

Deictic Expressions Used in Felix Kjellberg's YouTube Channel "PewDiePie"

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Abstrak

Felix Kjellerberg, atau yang lebih dikenal dengan sebutan "PewDiePie", adalah seorang komedian dan video blogger berkebangsaan Swedia. Dia terkenal dengan channel YouTube miliknya. Dia adalah salah seorang blogger YouTube dengan pengikut terbanyak, yang mana sangat menyukai penampilannya sebagai host dari "PewDiePie" channel. Dalam setiap videonya, dia selalu memikat dan menghibur para penontonnya melalui percakapan, mimic, dan emosinya, terutama pemilihan kata yang dia pakai untuk membuat banyak penonton tertawa, dengan tujuan untuk menciptakan atmosfer yang menyenangkan. Penelitian ini meliputi penggunaan ekspresi deixis oleh Felix Kjellberg di YouTube video channel miliknya, yang mana menggunakan teori deixis yang dikemukakan oleh Stephen C. Levinson (1983) dan ditambah dengan teori komedi dan humor yang dikemukakan oleh Raymond (1980) and Henderson (1993). Tujuan utama penelitian ini adalah untuk mengetahui deixis yang digunakan oleh Felix Kjellberg dalam YouTube video channel miliknya. Langkah-langkahnya adalah sebagai berikut: (1) mendeskripsikan ekspresi deixis yang digunakan oleh Felix Kjellberg dalam YouTube video channel miliknya; (2) mendeskripsikan tujuan utama Felix dalam menggunakan ekspresi deixis di YouTube video channel miliknya; (3) mengungkap tipe ekspresi deixis terbanyak yang dipakai oleh Felix Kjellberg di YouTube video channel miliknya. Penelitian ini menggunakan metode deskriptif kualitatif untuk mendeskripsikan interpretasi-interpretasi ekspresi deixis yang digunakan oleh Felix Kjellberg. Dengan mengidentifikasi dan menganalisis semua sampel penelitian, ekspresi deixis dikategorikan menjadi lima tipe, yaitu: deixis perseorangan, deixis tempat, deixis waktu, deixis kondisi, dan deixis sosial.

Keywords: deixis, YouTube, PewDiePie channel, Felix Kjellberg, humor, komedi

Abstract

Felix Kjellerberg, better known for his alias "PewDiePie" is a Swedish comedian and video blogger. He is famous for his comedic YouTube videos. He is one of the YouTube leading channel with the most subscribers recorded, which loves his attractiveness as a "PewDiePie" channel video host. In every videos, he always can entertains his audiences up through his gestures, mimics, and his emotions, especially his choice of words that make people laughing, in order to make a fun and relaxing atmosphere. This study deals with the use of deixis expressions used by Felix Kjellberg on his YouTube video channel "PewDiePie" relating to the theory of deixis proposed by Stephen C. Levinson (1983) and adding theory of humor and comedies proposed by Raymond (1980) and Henderson (1993). The main purpose of this study is to know the deixis used by Felix Kjellberg on his YouTube video channel "PewDiePie". The steps are as follows: (1) describe the deixis expressions used by Felix Kjellberg on his YouTube video channel "PewDiePie"; (2) describe the Felix's main purpose of using deixis expressions on his YouTube video channel "PewDiePie"; (3) figure out the most used deixis expressions on his YouTube video channel "PewDiePie". This study uses descriptive qualitative method in order to describe the interpretation of deixis expressions and the types of deixis expressions used by Felix Kjellberg. By identifying and analyzing all of those utterances, they are categorized in five types of deixis expressions, which are: person deixis, place deixis, time deixis, discourse deixis, social deixis.

Keywords: deixis, YouTube, PewDiePie channel, Felix Kjellberg, humor, comedy

INTRODUCTION

Language is a feature in daily life. As its function, language is the instrument to communicate or to interact to the people. According to Trudgill (1974), language is not simply a means of establishing and maintaining with other people. From the explanation we know that the existence of language is needed for people. It's more than for communication only, but also for establishes and maintains relationship with others, and it is the reason why we must learn about the language itself.

Pragmatics is one of many subjects in English language. According to Yule (1985), pragmatics, along with semantics both concerned with aspects of meaning in language. Furthermore, he also described that while

semantics focused on the description of word and sentence-meaning, pragmatics focuses on the characterization of speaker-meaning. Yule (1996) also defined semantics as the study of relationships between linguistic forms and entities in the world, while pragmatics is defined as the study of relationships between the linguistic forms and the user of these forms.

Deixis is one of the branches of pragmatics that studies deictic words. It refers to words and phrases that cannot be fully understood without additional contextual information. The term "deixis" origin are came from the ancient Greek language, which means "demonstration" or "reference" Deictic expressions are words that refer to things or people in the context of situation. This means

that the context of situation keeps a cardinal role in defining the deixis whether it is connected with time, place, or person. In other words, in framework or interpreting the pointing words to be used in any utterance, one relies absolutely on the aspects of time, place, or person. It is also means that deictic expressions are the words whose elements of meaning are utterly conditional upon the time, place, or person in accord with the context of utterance.

Deixis takes a very important rule in linguistic study, because a language without deictic expressions could not serve a good communication. There are some sentences which have connotative meaning, and deixis are usually used to express it. Manning (1995) explained that some cultures have elaborated the systems of deixis, system on signaling social distance through linguistic means.

Deictic expression is used by all of people in the world, because deixis is the features of context of utterances or speech event which are encoded in a language. It means that deixis is also the identification for specific speaker, addressee, time and place of an utterance. Deixis has a fundamental importance for theories of meaning because it connects the content of utterances to the situation of the utterance. In short, deixis makes it necessary when ones are talking about the interpretation of utterances, not of sentences in the abstract.

Levinson (1983) divided deixis into two types; they are major deixis and minor deixis. Person deixis, time deixis, and place deixis are categorized as major class, whereas that included into minor class are discourse deixis and social deixis, which are rarely used by people nowadays. Levinson (1983) stated that social deixis concerns about a deictic reference that usually expressed in certain forms of addressee which reflect certain realities of social situation in which the speech act occurs. Social deixis is also a deictic expression used to distinguish social status. He argued that social deixis is related to the aspect of sentence reflecting or establishing the social situation occurs.

1. Person deixis

A type of deixis which concern the encoding of the role of participants in the speech event in which the utterance in question is delivered exemplified. Person deixis can also contain other meaning elements like the gender of the third person. In addition, to pronoun and agreeing predicates, person, or participant-role is marked in various other ways. In other words, person deixis is described as expression in which to refer to person who the speakers intend to refer.

Yule (1996) also described that person deixis involves the speaker and the addressee and operates in a basic three-part division, which are:

- First Person
A deictic reference that refers to the speaker or both speaker and

referent grouped with the speaker which is expressed in singular pronouns (I, me, myself, mine) and plural pronouns (we, us, ourselves, our, ours). The first person deixis can be divided into exclusive first person deixis, which refers to a group including addressee.

- Second Person

A deictic reference to a person or persons identified as addressee, such as you, yourself, yourselves, your, yours.

- Third Person

A deictic reference to referents not identified as the speaker or addressee and usually imply to the gender that the utterance refers to, for example: he, she, and they, him, himself, her, herself.

For example:

- I am going to murder *him*
- Do *you* want *me* to kill?
- *He* tried to hurt *her*, but *they* killed *him* in response

2. Place deixis

Also known as Spatial deixis, place deixis is a type of deixis concerns the encoding of spatial location relative to the location of the participants in the speech event exemplified by *here* and *there*. Levinson (1983) stated that place deixis concerns for the specification of locations to anchorage points in the speech event and typically the speaker, and there are two basic ways of referring objects by describing or naming them on the one hand and by locating them on the other. Alternatively, they can be deictically specified to the location of participants at the time of speaking. In other words, place deixis is an expression used to show the location relative to the location of a participant in the speech even. For example:

- She was running over *there*
- *Here* is where the treasure were hidden
- I enjoy living in *this* city

3. Time deixis

Also called as temporal deixis, time deixis is a type of deixis concerns the encoding of temporal points and spans relative to the time at which an utterance was spoken, exemplified with *now*, *then*, *yesterday*, etc. Furthermore, Levinson (1993) said that the basis for systems of reckoning and measuring time in most languages seem to be the natural and prominent cycles of day and night, lunar months, season and years.

In other words, time deixis is an expression in relation to point to certain period when the utterances produced by the speaker. For example:

- We must strike *now*!
- It is snowy *yesterday*
- Will the care package arrives *tomorrow*?

4. Discourse Deixis

Discourse deixis, according to Levinson (1983) is a type of deixis that deals with the orientation in the text through the writer or the speaker, the relation of the text passages to the current utterance either as a head of time or past, forthcoming or simultaneous. It encodes reference to portions of the unfolding discourse in which the utterance is located, which means that discourse deixis is deictic reference to a portion of a discourse relative to the speaker's current location in the discourse. For example:

- Why are you doing *this* to me?
- Stop doing *that*!
- Obviously *that* doesn't make any sense

5. Social Deixis

According to Levinson (1983), Social deixis is a type of deixis that concerns with the aspects of sentences which reflect or establish or determined by certain realities of participants or the social situation in which the speech event occurs. It is also describing the language structures that are anchored to the social identities of participants (including bystanders) in the speech event, or to relations between them, or to relations between them and other referents. For example:

- *My mother* would be proud of me
- What are you doing here *your highness*?
- Our enemies are confused, *my lord*

Humor, according to Raymond (1980) is a cognitive experiences that its sole intention is to provoke laughter to the audience, which its main purpose is to providing amusement to them. The word humor came from Greek language, which means "body fluid", a humoral medicinal knowledge from the middle ages that taught the balance of fluids in the human body, which controls human health and emotions. Humor is often used to make light of difficult or stressful situations and to brighten up a social atmosphere in general. It is regarded by many as an enjoyable and positive experience, so it would be reasonable to assume that it humor might have some positive physiological effects on the body.

Meanwhile, comedy, according to Henderson (1993) is an art, discourse, or work which a general intention to be humorous and entertain the audience by inducing

laughter to them. Alongside with tragedy, comedy is one of the two major genres in drama. Since ancient era, comedies were presented in many different types of works such as theatre, books, plays, burlesque, and operas, while nowadays, people can found and enjoy comedies presented in media such as Internet, Newspapers, Movies, television shows, and many more. There are two main types of comedies, which are:

1. Visual comedy

A type of comedy that delivered to the audience through visual contact or non spoken actions. Examples of visual comedy included body language, facial expressions, and intended stupid actions.

2. Spoken comedy

A type of comedy that delivered to the audiences through spoken utterances. Examples of spoken comedy included spoken jokes, word play, language accents, and song lyrics.

Based from the source of humor, and the context in which it is delivered, comedy also classified into multiple genres, which are:

1. Black Comedy

A form of comedy that deals with disturbing and sometimes unacceptable context such as drugs, alcohols, war, and horror

2. Blue Comedy

A form of comedy that deals with sensual issues and/or makes fun of gender or race issues

3. Musical Comedy

A form of comedy where humor is mostly derived from music, singing and sometimes dancing

4. Satire Comedy

A form of comedy that relies on headlining important news and/or current affairs

5. Insult Comedy

A form of comedy which consists mainly of offensive insults directed at the audience and/or other performers

6. Improvisational Comedy

A form of comedy which most or all of what is performed is unplanned or unscripted and created spontaneously by the performers

7. Wit Comedy

Also known as Wordplay, it is a form of comedy based on clever, often very subtle manipulation of language

8. Cringe Comedy

A form of comedy which the element of humor came from inappropriate use of words and/or actions

9. Parody Comedy

Also known as Homage, it is a form of comedy that use a existing part of already exist derivative works as a humor

Internet is a worldwide system of computer networks, or a network of networks in which users at any one computer can, if they have permission, get information from any other computer and having a contact with any other computer. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks.

Gaining a massive widespread reputation, internet nowadays is one of the most important aspects in society. In 2014, there is more than three billion people have an access to the internet, which is approximately forty five percent of human population in the world. Because of its practicality and flexibility, many people choose to socialize at the internet instead of real life, and to support that, there are many websites established as a place to socialize in the internet, such as Facebook, Twitter, Instagram, LiveJournal, Myspace and YouTube. Such websites have created new ways to socialize and interact. Users of these sites are able to add a wide variety of information to pages, to pursue common interests, and to connect with others.

YouTube is a video-sharing social website founded in February 2005 by a three men team, which are Jawed Karim, Steve Chen, and Chad Hurley. The site allows users to upload, watch, and share videos. YouTube display a wide variety of user-generated and corporate media video, which includes video clips, TV clips, music videos, and other content such as video blogging, short original videos, and educational video.

Felix Kjellberg, better known by his alias "**PewDiePie**" is a Swedish video blogger and video game commentator on YouTube. He is better known for his "let's play" videos of video games. PewDiePie's channel main focus is his commentary and reactions to various games as he plays through them. He is known for playing horror and action video games. Games featured by PewDiePie reported to have experienced an increase in sales.

This study focuses on the deictic expressions used by the host on "PewDiePie". "PewDiePie" is a YouTube channel hosted by Felix Kjellberg, a Swedish internet celebrity. He usually uploads a new videos three times in every two days. The writer is interested in investigating the deictic expressions because they are important to be used for entertains his audiences. Actually, the attractiveness of the "PewDiePie" is not the game the host played, but actually the host itself. In every videos, he always can entertains his audiences up through his gestures, mimics, and his emotions, especially his choice of words that make people laughing, in order to make a fun and relaxing atmosphere. It is no surprise that he reached twenty-three millions of watchers on his YouTube channel and became the most viewed YouTube channel since 2014.

METHOD

This study is discussing the deixis expressions used by Felix Kjellberg on his YouTube video blog "*PewDiePie*" intersubjectivity and the factors that influence the subject-object relationship. The data that used in this study is taken from the ten videos the writer chooses for this research, which were divided into ten appendixes. Here is the link of the ten videos on his YouTube channel.

1. HUNTER GOAT __ Goat MMO #2
<https://www.youtube.com/watch?v=zMkLoaQEb9M>
2. GOAT SIMULATOR– GOAT IS BACK!!
<https://www.youtube.com/watch?v=f-HzCB8c3eE>
3. HOW TO TALK TO GIRLS.
https://www.youtube.com/watch?v=IZVXZP_mkSk
4. HOW TO: PICK UP WOMEN.
<https://www.youtube.com/watch?v=L7-Jc26iupY>
5. SHE'S FLIRTING WITH ME! D: - Existor (Evie) - Part 1
<https://www.youtube.com/watch?v=u1s1kXBxxn0>
6. CRAZIEST GIRL ON THE PLANET! - Existor (Evie) - Part 2
<https://www.youtube.com/watch?v=fxI5wTEr97g>
7. THIS GIRL SCARES ME! - Existor (Evie) - Part 3
https://www.youtube.com/watch?v=1M8_C_I2ZNo
8. WHO IS THE LEADER OF THE ILLUMINATI?
<https://www.youtube.com/watch?v=HGpT7blcQek>
9. EVIE LIKE KIDS
<https://www.youtube.com/watch?v=gq3twWhv19E>
10. MAN EVIE
<https://www.youtube.com/watch?v=dMxHztgVu2I>

In this research, the writer applies a qualitative approach for his research because he wants to analyze the utterances used by the host in some of his videos in his YouTube channel. In order to get the data needed, the writer listens to the host's speech from the recorded video and writes all of the data obtained from the speech.

Data analysis is the next process after the data collection. In this process, the writer does some procedures to get a clear description of data analysis. First, the writer transcribing and identifies Felix's utterances that only consist of deixis expressions. Next, the writer organized Felix's utterances from his videos which consist only of deixis expressions and classified them based on the types of deixis expressions. The writer used the deixis theory from Stephen C. Levinson (1983) over Felix's utterances on his videos. After the writer organized researched all of Felix's utterances, the conclusion is drawn to answer the research questions.

DISCUSSION

Deixis used by Felix on his video channel

Yule (2000) once said that deixis expression is a word that refers to things or people in the context of situation. This means that the context of situation keeps a cardinal role in defining the deixis whether it is connected with time, place, or person. In other words, in framework or interpreting the pointing words to be used in any utterance, one relies absolutely on the aspects of time, place, or person. It is also means that deictic expressions

are the words whose elements of meaning are utterly conditional upon the time, place, or person in accord with the context of utterance.

According to the research finding, it can be seen that there are five types of deixis expressions used by Felix Kjellberg on his YouTube video channel "*PewDiePie*". There are person deixis, place deixis, time deixis, discourse deixis, and social deixis; it means that all types of deixis are found in the utterances of Felix Kjellberg's videos.

The first type of deixis used by Felix on his YouTube videos is Person deixis. According to Levinson (1983), it is a type of deixis that concerns the encoding of the role of participants in the speech event in which the utterance in question is delivered exemplified. Person deixis can also contain other meaning elements like the gender of the third person. In addition, to pronoun and agreeing predicates, person, or participant-role is marked in various other ways. In other words, person deixis is described as expression in which to refer to person who the speakers intend to refer. Yule (1996) also divides person deixis into three division based from the involvement of the addressee and the speaker, which are first person deixis, second person deixis, and third person deixis. Felix mainly used first person deixis to address himself and his audiences, since he always interact to his audiences directly on his videos as if his audiences are present, even though his audiences are only seen his videos later after he uploaded it on YouTube, like when Felix used the person deixis "we" to refer both himself and the audiences. Due to the nature of his videos, Felix also used second and third person deixis to address a non-exist individuals, which in this case is a NPC, which stands for Non-Player Character.

The second type of deixis used by Felix is Place deixis, Levinson (1983) said that place deixis is a type of deixis concerns the encoding of spatial location relative to the location of the participants in the speech event. It is deictically specified to the location of participants at the time of speaking, which can be made as an expression used to show the location relative to the location of a participant in the speech even. Since Felix is a video game commentator, Felix used place deixis to refers the in-game places, rather than real places. For example where Felix used place deixis to refer the place where the non-player character Felix encountered are standing, which is a top of a village house.

The third type of deixis used by Felix is Time deixis, Levinson (1983) describes time deixis as a deixis that concerns with the encoding of temporal points and spans relative to the time at which an utterance was spoken. He also said that the basis for systems of reckoning and measuring time in most languages seem to be the natural and prominent cycles of day and night, lunar months, season and years. In other words, time deixis is an expression in relation to point to certain period when the utterances produced by the speaker. Felix used several time deixis on his videos. For example where he used the time deixis "today" to refer the day the video was being recorded. Another example is where he used the time deixis "next episode" to refer the time when he will

upload his new video to his YouTube channel. In that context, he uses the time deixis as parting words and giving his appreciation to his viewers at the end of his video.

The fourth type of deixis used by Felix is Discourse deixis. Levinson (1983) said that discourse deixis is a type of deixis that deals with the orientation in the text through the writer or the speaker, the relation of the text passages to the current utterance either as a head of time or past, forthcoming or simultaneous. It is also encodes reference to portions of the unfolding discourse in which the utterance is located, which means that discourse deixis is deictic reference to a portion of a discourse relative to the speaker's current location in the discourse. Felix mainly used discourse deixis as a means to refer many in-game conditions or situations, like where he used the discourse deixis "that" to refer the quest given by non-player character to him.

The last type of deixis used by Felix is Social deixis. According to Levinson (1983), social deixis is a type of deixis that concerns with the aspects of sentences which reflect or establish or determined by certain realities of participants or the social situation in which the speech event occurs. It is also describing the language structures that are anchored to the social identities of participants in the speech event, or to relations between them, or to relations between them and other referents. Felix rarely used the social deixis, as he tends to uses informal languages on his speech, and aside from his viewers, he only interact with his own game avatars on in-game non player characters and rarely speaks with another real person. The only example of social deixis used by Felix is where he used the social deixis "my mom" which refers to his mother. In that context he used social deixis as a meant to delivering his jokes to the audiences.

The main purpose of using deixis expressions in Felix's video channel

According to Lyons (1977), the main purpose of deixis in linguistics is to refer to the function of personal and demonstrative pronouns, of tense and of variety of other grammatical and lexical features, relating utterances to the temporal coordinates of the act of utterance. Meanwhile, Humor, according to Raymond (1980) is a cognitive experiences that its sole intention is to provoke laughter to the audience, which its main purpose is to providing amusement to them. It is often used to make light of difficult or stressful situations and to brighten up a social atmosphere in general with enjoyable and positive experience. Based from the two statements above, it can be concluded that Felix's main purpose of using deixis in his YouTube video channel is to entertain his audiences with an element of humor, like where he explained an utterances to his audiences by using wordplay instead of explain them normally. Another example is where he uses many profanity words to respond to the Cleverbot program. Felix thinks that humor is very important on his YouTube channel in order to entertain his audiences and attract more people to subscribe to his channel, which is why he always try to

incorporated an element of comedy to almost every of his utterances, be it spoken or visually.

The most used deixis expressions in Felix's video channel

In this part, the writer would like to explain the result of his research about the usages of deixis expressions and the most dominant deixis used on Felix's YouTube video channel. The writer described the deixis word used by Felix on his videos and count the total number of deixis words in each deixis type. There are five type of deixis analyzed by the writer as explained above, which are person deixis, place deixis, time deixis, discourse deixis, and social deixis. From thousands of videos Felix's released on his YouTube channel, the writer choosed ten of his videos as his data for this research.

The first video titled "HUNTER GOAT _ Goat MMO #2". This video is about Felix who reviewed and played a computer game called "Goat MMO Simulator". Goat Simulator is a personal computer game made by Coffee Stain Studios, and Goat MMO Simulator is a stand-alone expansion made by the studio for their Goat Simulator game. While the setting of previous game took place in a modern city without any role playing elements, this expansion consist of medieval themed role playing game with large maps and implementing several elements of multiplayer massive online systems. Based from the research conducted by the writer, there are there are 211 deixes found in the first videos, with the highest number of deixes is represented by person deixis, with 165 deixes, while the second highest is represented by discourse deixis, with 37 deixes. While the rest are 7 place deixes, 2 time deixes, and only one social deixis.

The second video is titled "Goat Simulator – GOAT IS BACK!!" This video is about Felix who reviewed and played a computer game called "Goat Simulator", an open world game made by Coffee Stains Studios where the player controls a goat and roamed around the city. This game is famous for being intentionally glitches, which, according to the studios made the game more fun and interesting to play. There are 165 deixes found in second video. The most dominant deixis found are person deixis, with 114 deixes recorded. The second most dominant is discourse deixis with 42 deixes found. There are also 5 place deixes and 4 time deixes found, while there are zero social deixis in the second video.

The third video is titled "HOW TO TALK TO GIRLS" This video is about Felix who played and reviewed a XBOX360 game called "Don't Be Nervous Talking to Girls" a love dating simulation developed by Silver Dollar Games. This game revolves around an non-player character named Jessica, and the players are supposed to try to date her by choosing a correct answers from multiple choices questions from Jessica, as well as do some trivia quiz given by her. With a total of 85 deixes, there are only three deixes types found in the third video. First is the person deixis, with 74 deixes found. Second is the discourse deixis, with 10 deixes found. And third is the time deixis with only one deixis found.

The fourth video is titled "HOW TO: PICK UP WOMAN" This video is a continuation from the third

video, where Felix continued to play and review a love dating simulation game called "Don't Be Nervous Talking to Girls" There are 84 deixes found in this video. Person deixis was the most deixis used in the fourth video, with a total of 65 deixes, while discourse deixis has 13 deixes, and both place deixis and time deixis has three deixes. In the other hand no social deixis found in this video.

The fifth video is titled "SHE'S FLIRTING WITH ME! D - Existor (Evie) - Part 1" This video is about Felix who tried "Cleverbot" a free web application that used a modified artificial intelligence to have a conversation with human. This program features a young female avatar called "Evie" as a media for the artificial intelligence to speak with the humans. There are 158 deixes found in the fifth video, which consist of only two types of deixis, which are 126 person deixes and 32 discourse deixes.

The sixth video is titled "CRAZIEST GIRL ON THE PLANET! - Existor (Evie) - Part 2" This video is a continuation from the fifth video, where Felix continued to interacting with Cleverbot, which is an artificial intelligence web application designed to speak with the humans. There are 74 deixes found on the sixth video. There are only three types of deixes found in this video, which are person deixis with 61 deixes found, discourse deixis with 12 deixes found, and time deixis with only one deixis found.

The seventh video is titled "THIS GIRL SCARES ME! - Existor (Evie) - Part 3" This video is a continuation from the fifth video and the sixth video, where Felix continued to interacting with Cleverbot, which is an artificial intelligence web application designed to speak with the human. With a total of 83 deixes, there are only three deixes types found in the seventh video. First is the person deixis, with 77 deixes found. Second is the discourse deixis, with 5 deixes found. And third is the time deixis with only one deixis found.

The eighth video is titled "WHO IS THE LEADER OF THE ILLUMINATI?" This video is about Felix who tried an upgraded version of cleverbot, which is a web application that used an artificial intelligence to have a conversation with human. The upgraded version comes with a new and user-friendly interface, new layout, and improved data input on the artificial intelligence so that Cleverbot can correctly react many more types of human responds and questions. There are 95 deixes found on the eighth video, and only three types of deixes found in this video, which are person deixis with 78 deixes found, discourse deixis with 15 deixes found, and time deixis with two deixis found.

The ninth video is titled "EVIE LIKES KIDS" This video is a continuation from the video that represented on appendix 8, where Felix continued to interacting with an improved version of Cleverbot, which is an artificial intelligence web application designed to speak with the humans. There are 51 deixes found in the ninth video. The most dominant deixis in this video are person deixis, with 42 deixes. The second most dominant is discourse deixis with 6 deixes found. There are also 3 time deixes

found, while there are zero place deixis and social deixis found in this video.

The last video is titled "MAN EVIE" this video is about Felix that tried another version of Cleverbot that use a young male avatar as the media, instead of young female avatar that previously featured on his videos before. With a total of 96 deixes, there are only two deixes types found in the last video. First is the person deixis, with 82 deixes found. Second is the discourse deixis, with 14 deixes found.

Based from the combined research of deixis expressions from the ten videos, the writer concluded that the most deixis expression Felix used on his YouTube videos is Person deixis, with 874 deixes recorded. In Felix's videos, person deixis is the most commonly used because he used the deixis to address many subjects, be it himself, his audiences or many non-players characters on the video games he played. The second most deixis expression Felix used on his YouTube videos is discourse deixis, with a total of 176 deixes recorded. Felix used discourse deixis as a meant to refer many events and conditions that mostly happens in-game. The third most deixis expression Felix used on his YouTube videos is place deixis and time deixis, with 17 deixes recorded each. Felix used place deixis as a meant to refer many locations inside the game he played instead of real life locations as he is a video game commentators. He also used time deixis as a meant to refer a time conditions that related to his videos. The least used most deixis expression Felix used on his YouTube videos is social deixis, with only one deixis recorded. Felix almost never used social deixis as he rarely interacts with real people on his videos and he only interact with his audiences passively, his own game avatars or in-game non player characters.

CLOSING

Conclusion

In this part, the writer will conclude the entire research finding from this study. Based from the analysis, Felix used all of types and usages of deixis expressions. There are five types of deixis expressions, which are: person deixis, place deixis, time deixis, discourse deixis, and social deixis. Based from the result of data analyzing, it can be concluded that Felix's main purpose of using deixis expressions on his YouTube video channel is to deliver some element of humor to his audiences. Felix's main objective of using element of humor on his deixis expressions is to entertain his audiences and attract more people to subscribe to his channel.

From the result of data analyzing, the writer also found out that the most used deixis expression on Felix's YouTube videos is person deixis, while the second most used deixis expression on Felix's videos is discourse deixis. Meanwhile the second least used deixis expressions on Felix's videos is both place deixis and time deixis, and the least used deixis expressions on Felix's videos is social deixis. Based from the results above, the writer concludes that Felix, as a video game

reviewer and commentator mainly used deixis expression to refer many things and subject from the game he played in front of his audiences. He used person deixis as a meant to refers many individuals in his videos, be it himself, his audiences, or many in-game non-player characters. The same also happens with discourse deixis, where Felix also mainly used discourse deixis as a meant to refer many events and conditions that mostly happens in-game. Felix also never used place deixis to refer a real life place and instead he usually used place deixis to refers locations inside the game he played. Felix used time deixis as a meant to refer a time conditions that related to his videos or the game he played. Meanwhile, Felix almost never used social deixis as he rarely interacts with real people on his videos and he only interact with his audiences passively, his own game avatars or in-game non player characters. In this research, Felix only used the social deixis only once, and he used it as a meant to delivering his jokes to the viewers.

Suggestions

Related to the conclusion above, this research only focused on the deixis used by Felix Kjellberg on his YouTube video blog "PewDiePie" as well as how he incorporated the use of comedy into his speeches through deixis expressions. The writer hopes that this research can help another researcher to analyze it contents about deixis expressions. For this research, there are some suggestions that can be used as references for the next research, they are:

1. This research combined two different linguistics fields. Which are pragmatic and sociolinguistic, which challenge the next researcher who will analyze about deixis expressions to combining pragmatic field with another linguistic fields such as morphology, syntax, or translation.
2. This research is explaining about the use of deixis expression as a meant to deliver elements of comedies on the speech, which can be useful for the next researches.
3. Felix Kjellberg, although uses English as his main language in his videos, is not using English as his mother language since he was originally came from Sweden, which uses Swedish language as his mother language. It will be better if the future researchers use another host as a subject that not using English as their mother language.

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