A Deixis Analysis Used in WWF's Advertisement Campaign

Nurul Aini
STKIP PGRI Sidoarjo, email: nurulaini456.na@gmail.com

Abstract

Phenomenon that people don't understand a sentence/utterance that can affect that person's understanding, miss understanding the meaning hidden in the sentence/utterance. This research aimed to investigate the phenomena of deixis in global advertisement regarding types of deixis. It was described using a descriptive qualitative approach. Then, the results from this study were described in analysis form into the table classify and data analysis. The data of this research were the utterance produced by the advertisement by online in the internet, which were taken from downloaded pictures of advertisements. The researcher reduced the data to 15 pictures that found in WWF's blog/website. An worldwide non-governmental organization that deals with issues or problems related to the preservation, study, and restoration of the natural environment is called the world wide fund for nature or simply WWF. To carry out the activities, they spread various advertisements to attract people to care about the environment and be willing to donate a little of their wealth.

Keywords: advertisement "World wide fund for nature", deixis analysis, pragmatic

INTRODUCTION

Pragmatics is a branch of linguistics, which is concerned with linguistic speech. Pragmatics is the study of speaker meaning (Yule, 1996:3). In this case what is meant is about people who give a certain meaning to the statement or utterance that is made by their utterances than what the word or phrases in those utterances might mean by themselves. For example "the menu that you want is out sir", it means that in semantic analysis, the menu that the customer wants is no longer available where the waiter intends to try to provide information about something, what is meant here is to ask the customer to look for another menu. It can be concluded that by learning about pragmatics, one can learn about a hidden meaning in an utterance, either directly or in writing.

Deixis is a technical term (from Greek) for one of the most basic thing we do with utterances (Yule, 1996:9). When people try to found a clear meaning inside, it changes fast depending on the situation and time or space in which it is said or be read. All of the

deixis utterances should be evaluated in terms of the speaker's purpose to refer to some person, place, or time. Deixis is the term used to describe the world outside of a text. In general, humans utilize a deixis statement to signify anything in the immediate context, such as I, you, now, that, there, and etc. Deixis has the meaning as pointing or showing an utterance contained in the context, this contextual information can be in the form of an utterance. The idea of deixis itself is to identify by pointing clearly as a reference that is connected to the speaker's context or the speaker perception. Moreover, deixis it self has the meaning as pointing or showing an utterance contained in the contextual information can be in form of an utterance.

In daily, language is a material that is an important to everyone development life to process of social interaction, because we cannot interaction with each other without it. Language can also be used to our expression such as feelings. As human, people cannot detach themselves from social relation and communication, then make it hard and impossible for every human to live without language. From the expert Kreidler (1998:19) language is a system of symbols through which people communicate. Language is inextricably linked to us since it is so vital to every part of our life, including technology, education, science, politics, economics, art, and etc.

Advertisement constantly reminds consumers who see it about a product so that they will continue to buy the advertised product regarldless of competing brands. One of the most widely accepted goals of advertising is to increase name recognition. That is, awareness about the product must exist before a favorable attitude towards the brand can be develop. Brand awareness becomes more important when several brands compete with each other. Furthermore, people use language in literary works in order to communicate, to express, to interact with other through advertisement. Such as a salesperson, when a sales person approaches a customer, it is relatively easy for him to sell the product only with the words or language use.

In addition, people use language in literary works in order to communicate, to express, to interact with other through advertisement. Such as a salesperson, when a sales person approaches a customer, it is relatively easy for him to sell the product only with the words or language use. The most obvious way in the relationship between language and context is reflected in the structures of language themselves through the phenomenon of deixis (Rozy, 2014, p.1).

Advertisement is the promotion of a product, brand or service to public to attract interest, engagement and sales. Advertisement comes in a variety of forms from images such as posters to banners, to interactive videos, and has grown to become an essential feature of any marketplace both online and offline. Advertisement is a guaranteed method of reaching a reachable public. By creating compelling ads to reach a large number of users, your ads can have a direct impact for a business. This effect can be seen in better trade or improved brand and company recognition, among many different trades.

According to Klepper (1986) the word advertisement comes from Greek; ad-vere which means tell a thingking or idea to other people. The use of words in an advertisement is very important, whether it is written or spoken directly. With short words and using the right format to make everyone who reads it or hears it will be immediately interested and eventually interested.

Thus, the researcher conical just from discussion of deixis. the reseason, because deixis for everyone very important in language study. Then, the researcher wants to examine a deixis contained in advertisement campaign by WWF's by conducting this study. Advertisement are selected regarding the advertisement are popular since they are publish and consist of deixis. The advertisement campaign that's the researcher taken and choose as the object of this research entitled a deixis analysis used in wwf's advertisement campaign.

Types of Deixis

According to Yule (1996) categorized deixis into three types, they are namely: person deixis, spatial deixis, and temporal deixis.

1. **Person Deixis**

   Person deixis indicates a character of the participant in this situation, it can be the speaker as the first speaker and the addressee as the second person, and the last one is other participants or third persons. Person deixis is reflected directly in the grammatical categories of person, it can be show that we need to develop a pragmatic framework in terms of the roles of the participants, so that we can see how and to what extent these roles are grammatical in different languages. In addition, According to Yule (1996: 9-10) state that person deixis

comprises the speaker and the addressee and works in elementary three-part division, which are:

1) First Person, the first person of deixis is deixis reference that refers to the speaker or both the speaker and reference grouped with the speaker. This is the first person pronouns (I, myself, mine) singular (we, us, ourselves, our, ours) plural.

2) Second Person, pronouns, it is a deixes reference to a person or people recognized as addressee, such as: you, yourselves, your, yours. In addition, the word "you" might be thought to pick up the addressee and identify "his/her/him/them" as the referent.

3) The Third Person, Yule (1996: 11) state that using a third person form, where a second person form would be possible, is one way of communicating distance. The third person or the last one is person singular (he, she, it). It is a deixis reference to a referent not recognized as the speaker or the addressee and regularly indicate the gender that the word denotes to. e.g. he, she, they, him, himself, her, herself.

2. Spatial Deixis

According to Yule, the concept of distance already mentioned is clearly relevant to spatial deixis, where the relative location of people and things is being indicated. The importance of specification of location in general can be gauged from the fact and there are two basic ways of refers to object – by describing or naming them on the one hand, and by locating them on the other. The concept of spatial deixis is relevant of the distance, it is refers to the accurate location or position from addressee perception are indicated. From describe above when reference to places that have correlation such as connected to the speaker, such as here, there, this, and that, spatial deixis or place is utilized.

3. Temporal Deixis

Temporal deixis is also called as time deixis, Time deixis is a reference to time relative to a temporal reference point and it is typically the moment of utterance. These language resources are the adverbs of time in the line yesterday, now, tomorrow, and the verb tenses. The verb sometimes also has another function

besides referring to a specific time (Renkema, 1993: 79). In addition, Yule (1996, :14-15) states that the elementary time of temporal deixis in English language is in the choice of verb tense.

WWF's

WWF is stand for world wildlife fund. With more than 5 million of members or supporter, wwf is the biggest independent conservation organization in the world. supporter worldwide working in more than 100 countries. Why are there so many supporters here, because WWF has a mission to "block and distort the destruction of our environment" that means a lot of the environment around us is unprotected. Thus, the humanitarian mission that is very influential makes the whole world very amazed to see this form of care. In every country there must be some protected animals and plants. This is why its existence is so rare that if it is not protected it can become extinct due to human hunting.

METHOD

As we know that every research must have method, the researcher used the method in this research will be the descriptive qualitative method. The researcher also has the purpose to describe the kind of types of deixis and also their contextual meaning in WWF advertisement campaign. Because all of the data in this study will be described, identified, and analyzed descriptively, the descriptive technique was chosen. According from (Moleong, 2010) in his book state that qualitative method is applied as research procedures that result descriptive data containing spoken and written words from the people and behaviors of people which can be observed in the research.

Instruments

Qualitative research used in this research, the primary instrument is the researcher herself. Thus, secondary instrument that used in this research is WW's advertisement and table of analysis. Picture of WWF and table analysis is used in this study in order to classify and to analyze the kinds of deixis and contextual meaning based on source the data examined.

Procedures

In order to procedures, the first step is, the researcher browsed and downloaded the advertisement of world wide fund for nature in their advertisement in Google. The second, the researcher select the utterance text in the advertisement as needed, then the

printed-out of the utterance was identified. The third, the researcher categorized the data by giving highlight and underline in every word of utterance act which found in the advertisement text dependent on how the problems were formulated. The fourth, the researcher made a list as data classification the utterance act appeared from the utterance identify the types of deixis into the table, this tabel certain the type of deixis based from George Yule theory. The last, the researcher describes it by evaluating the data in order to respond to the problem formulation and develop conclusions based on the results or findings.

Data analysis

According to Miles and Huberman (1994) state that "there are three streams, namely data condensation, data display, and conclusion drawing/verification as interwoven before, during and after data collection in paralled form, to make up the general activity called "analysis". Therefore, after the data have been collected, there are many steps which the researcher will explain. The first, it was very clear at the outset to describe the advertisement campaign sentence based on the theory of George Yule type of deixis which have 3 kinds of deixis namely person, spatial and the last one is temporal deixis. The second, after that the researcher try to describe the meaning from the utterance found in WWF campaign. The third, the researcher will be describe the interpretation of data to get the actual hidden meaning behind the word or phrase or utterance in world wide fund for nature campaign.

Thus, the researcher wants to examine a deixis contained in advertisement campaign by wwf by conducting this study. The reason why the researcher choose WWF's is because while studying, the researcher was active on campus, both academically and organizationally, one of the organizations that followed was the nature lovers organization, namely Daspa. The researcher wants to make her final assignment this time, which is none other than a thesis that wants to mix or combine between academic and organization into this research. The last, the researcher make the conclusion of the finding types of the deixis in the world wide fund for nature after discussion.

RESULTS AND DISCUSSION

Data Classify (Types of Deixis)

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 data that found in the WWF's advertisement as follows:

No.	Types of Deixis	Amount Found	Percentage
1.	Person Deixis	11	42 %
2.	Spatial Deixis	5	19 %
3.	Temporal Deixis	10	39 %
Total		**26**	**100%**
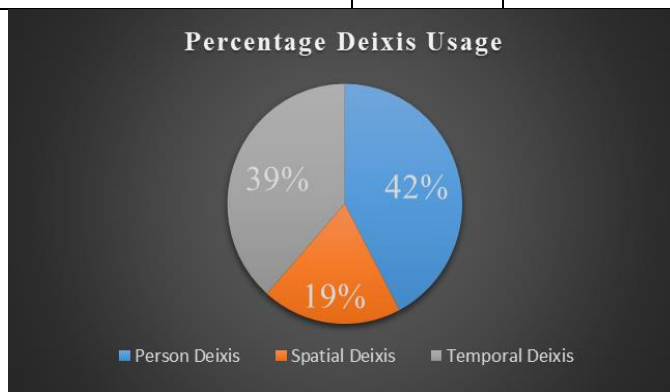
Data Analysis (Deixis Meaning)

- **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 as third person that referred to an object. Then, the next word there "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 namely "I", and "their". The word list "I" in this utterance enter to the type of first person refers to the speaker 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. Next word 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 position as the addresse also as the listener of the utterance. The next word there are "oceans" this word enter type of spatial deixis, then which distal refers to which have correlation 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 next word namely "our" this word enter to the first person kind of plural pronoun, these 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.

CONCLUSION

After analyzing the words or phrases types of deixis, the researcher succeed found 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. Three types of person deixis that can be found in advertisement taken from wwf, 4 first person deixis, 1 second person deixis and 6 third person deixis. The type of spatial deixis there are 5. The last type is temporal deixis there are 10.

Finally, the researcher conclude that the deixis can be found by researcher based from the theory and problems, that discovered of person, spatial, and temporal deixis. Then, dexis from the first person predominates or most superior in this research of advertisement by WWF'S. It is dominant, because the writer of the advertisement want to tells informing the public about product or services aimed at people's, the moral value and his feeling in his concern for the natural surroundings that exist in the world, be it flora and fauna, which we have lived together since the beginning live.

CITATION:
Pragmatics is a branch of linguistics, which is concerned with linguistic speech. Pragmatics is the study of speaker meaning (Yule, 1996: 3). Deixis is a technical term (from Greek) for one of the most basic thing we do with utterances (Yule, 1996:9). There are some word in language that cannot be interpreted at all unless the physical context, especially the physical context of the speaker, is known (Yule, 1996:129). According to Klepper (1986) the word advertisement comes from Greek; ad-vere which means tell a thingking or idea to other people.

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