

## CHAPTER IV

### FINDING AND DISCUSSION

This chapter shows that researcher will elaborate the findings and discussion of this study. This study focusing on deixis analysis found in World Wildlife for Nature “WWF” advertisement campaign.

The research purpose of this chapter, the researcher will be answer the research of the problems that have been written in the chapter I previously. The researcher analyzed the advertisement campaign that found in WWF. The types of deixis that revealed in these advertisements have various and different references and meaning.

#### 3.1 Findings

The data that will be analysis are taken from advertisement campaign. The researcher just took 15 data which are taken from the sentence or utterance of advertisement by world wildlife for nature “wwf” in their website on internet or Google. The researcher analysis the point of the words and phrases based on the problem of this study and the data are supported by the theory of George Yule.

The researcher is going to classify the types of deixis that used in advertisement campaign by world wildlife for nature “wwf” as seen on this following table:

- |                                  |                |
|----------------------------------|----------------|
| Abbreviation: 1) F: First Person | 5) P: Proximal |
| 2) S: Second Person              | 6) D: Distal   |
| 3) T: Third Person               |                |

#### 4.1.1 The Table Classify of Deixis Used in WWF'S Advertisement Campaign

| No. | Sentence/Utterance   | Word/<br>phrases  | Types of Deixis |   |   |         |   |          |   |  |
|-----|--|-------------------|-----------------|---|---|---------|---|----------|---|--|
|     |  |                   | Person          |   |   | Spatial |   | Temporal |   |  |
|     |  |                   | F               | S | T | P       | D | P        | D |  |
| 1.  | Sad, is what overfishing is doing to our ecosystems.<br><br>Sad is to know that up to 40% of fish is caught by mistake and discarded either dead or dying.<br><br>Make a difference.<br><br>Choose sustainable fish. | Our               | V               |   |   |         |   |          |   |  |
|     |  | Ecosystems        |                 |   |   |         | V |          |   |  |
|     |  | Make a difference |                 |   |   |         |   | V        |   |  |
| 2.  | What on earth are we doing to our planet?  | We                | V               |   |   |         |   |          |   |  |
|     |  | Our               | V               |   |   |         |   |          |   |  |
|     |  | Planet            |                 |   |   |         | V |          |   |  |
| 3.  | Stop climate change before it changes you.   | It                |                 |   | V |         |   |          |   |  |
|     |  | You               |                 | V |   |         |   |          |   |  |

| No. | Sentemce/Utterance  | Word/<br>Phrases | Types of Deixis |   |   |         |   |          |   |
|-----|---|------------------|-----------------|---|---|---------|---|----------|---|
|     |   |                  | Person          |   |   | Spatial |   | Temporal |   |
|     |   |                  | F               | S | T | P       | D | P        | D |
| 4.  | I am not a trinket.   | I                | V               |   |   |         |   |          |   |
|     | Tens of thousands of elephants are killed every year for their ivory tusks, which are made into everything from knickknacks to souvenirs. | Their            |                 |   | V |         |   |          |   |
| 5.  | In seconds,   | In seconds       |                 |   |   |         | V |          |   |
|     | I'll be gone forever.   | I                | V               |   |   |         |   |          |   |
|     | But you can still save my   | You              |                 | V |   |         |   |          |   |
|     | kind.   | My               | V               |   |   |         |   |          |   |
| 6.  | At least it wasn't human.   | It               |                 |   | V |         |   |          |   |
|     |   | Human            |                 |   | V |         |   |          |   |
| 7.  | We can protect life on our planet.  | We               | V               |   |   |         |   |          |   |
|     |   | Our              | V               |   |   |         |   |          |   |
|     |   | Planet           |                 |   |   | V       |   |          |   |

| No. | Sentence/Utterance  | Word/<br>Phrases  | Types of Deixis |   |   |         |   |          |   |
|-----|---|-------------------|-----------------|---|---|---------|---|----------|---|
|     |   |                   | Person          |   |   | Spatial |   | Temporal |   |
|     |   |                   | F               | S | T | P       | D | P        | D |
| 8.  | Don't let garbage replace wildlife.                                     | Replace           |                 |   |   |         |   | V        |   |
|     | Join the great Canadian shoreline clean up.                             | Let garbage       |                 |   |   |         |   | V        |   |
|     |   | Join              |                 |   |   | V       |   |          |   |
| 9.  | Earth is melting...   | We                | V               |   |   |         |   |          |   |
|     | We can save our planet!   | Our               | V               |   |   |         |   |          |   |
|     | Think green.  | Planet            |                 |   |   |         | V |          |   |
|     |   | Save              |                 |   |   |         |   | V        |   |
| 10. | Love it or lose it  | It                |                 |   | V |         |   |          |   |
| 11. | Ugly, is what's happening in our oceans.                                | Happening         |                 |   |   |         |   | V        |   |
|     | Ugly is to see overfishing  | Our               | V               |   |   |         |   |          |   |
|     | destroy the future of 800 million people who depend on fish to survive. | Oceans            |                 |   |   |         | V |          |   |
|     | Make a difference.  | People            |                 |   | V |         |   |          |   |
|     | Choose sustainable fish.  | Make a difference |                 |   |   |         |   | V        |   |

| No. | Sentence/Utterance  | Word/<br>Phrases  | Types of Deixis |   |   |         |   |          |   |
|-----|---|-------------------|-----------------|---|---|---------|---|----------|---|
|     |   |                   | Person          |   |   | Spatial |   | Temporal |   |
|     |   |                   | F               | S | T | P       | D | P        | D |
| 12. | Their life is in our hands.   | Their             |                 |   | V |         |   |          |   |
|     |   | Our               | V               |   |   |         |   |          |   |
| 13. | Pathetic, is to catch fish before they ever had a chance to grow and reproduce.<br>Pathetic is not to fight this destructive practice.<br>Make a difference.<br>Choose sustainable fish.              | They              |                 |   | V |         |   |          |   |
|     |   | Grow              |                 |   |   |         |   |          | V |
|     |   | Reproduce         |                 |   |   |         |   |          | V |
|     |   | This              |                 |   |   | V       |   |          |   |
|     |   | Make a difference |                 |   |   |         |   | V        |   |
| 14. | Shocking, is the practice of overfishing.<br>Shocking is to know that up to 30% of the fish we eat are caught illegally and to do nothing about it.<br>Make a difference.<br>Choose sustainable fish. | We                | V               |   |   |         |   |          |   |
|     |   | To do nothing     |                 |   |   |         |   | V        |   |
|     |   | It                |                 |   | V |         |   |          |   |
|     |   | Make a difference |                 |   |   |         |   | V        |   |

| No.          | Sentence/Utterance                             | Word/<br>Phrases | Types of Deixis |          |           |          |          |           |          |
|--------------|--|------------------|-----------------|----------|-----------|----------|----------|-----------|----------|
|              |  |                  | Person          |          |           | Spatial  |          | Temporal  |          |
|              |  |                  | F               | S        | T         | P        | D        | P         | D        |
| 15.          | Time is running out for them, not for plastic. | Running out      |                 |          |           |          |          | V         |          |
|              |  | Them             |                 |          | V         |          |          |           |          |
| <b>Total</b> |  | <b>45</b>        | <b>13</b>       | <b>2</b> | <b>10</b> | <b>2</b> | <b>5</b> | <b>11</b> | <b>2</b> |

Validator/Triangulation



(Henry Rio Putranto, M.Pd.)

The researcher classified the data found from WWF's, there were a lot of words or phrases that found. There are 51 words or phrases that researcher found from 15 data or utterance that taken from advertisement campaign by World Wildlife for Nature/WWF's.

After classify 15 data of sentences or utterance in "World Wildlife for Nature" advertisement campaign on the George Yule theory (1997), the next part is explain into the table the meaning of the types of deixis, then after that in the next section there is a detailed explanation or detailed about analysis of why they are included in these types.

After the researcher fins several types of deixis, the researcher reduce table bow separate them into three tables, namely: person deixis, spatial deixis and

temporal deixis. Then the researcher will explain in detail the meaning of the deixis in the next part of discussion. Three tables of deixis as follows:

#### 4.1.2 The Reduce Table Classify Used in WWF'S Advertisement Campaign

##### 1) Person Deixis.

| No.          | Word/Phrases | Types of Deixis | Amount    |
|--------------|--------------|-----------------|-----------|
| 1.           | I            | First person    | 4         |
| 2.           | My           |                 |           |
| 3.           | We           |                 |           |
| 4.           | Our          |                 |           |
| 5.           | You          | Second person   | 1         |
| 6.           | It           | Third person    | 6         |
| 7.           | They         |                 |           |
| 8.           | Their        |                 |           |
| 9.           | Them         |                 |           |
| 10.          | Human        |                 |           |
| 11.          | People       |                 |           |
| <b>Total</b> |              |                 | <b>11</b> |

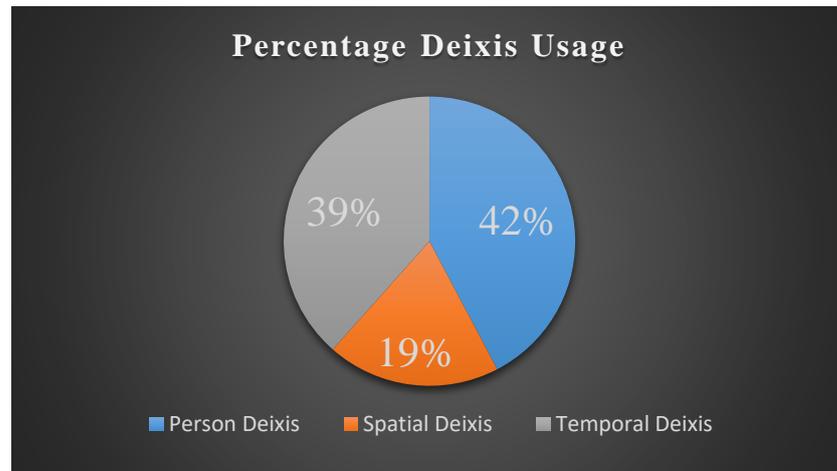
##### 2) Spatial Deixis.

| No. | Word/Phrases | Types of Deixis  | Amount |
|-----|--------------|------------------|--------|
| 1.  | This         | Proximal Spatial | 2      |
| 2.  | Join         |                  |        |

|              |            |                |          |
|--------------|------------|----------------|----------|
| 3.           | Ecosystems | Distal Spatial | 3        |
| 4.           | Planet     |                |          |
| 5.           | Oceans     |                |          |
| <b>Total</b> |            |                | <b>5</b> |

## 3) Temporal Deixis.

| No.          | Word/Phrases         | Types of Deixis      | Amount    |
|--------------|----------------------|----------------------|-----------|
| 1.           | Save                 | Proximal<br>Temporal | 8         |
| 2.           | In seconds           |                      |           |
| 3.           | Replace              |                      |           |
| 4.           | Running out          |                      |           |
| 5.           | Happening            |                      |           |
| 6.           | Let garbage          |                      |           |
| 7.           | Make a<br>difference |                      |           |
| 8.           | To do nothing        |                      |           |
| 9.           | Grow                 | Distal Temporal      | 2         |
| 10.          | Reproduce            |                      |           |
| <b>Total</b> |                      |                      | <b>10</b> |



Percentage of Deixis found in WWF's advertisement.

### 3.2 Discussion

As the researcher write before in this part will explain detail of the meaning of the researcher were classified previously in this part. After classified the data, which has 15 data of word or phrase in utterance or sentence by world wildlife for nature "WWF" in their advertisement campaign based theory of George Yule. The next part is discussion of the data to answer the research of problem proposed in previous chapter.

#### 3.2.1 The Types of Deixis Used in WWF'S Advertisement Campaign

The researcher analysis will describe the meaning and types of deixis of words and phrases based on the problem of study. The analysis of the data built the category of deixis used in the text. Detailed explanation as follows:

- **Data 1**

Sad,

is what overfishing is doing to *our ecosystems*.

Sad is to know that up to 40% of fish is caught by mistake and discarded either dead or dying.

*Make a difference.* Choose sustainable fish.

**Analysis:**

The words that found in this utterance were “our”, “ecosystems” and “make a difference”. The word “our” are the first person of plural pronoun. That word referred the reader or listener. The word “ecosystems” are type of spatial deixis which distal refers to the specific of the location, it is to be distal because it is far from the speaker, based from George Yule (1996) the concept of distance already mentioned is clearly relevant to spatial deixis, where the relative location of people and things is being indicated. The temporal deixis which proximal type are on the phrase “make a difference” interpret that will must be a change in the unknown timeframe in the future.

- **Data 2**

What on earth are *we* doing to *our planet*?

**Analysis:**

The words “we”, “our” and “planet” that found in this utterance. The word “we” and “our” refers to the first person that interpret as the writer, the reader, the speaker and the listener. The word “planet” are type of spatial deixis which distal refers to the specific of the location which away from the speaker.

- **Data 3**

Stop climate change before *it* changes *you*.

**Analysis:**

The words that found in this utterance were “it” and “you”. The word “it” refers to the third person that referred to an object. The next word “you” are the second person, the word “you” as the reader or listener the utterance, that interpret aiming for someone who will change.

**- Data 4**

*I* am not a trinket.

Tens of thousands of elephants are killed every year for *their* ivory tusks, which are made into everything from knickknacks to souvenirs.

**Analysis:**

The words that found in this advertisement utterance were “I”, and “their”. The word “I” in this utterance refers to the first person that refers to the writer who have body parts that can be made into something. The next word there are “their” as the third person in this utterance which refers to the part taken of his body to be used as something of value.

**- Data 5**

*In seconds,*

*I*’ll be gone forever.

But *you* can still save *my* kind.

**Analysis:**

The words that found in this utterance were “in second”, “I”, “you”, and “my”. The word “in second” the temporal deixis which proximal, the word interpret that in the present time or happening now, according from Yule

(1996) that the use of the proximal form 'now' as indicating both the time coinciding with the speaker's utterance and the time of the speaker's voice being heard (the hearer's 'now'). The next there are word "I" and "my" are the first person that interpret the writer utterance which will disappear. The next word "you" are second person that interpret as the helper or the readers/listener.

- **Data 6**

At least *it* wasn't *human*.

**Analysis:**

The words that found in this utterance of advertisement campaign were "it" and "human". The pronouns "it" and "human" are the third person, the type of deixis are the same but the hidden meaning in the utterance the thing different. That the word "it" these utterance interpret something object. While the word "human" interpret someone, it clearly human.

- **Data 7**

*We* can protect life on *our planet*.

**Analysis:**

The words that found in this utterance were "we", "our", and "planet". The word "we" and "our" are the type of first person, that word referred the reader or listener. The word "planet" are type of spatial deixis which distal refers to the specific of the location.

- **Data 8**

Don't *let garbage* replace wildlife.

*Join* the great Canadian shoreline clean up.

**Analysis:**

The words that found in this utterance advertisement campaign there are “replace”, “let garbage” and “join”. The pronouns “replace” and “let garbage” are the temporal deixis which proximal, the interpretation that something will be replaced by an action within a certain period of the time. The next word “join” the spatial deixis which proximal type, refers invite the reader or listener to participate in the activity from the speaker or the writer. These can happen depending on the listener or reader seeing this utterance when.

- **Data 9**

Earth is melting...

*We can save our planet!*

Think green.

**Analysis:**

The words “we”, “our”, “planet” and “save” that found in this utterance advertisement campaign. The words “we” and “our” are the first person which refers to all of someone who read or listener this utterance. The word “planet” refers to a place which the spatial in distal the type. The next are “save” the kind word of temporal deixis which proximal, this word interpret to people to care about something starting from now.

- **Data 10**

Love *it* or lose *it*

**Analysis:**

The word “it” that found in this utterance are type of third person. The word “it” interpret an object.

- **Data 11**

Ugly, is what’s *happening* in *our oceans*.

Ugly is to see overfishing destroy the future of 800 million *people* who depend on fish to survive.

*Make a difference*. Choose sustainable fish.

**Analysis:**

The words that found in this utterance were “happening, “our”, “oceans”, “people” and “make a difference”. The pronouns “our” are the first person type of deixis. These word refers to the reader or listener the utterance. The word “oceans” are type of spatial deixis which distal refers to which of the location. The word of “people” are the third person which refers to someone in the world. ”The temporal deixis which proximal type are on the word “happening” and the phrase “make a difference”. The word “happening” refers to the phenomenon that is happening right now. Then, the word “make a difference” interpret that will must be a change in the unknown timeframe in the future. **Data 12**

*Their* life is in *our* hands.

**Analysis:**

The words that found in this advertisement are “their” and “our”. The word of “their” is the third person, in this advertisement campaign could be

interpret to someone or an object as the third person. The word “our” the first person of plural pronoun, that word referred the reader or listener.

- **Data 13**

Pathetic, is to catch fish before *they* ever had a chance to *grow* and *reproduce*. *This* destructive practice.

*Make a difference*. Choose sustainable fish Pathetic is not to fight.

**Analysis:**

The deixis that found in this utterance of advertisement campaign were “they”, “grow”, “reproduce”, “this” and “make a difference”. The word “they” type of the third person that refers to someone who be it human or animal, because the role of third person is not as a speaker or listener. The next words there are “grow” and “reproduce” that temporal deixis which distal is the type, the word refers to an object within a certain period of time there will be changes. The next there are the word “this” fall into the proximal spatial because the place where the pointing place what is meant is in the speaker or close to the speaker that said the utterance. And the next word or phrase “make a difference” is proximal temporal deixis which interpret that will must be a change in the unknown timeframe in the future.

- **Data 14**

Shocking, is the practice of overfishing.

Shocking is to know that up to 30% of the fish *we* eat are caught illegally and *to do nothing* about *it*.

*Make a differences*. Choose sustainable fish.

**Analysis:**

The words or phrase of utterance that found in this advertisement campaign are “we”, “it”, “to do nothing” and “make a difference”. The word or phrase “nothing” and “make a difference” is the temporal deixis which proximal. Hence the word “to do nothing” refers that the writer as the speaker wants to show something in the present time that is happening now, while the phrase “make a difference” interpret that will must be a change in the unknown timeframe in the future.

**- Data 15**

Time is *running out* for *them*, not for plastic.

**Analysis:**

The words or phrase of “running out” and “them” that found in the utterance of advertisement campaign. The word “them” is the third person which interpret an object be it human or animal. And the last word or phrase there is “running out” temporal in proximal are the type. The phrase “running out” refers to shows something in a state of crisis, the phrase into the temporal type because this word indicates a time in a certain period of time.

**3.2.2 The Deixis Meaning Used in WWF’S Advertisement Campaign**

Deixis applies to the the phenomenon which in understanding meaning of certain the words and phrases in the utterance in contextual meaning. In other word that deixis show is the speaker and listener depends on the condition of place and time. The deixis are to explain in order to have to have the same

perspective of a speaker and listener/hearer in the context where in communication occur.

From the analysis that the researcher did it, there are many types of deixis found in the advertisement campaign of World Wildlife for Nature or WWF in this research. This time the researcher will explain some based on the sampling of each type of deixis.

First, there are 11 word or phrases of person deixis that researcher found in the advertisement campaign by WWF's. The researcher will be explained some of sampling, there are I, you and they. Which "I" type of first person deixis, "you" type of second person deixis and "they" from third person deixis. The word "I" fall into the type of first person deixis. The word "I" as the first person, because the first person that who says or a speaker that create a sentence or utterance, then it is called the first person. An example for the word "I" in this analysis is "I'll be gone forever".

Then, the word "you" fall into the type of second person deixis. Why the word "you" as the second person, because the second person as the reader or listener who receives the utterance. An example in this analysis are "Stop climate change before it changes *you*", the word "you" as the reader or listener the utterance, that interpret aiming for someone who will change, that's why the word "you" called second person of deixis type.

Thus, the third person from person deixis this time the sample is taken, one of them there are "Pathetic, is to catch fish before *they* ever had a chance to grow and

reproduce”. The word “they” in this utterance as type of the third person that refers to someone who be it human or animal, because the role of third person is not as a speaker or listener.

Second, there are 5 spatial deixis, 2 proximal and 3 distal that researcher found in this analysis. As an example or sampling, the researcher will explain each, namely the word “this” from proximal and the word “ecosystems” from distal. In the utterance “*This* destructive practice”, the word “this” fall into the proximal spatial because the place where the pointing place what is meant is in the speaker or close to the speaker that said the utterance. The next there are “is what overfishing is doing to our *ecosystems*”, the word “ecosystems” in this utterance are type of spatial deixis which distal refers to the specific of the location, it is to be distal because it is far from the speaker.

And the last type there are temporal deixis, 10 proximal and 2 distal. Example or sampling that researcher want to show there are word or phrases ”in second” and “reproduce” go straight to one example or sampling there is “*In seconds*, I’ll be gone forever. But you can still save my kind”, the word “in second” are the temporal deixis which proximal, the word interpret that in the present time or happening now. Then there is “Pathetic, is to catch fish before they ever had a chance to *grow* and *reproduce*”, in this utterance there are two words. The words “grow” and “reproduce” that temporal deixis which distal is the type, the word refers to an object within a certain period of time there will be changes and without the time limit when it can happen, then it is called temporal which distal is the type.

So, from the explanation above the mainly type of deixis used in this research is the person deixis, the spatial deixis and the temporal deixis which found 45 words or phrases, some of them have the same word or phrases. So, the different of words or phrases that there were 26 deixis classified into the types of deixis based on George Yule theory. There are 11 Person deixis in this WWF's advertisement campaign. The type of person deixis is used three types person deixis, 4 first person deixis, 1 second person deixis and 6 third person deixis. The type of spatial deixis there are 5, which 2 of proximal and 3 of distal. The last type is temporal deixis there are 10, used proximal 8 and distal there are 2.

