

## ANALYSIS DISCOURSE *DEIXIS EKSOFORIS* IN THE DAILY ALERT, ANALYSIS, AND FIELD BUSINESS YEAR 2014

Tri Indah Kusumawati, S.S., M.Hum.

triindah2010@gmail.com

### ABSTRACT

This study entitled "Analysis of *Deixis Eksoforis* In Discourse On the Daily Alert, 2014". This study aimed to describe the form of *Deixis Eksoforis* which examines deixis persona, temporal, locative, and social. As well as analyzing the more dominant forms of deixis appears in discourse analysis.

Sample data will be analyzed based on five types of themes: education, law, corruption, health, and religion published in the daily discourse on Alert edition from June to August 2014. Thus, the number of objects of research amounted to 5 discourse. This research uses descriptive method, a method that describes the data naturally and what it is.

Based on the five themes are analyzed, it can be seen that deixis persona most commonly found in every discourse, totaling 78 words (54.9%). Furthermore, social deixis totaling 35 words (24.6%), then the locative deixis amount to 22 words (15.4%), and the latter temporal deixis amounted to 7 words (4.9%) of 142 sentences were analyzed.

Keywords: persona, temporal, locative, social

### I. Introduction

Language plays an important role in human life, because language is a unifying tool between one another, ranging from the smallest scale of life of families, communities, up to the most large scale state life.

Language serves as a communication tool. Language as a communication tool has a very important role in human life. Without any human language cannot communicate with each other. Communication can occur in a particular social group and in certain situations. For example, the

communication that occurs in the courtroom is one example of a situation using a variety of official Baku Indonesian. In contrast, examples of informal situations is communication that occurs between a clothing seller with the buyer in the traditional markets.

Through the language of civilization can be inherited. Language can be inherited through the use of printed and electronic mass media. The advent of the mass media today are very influential on society. The mass media has touched almost every corner of life because of the reach of the mass media to the remote village. Every morning millions of Indonesian people read print media, such

as newspapers, tabloids, magazines, and millions of people are also listening to information through electronic media, such as radio and television. Through the mass media public can obtain additional knowledge or new information in a relatively short time. The mass media is a means to be able to express or convey ideas.

The language used is the language of daily print media journalism has its own rules. A discourse in the print media are prepared for their purpose or the message to be conveyed. Daily Alert is a newspaper published every day in the city of Medan. The local newspaper is the oldest newspaper has recently published in Medan city, so the city of Medan is no stranger to read the newspaper. Besides contain news, newspapers Alert also accept article submissions in the form of public opinion about the problems that occur in the community. Discussion about *Deixis Eksoforis* which includes persona, temporal, locative, and social newspaper in Medan has not been studied, so the researchers are interested to make a study of *Deixis Eksoforis* in the discourse on Alert published daily ranging from June to August, 2014.

*Deixis* study distinguished on the outside *deixis* utterances (*Eksoforis*) which analyzes *deixis* persona, temporal, locative, and social. While *deixis* in speech (*Endofoforis*) review and kataforis anaphoric *deixis*. In this study, researchers study only the *Deixis Eksoforis* in daily discourse at Alert in 2014. As for the issue to be studied is *Deixis Eksoforis* What form of discourse in the daily Alert 2014. The purpose of this study is: To describe the

form *deixis seksoforis* in daily discourse at Alert in 2014.

The benefits obtained in this study:

1. Increase the knowledge of researchers in the field of science, especially the study *Deixis Eksoforis* pragmatics in discourse in the newspaper Alert.
2. Adding information science in the field of linguistics, especially the study of pragmatics.
3. For newspaper editors to add insight into the use of language in the news.

## II. Discussion

Pragmatics studies the relations follow the language in the context of the place, the time, the state of the wearer, and relationships with various situations meaning of speech. Pragmatics leads to the ability to use language to communicate who require the adjustment of the form (language) or a variety of language with the determinants of communicative acts. These factors ie who is speaking, to whom, for what purpose, under what circumstances, in what context, either path, any medium and in any event so it can be concluded that the pragmatic essentially leads to the manifestation of the ability of language users to use the language in accordance with the deciding factors in communicative acts and observing the principles of proper language usage.

Pragmatics (Kridalaksana, 2008: 159) is defined as the conditions that lead to harmonious whether use of language in communication. That definition does not mention at all the problem context of accompanying events of the language to be able to determine its meaning precisely.

Therefore, pragmatic include elements of speech communication content spacious. These elements include deixis, implicature, presupposition, follow the language and structure of the conversations (Sudaryat, 2009: 121).

A speaker who speaks with an opponent he says often use words that refers either to people, time, and place. Words commonly called deixis serves to show something, so that the success of an interaction between the speakers and opponents said little lot will depend on understanding deixis used by a speaker (F.X. Nadar, 2008: 54-55).

Alwi (2003: 42) states deixis is a symptom of semantics contained in the word or construction, which can only be interpreted taking into account the situation of reference with the talks. On the other hand Sudaryanto (1985: 288), argues the same as the pronoun deixis shows or deixis strongly tied to the situation, to do with the situation and the speaker so obvious. There is another opinion which states that "a deitic word is one take some element of its meaning from the situation of the utterance in with it is used (words that take some meaning in a situation of speech when it is used) (Soekemi, 2000: 33, in Roely Ardiansyah, 2012: 14-18).

In KBBI (2005: 245), deixis defined terms or function points to something beyond language or words that mengacuh to the persona, time, and place of a speech. In this activity, speaking the words or phrases that refer to some of these things move appointment or changing, depending on who the speaker, time and place dituturkannya words.

Words like me, he, ye are the words that appointment alternated. Reference these words then it can be seen who, where, and when the words are spoken. In a study of linguistic terms such a designation called deixis.

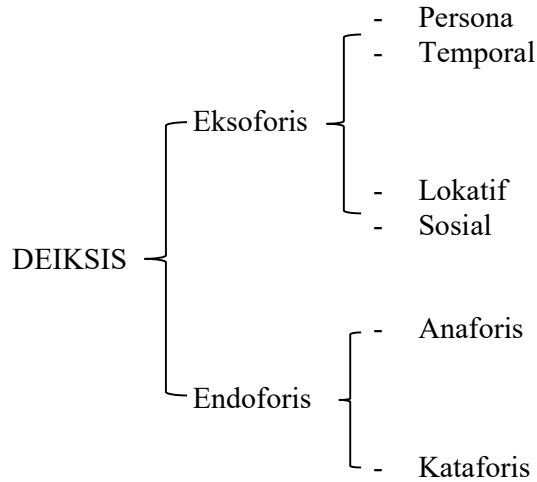
According Cahyono (1995: 217) deixis is a way to refer to the specific nature of a language that can only be interpreted according to the meaning that is referenced by speakers and influenced by Kridalaksana situation (2008: 45) deixis is or function pointing something outside language; said point pronouns, place, and time.

Based on some opinions, it can be stated that deixis is a symptom of semantic contained in its key words or constructions that can be interpreted in accordance with the situation of the conversation and pointing to something beyond language as the word shows, pronouns, and so forth. Referral or appointment can be aimed at the constituents previously called anaphora. Reconciliation can also be directed to a form that will be referred to later. Form of reference as it is called by katafora.

The phenomenon of deixis is the most obvious way to describe the relationship between language and context within the structure of the language itself. Words like me, here, now is deiktis words, the words that are deixis. These words have no fixed referent. Referring I said, here, sekarangdapat known meaning, if known to all who, in any place, and the time when the words are spoken. So, the center is oriented deixis speakers or speaker.

Based on the place, deixis distinguished on the outside deixis utterances (eksoforis) and deixis in speech

(endoforis) (Sudaryat, 2009: 122). The types of deixis can be seen in the chart below:



*DeixisEksoforis* or outside speech is *deixis* which refers to something that is outside the antecedent discourse. *DeixisEksoforis* also called *deixisekstratekstual*. *DeixisEksoforis* consists of *deixis* persona, temporal, locative, and social. The term comes from the Latin word *persona* persona as a translation of the Greek word *prosopan*, which means mask (mask that is used someone pretending), meaning also role or character brought showman. The term *persona* selected by linguists caused by the similarity between the events of language and language games (Djajasudarma, 1999: 43-61 in Roely Ardiansyah, 2012: 14-18). *Deixis* individual (person deixis) showed the role of participants in the event of a conversation, for example; speaker, discussed, and the other entity.

Consider the following table:

Persona	Makna	
	Tunggal	Jamak
Pertama	Saya, Aku	Kami, kita
Kedua	Kamu, Anda, engkau	Kalian
Ketiga	Dia, ia, beliau	Mereka

Table 1: *deixis* persona

*Deixis* is called according to participants in the role of language events. The role of the participants can be divided

by three. First, the first, namely the category of speaker reference to himself, such as I, we, and our. Secondly, the second, is the reference category speaker to a listener or who was present with the first, for example, you, you, you. Third, the third person, namely the reference to

the category of people who are not the speaker or the listener the speech, whether present or not, for example, her and them.

example:

Ajat, Anga, and Faris were sitting on the front porch Pak Dadi. They were engrossed in conversation. Actually, they're waiting for me, and Galina to learn together. I arrived and greeted them with a congratulatory afternoon. Galina has not arrived yet. Maybe she was late. (Sudaryat, 2009: 123)

Referring to the time it took place, both past, present, and future. (Sudaryat, 2009: 123).

example:

He used to live in the city. After her family, she returned home. Now he lives in the village even though his livelihood in the city. Each month brought his pension to the city.

Used to refer to the venue for the event, whether close (proximal), a bit far (semiproksimal), or far (distal). Nature can be static or dynamic.

Consider the following table:

Makna	Lokatif		
	Statis	Dinamis	
	Keberadaan	Tujuan	Asal
Proksimal	Di sini	Ke sini	Dari sini
Semiproksimal	Di situ	Ke situ	Dari situ
Distal	Di sana	Ke sana	Dari sana

Table 2: locative deixis

Examples locative *deixis* in the discourse:

"Please Mr. and Mrs. here sitting", the old man said to the husband and wife who had entered from the rear. "

Social *deixis* to disclose or indicate differences in social characteristics between the speaker and listener or writer and the reader to the topic or references mentioned in the conversation (Agustina, 1995: 50). Examples of social *deixis* use of the word death, death, death, and died to declare a state died. Each word was a different use. Likewise, replacement of the word prostitute with prostitutes, the homeless vagrant words, all the grammar called euphemisms (use a euphemism).

In addition, social *deixis* related to the participants (penyapa, pesapa, reference). Therefore, the social *deixis* involved elements of honorifics (title of respect) and ethical language (Sudaryat, 2009: 124). For example; mention of personal pronouns (personal pronouns) like you, you, he, and they, as well as the use of the greeting system and use of the title.

*Deixis* Endoforis also called discourse *deixis* referring to the existing references in the discourse and are intrateksual. Something that is referenced by *deixis* called the antecedent. Based on the position antesedennya, anaphora and *deixis* endoforis include katafora. Anaphora is pointing back to something that was mentioned earlier in the discourse with repetition or substitution. Katafora is

appointment to something that is mentioned later. The forms are used to express the discourse *deixis* the word / phrase is, the foregoing, the following, the first to be called, you know, etc. (Sudaryat, 2009: 124).

example:

Anaphoric *deixis* refers antecedents were before, as in the following sentence:

"Dedi was my sister. School in SMAN 1 Bandung. "

Antecedents of anaphoric *deixis*

Kataforis *deixis* refers to the antecedent was behind it, as in the following sentence:

"With his skills speak, Smith became an MC."

Function of *deixis* persona

1. Referring to the one who is speaking,
2. Referring to the name of the person who holds the office, for example: *Kapolwil, minister, Pangdam, etc.*
3. Referring to the person being talked about, for example: *dia, -nya, dan dirinya*
4. Mention people in large numbers, for example: *mereka.*
5. Shows inclusive form, ie *kami*

(Erlina Kusumawati 2006, www.dglib.ac.id, online, May 25, 2014)

Functions of social *deixis*

1. As one of the effectiveness of the sentence, for example: *Kapolwil.*

2. As a differentiator one's social level, for example: *KH (Kiai Haji).*

3. To keep the courtesy to speak, for example: *PSK.*

4. To maintain social attitudes, for example: *sungkem.*

(Erlina Kusumawati 2006, www.dglib.ac.id, online, May 25, 2014)

In this research will be discussed form and function, and social *deixis* persona found in daily discourse at Waspadatahun 2014, as well as the more dominant forms of *deixis* appears in the discourse studied. This study is based on five types of themes in the discourse that was published in the daily. As for the types of themes that were studied were:

1. Education
2. Law
3. Corruption
4. Health
5. Religion

Based on the above five themes, researchers will analyze the form and function of social *deixis* persona and found in daily discourse loaded in Waspada year, 2014.

This study is based on analysis of *Deixis Eksoforis* who analyze the form *deixis* persona, temporal, locative, and social discourse found in daily Waspadatahun loaded in 2014. So the data source of this research is secondary data, which takes data from the written material that the print media.

In collecting the data, the researchers collected daily discourse loaded in Waspadatahun 2014. Furthermore, researchers performing the following steps:

1. Classify discourse based on the theme that has researchers set of daily Waspadatahun, 2014.
2. Identify the types of *deixis* persona, temporal, locative, and social are found on each theme in the discourse that was published in the daily Waspadatahun, 2014.
3. Find the form of *deixis* persona, temporal, locative, and the dominant social appear on each theme in the discourse that was published in the daily Waspadatahun, 2014.
4. The data collected are then compiled and processed in detail and taken an important part to support the objectivity of the research.

Discourse On Alert Day 2014

No	Harian	Topik Wacana	Deiksis Eksoforis				Total
			Persona	Temporal	Lokatif	Sosial	
1.	W A S P A D A H U N	Pendidikan	30 (69,7)	6 (13,9)	4 (9,3)	3 (6,9)	43
		Hukum	18 (45)	1 (2,5)	7 (17,5)	14 (35)	40
		Korupsi	25 (60,9)	-	-	16 (39,0)	41
		Kesehatan	-	-	3 (7,5)	1 (2,5)	4
		Agama	5 (35,7)	-	8 (57,1)	1 (7,1)	14
<b>TOTAL</b>			78	7	22	35	142

Based on the table above can be explained that in every discourse that was published in the daily Alert 2014 found *Deixis Eksoforis* covering *deixis* persona, temporal, locative, and social. Based on

After the researchers collected data then analyzes that data with qualitative descriptive method that is intended to understand the phenomenon of what is experienced by research subjects. For example: behavior, perceptions, motivations, actions, etc. Holistically and by way of description in the form of words and language, in a specific context that is naturally and with using various scientific methods (Moleong, 2012: 6).

This research was conducted by collecting data and then analyzes the data with the aim to discover and describe the form of *deixis* persona, temporal, locative and social themes in daily discourse loaded in Waspadatahun, 2014.

With reference to the theory of pragmatics that has been described in Chapter 2 and apply it to daily discourse loaded on Alert in 2014, then the results are as follows:

Table 1: Analysis of *Deixis Eksoforis* In

the five themes are analyzed, it can be seen that *deixis* persona most commonly found in every discourse, totaling 78 words (54.9%). Furthermore, social *deixis* totaling 35 words (24.6%), then the locative *deixis* amount to 22 words (15.4%), and the latter temporal *deixis* amounted to 7 words

(4.9%) of 142 sentences were analyzed. Here are a few sentences found in the analysis of discourse in the daily Alert 2014.

1. It has been an open secret in the middle of our lives, that good police law enforcement officers, prosecutors, lawyers, and judges who are the pillars of the rule of law actually makes the law as a double-edged knife (Alert, Legal, P10: K22).

2. I hakkul sure the Commission would become a target by those who hate it, namely the corrupt and his minions (Alert, Corruption, P19: K53).

3. Less than 10 years competence based curriculum KBK / 2004 and the education level curriculum SBC / 2006 applied, Ministry of National Education made a new curriculum called the 2013 curriculum (K-13) (Alert, Education, P1: K2).

4. The above verse confirms that prayer is not only an obligation that must be carried out without any significant impact there is the social side (Beware, Religion, P11: K30).

5. Thus, the fifth and sixth indictment against a former politician of the Golkar party was considered autumn (Alert, Legal, P4: K11).

6. On the one hand, the law sharply for the most vulnerable, and one side becomes dull legal again for the strong man (Alert, Legal, P10: K23).

7. The reading of the verdict of the big corruptors classmates former chairman MK Ramadan seems to give a bit of "mercy" for the prisoners (Alert, Corruption, P1: K2).

8. The life difficult and miserable, huddled sleep, eat vegetables kale, rice casserole usually for prisoners not rich (Alert, Corruption, P11: K31).

9. So the efforts of the Commission to impoverish the corrupt through acts of money laundering could be called a failure (Alert, Corruption, P11: K29).

### III. Conclusions

1. Based on the analysis in the daily discourse loaded on Alert in 2014 found their eksoforis covering *deixis* persona, temporal, locative, and social.

2. Based on the five themes are analyzed, it can be seen that *deixis* persona most commonly found in every discourse, totaling 78 words (54.9%). Furthermore, social *deixis* totaling 35 words (24.6%), then totaled 22 kata locative *deixis* (15.4%), and the latter temporal *deixis* amounted to 7 words (4.9%) of 142 sentences were analyzed.

3. This study is limited in eksoforis discourse *deixis* loaded in the newspaper. However, further research is recommended on endofoforis discourse *deixis* newspaper or other arrangements.

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