

PROSIDING *Seminar Nasional*

HASIL PENELITIAN PENDIDIKAN DAN PEMBELAJARAN

“Rekonstruksi Kurikulum dan Pembelajaran
Berbasis Karakter”



SEMNAS STKIP PGRI JOMBANG



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STKIP PGRI JOMBANG
22 APRIL 2017**

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KATA PENGANTAR

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Pendidikan karakter dewasa ini merupakan sebuah tuntutan untuk dapat meningkatkan kualitas moral dalam kehidupan manusia khususnya di Indonesia, terutama di kalangan peserta didik. Sekolah dituntut untuk memainkan peran dan tanggung jawab dalam menanamkan dan mengembangkan nilai-nilai dan membantu para peserta didik membentuk dan membangun karakter dengan nilai-nilai yang baik. Pendidikan karakter diarahkan untuk memberikan tekanan pada nilai-nilai tertentu seperti rasa hormat, tanggung jawab, jujur, peduli, adil, dan membantu peserta didik untuk memahami, memperhatikan, dan melakukan nilai-nilai dalam kehidupannya sehari-hari.

Untuk mempersiapkan keberlangsungan kehidupan masyarakat dan bangsa yang lebih baik di masa depan dapat ditandai oleh pewarisan budaya dan karakter yang telah dimiliki masyarakat dan bangsa. Dalam proses pendidikan budaya dan karakter bangsa, secara aktif peserta didik harus mengembangkan potensi dirinya, melakukan proses internalisasi, dan mampu menghayati nilai-nilai menjadi kepribadian dalam bergaul di masyarakat. Juga, diharapkan dapat mengembangkan kehidupan masyarakat yang lebih sejahtera, serta kehidupan bangsa yang lebih bermartabat.

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Dr. Wiwin Sri Hidayati, M.Pd.



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***Everyone Is A Teacher Here* Pada Materi Operasi Hitung Aljabar
Tahun Pelajaran 2016/2017**

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The Use of Deixis in Donald Trump's Speech as Politeness Strategy

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Abstract

The purposes of this study are to describe the kind of deixis used in Donald Trump's speech and also the relation between the deixis used in Donald Trump's speech to the politeness theory. This research use qualitative approach by using document or content analysis. The source of data is Donald Trump's campaign speech video in July, 21st 2016 accessed from youtube.com on 20 August 2016, while the data is the utterance from Donald Trump which contain the deixis and politeness strategy. The researcher use non-participant observation and documentation as the research instrument. The research finding indicated that Donald Trump use four kinds of deixis, they are person deixis, place deixis, time deixis, and discourse deixis. The researcher found politeness strategies mostly used by Donald Trump is positive politeness strategy. Politeness strategy that he used contain the deiks is we, our, and us. The result of this study revealed that there is a relationship between the use of deixis and the politeness theory, especially the deixis we, our and us are related to the positive politeness strategy that used by Donald Trump in his speech.

Keywords: Deixis, Politeness, Politeness Strategy

Abstrak

Tujuan penelitian ini adalah untuk mendeskripsikan jenis-jenis deiksis yang digunakan oleh Donald Trump pada pidatonya dan hubungan antara penggunaan deiksis pada pidato Donald Trump dengan teori kesantunan. Penelitian ini menggunakan pendekatan penelitian kualitatif dengan menggunakan metode analisa dokumen. Sumber data pada penelitian ini adalah video kampanye Donald Trump pada 21 Juli 2016 yang diakses dari youtube.com pada 20 Agustus 2016, sedangkan data pada penelitian ini adalah ujaran Donald Trump yang mengandung deiksis dan strategi kesantunan. Peneliti menggunakan observasi tidak langsung dan dokumentasi sebagai instrument penelitian. Hasil penelitian menunjukkan bahwa Donald Trump menggunakan empat jenis deiksis, yaitu deiksis personal, deiksis tempat, deiksis waktu, dan deiksis wacana. Peneliti menemukan strategi kesantunan yang paling sering digunakan oleh Donald Trump adalah strategi kesantunan positif. Strategi kesantunan yang ia gunakan mengandung deiksis we, our dan us. Hasil penelitian ini mengungkapkan bahwa ada hubungan antara penggunaan deiksis dengan teori kesantunan, terutama deiksis we, our dan us yang berhubungan dengan strategi kesantunan positif yang digunakan oleh Donald Trump pada pidatonya.

Kata Kunci: Deiksis, Kesantunan, Strategi Kesantunan

Introduction

Language is way to communicate with other. Language as the main point in human communication need to be learned. As the language learner, we need to understand meaning of any utterances. If we don't understand meaning of any utterances, we will get

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communication problem. We need to learn about deixis to help interpret the contextual meaning. When we found an unusual object and ask, “what is it?” we used the deixis *it* to indicate something in the immediate context. The word *it* here refers to something that the speaker point in the immediate context. So we need to learn about deixis to help interpret the contextual meaning. We need to learn about politeness to respect other people in social interaction. Being polite is important in human life, not only in communication, but also in all of the aspect of human life. It is the way to respect other people. Being polite with other have an influence not only on what we say, but also on how we are interpreted. Donald Trump as the controversial president candidate of USA will give the interesting speech in his campagin. He will use interesting language to attract people. The content of his speech will be an interesting object to investigate by using deixis and politeness theory, so we will know the contextual meaning of his speech. Both of the politeness or deixis research can bring good contribution in human communication, especially for the language learner. As the language learner, it is important to study about deixis and politeness. In communication, the speaker will produce the deixis in his/her utterance automatically. It is important to produce polite utterance, so the speaker need to use polite deixis in communication. From those background, the researcher choose the research under titled “The Use of Deixis in Donald Trump’s Speech as Politeness Strategy”.

There are 2 problems of the study, (1) what kind of deixis are used in Donald Trump’s speech? (2) how does the deixis used in Donald Trump’s speech relate to the politeness theory?. The objective of this study is to describe the kinds of deixis used in Donald Trump’s speech and to know the relation between the deixis used in Donald trump’s speech to the politeness theory. This research focused on the pragmatic deixis that used in Donald Trump’s utterances. The researcher only analyze the utterance that contain the deixis and politeness strategies. The researcher does not explore the other deixis which are not contain politeness strategy, and also the politeness strategies which are not contain the deixis.

Review of Related Literature

1. Pragmatic

Yule (1996:3) mentions 4 definition of pragmatics, (1) pragmatics is the study of speaker meaning; (2) pragmatics is the study of contextual meaning; (3) pragmatics is the study of how more gets communicated than is said; (4) pragmatics is the study of the expression of relative distance. Yule (2010: 128) says, pragmatic is the study of “invisible” meaning, or how we recognized what is meant even when it is not actually said or written. Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).

Leech (1983:1) says, pragmatic is the language used in communication. Pragmatic can be defined as the study of how utterances have meaning in situation. Since pragmatic studies meaning in relation to speech situation, Leech (1983:13) defines aspect of situation. There are five aspect of situation, *addressers or addressees, the context of an utterance, the goal(s) of an utterance, the utterance as a form of act or activity, and the utterance as a product of a verbal act*. It means pragmatic is the study of language in communication that related to the situation.

As another expert, Mayer (2009: 233) defines pragmatic as the study of principles specifying how language is used.

From the definition above, pragmatic is part of the linguistic study that take up a language as human communication as the whole object which is related to the context regardless of the relationships between linguistic forms and entities in the world.

Pragmatic is the study of imperceptible meaning that is related to the speakers, listeners, situation, and all of the linguistic components.

2. Deixis

Deixis is a technical term (from Greek) for one of the most basic things we do with utterances. It means 'pointing' via language (George Yule, 1996:9). According to Levinson (1983:62) there are traditional categories of deixis, namely person deixis, place deixis, time deixis. Person deixis concern the encoding of the role of participants in the speech event in which the utterance in question is delivered. There are first person (speaker inclusion [+S]), second person (addressee inclusion [+A]), and third person deixis (speaker and addressee exclusion [-S, -A]). First person deixis is the grammaticalization of the speaker's reference to himself. Second person deixis is the encoding of the speaker's reference to one or more addressees (Levinson, 1983:62). So second person deixis is the deictic reference to a person identifies as addressee, such as you, yourself, yourselves, your, and yours. Third person deixis is the encoding of reference to person and entities which are neither speakers nor addressees of the utterance in question (Levinson, 1983:62). So third person deixis refers to the person who are not identified as the speaker or the hearer. For example: he, she (Singular pronoun); they (plural pronoun).

Place deixis concerns the encoding of spatial location *relative* to the location of the participants in the speech event. Time deixis concern the encoding of temporal points and spans *relative* to the time at which an utterance was spoken or written. Levinson adds two types of deixis named discourse (or text) deixis and social deixis. Discourse deixis has to do with the encoding of reference to portions of the unfolding discourse in which the utterance is located (Levinson, 1983: 62). Levinson (1983:63) describes social deixis as the predetermination of social differences that are relative to participant-roles, mainly aspects of the social correlation that is possessed between the speaker and addressee(s) or speaker and some referent.

3. Politeness

Politeness, in an interaction, can then be defines as the means employed to show awareness of another person's face. In this sense, politeness can be accomplished in situations of social distance or closeness (Yule, 1996:60). Brown and Levinson defines politeness as behaving a way that attempt to take into account the feeling of people being addressed. Brown and Levinson (1987: 61) assumes all the competent adult members of a society have (and know each other to have):

1. 'Face', the public self-image that every member wants to claim for himself, consisting in two related aspect:
 - a. Negative face: Negative face is the desire not to be intruded and imposed (freedom of action).
 - b. Positive face: Positive face consists of the desires to be liked, approved, and appreciated (self-esteem).
2. Certain rational capacities, in particular consistent modes of reasoning from ends to the means that will achieve those ends.

In communication, people usually avoid to threaten his face. Politeness strategies are strategies used to avoid or minimize the FTA (face threatening act) that the speaker makes (or called Face Saving Act). There are 4 types of politeness strategy: bald on record, positive politeness, negative politeness, and off record. Bald on record strategy does nothing to minimize threats to the addressee's 'face'. Yule (1996: 63) says, bald on

record is the most direct approach that use imperative form. The other person is directly asked for something. Positive politeness is oriented toward the positive face of the addressee, the positive self-image that he claim for himself. Positive politeness is approach based. It anoints the face of the addressee by indicating that in some respect, the speaker wants the addressee's wants. For example, by treating him as a member of a group, a friend, a person whose wants and personality traits are known and liked. (Brown and Levinson, 1987: 70). Brown and Levinson (1987: 70) says, negative politeness is essentially avoidance based, and realization of negative-politeness strategies consist in assurance that the speaker recognized and respects the addressee's negative-face wants and will not (or will minimally) interfere with the addressee's freedom of action. According to Brown & Levinson (1987:211) a communicative act is done off record if is done in such way that it is not possible to attribute only one clear communicative intention to the act. Even if the speaker decide to say something, the speaker don't actually have to ask anything. This strategies are not directly addressed to the other. The other can act as if the statement have not even been heard.

4. Context

Context is a theoretical construct, in the postulation of which the linguist abstracts from the actual situation and establishes as contextual all the factors which, by virtue of their influence upon the participants in the language event, systematically determine the form, the appropriateness or the meaning of utterances (Lyon, 1977: 572). Malinowski (in Halliday, 1985: 5) says, there are 2 notion of context called context of situation and context of culture. Cultural context represents an abstract way of people's social activities. Culture consists of all the shared elements of human society. This includes not only such material things as cities, organizations and schools, but also non-material things as ideas, customs, family patterns, relationships and languages (Leech, 1981:98). According to Halliday (1985: 10) there are three features of the context of situation:

- a. The field of discourse, refers to what is happening, to the nature of the social action that is taking place: what is it that the participants are engaged in, in which the language figures as some essential component?
- b. The tenor of discourse, refers to who is taking part, to the nature of the participants, their statuses and roles: what kind of role relationship obtain among the participants, including permanent and temporary relationship of one kind or another, both the types of speech role that they are taking on in the dialogue and the whole cluster of socially significant relationships in which they are involved?
- c. The mode of discourse, refers to what part of the language is playing, what it is that the participants are expecting the language to do for them in that situation: the symbolic organization of the text, the status that it has, and its function of the context, including the channel (is it spoken or written or some combination of the two?) and also the rhetorical mode, what is being achieved by the text in terms of such categories as persuasive, expository, didactic, and the like.

Research Method

This research use qualitative approach by using content analysis. The researcher choose qualitative research to reveal the relation between deixis used in Donald Trump's speech to the politeness theory. Qualitative research focuses on understanding social phenomena from the perspective of the human participants in natural settings. It does not

begin with formal hypotheses, but it may result in hypotheses as the study unfolds (Ary, 2010:22). The researcher use document or content analysis design to conduct the research. Ary (2010:29) says, content analysis focuses on analysing and interpreting recorded material to learn about human behaviour. In this research, the source of data is Donald Trump's campaign speech video in July, 21st 2016 at 6.20 p.m. accessed from youtube.com on 20 August 2016, while the data is the utterance from Donald Trump which is contain the deixis and politeness strategy. The researcher use non-participant observation and documentation as the research instrument. When collecting the data, the researcher watches the video and transcribing the video. The researcher identifies the deixis that are used by Donald Trump by reading the transcript. The researcher classifies the deixis found in Donald Trump's utterance and connect it to the politeness theory. After collecting and analysing the data, the researcher making a conclusion and suggestion of this research.

Finding and Discussion

1. Finding

a. Kinds of deixis in Donald Trump's speech

Data:

'Americans watching this (1) address tonight (2) have seen the recent images of violence in our (3) streets and the chaos in our (4) communities. Many have witnessed this (5) violence personally, some have even been its (6) victims. I (7) have a message for all of you (8): the crime and violence that today (9) afflicts our (10) nation will soon (11), and I (12) mean very soon (13), come to an end. Beginning on January 20th of 2017, safety will be restored.'

Context:

American people watched his speech those night, because it was public live speech. He spoke about violence and chaos in USA. He said that Homicides last year increased by 17 percent in America's fifty largest cities. That's the largest increase in 25 years. He said that those crime and violence will be end on 20th January 2017 since he took the office and winning the election.

Analysis:

Deixis found	Kind of Deixis	Explanation	Deictic Reference
This (1)	DcD	The deixis <i>this</i> (1) include in Discourse Deixis, because the deixis <i>this</i> is a portion of discourse relative to the current event that the speaker tells in the discourse.	<i>This</i> (1) refers to the address / the speech
Tonight (2)	TmD	The deixis <i>tonight</i> (2) include in Time Deixis, because the deixis <i>tonight</i> is the encoding of temporal points and spans relative to the time at which an utterance was spoken.	<i>Tonight</i> (2) refers to the night when the speaker produce the utterance (July, 21 st 2016 at 6.20 p.m.).
	DcD	The deixis <i>tonight</i> (2) include in Discourse Deixis, because the deixis <i>tonight</i> is a portion of discourse relative to the speaker's current time in the discourse.	

Our (3), (4), (10)	FPrD	The deixis <i>our</i> (3), (4), (10) include in First Person Deixis, because the deixis <i>our</i> is the first person plural pronoun (speaker and addressee inclusion [+S, +A])	<i>Our</i> (3), (4), (10) refers to the speaker himself (Donald Trump) and the audiences.
This (5)	DcD	The deixis <i>this</i> (5) include in Discourse Deixis, because the deixis <i>this</i> is a portion of discourse relative to the current event that the speaker tells in the discourse.	<i>This</i> (5) refers to the violence in USA.
Its (6)	TPrd	The deixis <i>Its</i> (6) include in Third Person Deixis, because the deixis <i>Its</i> is the third person singular pronoun (speaker and addressee exclusion [-S, -A]).	<i>Its</i> (6) refers to violence in USA.
I (7), (12)	FPrd	The deixis <i>I</i> (7), (12) include in First Person Deixis, because the deixis <i>I</i> is the first person singular pronoun (speaker inclusion [+S])	<i>I</i> (7), (12) refers to the speaker himself (Donald Trump).
You (8)	SPrd	The deixis <i>You</i> (8) include in Second Person Deixis, because the deixis <i>You</i> is the second person pronoun (addressee inclusion [+A])	<i>You</i> (8) refers to all of the audiences.
Today (9)	TmD	The deixis <i>today</i> (9) include in Time Deixis, because the deixis <i>today</i> is the encoding of temporal points and spans relative to the time at which an utterance was spoken.	<i>Today</i> (9) refers to the day when the speaker produce the utterance (Thursday, July 21 st 2016).
	DcD	The deixis <i>today</i> (9) include in Discourse Deixis, because the deixis <i>today</i> is a portion of discourse relative to the speaker's current time in the discourse.	
Soon (11)	TmD	The deixis <i>soon</i> (11) include in Time Deixis, because the deixis <i>soon</i> is the encoding of temporal points and spans relative to the time at which an utterance was spoken.	<i>Soon</i> (11) refers to the time when Donald Trump elected as a President on January 20 th of 2017.
	DcD	The deixis <i>soon</i> (11) include in Discourse Deixis, because the deixis <i>soon</i> is a portion of discourse relative to the current time shown in the discourse.	
Very soon (13)	TmD	The deixis <i>very soon</i> (13) include in Time Deixis, because the deixis <i>very soon</i> is the encoding of temporal points and spans relative to the time at which an utterance was spoken.	<i>Very soon</i> (13) refers to the time when Donald Trump elected as a President on January 20 th of 2017.
	DcD	The deixis <i>very soon</i> (13) include in Discourse Deixis, because the deixis <i>very soon</i> is a portion of discourse relative to the current time shown in the discourse.	

Based on the table above, there are 5 kinds of deixis used in those data. They are first person deixis, second person deixis, third person deixis, time deixis, and discourse deixis.

b. Deixis relate to the politeness theory

Data:

'Our (1) Convention occurs at a moment of crisis for our (2) nation. The attacks on our (3) police, and the terrorism of our (4) cities, threaten our (5) very way of life. Any politician who does not grasp this (6) danger is not fit to lead our (7) country.'

Context:

Donald Trump said that America is on crisis based on the attack on police and terrorism. The common themes of his speech are about law and order and national security. He charges that President Obama and Hillary Clinton had made America and the world less safe.

Analysis:

Based on the deixis found, the researcher relate it to the politeness theory. The speaker use positive politeness strategy to minimize the threat of the addressee's positive face. The speaker use this strategy to make addressee feel good about themselves, their interest or their wants. Based on positive politeness theory, the speaker treat the addressee as the member of group, a friend, or someone who close with the speaker. In the data above, the speaker emphasize the audiences as his friend who has same nationality. The speaker use the deixis *we* to make the addressee feel close with the speaker. So the data above is polite.

2. Discussion

From the finding the researcher found some deixis used by Donald Trump related to politeness strategies that he used. The researcher found that he used person deixis, time deixis, place deixis, and also discourse deixis. Person deixis is the dominant deixis used by Donald Trump, especially the first person deixis. The first person deixis mostly used by Donald Trump are *deixiswe* and *our*. The other deixis mostly used in Donald Trump's utterance is discourse deixis. Here the researcher found a demonstrative pronoun (*this* and *that*) that are not include in place deixis, but those deixis include in discourse deixis. The researcher found that the used of those deixis are expanded related to the context of the utterances. Based on the finding, the researcher found politeness strategies mostly used by Donald Trump is positive politeness strategy. He used positive politeness strategy to minimize the threat of the addressee's positive face. Politeness strategy that he used contain the *deixiswe*, *our*, and *us*. Donald Trump used this strategy to make addressee feel good about themselves, their interest or their wants. He treats the addressee as the member of group, a friend, or someone who close with the speaker. Donald Trump used this strategy to get the addressee's vote, support, and also their trust. Based on the data in finding, there are some relation between the use of deixis and politeness strategy. Donald Trump mostly used the *deixiswe*, *our*, and *us* because he wants to use the positive politeness strategy. He used those deixis to minimize the threat of the addressee's positive face and make them comfortable with his speech and they can vote him to be the next president in USA.

Conclusion

In this research, the researcher found the kinds of deixis used by Donald Trump, such as first person deixis, second person deixis, third person deixis, place deixis, and discourse deixis. The used of those deixis influenced by the context of the utterance. Every single deixis has a different reference depend on the discourse of each utterance. The researcher also found the used of some deixis are related to the politeness strategies. Donald

Trump use the person deixis (*we*, *our*, and *us*) to make his utterance polite and he does not threat the addressee's face. He use the positive politeness strategy to minimize the threat of the addressee's positive face. Positive face consist of the desires to be liked, approved, and appreciated (self-esteem). Donald Trump use this strategy to make addressee feel good about themselves, their interest or their wants. So he used the deixis (*we*, *our*, and *us*) make the addressee feel they are in the same purpose with him.

Recommendation

Deixis and politeness are the linguistic component that interesting to be discussed and learned. So we will understand the meaning of each utterances and make us easier to communicate with other. Both of the politeness or deixis research can bring good contribution in human communication, especially for the language learner. In communication, the speaker will produce the deixis in his/her utterance automatically. It is important to produce polite utterance, so the speaker need to use polite deixis in communication. As the language learner and also the teacher candidate, the researcher recommend to next researcher they can develop the next research about deixis and politeness strategies, so we can produce polite utterance in the classroom and how we are communicate with the student and the other educational staff.

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