

## STATEMENT OF ORIGINALITY

Herewith I declare that the research paper I wrote as a partial fulfillment of the requirements for the Sarjana degree and submitted to the English Education Department, the faculty of Education and Teacher Training letters wholly constitutes my own original scientific writing.

As for the other persons' works whose ideas are quoted in paper had been referred to appropriately in accordance to the prevailing legal and intellectual ethic in the world of scientific writing tradition.

However, if the originality of this paper either partially or wholly is, later on, proved or it falls under convincing plagiarism, I would be prepared to receive any consequences in the form any sanction such as losing my related academic degree obtained from the institution as well as other rules prevailing in Indonesia.

Serang, 20<sup>th</sup> May , 2024

A handwritten signature in black ink is written over a rectangular postage stamp. The stamp is yellow and red, featuring the Garuda Pancasila emblem and the text '3000', 'REPUBLIK INDONESIA', and 'METERAI TEMPEL'. A unique identification number '5A545AJX017204510' is printed at the bottom of the stamp.

**SITI HAYATUN NISA**

**SRN. 201230001**

## ABSTRACT

### **Siti Hayatun Nisa. 201230001. 2024. An Analysis of Pragmatic Deixis in Taylor Swift's Speech At New York University Graduation 2022**

The study analyzed the types of deixis, references of deixis, and factors influencing the use of deixis in Taylor Swift's speech at New York University. The research employed Stephen C. Levinson's theory and utilized a descriptive qualitative method with a content analysis approach. The findings revealed that the data were classified into five types of deixis: personal, spatial, temporal, discourse, and social deixis. The researcher found 488 deixis with 277 (61.8%) of personal deixis, 37 (8.3%) of spatial deixis, 26 (5.8%) of temporal deixis, 85 (19%) of discourse deixis, and 23 (5.1%) of social deixis. Based on the data that have been analyzed, the dominant reference of deixis in person deixis. The results showed that each deixis has different references based on the context of their use in the speech. The factors influencing the use of deixis in the speech were social distance or sociality, status and power, formality, and the specific function of deixis, which interacted to shape the use of deixis in Taylor Swift's speech at New York University.

**Keywords:** *pragmatics, deixis, speech, Taylor Swift, NYU*

## **THE ADVISER'S APPROVAL**

This is to certify that the undergraduate research paper of

Siti Hayatun Nisa SRN. 201230001, entitled

### **AN ANALYSIS OF PRAGMATIC DEIXIS IN TAYLOR SWIFT'S SPEECH AT NEW YORK UNIVERSITY GRADUATION 2022**

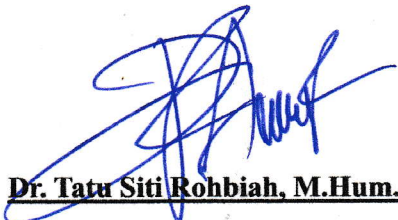
(A Qualitative Content Analysis Research)

Has been approved by the research paper adviser for further approval by the

Board of Examiners.

Serang, 18<sup>th</sup> May 2024

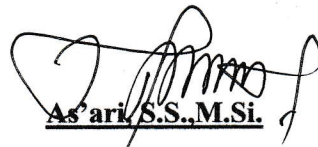
**Adviser I**



**Dr. Tatu Siti Rohbiah, M.Hum.**

NIP. 19830205 201101 2 009

**Adviser II**



**As'ari, S.S., M.Si.**

NIP. 19741029 200003 1 002

Acknowledged by:

**The Head of English Education Departement,**



**Dr. Hj. Anita, S.S., M.Pd.**

NIP. 19770410 200312 2 001

**AN ANALYSIS OF PRAGMATIC DEIXIS IN TAYLOR SWIFT'S  
SPEECH AT NEW YORK UNIVERSITY GRADUATION 2022**

(A Qualitative Content Analysis Research)

By:

**Siti Hayatun Nisa**

**SRN: 201230001**

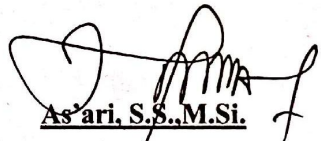
Under the Supervision of:

**Adviser I**

  
**Dr. Tatu Siti Rohbiah, M.Hum.**

**NIP. 19830205 201101 2 009**

**Adviser II**

  
**As'ari, S.S., M.Si.**


**NIP. 19741029 200003 1 002**

Acknowledged by:

**The Dean of Education and Teacher  
Training Faculty**

  
  
**Dr. H. Nana Jumbhana, M.Ag.**  
**NIP. 19710229 199903 1 002**

**The Head of English Education  
Departement**

  
**Dr. Hj. Anita, S.S., M.Pd.**  
**NIP. 19770410 200312 2 001**

## THE BOARD EXAMINERS' APPROVAL

This is to certify that the undergraduate research paper of Siti Hayatun Nisa has been approved by the board of Examiners as a partial fulfilment of the requirement for Sarjana in English Education.

Serang, 20<sup>th</sup> May 2024

The Board of Examiners:

**Dr. Hj. Anita, S.S.,M.Pd.**

NIP. 19770410 200312 2 001


Chairman

  
\_\_\_\_\_

**Abda Billah Faza M B, M.Pd**

NIDN. 2031129203

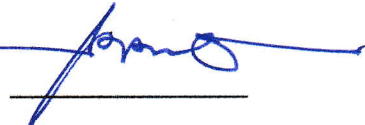
Secretary

  
\_\_\_\_\_

**Prof. Dr. H. Naf'an Tarihoran, M.Hum**

NIP. 19700103 200312 1 001

Examiner I

  
\_\_\_\_\_

**Siti Sa'diah, S.Pd., M.Hum**

NIP. 19860829 201903 2 005


Examiner II

  
\_\_\_\_\_

**Dr. Tatu Siti Rohbiah, M.Hum.**

NIP. 19830205 201101 2 009

Adviser I

  
\_\_\_\_\_

**As'ari, S.S.,M.Si.**

NIP. 19741029 200003 1 002

Adviser II

  
\_\_\_\_\_

## ACKNOWLEDGMENT

Assalamu'alaikum Warahmatullah Wabarakatuh.

In the name of Allah, the most merciful and the most beneficent. There are no valuable words to be said but all praises be Allah, the almighty God, who has given us direction, mercy, and guidance and sent Prophet Muhammad SAW. Peace be upon him, his family, his friends, and us. The writer realizes that without His blessing, mercy, and guidance, it would be possible for me to finish this thesis.

The researcher would like to express more profound gratitude than she describes. This success would not be achieved without guidance, advice, help, support, and encouragement from individuals and institutions, and the writer realizes that an appropriate moment for me to deepest gratitude for:

1. Prof. Dr. H. Wawan Wahyudin, M.Pd. as the Rector of the State Islamic University Sultan Maulana Hasanuddin Banten.
2. Dr. Nana Jumhana, M. Ag., as the Dean of Faculty of Education and Teacher Training.
3. Dr. Hj. Anita, S.S., M. Pd., as the Head of English Education Department,
4. Dr. Tatu Siti Rohbiah, M.Hum., as the first adviser and Mr. As'ari, S.S.,M.Si., as the second adviser who already guided and provided advices, corrections, recommendations, and support to the writer from the beginning of this thesis until the end.

5. All lecturers and staff in The English Education Department, The State Islamic University of Sultan Maulana Hasanuddin Banten.
6. All of my my cherished family, particularly my revered parents, Mr. Afifi Sanjaya and Mrs. Sufaroh for their unwavering prayers, motivational guidance, and unconditional love.
7. Special thank to myself, who persevered through the trials, amidst the laughter and tears, and despite the occasional stumbles and falls. You did well!
8. Special thanks to my dear friends, whose unwavering presence in my life is a constant reminder of the beauty of true camaraderie.
9. Thank you for all good people around me who cannot be mentioned personally here, who has provided motivations and supports during preparation of this thesis. My Allah SWT reward you abundantly. Aamiin.

The researcher realizes that this thesis is still far from perfection. For that, suggestions and criticism from readers are very much expected for further improvement. Finally, the researcher hope this thesis will be useful for us. Aamiin.

Serang, May 18<sup>th</sup> , 2024

**SITI HAYATUN NISA**

**SRN. 201230001**

## DEDICATION

*“I extend my deepest gratitude to my revered parents, Mr. Afifi Sanjaya and Mrs. Sufaroh, for their unwavering prayers, motivational words, and boundless love. Your unwavering support has been the anchor that has guided me through life’s turbulent waters, and I am eternally grateful for the unshakeable foundation you have provided. May this dedication serve as a testament to the profound impact you have had on my journey, and may it be a reminder of the enduring power of family bonds.”*



## MOTTO

**“I will bleed for better reasons this year.”**

By Joyceliao, *Omnia in Caritate.*

## **A BRIEF BIOGRAPHY**

The researcher , Siti Hayatun Nisa was born on May 6, 2002, in Serang. As the second child of three siblings, she grew up with a strong sense of family values and a thirst for knowledge. Her educational journey began at SDN Pasar Sore, where she completed her elementary education in 2014. She continued her studies at SMPN 2 Anyar for her junior high school education. She then moved to Al Inayah Islamic Boarding School in Cilegon, where she spent three years honing her skills and knowledge. Her dedication and perseverance paid off as she graduated from Al Inayah in 2020. This milestone marked the beginning of her next chapter, as she embarked on her undergraduate studies in the English Education Department of the Faculty of Education and Teacher Training at the State Islamic University Sultan Maulana Hasanuddin Banten.

## TABLE OF CONTENTS

<b>STATEMENT OF ORIGINALITY .....</b>	<b>i</b>
<b>ABSTRACT .....</b>	<b>ii</b>
<b>THE ADVISER’S APPROVAL .....</b>	<b>iii</b>
<b>THE BOARD EXAMINERS’ APPROVAL.....</b>	<b>v</b>
<b>ACKNOWLEDGMENT .....</b>	<b>vi</b>
<b>DEDICATION .....</b>	<b>viii</b>
<b>MOTTO .....</b>	<b>ix</b>
<b>A BRIEF BIOGRAPHY .....</b>	<b>x</b>
<b>TABLE OF CONTENTS .....</b>	<b>xi</b>
<b>LIST OF TABLES.....</b>	<b>xiii</b>
<b>LIST OF PICTURES.....</b>	<b>xiv</b>
<b>LIST OF APPENDICES.....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
A. Background Of Study .....	1
B. Focus of The Research.....	8
C. Research of Question .....	9
D. The Objective of Research.....	9
E. Significance of Study .....	10
F. Previous of the Study .....	11
<b>CHAPTER II THEORETICAL FRAMEWORK.....</b>	<b>14</b>
A. Pragmatics.....	14

1. The Scope of Pragmatics .....	16
B. Deixis .....	21
1. Types of Deixis.....	22
C. References.....	31
D. Factors That Influence the Use of Deixis.....	32
E. The Concept of Speech .....	34
1. Types of Speech.....	36
2. Characterize of Speech .....	38
<b>CHAPTER III METHODOLOGY OF THE RESEARCH .....</b>	<b>42</b>
A. Design of the Study.....	42
B. Data and Data Sources .....	45
a. Data.....	45
b. Data Sources.....	46
C. Technique of Collecting Data .....	46
D. Technique of Data Analysis .....	47
<b>CHAPTER IV FINDINGS AND DISCUSSION .....</b>	<b>51</b>
A. Findings.....	51
B. Discussion.....	88
<b>CHAPTER V CLOSING.....</b>	<b>93</b>
A. Conclusion .....	93
B. Suggestion.....	95
<b>BIBLIOGRAPHY .....</b>	<b>97</b>
<b>APPENDICES .....</b>	<b>100</b>

## LIST OF TABLES

Table 1 :	Proportions Types of Deixis in Taylor Swift’s Speech.....	52
Table 2 :	Percentage of First Person Deixis in Taylor Swift’s Speech.....	53
Table 3 :	Percentage of Second Person Deixis in Taylor Swift’s Speech.....	54
Table 4 :	Percentage Thrid Person Deixis in Taylor Swift’s Speech.....	55
Table 5 :	Percentage Spatial Deixis in Taylor Swift’s Speech.....	56
Table 6 :	Percentage Temporal Deixis in Taylor Swift’s Speech.....	58
Table 7 :	Percentage Discoures Deixis in Taylor Swift’s Speech.....	60
Table 8 :	Percentage Social Deixis in Taylor Swift’s Speech.....	61
Table 9 :	Examples of First Personal Singular Deixis.....	64
Table 10 :	Examples of Second Personal Singular Deixis.....	67
Table 11 :	Examples of Thrid Personal Singular Deixis.....	69
Table 12 :	References Spatial Deixis.....	71
Table 13 :	References Temporal Deixis.....	75
Table 14 :	References Discoures Deixis.....	77
Table 15 :	References Social Deixis.....	79

## **LIST OF PICTURES**

Picture 1	Types of Deixis in Taylor Swift’s Speech.....	52
-----------	---	----

## LIST OF APPENDICES

Appendix 1	Taylor Swift's Speech video at NYU Graduation 2022.....	101
Appendix 2	Taylor Swift's Speech Transcript.....	102
Appendix 3	Table of the Result Types of Deixis and References in Taylor's Speech.....	109
Appendix 4	Decree Dean Faculty UIN SMH Banten.....	131
Appendix 5	Consultation Book.....	133