CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Language is a tool for communication that is essential in human activities when communicating with others. Language can be used to express feeling and communicate, as a tool to facilitate integration and social adaptation in a specific environment and situation, and as a tool for social control. Richards & Schmidt (2010:311), language is the system of human communication that consists of the structured arrangement of sounds or their written representation into larger units, such as morphemes, words, sentences, and utterances. Linguistics is the study of language.

Linguistics is the study of human language. Richards & Schmidt (2010:343), linguistics is the study of language as a system of human communication. Linguistics includes many different approaches to the study of language and many different areas of investigation, for example, sound systems (phonetics, phonology), sentence structure (syntax), relationships between language and cognition (cognitive linguistics), meaning systems (semantics, pragmatics, functions of language), as well as language and social factors (sociolinguistics). Pragmatics is the study of meaning.

Pragmatics is the study of the relationships between linguistic forms and their users. Rohmadi (2014:54), pragmatics is a branch of linguistics that studies language structures from the outside, specifically how to use language units in communication. Pragmatics is the study of how principles referring to the physical or social context in which language is used determine both literal and nonliteral

aspects of the communicated linguistic meaning. Conversational (utterances) and conventional (sentences) implicatures are two of these aspects. Students can learn about deixis, reference, presupposition, and implicature in pragmatics. We must learn about deixis to avoid misinterpretation or misunderstanding of the meaning of utterances during the conversation.

Deixis is very important for the study of pragmatics. The phenomenon of direct language is the most obvious way in which the relationship between language and context is reflected in the very structure of language. Deixis is a technical term for one of the most basic things we do with speech. It means "pointing" via language Yule & Widdowson (1996:9). The "pointing" is called a deictic expression. Deictic expressions are also known as indexical expressions. Deixis` form is constantly linked to the speaker's context.

Deictic expressions are most commonly used in face-to-face spoken interactions where utterances are made. There are three types of deixis: person deixis, temporal (time) deixis, and spatial (place) deixis. The person deixis works on a basic threefold division, as evidenced by the pronouns for the first person (I), the second person (you), and the third person (he, she, or that). Spatial deixis refers to the speaker's location. There are proximal and distal terms. Then, temporal deixis in the temporal form conveys both the time of the speaker's speech and the time of the speaker in the utterance.

Based on the writer's experience, deixis can be found in daily communication. Deixis is a word or phrase whose reference is not fixed. It is used to indicate the person, place, and time where the utterance is uttered, but in interpreting the meaning from what the hearer got, not all of them can interpret a

situation well, such as whom the person involved is, where it happened, and when it happened.

Here are some examples of misinterpretation of deixis found in daily conversation:

1) (When leaving the house, Jane saw that her father was busy looking for his gardening tools. Jane approached her father).

"What are you doing Aman?"

The word "amang" is an expression used to call a father. The word "amang" is also used to refer to male priests. A father still called a priest "amang." The word "amang" for priests is used to indicate the position of the priest himself as well as the respect of the people around him. In this context, "amang" is an expression used to call a father by his daughter. "amang" is a person's deixis.

2) (John climbed the stairs in his house to his little sister's room. It had been more than an hour since his sister had shut herself back from school. He was surprised to see his sister crying and sobbing, hugging his sister).

"What's going on Ito?"

The word "ito" is used as a call by a brother to his sister. The word "it" is also used by men to call women they don't know and vice versa. In this context, the word "ito" is used by people who are related by blood. "Ito" is a person's deixis.

3) (Mia and her mother are cleaning their house. Her mother takes some photos and shows them to her daughter).

"Look at *Here,* the view is amazing (showing a picture)".

The word "here" is used to indicate the physical location where the utterance is spoken. The word "here" is also used to indicate the location of an event that has passed. In this context, the word "here" is used to indicate the location where the utterance was spoken. "Here" is spatial deixis.

From the data, the meaning will be clear if all of the participants should follow along and pay attention from the beginning of their conversation. The listener must understand the context of the utterance itself. The speaker must pay attention to the use of deixis in his utterance. The speaker must convey to whom the utterance is spoken, where it is spoken, and when it is spoken.

The writer will analyze deixis on YouTube. YouTube has become the most popular social media to learn many things. In this study, the writer will analyze the deixis found in the videos "Childhood Sweethearts Reunite 50 Years Later" and "15 Years Old Wig Designer Is Changing Lives." The reason why the writer took YouTube as the domain of this research is that the video YouTube was complete from the beginning till the end. So, the writer can understand easily the context of the utterance. The writer can easily analyze data by watching the video and reading the transcript of the video.

We can easily find the phenomenon of the use of deixis on YouTube. The reason why the writer decided to analyze deixis on YouTube is that many Youtubers use deixis in their content. As described earlier, the video on YouTube was complete. We can understand the context easily. Moreover, we can see all types of deixis by watching and reading the transcript of the video. The use of the deixis in the content of YouTube refers to various references depending on the

context of the conversation. The use of deixis also is to avoid ambiguity and misunderstanding. The conversation between Steve and the quest has contain deixis.

Based on the findings above, the writer is interested in finding out more about what types of deixis exist in conversations conducted by Steve and the guest on the Steve TV Show YouTube Channel.

Based on the explanation above, the writer will conduct research entitled "An Analysis of Deixis Used By Steve Harvey On YouTube Channel."

1.2. The Problems of the Study

Regarding the previously provided context of the investigation, the difficulty of this study is as follows:

1) What are the types of deixis utterances by Steve and the guest on Steve TV Show on the YouTube channel video?

2) How does the use of deixis affect the meaning of the utterances of Steve and the guest?

1.3. The Objectives of the Study

The objective of this study was:

1) To find out the type of deixis utterances by Steve and the guest on Steve's TV Show on the YouTube channel video.

2) To know how the use of deixis affects the meaning of the whole utterances of Steve and the guest.

1.4.The Scope of the Study

The study's scope is limited to describing the types of deixis used by Steve Harvey on YouTube channels based on Yule's theory. There are three types of deixis namely, Person Deixis, Spatial (place) Deixis, and Temporal (time) Deixis, as expressed by Steve and the guest on Steve's TV Show YouTube Channel. In this study, the writer will analyze the deixis found in the videos "Childhood Sweethearts Reunite 50 Years Later" and "15 Years Old Wig Designer Is Changing Lives." The video was taken from Steve TV Show's YouTube channel. This study will use descriptive qualitative research. To collect the data, the authors use a documentary approach based on internet videos.

1.5.The Significances of the Study

The significance of the study will be useful for

1. Theoretically

    The findings of this study are expected to contribute to a better understanding of pragmatic learning, particularly in deixis. The writer hopes that this study will be used to add knowledge and references, especially in understanding the meaning both in the context and the utterances.

2. Practically

    1) Students

        The study's findings can help students interested in pragmatism obtain more knowledge and better grasp how to apply deixis.

2) Teacher

The study's findings will help English teachers determine their understanding of deictic expressions used during the teaching-learning process. Hopefully, the teacher can use easy-to-understand words so misunderstandings in communication will not occur.

3) Next researcher

Other scholars undertaking research in the pragmatics field can use this study's findings as a reference. As a result, they will be able to carry out the next superior deixis study.

CHAPTER II

REVIEW OF LITERATURE

2.1. Theoretical Framework

Some theories will be required when researching and explaining the relationship between the terms in the researcher's study. The researcher provides a review of the literature that clarifies a few concepts.

2.2. Language

Language is a system of conventional, spoken, or written symbols that humans use to communicate with one another. Without language, humans cannot communicate well, therefore everyone needs language to speak so that they can understand each other's conversations. Language may show how a person or a group of people thinks, and it is also able to strengthen the identity of a person or group. There are so many kinds of languages in the world, and one of them is English.

Some experts have given their opinion or idea about language. Krashen (2008:29), Language can be used to express feelings and communicate, as a tool to facilitate integration and social adaptation in a specific environment and situation, and as a tool for social control. Through language, all the felling and idea can be explained clearly. Sapir, E. (2014:79), Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires using a system of voluntarily produced symbols. In this case, it is central to acknowledge from the beginning that there is significant emphasis on the impact of linked and systematic presentation of ideas, emotions, and desires.

Based on the explanations above, the writer concludes that language is one of the most important aspects of life because it allows people to communicate, interact, and learn from

others. Language is also a process of thinking to express ideas, emotions, mind, and intelligence. The social world goes around, and people do much more than just communicate with language. Talking about language means talking about the thinking process of a human's life.

2.3. Linguistics

Linguistics is the study of human language. It is concerned with how members of a specific discourse community conceptualize their experience, encode it in linguistic form, and then use that code in social interaction. Erbe (2010), Linguists are in broad agreement about some important characteristics of human language, and the definition n of a language widely associated with linguistics may be used to illustrate areas of agreement. All of our thinking about social problems and processes is powerfully conditioned by language. This explains why the systematic study of a language must take cognition (the way language structures thoughts in the human mind) and communication (how language serves social interaction) into account. Indeed, as we learn to speak, we discover two identities: our identity and our social identity

In linguistics, the speaker is called the addresser and the listener is called the addressee. People do not speak meaninglessly; they have something to say (content), the meaning of which is determined by the context. Richards & Schmidt (2010:343), Linguistics is the study of language as a system of human communication. Linguistics includes many different approaches to the study of language and many different areas of investigation, for example, sound systems (phonetics, phonology), sentence structure (syntax), relationships between language and cognition (cognitive linguistics), meaning systems (semantics, pragmatics, functions of language), as well as language and social factors (sociolinguistics).

The writer can conclude from the above explanation that linguistics is the scientific study of human language; that analysis of the form, meaning, and context of the language means that

people do not speak meaninglessly, but have something to say, the meaning of which is determined by the context.

2.4. Pragmatics

Pragmatics studies the meaning of speech externally. Pragmatics is the study of the conditions of human language use that are influenced by the social environment. In certain situations, the use of "real language" involves the speaker and their voice partner. The social environment influences how people use language. In a nutshell, pragmatics studies meaning that is influenced by factors other than language.

Pragmatics is the study of language based on its meaning and context. Levinson (1983:24), pragmatics is the study of the relationship between language and context, and it serves as the foundation for interpreting language meaning. Understanding language in this context means that to understand language expressions and discourses, knowledge other than the meaning of words and grammatical relationships must be possessed, namely their relationship to the context in which they are located.

Pragmatics is the study of meaning in a whole term. Yule & Widdowson (1996:3), there are four ranges Includes pragmatics, namely (1) Pragmatics is the study of speaker meaning, (2) contextual meaning, (3) how to communicate more than what is said, and (4) relative distances. Explain briefly the four ranges stated below: Firstly, pragmatics is the study of a speaker's meaning. That, what needs to be explained in this case? What do people mean in different contexts, and how do they mean it? What is said and required is influenced by context. Consider how the speaker intends to organize what he or she wants. They claim to adapt to their interlocutors—when, where, and under what conditions. Second, pragmatics is the study of meaning in context. How does the definition work? The listener can figure out what is being

said. Communicate using the following interpretations of the speaker's meaning. In short, this research is still looking for occult meaning. Another pragmatic definition examines contextual meaning. About what could be more conveyed said it. Third, in correct pragmatics, the meaning conveyed is more than what is said. Fourth, pragmatics is the study of relational distance expressions, meaning that the answers or explanations of verbal pairs are based on known distances. These include physical, social, conceptual, and implied intimacy.

Pragmatics can be defined in a variety of ways. Rohmadi (2014:54), pragmatics is a branch of linguistics that studies language structures from the outside, specifically how to use language units in communication. Pragmatics is the study of how principles referring to the physical or social context in which language is used determine both literal and nonliteral aspects of the communicated linguistic meaning. Conversational (utterances) and conventional (sentences) implicatures are two of these aspects. Students can learn about deixis, reference, presupposition, and implicature in pragmatics.

Pragmatics is the study of language users' ability to associate sentences with their appropriate context. The meaning intended by the speaker depends on the listener's interpretation. Siddiqui (2018:77), Pragmatics is a major study of linguistics that defines the hidden meanings of a writer and speaker towards the conjoining effort of linguistic form. It is stated along with its user. Within pragmatics, importance is usually given to contextual meaning, whereas every other meaning gives context that referred to the speaker that wishes to state something.

From the definition above, it is concluded that Pragmatics is a broad study of how the speaker's understanding of the meaning of a phrase is influenced by the context of speech in the communication system. In pragmatics, two important factors must be considered: the use of

language and context. Language is used in this case. Language serves a purpose, but context is closely related and demonstrates how one social and cultural community differs from others.

2.5. Deixis

Deixis is a technical term derived from the Greek word meaning "pointing in the direction of the language." It is directly concerned with the relationship between the structure of a language and the context of its use. Yule & Widdowson (1996:10-15), Deixis is one of the most important concepts we consider when discussing the contextual interpretation of speech. This means that deixis is essential in interpreting utterances in context because a single mistake can ruin an entire message.

Deixis is a branch of pragmatics. Levinson (1983:54), Deixis is a phenomenon that requires contextual information to understand the meaning of specific words and phrases in an utterance. Words and phrases that require contextual information to convey meaning are direct, and Deixis points out how language encodes features of the utterance context and thus how the interpretation of utterances contributes to the analysis of that utterance context, Dylgjeri & Kazazi (2013:87-89).

Deixis refers to pointing people, time, an event, or a process from an utterance. Herman & Pardede (2020:138), deixis refers to the location, identification, and timing of people, objects, events, processes, and activities that are being discussed or referred to about the time between when the speaker makes the utterance and when the hearer hears it.

Deixis is a referencing phrase that means that the meaning of a speech is dependent on its context. The role of deixis is to point out or indicate something, and understanding deixis can assist the reader or listener in determining who, where, and when the utterance is made. Deixis

can be found in daily conversation, whether spoken or written, formal or informal, without us realizing it.

2.6. Types of Deixis

There are three types of deixis: person deixis, temporal or time deixis, and spatial or place deixis.

2.6.1. Person Deixis

Person deixis is a direct representation of the participatory role of the referent. It deals with the grammatical category of the person participating in the utterance. Personal Deixis identifies the person pronouncing the sentence. Includes all speakers, receivers, and referees who are neither speakers nor receivers. Pronouns, possessive affixes to nouns, and affirmative affixes to verbs are common ways of indicating a person. Personal deixis can be expressed with personal pronouns, specifically first person (I or us), second person (you), and third person (he, she, or she). In conversation, both of you can point to another person. It varies depending on who is speaking and acts as the decisive center.

1) The first person

It is specifically the speaker's reference category for himself or the group in which he is involved. The first-person deixis category is the speaker's grammaticalization of himself. In certain languages, the first person refers to both the speaker and the addressee.

Table 2.6.1. Person Deixis

Plural	Singular
I	We
Me	Us
Myself	Ourselves
Mine	Ours

For example:

1) You agree with me

2) We have to trust ourselves

The pronouns "me" and "we" can be used in first-person deixis, with "me" referring to the speaker itself and "we" referring to the speaker with other(s) depending on context.

2) The second person

It is essentially the provision of a type of speaker referral to one or more individuals involved. The pronoun "you" is used to perform second-person deixis. The encoding of the speaker's reference to one or more addressees is done in the second person. The second individual does not always relate to one person, but sometimes to more than one.

For example, You can change the world by reading a book, but not who doesn't care about education?

The pronoun "you" has two alternative meanings or referents in the preceding statement. First, perhaps the pronoun "you" indicates a single individual who is the addressee or converses with the speaker. Second, it may relate to more than one person; in this situation, perhaps those statements were made by a teacher while delivering a speech in front of a large group of kids at school.

3) The third person

It is referring to people who are not speakers but rather listeners of the utterance. The third person is the encoding of reference to people and entities who are neither speakers nor addressees of the utterance. Indicates a type of characterization in which neither the speaker nor the recipient is identified or specified. In general, some pronouns are included in the third person direct. Includes singular pronouns such as "he/his", "she/her", and "it" and plural pronouns such as "she/they".

2.6.2. Spatial Deixis

One of the concepts of movement toward the speaker appears to be the first deictic meaning taught by children, as seen by their usage of words like "this" and "here" (= can be seen). They are distinct from "that" and "there," which refer to objects that have moved out of the child`s visual region and are no longer visible. "When considering place (spatial) deixis, it is important to recall that position from the speaker's perspective can be fixed psychologically as well.

2.6.3. Temporal Deixis

Temporal deixis in temporal form indicates both the time of the speaker's utterance and the speaker's time in the utterance. Tense-chosen is one of the basic types of temporal denotation. There are mainly two forms of her in English, present and past. The proximal tense is the present tense and the distal tense is the past tense. Now, today day, tomorrow, today, tonight, next week, last week, and this week are examples of temporal deixis.

2.7. Context

People communicate with one another in a variety of situations and with a variety of listeners. However, in communication, people recognize not only the meaning of the word in their utterance but also the speaker's meaning in their utterance. The meaning of an utterance is derived not only from the lexicon but also from the situation, known as the context.

Besides the existence of deixis in communication, context also affects the language itself. There are four types of context, Panenova & Hana (2011:1): physical, linguistic, social, and epistemic. The physical context concerns the objects, place, time, or the thing that happens within the conversation that is physically presented. Linguistics context focuses on what has

been uttered during the conversation and is indicated by the demonstrative pronoun 'that'. Social context focuses on the social relationship between the speaker and the hearer within the conversation. Simply put, it concerns how cl the relationship of the speaker and hearer is that affects the form of language used within their conversation, formal or informal.

A context deals with the information that the speaker and listener understand each other. The information is also related to the environment between the speaker and the listener. Nisa et al. (2020:45), Context deals with the use of a word that represents a certain meaning in a particular situation which is between the speaker and the listener have understood about it. The context also can be called open-ended information from the communicator. That intended information is the knowledge that both the speakers and the listener share with a ding on the function in a certain situation. Knowing the context will help you better understand the sentence.

2.8. YouTube

Deixis can be found in a variety of contexts, not only in daily conversation but also on content YouTube. Tolkach & Pratt (2021:2), YouTube is a video-sharing platform. YouTube has become the most popular social media to learn many things. We can easily find the phenomenon of the use of deixis. From entertaining to educational, YouTube contains a wide range of content. The writer discovered a YouTube channel that delivers content in English. In this study, the writer chose Steve TV Show YouTube Channel. Steve Harvey is an American comedian, actor, author, and television and radio personality who first gained fame for his observational humor and later became known for his self-help advice, especially about relationships. Steve Harvey started uploading content on her own YouTube channel in 2012. This channel shares information about Steve and his inspiring guest interviews. The YouTube Channel consisted of 8,4 thousand videos and 7,65 million subscribers.

In this study, the writer will analyze the deixis found in the videos "Childhood Sweethearts Reunite 50 Years Later" and "15 Years Old Wig Designer Is Changing Lives." The video was taken from Steve TV Show's YouTube channel. As described earlier, deictic expressions are most often used in face-to-face oral interactions. So many utterances containing deixis that appears in the conversation between Steve and the guest. Based on the findings above, the writer is interested in finding out more about what types of deixis exist in conversations conducted by Steve and the guest on Steve TV Show's YouTube Channel.

2.9. Previous Study

Previous research is a comparison of the author's research with research that has already been done by researchers. When writing and analyzing a study, previous research is used as a guideline for researchers. To, conduct research that differs from previous research, the writer discovered the following previous studies on deixis analysis:

The first research was written by Abdulameer (2019), entitled "*A Pragmatic Analysis of Deixis in a Religious Text*". This study looks at the pragmatics of deixis in a religious text. The data came from a religious lecture about iman (faith) given by Imam John Starling at Queens College on October 22, 2014, which was used as a sample. The method used in this study was to read and write down the deictic expressions: person, place, and time deixis. The findings revealed that person deixis occurred 202 times, place deixis occurred 11 times, and time deixis occurred just six times, indicating that person deixis is the most prevalent variety. The previous study and this research differ in that the previous study used lectures as the object, whereas this study will use content from YouTube as the object. The second difference is the theory; the previous study used Levinson and Yule's theories, whereas this study will use Yule's theory. The

contribution of the previous study to this research is the theory that can help the writer and give more information about deixis.

The second research was written by Ningsih, Putri Septi Ayu.. (2019), entitled "*Deixis in Sandiaga Uno's Expression In Talk Show Tv Program*". This study discovered five categories of deixis in Sandiaga Uno's expression: person 150 (63.5%), spatial 12 (5.08%), temporal 17 (7.20%), discourse 38 (16.10%), and social 19 (8.05%). Person deixis and the deictic words "I" and "We" were the primary deictic terms in Sandiaga Uno's employing expression, which translated that Mr. Sandiaga Uno is a firm and unobtrusive vice president. The first distinction between the previous study and this research is the theory: the previous study employed Levinson's theory, whereas this study employs Yule's theory. The second difference is the object; this previous study used "Mata Najwa Talk Show" as the object, whereas this research will use "Content YouTube." The contribution of the previous study to this research is the theory that can help the writer and give more information about deixis.

The third research was written by Herman & Pardede (2020), entitled "*Deixis Analysis in the Business Article of the Jakarta Post*". This research is conducted to find out the deixis in the business article of the Jakarta Post. In this study, a descriptive qualitative method was used. The Jakarta Post's business articles were the source of the data. The data were analyzed using Levinson's pragmatic theory. The previous study and this research differ in that the previous study used articles as the object, whereas this study will use content from YouTube as the object. The second difference is the theory; the previous study used Levinson's theory, whereas this study will use Yule's theory. The contribution of the previous study to this research is the theory that can help the writer and give more information about deixis.
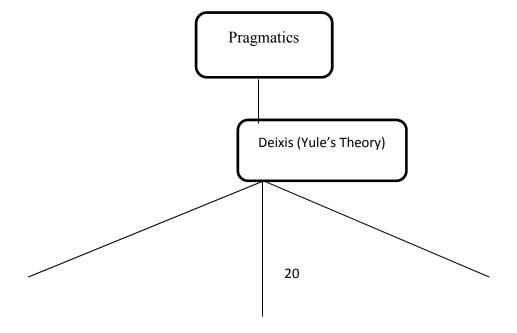
The fourth research has done by Simajuntak and Vera Dewi. (2021), entitled "*Deixis in the Song Lyrics of Hailee Steinfeld's "Half Written Story" Album*". The descriptive qualitative method was used in this investigation. The most dominant type of Deixis in this research was found to be person Deixis with 425 data (93%), spatial Deixis with 27 data (6%), and temporal Deixis with 5 data (1%). The previous study and this research differ in that the previous study used song lyrics as the object, whereas this study will use content from YouTube as the object. The contribution of the previous study to this research is the theory that can help the writer and give more information about deixis.
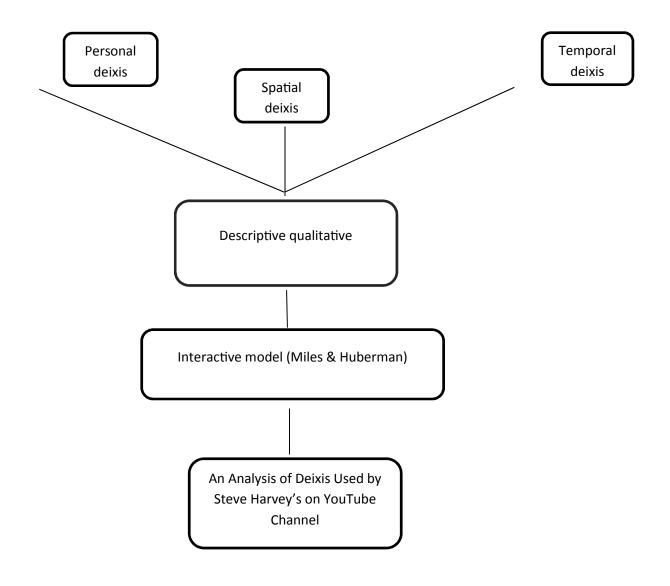
2.10. Conceptual Framework

When studying a conversation or speech event, it is critical to understand the context of the utterance. Who is speaking? Who is being spoken to? What is the subject? Where is the discussion taking place? Pragmatics is the study of the grammaticalized, which is fundamental to an account of language understanding and is embedded in the structural links between language and context in a language. Deixis is a significant area of language study in and of itself, with considerable importance given to conversation and pragmatic analysis. It is largely concerned with how language stores or grammaticalizes context elements of expression or speech events, and how expression interpretation is based on context analysis.

There are three types of deixis: person deixis, temporal (time) deixis, and spatial (place) deixis. The researchers observed Steve and the Quest's expressions on Steve TV Show's YouTube channel to determine the types of deixis they used. Figure 2.10. summarizes the conceptual framework that will use in this study

Figure 2.10 The Conceptual Framework of An Analysis of Deixis Used by Steve Harvey on

the YouTube channel

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┌─────────────────┐
│   Pragmatics    │
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         │
┌─────────────────────┐
│ Deixis (Yule's Theory) │
└─────────────────────┘
       ╱    │    ╲
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┌──────────┐              ┌──────────┐              ┌──────────┐
│ Personal │              │  Spatial │              │ Temporal │
│  deixis  │              │  deixis  │              │  deixis  │
└──────────┘              └──────────┘              └──────────┘
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        ┌──────────────────────────────┐
        │     Descriptive qualitative   │
        └──────────────────────────────┘
                        │
        ┌──────────────────────────────┐
        │ Interactive model (Miles & Huberman) │
        └──────────────────────────────┘
                        │
        ┌──────────────────────────────┐
        │  An Analysis of Deixis Used by │
        │  Steve Harvey's on YouTube     │
        │  Channel                       │
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CHAPTER III

RESEARCH METHODOLOGY

3.1. The Research Design

The descriptive qualitative research design will be used in this study to analyze the data. Wibowo & Nailufar (2018:76), qualitative research seeks to comprehend social phenomena through the eyes of human participants in natural settings. The goal of descriptive qualitative research is to describe a location, facts, and population characteristics in a systematic, factual,

and accurate manner. In this study, the writer will analyze the deixis found in the videos "Childhood Sweethearts Reunite 50 Years Later" and "15 Years Old Wig Designer Is Changing Lives." The video was taken from Steve TV Show's YouTube channel. Steve Harvey is an American who entered the world of entertainment and later became known as a comedian, actor, bestselling author, and Emmy Award-winning host. Therefore, the data of this study are the utterances of Steve and the guest during the interview.

3.2. The Source of the Data

The data in this study is the utterances of Steve Harvey and the guest. The writer will take the source of data from Steve TV Show's YouTube channel. There are two videos to be chosen to be used as the data in this research. The writer will analyze the deixis found in the videos "Childhood Sweethearts Reunite 50 Years Later" and "15 Years Old Wig Designer Is Changing Lives." This YouTube channel was chosen because the utterances of Steve and the guest contain some deictic expressions.

3.3. The Instrument of Data Collection

The writer will use an instrument to collect the data. Rukminingsih (2020:87) In qualitative research, the researcher is the main instrument, therefore, the researcher must have a theoretical framework and broad insights so that he can analyze, criticize and construct the object under study to become clearer. In this research, the instrument of collecting data that will be applied is observation and documentation. The writer will watch and observe the video on Steve TV Show's YouTube channel, during the observations, the writer will write the transcript of the utterance used by Steve Harvey and the guest's videos.

3.4. Technique of Data Collection

The writer will conduct the data collection from Steve TV Show YouTube Channel. Donald Ary (2009:30), qualitative research as "the use of written documents to gain an understanding of the phenomenon under study." A document may be personal, such as autobiographies, diaries, and letters; official documents, such as files, reports, or minutes prepared by observers of an event or setting; or popular culture documents, such as books, films, and videos.

In collecting the data, the writer will use the following steps:

1. Use the internet to search for and download videos of the guest' full interview with Steve Harvey from YouTube based on video analysis.

2. Then, Watch the videos that have been taken from Steve TV Show's YouTube channel several times.

3. Transcribes the utterance into written language.

4. Select the data by selecting the utterances of Steve Harvey and the guest containing deixis.

5. Classifying the types of deixis in Steve Harvey and the guest's expression based on Yule's theory.

3.5. Technique of Analyzing Data

Data analysis is the systematic collection of data to aid the writer's conclusions. Conclusions are easily obtained when the data analysis technique is correct. Qualitative data are grounded in three concurrent activity flows: data condensation or reduction, data display, and conclusion drawing or verification. This method is perfectly suited to this study. As a result, the following is an interpretation of Miles & Huberman (1994:10-11), which the author used in the data analysis technique.

1. **Data Reduction**

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming data that appears in written field notes or transcripts. With data reduction, the writer can get rid of unnecessary parts and organize data to get conclusions that can be drawn and verified. In this research, the data is taken from Steve TV Show's YouTube channel.

The steps in the data condensation are as follows:

a) Selecting, the writer first examines the data by watching the video, carefully listening, and confirming the data by reading the transcription to see the context.

b) Focusing, the writer focused on the utterances of Steve and the guest during the interview.

c) Simplifying, the writer converted the data into a clause. The clause might consist of deixis in the utterance of Steve and the guest.

d) Abstracting, in this process, the data is evaluated. The writer categorizes the data using Yule's deixis theory: person deixis, spatial/place deixis, and temporal/time deixis found in the utterances of Steve and the guest.

e) Transforming, in this step the writer analyzed every utterance that has been chosen for each type of deixis.

2. Data Display

A display is a well-organized, condensed collection of information that allows for the conclusion, drawing, and action. The writer shows or exhibits the facts that contain the deixis in this phase, not just generically but specifically and clearly. The writer demonstrates which sentences or utterances include deixis. Which deixis categories are present in the sentences from Steve TV Show's YouTube channel?

3. Conclusion: Drawing/Verification

The final step in analyzing qualitative data was called data conclusion. It is used to clearly describe all data from the first step to the last step. The conclusion may be able to answer the question formulated at the beginning.

3.6. Triangulation

Triangulation will be used in this research. Noble & Heale (2019:67), Triangulation is a method used to increase the credibility and validity of research findings. Credibility refers to the trustworthiness and how believable a study is; validity is concerned with the extent to which a study accurately reflects or evaluates the concept or ideas being investigated. The validity of data should be kept to get an accurate conclusion. Validity depends not only on the data collection and analysis but also on the way the conclusion is stated and communicated. In addition, the writer will use triangulation to maintain validity and obtain valid and accurate data.

Fusch (2018:22), there are four types of triangulations:

1. Data triangulation includes matters such as periods, space, and people.
2. Investigator triangulation, which includes the use of several researchers in a study.
3. Theory triangulation, which encourages several theoretical schemes to enable the interpretation of a phenomenon.
4. Methodological triangulation, which promotes the use of several data collection methods such as interviews and observations.

In this research, the writer will use methodological triangulation to check the validity of the data. The writer will use this triangulation because it is the most appropriate for this research compared to the other triangulations. The writer will use documentation and observation methods in this research because he will be analyzing the deixis that appears in Steve TV Show's

videos to understand the types of deixis and to know how the use of deixis affects the meaning of the whole utterance. Then, the researcher made documentation, such as a transcript of the video and screenshots of the utterances by Steve and the guest that contained deixis.