 'that', 'there', and 'then'. In contrast, proximal, relating to the closer distance between the person and the object being discussed, includes words such as 'this', 'here', and 'now'.

Example:

(1) *"You can put it the box there."*

(2) *"I feel very comfortable* ***here****, may I stay* ***here*** *for a few days?"*

The meaning of the utterance 1) "There" means a place where the speaker points to the place for the listener to put the box. 2) "Here" means a place where the speaker feels comfortable living.

C. Time Deixis

"Temporal deixis, also referred to as time deixis, involves using elements of language to denote points or intervals on the temporal axis, with moments of speech

serving as reference points” as stated by Cruse (2000). The temporal axis can be divided into three main categories:

(1) Occurs before the moment of utterance

(2) Takes place at the time of utterance

(3) Occurs after the moment of utterance

The most basic temporal deiktic in English include words like "now" and "then". In essence, temporal deixis is closely related to descriptions of time, forming a temporal perspective in language based on the emergence and creation of language activities. In English, examples of temporal deixis are easy to find. Examples of this can be found in the use of time signals such as "now", "soon", "recently", "then", "yesterday", and "this year". In addition, temporal deixis is usually observed in the use of verb forms.

Time deixis serves as a guide for expressing distance, time in terms of time or when an expression is made by the speaker, such as now, at that time, yesterday, tomorrow. All of these expressions depend on the speaker's understanding of the knowledge of the relevant to the time. Time deixis serves as a reference when speech is marked with now, and now. Then as a reference to the past or before when the speech took place by using a verb that expresses past time. Then as a reference to the time when after the utterance, it is indicated by using future verbs such as "tomorrow, next week, next year, etc."

Example:

(1) *"I'm going to meet my friends* ***tomorrow afternoon****."*

(2) *"**Yesterday**, Andrew missed the meeting because he was sick."*

Utterance 1) the speaker will meet with his friends with information tomorrow afternoon or something that will happen. While the utterance 2) the speaker said that Andrew did not attend the meeting because of an illness that occurred yesterday or in the past.

D. Discourse Deixis

Levinson (1982) states that "Discourse deixis relates to the use of expressions in an utterance to indicate the part of discourse that includes that utterance, including the utterance itself". Cruse (2006) provides further insight, stating that "discourse deixis involves examples such as the use of the terms 'this' to refer to upcoming elements of discourse and 'that' to refer to components of previous discourse". "This function establishes connections between elements of past discourse and elements of discourse that are anticipated, bridging the earlier discourse segment to the next discourse" (Cruse, 2006). Discourse deixis functions to refer to things that have been discussed, to refer to things that will be discussed, and to conclude something. Discourse deixis is grouped into two forms, namely anaphora and cataphora. Anaphora is a reference to something previously mentioned in a discourse with repetition or substitution. Cataphora is a designation of what will be mentioned.

Example:

*(1) "Adam was very hardworking, because of **that** he had a lot of money."*

*(2) "**This** is one of the wonders of the world."*

The first utterance can be classified as an anaphora because the word 'that' functions as a reference to previously something that has been mentioned, spesifically hardworking. The second utterance can be classified as a metaphor due to the usage of the word 'this' which refers to the thing that is mentioned at the end of the sentence or the end of the discourse, spesifically one of the wonders of the world.

E. Social Deixis

According to Fillmore in Levinson (1983: 89) “social deixis relate to aspects of sentences that reflect certain realities about the social situation when the speech act occurs”. Social deixis involves aspects of the utterance and reflects the particular social reality when the utterance is spoken. Typically, Social deixis is usually refer to social distinctions. This is usually indicated by the use of subtle words in the form of greetings, titles, and politeness. Usually this form of deixis is also used to honor the mention of social differences.

“Social deictics are expressions whose function is to indicate the position of the referent on the scales of social status and intimacy relative to the speaker” (Cruse, 2006). Social deixis has societal differences found in participants in language events, especially in dealing with cultural aspects and has a function as a form of politeness in language. Social deixis is related to everyday life, because in a speaking event the speaker is required to use all deixis according to social status and speak politely appropriately. Social status, age, occupation, education, and gender greatly influence this social deixis.

Example:

(1) *"Dear **Madame**, We are pleased to invite you to be a guest at our wedding ceremony tomorrow."*

(2) *"**Bro**, come to my birthday party tomorrow."*

The two sentences above have the same purpose, inviting people. However, it's spoken differently depending on the addressee. The first sentence is spoken to honor the addressee or the addressee has a higher position and the atmosphere is more formal. While the second sentence is more uttered to friends because the atmosphere is more relaxed than the first sentence.

2.2.4 Context

In the realm of pragmatic studies, context takes a fundamental and essential role. Levinson (1983) defines "pragmatics as the exploration of the interconnection between language and context which is the basis for understanding language". Leech (1983) further contributed to this idea by describing "context as a constituent in the speech situation". Context includes aspects related to the physical and social environment of a communicative act. Leech's definition also includes the idea that context consists of the background knowledge possessed by the speaker and listener, which serves to aid the interpretation and understanding of the speaker's meaning.

In addition, Hymes, as detailed in Brown and Yule (1983), begins the task of describing the elements of context that have relevance in characterizing a particular speech event. This includes: (1) the role of speaker and recipient: The speaker, or speaker/writer, produces speech, while the recipient, or listener/reader,

receives it. (2) Topic: Refers to the subject being discussed. (3) Setting: Determines the temporal and spatial context of the event. (4) Channel: Explains the method of communication used, whether it is speech, writing, sign language, or other forms. (5) Code: Includes a particular language variation, dialect, or style used. (6) Message form: Refers to the intended format or genre of communication, such as conversation, debate, fairy tale, etc. (7) Event: Describes a communicative event into which a genre may be included, exemplified by a sermon as part of a larger church service. (8) Key: Involves the evaluative aspect, determining the tone or emotional coloring of the communication. (9) Goal: Includes the desired outcomes sought by the participants as a result of the communicative event.

In sum, context plays an important role in pragmatic studies, as highlighted by Levinson, Leech, and Hymes, serving as a multifaceted framework that shapes and informs the understanding and interpretation of language. Based on the explanation above, context is an aspect related to the speaker's environmental and social conditions which is the reference background of an utterance. Conversations also have the goal of understanding the meaning of the sentences stated by the speaker, not only for understanding sentences and words, therefore context is crusials for interpreting and comprehending utterances. The meaning will change when the context changes.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

This research method used qualitative methods. "Qualitative research involves a methodology that aims to explore and understand the significance that individuals or groups have on social or human problems. The research process requires generating questions and procedures, collecting data that is usually present in the participant's environment, and analytically deriving common themes from specific examples, and the researcher concludes an interpretation regarding the significance of the data. The resulting written report has an adaptable structure. Those involved in this kind of inquiry uphold a research perspective that values an inductive approach, centers on individual perspectives, and underscores the need to capture the complexity of a situation" (Creswell 2014).

Qualitative research focuses on the analysis of inductive reasoning processes relating to the dynamics of the relationship between observed phenomena and always employs scientific logic. The purpose of thinking inductively is analysis based on data. It can be concluded that qualitative research is research that is carried out descriptively about human social phenomena using the methods of interviews, observation, and utilization of documents.

3.2 Data types

Qualitative data are generally non numerical but have a greater variety of sources. Qualitative data are products of the data sources and so include quotations, transcripts, observations, field notes, and excerpts from documents such as images and newspaper articles (Given, 2008)

According to Given (2008) “research data sources are divided into 2, namely primary data and secondary data. Primary data are derived from sources such as oral historians, or their transcribed statements, or written testimony of other types of eyewitnesses. These tend to be the original artifacts, documents, and items related to some direct event, or outcome of an event, or some experience of an individual. And secondary data are preexisting data that have been collected for a different purpose or by someone other than the researcher”. This research uses secondary data because it accesses and downloads data via YouTube.

3.3 Data source

This study uses a script from Taylor Swift’s commencement speech at New York University 2022 as a data source where the video was released on YouTube which reached five million views. Although many researchers have researched the same thing, they used different research object and theories. This study uses the type of deixis by Levinson and Yule which turns out to be widely used by researchers out there. The reason for choosing Taylor Swift’s commencement speech at New York University is that when the researcher watched the video she found that the speaker made extensive use of deixis in her speech. Therefore, the researcher is interested

in studying research on deixis in Taylor Swift's commencement speech at New York University.

3.4 Technique of Data Collection

The following are the steps of the data collection technique carried out in this study:

1. Select Taylor Swift speech video from youtube
2. Watch the whole video
3. Read and write video scripts from youtube
4. Determine the types of deixis from Taylor Swift's speech
5. Collect the words and sentences into several groups
6. Analyze the type of deixis and the function of deixis found in the speech

No	Utterances	**Person Deixis**				
		1st singular	1st plural	2nd plural	3rd singular	3rd plural
1.	*"If **they** are here in this stadium, **I** hope **you**'ll find **your** own way to express **your** gratitude for all the steps and missteps that have led **us** to this common destination."*	✓	✓	✓		✓

Table 3.1 Deixis type grouping data analysis table

3.5 Technique of Data Analysis

The following are the steps of the data analysis technique carried out in this study:

1. Read and understand the video script so that you can get the types of deixis and analyze the data.

2. The data obtained in this research is in the form of written language, so the researchers group them into five types of deixis, namely personal deixis, time deixis, place deixis, social deixis, and discourse deixis.
3. The grouping results are described and assessed based on the indicators of the five types of deixis.
4. After that, analyze all the functions of the five deixis