PERSON PRONOUN DEIXIS IN INDONESIAN CELLULAR OPERATORS ADVERTISEMENTS
Represent the Participants?

Ningrum Novitasari [1], Yulia Mutmainnah [2], Yunita Nugraheni [3]
Universitas Muhammadiyah Semarang
Indonesia
ningrumnovitasari@gmail.com

Abstracts

This qualitative descriptive research uses non participatory observation method with Telkomsel and Indosat cellular operator advertisements as the objects. There are three types of person pronoun deixis: first, second and third person pronoun deixis which are consist of 14 deixis, namely: ku, aku, aku, gue, kita, kami, mu, kamu, kamu, loe, kamu, bang, dia, dan mereka. The most commonly person pronoun deixis used in Telkomsel and Indosat advertisements is "aku". In addition, it was found that the person pronoun deixis in the Telkomsel advertisement varied more than it is in Indosat advertisements. The use of each personal pronoun deixis depends on the close of participants, situation (formal or less formal), and who the participant itself.

Keywords: advertisement, Telkomsel, Indosat, person pronoun deixis

Introduction

Language as its function as the way to communicate in language society is also be used in advertisements to deliver the message of a company to promote their product. Advertising is a means of communication with the users of a product or service (The Economic Times). Graphical, textual, verbal or sound communication tools are used in both advertising and marketing in order to construct messages that lead to consumption of products and services that are offered.

In communication, deixis has many functions. Its term implies to the use of expressions in which the meaning can be traced directly to features of the act of utterance, when and where it takes place, and who is involved as speaker and as addressee (Nordguist, 2017). Kinds of personal pronoun deixis in Indonesian language can be found in Indonesian cellular operators advertisements such as *saya* (I), *gue* (I), *aku* (I), *kamu* (You), *elo* (You), and many others. The different way to use the personal pronoun deixis in Indonesian language depends on the context of the speaker.

The choice of personal pronoun deixis used in the advertisement is important because it will show who the audience of its advertisement. Hymes (1974) in Chaer and Agustina (2004: 48) stated that participant is the present and the roles of people and the relationship between one participant and the other participants. Therefore, the participants in the advertisement are influence the use of personal pronoun deixis.

The telecommunications sector in Indonesia has started a phase of development after quite a long period of uncertainty. Today, Indonesia has started to embrace broadband, and some of its telecommunications companies are among the most important ones in the world (Mark, 2013). As mention on Poztmo Media (2013), *Telkomsel* and *Indosat* are the two biggest cellular operators in Indonesia. *Telkomsel* has 109 million customers and *Indosat* has 52 million customers in 2012. *Telkomsel* has 3 products, they are *Kartu Halo*, *Simpati* and *As*. On the other hand, *Indosat* also has 3 products, namely *Matrix*, *Mentari* and *Im3*. Those products have different segmentation which makes the producers

of the advertisements use different style of language to promote their products.

Methodology

As stated in Poztmo Media, *Telkomsel* and *Indosat* are the two biggest cellular operator in Indonesia. The data of this research are taken from the advertisement of *Telkomsel* and *Indosat* which were published on Youtube on January 2013 until January 2014. Those operators also have different segmentations that make the producers of advertisement from those operators use different style of language, including different person pronoun deixis used.

The population of this research is all of the advertisements of *Telkomsel* and *Indosat* that published in YouTube from January 2013 to January 2014. The data were verbal and non verbal data. Verbal data is used to analyze person pronoun deixis, while non verbal data is used to analyze characteristic of participants like age, socioeconomic class, occupation and distance relationship of the participants.

There were 37 data of *Telkomsel*, consists of: 7 data of *KartuHalo* (KH), 18 data of *Simpati* (S), and 12 data of *As* (A). Meanwhile, there are 21 data of *Indosat*, consists of: 1 data of *Matrix* (Mx), 5 data of *Mentari* (M), and 15 data of *Im3* (Im).

From the data, the samples of this research can be seen from the table below.

Table 1. Sample of the research

Telkomsel	KartuHalo	KH.2 KH.3 KH.4 KH.5 KH.6
	Simpati	S.16 S.17
	As	A.3 A.9 A.10 A.11
Indosat	Matrix	Mx.1
	Mentari	M.2 M.4
	Im3	Im.2 Im.3

Kinds of person pronoun deixis is also described and classified into first person pronoun, second person pronoun, and third person pronoun. The person pronoun deixis used in *Telkomsel* and *Indosat* advertisements reflects their participants.

In order to show the classification of person pronoun deixis that has been analyzed, the table is used to present the data. The table is coded such as table 4.1. Number 4 means number of the chapter while number 1 means number of table in the chapter so table 4.1 means the first table in chapter 4. Moreover, the table also contained the classification of person deixis included first person deixis, second person deixis and third person deixis. Additionally, the table also described the participants who are involved in the video such as the percentage of participant's age and sex, and how are person deixis used represent participants.

Findings and Discussion

1. Kinds of Person Pronoun Deixis

There are three kinds of person pronoun deixis found in *Telkomsel* and *Indosat* advertisements: first, second, and third person pronoun deixis. The percentage of those kinds of person pronoun deixis can be seen from the table 1 below.

Table 2. The percentage of Person Pronoun Deixis

Kinds of Person Pronoun Deixis	Quantity (n)	Precentage (%)
First Person Pronoun Deixis	6	42, 85
Second Person Pronoun Deixis	6	42,85
Third Person Pronoun Deixis	2	14,28
Total	14	100, 00

From the table above, there are 6 first person pronoun deixis that are found in the data. They are *ku, aku, saya, gue, kami* and *kita*. First person pronoun deixis *"ku"* is possessive pronouns of the participants who become the addresser.

The first person pronoun deixis *"ku"* in the data are categorized as singular first person deixis. Then, first person deixis *"aku", "gue"* and *"saya"* are also categorized as singular first person pronoun deixis. Meanwhile, first person deixis "kami" and "kita" are categorized as plural first person pronoun deixis.

There are 6 second person pronoun dexis in the data namely *mu, kamu, loe, anda, bang,* and *you.* Second person pronoun deixis *"mu"* that are found in the data represent possessive pronoun of the participants who become the addressee. Besides, second person pronoun deixis *"mu"* are categorized as singular and plural second person deixis.

Second person pronoun *"kamu", "loe",* and *"bang"* that are found in the data are categorized as singular second person pronoun deixis while second person pronoun deixis *"anda"* and *"you"* that are found in the data are categorized as plural second person pronoun deixis.

There are two third person pronoun deixis that are found in the data namely *dia* and *mereka.* Third person pronoun deixis "dia" is singular third person pronoun deixis, while third person pronoun deixis "mereka" are categorized as plural third person pronoun deixis.

a. Person Pronoun Deixis in Telkomsel and Indosat

It can be seen that the person pronoun deixis used in *Telkomsel* is influenced by the age of participants. It makes person pronoun deixis used in Telkomsel are more varied than they are in *Indosat* advertisements. It shows from the table 3 below.

Table 3. person pronoun deixis in Telkomsel and Indosat

No	First Person Deixis		Second Person Deixis		Third Person Deixis	
	Telkomsel	Indosat	Telkomsel	Indosat	Telkomsel	Indosat
1.	Ku	Ku	Mu	Mu	Dia	Dia
2.	Aku	Aku	-	Kamu	Mereka	-
3.	Gue	-	Anda	-		
4.	Saya	-	Loe	-		
5.	Kita	Kami	Bang	-		
6.	-	-	You	-		

The table 3 shows person pronoun deixis used in Telkomsel is more varied than it is in Indosat. In Telkomsel data, there are first person pronoun deixis singular such as *"aku", "saya",* and *"gue"*, while in Indosat data there is only singular person *"aku".* In addition, the variety of person pronoun deixis used in Telkomsel also can be seen in second person pronoun deixis such as *"Anda"* and *"Loe".* Meanwhile, in Indosat is only *"kamu".*

b. The Participants

From the data, there are 28 participants who are involved in the data, both male and female participants. The percentage of participant's gender can be seen in the table 4 below.

Table 4. The Participants' Gender

Sex	Quantity (n)	Percentage (%)
Male	16	57, 14
Female	12	42, 85
Total	28	100

More participants who are involved in *Telkomsel* and *Indosat* advertisements data are male which is 16 people or 57,24% and there are 12 people or 42,85% who are female.

The youngest participant who is involved in the videos is 14 years old, and the oldest one is 54 years old. The parentage of participants' age which using interval of age based on Indonesian Central Agency on Statistics can be seen on the table 5 below.

Table 5. The Percentage of Participants' Age

Interval of age	Quantity (n)	Percentage (%)
10-14	1	3, 57
15-19	4	14, 28
20-24	13	46, 42

25-29	2	7, 14
30-34	2	7, 14
35-39	4	14, 28
40-44	1	3, 57
45-49	0	0,00
50-54	1	3, 57
Total	28	100,00

c. The Description of Person Pronoun Deixis

The description of person pronoun dexis in Telkomsel and Indosat is described as follows.

1. Possessive Pronoun

   There are two person pronoun deixis which represent possessive pronoun of participants namely person pronoun deixis *"ku"* and *"mu"*. Person pronoun deixis *"ku"* represent possessive pronoun of the addresser.

2. Personal Pronoun

   The personal pronouns found in the data represent first, second, and third personal pronoun.
   - First personal pronoun deixis (the addresser) that is categorized as singular personal pronoun are *"aku", "saya",* and *"gue"* while person deixis that is categorized as plural personal pronoun are *"kami"* and *"kita"*.

Table 6. The Use of First Singular Personal Pronoun

Singular Personal Pronoun	The Use
Aku	- close distance relationship - informal situation
Saya	- indicates far distance relationship - in order to be polite to the customer
Gue	- indicate informal situation - equality of age between participants

Table 7. The Use of First Plural Personal Pronoun

Plural Personal Pronoun	The Use
Kami	- used in Monolog - in order to be polite to the customer
Kita	- represents the addresser and public or all of the people who watch the video.

- Second personal pronoun deixis (the addressee) found from the data are *"kamu", "anda", "loe", "you",* and *"bang"*.

Table 8. The Use of Second Personal Pronoun

Second Personal Pronoun	The Use
Kamu	- the context is informal - the participants have close relationship
Anda	- used in polite situation - the participants have distance relationship
Loe	- the context is informal - the participants have very close relationship - the participants are young
You	- represent to public or the target of the market from the cellular operator - to point the addressee or public or the target of the market of the cellular operator
Bang	- indicates specific information from the addresser which shows that the addressee is a male

- Third Personal Pronoun deixis found from the data are singular (*dia*) and plural (*mereka*).

Table 9. The Use of Third Personal Pronoun

Third Personal Pronoun	The Use
Dia	- represents the girl who

		becomes the topic of the conversation between speaker 1 and speaker 2
Mereka	-	represents Addie MS' (speaker's) children

Conclusion

There are three kinds of person pronoun deixis that found in the advertisements of Telkomsel and Indosat cellular operator. They are first, second, and third person pronoun. Then, from those kinds of person pronoun deixis, there are 14 person deixis; 6 first person deixis: *"ku", "aku", "gue", "saya", "kami",* and *"kita";* 6 second person pronoun deixis: *"mu", "kamu", "loe", "anda", "bang",* and *"you"*; and 2 third person deixis: *"dia",* and *"mereka".* The person pronoun deixis used in *Telkomsel* advertisements is varied more than it is in *Indosat.* The use of each personal pronoun deixis depends on the close of participants, situation (formal or less formal), situation, and the participant itself.

References

Chaer, Abdul & Leonie Agustina. (2004). *Sosiolinguistik Perkenalan Awal*. Jakarta: PT Rineka Cipta.

Holmes, Janet. 2001. *An Introduction to Sociolinguistics (Second Edition)*. London: Longman.

Poztmo Media (2013). *Daftar Operator Selulat Terbesar di Dunia*. http://www.poztmo.com/2012/06/operator-selular-terbesar-di-dunia.html. Access date: 4th April 2014.

Rhetorical Terms. https://www.thoughtco.com/deictic-expression-deixis-1690428. Access date: 28th April 2017.

The Economic Times. *Devinition of 'Advertising'*. http://economictimes.indiatimes.com/definition/advertising. Access date: 28th April 2017.

Widdowson, H.G. (2007). *Discourse Analysis*. New York: Oxford University Press.

Yule, G. (2006). *The Study of Language* (3rd ed). Cambridge: Cambridge University Press.