A Deixis Analysis in the Podcast Zach Sang Show Youtube Channel:
Selena Gomez Talks Music, Mental Health, and Finding Happiness (2020)

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Abstract

Pragmatics explores the relationship between language and the users of language. Deixis concerns the use of expression within some utterances to refer to some portion that contains the utterance. The objective of this study is to identify the types of deixis in a podcast Zach sang on the YouTube channel. This research used qualitative methods. The data analysis was performed by categorizing the data based on the theory from Levinson (1997) which includes person deixis, time deixis, place deixis, discourse deixis, and social deixis. There are 1.167 raw data items. However, the researchers analyzed eighteen sets of data based on the types of deixis. The use of person deixis contained six data points: four data points contained time deixis, two data points contained discourse, and two data points contained social deixis for the result of this research. Person deixis is more dominant than the other types. Meanwhile, social deixis appeared less frequently because the context was not widely used. This suggests a significant focus on individual references, highlighting the crucial role of personal connections in shaping the podcast's discourse.

Abstrak
Pragmatik mengeksplorasi hubungan antara bahasa dan pengguna bahasa. Deiksis berkaitan dengan penggunaan ekspresi dalam beberapa ujaran untuk merujuk pada bagian tertentu yang memuat ujaran tersebut. Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis-jenis deiksis dalam podcast yang dinyanyikan Zach di saluran YouTube. Penelitian ini menggunakan metode kualitatif. Analisis data dilakukan dengan mengelompokkan data berdasarkan teori Levinson (1997) yang meliputi deiksis orang, deiksis waktu, deiksis tempat, deiksis wacana, dan deiksis sosial. Ada 1.167 item data mentah. Namun peneliti menganalisis delapan belas data berdasarkan jenis deiksis. Penggunaan deiksis orang terdapat enam data, empat data berisi deiksis waktu, dua data berisi wacana, dan dua data berisi deiksis sosial untuk hasil

penelitian ini. Deiksis persona lebih dominan dibandingkan deiksis lainnya. Sedangkan deiksis sosial lebih jarang muncul karena konteksnya tidak banyak digunakan. Hal ini menunjukkan fokus yang signifikan pada referensi individu, menyoroti peran penting koneksi pribadi dalam membentuk wacana podcast.

INTRODUCTION

Pragmatics is the study of how more gets communicated than is said Yule, (1996:1). It is interesting that this field of pragmatics studies language that actually has a different meaning or meaning than what someone says. When someone speaks, they may mean something else. In other words, pragmatics can also see what the speakers say and the reasons behind what they say (Sebastian et al., 2019) So that there are no misunderstandings, the speech partner must really understand the speaker's intent. so that both speakers and speech partners can receive it. The term "deixis" is also a part of pragmatics. According to references, the term deixis comes from Ancient Greek, deiktitos, which means "a matter of direct designation, shifting or alternating." (Aminuddin, 2016). However, since deixis is used to clear up communication (by better describing and explaining, by pointing out particularly referring to the background and the environment), its proper use becomes crucial to creating successful communication.). Levinson & Stephen, (1997) says that the single most obvious way in which the relationship between language and context is reflected in the structures of languages themselves, is through the phenomenon of deixis.

Deixis involves tense, person, and several other syntactically significant aspects of the utterance context in addition to the typical roles of the demonstrative pronouns. In the other words deixis refers to terms that reference to specific things, including persons, things, places, or times, for example "you," "there," and "today." (Sinaga et al., 2020). Observing deixis types in a podcast is crucial because it unveils how language is used to reference individuals, times, places, and social contexts within an audio medium. Understanding deixis helps decode the subtle cues and references crucial for comprehension, enhancing our grasp of how language shapes communication within a podcast, ultimately

enriching our interpretation and engagement with its content. As quoted from Levinson's book "Pragmatics" there are five types of deixis, they are: person deixis, time deixis, place deixis, discourse deixis and social deixis. Person Deixis evidently functions according to a fundamental three-part division, as the pronouns for first person (I), second person (you), and third person (he, she or it) (Indrasara, 2021). The primary way that place deixis manifests itself is through location adverbs like here and there. Place deixis encoding to the speaker's and listener's spatial placement with respect to something (Niswa, 2021). There are two terms in the rather poor place deictic system of English: proximal and distal. Here, "region relative close to the speaker" is what is meant to be meant by the proximal word, which also means "relatively distant from speaker." The encoding of temporal points and spans in relation to the time at which an utterance is spoken is the focus of temporal, or time, deixis. The most typical way to grammaticalize temporal deixis is in the tense, although it can also be done in deictic adverb of time (such as English now and then, yesterday, and this year). Deixis that point out time is known as temporal deixis. Linguistic expressions in temporal deixis rely on understanding the pertinent utterance time in order to be understood (Wibowo & Naulfar, 2018).

According to Sinaga et al., (2020), discourse deixis refers to the usage of language inside an utterance to refer to a specific section of the discourse that contains the utterance. The demonstratives this and that are the deictic words used here. The use of gentle language, such as salutations, titles, and politeness, is typically used to convey this deixis (Listyarini & Nafarin, 2020). The concept of social deixis pertains to the encoding of destinations in relation to participant roles. Specifically, it addresses the social relationships that exist between speakers and their addressees or between speakers and referents (Levinson, 1997).

The researchers observed the deixis from other source. The first source taken from Beauty and the Beast movie. *"Good morning, Monsieur Jean! Have you lost something again?"* In reality, someone spoke this statement to Jean. In this statement, the honorific Monsieur is part of an absolute social deixis. Here, it alludes to a man by the name of Jean. In France, he may be considered an

aristocracy. In addition, he is seen as a powerful guy with a more prominent position in the social hierarchy because of this title. Since the title denotes a higher social rank held by nobility, it is categorized as an absolute social deixis. Here, Monsieur falls within the category of absolute social deixis, which has as its goal the identification of authority (Noerrofi'a & Bahri, 2019).

Selecting the Zach Sang Show podcast featuring Selena Gomez offers a compelling choice for deixis analysis due to several reasons. Firstly, Selena Gomez is a well-known public figure with a significant fanbase, potentially ensuring a diverse and engaged audience for the analysis. Secondly, her participation in a conversational podcast setting might yield rich data for examining deixis, given her celebrity status and likely varied conversational topics. Lastly, the podcast's popularity and reach could offer insights into how deixis functions within a widely consumed and contemporary media format, making it an intriguing choice for analysis. The researchers find a phrase from data source about spatial deixis in Zach sang show YouTube channel: Selena Gomez talks music about mental health and finding happiness. *"I want to get older and have a family and be normal for a bit but I ain't going anywhere"*. The term "anywhere" is an example of place deixis. Place deixis refers to linguistic elements that indicate or refer to specific locations or places within a discourse. In this context, "anywhere" signifies the absence of movement or relocation, implying that the speaker intends to stay in their current situation or location. It emphasizes that the speaker does not have plans to go to a different place or embark on a new journey. Place deixis helps establish spatial references and contributes to the understanding of the speaker's intended actions or lack thereof.

Research on deixis in a conversation has previously been done by some researchers. First, Sitorus, (2019) Analysed the lyrics of Calum Scott's song "You Are the Reason" using deixis. This paper investigates how the researchers explain the many types of deixis and the dominating deixis employed in this lyric. The research methodology employed was qualitative research. Song lyrics were the data used to finish this investigation. Based on Levinson theory and data analysis

of this song's lyrics, the researchers discovered that 67 words, including various forms of deixis, are present in this song.

For another perspective from Aditya Rachman et al.,(2022) The goal of this study is to examine the different types of deixis that are present in the Presidential Secretariat YouTube channel dialogue between President Joko Widodo and Nadiem Makarim. The qualitative descriptive method is used in this investigation. According to the study's findings, there are three different kinds of deixis. The first type of deixis is personal, which comprises the first person singular and plural; the second person employs the greeting and title forms to expand the deixis form; and the third person is both singular and plural. Place deixis, which comprises the expressions "ke sana" and "ke situ," comes in second. The third is the time deixis, which shows the current, past, and future times.

The similarity between these studies lies in the exploration of deixis in various audio media. All three studies use the same theory, namely the type of deixis according to Levinson. However, the context is different: other researchers focus on deixis in songs, and focus on political dialogue on YouTube, while other researchers concentrate on podcasts.

These differences arise from the specific content and context of each media. Song studies are likely to emphasize emotional and lyrical deixis, while political dialogue studies may prioritize deixis related to power dynamics and social hierarchies. A researcher's podcast analysis, on the other hand, may place greater emphasis on personal references and temporal aspects in its conversational format. use simpler and more relaxed language. Each study provides unique insights into the use of deixis based on different characteristics of the audio content they analyze.

As quoted from Levinson's book "Pragmatics" there are five kinds of deixis, they are: person deixis, time deixis, place deixis, discourse deixis and social deixis (Levinson, 1997).

Person deixis

Person deixis refers to the grammatical and lexical choices used to identify and refer to the participants involved in a conversation. It includes personal

pronouns, possessive pronouns, and other forms of reference specific to the speaker, addressee, and other individuals.

"I can show you the word"

(Ajisoko et al., 2020)

'I' and 'you' Here is the example of subject pronoun 'I' in movie script of Aladdin 2019, spoken by Aladdin: We use the subject pronoun 'I' to refer to ourselves. "you" refers to the addressee. The choice of pronouns depends on the speaker's perspective and the individuals being referred to.

Time deixis

Ttime deixis pertains to linguistic expressions that depend on the temporal aspects of the speech event and the time of reference. It includes words that establish temporal relations between the speaker's perspective and the time being referred to.

"Every time we talk"

(Hidayah, 2019)

In this sentence, "Every time we walk" in song back to you by Selena Gomez are expressions of ttime deixis. They provide information about the specific time of the meeting, relative to the speech event. The choice of these expressions depends on the speaker's perspective and the intended time reference.

Spatial deixis

Spatial deixis involves linguistic expressions that rely on the spatial location or orientation of the speaker and the objects or places being referred to. It includes words or phrases that indicate the relative position of entities in space.

"And there's a dazzling haze, a mysterious way about you, dear"

(Fadilah & Resmini, 2021)

In this sentence "there" is refers to somewhere and examples of spatial deixis. The choice of these expressions depends on the speaker's perspective and the spatial context. The function of spatial deixis in this sentence is to indicate the use of the distance or location in the song lyrics.

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Discourse deixis

Discourse deixis encompasses linguistic expressions used to refer to elements within the ongoing discourse or conversation. It includes pronouns and other expressions used to maintain coherence and reference within the discourse.

Mr. Woodhouse: "Those matters will take care of themselves; the young people will find a way."

(Setyawatee, 2013)

Discourse deixis is used to express "those" in this statement. In the statement above, the pronoun "those" alludes to what was occurring. There is Frank and Emma Woodhouse's engagement. The selection of these terms is contingent upon preserving coherence and allusion within the discourse..

Social deixis

Social deixis involves linguistic expressions that reflect social relationships, status, and hierarchy. It includes honorifics, titles, and other markers of social position or formality used in communication, as well as language choices influenced by social factors.

"A young lady's walking shoe, he muttered, without looking up. It ought to have been finished long ago. Let it be." (Book 2, Chapter 17, p.344)

(Khalili, 2017)

In this sentence, "lady" is examples of social deixis. "lady" is a marker of respect and social hierarchy, and "elderly woman" identifies a specific individual based on their social role. The choice of these expressions reflects the social dynamics and politeness norms in the conversation.

The main aim of this research is to carefully categorize and examine the types of deixis that exist in the Zach Sang Show podcast featuring Selena Gomez. By closely analysing references to individuals, time, place, discourse and social context in podcast dialogue, this research aims to explain how language constructs meaning in conversational contexts, especially in the realm of contemporary media platforms such as podcasts. This investigation is of great importance, as it offers insight into how linguistic elements shape discourse and build relationships

in conversations involving prominent public figures, ultimately contributing to a deeper understanding of language strategies used in media communication.

METHOD

The design of this research is using qualitative methods. They encompass techniques for gathering, analyzing, and writing data, although they have their roots in social science fields (Creswell & Creswell, 2018). In other words, the fact that happens now is explained by using qualitative approach since descriptive research seeks to probe deeply into the research setting to obtain in-depth understandings about things as the way they are (Gay, Mills, & Airasian, in (Mubarak, 2019)).

In collecting data, this study uses the method of observation. In this research used note-taking technique. There were some steps that the researchers did in collecting the data. The first is listening and transcript the data. The second is highlighting the utterances that are included in the deixis, after that collect all the data. The findings of the data contain deixis cohesion.

According to (Sudaryanto, 2015), there are two major methods for analyzing data in linguistic researches, namely Metode Padan (Identity Method) and Metode Agih (Distributional Method). The method used analyzing the data is identity method. There are some processes to analyze the sentence such as listening the podcast and then write the data into transcript so can underline or highlight the sentence whether it presents the indicators of deixis or not and analyzing and evaluating the deixis in the Selena Gomes podcast.

FINDING AND DISCUSSION

Finding

Based on the results of researchers observations regarding deixis in Zach sang show YouTube channel: Selena Gomez talks music, Mental health and finding happiness, from the data sources, the researchers found 1.175 data based on the types deixis, the use of person deixis found amounted to 864 data. That is, the type of lexical cohesion is more dominant than the others. The researchers

found 25 data for time deixis. And then find 276 data for each discourse and 2 social deixis. The last the researcher find 8 data from place deixis. The data stated as follows

Discussion

By comparing deixis types within the Zach Sang Show podcast featuring Selena Gomez against established research findings and relevant theories, a nuanced understanding of linguistic dynamics in conversational media emerges. Comparing these findings with prior deixis studies in diverse audio contexts illuminates unique patterns specific to podcasts, potentially unveiling distinct strategies or emphases in deixis usage within conversational platforms. Relating these findings to established deixis theories, such as Levinson's or Grice's, can unearth deviations or expansions, offering novel insights into how deixis functions within the fluidity of informal dialogues. Additionally, contextualizing deixis in relation to Selena Gomez's public figure status within the podcast could elucidate how deixis interacts with power dynamics and identity constructs, forging a new frontier in comprehending the intricacies of deixis within conversational media involving high-profile personalities. This holistic approach aims to provide a fresh and comprehensive perspective on deixis usage in conversational podcasts, fostering advancements in linguistic analysis and understanding within contemporary audio formats.

The researchers used theory from Levinson, (1997) to find data in the result. The researchers decided to choose only 18 data to analyze in podcast Zach sang show YouTube channel: Selena Gomez talks music, mental health and finding happiness.

Person deixis

Data 1

*"**I** think it would have been stupid if I didn't acknowledge my feelings"*
(5:10)

The pronoun "I" refers to the speaker, indicating their personal perspective. The person deixis in the text refers to the speaker's self-identity, personal

experiences, and actions. The speaker expresses their thoughts and emotions, emphasizing their individuality and authenticity.

Data 2

*"**You** know I take my moments step back a little bit and just let life go"* *(5:00)*

The word "you" is a second-person pronoun, which directly addresses the listener or the person being spoken to. It establishes a direct connection between the speaker and the addressee. The use of "you" in this context suggests that the speaker is referring to the person they are speaking to, acknowledging their familiarity or shared understanding.

Data 3

*"For my fans you know they're so sweet and **they** always just want to see me dance and do fun stuff"* *(4:19)*

The word "they" is a third-person pronoun, which refers to people or a group of individuals who are not directly involved in the conversation. In this context, the speaker is referring to their fans, who are separate from the speaker and the person being addressed.

Data 4

"We talk about a lot of stuff" *(0:07)*

The word "we" functions as a first-person plural pronoun. It is used to include oneself as part of a group or community being referred to.

Data 5

*"I can't for the sake of **everyone** that's brought me through all of this and so I wouldn't have been"*

"Everyone" is often used in the third person to refer to a group of people, emphasizing their inclusiveness and universality. It suggests that the actions, experiences, or influences being discussed in the statement are applicable to all individuals involved.

Data 6

*"Every time I get excited oh my god **somebody's** calling me could be big news"*

"Somebody" is an example of person deixis. Person deixis refers to linguistic elements that identify or point to specific individuals or groups in a discourse. In this case, "somebody" is a pronoun used to refer to an unspecified person or an unknown individual.

Time deixis:

Data 7

*"I really do my hopeless romantic do you love love differently today than you did a **few years ago** yeah for sure"*

In this case, "a few years ago" indicates a past time period relative to the present moment. It suggests that the speaker is referring to a time in the past, emphasizing that their perspective on love has changed or evolved since that earlier period.

Data 8

*"I've learned **over the years** to to take a step back from that and try to rewire your thoughts"*

The phrase "over the years" refers to a significant period of time that has passed, emphasizing the cumulative duration of experiences and learning. "Over the years" indicates that the speaker has gained knowledge and insight through the passage of time.

Data 9

*"**Every time** I get excited oh my god somebody's calling me could be big news"*

The word "every time" used to indicate that a particular event or situation occurs consistently or repeatedly. In this case, the speaker is expressing that whenever they get excited, the act of receiving a phone call has the potential to be significant or bring important news.

Data 10

*"**I always** end up going into this spiral"*

He word "always" conveys a sense of consistency or regularity, indicating that a particular action or situation occurs without exception or continuously. In this context, the speaker expresses a recurring pattern or habit. The use of

"always" emphasizes the speaker's perception that this pattern is persistent and unchanging.

Discourse deixis:

Data 11

"*Sorry got distracted real [__] problem that we all go through*"

The phrase "that we all go through", the speaker is referring to a common problem or issue that is relevant to all individuals participating in the conversation or discourse. The phrase "that we all go through" establishes a shared understanding and acknowledges the universality of the mentioned problem within the context of the ongoing discussion. Discourse deixis helps to connect the current statement to the broader conversation or discourse at hand.

Data 12

"I'm sorry I interrupted"

The use of "I" refers to the person speaking, acknowledging their role in the conversation. By mentioning "interrupted," it acknowledges the action that disrupted the flow of the ongoing discourse.

Social deixis:

Data 13

"Being able to also have my fans support me"

The term "my fans" does involve social deixis. Social deixis refers to linguistic elements that relate to social roles, relationships, or social contexts within a discourse. In this case, "my fans" refers to a specific group of individuals who support the speaker. It highlights the social relationship between the speaker and their fans, indicating a sense of belonging and recognition of the speaker's status or popularity

Data 14

"There's just a huge point in my life where I'm like I can't I can't keep being knocked down"

The phrase "a huge point in my life" does involve social deixis to some extent. In this case, "a huge point in my life" refers to a significant moment or period that holds personal importance to the speaker

Place deixis:

Data 15

*"I want to get older and have a family and be normal for a bit but I ain't going **anywhere**"*

In this context, "anywhere" signifies the absence of movement or relocation, implying that the speaker intends to stay in their current situation or location. It emphasizes that the speaker does not have plans to go to a different place or embark on a new journey.

Data 16

*"I just wanna I'm actually in **a place where** I'm I don't I just care about"*

In this case, "where" is used to indicate a particular mental or emotional state or condition that the speaker is in. It suggests that the speaker is currently situated in a specific emotional "place" or state, emphasizing the location or context of their feelings or thoughts. Therefore, "where" contributes to the expression of place deixis in this sentence

Data 17

*"One family they were from **Israel** and they started a whole business here"*

In this case, "Israel" indicates the origin or place of origin for the mentioned family. It establishes a specific geographical location and contributes to the understanding of where the family is from.

Data 18

"...for the sake of everyone that's brought me through all of this and so I wouldn't have been able to do it if it weren't for all the people **in my life**..."

In these quotes, phrase "in my life" indicate a specific place or location. The phrase "in my life" refers to the overall span of the speaker's experiences and relationships, signifying a figurative space or context. These instances of place deixis help to situate the speaker's thoughts and emotions within the framework of their personal experiences and journey.

Table 1: Times New Roman, 12, Bold

No	Name	Total frequency of occurrence
1	Person deixis	864
2	Time deixis	25
3	Discourse deixis	276
4	Social deixis	2
5	Total	1.167

CONCLUSION

After discussing the data, based on Levinson theory, it has been found that most of words person deixis. It is likely that this kind of easier to found. And the least found is discourse and social deixis. From the data analyzed, the use of person deixis found amounted to 864 data include I (331), my (71), you (327), we (39), they (43), him/he (5), she/her (10), everyone and somebody. That is the type of deixis is more dominant than the others. The researchers found 25 data for time deixis that is night, today, week, hours, over the years, a few years ago, every time and always. And then find 276 data for discourse include this (51) there (39) these (13) that (173) and 2 for social deixis. The last the researchers find 4 data from place deixis such as anywhere, a place where, Israel and in my life. The researchers can conclude that the dominant type of deixis is person deixis in in Zach sang show YouTube channel: Selena Gomez talks music, mental health and finding happiness (2020).

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