



## BTS Speech: A Study of Deictic Usage

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### ABSTRACT

The title of this research is “BTS Speech: A Study of Deictic Usage in Deictic Expression”. In this research, the writer focuses on how the speaker uses deictic usage pronouns in speech. The speech BTS delivered at the famous UNICEF campaign in February 2018. The speech was about BTS going to tell young people around the world to love themselves with the #LoveYourself campaign. This study aims to identify and classify the types of analyzing the usage of deictic pronouns in BTS Speech. The data studied according to Levinson's (1983) understanding of the theory there are 2 types of deixis, namely: deictic usage and non-deictic usage. Deictic usage is divided into two, namely: Gestural usage and symbolic usage. The most common use of deixis pronouns is symbolic usage. Deixis can be interpreted as a pointer or pointing. The results of the study will show which utterances use deictic usage pronouns. The research will be presented with a qualitative descriptive research method. This research is expected that readers or students can understand the speaker's utterances by paying attention to the use of the pronoun deixis.

### \* How to Cite

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## 1. INTRODUCTION

In the environment, many problems arise in the life around them. They need a language to communicate with each other. Language is the way to have an interaction without any misunderstanding. It means that people use language to establish and maintain relationships as a means of communication. (Fromkin, 1993: 199) states that in all languages, there are many words and phrases that fit only in the context of a sentence and are understandable only in those circumstances. The utterance is a system symbols` sound that used for human communication.

Communication is the ability of people to exchange ideas, opinions and information. It is very important for people to learn through communication. Much of interacting with others through communication includes written and spoken language. Everyone does this to convey information differently. Speech is a person's ability to speak publicly in the form of formal or informal speech. An opportunity for someone or a leader in a community or individual to communicate and share ideas and opinions about things or events. They also express some kind of emotion to send a message to the participants and influence them. The use of language takes into account the meaning in the speech. But the audience needs to understand what the problem is.

Pragmatics is the study of language used to communicate. There are many determining factors in the implementation of communicative acts. These factors are who you are talking to, the purpose of the speaker, the problem being discussed, and the context of the conversation. Pragmatics is the study of how meaning can be interpreted in conversational situations with respect to the roles of speakers and listeners.

The term deixis is borrowed from the Greek word meaning "to direct" or "to show". Deixis is a word with a changing or moving directive. Deixis may also be construed as the location and identification of a person, thing, process or activity under discussion. Levinson (1983:54) argues that deixis is essentially concerned with how language encodes or grammatically characterizes the context of an utterance or events in an utterance, and thus the interpretation of an utterance depends on the analysis of that context of the utterance.

According by Levinson (1983), Deictic expressions are the main link between time, physical location, and the forms of language used by participants and speakers. In other words, an instruction is a form of communication that relies on the context of the speaker, belonging the time and place where the speaker speaks as the centre of the instruction. It will focus on a discussion of the usage of deixis.

As in other linguistic studies, deixis has its own use of pronouns. To determine the use of deixis in discourse, you can pay attention to how the speaker gives utterances. The usage of deixis consists of 2 types according to Levinson's theory (1983:65), namely: deictic usage and non-deictic usage. Deictic usage is divided into 2 forms, namely: gestural usage which is where there is movement when delivering speech and symbolic usage which is where there is no movement from the speaker

when delivering speech. On the other hand, non-deictic usage also has 2 types, namely: anaphoric and non-anaphoric. Based on the Allot's theory (2010), gestural usage is the use of deictic expressions in such a way that physical monitoring of the speech situation is necessary for interpretation of expressions. In the event, there will definitely be a time when one person makes a speech or speech, or makes some kind of communication. The listeners need to pay attention to the movement of the speaker when using deixis in speech. Symbolic usage can be interpreted if the listener has sufficient knowledge about social, environmental, and time parameters as stated to the Levinson's theory (1983). The speaker conveys utterances in speech or speech without any movement that describes it. The listeners are only able to listen to the speech delivered without having to see the speaker's movements

A study on pragmatics that focuses on the deixis analysis of a speech has been carried out by Demmatanbe (2018). He found that every word in speech has a different type of deixis and the type has its own contribution and usually has several parts of speech. In addition, several studies focusing on deixis have been conducted previously. Mustika (2018) examines the types of deixis and their use in speech. This study found that deixis in speech has a very important role to avoid misunderstandings by understanding how to use it because speakers and listeners understand what they are talking about. Speakers and listeners can understand each other when talking about topics they want to understand more deeply.

The study is important to be analysed greater absolutely approximately deixis and the character of the reference, then the writer takes records approximately the styles of deixis from the speech contained on BTS speech in February 2018, the writer is eventually inquisitive about accomplishing studies at the above with the identify the usage of deixis on BTS speech in United Nations. This study is anticipated to be beneficial for those who study it and in addition those who discover problems consisting of references approximately who the audio system and audio system are, who or what is supposed withinside the speech, and whilst the speech happens with a view to understand.

Based on the description on the background above, the researcher found that:

1. What are the deictic usage of deixis used in BTS speech at the campaign?

## Data Source

The video of BTS's UNICEF performance used as analysis data. This video was uploaded to YouTube on September 25, 2018. The length of the BTS video was 06.29 minutes. There is also a full video of the speech. Alternatively, readers can visit [www.youtube.com](http://www.youtube.com), the more detailed channel UNICEF. In this speech, BTS talked about how the younger generation should love themselves. Lyrics they create for people should change perceptions of anxiety and justice to become "Love Yourself." They claim that people have more potential than they think. They believe that speaking will motivate others and become agents of change in this world.

## 2. METHODS

The method applied in this study is a technical qualitative method. Data is technically analysed and accurately describes research to analyse and present findings. There were three stages of data collection and analysis. The three methods of data retrieval are: downloading a BTS speech from YouTube, watching a BTS speech and taking a note it intensively, referring to the data found in BTS speech, and classifying the data of the type of deixis that can be found in BTS speech based on the deixis theory. It was proposed by Levinson (1983). The researcher watched the video and analysed the language, but did not participate in the speech, so the author used the video data downloaded from YouTube to copy the speech into a text by take a note and analysed the used deixis to determine the type of deixis. The analysis was based on the deixis used in BTS' UNICEF speech.

## 3. RESULTS AND DISSCUSSION

### Result

**Table 1.** Data Finding the Usage of Deixis

No	Types of Deictic Usage	Frequency
1	Gestural Usage	7
2	Symbolic Usage	153
<b>Total</b>		<b>160</b>

According to the data table, the number the usage of deixis encountered in BTS speech at UNICEF. Deictic usage can be divided into two types: Gestural Usage and Symbolic Usage. There were 7 data for gestural usage and 153 data for symbolic usage. The total of data is summarized as 160 occurrences of deictic usage in BTS Speech at the campaign. The most frequently encountered data is the symbolic usage.

### Discussion

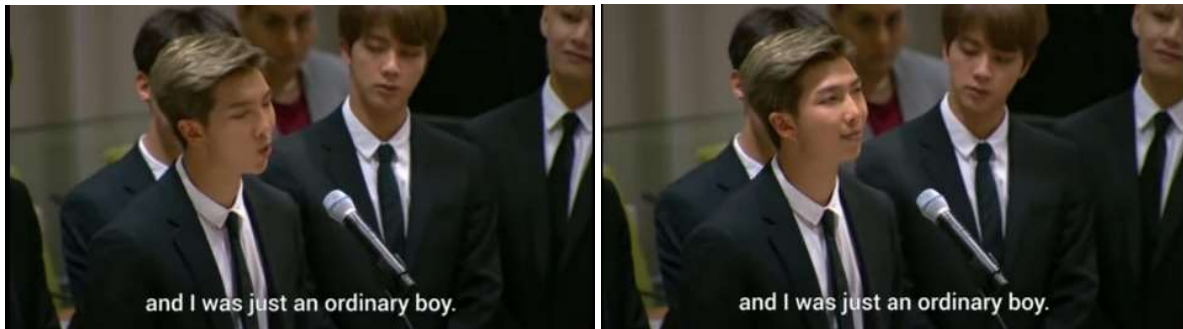
In accordance with the purpose of this study, this section intends in addition to consider the usage of deixis found in BTS speech at campaign. Research conducted by researchers found that speeches conducted by BTS used gestural usage and symbolic usage. So, BTS uses all the usage of deixis especially deictic usage in their speeches. When giving speeches, BTS uses an acceptable the usage of deixis, which can be applied to the event under discussion. Also, the option of words and sentences used in his speech is well-known in that the listener can easily understand it.

## A. Gestural Usage

The researcher found that 7 data of gestural usage in BTS Speech in 2018 at United Nation. Gestural usage occurred for the least frequent usage of deixis in this speech.

### Data 1

“...and I was just an ordinary boy”



**Figure 1.** Gestural Usage in BTS Speech

The word “I” is a deixis word that found in this utterance. The speaker explained how he was to the participants. In the picture, it can be seen that the speaker was doing physical movement. The physical movement that is done is by closing the eyes when mentioning or saying the deixis word “I”, then opening the eyes. The speaker's head looked down with the movement of his eyes. It signified that the word “I” is itself. The movement convinces the listener that was him. The listeners could immediately understand the speaker talking about himself. The utterance is explained by physical movement, that is categorized as gestural usage.

## B. Symbolic Usage

The researcher found that 161 data of symbolic usage in BTS Speech in 2018 at United Nation. Symbolic usage is categorized as the most frequent usage of deixis in this speech.

### Data 2

“And *sometimes*, *I* just wanted to quit”

In the data, the words “sometimes” and “I” are a deixis word. In this utterance use the words as the basic of the sentence. These deixis referred to something specific according to the context. The word “sometimes” refers to a time when the speaker often feels that way. In time deixis which includes general speech, without any

movement from the speaker it can be easily understood. The word "I" in the sentence refers to the speaker himself. The speaker did not make any physical movement when delivered the utterance to the listener. The deixis words in this data are classified as symbolic usage.

### Data 3

*"We became like ghosts"*

The deixis word "we" found in the utterance. The word refers to the members of his boyband who were there at that time. Based on the utterance delivered, without any movement of the hands of the speaker to indicate that it is the speaker and his intended members. It is used as a pronoun for mention. It is used as a pronoun to mention several people around without mentioning one by one. Although there is no physical movement, but in the previous discussion, and what is noticed, listeners can well understand the utterance that is referring to who the person is. The deixis could use without any movement and the usage is classified to symbolic usage.

### Data 4

*"These faults and mistakes are what I am, making up the brightest stars in the constellation of my life"*

In this utterance, it is found the word "these" as a discourse deixis. The deixis of "these" is used to refer something that near the speaker. The word "these" is a pronoun similar to the word "this", but it is in plural. This word uttered something in upcoming part. In the sentence, the speaker explained about fault and mistake after the word "these" to give an explanation about what current situation that happening. The speaker did not explain about the deixis by any physical movement. The deixis word is classified as symbolic usage.

## 4. CONCLUSION

Deixis is widely used in the speech of a member of BTS, a boyband from South Korea. In interpreting each given utterance, the speaker certainly needed to be in a different way. The listeners got an idea in interpreting the utterance from seeing how the speaker explaining and paying attention to the context of each discussion. The researcher found that 168 data of deixis in BTS speech in February 2018. From the data analysis, it is concluded that this research established the usage of deixis proposed by Levinson (1983), namely: Deictic Usage. The usage is classified to Gestural Usage and Symbolic Usage. Gestural usage is the least frequent that found in this speech. There were 7 data about deictic expression that expressed by the style and physical movement of the speaker. The most frequent was symbolic usage. That is followed by



153 data in speech. This study aimed to provide a good understanding to students and listeners to find out the meaning of using deixis pronouns in a discourse.

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