

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is very important in human life. Human beings use language to interact with others. It does not matter whether it is written or oral language. By using language, people can convey their feelings, desires and ideas. It is due to the fact that people can not live alone. Human beings can not be separated from language in communicating with others in the realms of life to cooperate and to get along with others.

Language is one of the most important characteristics of human behaviors. As a matter of fact, there are two forms of language usage in speech and record. The first form deals with a spoken language while the second form deals with a written language. Language is a means of communication, which is needed by human beings in their lives. It is used almost in all daily activities to make a spoken or a written communication easier. It is also said that language is an important means of establishing relation with other people. Actually, people can not interact one another in society without a language.

People know that tools of communication have many kinds. They are television, magazine, radio, newspaper, and so on. Here, the writer wants to analyze person deixis that is used by radio station's broadcaster. Radio station usually has the specific deixis to greet the listeners or hearers.

Deixis is part of Semantics that learns about the description of word and sentence meaning. Besides that, deixis is also part of pragmatics study which deals with the characterizations of speaker meaning. The important point of deixis, whenever the Pragmatics or Semantics boundary is drawn, is that deixis concerns the encoding of many different aspects of the circumstances surrounding the utterance and within the utterance itself. Natural language utterances are thus “anchored” directly to aspects of the context. There are many kinds of deixis, namely person deixis, spatial or place deixis, and temporal or time deixis.

Based on the explanation above, the writer wants to make a research about person deixis used by broadcasters of radio stations. The writer has an assumption that deixis is needed to greet the listeners. So, the writer wants to know deeper the kind of deixis in certain radio stations. To analyze person deixis, the writer has to listen to some of the radio programs. Besides listening to the radio, the researcher should prepare some knowledge that has close relationship to the person deixis.

To make the above explanation clearer, there are three examples which show a person deixis used by radio station’s broadcaster:

... Sekarang ada “Bukan Permainan” official first single dari Gita Gutawa, tembangnya “Kembang Perawan” nich, sekarang “Bukan Permainan” *Star lovers*, baru lagi spesial buat kamu ...

(... Now “Bukan Permainan” official first single from Gita Gutawa, the song is “Kembang Perawan” Now “Bukan Permainan” *Star lovers*, the newest one special for you ...) (01/SFM/JG)

... tapi sekarang *the people*, dia juga bakalan bikin sesuatu yang beda ...
 (... but now *the people*, he/she will make something different...)

(02/MFM/MLG)

... baik *Star people* masih bareng "Make Gadis" pusatnya CD import yang punya kualitas...

(... OK *Star people* still with "Make Gadis" the central of quality imported CD...) (03/SFM/SBY)

The term *Star lovers*, *the people*, and *Star people* are kinds of person deixis. Discussing the deixis is an interesting matter to observe. In this case, the writer wants to give some information about person deixis used by radio stations' broadcasters. As we know, radio is very important tool to communicate and to get some information. Every radio station usually has person deixis to greet the listeners, that is why the writer is interested in choosing the title.

1.2 The Statement of the Problem

In this research, the writer will try to solve the problems that appear in the analyzing some problems which often occur on radio stations. The problems which will be discussed are as follows:

1. What are the kinds of person deixis used by radio stations' broadcasters?
2. What are the purposes of the use of person deixis that are used by radio stations' broadcasters?

1.3 The Objective of the Study

After analyzing these problems, the writer wants to get some results from this thesis. The results that will be obtained are as follows:

1. To describe the kinds of person deixis used by radio stations' broadcasters.
2. To describe the purposes of the use of person deixis used by radio stations' broadcasters.

1.4 The Scope of the Problem

In analyzing this thesis, it is necessary to limit the scope of the problem in order to get detailed discussion. In this study, the writer uses the theory of Pragmatics. One of the discussions of Pragmatics study is about deixis. Deixis has a meaning pointing to something. In verbal communication, however, deixis in its narrow sense refers to the conceptual meaning of pronoun, and in its broad sense, what the speaker means by particular utterance in a given speech context. Since there are many kinds of deixis, in this thesis, the writer only wants to analyze person deixis used by radio stations' broadcasters as the topic of the thesis. Person deixis concerns with the encoding of the role of participants in the speech event in which the utterance in question is delivered.

1.5 The Source of Data

In this research, source of data is the subject from which the data are obtained. Concerning with the title, the writer chooses the utterances of some broadcasters of certain radio stations as the source of data. They are "Star FM"

radio station Yogyakarta, “Mas FM” radio station Malang, “Bethany FM” radio station Surabaya, “Star FM” radio station Surabaya “Color FM” radio station Surabaya, “Romansa FM” radio station Ponorogo, “Joss FM” radio station Kediri, “Nande FM” radio station Nganjuk, “Sky FM” radio station Bandung, “B-FM” radio station Bandung, “99 FM” radio station Bandung, “S E FM” radio station Bandung, “I-FM” radio station Jakarta, “Smart FM” radio station Jakarta, “Kiss FM” radio station Jakarta, “Hard Rock FM” radio station Jakarta, “One O One Jack FM” radio station Jakarta, and “Wijaya Kusuma FM” radio station Madiun. The writer selects the radio stations as the source of data, because every radio station usually has person deixis to greet the listeners or the hearers.

1.6 The Systematization of Writing

The systematization of writing this thesis is shortly explained as follows:

Chapter I Introduction

The chapter informs all of six sub-chapter in this thesis that cover the background of the study, the statement of the problems, the objectives of the study, the scope and limitation, the source of the data, and the systematization of writing.

Chapter II Underlying Theory

In this chapter, the writer presents the theories which are needed to support the analysis of the problems in this thesis.

Chapter I II Method of Research

This chapter will present about the method used in conducting the research.

Chapter IV The Analysis

In this chapter the writer will analyze the data.

Chapter V Conclusion

It contains the conclusion of analysis.