# Analyzing Five Types of Deixis in Cruella Movie: Pragmatics Analysis

**Akita Putri Artelu**
STKIP Bina Insan Mandiri Surabaya, Indonesia

**Dewi Rosaria Indah**
STKIP Bina Insan Mandiri Surabaya, Indonesia

## Abstract

In the pragmatics analysis, there are various kinds, one of which is deixis. It takes five forms according to Levinson (1983) that are person deixis (the first person, the second person, and the third person), place deixis, time deixis, discourse deixis, and social deixis. The research was created to analyze the five degenerative forms found in Cruella movie. This research uses descriptive method. The data is drawn from the sentences of the characters in the Cruella movie and analyzed using the theory of Levinson (1983). The results of this research are that deixis consists of five forms, namely: [1] person deixis, consisting of the first people (I, my), the second person (you), and the third person (they), [2] place deixis, which are London and outside, [3] time deixis, which are afternoon, now, and 5:00 a.m., [4] discourse deixis, which are it and that, and [5] social deixis, which is madam.

## Keywords

cruella movie, deixis, movie, pragmatics analysis

**Corresponding author:**
**Akita Putri Artelu**, STKIP Bina Insan Mandiri Surabaya, Indonesia
Email: akitarita123@gmail.com

## INTRODUCTION

Pragmatics is concerned with the study of meaning as uttered by a speaker or spokesman by a listener or reader (Widdowson, 1975; Yule, 1996). Levinson (1983) said that pragmatic is the study of the relationship between language and context that underlying the explanation of language understanding. Linguistic understanding points to the fact that understanding a language spoken requires knowledge beyond the meaning of the word and the grammatical relationship, that is, to the context of its use. Levinson also adds that pragmatics include presuppositions, actions, implicates conversations, aspects of the structure of the discourse and the deixis.

Deixis is a technical term (from Greek) for one of the most basic things we do with thirst (Al-Tekreeti, 2016; Khalili, 2017; Merentek, 2016; Yule, 1996). Types of expression, called deictic or indexical expressions are expressions that make reference to some extent of the context of their expressions. According to Ello (2018) deixis is as a reference to the situation of speaking. Deixis can be applied to advertisements, novels, and movies.

Movie is one branch of the art that establishes someone's life story, fiction, and biography as an entertainment the people. The researchers chooses the movie cruella which tells of a poor girl named Estella (Emma stone) with half white hair and half black hair who dreams to become a famous designer when she grows up. But that dream was slowly buried after the wrenching incident that occurred in the past. Since the age of twelve, Estella has lived as a thief along with two of her criminal associates named Horace and jasper (Joel fry).

Until one day, Estella got the chance to realize her dream of designer. She was an employee at the famous fashion Baroness house owned the cold-handed designer Baroness (Emma Thompson). Slowly but surely, Estella's flair for fashion began to earn recognition from Baroness. She was even appointed to be mistress Baroness's right hand and trusted to design Baroness's collection, but all that changed after the episode of madam Baroness and the red-eyed pendant of her late mother's inheritance. Estella has turned into the cold-hearted and unforgiving being now known as Cruella. Cruella's movie is directed by Craig gillespie. Apart from the Emma stone who played the character cruella de evil and Emma Thompson as Baroness, the movie also features Emily Beecham, kayvan novak, and mark strong. Cruella's movie is already over in biosphere.

## LITERATURE REVIEW

There are several previous studies on deixis. One of studies had been conducted by Saputri (2016) using Levinson's theory. The results of the study found five types of deixis in his research, namely, people deixis, place deixis, time deixis, discourse deixis, and social deixis. Another research conducted by Abdulameer (2019) found five types of deixis in her research, namely, people deixis, place deixis, time deixis, discourse deixis, and social deixis.

The difference between the present study and those previous studies mentioned above is that this research uses the Cruella movie as the object of research. The researchers believe that research on deixis in the Cruella movie has never been done before.

**Basis of Theory**

The present research employs the theory of Levinson (1983). Besides that, the current research also applies another concept about deixis (deictic theory). Deixis is a very easy way to research, the relationship between language and context that is reflected in the structure of the language itself (Nordquist, 2018; Yarmakeev, Gafiyatova, Korovina, & Solnyshkina, 2017). It is divided into five shapes.

1. Person deixis

Person deixis is that the presentation of the participants' forms in the language events in which the speech is spoken (Duchan, Bruder, & Hewitt, 2012; Glossary, 2018). Person deixis is represented in three categories, namely: (1) the first person is the category of the speaker's reference to himself/herself or the group in which he is involved, (2) the second person is the giving of a referral form to someone or more involved with him/her, (3) the third person is the giving of a form of reference to someone who is not the speaker or the listener.

2. Place deixis

Place deixis is the deformity of the location according to participants in the language event (Duchan et al., 2012; Wijaya, 2012a; Wikipedia, 2020).

3. Time deixis

Time deixis are forms within a specific time span when speech is put to the mouth (Duchan et al., 2012; Fitria, 2020)

4. Discourse deixis

Discourse deixis is refers to specific parts of the narrative that have been given or are being developed (Lopes, Pereira, & Maciel, 2017).

5. Social deixis

Social deixis is that referencing shapes according to social differences that refer to the participants' roles, especially those aspects of the social relationship between the speaker and the listener or speaker and some references (Dandeigo, 2018; Wijaya, 2012b).

**RESEARCH METHOD**

Data is a collection of statements or facts that are made with words, sentences, symbols, numbers, pictures, and so on (Taylor, Bogdan, & DeVault, 2015). The data in this research was taken from cruella movie on Disney plus. This research uses a quantitive method. Descriptive research is a method of research that shows population characteristics or phenomena being studied (Maruster, 2013; Merriam & Tisdell, 2015). The data collection here uses documentation reporting which is divided into three ways, watching, reading, and writing.

The data analysis analysis is pragmatics analysis. Data is analyzed according to deixis forms and their meaning based on the theories of Levinson (1983) about five types of deixis, namely: person deixis, place deixis, time deixis, discourse deixis, and social deixis.

## FINDINGS AND DISCUSSION
### Findings

The researcher is adding a lot of dementia to Cruella's movie, but the researcher will only take a few sentences. Here is the deixis found in the Cruella movie.

1. *Person deixis*
   a) The first person
      Mom, **I** got **my** chance. The one I always wanted.
   b) The second person
      Happy birthday to **you**. Happy birthday, dear Estell-la-la-la-la
   c) The first person
      Liberty of London. It was the pinnacle of fashion in the '70s. **They** carried all the best designers. And now i worked there.
2. *Place deixis*
   - **London**, here we come!
   - **Outside**. That window display.
3. *Time deixis*
   - **Afternoon**. Lovely hat. Whatever covers your neck more.
   - My office! **Now**! Now, now.
   - You're hired. This address. **5:00 a.m.** don't be late.
4. *Discourse deixis*
   - Wear **it**. It looks good.
   - **That** girl put together a better window display than I've seen here for 10 years.
5. *Social deixis*
   - There you go, **madam**.

### Discussion

Levinson (1983) said that deixis is a very easy way to research, the relationship between language and context that is reflected in the structure of the language itself. In this chapter, researcher will discuss the five forms of deixis, person deixis, place deixis, time deixis, discourse deixis, and social deixis used by the characters through the sentences of the Cruella movie. Here are the discussions from the data that we have recovered from the Cruella movie.

1. *Person deixis*

Deixis is that the presentation of the participants' forms in the language events in which the speech is spoken. The deixis of the person found in the Cruella movie is divided into three categories, the first person category, the second person category, and the third person category.

a) The first person

The first person category, which is the category of referral to the speakers themself or the group in which he is involved. Estella was sitting by the fountain that she always visited after her mother's death. Estella was sitting with her dog, telling her mother that she got a job at Liberty, and she said: *Mom, **I** got **my** chance. The one **I** always wanted.* The researchers analyzed that the words *I* and *my* in spoken above refer to Estella and act as both subjects as speakers.

b) The second person

The second-person category, that is, giving a written referral form to someone or more who involves themself. Estella's friends jasper and Horace surprise Estella for her birthday. They gave Estella a cake and saying: *Happy birthday to **you**. Happy birthday, dear Estell-ia-ia-ia-la-la!* The researchers analyzed the word *you* in that sentence referred to Estella and acted as both objects and listeners.

c) The first person

The third person category, giving a form of reference to someone who is not the speaker or the listener. With the help of her friends, Jasper and Horace, Estella was able to work at one of London's most famous fashion designs. On the way to Liberty, she said: *Liberty of London. It was the pinnacle of fashion in the '70s. **They** carried all the best designers. And now i worked there.* The researchers analyzed that the word *they* in the above sentence refer to Liberty, London's most famous fashion design site and acted as the subject.

2. *Place deixis*

Place deixis is the forms at the location according to participants in language events. The first, Estella and her mother moved to London. On the way, Estella said: **London***, here we come!* The researchers analyzed the word *London* in the above sentence pointing to the city of London, which Estella and her mother would live in. Instructions are not followed by body movements because what is indicated can be understood, so it can be said to be symbolic.

The second, when the liberty where Estella worked was visited by Baroness, the famous designer in London. Baroness found the dress on display in the window, then she said: **Outside***. That display window.* The researchers analyzed that word *outside* in sentence above pointed to a window outside that contained a unique dress inside. Instructions are not followed by body movements because what is indicated can be understood, so it can be said to be symbolic.

3. *Time deixis*

Time deixis is giving form in a certain time span when an utterance is uttered. The first, Estella entered her workplace, greeted the people inside by saying: **Afternoon***. Lovely hat. Whatever covers your neck more.* The researchers analyzed that the word *afternoon* in the sentence above indicates the time that day the sun was above the head. Instructions are not followed by body movements because what is indicated can be understood, so it can be said to be symbolic.

The second, Estella's boss scolded her by saying: *My office!* **Now!** **Now, now.** The researchers analyzed that the word *now* in the sentence above indicates the time at which Estella was told by her boss to go to her office that very second. Instructions are not followed by body movements because what is indicated can be understood, so it can be said to be symbolic.

The third, Estella got a job offer from Baroness. Baroness told her bodyguard to pass her business card to Estella, and said: *You're hired. This address.* **5:00 a.m**. *Don't be late.* The researchers analyzed that the word 5:00 a.m. indicates the time that Estella must come to the baronnes' place at the time mentioned. Instructions are not followed by body movements because what is indicated can be understood, so it can be said to be symbolic.

*4. Discourse deixis*

Discourse deixis, referral to specific parts of the narrative that have been given or are being developed. The first, when Estella's mother held on to her red jewel necklace and wanted to wear it but she didn't want to. Estella would have seen it and she said: *Wear **it**. It looks good.* The researchers analyzed the word *it* in the above sentence pointing to an earlier discourse of her mother's red jewel necklace. Instructions are not followed by body movements because what is indicated can be understood, so it can be said to be symbolic.

The second, after Baroness discovered that Estella had made a unique gown in the outer window, she said: ***That** girl put together a better window display than I've seen here for 10 years.* The researchers analyzed the word *that* in the above sentence referred to an earlier discourse was Estella the man in the unique dress in the window. Instructions are not followed by body movements because what is indicated can be understood, so it can be said to be symbolic.

*5. Social deixis*

Social deixis is that referencing shapes according to social differences that refer to the participants' roles, especially those aspects of the social relationship between the speaker and the listener and some references. Estella disguised herself as a rich woman in order to run her work as a thief. When Estella wanted to get in her car, an officer opened the car door for Estella. He was thinking that she was rich, he said: *There you go,* **madam**. The researchers analyzed the word *madam* in the above sentence pointing to Estella. The guidelines are not followed by body movements because the designated one is understood, thus being represented.

**CONCLUSION**

The conclusion of this research that there are five forms of deixis in Cruella's movie according to the theory of Stephen C. Levinson (1983). The five forms of deixis, which are: [1] person deixis, consisting of the first people (*I, my*), the second person category (*you*), and the third person category (*they*), [2] place deixis, which are *London and outside*, [3] time deixis, which are *afternoon, now, and 5:00 a.m.*, [4] discourse deixis, which are *it and that*, and [5] social deixis, which is *madam*. The Cruella movie

still has many dementors, but the researchers only took a few samples because the words of the deixis in Cruella's movie are nearly the same.

The researchers suggest to STKIP Bina Insan Mandiri students, especially English education study program, to use the Cruella movie as an object of research by using other pragmatics analysis such as speech acts, implicature, and so on as well as various other theories.

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