

## AN ANALYSIS OF DEIXIS ON STEVE HARVEY'S MOTIVATION SPEECH

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### ABSTRACT

Language is an activity that people do to express their feelings and to communicate with others in their daily activities, primarily in socializing with people around them. Pragmatics is a branch of linguistics, it used to look at the hidden meaning of words or utterances; pragmatics focuses on how meaning is constructed in a particular context. Deixis is a pragmatic study that focuses on phrases or expressions that can refer to a person, place, or time depending on certain conditions. Deixis can be found in everyday life, as long as it uses the language. In this case, the researchers focuses on the use of deixis in Steve Harvey's motivational speech. This study aims to find the types of deixis used and the dominant type of deixis in Steve Harvey's motivational speech. In the scope of the research, the researchers limited the study by selecting some motivational speech videos from The Official Steve Harvey YouTube channel. The researchers used a descriptive-qualitative approach to find the deixis used in Steve Harvey's motivational speech. The researchers used theory from Levinson (1983) to answer research questions. The results show that the researchers found five types in Steve Harvey's motivational speeches, including person deixis 360 (63.27%), spatial deixis 56 (9.84%), temporal deixis 54 (9.49%), discourse deixis 53 (9.31%), and social deixis 46 (8.08%). Then it was found that the dominant type in Steve Harvey's motivational speeches was person deixis, with a total of 360 (63.27%).

**Keywords:** *Deixis; Motivation speech; Pragmatics*

### ABSTRAK

Bahasa merupakan suatu kegiatan yang dilakukan manusia untuk mengungkapkan perasaan dan berkomunikasi dengan orang lain dalam aktivitas sehari-hari, terutama dalam bersosialisasi dengan orang-orang disekitarnya. Pragmatik adalah salah satu cabang linguistik yang digunakan untuk melihat makna tersembunyi dari kata atau ucapan; pragmatik berfokus pada bagaimana makna dikonstruksikan dalam konteks tertentu. Deiksis merupakan kajian pragmatis yang menitikberatkan pada frasa atau ungkapan yang dapat merujuk pada orang, tempat, atau waktu tergantung kondisi tertentu. Deiksis dapat ditemukan dalam kehidupan sehari-hari, selama masih menggunakan bahasa. Dalam hal ini peneliti fokus pada penggunaan deiksis dalam pidato motivasi Steve Harvey. Penelitian ini bertujuan untuk menemukan jenis-jenis deiksis yang digunakan dan jenis deiksis yang dominan dalam pidato motivasi Steve Harvey. Dalam ruang lingkup penelitian, peneliti membatasi penelitian dengan memilih beberapa video pidato motivasi dari saluran YouTube The Official Steve Harvey. Peneliti menggunakan pendekatan deskriptif kualitatif untuk menemukan deiksis yang digunakan dalam pidato motivasi Steve Harvey. Peneliti menggunakan teori dari Levinson (1983) untuk menjawab pertanyaan penelitian. Hasil penelitian menunjukkan bahwa peneliti menemukan lima jenis dalam pidato motivasi Steve Harvey, antara lain deiksis persona 360 (63,27%), deiksis spasial 56 (9,84%), deiksis temporal 54 (9,49%), deiksis wacana 53 (9,31%), dan deiksis sosial. deiksis 46 (8,08%). Kemudian diketahui bahwa tipe yang dominan pada pidato motivasi Steve Harvey adalah person deixis dengan jumlah sebanyak 360 (63,27%).

**Kata Kunci:** *Deiksis; Pidato motivasi; Pragmatik*

### INTRODUCTION

Language is very important for humans to communicate with one another. Language is the primary way in which people communicate, and this communication typically takes place within a social context. With language, people can interact socially and emotionally [1]. Language is the most

common means of communication and plays an important role in helping people build relationships [2]. The function of language is communication. In conveying information, a speaker wants to infer the intended meaning from the listener to avoid misunderstandings [3]. From all these statements, it can be concluded that language is a communication tool that functions to build relationships with each other. With language, humans can be connected to each other because they get or receive messages socially or emotionally that can be understood by one another. In communication with language, the most important point is that the listener can understand the intent of the speaker to avoid misunderstandings. Language studies include phonology, morphology, syntax, semantics, and pragmatics [4]. One of the language studies that can be learned in this case is pragmatics.

Pragmatics is the study of the relationship between linguistic forms and the users of those forms [5]. Pragmatics can define the hidden meaning of a speaker through combining linguistic forms [6]. Pragmatics is a branch of linguistics, this is about how words and situations are connected [7]. So, pragmatics is the study of the relationship between linguistic structures through their users, such as by analyzing their statements, purposes, objectives, and actions performed while they are speaking. With pragmatics, the hidden meanings in utterances conveyed by the speakers can be known.

Deixis is one of the studies of pragmatics. The meaning of a word in an utterance will be interpreted from its context, this is called deictics or deixis, sometimes the meaning of a deictic term cannot be understood just by knowing the context, therefore through the reference we can obtain the intended meaning [8]. Deixis can be found in a dialogue, utterance, or sentence because it contains words that can direct and refer to something, if the listener or reader can know the reference of the word to whom, where, and when the utterance is spoken, then the meaning will be can be easily understood by them [9]. Deixis in pragmatics is used to explain how the reference to a word in a speech can be connected with its surroundings. Deixis shows how language can refer to objects, people, times, and places in certain circumstances. Deixis is important for understanding how language is used in social situations and certain contexts; it is useful for knowing the meaning of a speech or text is still clear even though it is not equipped with a visual context. According to Levinson [10], there are five types of deixis, namely: (a) person deixis; (b) spatial deixis; (c) temporal deixis; (d) discourse deixis; and (e) social deixis.

Person deixis is a linguistic term used to identify a specific individual in a context who has not already been linguistically evoked [11]. Person deixis words such as (I, you, they, we, she, he, it, me, them, us, him; mine, yours, her, myself, yourself, herself, himself, ourselves, themselves, itself), possessive adjectives (my, your, our, their, his, its, her), and verb inflection (I like, you like, he or she likes). Person deixis consists of three categories: 1st person, 2nd person, and 3rd Person. Spatial deixis localizes both the speech participants and the narrated participants in space, often use words (this, that, and these or those), adverbs (here and there) and the prepositions (in and on) [10]. The most evident deictic expressions pertaining to spatial deixis are the pairs (here and there). A conversational context can provide a certain meaning based on what the speaker is talking about; for example, the words used may refer to specific places such as “this classroom”, “this street”, “this restaurant” or “this country” atc [12]. Temporal deixis is the encoding of temporal points and ranges according to the time of speech [10]. It refers to an utterance event that occurs at any time relative to the speaking time and is thus indicated by time adverbials and, in some cases, spatial prepositions such as in the evening, at midnight, and on time. Basically, anything that can refer to the time. The discourse deixis provides a backward or forward reference to another statement. For example, utterance-initial appears to suggest that the speech is addressed to one or more steps back rather than the immediately preceding conversation [10]. Social deixis is aspects of language structure that relate to participants' social identities, their social connections, or the relationship between one of them that can indicate their position in their social life [10]. Examples include titles of address, special nickname and polite pronouns.

Deixis can be found in daily life for anything as long as we still use language. Deixis can be used to refer to something in many references using language [13]. Deixis can be found in written or spoken form, for example, in song lyrics, poetry, movie scripts, novels, short stories, speeches, conversations, or anything else that uses language. Based on the author's interest in the study of

deixis, the author feels interested in things related to deixis, such as how deixis is used in daily life. So, the researchers chose to analyze deixis in Steve Harvey's motivational speech. The authors is impressed by Steve's life story of becoming a successful person and never giving up under any circumstances. Steve Harvey is from America; he is a comedian, TV presenter, radio announcer, motivator, books author, and actor. He is a multitalented person.

There are several studies about deixis that have been conducted by previous researchers. The first study has been done by Aziz et al. [7] entitled "Analysis of Deixis Used by the Main Character in *Raya and the Last Dragon Movie*". This research focuses on deixis in *Raya and The Last Dragon* movie in the main character. This research aims to find the types of deixis that appear and the dominant deixis used. Researchers use descriptive qualitative design to collect data. Yule's theory used to analyze the type of deixis. The result show that the most dominant deixis is Person Deixis 89 (83.17%), then Spatial Deixis 10 (9.34%), and Temporal Deixis 8 (7.47%). The second study has been done by Asmarita & Haryudin [14] entitled "An Analysis Deixis in Ridwan Kamil's Speech at the Asia Africa Conference". From the five types of deixis, in Ridwan Kamil's speech found that there are three types of deixis, namely person deixis (7 data), time deixis (3 data), and the last is social deixis (1 data). From the analysis of Deixis, it was also revealed that Deixis is the most dominant type. The third study has been done by Fitrianti [15], entitled "An Analysis of Deixis in the Age of Adeline Movie". There are three types of deixis in *Age of Adeline*: 1,382 people (81.10%) deixis, 231 place deixis (13.56%), and 93 times deixis (5.34%). The most dominant word used in is "you," which is included in the second-person deixis.

There are some differences between this study and the three previous studies above; the differences lie in the subject, the instrument, and the theory used. The first study examines deixis in movies and uses Yule's theory to find deixis types in movies; the researchers only use three types of deixis for their study. The second research examined deixis in Ridwan Kamil's speech at the Asia-Africa Conference and found there are only three types of deixis. The third study only used three types of deixis. In this study, the researcher used the theory of Levinson (1983) to answer research questions. Levinson divides deixis into five types: person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. The previous study above still applied manual analysis without the help of an application, while in this study the researcher uses the ATLAS.ti application as a tool to help researchers analyze data easily and accurately.

## RESEARCH METHODOLOGY

This study aims to find the types of deixis used and the dominant type of deixis in Steve Harvey's motivational speech. The researcher used descriptive-qualitative research as a research design. The function of qualitative descriptive research is to summarize as a whole such as events or phenomena in everyday life, certain events experienced by individuals or groups of individuals, this method tends to take an approach from naturalistic inquiry which focuses on studying something in its natural state as far as it can be found [16]. Qualitative methods are used to answer questions about how, where, what, when, and why someone acts in a certain way regarding a problem or in a certain phenomenon. [17]. So, using this research design is very suitable for this study because deixis can be included in the phenomenon of naturalistic inquiry and also to answer what types of deixis are in Steve Harvey's motivational Speech.

In this study, the data source was obtained from The Official Steve Harvey YouTube channel. The researchers limited the study by selecting some motivational speech videos from The Official Steve Harvey YouTube channel entitled *The Apollo Story* (2021), *Take Action Today* (2022), and *Don't Forget to Chase Your Dreams* (2023). In qualitative research, humans as researchers are the main instrument for conducting research [18]. In other words, the researcher is the main instrument because the researcher does many things to carry out the research, without which the research cannot be carried out. Other research instruments include videos, transcripts, and the ATLAS.ti application as a supporting tool when analyzing the data.

In the data collection, the researcher took several steps: First, she selected the appropriate videos to be analyzed and made them into a playlist that was easy to watch again. Second, the

researcher watches the videos that have been selected. Third, the researcher transcribed the selected videos to make it easier to analyze the deixis in them. Fourth, the researcher enters the transcript file into the ATLAS.ti Application to make it easier for researchers to get accurate analysis results. For data analysis techniques, researchers used the theory from Sugiono [19], which consists of three procedures for data analysis: data reduction, data display, and conclusion drawing.

## FINDINGS AND DISCUSSION

According to Levinson [10], deixis is divided into five types: (a) person deixis, (b) spatial deixis, (c) temporal deixis, (d) discourse deixis, and (e) social deixis. Below are the number of deixis found in Steve Harvey's motivational Speech.

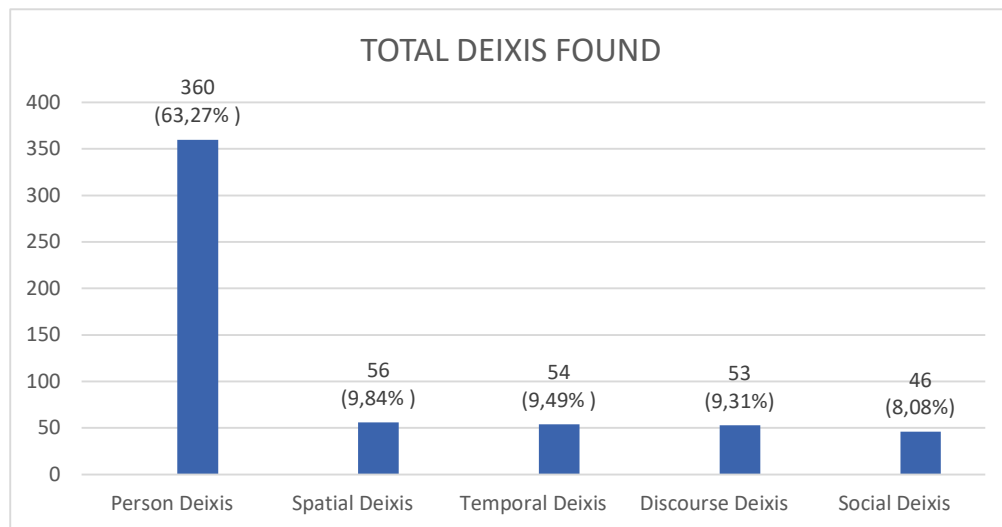


Figure 1. Analysis Results

### Types of Deixis Found in Steve Harvey's Motivational Speech

The researcher found five types in Steve Harvey's motivational speeches, including Person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis.

#### 1. Person Deixis

The researcher found 360 (63.27%) people with deixis. Person deixis consists of three categories. They are the first person, the second person, and the third person. Below are some utterances from Steve Harvey's motivational Speech.

- First-person deixis  
“**I** was crying so hard.” Steve felt that before, his life was so hard that he cried about it. “I” refers to Steve, and Steve is the one who said it. “I” is included in the first-person deixis.
- Second-person deixis  
“**You** can’t complain about your condition in life.”  
Steve told the audience that they couldn't complain if life was hard if they didn't put in the effort. The word “You” refers to the audience Steve is talking to; “You” is included in the second-person deixis.
- Third-person deixis  
“**They** start coming up on the sixth floor.”  
At that time Steve decided to go to a restaurant because he was very hungry. He met several comedians who headed to the same floor as him. They sat together and got to know each other; they were partners in the same TV program with Steve. “They” refers to the comedians.

## 2. Spatial Deixis

Spatial Deixis Researcher found 56 (9.84%) spatial deixis. There are two spatial deixis: proximal (close to the speaker) and distal (far from the speaker). An example of a proximal deictic is here or here. While distal is there/that. Here are some examples of spatial deixis from Steve Harvey's motivational Speech.

- “Can I also tell you this part **right here**.”  
Steve told the audience that he had something to say. "Right here" refers to the place where Steve spoke to the audience (close to the speaker).
- “I'm sitting **there**, another guy come in named Dwayne Johnson.”  
At that time, Steve sat at a table located in the corner of the room. Then there's this guy named Dwayne Johnson, who just came in. The word "there" refers to the location where Steve sat in the corner of the room, “there” also shows that the place Steve was sitting at that time was far from where Steve was talking (far from the speaker).

## 3. Temporal Deixis

Researcher found 54 (9.49%) temporal deixis. Examples of words that show temporal deixis are now, today, yesterday, tomorrow, this year, next year, this week, last week, front, etc. Below are some examples of spatial deixis from Steve Harvey's motivational Speech.

- “But to accomplish anything and to complete anything, you got to start something. So, start **today**.”  
The word “today” is included in the temporal deixis because it shows the time.
- “Stop waiting on **tomorrow** to get here”  
The point of the sentence that Steve said above is that if you want to do something, you have to do it immediately; don't wait for tomorrow. The word “tomorrow” refers to the time.

## 4. Discourse deixis

Refers to the use of expressions in an utterance to refer to those parts of the discourse that contain the utterance and include the utterance itself. An example of discourse deixis is the use of the words this and that.

- “My whole thing wanting to be on TV. I couldn't even make the dream come true. **This** is the most messed up moment.”  
The word “this” refers to the situation where Steve felt he could not realize his dream of becoming an entertainer
- “I almost got a thousand dollars out of nowhere. **That's** what happened to me, **that** was my moment of never giving up.  
“That” can refer to Steve's experiences while fighting for his dream.

## 5. Social deixis

Researchers found 46 (8.08%) social deixis. Social deixis, such as nicknames for older, younger, or the same age, with polite pronouns or titles of address. The following are examples that contain social deixis.

- “Mark Curry became the host and then Mark Curry hanging with **Mr. Cooper**.”  
Calling people "Mr." can be included in social deixis. Calling someone "Mr." means respecting that person.
- “Hey **man**, I'm just hungry. Let me go to that KFC I saw on the corner.”  
Steve talked to a man, and at the beginning he greeted him by saying "Hey man." This is part of social deixis to call people of the same age.

### The dominant type of deixis in Steve Harvey's motivational speech

In Figure 1. The analysis results shows that the total number of deixis was found in Steve Harvey's motivational Speech. Based on the table, person deixis is the most dominant type with a total of 360 (63.27%), followed by spatial deixis with a total of 56 (9.84%), then the temporal deixis with a total of 54 (9.49%), then discourse deixis with a total of 53 (9.31%), and the last social deixis with a total of 46 (8.08%).

## CONCLUSION

Based on the findings above, it can be concluded that the researcher found five types in Steve Harvey's motivational speeches, including Person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. Then it was found that the most dominant type in Steve Harvey's motivational speeches was person deixis, with a total of 360 (63.27%).

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