DEIXIS IN INAUGURATION SPEECH OF PRESIDENT SUSILO BAMBANG YUDHOYONO

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Abstract

This research deals with the English deixis. The problems of this research are to explain the types of deixis and most cases found in the Inauguration Speech of President Susilo Bambang Yudhoyono, to find out the process of deixis in the inauguration speech and to find out the reason of deixis in the inauguration speech of President Susilo Bambang Yudhoyono. This research uses the content analysis qualitative research design. The source of the data is the inauguration speech of President Susilo Bambang Yudhoyono. The technique for collecting data is documentary technique. The instrument for collecting data is documentary sheet. And the technique for analysing data is content analysis. The findings show five types of deixis in the first and the second inauguration speech. From the analysis of the inauguration speech tends to use personal deixis as the dominant type of deixis. In the first inauguration speech, President Susilo Bambang Yudhoyono is dominant uses plural pronoun “kita(we)”, while in the second inauguration speech, President Susilo Bambang Yudhoyono uses first Personal Pronoun “say (I)”. The reasons of using deixis in inauguration speech of President Susilo Bambang Yudhoyono are to point out or to indicate someone or thing to get information clearly from the inauguration speech.

Key words : Deixis, Speech

I. INTRODUCTION
1.1. Background

Language is an extension of the ‘speech’ which human have within themselves, which in a sense take the classical view reason, is one of the most primary characteristics of human nature. Some people know the aim of the speech, but the others don’t. A speech will be more amazing if the audience of the speech catch the meaning and understanding all the content of the speech. It is difficult to make the audience has the same understanding with the speaker. Many people give speech in formal or informal situation. Usually, someone gives their speech to promise, to insult, to agree, to criticize, to persuade or to influence beliefs or attitudes. It is also a means and one of potential tool in winning public support in public speaking which constitutes as the process of speaking to a group of people in a structured, deliberate manner intended to inform, to influence, to persuade or to entertain the listeners (Yayan, 2006).

Speech is a power in itself, it is means that through speech, the speakers can persuade the listeners. More & Carling (1982) state that, an interlocutor must be able to ‘use the sound of uttered by another to locate some appropriate area within his own store of accumulated and generalized experience. The most significant thing in the speech is the message that the speaker wants to convey to the listener. When the listener understands the message in the speech, he will responds or behaves positively. According to Mulyana (2006) speech is an utterance with a good arrangement to be submitted to the crowd. Its means beside the message, good arrangement of words, grammar and reference from the speaker speech is also important in delivered a speech in order that the listener interpreted the speaker message well.

The other line of deixis based on Yule (2000) who states that deixis is a technical terms (from Greek) for one of the most basic things we do with utterances. Every utterance has meaning, and to know the meaning, they needs to identified, then deixis is one of the technique to identify the words. This statement make the deixis be clear to identify the utterances. Speech as one example of literature can be understood if the listeners get the meaning of the speech. The speech will be easy to know after the utterances of the speech are identified.

Deixis can be found in texts of speech or it can be found in many written and spoken languages. Such as short story, novel, song lyrics, poem, article in magazine or news paper, film script, etc. every language has deixis. In this case, the writer chooses the inauguration speech of President Susilo Bambang Yudhoyono as the object of this research. Intentionally or
unintentionally, President Susilo Bambang Yudhoyono uses deixis in his first and second inauguration speech. It effects to the audience who want to know the content of the inauguration speech. They are difficult to get the same understanding from the point of the speech, the reference of the speech and etc. A speech will be built if there is an understanding between a speaker and a hearer, (Mulyana, 2006). The using of deixis in inauguration speech can make some reference is not clear. So, it is useful to analyze deixis in inauguration speech to clearly the reference of the speaker, so that, the listener catch the point of the speech. By learning this speech, the writer can get many experiences and knowledge especially the power of language used by President Susilo Bambang Yudhoyono to convince the Indonesian people in communication process.

There are two inauguration speech of President Susilo Bambang Yudhoyono. The following texts are the primary research of President Susilo Bambang Yudhoyono.

The first inauguration speech

Masa bersaing telah kita lalui, kini masanya untuk bersaing. Masa berucap dan berjanji pun telah kita lalui, kini masanya berdiri dan bekerja. Kini saatnya bagi kita untuk bersaing dalam kreasi, dan dalam karya bersama. (Time for competition has been past, now the time to unite. Time for speaking and promising has been through by us, now the time for action and working. This is the time for us to unite in creation, and together in creation). http://www.kompasiana.com

In these above utterances, it can be found two deixis. There are temporal and personal deixis. The word “masa (the time) “ refers to the time went president Susilo Bambang Yudhoyono competed with the other candidate of Presidents. The word “masa (time)” refers to the time of inauguration speech. The using of “masa (time) “ means to the time of inauguration speech. While, the word of “kini saatnya (this is the time) “ refers to the time when the speaker delivers his speech. So, the word “masa (the time) “ can be change identified the different references.

The word “kita (we)” in these sentences refers to President Susilo Bambang yudhoyono and the candidates of other president in the past presidential election. The word “kita(we)” for the next utterances, identified President Susilo Bambang Yudhoyono and the vice president Mohhamad Jusuf kalla. And the using of “kita(we) “ refers to President and the Indonesian people. The word “kita(we)” identified as personal deixis, the using “kita(we) “ can be remove depend on the context.

The second inauguration speech

Namun semua itu janganlah membuat kita lemah, lalai, apalagi besar kepala. Ingat, pekerjaan besar kita masih belum selesai. Ibarat perjalanan sebuah kapal, ke depan kita akan mengarungi samudra yang penuh dengan gelombang, dan badai. (But, all of that isn’t made us be weak, negligent, even being a proud one. Remember, our big job hasn’t been finished yet. Like a trip of ship, we will go forward to pass the ocean which full of waves and storms.) http://www.kompasiana.com

The word “kita (us)” in the first utterances refers to President Susilo Bambang Yudhoyono as the speaker and the Indonesian people. For the next utterances, the word “kita (our)” refers to President Susilo Bambang Yudhoyono and the presidential staff. And the last word “kita (we)” refers to President Susilo Bambang Yudhoyono and Indonesian people.

Based on the example above, it can be conclude that there are some types of deixis in inauguration speech of President Susilo Bambang Yudhoyono need to identify. Because, every utterance has the different categorizes in term of deixis. These utterances can be categorized based on the types of deixis. In the first speech President Susilo Bambang Yudhoyono is dominant uses time deixis than the other types. While, in the second speech, President Susilo Bambang Yudhoyono is dominant uses personal deixis. The changing speech of President Susilo Bambang Yudhoyono can be seen explicitly. The using type of deixis is different from the first and the second inauguration.

There are so many types of deixis which have been found in the first and second inauguration speech of President Susilo Bambang Yudhoyono. Two inauguration speeches is better to compare the result of the speech through the deixis term. Therefore, the writer interests to analyses the deixis in inauguration speech of President Susilo Bambang Yudhoyono.

Based on the explanation previously, the writer focuses of the study are:

1. What type of deixis is most dominant found in Inauguration Speech of President Susilo Bambang Yudhoyono?
2. How are deixis in inauguration speech of President Susilo Bambang Yudhoyono?
3. Why deixis in inauguration speech of President Susilo Bambang Yudhoyono are in such a way?

II. THEORETICAL FRAMEWORK

2.1. Deixis

Deixis is believed to be a feature of English as well as of natural languages. In origin, the term deixis is Ancient Greek which means display, demonstration or reference (Yule, 2000). Deixis is one of the first linguistic phenomenon
that considerations of language could not ignore. It is, in a way, the anchoring of language in the real world. This anchoring is achieved by pointing of variables along its dimensions. In other words, it is the phenomenon where in understanding the meaning of certain expressions in an utterance requires contextual information. If the semantic meaning of words is fixed but their denotational meaning varies depending on time or place, they are deictic.

Lyons (2000) argues that deixis used to deal with the characteristics of “determination” language related to time and place. A word is said to be deixis if reference moving or changing, depending on the time and place of the word spoken. Deixis does not only have the function of a grammatical constituent, but it has the duty to point out the different meaning the words have even in cases they are used in the same way in different situations. Traditional grammar does not have the ability or the resources to show the difference in such cases. The timing, place, message bearers have their importance in the communicating process. On the other hand modern linguistics has a different approach. Pragmatics, analyzing the words and the language terms in the situational terms, related to the context cultural, temporal, spatial, social and so on of the participants in the communicating process (dicionary reference), makes it easier to have a better view of the thought that is being transmitted. The language is not a more juncture of words. Each and one word can and cannot be in the same time a deixis (Levinson, 2004). If the language did not have a pragmatic approach toward itself it could not evolve, transform itself, adapt into a modern or tomorrow’s form.

So, deixis is the act of pointing out or indicating a time, place or person. It is concerned with the encoding of many different aspects of the circumstances surrounding the utterances and the relationship between the structure of language and the context in which they are being used. Deixis can describe an important information for the interpretation of utterances which perhaps best illustrated by what happens when such information is lacking such as in the following examples:

- Tiqa buys a dress. She likes it very much.
- Which fruits does Tiqa like? She likes these.

In the first example, the words she refers to a person and it refers thing, what was said earlier. She refers to Tiqa and it refers to a dress. Simultaneously should be accompanied by a presentation of the relevant Tiqa and a dress. In the second example, the words she refers to Tiqa and these refer to Fruits. Clearly, the proliferation of different kinds of usage of deixis form is a source of considerable potential confusion to the reader. Therefore, deixis expression is clear when one considers individual sentences from of the point of view of one’s truth. The truth of a sentence containing a deictic expression can only be considered in relation to some hypothetical situation of utterances.

2.1.1. Types of Deixis

Deixis refers to the phenomenon wherein understanding the meaning of certain words and phrases in an utterance requires contextual information. There are some researchers gave some opinions about types of deixis.

Lyons (2000) states that types of deixis are Discourse Deixis and Social Deixis. Lyons as the researcher only divided them for two types. While Grundy (2000) finds that types of deixis are person deixis, time deixis, place deixis, discourse and social deixis.

Levinson (2004) and Vershueren (2004) have the same opinion of Grundy. They stated that the deixis has five categories; there are person deixis, Place deixis, Time deixis, Discourse deixis, and Social deixis. After read and study about deixis, the writer decided to use the theory of Levinson which said that Types of deixis are Person deixis, Place deixis, Time deixis, Discourse deixis and Social deixis.

2.1.1.1. Personal Deixis

Personal deixis concerns the encoding of the role of participants in the speech event in which the utterance in the question delivered. Person deixis is related directly in the grammatical categories of person. The speaker can be different from the source of an utterance and the recipient is different from the targets and the hearer of the by standers is different from the addressee or targets. The category first person is the grammaticalization of the speaker’s reference to himself, second person he encoding of the speaker’s reference to one or more addressees, and third person the encoding of reference to personal and entities which are neither speakers nor addresses of the utterance in question (Levinson, 2004).

In the other line, Yule (2000) writes that person deixis clearly operates on a basic three-part division exemplified by the pronouns for the first person (I) as speaker, second person (you) known as the addresses, and the third person (he, she, it) as narrated non participants. So, personal deixis is related directly to the grammatical categories of a person.

Here some example:
- She watched a television
- Could you open the door, please!
- I’ve lost the pen
- They played cricket on Sunday
Person deixis deals with the correct identification of the grammatical persons used to refer to the speaker and the addressee. In every language there is a first person pronoun and a second person pronoun. The first person is used by the speaker as a means of referring to him/herself and the second person is used to refer to the addressee or the audience. In many languages (not all of them) we notice the presence of the third person pronoun, which is used to refer to entities different from the speaker and the addressee. Since these pronouns are not directly involved in the utterance they are not considered deictic.

**Example:**
I know her. She visited them yesterday.

The number system differs from language to language. The most commonly found systems make avdistinction between the Singular and the Plural or sometimes between the Singular-Dual-Plural. Those pronouns that must be carefully considered are the first person plurals. As we all know these pronouns refer to more than one entity, but what we might not know or be sure about is whether the speaker includes or excludes the addressee. This is the case with English. We do not know whether the pronoun “we” includes the addressee or not.

**Example:**
We spent our time to study hard every day, because our purpose is successful life. This year, we will finish our last task in this university.

There are example of person deixis :

- **Personal Pronoun**
  Personal pronoun includes of person deixis (Levinson, 2004). In every language there is a first person pronoun and a second person pronoun. The first person is used by the speaker as a means of referring to him/herself and the second-person is used to refer to the addressee or the audience. In many languages (not all of them) we notice the presence of the third-person pronoun, which is used to refer to entities different from the speaker and the addressee. Since these pronouns are not directly involved in the utterance they are not considered deictic (Li, 2009).

Example:
He is an intelligent man

From the sentence above, the reader doesn’t know who is the name or the specific man. Because, the word ‘He’ is one of a remove reference in personal pronoun.

- **Gender**
  In many languages pronouns are also marked for gender. As far as English is concerned there is gender distinction only in the third person singular “he/she”. In other languages, gender can be realized in first and second pronouns too (Quinto, 2014).

Example:
She’s said to be very beautiful by people who ought to know.

He was a blonde, spiritless man, anemic, and faintly handsome.

- **Vocatives**

Vocatives are noun phrases used to address someone (Li, 2009). They are not an argument of the predicate.

**Ex:** Mary, you have to eat the toast

**2.1.1.2. Temporal Deixis**

According to Buhler (2011) Temporal deixis, used to point a time (now, then, next week, last month) In order to interpret all these deictic expressions we must know which person, time and place the speaker has in mind. There is a great difference on what is close to the speaker (this, here, now) and what is distant (that, there, then). We can also realize whether there is a movement away from the speaker (go) or there is a movement towards the speaker (come).

Time deixis concerns the encoding of temporal point and spans relative to the time at which an utterance was spoken. Like all aspects of deixis, temporal deixis makes ultimate reference to participant role. Temporal deixis concern the encoding of temporal points and spans relative to the time at which the utterance was spoken or written message inscribed (Levinson 2004:62). The basic for the system of reckoning and measuring time in most languages seem to be natural and prominent styles of day and night, lunar months, seasons and year. They can be used calendrically to locate event in absolute time or at least to some art of each natural cycle designate as the beginning of that cycle. For example:

- Tomorrow is my birthday.
- I am very busy now.

The most basic temporal deictic in English are now and then. Temporal or time deixis is the ultimation of reference to a participant role. As the first approximation the word, now can be defined as the time at which the speaker is producing the utterance containing now. It is important to distinguish the moment of utterance or coding time from the moment of the reception or receiving time. In one situation, with the assumption of the un marked deictic centre, receiving time can be assumed to be identical to coding time. The following examples are all deictic expression of time namely, now, recently, last week, that time, this time, tomorrow, two weeks from now, seven days ago, then, and next October.
2.1.1.3. Spatial Deixis

According to Buhler (2011) Spatial deixis, used to point to a location (here, there, close to). In every language the speaker sets up a frame of reference around himself. So there is always a division of space around him and of course there is a division of time relative to his utterance. The most frequent words that carry deictic characteristics are the demonstrative pronouns, respectively this/that and these/those. This kind of deixis is known as spatial or space deixis. Other expressions that belong to this category are the adverbs here/there and some uses of the prepositions in/on (in the classroom, on the chair). Spatial deixis also implies some proximal or distal interpretations. For instance, here/this/these locate something near to the speaker. Anyway we still cannot denote the complete meaning of the utterance because here might refer to every kind of area, being this a room, a city or a country. On the other hand there/that/those locate something far from the speaker.

Example:
- I’ve got a nice place here, he said, his eyes flashing about restlessly.
- She’s going to spend lots of week-ends out here this summer. ‘Hold on’, I said, ‘I have to leave you here’.
- It is a great honor and privilege to address today this distinguished audience gathered here to discuss issues of priority importance, such as the security policies.

As seen from the examples demonstratives are used to denote certain items that are positioned either close or distant to the speaker. However according to Huddleston and Huddleton Rodney (2006) the choice of a demonstrative does not always depend on the position of the speaker. According to them the demonstratives can also refer to properties of such objects or to actions taking place or other abstract features of the situation of utterance. In this case spatial deixis is used as a form of orientation in a discourse and therefore it is called discourse or textual deixis. Thus in the following examples we will witness that this and that do not necessarily place a statement closer or further from the speaker. That in this case points to a statement previously made by the speaker.

Example:
- Absolutely, it is the first time for me
- This week is our free day

This is a kind of metaphorical shift from the concrete framework of place into the more abstract framework of time. In addition, there are some kinds of spatial adverbs that locate objects or items in different positions relative to the speaker. Sometimes the speaker itself cannot determine whether the item is close to him or far from him. Example:
Where have I left it? Here or there?

2.1.1.4. Social Deixis

This kind of deixis is related to the social information encoded within an utterance. According to Levinson (2004) social deixis is those aspects of language structure that are anchored to the social identities of participants (including bystanders) in the speech event, or to relations between them, or to relations between them and other referents.

In additions, Yule (2000) explains that social deixis is the aspects of language structure which encode the social identifies of participants, the social relation between them, or between one person and others. So, social deixis is concerned with the aspects of sentence which reflect or establish and determined by certain realities of the social situation in which the speech act occurs. This is an example of deixis:
- **Honorifics**

Honorifics involve the usage of particular lexemes in order to show the actual status of the interactants (Ogeyik, 2007). For example the meaning of the phrase “The President” may be determined by the country in which it is spoken. Since there are many presidents around the world, the location of the speaker provides extra information that allows the president to be identified.

2.1.1.5. Discourse Deixis

In English, as is the case with many other languages, there are many words and phrases that indicate the relationship between one utterance and a portion of discourse. Text or discourse deixis is concerned with the usage of deixtic expressions which refers to some portions of the discourse that contain the utterance (including the utterance itself) (Levinson, 2004). Examples of such words and phrases and deixtic expressions are but, therefore, in conclusion, to the contrary, still, however, anyway, well, besides, actually, all in all, so, after all, etc. such expressions have a component of meaning that resists truth-conditional meaning. They merely indicate that the utterance that contains them is a response to or a continuation of a portion of discourse Levinson (2004). The phenomenon of using such expressionism called discourse deixis (DD), or as sometimes referred to as text deixis. DD refers to the use of expressions within some utterances to refer to the discourse that contains the utterance, including the utterance itself. Linguistically speaking, the DD refers to the preceding or subsequent segments of the...
discourse which usually consists of one or more clauses rather than referring to the specific entities in previous utterance Yoshida (2011).

Examples are:
- **This is a great story.**
  This here, refers to an upcoming portion of discourse. Another example is:
- **That was a great story.**
  That refers to a prior portion of discourse.

Thus, the dimension of DD is involved whenever an expression points out at an earlier simultaneous or following discourse. Consider the following example which is taken from Verschueren (2004).

Levinson (2004) Within the domain of DD, we can also include other ways in which an utterance signals its relation to surrounding texts. For example, when the expression *anyway* comes initially in an utterance, it indicates that the utterance containing it is not addressed to the immediately preceding discourse but to one, two or more steps back. Having the distinctive relativity of reference, such signals are considered to be deictic ones that are anchored to the discourse location of the current utterance Levinson (2004).

### 2.2. Public Speaking

Gregory (1990) states that, public speaking is the process and act of speaking to a group of people in a structured, deliberate manner intended to inform, influence, or entertain a listening audience. Public speaking is commonly understood as face to face speaking between individuals and audience for the purpose of communication.

According to Gregory (1990) there are two types of public speaking, namely speaking to inform and speaking to persuade. Speaking to inform or informative speech is one that intends to educate the audience on a particular topic. It can be used to explain something you are interested in our describe how to do something. Informative speech can be categorized in many different ways, with many different labels. There are four most popular types of it. They are : definition speech, description speech, process speech and expository speech.

Gregory (1990) also states that speaking to persuade or persuasive speech is aim to convince the audience to believe a certain view. It can be categorized in a variety of ways, but two objectives are the most popular classification schemes. Namely, speech to influence thinking and speech to motivate action. Speech to influence thinking is the speaker way to convince people to have the same thinking with him or her, to reinforce what the people already thought or implant new ideas to people. According to Gregory (1990) the speech to influence thinking is an effort to convince people to adopt your position on a particular subject.

Speech to motivate action is like the above speech in that tries to win people over to your way of thinking, but it also attempts one of the most challenging task of persuasion-getting people to take action according to (Gregory, 1990), it is clearly that speech to motivate action is further implementation of persuade people because the speaker can urge people to start doing something or stop doing certain things.

In this research, it will be focused on speaking to persuade or persuasive speech which delivered by President Susilo Bambang Yudhoyono’s speeches in the first period on 2004 and second period on 2009 because, his speaking refers to persuade or persuasive speech.

#### 2.3. Speech

Speech is kinds of public speaking. It is a vocalized form of human communication. It is based upon the syntactic combination of lexical and names that are drawn from very large (usually about 10000 different words.) vocabulary speech is the power of speaking ability to express one’s thoughts and emotions by speech sounds. According to mulyana (2006) speech is an utterance with a good arrangement to be submitted to the crowd. Its means beside the message, good arrangement of speaker speech is also important in delivered a speech in order that the listener interpreted the speaker message well. According to Gregory (1990) there are special types of speeches, they are :

a. Entertaining speech provides amusement or division for the audience. It should be light, enjoyable and easy to listen to.

b. Speech of introduction is introduction one to another.

c. Speech of presentation contains background information, criteria and achievements, 

d. Speech of acceptance is difficult because it should sound appreciative without being syrupy and sound deserving without being egoistical.

e. Speech of tribute praises or celebrates a person, group, intuition or event. It should be completely positive.

f. Speech of inspiration is to stir positive emotions to cause people to feel excited, uplifted and encourage. It is similar with persuasive speech but in here you devote yourself almost solely to stirring emotions.

Mulyana (1995) conveys that, in generally, in this speech have three functions that are often done a lot of politics, namely: to influence others to go along with our willingness.
to volunteer, to give an insight or information on other people and to make other people happy with an entertaining speech so that other people happy and satisfied with the greeting that we submitted.

In this research, the researcher will focus on speech of acceptance which delivered by President Susilo Bambang Yudhoyono’s speech in the first on 2004 and the second one election on 2009 because his speaking refers to speech of acceptance.

2.4. Political Discourse

Since the 1980’s political discourse has much attention within the academic centers, the attention to this discipline come as a result from rising interest in connecting of social sciences to account for the over implication of power, ideology and injustice where the language required as a strong tool to cover this object. The idea that the discipline of discourse analysis started in the 1980s means its systematic emergence as a new discipline which deals with aspects of power, ideology… etc (Chilton, 2004)

Political discourse is a result of politics and it is historically and culturally determined. It fulfills different functions due to different political activities. It is thematic because its topics are primarily related to politics such as political activities, political ideas and political relations.

Political discourse can be seen from different theoretical standings, from one hand it can be seen as an internal political communication which covers the kind of discourses with political content, on the other hand there is external political communication which covers political ideas, discussions… etc. Political discourse can also be looked from a different perspective which is based on functional or thematic criteria. On the one hand political discourse serve certain functions in different political events; and on the other they are fundamentally related to political topics such as political ideas, activities…etc.

Political discourse is the informal communication of causative views as to which of various alternative courses of action should solve the social problem. It is a science that has been used through the history of the Indonesia. It is the essence of democracy. Full of problems and persuasion, political discourse is used in many debates, candidacies and in our everyday life.

Political discourse analysis is a kind of discourse which castrates on a discourse in political forums such as, debates, speeches, hearings, and interview as the phenomenon of interest.

2.5. The Relevant Studies

There are same studies that had been ever done about deixis. Persada (2011) had conducted a study about comparing personal deixis used by president Megawati and President SBV in “Hari Kebangkitan Nasional” speech that represent speaker position. His study shows how a president placed him/herself to face a problem or the other condition. The problems are focused on what kind of person deixis that represents the position of the speaker is used by President Megawati and President SBV in their speech and what is the reason of using certain personal deixis in their speech. The findings of this research show that there are two kinds of personal deixis which are used by Presidential Megawati and President SBV, namely first personal deixis “I” (saya) and first personal deixis plural “we” (kita/kami). The reason of using personal deixis in their speech is to interpret their ideology in front of the people. It also can be used to analyzed how a president placing him/herself in a problem or the other condition. Descriptive qualitative research method was carried out by the researcher.

The descriptive qualitative research method had been also performed by Kasebae (2013). Her study aims to identify, classify, analyze, and contrast the deixis in English and Banggai language. The problems are what are the kinds of deixis in English and Banggai language and what are the similarities and differentiation in both of the language. The result of this study shows that deixis in English and Banggai language have some similarities and differences. Those are form, function, distribution and types. In the terms of similarity those two languages have function and distribution and in terms of differences are form and types. The findings of this study show that there are five kinds of deixis (personal, temporal, spatial, discourse and social deixis). While, there are four kinds of deixis in Banggai language (personal, temporal, spatial, discourse and social deixis). Deixis forms in English and Banggai language are very important in every communication to avoid misunderstanding between speaker and hearer.

The thesis of Noviyanti (2013) with the title Deixis types in president Barrack Obama’s speech in University of Indonesia, Jakarta. The problem of the research are what are deixis types found in University of Indonesia, what is the role of each types of deixis found in President Barrack Obama’s speech in University of Indonesia. The research findings were three types of deixis in the speech, such as: Person Deixis (first, second and third person deixis). Place deixis and time deixis. The person deixis was the greatest deixis type found in the speech. The word “I”and “we” were often found in almost along paragraph. The speaker used those words to make his position equal and understandable to the audiences. Because his purposes were to attract and invite the audiences building bridge between
Indonesia and the United States by working together, having students exchange, solving the issues happened in Indonesia and other countries. Using the word “I”, the speaker wanted to be accepted in Indonesia not only as the President of the United States but also as one of the citizen who ever lived and spent his time with his small family in this country. The function and purposes studying deixis were conveying the meaning to be understandable, knowing the speaker’s position, getting the ideology/information, providing facts and testimony from the utterance and understanding the condition or situation of the object or participants (person, place, or time involved). The role of deixis in a speech were it could attach to the nuclear/ prenuclear accented word of the temporally overlapping speech phrase, and attached to a spoken word whose temporal performance is adjacent to that of deixis if it resolves to equality.

The previous studies, however give some contributions to the present study. They had been considered as the relevant references for the researcher to explore the study that had been carried out. Then, they support the researcher to vary the aspects or problems investigated in order to bring the new one although all of them have the same issue to discuss.

2.6. Conceptual Framework

As social beings, interaction between one another by means of a language is unavoidable. To make the interactions more fruitful, a medium of communicatin is obviously necessary. It is needed since it is one of the many ways to express one’s feelings and experiences either in spoken and / or written modes in order to get something across meaningful.

Deixis is mentioned as indexicals. By deixis, we mean pointers or something that points to other things. In other words, indexicals are linguistic forms or expressions that refer to other things. In a sense, deixis can be a synonym of language expression. For that reason, deixis is one of the essential and earliest marking elements of pragmatics, and falls under pragmatic investigation at the very birth of this independent field of learning. Deixis is something which has not one reference.

Deixis has five types. There are Personal Deixis, Temporal Deixis, Social Deixis and Discourse Deixis. Personal Deixis is concerned to person pointer or assigner. Example: I, You, We, They, He, She, It, and etc. Temporal deixis identifies the time in a sentence. For example : Now, here, tomorrow, last week and etc. Spatial Deixis specifies the locations relative to the speech event. Example : There, that place, here, and etc. Social Deixis shows how different social rankings and the participants of communication utter relationships within society via language. It is rather to refer to the level of relationship between people than to information. For Example: Mr, President, Assalamualaikum, and etc. And Discourse Deixis is an expression that has its reference within the discourse or text. For example : demonstratives this, that and etc.

This research analyses about inauguration speech of President Susilo Bambang Yudhoyono in the first period (2004-2009) and the second period (2009-2014). The researcher will discuss the types of deixis in two inauguralational speeches of President Susilo Bambang Yudhoyono, How deixis are in the first and the second inauguration speech of President Susilo Bambang Yudhoyono. And why deixis in the first or the second inauguration speech of President Susilo Bambang Yudhoyono are in such a way.

This study will describe the deixis in President Susilo Bambang Yudhoyono, especially in the first and the second Inauguration speech. The theory of deixis is taken by Levinson. The researcher takes the script of inauguration speech from www.kompasiana.com. The data are collected by documentary technique. To fulfill the trustworthiness of the study, this research uses methodologies transferabilities. The data from the deixis which found in the first and the second inauguration speech of President Susilo Bambang Yudhoyono. The data will be analyzed with content analysis.

III. RESEARCH METHOD

3.1 The Research Design

The design of the research was based on content analysis. Eriyanto (2008) states that content analysis is a methodology in the social sciences for studying the content of communication. It is defined as the study of recorded human communications, such as books, websites, paintings, and laws. Therefore, it is a method for summarizing some forms of content by counting various aspects of the content. It means that the research is designed to summarize the content to be known the various aspects of the content.

3.2. Source of the Research

Source of the research is the script of the First and Second Inauguration Speech of President Susilo Bambang Yudhoyono (2004-2009 and 2009-2014). This speech will be taken from www.kompasiana.com.

3.3. Data of the Research

The data of the research are the types of deixis in the First and Second Inauguration Speech of President Susilo Bambang Yudhoyono (2004-2009 and 2009-2014).

3.4. The Collecting of the Data
Technique of this study will be collected by documentary technique. The instrument of collecting data is documentary sheet. The steps of collecting data are:

1. Finding the script of inauguration speech President Susilo Bambang Yudhoyono,
2. Reading and underline the types of deixis in the speech.
3. And last step was done by explaining utterances which contain of deixis.

3.5. Trustworthiness
In qualitative research data must be auditable through checking that the interpretation are credible, transferable, dependable, and confirmable. All of those are called as the trustworthiness (Lincoln and Guba, 1985).

1. Credibility
To make the research credible, the researcher used triangulation technique. The technique was used to verify the finding of the data through informants such as subject. To verify the findings, the researcher investigated the types of deixis in inauguration speech of President Susilo Bambang Yudhoyono.

2. Transferability
The transferability of this research was achieved through a thick description of the research process to let the readers to see whether the types of deixis found in the first and the second inauguration speech of President Susilo Bambang Yudhoyono to the different data.

3. Dependability
The researcher’s interpretation and conclusion discussed with other people in this case, with the researcher’s thesis consultants. The discussion was done to examine the process types of deixis in the first and the second inauguration speech of President Susilo Bambang Yudhoyono. The discussion attempts the dependability of the research.

4. Confirmability
To make sure the research is confirmable the researcher takes a script from www.kompasiana.com. The appendix was also attached to make the data confirmable.

3.6. The Analysis of the Data
Based on Krippendorff (2008), the analysis of data can be used by content analysis. It can be done by identifying, defining, analyzing, classifying, and finding. So, in this study, the analyzing of the data can be done through these steps:

1. Identifying deixis found in the script of the First and Second Inauguration Speech of President Susilo Bambang Yudhoyono.
2. Defining the types of deixis found in the First and Second Inauguration Speech of President Susilo Bambang Yudhoyono.
3. Classifying the types of deixis found in the First and Second Inauguration Speech of President Susilo Bambang Yudhoyono.
4. Explaining the reason why do President Susilo Bambang Yudhoyono use the deixis frequently

IV. FINDINGS
From the data analysis, it can be described that:

1. The types of deixis in the first inauguration speech are 5 types:
   There are 57 deixis as personal, 25 deixis as temporal, 11 deixis as spatial, 29 deixis as social, and 13 deixis as discourse.
   Based on the analysis, the use of personal pronoun in personal deixis consists of personal pronoun “saya (I) and kita (we)”. Personal pronoun “kita(we)” can divided into some references. There are 3 Personal pronoun “kita(we)” which refers to President Susilo Bambang Yudhoyono and vice President M. Jusuf Kalla, 25 personal pronoun “kita(we)” refers to President Susilo Bambang Yudhoyono and the audience and the listeners (the Indonesian people), 6 personal pronoun “kita(we)” refers to President Susilo Bambang Yudhoyono and the governmental cabinet, and 4 personal pronoun “kita(we)” refers to President Susilo Bambang Yudhoyono and the others coordinates of President 2004 -2009. And the other personal deixis consist of personal pronoun “saya(I)”.

The types of deixis in the second inauguration speech are 5 types:
There are 53 deixis as personal, 20 deixis as temporal, 2 deixis as spatial, 30 deixis as the social, and 14 deixis as discourse.
Based on the analysis, the use of personal pronoun in personal deixis consists of personal pronoun “saya (I) and kita (we)”. Personal pronoun “kita(we)” can divided into some references. There are 4 Personal pronoun “kita(we)” which refers to President Susilo Bambang
Yudhoyono and vice President Prof. Dr. Boediono, 13 personal pronoun “kita(we)” refers to President Susilo Bambang Yudhoyono, the audience and the listeners (the Indonesian people), 15 personal pronoun “kita(we)” refers to President Susilo Bambang Yudhoyono and the governmental cabinet, and 3 personal pronoun “kita(we)” refers to President Susilo Bambang Yudhoyono and the others coordinates of President 2004 –2009. And the other personal deixis consist of 21 personal pronoun “saya(I)”. By the analysis the speech, the most dominant type of deixis in the first and second Inauguration speech of President Susilo Bambang Yudhoyono is Personal Deixis.

2. The first inauguration speech of President Susilo Bambang Yudhoyono uses the first plural pronoun “we (kita)”. It is dominant used than the other pronoun in his speech. While, in the second inauguration speech of President Susilo Bambang Yudhoyono uses the first singular pronoun “I (saya)” as the most dominant in this speech.

3. Deixis in the first and the second inauguration speech of President Susilo Bambang Yudhoyono can help the audience to point out or to indicate someone or thing to get information clearly as systematically by know who, whom, where, and when the text are used.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

On the basis of what the researcher has written and scrutinized in the previous chapter, she discovers that deixis have a role to deliver an understanding of information conveyed in the speech to the listeners. So, it is important to know deixis, especially in inauguration speech. Due to the important of understanding deixis the research upon the inauguration speech has been done and the result can be concluded by the following.

1. The most dominant type of deixis found in the first and the second inauguration speech of President Susilo Bambang Yudhoyono is personal deixis.

2. The use pronoun “kita(we)” in the first inauguration speech shows the character of President Susilo Bambang Yudhoyono as one of the Indonesia nation who want to develop Indonesia five year later. It can be showed from the utterances of President Susilo Bambang Yudhoyono who always use the first personal pronoun “we” as the participants of the society of Indonesia in every his speech. He builds his image as the President who close to the society. While, in the second inauguration speech, President Susilo Bambang Yudhoyono use the different personal pronoun than the previous speech. Based on his speech, the use of personal pronoun “I(saya)” purposes to appear himself as the success president who has lead Indonesia for five years ago. The use of Personal Pronoun “kita (we)” is the new finding in this research. The personal pronoun “kita (we)” has function to shows the speaker him self. Usually, the using personal pronoun “saya(I)” shows the speaker. But, in this research President Susilo Bambang yudhoyono uses “saya(I)” to call him self.

3. Deixis in inauguration speech of President Susilo Bambang Yudhoyono are in such a way. Because, deixis in inauguration speech is very useful. By using the deixis in inauguration speech, the speaker and the audience will have the same understanding about the speech. Deixis has function to identify the reference of the text or utterance, which influence of meaning and information of the speech. The speech will be interesting if the listeners are easy to get the information of the inauguration speech.

5.1. Suggestions

The study of deixis in inauguration speech of President Susilo bambah Yudhoyono is very interesting one especially to those who would like to know the use of different types of deixis in more details. So, the researcher offers some suggestion as follows:

1. The speaker will hopefully give more attention to deixis because it can lead the audience to understand and get information from the speech especially deixis in inauguration speech easily and quickly.

2. Other researchers are advised to conduct further studies on deixis particularly those found in speech to give clear information that knowledge of deixis will help the audience to understand what the speaker talks about in the speech.

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