

# PERSON DEIXIS IN SBY'S SPEECH AT HARVARD UNIVERSITY

Juliasti Kinasih Lisa Mutia Sari

J. Herudjati Purwoko

## ABSTRAK

Deixis persona digunakan sebagai kata ganti orang untuk menunjuk pada seseorang atau kelompok orang tertentu. Deixis persona tidak memiliki acuan yang tetap, artinya acuannya dapat berubah-ubah tergantung dari konteks situasi pada saat penutur menyampaikan ujaran. Oleh karena itu, untuk mengetahui acuan yang dimaksud oleh penutur, pendengar harus mengetahui konteks tersebut.

Tujuan dari penelitian ini adalah untuk mendeskripsikan apa saja deixis yang digunakan oleh SBY untuk merujuk orang dalam pidato yang akan menjelaskan mengapa SBY memilih untuk menggunakan deixis tersebut. Metode yang digunakan untuk pengambilan data adalah metode *simak bebas lihat cakap*. Penulis juga menggunakan *purposive sampling* untuk memilih sampel yang dianalisis.

Dari hasil penelitian yang telah dilakukan, penulis menemukan bahwa SBY menggunakan semua tipe deixis persona sebanyak 170 kali dan juga SBY menggunakan sedikit deixis sosial. SBY memilih personal deixis yang tepat dalam pidato yang karena posisinya sebagai pemimpin sebuah negara pada saat itu dan juga sebagai perwakilan dari dunia Islam.

**Kata kunci:** deixis persona, deixis sosial, pidato, SBY

## **1. Introduction**

### **1.1. Background of the Study**

Speech is the example of spoken communication done directly by a single person in front of the audience. It is usually done by a leader of a country, company, community or anyone who can inspire the audience. One of the speeches done by a leader of the country was held in 2009. Susilo Bambang Yudhoyono, a former president of Indonesia, visited John F Kennedy School of Government at Harvard University, and he got a chance to deliver a speech in front of the students, staff and lecturers of Harvard University. The speech is considered as one of the most inspirational speeches in the 21<sup>st</sup> century. That is why Richard Greene, who is a communication strategist and a speech advisor, includes the speech into his book entitled *Word That Shook the World: Addendum-The 1st Decade of The 21<sup>st</sup> Century* written in 2010. Richard Greene chose SBY's 2009 Harvard address "Towards Harmony among Civilisations" as the speech and personality that shook the world in the past decade because the speech consists of stunning call for moderation in the Muslim world. In his speech, SBY uses deixis, which is one of the important notions in pragmatics, to point to something.

Deixis has an important role in communication as a link among time frame, physical location, people involved and what people actually say, so it only can be interpreted based on the context of the utterance. The hearer will not know what the speaker means if he does not know the context. Since SBY is a public figure whose speech really matters and affects the audience, he has to choose certain person deixis that are appropriate as a strategy to position himself as a representative of Indonesian's people. Besides, he also uses other types of person deixis to point to the hearer and other referents. The writer finds it interesting to analyze why SBY chooses certain person deixis to point to people.

### **1.2. Purpose of the Study**

1.3.1. To identify types of person deixis in the speech

1.3.2. To describe the use of person deixis in the speech based on the context

## **2. Analysis**

### **2.1 Method of Data Analysis**

According to Sudaryanto (1993:13-40), in analyzing the data, the writer used identity and distributional method. Identity method that the writer used is referential technique in which the person deixis, which the writer analyzed, always refers to something. Distributional method that the writer uses is substitution technique in which the writer replaces the data with other words, whether they still have the same meaning or not.

### **2.2. Data Analysis**

The total of person deixis that SBY uses is 170 during his speech for about 30 minutes. It shows that SBY uses person deixis often enough in the speech. From the table above, it can be seen that SBY uses all three types of person deixis which are first person, second person, and third person. Person deixis that SBY uses is varied but he tends to use first person especially first person plural.

#### **2.2.1. First Person Deixis**

First person singular deixis is represented by *I* for subject, *me* for object and *my* for possessive adjective. *I*, *me*, and *my* always refer to SBY who is currently speaking and does not move to other people. It is because the type of text is a monologue so just SBY who has a role as a deictic center.

(1) *I* must admit, *I* have wanted to visit Harvard for a long time.

There are 2 person deixis *I* above and both of them refer to SBY himself as a deictic center in conversation. Both of them are used to refer to SBY as a personal. In the beginning of his speech, SBY tells the addressee that he really admires Harvard University and the fact is he really wanted to visit Harvard for a

long time. If the pronouns are substituted with the referents, it still can have the same meaning as in the example below:

(1.a) *SBY* must admit, *SBY* has wanted to visit Harvard for a long time.

The use of inclusive *we* is more often than exclusive *we*. Inclusive *we* always includes the speaker and the addressee who in the context is the audiences that come to the event. Usually inclusive *we* does not include the third person but in the context inclusive *we* here always refers to the speaker, hearer and people of the world. *SBY* uses inclusive *we* to represent himself and other people when he wants to see certain problem as a global issue which is a problem of the world or when he wants to persuade the hearer to do certain actions.

(2) Remember, the 20<sup>th</sup> century was the century of hard power. *We* saw two World Wars.

*We* here refers to *SBY*, the addressee which is 800 registered people and also the third party who is general people of the world. The audience is mostly students of John F. Kennedy, School of Government Harvard University. They came from various countries. They are representatives from every part of the world. It can be changed into:

(2.a) Remember, the 20<sup>th</sup> century was the century of hard power. *All of the people in the world* saw two World Wars.

Besides, *SBY* also uses *we* without including the audience because his position as a leader of the country. *SBY* uses smaller number of exclusive *we* rather than inclusive *we*. He uses exclusive *we* mostly when he wants to represent Indonesian people. Mostly he wants to give example to the world by mentioning the experience of Indonesia that has suffered from conflicts but Indonesian can overcome them. Thus, it is really possible to make global peace comes true.

As a leader of the country, his role is to project the achievement of Indonesians under his presidency in front of people of the world. There he shares about the problem of diversity that has ever happened in Indonesia and he tells the audiences that Indonesian can successfully overcome them.

- (3) In the roller coaster years following independence, Indonesia has suffered separatist threats, ethnic and religious conflicts, and Islamic insurgencies. But *we* overcome these challenges. *We* adapted. And instead of failing, *we* have thrived. Today *we* are not a hotbed of communal violence. *We* are by and large an archipelago of peace. Today *we* are not at the brink of balkanization. *We* have instead fortified our national identity through successful, peaceful national elections.

In the utterance above SBY repeatedly uses exclusive *we* to represent himself and Indonesians. It can be inferred that the *we* shows the exclusivity of Indonesian because SBY clearly stated in Indonesia where just Indonesian that experience the problem while the audience is excluded because almost all of the audience are not Indonesians but most of them are American.

- (3.a) In the roller coaster years following independence, Indonesia has suffered separatist threats, ethnic and religious conflicts, and Islamic insurgencies. But *Indonesians* overcome these challenges. *Indonesians* adapted. And instead of failing, *Indonesians* have thrived. Today *Indonesians* are not a hotbed of communal violence. *Indonesians* are by and large an archipelago of peace. Today *Indonesians* are not at the brink of balkanization. *Indonesians* have instead fortified our national identity through successful, peaceful national elections.

### 2.2.2. Second Person Deixis

Most of second person is used in plural. It is because *you* refers to the hearer and the hearer of the speech was the audience of 800 registered people. It would have been different if the speech had been in the form of a conversation between two people, *you* would have referred to a singular addressee. In SBY's speech, person deixis plural *you* always refers to the audience, whether it is all of the audience or just part of the audience. Most of them are for all of the students. For the half of the utterance is just this example:

- (4) I am impressed with the turn out this evening, and for the students, I hope *you* are not here today as an excuse to skip class.

The second person *you* above refers to the students who came to the event. SBY made joke in the beginning of his speech. He saw students that came to his

speech were about 800 students, and he hoped that it is not because they did not want to come to the classes. The person deixis *you* can be replaced with student and still has the same utterance meaning as follows:

- (4.a) I am impressed with the turn out this evening, and for the students, I hope *the students* are not here today as an excuse to skip class.

### 2.2.3 Third Person Deixis

SBY just uses third person singular *he* in his speech. It is used to point person whom he ever mentioned before.

- (5) I am proud that my son, Captain Agus, was able to join this prestigious Harvard program. So now other than being a loyal soldier in the Indonesian army, *he* is also another Harvard student working for me.

*He* here refers to his son, AgusYudhoyono, who has been mentioned before.

SBY makes some joke in the beginning of his speech. He says that he really admires Harvard University. He compliments Harvard because Harvard is a prestigious university and so many great Indonesian people graduated from Harvard including his son, AgusHarimurtiYudhoyono. Even though they are all really great, they work with him for Indonesia because some ministers under his presidency were graduated from Harvard. *He* can be substituted with Captain Agus and still have the same meaning like in the following example:

- (5.a) I am proud that my son, Captain Agus, was able to join this prestigious Harvard program. So now other than being a loyal soldier in the Indonesian army, *Captain Agus* is also another Harvard student working for me.

Third person plural pronoun is *they* for subject, *them* for object, and *their* for possessive adjective. *They*, *them* and *their* in SBY's speech can refer to different group of people.

- (6) Currently, many Muslims fail to notice the constructive role of the West in producing peace in Bosnia, and in Kosovo, but *they* would sure notice and rejoice in, the resolution of the Palestine dilemma.

*They* refers to Muslims that SBY has mentioned before. Here SBY states that the west also have achieved in producing peace for Bosnia because in SBY's opinion, Muslim world have a major mental barrier in their perception of the west especially United States. In this context *they* has the same meaning with Muslims.

(6.a) Currently, many Muslims fail to notice the constructive role of the West in producing peace in Bosnia, and in Kosovo, but *many Muslims* would sure notice, and rejoice in, the resolution of the Palestine dilemma.

#### **2.2.4. Social Deixis**

Social deixis and person deixis have relation since both of them are used to point people. Social deixis in English is less complex than in Javanese because English does not use personal pronoun to indicate social distance between speaker and the addressee. That is why in his speech SBY uses less social deixis. SBY uses social deixis in the beginning of his speech to make salutation. He mentions the full name and also the title of the addressee. Those forms of addressee are derived from identity of each addressee in the context. They are used to show SBY's respect to people that come to Harvard University because his position as a guest. In his speech, he mentions present people who are considered to have high social status in the faculty domain.

(7) Bismillahirrahmanirrahim. *Professor David Ellwood, Dean of the John F. Kennedy School of Government, Professor John Thomas, Faculty members, students, dear friends*

### **3. Conclusion**

Based on the result of analysis that has been done by the writer, she found that SBY uses all three types of person deixis as many as 170 during his speech for about 30 minutes. Almost all of the person deixis that SBY uses are first person as

many as 82 %. The second place is third person as many as 14 %. The rest 4 % is second person. For every type of person deixis, the high use is for subject rather than object or possessive pronoun.

First person singular deixis always refers to SBY who is currently speaking and does not move to other people. He uses *I* when he wants to express his own feeling, his thought or opinion about something and to show his action as an Indonesian president to overcome Indonesia's problem. *We* can refer to SBY including the hearer, it is called inclusive *we* or excluding the hearer, it is called exclusive *we*. The use of inclusive *we* is more often than exclusive *we*. In the context inclusive *we* here always refers to the speaker, hearer and people of the world. He uses exclusive *we* mostly when he wants to represent Indonesian people.

Second person pronoun in English refers to the addressees or in the context the addressees are the audience in the event. Third person refers to the people who are being talked about or people outside the hearer and the addressee. The referent of third person is usually in its surrounding text. It is used to avoid redundancy so the utterance can sound more effective. While for third person plural *they*, the referent always moves from one group of people to another group. Besides person deixis, SBY also uses social deixis to point to person even he just uses the small number of social deixis. Social deixis that SBY uses is based on the relation between SBY and the addressee.



## REFERENCES

- Azar, Betty Schramper. 1999. *Understanding and Using English Grammar Third Edition*. New York: Longman.
- Gerot, Linda and Peter Wignell. 1995. *Making Sense of Functional Grammar*. Sydney: Antipodean Educational Enterprises.
- Levinson, Stephen C. 1983. *Pragmatics*. New York: Cambridge University Press.
- Lyons, John. 1977. *Semantics Volume 2*. Cambridge: Cambridge University Press.
- Mey, Jacob L. 1993. *Pragmatics: An Introduction*. Oxford: Blackwell Publishers.
- Renkema, Jan. 2004. *Introduction to Discourse Studies*. Amsterdam: John Benjamins Publishing Company.
- Richard, Greene. 2010. *Words that Shook the World: The First Decade of The 21st Century*. Jakarta: Red & White Publishing.
- Sudaryanto. 1993. *Metodedan Aneka Teknik Analisis Bahasa*. Yogyakarta: Duta Wacana University Press.
- Yule, George. 1996. *Pragmatics*. Oxford: Oxford University Press.

