

KNOWLEDGE SHARING IN SOCIAL MEDIA: AN ANALYSIS OF DEIXIS ON AN INDONESIAN PODCAST PROGRAM

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ABSTRACT

Podcasting has become a common phenomenon among Indonesian youth which can draw pragmatic attention. This study investigates the types of deixis used in Raditya Dika's podcast and analyzes factors that influence its uses. The data of this qualitative research were verbal communication in some selected episodes of podcast programs. Furthermore, the data were analyzed by Levinson's (1983) about deixis use and Holmes' (2013) about factor. Analysis found four types of deixis; person, time, discourse, and place. The most dominant used was person deixis with 644 occurrences (86%) to show knowledge-sharing. The findings indicate that the use of different deixis was due to some factors such as social distance or solidarity, status or power, formality, and function.

1. INTRODUCTION

In daily communication, people cannot avoid using deixis to 'point' or 'indicate' something or someone (Lyons, 1977). Deixis also can be found easily in the modern media communication such as podcast. A podcast or digital audio program is a communication media that has become popular in Indonesia especially among adults who are 20-25 years old (Rane, 2018). According to Collins Dictionary (2020), a podcast is an audio file similar to a radio broadcast that can be listened to on a computer or MP3 player. In the digital era, podcasts have become media that provide many interesting audio based contents with a longer duration rather than radio. A long time ago, an audio-based content that people knew was radio. Similar to radio, people also can listen to many kinds of unique and interesting contents on the podcast. The difference between them is that podcast allows the listeners to choose the theme of discussion that they like. Thus, in this era, podcast becomes very popular especially among the adults (Rane, 2018). In the podcast, the right use of deixis is one of the important factors building building a successful communication and it can influence the listeners to hear the podcast itself (Hadijah, 2020).

One of the well-known podcasts in Indonesia is Podcast Raditya Dika (PORD). According to Geoghegan et al. (2012) a successful podcast fulfills four characteristics which are entertain, engage, educate, and encourage action. Podcast Raditya Dika fulfills those four characteristics which make this podcast is interesting to listen to (Hadijah, 2020). Many people like this podcast because of the host, the guest, and also the discussion. There are 2 forms of communication depending on the program of the podcast, namely dialogue, and monologue. Dialogue is a communication between two or more people, while monologue is the communication of a single speaker. Regarding PORD, the form of communication used is dialogue. According to Dailysocial (2018), about podcast survey that people feel more comfortable when listening to podcasts with the duration 10-30 minutes. In addition, some PORD duration are under 30 minutes that can make



the listener feel comfortable listening to it. Furthermore, Raditya Dika invites many famous people to be the guest on his podcast. In asking a detailed question to the guest on this podcast, Raditya Dika as the host of PORD, use different kinds of deixis. The use of deixis can indicate the relation between the host and the guest. Furthermore, in his podcast he shows how he positioning himself and his guest, that can make his podcast alive.

According to Levinson (1983), deixis is a word borrowed from the Greek word means pointing or indicating. Any linguistic forms used to accomplish this 'pointing' is called a deictic expression. People usually use deixis when conversing with others, because by using deixis, a conversation will be more effective. For example, a person does not need to say the full name of the time that the hearer knows in a conversation. The person merely needs to say 'now' or 'tomorrow' to point to the intended time. Through this way, the communication will be more effective and simpler. Deixis always appear in communication on podcast, for example, people use deixis realized lexically through the word 'you', 'there', and 'tomorrow' to indicate something or someone in communication. According to Levinson (1983), there are five types of deixis which are person deixis, time deixis, place deixis, discourse deixis, and social deixis.

Deixis can cause misunderstanding between the speaker and the listener, if the listener does not understand what the topic the speaker is talking about and if the listener is not present at the time of the speaker's speaking. For example, when someone sends a message to her friend and said, "Tomorrow, you should wear white clothes." If her friend opens the message in the same day, the word 'tomorrow' might become a misunderstanding of the time deixis for the reader because the word 'tomorrow' can refer to any day. So, if the listener is not present at the time of the speaker's speaking and does not understand the word 'tomorrow' refers to what day, according to Yule (1996), it can lead to misunderstanding. As well as on podcasts, if the hearer does not understand what the speaker is talking about, it can lead to misunderstanding. For example when Raditya said "kita akan punya anak?" The word 'kita' might become a misunderstanding of the personal deixis for the listener because the word 'kita' can refer to any person who listens to it. Hence, in having communicative communication, the use of the right deixis is an important factor to build good communication on podcasts.

Different people will use different word and language when they are talk with each other because they have different backgrounds. Deictic expressions are used because of many factors. According to Holmes (2013), there are four dimensions of speech; social distance means the degree of relationship between speaker and hearer, power or status means the authority of speaker or hearer in a society, formality relates to formal or informal situations which appears in conversation, and function means the meaning of the conversation between speaker and hearer. Those factors persuade the speaker or hearer in choosing deixis in communication.

The importance of deixis in daily communication has been shown by many researchers in their studies in different areas and contexts. Abdulameer & Suhair (2019) investigated the use of deixis in a religious text. This study revealed that person deixis is the most dominantly used in a religious text. Pasaribu et al. (2015) investigated the use of deixis on *Business Brochures Text*. This study revealed that discourse deixis is the most dominantly used in business brochure text. Kholis (2016) analyzed the use of deixis in *The Good Dinosaur the Movie*. The findings show that personal deixis is the highest percentage which is 80%. The other deixis analysis by Saputri (2016)



revealed that there are four types; personal, spatial, temporal, and discourse deixis and the most dominant deixis used in Black Swan Movie Script is personal deixis. Lastly, Setiakawanti & Susanti (2018) investigated the use of deixis in *The Articles Jakarta Sport* and found that the most dominant deixis used is person deixis.

From those previous studies, it can be concluded that there is still a lack of study regarding deixis on the podcast. Whereas, in this era, podcasts are used by many people including the adults. Therefore, this present study aims to investigate the types of deixis used in Raditya Dika's podcast and to analyze factors that influence the use of deixis in Raditya Dika's podcast by using theory proposed by Levinson (1983) about deixis and Holmes (2013) about the social factors that influence the use of deixis. In addition, this research is expected to be useful for readers to enrich their knowledge about deixis and knowledge of how to make a successful podcast with positioning the speaker when communicating to his or her guest by using different kinds of deixis.

2. METHOD

This study was aimed at investigating the types of deixis used in Raditya Dika's podcast and analyzing the way deixis used in Raditya Dika's podcast. The suitable approach to be used in investigate those problems was qualitative, because it deals with words and meanings (Streefkerk, 2019). In terms to data collection, the data of this research were verbal communication in podcast program. The data in this study was spoken form, so it needed to be transcribed into written form. The researchers selected eight episodes of Raditya Dika's podcast. Each episode has a duration of 10-30 minutes as the sample to be investigated. Raditya Dika is one of the most famous actors, authors, and youtubers in Indonesia. His followers on Spotify has reached 1.092 followers. His podcast is one of the popular podcasts on Spotify. In his podcast, he has invited many famous and successful people as guests such as Anissa Aziza, Putri Tanjung, Shinta Dhanuwardoyo, Gina S. Noer, Wika Saputra, Dr. Ferdiriva Hamzah, Shani Budi, Fajar Nugra and Mamat Alkatiri.

As mentioned in the data collection, the data of the study were in the form of transcription of the podcast. There were several steps in analyzing the data of the present study. The first step was transcribing the data that had been collected from the podcast, so it can be analyzed easily. After that, the researchers classified and analysed types of deixis and factors that influence the use of deixis using theories from Levinson (1983) and Holmes (2013), calculated the occurrence of types of deixis, interpreted the findings, and drew conclusions.



Table 1
Illustrates an example of data analysis

No	Utterances	Deictic Expression	Types of Deixis	Description
1.	Aku main dikamar Alea kan	Aku	Person deixis	Aku (I) in this sentence points to Radit as the host in Podcast Raditya Dika. He was talking with Anissa (the guest).
2.	Gue lagi ada kerjaan	Gue	Person deixis	Gue (I) in this sentence points to Radit as the host in PORD. He was talking with Gina (the guest)

3. FINDINGS AND DISCUSSION

This section presents the finding and discussion of the use of deixis on Podcast Raditya Dika (PORD). It answers the research questions that are aimed at investigating the types of deixis used in Raditya Dika's podcast and analyzing factors that influence the use of deixis in Raditya Dika's podcast.

3.1. Types of deixis used in Raditya Dika's Podcast

Levinson (1983) states that there are five types of deixis: person deixis, place deixis, time deixis, discourse deixis, and social deixis. Based on the data analysis, the present study discovered that Raditya Dika used person deixis, time deixis, place deixis, and discourse deixis in his podcast.

The most dominant deixis used by Raditya Dika in his podcast entitled *Cara Praktek Selama Pandemi (Dr Ferdiriva Hamzah)*, *Di Rumah Aja Sama Istri (Anissa Aziza)*, *Masa Depan E-Sport (Ft. Shinta Bubu)*, *Nasib Film Ditengah Pandemi (Gina S. Noer)*, *Nasib Pengusaha Makanan Saat Ini (Wika Saputra)*, *New Normal Ala Komika (Fajar Nugra & Mamat Alkatiri)*, *Ngalur Ngidul Ngomongin Komik (Shani Budi)*, and *Ngobrol Lagi sama Putri Tanjung* was person deixis. The detailed findings of each deixis type are presented in the following Table 2.

Table 2
Types of deixis in Podcast Raditya Dika.

No	Types of Deixis	Frequency	%
1	Person deixis	644	86%
2	Place deixis	16	2%
3	Time deixis	66	9%



4	Discourse deixis	20	3%
5	Social deixis	-	-
Total		746	100%

Table 2 above presents the use of deixis in Podcast Raditya Dika. There are 746 occurrences of deixis in total. The most frequent deixis used in Podcast Raditya Dika was person deixis with 644 occurrences. It is followed by time deixis with 66 occurrences. Then it is followed by discourse deixis with 22 occurrences. The least frequent deixis used was place deixis with 16 occurrences. As mentioned earlier that the most frequently used deixis in Podcast Raditya Dika is person deixis. Person deixis or also known as personal deixis concerns with the identify of interlocutors in a communication situation (Fillmore, 1997, p. 61). The dominant use of person deixis was triggered by a probable reason such as to gain shared-knowledge among the speaker and the interlocutor of POD. The word 'gue' (I) and 'lo' (you) became the most frequently used deictic expressions. Furthermore, as mentioned previously that time deixis is the second most frequently used deixis in Podcast Raditya Dika. The word 'sekarang' (now) and 'kemaren' (yesterday) become the most frequently deictic expression used in Podcast Raditya Dika. However, the third type which appeared the most after time deixis is discourse deixis. In terms of discourse deixis, There are two types of deictic expressions that were discovered in Podcast Raditya Dika such as 'itu' (that) and 'ini' (this). The least used deixis is place deixis with 16 (2%) in total. The word 'disitu' (there) is used many times by Radit as a deictic expression.

3.1.1 Person deixis

Person deixis is defined as a type of deixis which points to a person (Yule, 1998). Furthermore, some scholars (e.g. Cruse, 2000; Levinson, 1983) state that there are three categories of person deixis which are first person (speaker inclusion), second person (addressee inclusion), and third person (speaker and addressee inclusion). Based on data analysis, the present study discovers that the speaker (host) of Podcast Raditya Dika used person deixis during the conversation.

Table 3

No	Person Deictic Expression	Frequency	%
1	Gue	182	28%
2	Gua	23	4%
3	Aku	54	9%
4	Kita	76	12%
5	Mba	15	2%
6	Pak	2	0,3%
7	Dia	37	6%



8	Mereka	28	4%
9	Lo	110	17%
10	Lu	27	4%
11	Elo	8	1%
12	Kamu	37	6%
13	Elu	17	3%
14	Lee	3	0,5%
15	Anissa	4	0,6%
16	Riv	3	0,5%
17	Gin	2	0,3%
18	Wika	2	0,3%
19	Mat	9	0,14%
20	Shan	2	0,3%
21	Put	3	0,5%
	Total	644	100%

Frequency of person deictic expression in Podcast Raditya Dika

Table 3 shows that there are 644 occurrences of person deictic expression in Podcast Raditya Dika. Also, in the table, 'gue' (I) become the highest number of first-person deictic expression that occur in Podcast Raditya Dika with 182 (28%) in total. In Podcast Raditya Dika, Radit as the host mostly used 'gue' (I) to refer to himself. In addition, there are four types of first person deictic expressions that were discovered in Podcast Raditya Dika i.e. *gue*, *gua*, *aku*, and *kita*. Furthermore, there are five types of second person deictic expressions that were discovered i.e. *lo*, *lu*, *elo*, *elu*, *kamu*, *mba*, and *pak*. The word 'lo' (you) have the highest number of second-person deictic expression with 110 occurrences. It is followed by the word 'kamu' (you) as the second highest number of occurrences. The deictic expression of 'lo' (you) and 'kamu' (you) are used many times by Radit as second person pronoun to call his guest in his podcast. Lastly, there are three types of third person deictic expressions that were discovered in Podcast Raditya Dika which are guest's names and the third person pronoun such as *dia* and *mereka*. Person deixis can show the politeness among the speaker and interlocutor. The realization of such politeness can be seen in Podcast Raditya Dika through the use of formal deictic expressions to address interlocutors, for example *aku*, *kita* and vocatives (*mba*, *pak*).

3.1.2. Time deixis

Time deixis is concerned with the ending of temporal points and spans relative to the time at which an utterance is produced in a speech event (Huang, 2007, p. 144). As mentioned previously that time deixis is the most second frequently used deixis in Podcast Raditya Dika. The word 'sekarang' (now) and 'kemaren' (yesterday) have become the most frequently deictic expression used in Podcast Raditya Dika.



Table 4
Frequency of time deictic expression in Podcast Raditya Dika

No	Time Deictic Expression	Frequency	%
1	Sekarang	28	42%
2	Kemaren	17	25%
3	Hari ini	11	17%
4	Tiap hari	3	4%
5	Kemarin	2	3%
6	Sebelum	2	3%
7	Nanti	1	2%
8	Bulan depan	1	2%
9	Tahun lalu	1	2%
Total		66	100%

Table 4 shows that there are 66 occurrences of person deictic expression in Podcast Raditya Dika. In term of time deixis, there are nine types of deictic expressions that were discovered such as *hari ini*, *sekarang*, *kemaren*, *kemarin*, *tahun lalu*, *sebelum*, *nanti*, *bulan depan*, and *tahun lalu*. Time deixis in Podcast Raditya Dika are mostly used to refer to current and previous time when the speaker is spoken. The word ‘sekarang’ (now) and ‘kemaren’ (yesterday) become the most frequently used deictic expression in this podcast. It was identified as deictic because it can only be understood through the context in which the conversation occurred (Grundy, 2008; Hurford, Heasley, & Smith, 2007). Without being in the context of the speech or listening to the podcast, one will find it difficult to resolve the reference.

3.1.3. Discourse deixis

The third type which appeared the most after time deixis is discourse deixis. Discourse deixis has to do with the encoding of reference to portions of unfolding discourse in which the utterance to refer to some portion of the discourse that contains that utterances (Levinson, 1983, p. 62). In terms of discourse deixis, the word ‘itu’ (that) become the most frequently deictic expression used in Podcast Raditya Dika.

Table 5
Frequency of discourse deictic expression in Podcast Raditya Dika

No	Discourse Deictic Expression	Frequency	%
1	Itu	13	65%



2	Ini	7	35%
Total		20	100%

Table 5 shows that there are 22 occurrences of discourse deictic expression in Podcast Raditya Dika. There are two types of deictic expressions that were discovered in Podcast Raditya Dika such as 'itu' (that) and 'ini' (this). Generally, discourse deixis refers to the use of expressions within an utterance use in written or spoken language (Pasaribu et al., 2015).

3.1.4. Place deixis

As mentioned earlier the last type of deixis found in the study is place deixis. Place deixis is also known as spatial deixis. Place deictic expression is indicating a place whose reference can only be regulated by the context of the place where the utterance happened (Gundy, 2008). In terms of place deixis, 'disitu' (there) become the most frequently used deictic expression with 4 occurrences (25%).

Table 6

Frequency of place deictic expression in Podcast Raditya Dika

No	Place Deictic Expression	Frequency	%
1	Di situ	4	25%
2	Di sana	3	19%
3	Di sini	3	19%
4	Sini	2	13%
5	Di bawah	1	6%
6	Di luar	1	6%
7	Ke sini	1	6%
8	Ke sana	1	6%
Total		16	100%

The table 6 shows that there are 16 occurrences of place deictic expression in Podcast Raditya Dika. Furthermore, there are eight types of deictic expressions that were discovered i.e. *dibawah*, *disini*, *kesini*, *disana*, *sini*, *diluar*, *disitu*, and *kesana*. The word 'disitu' (there) is used many times by Radit as deictic expression with 4 occurrences. The word *dibawah*, *disini*, *kesini*, *disana*, *sini*, *diluar*, *disitu*, and *kesana*. In Podcast Raditya Dika indicate near or far the place referred to. Spatial deixis or place deixis is where the relative location of people and things is being illustrated (Yule, 1996).

3.2. Factors influence the use of deixis

The present study discovered that there were four types of deixis. Person deixis was the most dominantly used in Podcast Raditya Dika (see the details in Table 1). Meanwhile, the deixis which was used by Radit in Podcast Raditya Dika was influenced by sociolinguistics' dimension



consisting of social distance or solidarity, status or power, formality, and function (Holmes, 2013, p. 9). Each of them will explained clearly below.

3.2.1. Social distance or solidarity

In this study, social distance or solidarity is classified into two; high and low solidarity (Holmes, 2013, p. 9). High solidarity means the close relationship between speaker and interlocutor. While low solidarity identifies that speaker and interlocutor have general relationship. In Podcast Raditya Dika, when Raditya and his guest have close relationship or when they know each other well, he often uses first person deixis i.e *gue* or *gua* and second person deixis such as *lo*, *lu*, *elu*, and *elo*. Moreover, according to Hikmah (2017) the use of first and second person deixis are influenced by several factors. First, *gue*, *gua*, *lo*, *elu*, *lu*, and *elo* are used by the speaker in a communication which happens in informal situation. Second factors is age. When the speaker is younger than interlocutor, the speaker will not use *gue*, *gua*, *lo*, *elu*, *lu*, and *elo*. The speaker will choose other person deixis such as *aku* or *mba*. Third factors is gender. When speaker and interlocutor have different gender, the use of slang words or informal language such as *gue*, *lo*, *elu*, *gua* are rarely used by them. In Podcast Raditya Dika, when his guest is female, Radit as the host often used the word *aku* to refer to himself and *kamu* to call his guest. On the other hand, when his guest is male, Radit often used the word *gue*, *gua*, *elu*, *lo*, *lu* and *elo*. For example, in Podcast Raditya Dika entitled *Di Rumah aja sama Istri ft Anissa Azizah* and *Masa Depan E-Sport ft Shinta Bubu*. The most dominantly used is person deixis such as *aku*, *kamu*, and *mba*.

Raditya: Kalau **kamu** ga bisa aku podcast sama kucing.

(If you cannot, I will do podcast with a cat.)

As seen in excerpt above that took from PORD (Podcast Raditya Dika) entitled *Di Rumah aja sama Istri ft Anissa Azizah*. Radit used the word *kamu* to call Anissa as his guest. Besides that, Radit used the word *lu* to called Fajar as his guest in his podcast entitled *New Normal Ala Komika ft Fajar Nugraha & Mamat Alkatiri*. As can be seen in excerpt below Raditya: *Masih di Bogor lu ya?*

(Are you still in Bogor?)

In addition, in PORD (Podcast Raditya Dika) entitled *Masa Depan E-Sport ft Shinta Bubu*. Radit as the host of PORD used the word *mba* to call Shinta as his guest in his podcast, because Radit is younger than Shinta. As seen in excerpt below

Raditya: *Oke makasih ya mba!*

(Ok, thank you sis!)

We can conclude that Radit as the host of Podcast Raditya Dika, he used different kinds of person deixis depends on his guest or his interlocutor.

3.2.2. Status or power

In this study, status or power is classified into low and high status. According to Holmes (2013) low status or power means that speaker has low status than interlocutor or vice versa. While, high status or power means that speaker has high status than interlocutor



or vice versa. Status or power here contains many aspects like knowledge, work position, age and many more.

Raditya: *Kalo kita ngomongin dalam konteks berbisnisnya bagian-bagian apa yang dari e-sport ini yang bisa dibisniskan kalo menurut Mba Shinta?*

(If we talked about business context, which part of e-sport that Mba Shinta can use for business?)

As seen in excerpt above that took from Podcast Raditya Dika entitled *Masa Depan E-Sport ft Shinta Bubu*. When speaker has low status than hearer or vice versa, Radit will use Mba to call his guest. Radit called his guest with *Mba*. The use of *mba* is affected by other factors like age, relationship that is close or general, and formal or informal situation. On the contrary, when speaker has high status than hearer or vice versa, he will use *lo*, *elo*, *lu*, or *elu* to call his guest. In other word, when those pronouns are used by the speaker, it may show that speaker has high status than hearer or vice versa. For example in Radit's excerpt entitled *Nasib Pengusaha Makanan Saat Ini ft Wika Saputra*.

Raditya: *Nah berarti lo masih tetep jualan nasi ayam?*

(Well, do you still sell chicken and rice?)

As seen in the excerpt above, Radit called his guest with *lo*, it shows that Radit has high status than his interlocutor.

3.2.3. Formality

Formality relates to formal and informal situation. Formality is useful in assessing the influence of the social setting or type of interaction on language choice (Holmes, 2013, p. 10). When speaker and interlocutor are in formal situation, Raditya as the host will use *aku*, *kamu*, *kemarin*, *disana*. On the other hand, when speaker and interlocutor are in informal situation, Raditya will use *gue*, *lo*, *kemaren*, *disitu*, *elu*, *elo*, *lu*, *gua*. Those words are used because of some factors, such as status or power, age, and solidarity.

Raditya: *Lo suka juga watchmen?*

(Do you like watchmen?)

As seen in excerpt above, Radit used the word *lo* to call Shani as his guest. These word is used in informal situation because they have close relationship. In Podcast Raditya Dika entitled *Ngalur Ngidul Ngomongin Komik ft Shani Budi*, colloquial forms of pronouns exist due to the nature of his podcast which is informal. The colloquialism takes place as 'gue' (I) which is the most used person deictic expression. 'Gue' (I) appears throughout the whole conversation in his podcast. It consistently appears and used by Raditya as the host of PORD. This deictic expression is then followed by 'Lo' (you) as the second deictic expression that is mostly used. According to Nofalli (2012), a colloquialism is an expression used mostly in an informal situation. It is usually acceptable in everyday conversation except in formal speech or writing. In addition, in PORD entitled *Ngalur Ngidul Ngomongin Komik ft Shani Budi*, Radit used the word *kemaren* to refer to previous time when Radit is spoken. These word is used in an informal situation because they have a close relationship. As seen in the excerpt below

Raditya: *Nah kemaren tuh gue baru nonton HBO Asia kan.*



(Yesterday I watched HBO Asia.)

On the other hand, he used different kinds of person deixis in PORD entitled *Masa Depan E-Sport ft Shinta Bubu*. 'Aku' (I) appears throughout the whole conversation in his podcast. 'Aku' (I) to refer to Radit as the host of PORD. The word 'Aku' (I) become the most used formal person deixis by Raditya Dika in his podcast entitled *Masa Depan E-Sport ft Shinta Bubu*.

Raditya: *Oke nah ini menarik karena aku kenal mba shinta udah lama banget dari zaman aku SMA ya.*

(Oke, it is interesting because I have known Mba Shinta since I was in senior high school.)

As seen in excerpt above, Radit used the word *aku* to address himself. These word is used in formal situation because Radit is younger than his guest, so he prefer to use the word *aku*. Furthermore, in Podcast Raditya Dika entitled *Nasib Film Ditengah Pandemi ft Gina S. Noer*, Radit used the word *kemarin* to refer to previous time when Radit is spoken. These word is used in formal situation. As seen in excerpt below

Raditya: *Kemarin, perut dia sakit.*

(Yesterday, she got a stomachache.)

3.2.4. Function

The function relates to the content of information and effectiveness of utterance. Language can convey objective information of a referential kind; and it can also express how someone is feeling (Holmes, 2013, p. 10). Based on the findings that have been discussed earlier in this section, it can be inferred that the deictic expressions used by Raditya Dika in each of his podcasts have different functions. In addition, Radit as the host of PORD used slang words or informal language as a reflection of closeness towards his guests. However, in formal context, he prefer to use formal language such as *aku*, *kamu*, *kita*, *mereka*, *kemarin*, *disana* and *dia*. As mentioned before, Raditya Dika used slang words or informal language to create a closer relationship with his guests (Holland, 2016; Fägersten, 2017).

4. CONCLUSION

The present study found out four types of deixis are used by Raditya Dika, namely: person deixis, time deixis, discourse deixis, and place deixis. The most frequently used type of deixis that appeared on Podcast Raditya Dika was person deixis. The dominant use of person deixis was triggered by a probable reason such as to gain shared-knowledge among the speaker and the interlocutor of PORD (Podcast Raditya Dika). Person deixis that was found in Podcast Raditya Dika are 86% occurrences. The second type which appeared the most after person deixis is time deixis. Time deictic expressions that were found in Podcast Raditya Dika are 9% occurrences. The third type which appeared the most after time deixis is discourse deixis. In Podcast Raditya Dika, there are 3% of discourse deictic expressions appeared. The last type of deixis found in the study was place deixis. Place deixis has only appeared 2% in Podcast Raditya Dika.

On the other hand, the present study also discovered that there were four factors influencing the use of deixis, namely: social distance or solidarity, status or power, formality, and function.



When Radit and his interlocutor have a close relationship, he will use *gue*, *gua*, *lo*, *elu*, *lo*, and *elo*; when Radit and his interlocutor have a general relationship, he will use *aku*, *kamu*, and *mba*. Then, if Radit has low status than his interlocutor, he will use *mba*, *pak*, *aku*, and *kamu*; in contrast, when Radit has high status than his interlocutor, he will use *lo*, *elo*, *lu*, or *elu* to call his guest. Furthermore, when Radit and his interlocutor in a formal situation, he will use *aku*, *kamu*, *kemarin*, and *disana*; besides that, when Radit and his interlocutor in an informal situation, he will use *gue*, *lo*, *kemaren*, *disitu*, *elu*, *elo*, *lu*, and *gua*. In Podcast Raditya Dika, the use of different kind of deixis can make podcast more alive and attractive.

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