

# Analyzing Deixis of English Speech by Kim Namjoon (BTS) at the United Nations

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> Deixis; English Speech; Kim Namjoon; Linguistics; Pragmatics</p> <p><b>Received:</b> 22 Sep 2023 <b>Revised:</b> 30 Oct 2023 <b>Accepted:</b> 5 Nov 2023</p>	<p>Humans, as social beings, naturally interact to fulfill various life needs. This study aimed to analyze different deixis types in Kim Namjoon's speech and understand their meanings. The research employed Stephen C. Levinson's Theory and utilized a descriptive qualitative method with a content analysis approach. The findings revealed five deixis categories in Kim Namjoon's speech: personal, spatial, temporal, discourse, and social. These were distributed as follows: 129 (65.8%) personal deixis, 15 (7.7%) spatial deixis, 10 (5.1%) temporal deixis, 31 (15.8%) discourse deixis, and 11 (5.6%) social deixis. In total, 196 deixis instances were identified in Kim Namjoon's speech. His speech, titled "Speak Yourself," aimed to inspire young people to embrace self-love, discover their inner voices, and confidently express themselves to the world. The significance of this research lies in enhancing our understanding of deixis and its role as a linguistic resource, particularly in terms of usage and significance within utterances.</p>

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## 1. INTRODUCTION

Humans, as social beings, rely on interaction to fulfill their various life needs, and language plays a crucial role in this context (Isma, Rasmin, et al., 2023). Language serves as a fundamental tool for communication and conveying ideas (Herdiyanti, 2020; Isma & Baharuddin, 2022; Isma & Nur, 2023). In essence, it is a structured system of human communication that encompasses both spoken and written expressions, utilizing sounds to construct meaningful units like morphemes, words, and sentences to effectively share information and messages (Isma, Hermansyah, et al., 2023; Pane, 2018). Without language, humans would be unable to express their thoughts, emotions, desires, beliefs, and feelings through communication, highlighting its profound significance.

Communication is an integral part of human life as social creatures, and one essential aspect is verbal communication. Verbal communication involves using spoken language to convey information and messages to others. Successful verbal communication necessitates not only the skill of using language but also the mastery of the social aspects of speech, including tone, emphasis, and tempo (Amaliyah & Saleh, 2022). As Herdiyanti (2020) points out, pragmatics can be described as the study that uncovers the intended meaning of a speaker or writer through their use of language. Deixis is one of the facets of pragmatics, focusing on encoding various aspects related to the context of an utterance and the relationship between language structure and its usage context (Jumaedah et al., 2020). Levinson (1983) further categorized deixis into five major types: personal deixis, spatial deixis, temporal deixis, social deixis, and discourse deixis.

Considering the information presented, the objective of this research is to explore the various forms of deixis and ascertain the meaning of deixis in Kim Namjoon's speech. This study aims to delve into the nuances of language that reveal the intricacies of human communication, with a particular focus on deixis and its role in understanding the intended meaning within the context of a speech by Kim Namjoon. In the following sections, we will delve into each type of deixis and provide a comprehensive analysis to shed light on how language and context intertwine to convey meaning in a social setting.

## 2. METHODS

In this study, Stephen C. Levinson's Theory was employed as the theoretical framework, and a descriptive qualitative approach using a content analysis method was applied. Content analysis is a research method that involves examining the content of a message to gain insights into its meanings, contexts, and underlying intentions (Prasad, 2008). Human instruments were utilized as the primary means of data collection, focusing on extracting words, sentences, and phrases from Kim Namjoon's speech. The speech transcription process was carried out by the researcher and is accessible online at <https://youtu.be/oTe4f-bBEKg>.

Following the guidelines set by Creswell (2014), the data analysis process encompassed several critical steps. First, the collected data was systematically organized and prepared for analysis. Subsequently, the entire body of Kim Namjoon's speech videos was reviewed meticulously, ensuring a comprehensive understanding of the context and content. The data was then coded based on the various types of deixis found within the speech, including personal deixis, temporal deixis, spatial deixis, discourse deixis, and social deixis. The coding process was instrumental in generating descriptions and insights, and plans were developed to represent these descriptions and overarching themes in a coherent and informative manner.

By employing Stephen C. Levinson's Theory in conjunction with the content analysis approach, this study aimed to delve into the intricacies of deixis and its various manifestations in Kim Namjoon's speech. The careful and systematic analysis of deixis types allowed for a comprehensive understanding of how language and communication are employed in the context of his speech. This research contributes to a deeper comprehension of deixis in discourse, language analysis, and communication strategies, shedding light on the nuances of effective communication in a public speaking context.

## 3. FINDINGS AND DISCUSSION

According to the theory, there exist five distinct categories of deixis: personal deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. Following a thorough analysis of the data, the researcher identified these same five types of deixis within Kim Namjoon's speech. These deixis categories, which encompass various aspects of language and context, are presented in the table below for a comprehensive overview.

**Table 1.** Number of Deixis Identified

No	Type	Number	Percentage
1.	Personal Deixis	129	65.8%
2.	Spatial Deixis	15	7.7%
3.	Temporal Deixis	10	5.1%
4.	Discourse Deixis	31	15.8%
5.	Social Deixis	11	5.6%
	Total	196	100%



This study delves into the representation of deixis in Kim Namjoon's address to the United Nations. Upon scrutinizing the data, the researcher identified a total of 196 deixis instances, categorized as follows: 129 (65.8%) were personal deixis, 15 (7.7%) were spatial deixis, 10 (5.1%) were temporal deixis, 31 (15.8%) were discourse deixis, and 11 (5.6%) were social deixis. This observation aligns with the findings of Sugianto & Muslim (2022). The analysis of the text was conducted using the deixis theory proposed by Stephen C. Levinson, which encompasses five deixis types: person, time, place, social, and discourse deixis. It is worth noting that this study diverges from a prior investigation by Herdiyanti (2020), which reported the presence of two deixis types by Stephen C. Levinson, namely, personal deixis and temporal deixis, in the song "Someone Like You" by Adele.

The study conducted an analysis of deixis in Kim Namjoon's speech video, and it revealed that personal deixis was the most prominent type of deixis, accounting for 65.8% of all deixis instances, totaling 129 instances. Personal deixis encompasses first, second, and third-person deixis. This finding is consistent with prior research conducted by Pane (2018), which also identified these three types of personal deixis. A notable aspect of the study is the frequent use of personal deixis, with a particular emphasis on the deixis word 'I.' This emphasis on 'I' can be attributed to Kim Namjoon's role as the leader of the BTS group. As a prominent figure in the entertainment industry, Kim Namjoon often shares his personal experiences and journey towards fame. This personal connection with the audience is reflected in his frequent use of first-person deixis, as he narrates his own story. Interestingly, this result contrasts with a previous study by Raputri (2022), which identified 'he' as the dominant deixis word in the analyzed texts. 'He' belongs to the category of person deixis, specifically third-person deixis. The difference in deixis usage between Kim Namjoon's speech and the analyzed texts in Raputri's study highlights the distinct communication styles and storytelling approaches of these two individuals.

Spatial deixis, also known as place deixis, represents the second prominent category of deixis found in Kim Namjoon's speech. This form of deixis deals with how language refers to the physical and social environment, providing context to the location in which the conversation is taking place (Eragbe & Yakubu, 2015). In this analysis, spatial deixis is essential for understanding how the speaker employs language to specify particular locations within sentences, ensuring alignment with the broader context of the discourse. In Kim Namjoon's speech, a total of 15 instances of spatial deixis were identified, constituting 7.7% of all deixis occurrences. These instances encompass a variety of spatial deixis elements, including place names and the distal term 'there.' The use of place names serves to directly identify specific locations, enabling the audience to mentally visualize the places being referred to. On the other hand, the use of 'there' indicates a location that is distant from the speaker, creating a sense of spatial awareness within the audience. Kim Namjoon's utilization of spatial deixis reflects his ability to connect with the audience by providing a clear and vivid picture of the places he is discussing in his speech. It also enhances the overall coherence and understanding of his narrative, as the audience can relate to the locations and contexts being described.

Temporal deixis, the third category of deixis identified in Kim Namjoon's speech, plays a crucial role in establishing the temporal relationship between the speaker and the audience. This category includes words and phrases that anchor the discourse in time, allowing the audience to understand when the events or statements mentioned are occurring. In the analysis of Kim Namjoon's speech, a total of 10 instances of temporal deixis were identified, making up 5.1% of all deixis occurrences. Examples of temporal deixis in the speech include expressions like 'last November,' 'today,' 'tomorrow,' and similar phrases that provide a clear temporal context for the audience. These temporal markers serve to orient the audience within the narrative, helping them track the sequence of events and the speaker's timeline. By using such temporal deixis, Kim Namjoon effectively guides his audience through his narrative, ensuring that they can follow and relate to his personal journey and experiences. It is worth noting that the relatively lower prevalence of temporal deixis in Kim Namjoon's speech aligns with the findings of previous research by Sugianto & Muslim (2022). Their research also pointed to a lower frequency of



temporal deixis in comparison to other deixis types. This suggests that Kim Namjoon's communication style prioritizes personal and spatial deixis to create a strong connection with the audience, with temporal deixis being used more sparingly to provide a broader temporal context when needed.

Discourse deixis, the fourth category of deixis identified in Kim Namjoon's speech, holds a unique and vital role in the organization and coherence of his discourse. Discourse deixis, as described by Ningsih (2019), functions to encode references to specific sections or elements within the ongoing discourse, providing crucial pointers for the audience to navigate and comprehend the structure of the speech. In the analysis of Kim Namjoon's speech, a total of 31 instances of discourse deixis were identified, making up 15.8% of all deixis occurrences. These instances encompass various discourse markers and transitional words such as 'instead,' 'soon,' 'so,' 'but,' 'that,' and other similar expressions. These discourse deixis elements contribute to the overall coherence of the speech by indicating shifts in ideas, contrasting information, or introducing new topics. They serve as signposts that help the audience follow the flow of the narrative and understand the logical connections between different parts of the speech. Kim Namjoon's effective use of discourse deixis highlights his skill as a communicator. By strategically employing these markers, he ensures that his message is well-structured and easy to follow. This, in turn, enhances the overall impact of his speech and makes it more engaging for the audience.

Social deixis, the final category of deixis identified in Kim Namjoon's speech, plays a significant role in establishing the social hierarchy and relationships within the discourse. This category involves references and expressions that convey the social status or identity of the individuals mentioned. In the analysis of Kim Namjoon's speech, the researcher identified 11 instances of social deixis, accounting for 5.6% of all deixis occurrences. Examples of social deixis found in the speech include references to individuals such as 'Mr. Secretary General,' 'UNICEF Executive Director,' and 'all the Excellencies and distinguished guests.' These expressions serve to establish the social status and roles of the people being addressed. By using such formal titles and references, Kim Namjoon shows respect and acknowledges the importance of the individuals he is addressing. One intriguing observation made during the analysis is that the speaker employed social deixis more frequently in formal contexts compared to informal ones. This aligns with the findings of a previous study by Farraz (2022), which emphasized that the utilization of social deixis is influenced by the subject of the data collected and the formality of the language used. Social deixis tends to be more prevalent in formal contexts, such as official speeches or diplomatic settings, where it is essential to convey respect and recognition of social hierarchies and roles.

In summary, this study underscores deixis's vital role in communication, especially in how individuals connect with their audience through storytelling. Kim Namjoon's frequent use of personal deixis, notably the pronoun 'I,' strengthens his connection with the audience and underscores his role as a storyteller in the entertainment industry. It also emphasizes the importance of considering deixis in a broader context when analyzing language use and communication styles. Additionally, Kim Namjoon's strategic use of spatial deixis effectively creates a vivid backdrop for his speech, enhancing audience engagement and narrative coherence, offering valuable insights into how language can evoke a strong sense of place and context, enriching the storytelling experience, and ensuring effective communication with the audience. Temporal deixis guides the audience through the timeline of events, enhancing the storytelling experience. Discourse deixis aids in structuring and clarifying the narrative, while social deixis effectively conveys individuals' social status and roles, introducing formality and respect to his discourse. Its increased usage in formal contexts aligns with prior research, emphasizing the context-dependent nature of social deixis in language and its significance in various social and formal settings.

#### 4. CONCLUSION

Following the conducted analysis, the researchers identified five distinct types of deixis in Kim Namjoon's video. These include personal deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. In total, there were 196 instances of deixis, distributed as follows: 129 (65.8%) for personal deixis, 15 (7.7%) for spatial deixis, 10 (5.1%) for temporal deixis, 31 (15.8%) for discourse deixis, and 11 (5.6%) for social deixis. In summary, Kim Namjoon's speech at the United Nations assembly, titled "Speak Yourself," was centered on motivating young individuals to embrace self-love, discover their inner voices, and confidently express themselves to the world. Notably, BTS became the inaugural South Korean act to initiate a global campaign named "Love Myself" in early November 2018. BTS has joined forces with UNICEF's #ENDviolence initiative, aimed at safeguarding children and youth across the globe from various forms of violence. With these findings in mind, it is hoped that English teachers will broaden their knowledge in the realm of deixis, particularly within the domain of pragmatics. Moreover, it is proposed that students specializing in pragmatics expand their comprehension of deixis and its various facets. Furthermore, it is suggested that both readers and researchers delve into further investigations regarding deixis, as this can potentially yield significant advancements in the field of pragmatics, ultimately serving as a model for conducting research across various disciplines.

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