

DEIXIS ANALYSIS ON COMMENTS OF TAYLOR SWIFT'S YOUTUBE CHANNEL

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ABSTRACT

This research entitled Deixis Analysis on Comments of Taylor Swift's YouTube Channel. The purposes of the research are to find out the types of deixis and interpret the meaning of utterances based on deixis that found on comments in "Back to December" of Taylor Swift's YouTube channel. The method of this research used descriptive qualitative research. The writer used Levinson's theory (1983). In this research, the writer analyzed 32 comments on Taylor Swift's YouTube channel. There are 11 cases of person deixis, place deixis 2 cases, time deixis 1 case, discourse deixis 10 cases, and last but not least, social deixis 8 cases. The writer concludes that the comments are mostly dominated with person deixis which are important in pragmatics study.

Keywords: Pragmatics, Deixis, Types of Deixis, YouTube, Descriptive Qualitative

ABSTRAK

Penelitian ini berjudul Analisis Deiksis pada Komentar Channel YouTube Taylor Swift. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis deiksis dan menafsirkan makna ujaran berdasarkan deiksis yang ditemukan pada komentar di "Back to December" saluran YouTube Taylor Swift. Metode penelitian ini menggunakan penelitian deskriptif kualitatif. Penulis menggunakan teori Levinson (1983). Dalam penelitian ini, penulis menganalisis 32 komentar di channel YouTube Taylor Swift. Deiksis orang sebanyak 11 kasus, deiksis tempat sebanyak 2 kasus, deiksis waktu sebanyak 1 kasus, deiksis wacana sebanyak 10 kasus, dan deiksis sosial sebanyak 8 kasus. Penulis menyimpulkan bahwa sebagian besar komentar didominasi oleh deiksis persona yang penting dalam kajian pragmatik.

Kata Kunci: *Pragmatics, Deixis, Types of Deixis, YouTube, Descriptive Qualitative*

INTRODUCTION

“Pragmatics is the study of speaker meaning. Broadly, pragmatics is concerned with the study of meaning as communicated by the speaker (or writer) and interpreted by listener (or reader)” (Yule, 1996:3). Communication easily depends on not only recognizing the meaning of words in an utterance or sentence, but also recognizing what speakers mean by their utterances. Thus, pragmatics is the study of language use in interpersonal communication. It is concerned with the choices made by speakers and the options and constraints which apply in social interaction. In the pragmatics theory, there are numerous types of language usage, one of them is deixis.

“Deixis is adopted from Greek word which means pointing via language. Deixis is used to analyze the conversation, utterance or sentence because every utterance is related to pointing about people, place or time” (Yule, 1996:9). The meaning will be clear if the listener or reader knows about who, where and when the utterance is uttered. In addition, deixis can be defined as an expression which is attached by its situation.

In our daily communication, deixis is used in our utterances. Deixis takes some elements of its meaning from the situation, such as person, spatial, temporal, discourse, and social. Deixis interprets our utterance or encode feature of the context of utterances. Deixis is not only found in daily life but also can be found in advertisement and entertainment such as music, novel, YouTube, film or movie. One of the

entertainment media is which familiar in society is YouTube.

According to Webwise (2016) “YouTube is a video sharing website where users can watch, like, comment, share, and upload their own videos.” According to (Snelson, 2011) “YouTube has grown to become the largest and most highly visited online video-sharing service.” Various videos can be uploaded to this site, such as music video clips from certain musicians, short films, television films, movie trailers, educational videos, vlogger's blog videos, video tutorials for various activities, and still more. It is a type of audio-visual communication which uses moving pictures and sound to tell stories or inform (help people to learn). It is also used to delivering the message of the person who made the video itself. One of the popular channels is Taylor Swift's YouTube channel, where the channel has many songs besides there was numerous commentaries from *netizen*.

Actually, a lot of music videos on YouTube, but the reason writer chooses music videos from “Taylor Swift” than the others is because she has 45.3 million subscribers and she won many awards like American Music award, Grammy award, and MTV video music award. Last but not least, she is also known as American singer and songwriter.

Nowadays, many deixis exist in comment. Deixis appear in comments because deixis can help netizen to avoid the misunderstanding with the help of deixis. So, netizen can understand easily what the meaning on comments. After the writer observes, deictic expression

can found in the comment of YouTube channel. Therefore the writer interested to analyze five types of deixis on comment such as person deixis, place deixis, time deixis, discourse deixis, and social deixis.

The goals of this study are to find the types of deixis in the comments in “Back to December” of Taylor Swift’s YouTube channel and to interpret the meaning of utterances based on deixis used in comments on “Back to December” of Taylor Swift’s YouTube channel.

The Definition Of Deixis

According to (Crystal, 2008:133) “Deixis is a term used in linguistic theory to subsume those features of language which refer directly to the personal, temporal or locational characteristic of the situation within which an utterance take place, whose meaning, is thus relative to that situation.” “Deixis concerns the ways in which languages encode or grammaticalize features of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterance depends on the analysis of that context of utterance” (Levinson, 1983:54). According to (Yule, 1996:9) “Deixis is a technical term (from Greek) for the one of the most basic things we do with utterances. It means ‘pointing’ via language. Any linguistic form used to accomplish this ‘pointing’ is called a deictic expression. Deictic expressions are also sometimes called indexicals. They are among the first forms to be spoken by very young children and can be used to indicate people via person deixis (me, you), or location via spatial

deixis (here, there), or temporal deixis (now, then).”

From the definitions above, we know that deixis is the understanding of words by the interpretation of utterances depending on the speaker's context. Deixis is a way to help people understand the contents of a reading or the utterance.

For example:

Christine was born in Malang. **She** lived **there** for twenty one years.

- a. The word she and there is deixis.
- b. She refers to Christine, there refers to Malang.

Based on Levinson’s theory, shows that different types of deixis that is person deixis, place deixis, time deixis, discourse deixis and social deixis (Levinson, 1983).

a. Person Deixis

“Person deixis concerns the encoding of the role of participants in the speech event in which the utterance in question is delivered” (Levinson, 1983). “The grammatical category of person directly reflects the different roles that individuals play in the speech event (speaker, addressee, and other)” (Levinson, 2004:112). Person deixis consists of three categories. They are first person deixis (I, me, we, us), second person deixis (you), and third person deixis (he, him, she, her, it, they, them). Here are types of person deixis.

Types of the Person Deixis

Person	Singular	Plural
First person	I/Me	We/Us
Second person	You	You
Third person	He/Him, She/Her, It	They/Them

For example:

1. **I** am 21 years old.

The word “I” in this utterance is referring to the addressee; it can be categorized into first person deixis.

2. **She** watches Korean drama.

The word “She” in this utterance is referring to the addressee, it can be categorized into third person deixis.

3. **They** played badminton.

The word “They” in this utterance is referring to the addressee, it can be categorized into third person deixis.

There are three types of person deixis based on Levinson’s theory:

1) First person deixis

“First person is the grammaticalization of the speaker’s reference to himself” (Levinson, 1983:62). First person is a person who is talking or referring to himself. According to (Pratiwi, 2018:41) “the first person deixis is a reference that refers to the speaker or both speaker and referent grouped with the speaker which is expressed in singular pronouns (I, me, myself, mine) and plural pronouns (we, us, ourselves, our, ours).”

For example:

A: “**I** think this movie is good.”

The word “I” in this utterance is referring to the speaker “A”, and it expresses in singular pronoun.

2) Second person deixis

“Second person is the encoding of the speaker’s reference to one or more receiver” (Levinson, 1983:62). Second person is a form of pointer or substitute that refers to the speech partner. According to (Pratiwi, 2018:41) “the second person deixis is a deictic

reference to a person or people identified as addressee, such as you, yourself, yourselves, your, yours.”

For example:

A: “**You** are smart student.” (talk to someone)

The word “You” in this utterance is referring to the addressee, it can be categorized into second person deixis.

3) Third person deixis

“Third person encodes reference to persons and entities which are neither speaker nor addressee of the utterance” (Levinson, 1983:62). Third person deixis refers to the person who is not the speaker or listener of the utterance (he/his, she/her, and they/them). According to (Pratiwi, 2018:41) “third person deixis is a deictic reference to a referent(s) not identified as the speaker or addressee and usually imply to the gender that the utterance refers to, for example: he, she, they, him, himself, her, herself.”

For example:

A: Wow! **She** is a good ballerina that I have ever seen in the contest of 2021.

B: Yeah. **She** has very good moves.

The word “She” in this utterance is referring to the woman who follows the contest of ballerina. “She” here is not the speaker or addressee in that conversation.

b. Place Deixis

According to (Levinson, 1983:62) “Place deixis concerns the encoding of spatial locations relative to the location of the participants in the speech event. Probably most languages grammaticalize a minimum of distinction between proximal (or close

to speaker) and distal (or non-proximal, sometimes close to addressee)". This deixis refers to the lexical related to direction and space, like this, that, here, there.

According to Lyons in (Levinson, 1983:79) "Place or space deixis concerns the specification of locations relative to anchorage points in the speech event. The importance of locational specifications in general can be gauged from the fact that there seem to be two basic ways of referring to objects, by describing or naming them on the one hand, and by locating them on the other."

According to (Yule, 1996:93) "The most obvious place deictic terms in English are the adverbs 'here' and 'there' and the demonstratives 'this' and 'that'."

According to (Yule, 1996:94) "Place indications take part in the deictic system of a language by virtue of the fact that for many locating expressions, the location of one, or another, or both, of the speech act participants can serve as a spatial reference point."

For example:

A: Do you know Pragmatics book?

B: Pragmatic books are **there**.

The word "there" is an adverb of time which refers to a place known to the speaker. So, it can be categorized into place deixis.

c. Time Deixis

According to (Levinson, 1983:62) "Time deixis concerns the encoding of temporal points and spans relative to the time at which an utterance was spoken (or a written inscribed). Time

deixis encodes times on co-ordinates anchored to the time of utterance. Time deixis is commonly grammaticalized in deictic adverbs of time (now, then, yesterday, and this year), but above all in tense."

According to (Levinson, 1983:73) "Time deixis makes ultimate reference to participant-role. It is important to distinguish the moment of utterance (or inscription) or coding time from the moment of reception or receiving time".

For example:

"Yesterday is Sunday"

The word "Yesterday" in this utterance is deixis, because it refers to the relevant day. In the utterance, the time when the conversation was spoken of was Monday because the word yesterday refers to Sunday.

d. Discourse Deixis

According to (Levinson, 1983:62) "Discourse deixis has to do with the encoding of reference to portions of the unfolding discourse in which the utterance (which includes the text referring expression) is located." According to (Levinson, 1983:85) "Discourse deixis concerns with the use of expressions within some utterance to refer to some portion of the discourse that contains that utterance (including the utterance itself)."

For example:

"This is the best song I've ever listen"

The word "This" in this utterance is deixis, because it refers to the song. So, it can be categorized into discourse deixis.

e. Social Deixis

According to (Levinson, 1983:63) "Social deixis concerns the encoding of social distinctions that are relative to participant-role, particular aspects of

the social relationship holding between speaker and addressee(s) of speaker and some referent." According to (Levinson, 1983:89) "Social deixis concerns with the aspect of sentences which reflect or establish or determined by certain realities of the social situation in which the speech act occurs."

For example:

A: Good afternoon, **Miss!**

B: Good afternoon, Lefi!

The word "Miss" is deictic expression it is referring between teacher and student. So, the word "Miss" can be categorized into social deixis.

RESEARCH METHODOLOGY

According to (Creswell, 2009), "Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. In this research, the writer used descriptive qualitative approach. The writer chooses this approach because it analyzes the data in the form of utterances descriptively. The writer used descriptive qualitative to know the types of deixis and to interpret the meaning on comments in Taylor Swift's YouTube channel.

Secondary data is information that has already been collected by other researchers, for example, in a government census or previous scientific studies. The data type in this research is secondary data. The writer used secondary data because the data has already been collected through online sources and made readily available for researchers to use for their

own research. The data will be analyzed are types of deixis that contained on the comments of Taylor Swift's YouTube channel.

To finish the research, there are four steps to follow. The first step is selected the music video. The second step is read and selected the comments in "Back to December" music video on Taylor Swift's YouTube channel. The third step is categorized and interpret the meaning of the data found using Levinson theory (1983). The fourth step is the conclusion based on findings.

FINDING AND DISCUSSION

In this section there will be discussed some finding that has been found by reading, selecting, and identifying the comments in each video that contain deixis. The types of deixis are discussed in the data below.

4.1 Person Deixis

Data 1

(1) Data Description

The Golden Claxics: This song is timeless. 11 years but it still sounds current. I'm really looking forward to the re-release TV. So much in store from Taytay.

(2) Data Analysis

The word "I" in the sentence refers to The Golden Claxics. There is a person deixis "I" in the comment. It is known as the first and singular person. "First person is the grammaticalization of the speaker's reference to himself" (Levinson, 1983:62). First person is a person who is talking or referring to himself. According to (Pratiwi, 2018:41) "The first person deixis is a reference that refers to the speaker or both speaker and referent grouped with the

speaker which is expressed in singular pronouns (I, me, myself, mine) and plural pronouns (we, us, ourselves, our, ours).”

Data 2

(1) Data Description

Nicole Cruz: I understand your song because it happened to **me** that **you** were the right person, in case **you** released it, then **I** finally realized why **I** released it, **I** regretted what **I** did :(this song reminded **me** of me of everything **i** did:(it's so very very sad song:(and **i** really really love this song this is the one of my most favorite of your song Taylor:)

(2) Data Analysis

The word “I” in the sentence refers to Nicole Cruz, the word “me” refers to Nicole Cruz. There is a person deixis “I, me” in the comment. It is known as the first and singular person. “First person is the grammaticalization of the speaker’s reference to himself” (Levinson, 1983:62). First person is a person who is talking or referring to himself. According to (Pratiwi, 2018:41) “The first person deixis is a reference that refers to the speaker or both speaker and referent grouped with the speaker which is expressed in singular pronouns (I, me, myself, mine) and plural pronouns (we, us, ourselves, our, ours).”

The word “you” refers to her boyfriend. There is a person deixis “you” in the

4.2 Place Deixis

Data 4

(1) Data Description

Shruti Subhash Gharat: Anyone **here** in 2022!!

(2) Data Analysis

comment. It is known as the second and singular person. “Second person is the encoding of the speaker’s reference to one or more receiver” (Levinson, 1983:62). Second person is a form of pointer or substitute that refers to the speech partner. According to (Pratiwi, 2018:41) “the second person deixis is a deictic reference to a person or people identified as addressee, such as you, yourself, yourselves, your, yours.”

Data 3

(1) Data Description

Pankaj ahiwar: Nostalgia..!! **It's** been 11 years passed for this song and Still **it's** gives *Goosebumps*..

(2) Data Analysis

The word “It” in the sentence refers to Back to December song. There is a person deixis “It” in the comment. It is known as the third and singular person. “Third person encodes reference to persons and entities which are neither speaker nor addressee of the utterance” (Levinson, 1983:62). Third person deixis refers to the person who is not the speaker or listener of the utterance (he/his, she/her, and they/them). According to (Pratiwi, 2018:41) “Third person deixis is a deictic reference to a referent(s) not identified as the speaker or addressee and usually imply to the gender that the utterance refers to, for example: he, she, they, him, himself, her, herself.”

The word “Here” in the sentence refers to comment field on one of Taylor Swift’s song entitled Back to December. There is a place deixis “Here” in the comment. According to (Levinson, 1983:62) “Place deixis concerns the encoding of spatial locations relative to the location of the participants in the

speech event.” According to Lyons in (Levinson, 1983:79) “Place or space deixis concerns the specification of locations relative to anchorage points in the speech event.” According to (Yule, 1996:93) “The most obvious place deictic terms in English are the adverbs ‘here’.”

Data 5

(1) Data Description

KEO keo: Who is **here** ini may 2022?
Remember when i was high school

(2) Data Analysis

The word “Here” in the sentence refers to comment field on one of Taylor Swift’s song entitled Back to December. There is a place deixis “Here” in the comment. According to (Levinson, 1983:62) “Place deixis concerns the encoding of spatial locations relative to the location of the participants in the speech event.” According to Lyons in (Levinson, 1983:79) “Place or space deixis concerns the specification of locations relative to anchorage points in the speech event.” According to (Yule, 1996:93) “The most obvious place deictic terms in English are the adverbs ‘here’.”

4.3 Time Deixis

Data 6

(1) Data Description

Baphomet god: my ex gf give this song for me back in senior school, and **now** she leave me again. damn it

(2) Data Analysis

There is a time deixis “Now” in the comment. The word “Now” in the sentence refers to the time happens at that day when the utterance is spoken. According to (Levinson, 1983:62) “Time deixis concerns the encoding of temporal points and spans relative to

the time at which an utterance was spoken (or a written inscribed).”

4.4 Discourse Deixis

Data 7

(1) Data Description

Thanks: It’s beautiful! i love **this** song!

(2) Data Analysis

There is a discourse deixis “This” in the comment. Discourse deixis exists in the utterance. The word “this” in the comment refers to the one of Taylor Swift’s song entitled Back to December. According to (Levinson, 1983:62) “Discourse deixis has to do with the encoding of reference to portions of the unfolding discourse in which the utterance (which includes the text referring expression) is located.”

Data 8

(1) Data Description

Oğuzhan Özten: Listening to **this** song in May 2022 is like watching a flashback scene in a movie.

(2) Data Analysis

There is a discourse deixis “This” in the comment. Discourse deixis exists in the utterance. The word “this” in the comment refers to the one of Taylor Swift’s song entitled Back to December. According to (Levinson, 1983:62) “Discourse deixis has to do with the encoding of reference to portions of the unfolding discourse in which the utterance (which includes the text referring expression) is located.”

4.5 Social Deixis

Data 9

(1) Data Description

Veronica Sanjaya: Thank you **Ms.** Taylor Swift for creating such a beautiful masterpiece 11 years ago

(2) Data Analysis

The writer can analyze that there is a social deixis “Ms.” in the comment. Social deixis exists in the utterance. The word “Ms” in the comment refers to Taylor Swift. Veronica Sanjaya said Ms. Taylor because she is older than Taylor and has higher position than her. According to (Levinson, 1983:63) “Social deixis concerns the encoding of social distinctions that are relative to participant-role, particular aspects of the social relationship holding between speaker and addressee(s) of speaker and some referent.” According to (Levinson, 1983:89) “Social deixis concerns with the aspect of sentences which reflect or establish or determined by certain realities of the social situation in which the speech act occurs.”

Data 10

(1) Data Description

Ravika Maha Dewi: **Ms.** Taylor Swift is the best singer and songwriter

(2) Data Analysis

The writer can analyze that there is a social deixis “Ms.” in the comment. Social deixis exists in the utterance. The word “Ms” in the comment refers to Taylor Swift. Ravika Maha Dewi said Ms. Taylor because she is older than Taylor and has higher position than her. Ravika Maha Dewi calls her “Ms.” To respect her. According to (Levinson, 1983:63) “Social deixis concerns the encoding of social distinctions that are relative to participant-role, particular aspects of the social relationship holding between speaker and addressee(s) of speaker and some referent.” According to (Levinson, 1983:89) “Social deixis concerns with the aspect of sentences which reflect or establish or determined by certain

realities of the social situation in which the speech act occurs.”

Data 11

(1) Data Description

Lathatouw Cintya: **Ms.** Taylor Swift, i really like Back to December song.

(2) Data Analysis

The writer can analyze that there is a social deixis “Ms.” in the comment. Social deixis exists in the utterance. The word “Ms” in the comment refers to Taylor Swift. Lathatouw Cintya said Ms. Taylor because she is older than Taylor and has higher position than her. Lathatouw Cintya calls her “Ms.” To respect her. According to (Levinson, 1983:63) “Social deixis concerns the encoding of social distinctions that are relative to participant-role, particular aspects of the social relationship holding between speaker and addressee(s) of speaker and some referent.” According to (Levinson, 1983:89) “Social deixis concerns with the aspect of sentences which reflect or establish or determined by certain realities of the social situation in which the speech act occurs.”

CONCLUSION

After doing the analysis, the writer finds that in the comments of Taylor Swift’s YouTube channel are divided into five categories. The types of deixis include person deixis 11 cases, place deixis 2 cases, time deixis 1 case, discourse deixis 10 cases, and social deixis 8 cases. Person deixis also divided into three types, namely first person, second person, and third person deixis. The writer interpreted the meaning of utterances based on deixis used in comments on “Back to December” of Taylor Swift’s YouTube channel. Based on the 32 data(s), the researcher has

data which have the types of deixis. The writer discovered utterances using person, place, time, discourse, and social deixis on comments of Taylor Swift's YouTube channel. Deictics words and sentences need context to understand the meanings i.e., the utterances cannot be understood without looking at the context.

For the readers, the writer suggests the thesis should help the students in learning types of deixis that occur in comments of Taylor Swift's YouTube channel. So, the readers know about types of deixis, understand what the speaker's meaning in the comments. Furthermore, the writer recommends that this research provide the deep understanding, and broad knowledge about the theory of deixis by Stephen C. Levinson. The other researchers are invited to do future research using the technique which has been applied by the researcher in this present study.

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