# Deixis Used by the Main Characters in the Social Network Movie

**Ni Wayan May Widhia Ningsih[1], I Made Rajeg[2], Made Detriasmita Saientisna[3]**

[1,2,3] Udayana University

e-mail: maywayan5@gmail.com[1], made_rajeg@unud.ac.id[2], detriasmita@unud.ac.id[3]

**Abstrak**

Levinson menyatakan bahwa deiksis adalah penggunaan bahasa yang berkaitan dengan konteks situasional, sehingga makna sebuah kata bergantung pada konteks orang sebagai partisipan, tempat, waktu, keadaan sosial, dan ungkapan dalam percakapan. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis dan menganalisis makna serta fungsi deiksis yang digunakan oleh tokoh utama dalam film The Social Network. Teori Levinson digunakan untuk merancang penelitian ini. Levinson dalam teorinya membagi deiksis menjadi lima jenis, yaitu deiksis persona, deiksis tempat, deiksis waktu, deiksis sosial, dan deiksis wacana. Film The Social Network menjadi sumber data penelitian ini. Sumber data dalam penelitian ini adalah film berjudul The Social Network. Untuk mengumpulkan data dalam penelitian ini digunakan metode dokumentasi dan observasi dengan menggunakan teknik catat. Hasil penelitian ini menunjukkan bahwa film The Social Network menggunakan lima jenis deiksis: deiksis persona, deiksis tempat, deiksis waktu, deiksis sosial, dan deiksis wacana. Kemudian, berdasarkan jenis-jenis deiksis dalam film The Social Network, deiksis memiliki makna dan fungsi yang berbeda-beda sesuai dengan jenisnya. Deiksis persona berfungsi sebagai kata ganti tunggal dan jamak serta pembicara dan pendengar, deiksis tempat berfungsi untuk menunjukkan jarak antara pembicara dan pendengar, deiksis waktu berfungsi sebagai waktu yang menunjukkan kejadian masa lalu, sekarang, dan masa depan, deiksis sosial berfungsi sebagai perbedaan sosial, hubungan sosial, dan etika berbahasa antara pembicara dan pendengar, deiksis wacana berfungsi sebagai indikator anaforis dan kataforis.

**Kata kunci:** *Deiksis, Jenis-Jenis Deiksis, Arti dan Fungsi Deiksis*

**Abstract**

Levinson claims that deixis is the use of language related to situational context, so the meaning of a word depends on the context of the person as a participant, place, time, social circumstances, and expressions in conversation. The research aims to identify the types and to analyze the meanings and functions of deixis used by the main characters in The Social Network movie. Levinson's theory was used to design this research. Levinson in his theory divided deixis into five types, namely person deixis, place deixis, time deixis, social deixis, and discourse deixis. The Social Network movie is the data source for this research. The data source in this research is the movie entitled The Social Network. To collect the data in this research used the documentation and observation methods were used by using the note taking technique. This research shows the result that The Social Network movie used five types of deixis: person deixis, place deixis, time deixis, social deixis, and discourse deixis. Then, based on the types of deixis in The Social Network movie, deixis have different meanings and functions according to the type. Person deixis functions as a singular and plural pronoun as well as speaker and listener, place deixis functions to indicate the distance between speaker and hearer, time deixis functions as time indicating past, present, and future events, social deixis functions as a difference social, relationship social, and language ethics between speaker and hearer, discourse deixis functions as an anaphoric and cataphoric indicator.

**Keywords:** *Deixis, Types of Deixis, Meanings and Functions of Deixis*

## INTRODUCTION

Deixis is an expression of meaning that comes from word and phrase contained in utterance. Language is an important communication tool for humans to interact in everyday life. "Language is an important thing because with language, people can express their intentions, thoughts, feelings, and ideas" (Walija, 1996, p. 4). Pragmatics is a science that studies the context of a language used by speakers to convey meaning in communication. Levinson (1983, p. 5) argues that pragmatics is context studies the relationship between language and its utterances in using language. Pragmatics have several branches, namely deixis, presupposition, implicature, and speech acts. Deixis is an important study to be researched in pragmatics because it is related to evaluating utterance in written and spoken texts. Levinson (1983, p. 54) stated deixis is the process of contextual components of language being arranged from a statement or event. Therefore, deixis also includes ways of interpreting utterances that depend on the context. Language through many media can be learned by humans. These media include music, books, and movies.

The utterances in the movie containing deixis were the focus of this research. Levinson (1983) claims that deixis is the use of language related to situational context, so the meaning of a word depends on the contextual of the person as a participant, place, time, social circumstances, and expressions in conversation. This research is interesting and important to analyzed because it can study politeness through the expressions of the language used and the utterances spoken by the characters, and also because in this study there are sufficient utterances of deixis as data. The Social Network movie was released in 2010. Since its initial release, this movie has received good comments from the audiences and critics. According to Rotten Tomatoes (2016) based on 333 reviews, this movie received a rating of 96% with an average of 9/10. This movie also received various awards, such as Academic Awards in the categories of Best Sound Mixing and Best Film Editing, AACTA Awards in the categories of Best Film, Best Editing, Best Cinematography, and many more. Several previous researches by Utami (2017), Iftitah (2021), Sahidin (2022), Pangaribuan et al. (2015), and Abdulameer (2019) on deixis have been carried out. Several previous researches examined the most frequently used deixis in the data taken from the movie, analyzed types, functions, and meanings of deixis. However, the meanings and functions of deixis in the data were analyzed in different researches. Therefore, this research simultaneously analyzes the meanings and functions of deixis used in the data.

In the review of literatures, there are one undergraduate thesis and one article from international journal that are discussing about deixis. These researches are needed as references because they were discussing a similar topic as this research.

An undergraduate thesis entitled "An Analysis of Deixis In Lois Lowry's Novel The Giver" by Utami (2017). This undergraduate thesis aimed to describe the types of deixis, to understand the references of deictic expressions, and to discover the most dominant deictic expression and the most dominant reference in the deictic expressions used by Jonas in Lois Lowry's novel The Giver. The data source for this undergraduate thesis is novel entitled The Giver. To collect the data this undergraduate thesis were used the documentation method and note-taking technique. Then, to analyze the data this undergraduate thesis used a qualitative method. This research used one main theory to analyze deixis, namely the theory of Levinson (1983).

Based on the research findings, 869 data from 296 utterances by Jonas were found to contain five different types of deixis. The relevance of the previous research could be seen from the topic discussed and the methods such as documentation and qualitative methods, and note-taking technique are also used in this research. These two studies use the theory put forward by Levinson (1983) to analyze the data. The difference between these two studies was that undergraduate thesis used the novel as the data, while the data in this research used movie.

An article of an international journal related to deixis entitled "Deixis Used on Business Brochures Text: A Pragmatics Study" by Pangaribuan et al. (2015). This research aimed to find deixis types are used on Business Brochures and to find the dominant types

used on Business Brochures. To analyze the data the article used qualitative methods. This research used one main theory used to analyze deixis, namely the theory of Cruse (2000).

The research discovered that sales brochure text employed five different types of deixis. The relevance of the previous study could be seen from the topic discussed and the method such as qualitative method are also used in this research. The previous study employed Cruse's (2000) theory, whereas this study employed Levinson's (1983) theory. This is the difference between the two studies. The research used brochure as the data, while this study used movie as the data.

**METHOD**

The data source of this research is the movie entitled The Social Network. The movie was released in 2010, and this movie is only transcribed in English. Meanwhile, the data in this research are the utterances uttered by the main characters in this movie. So, in this research, there are many and sufficient utterances of deixis as data. The primary data was collected from The Social Network movie, in addition, to the movie's subtitles which include the utterances of the main characters and supporting characters contained in deixis. The secondary data came from Levinson's research on types of deixis and the meanings and functions of deixis. The several characters in this movie are Mark, Erica, Christy, Eduardo, Tyler, Sean, Cameron, Divya, and Summers.

This movie tells the story of Mark Zuckerberg founded Facebook in October 2003. At that time, Erica as Mark's girlfriend had just left Mark. Later, when he returned to his dorm, he wrote a blog insulting his ex and hacked photos of other students, and uploaded them to Facemash. The application had many visitors, causing Harvard's computer network to crash, and Mark was suspended for six months. Mark got an offer to work at Harvard Connection because of the popularity of Faceash. After that, he contacted Eduardo to explain his concept for Facebook, which got him interested, and was able to provide initial funding of $1000 dollars.

In this research, data collection used the documentation method to collect data, and also applied the observation method to collect data, and used the note-taking technique. In this research, the data used are utterances that indicate deixis elements. "Documentation is the method of collecting data and information from a variety of sources, including books, notes, documents, and images, to create reports and information that can support research" (Sugiyono, 2018, p. 476). Then, Basrowi (2012) defines observation as a method for making systematic observations and recording. The Social Network is the movie used to collect data in this research. There are two following steps to collecting data. First, observed the movie by watch The Social Network movie from the Cryptic Hour YouTube channel many times, Second, paused the movie and read the English subtitles of the movie, which are the data for analysis, and then transcribe the data. Third, mark in bold the word in the conversation that becomes deixis. Then, fourth, take note of all utterances that contain deixis in conversations between characters in The Social Network movie by Levinson's theory (1983).

As the research used descriptive qualitative methods to analyze the data. According to Creswell (2014), a qualitative research method is a way to see and understand the significance of social problems faced by society, both individually and in groups. The data was taken from utterances there are of movie subtitles, and content analysis data technique applied in this research to analyze the meanings and functions contained in the data. There are two following steps to analyzing data. First, after getting the data, classifying the five types of deixis found in the utterances analyzed using the theory of deixis proposed by Levinson (1983). Then, second, analyzing several selected samples of the five types of deixis to discover the meanings and functions of deixis used by the characters in the movie according to Levinson's (1983) theory. The meanings and functions of deixis are analyzed through word that is included in the types of deixis.

In this research, formal and informal methods were used to present the results. "The formal method is conveying the results of data analysis using signs and symbols, while the informal method is conveying the results of data analysis using descriptive sentences"

(Sudaryanto, 2015, p. 241). The formal method is used in this research because the analysis results display a table that provided information about the amount of data that has been collected and the context of the situation. Moreover, this research also used the informal method to present the results because the types of deixis, and the meanings and functions of deixis are explained descriptively with words and phrases. The descriptive technique is used to present the data in sentences.

**RESULT AND DISCUSSION**

The results of the research and data collection were presented in this section. After data collection, the results showed five types of deixis based on Levinson's (1983) theory used by the main characters in The Social Network movie. It can be seen that the number of utterances containing deictic expressions have been 570 utterances. The results of utterances show that this research found five types of deixis studied, namely person deixis, place deixis, time deixis, social deixis, and discourse deixis.

In this movie, the deixis most used by the main characters was first person deixis with a total of 204 utterances containing deictic expressions. The words such as **I, me, my, we, and our** were deictic expressions that appear a lot in the first person deixis category. Deixis in first person deixis has the meaning as a speaker, meanwhile, the function indicates that he himself is a speaker in that utterance and as an indicator of first person singular pronoun and plural pronoun. Second person deixis was a deixis that was also widely used with a total of 150 utterances containing deictic expressions. Words that a lot appear in deictic expressions in the second person deixis category such as **you, your, and yourself**. Deixis in second person deixis has the meaning as a hearer, meanwhile, the function indicates that the person being spoken to is a hearer in that utterance and as an indicator for the second person singular pronoun and plural pronoun. Third person deixis was quite widely used by the main characters with a total of 82 utterances containing deictic expressions. The words such as **he, she, they, him, her, their, and themselves** were deictic expressions that appear a lot in the category of third person deixis. Deixis in third person deixis has the meaning of the person being talked about in the utterance, while its function is to indicate as a listener and as an indicator of third person singular and plural pronouns.

Place deixis in this movie has a total of 26 utterances that contain deictic expressions. The words such as **here and there** were deictic expressions that appear a lot in the category of place deixis. Place deixis have the meaning as a place visited and as a place where the person is, meanwhile, the function shows that the location is either far away from the speaker and hearer or close to them. Time deixis in this movie has a total of 36 utterances that contain deictic expressions. The words such as **now, tomorrow, morning, night, and today** were deictic expressions that appear a lot in the time deixis category. Time deixis has the meaning as an indication of the time being discussed, meanwhile, the function indicates the time of an event that occurred in the past, present, and future. Since this movie tells about the struggle of a student studying at Harvard University to establish a Facebook application with his classmates, there were not much social deixis in this movie, which has a total of 28 utterances containing deictic expressions. The words such as **Chairman, brother, Sir, Mr., Ma'am**, **honey, and Your Highness** were deictic expressions that appear a lot in the social deixis category. Social deixis has the meaning as a marker of social differences between speaker and hearer which contains ethics and politeness, meanwhile, the function has 5 different functions, namely differentiating social status between speaker and hearer, differentiating social levels between speaker and hearer, differentiating social identities between speaker and hearer, clarifying social relational closeness and maintaining language etiquette. The last, discourse deixis in this movie has a total of 44 utterances that contain deictic expressions. The words such as **that and this** were deictic expressions that appear a lot in the category of discourse deixis. Discourse deixis has the meaning as indicating something that has been mentioned and which is mentioned later, meanwhile, the function indicates a word that is included in deixis as anaphoric or cataphoric deixis.

When compared with previous research, such as research conducted by Sahidin (2022) which examined the types and the functions of deixis. This research and previous research use the same theory, namely the theory from Levinson (1983), which showed that this research and previous research both examined five types of deixis but found less data than this research, and data results from research conducted by Sahidin (2022) can be seen in the literature of review section. Meanwhile, the functions proposed by Levinson's theory have the same function in previous research and also in this research.

All the data that have been collected have something in common which contains deictic expressions. These samples were chosen so that the analysis could be easily understood and concise to avoid repetitive explanations to the reader. The theory proposed by Levinson (1983) was used to analyze these samples.

## 1. Person Deixis

Person deixis is divided into three, such as first person deixis, second person deixis, and third person deixis. The analyses of these roles were as follows:

### a. First Person Deixis

One utterance which contain first person deixis was chosen for analyze based on the data that has been found. The following was the result of the utterance analyze:

[3-1 a] Erica: Should we get something to eat?

Mark: Would you like to talk about something else?

Erica: No, it's just since the beginning of the conversation about finals club

**I** think **I** may have missed a birthday.

In the utterance that uttered by Erica, there is first person deixis. In [3-1 a] it can be seen that the context was when Erica and Mark were meeting, Erica invited Mark to buy something to eat, but Mark seemed to refuse and asked if there was anything else she wanted to talk about. Then, Erica answered that she would forget about her birthday, because since the start of the conversation Mark had only focused on discussing the final club. The word **I** in the utterance refers to Erica, while the function is as a singular pronoun and to indicate the person who is the speaker, which is Erica.

### b. Second Person Deixis

One utterance which contain second person deixis was chosen for analyze based on the data that has been found. The following was the result of the utterance analyze:

[3-2 a] Mark: Erica.

Erica: **You**'re obsessed with finals clubs. **You** have finals clubs OCD and

**you** need to see someone about it who will prescribe **you** some sort

of medication. **You** don't care if the side effects may include

blindness.

Mark: Final clubs. Not "finals clubs." And there's a difference between

being obsessed and being motivated.

In the utterance that uttered by Erica, there is second person deixis. In [3-2 a] it can be seen that the context is that Erica is advising Mark that Mark is so obsessed with final clubs that Mark must meet someone who can give Mark medicine so that Mark does not experience blindness due to side effects that Mark ignores. Then, Mark emphasized that he was very motivated to get into the final clubs, not the finals clubs. The word **you** in this utterance refers to Mark, while the function is as a singular pronoun and to indicate the person being spoken to by the speaker, which is Mark.

### c. Third Person Deixis

One utterance which contain third person deixis was chosen for analyze based on the data that has been found. The following was the result of the utterance analyze:

[3-3 a] Erica: Teddy Roosevelt didn't get elected president because he was a member of the Phoenix Club.

Mark: **He** was a member of the Porcellian, and yes, **he** did.

In the utterance that uttered by Mark, there is a third person deixis. In [3-3 a] it can be seen the context is when Mark and Erica were at a club and discussing Mark who wanted to join Final Clubs because working there could be fun. Then, Erica told Mark because Teddy Roosevelt was a member of the Phoenix Club and that was why he could not be elected president, but Mark explained that the truth is that Teddy Roosevelt was a member of the Porcellian. The word **he** in this utterance refers to Teddy Roosevelt, while the function is as a singular pronoun and to indicate the person referred to by Mark, which is Teddy Roosevelt.

2. **Place Deixis**

One utterance which contain place deixis was chosen for analyze based on the data that has been found. The following was the result of the utterance analyze:

[3-4 a] Mark: Did you know there are more people with genius IQ's living **in China** than there are people of any kind living in the United States?

Erica: That can't possibly be true.

Mark: It is.

Erica: What would account for that?

Mark: Well, first, an awful lot of people live in China. But here's my question.

In the utterance that uttered by Mark, there is a place deixis. In [3-4 a], it can be seen that the context is that Mark asked Erica if she knew about people who live in China have higher IQs than people living in the United States, but Erica denied this utterance because she did not believe it and did not know the cause that matter. Then, Mark explained that this was true and was caused by one factor, namely that more people chose to live in China and were able to get a high SATs score, namely 1600. The word **in China** in this utterance refers to the country where people with high IQs live, while the function is to indicate a place which Mark told Erica that the population in China has a high IQ.

3. **Time Deixis**

One utterance which contain time deixis was chosen for analyze based on the data that has been found. The following was the result of the utterance analyze:

[3-5 a] Mark: And, yes. I got nothing wrong on the test.

Erica: Have you ever tried?

Mark: I'm trying **right now**.

Erica: To row crew?

Mark: To get into a final club. To row crew? No. Are you, like whatever delusional?

In the utterance that uttered by Mark, there is time deixis. In [3-5 a] it can be seen that the context is that Mark is talking to Erica about Mark who previously did not think that he could get a score of 1600 on the SATs test, so with this score Erica wanted Mark to be able to join the row crew. Then, Mark explained that he could not do that. The word **right now** in this utterance refers to the time when Mark tells Erica that from right now, he is trying to get into the final club not to join the row crew she likes, while the function is to indicate the time that Mark intended for Erica.

4. **Social Deixis**

One utterance which contain social deixis was chosen for analyze based on the data that has been found. The following was the result of the utterance analyze:

[3-6 a] Erica: Which Roosevelt?

Mark: Theodore.

Erica: Is it true that they send a bus around to pick up girls who want to party with the next Fed **Chairman**?

In the utterance that uttered by Erica, there is social deixis. In [3-6 a] it can be seen that the context was that in the previous conversation, Erica asked Mark about which clubs were easy to enter. Then, Mark explained that the club that was easy to enter was the Roosevelt Club which was managed by Theodore. However, Erica did not understand why the girls who were going to the Fed Chairman's party were being picked up by bus. The word **Chairman** in this utterance refers to the head of the Phoenix gang named Fed who rents the club for a party. The function of the word **Chairman** in the utterance is to indicate the existence of class differences in the conversation, which are between students and gang leaders.

**5. Discourse Deixis**

One utterance which contain discourse deixis was chosen for analyze based on the data that has been found. The following was the result of the utterance analyze:

[3-7 a] Erica: You know, from a woman's perspective, sometimes not singing in
an A Capella Group is a good thing?
Mark: This is serious.
Erica: On the other hand, I do like guys who row crew.
Mark: Well, I can't do **that**.

In the utterance that uttered by Mark, there is discourse deixis. In [3-7 a] it can be seen the context is that Mark is on a date with Erica at the club at night and they are discussing about Mark who got a high score on the SATs test. Then, Erica explains to Mark that not all women like men to join the A Capella Group to sing, but prefer men to join the row crew. The word **that** in this utterance refers to the discourse uttered by Mark about Mark not being able to join the row crew because Mark realized that he had a small body, while the function is to indicate the discourse (anaphoric deixis) uttered by Mark who cannot comply with Erica's wishes.

**CONCLUSION**

After analyzing the types of deixis contained in The Social Network movie based on Levinson's (1983) theory, it was concluded that there were five types of deixis used in this movie, namely person deixis which was further divided into three different types such as first person deixis (I, me, my, we, and our) was found with 204 data, second person deixis (you, your, and yourself) was found with 150 data, and third person deixis (he, she, they, him, her, their, and themselves) was found with 82 data, then, place deixis (here and there) was found with 26 data, time deixis (now, tomorrow, morning, night, and today) was found with 26 data, social deixis (Chairman, brother, Sir, Mr., Ma'am, honey, and Your Highness) was found with 28 data, and lastly, discourse deixis (that and this) was found with 44 data. Based on the five types of deixis, the total data found was 570 data and the one that appears most frequently is the type of person deixis. Based on the types of deixis in The Social Network movie, deixis have different meanings and functions according to its type.

**REFERENCES**

Basrowi. 2012. Manajemen Pendidikan Penelitian. Jakarta: Insan Cendekia.

Creswell, J.W., 2014. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th ed. ed. SAGE Publications, Thousand Oaks.

Levinson, S.C., 1983. Pragmatics, Cambridge Textbooks in Linguistics. Cambridge University Press, Cambridge [Cambridgeshire]; New York.

Pangaribuan, R.E., Manik, S., Pasaribu, T., 2015. Deixis Used on Business Brochures Text: A Pragmatics Study. Int. J. Engl. Linguist. 5, p171. https://doi.org/10.5539/ijel.v5n5p171

Sahidin, A., 2022. Deixis in Raya and The Last Dragon Movie Script. Bosowa University, Makassar.

Sudaryanto, 2015. Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistis, Seri ILDEP. Duta Wacana University Press, Yogyakarta.

Sugiyono. (2018). Pengertian Dokumentasi. Bandung: Alfabeta.

The Social Network - 2010, Cryptic Hour Youtube Chanel. Retrieved 25 February 2024  from https://youtu.be/bupOXE5nFDE?si=q7nZ1DXMReL3ZTRg.

Utami, D., 2017. An Analysis of Deixis in Lois Lowry's Novel The Giver. State Islamic University Sunan Kalijaga, Yogyakarta.

Walija, 1996. Bahasa Indonesia dalam Perbincangan, Cet. 1. ed. IKIP Muhammadiyah Jakarta Press, Jakarta.