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SOCIAL DEIKSIS IN IMPERFECT THE SERIES BY MEIRAANASTASIA

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ABSTRACT: The Series is one of the Indonesian comedy films that has various kinds of social greetings used by each character. Social deixis in this study is the greeting used by the characters in the film according to the context in the scene. This research is in the form of a qualitative descriptive research with a pragmatic approach. The purpose of this study is to describe the forms and meanings of social deixis in the film Imperfect The Series by Meira Anastasia. The data source of this research is the conversation contained in the film. Social deixis is studied based on four contexts, namely social context, social context, cultural context and situational context. The total number of research data is 218 data. The meaning of social deixis that the researchers found in the film Imperfect the Series as a whole both in the social context, social context, cultural context, and situational context has the meaning of politeness, affectionate calling, social closeness, respect (title), kinship, and social identity.

KEYWORDS : DeixisSocial, Pragmatics, Film

INTRODUCTION

I.

The most frequently used human communication tool is spoken language. Spoken language is always used by humans when communicating everyday, although not a few also use written language such as on social media which is widely used by people. However, spoken language is still the main means of communication. In two-way communication (dialogue) there are so-called speakers and speech partners (speakers). Understanding the meaning of an utterance sometimes there is a misunderstanding between the speaker and the speech partner. This happens because of several factors, one of which is misinformation received by the speech partner.

This research is within the scope of the pragmatic level which examines the meaning of language outside the internal elements of the language itself. When communicating the meaning conveyed by a speaker will be interpreted by the listener, then the listener analyzes the received utterance. In pragmatics, the same utterance will have different meanings if the utterance is spoken in different contexts. To distinguish these meanings, we must know the different contexts in which the conversation took place.

In pragmatic studies, one of the studies is deixis. Deixis is a way of referring to something related to the context of the speaker. Thus, there are references that come from speakers, close to speakers, and far from speakers (Faizah, 2008: 96). In order for good communication to occur, deixis really needs to be used, where deixis will make an utterance or sentence more communicative and effective. Deixis consists of 5 types, namely personal deixis, time deixis, place deixis, discourse deixis and social deixis.

Among the five deixis in pragmatics, namely the deixis of person, time, place, discourse and social. The researcher only examines one deixis, namely social deixis. This was done because according to the researcher, the scope of the study of social deixis was wider than other deixis. Social deixis not only understands who, where, when, and what is being discussed by speakers and speech partners in a speech event, but also discusses social facts contained in conversations or speech events. The social fact is the position of the speaker, speech partner or participant being discussed.

The object of study in this research isf film *Imperfect the Series* by Meira Anastasia .This film is a comedy drama directed by Naya Anindita with Ernest Prakarsa. This film is produced by *StarvisionPlus* and broadcast on WeTV and Iflix apps. *Imperfect the* Seriesis another version of the film*Imperfect:Karier, Cinta, dan Timbangan* based on the *best-selling book* by Meira Anastasia. The film has 12 episodes with an average duration of 30 minutes each. *Imperfect the Series* premiered on January 27, 2021 and ended on February 25, 2021. The success of the *Imperfect the Series* filmcan also be measured by its inclusion in the film award nominations on September 8, 2021. The film won two nominations at the Bandung Film Festival. namely the

2022

nomination for the commendable web series category and the nomination for the female actor category for the commendable web series on behalf of Kiky Saputri who plays the character Neti. This film has a high rating of 8.4.

By referring to this explanation, the focus of this research is the social deixis contained in the film *Imperfect the Series* by Meira Anastasia. The purpose of this study is to describe the forms and meanings of social deixis in the film series *Imperfect the Series*.

II. LITERATURE REVIEW

In pragmatics, there is a study called deixis. According to Faizah (2008: 96) Deixis is a way of referring to the context in the narration or speech event, so that there are references that come from the speaker, close to the speaker, and far from the speaker. Deixis is a study that is closely related to meaning, to find out the meaning in a speech event, we must understand the context. Deixis that comes from the speaker means deixis that is directly spoken by the speaker, deixis that is close to the speaker is a deixis in which the speaker is also involved in the event being discussed, while references that are far from the speaker are deixis spoken by the speaker and speech partner without any connection. only as an object of discussion.

Social deixis is a deixis expression whose referents move and are uncertain because it depends on the social position of the speaker towards the speech partner. For example, we take the word *kowe* which means *you* in Javanese is used to talk to a speech partner whose social position is peer, such as a friend, while the term *panjenengan* which also means *you is* used for a speech partner whose social position is higher. From this example, it has been proven that the referents move around depending on the social position of the speech partner (Baryadi, 2020: 118).

The most important thing in an utterance is the meaning of the utterance or the meaning of the utterance. Social deixis has various forms because the meaning of each social deixis is different. There are aspects that must be considered to find out the meaning of each speech, especially the meaning of social deixis in speech events. As the opinion of Musanif (in Razali & Rahim, 2016: 56) the meaning in an utterance is not only determined by the speech intended by the speaker, but is also determined by the speech intended by the speaker, and the context of the utterance.

The context of speech in speech events is what lies behind the topic of discussion in the same speech that is owned by the speaker and the speech partner so that both the speaker and the speech partner can interpret the same meaning when having a conversation (Leech in Mansur, 2018: 99). If the speaker and the interlocutor have different understanding backgrounds, then there will be misunderstandings. So the speech does not go well. The important role of meaning in pragmatics is to obtain implicit or explicit meaning in an utterance. Of course the implicit and explicit meanings are different ways to find them. Implicit meaning can be seen from the structure of speech or text. While the explicit meaning is seen from the context.

Context is divided into two, namely intralinguistic context and extralinguistic context. Intralinguistic context is the internal context of language which includes aspects of stress, intonation and duration of speech. This coverage is indeed a suprasegmental aspect of a text. However, the pressure, intonation, and duration of speech are still related in a conversation. Extralinguistic context is a context that is outside the conversation. Extralinguistic context, social context, cultural context and situational context (Rahardi, 2019:101).

III. RESEARCH METHODS

This study used descriptive qualitative method. According to Sugiyono (2014: 213), qualitative descriptive research is used to analyze an event, phenomenon, or situation socially with the aim of understanding a broad and deep social context. The data used is the social deixis contained in the film *Imperfect the Series* by Meira Anastasia. The data is obtained from the dialogues in the film which are transcribed into a script or documentation of the dialogues in the film *Imperfect the Series*.

The method used in this research is documentation study. Documentation method is a technique of collecting, processing, and storing data. Documentation technique is a technique used for document-based qualitative research. This research focuses on analyzing data from written objects (Sugiyono, 2012: 224). The data documentation in question is to document the social deixis contained in the film *Imperfect the Serie* by Meira Anastasia.

Data analysis technique is data processing activity. The results of the research data become information so that it can be concluded. The data analysis technique applied in this study is of course a qualitative analysis which includes three activities, namely data reduction, data display, conclusion and verification (Umrati and Wijaya, 2020).

IV. RESULTS AND DISCUSSION

The result of this research is the form and meaning of social deixis in the film *Imperfect the Series* by Meira Anastasia. There were 218 social deixis found. The form of social deixis is analyzed based on the context of speech events in the film scene. There are 4 contexts in analyzing data, namely social context, social context, cultural context, and situational context. The four forms are social deixis in the social context which found 92 data, social deixis in the social context found 31 data, social deixis in the cultural context found 73 data, and social deixis in situational context found 22 data.

1. Forms of Social Deixis in Social Context

The form of social deixis in the social context is a reference word that occurs in speech events seen from the social context, namely the context in which the speaker and the speech partner only have a relationship as social beings (society). Found as many as 92 social deixis data in a social context including:

1. Neti : "Eh, good morning, Ibuk. Udah lama Ibuk di sini? Gak lihat."

Mrs. Ratih : "Eh, Net. Kamu *tuh* pernah *gak* sih *shooting*sama Roy Martin?" (*Imperfect the Series* episode 1 playtime 06:54-07:04)

The word that shows social deixis from the data above is the word *ibuk*. The utterance was spoken by the figure of Neti who referred to the character of Mrs. Ratih.

Context: This utterance was uttered by Figure Neti (a resident of Mrs. Ratih's boarding house) to Mrs. Ratih as the owner of the boarding house. Neti greeted the owner of the boarding house and then Mrs. Ratih asked Neti about Roy Martin. Because Neti is a make up artist, it is likely that she will meet many artists, including Roy Martin.

Meaning :*Ibuk* is a greeting that comes from the word *Ibu*, but the greeting often changes to*Ibuk*. *Ibu*itself means a woman who has given birth to someone. However, the context of this speech event is a social context, so the greeting *Ibuk* in this speech event is a greeting for women who are married or who are older than the speaker. The social deixis does not show that Neti is the child of Ratih's mother, but Neti uses the greeting *Ibut* or Ratih's mother as a form of politeness to someone who is younger to someone who is older. So, the social deixis means politeness.

2. Neti : "Berisik, oh iya *Baby*, kenapa sih aku *gak* boleh pasang foto di *Ig* kamu?"

Doni : "Sayang, kan kamu tahu aku baru merintis karier, *ntar* kalo *fans* aku pada kabur gimana?" (*Imperfect the Series* episode 1 playtime 08:19-08-32)

The word that shows the social deixis from the data above is the word *Sayang*. The utterance is spoken by the character Neti who refers to the character Doni who is his lover.

Context: The story is spoken by the character Neti to the character Doni. In this speech event, Neti acts as Doni's lover and Doni acts as Neti's lover. In this incident, Neti asked why she couldn't upload a photo of herself on Doni's social media account, then Doni answered that he did it because he was worried that his fans would decrease considering that Doni had just started his career as a film actor.

Meaning : Greetings *Sayang*has meaninglover or heart. The social deixis shows that Doni is Neti's lover. This social deixis is often used to address loved ones such as lovers, siblings or children. So, this social deixis means a greeting or affectionate call.

3. Neti : "Iya, **Bunda**! *Cek elaaah* jual bubur mulu, naik haji dong. Abang, servis aku dong. Pak! main burung mulu, entar hamil lagi *lu*."

Tetangga : "Ah, Neti. Bisa aja." (*Imperfect the Series* episode 1 playtime 12:07-12:20)

The word that shows social deixis from the data above is the word *Bunda*. The utterance is spoken by a Neti character who refers to his neighbour.

Context: Neti greets some of her neighbors on her way home from work.

Meaning : The meaning of the word *Bunda* is a greeting word for female parents. Judging from the context of this conversation, the speech partner is not Mother of Neti, but only a neighbor who is older than Neti. The greeting is almost the same as the greeting mother. So, the meaning of social deixis is the meaning of politeness.

4. David : "Heh, Kakak. Kakak, ada kamar kosong."

Jon : "Terus kenapa? Kau mau ngekos di sini?ini kosan perempuan."

(Imperfect the Series episode 1 playtime 20:45-20:53)

The word that shows social deixis from the data above is the word *brother*. The utterance is spoken by the character David who refers to Jon.

Context: David is a friend of Jon's character. David told Jon that there was an empty room in the boarding house. Then Jon's character thinks that David wants to live in the boarding house.

Meaning: The meaning of social deixis is a sibling who is older. However, the context of the speech event in this conversation is a social context, so the meaning of the greeting *Kakak* has the meaning of greeting people (male or female) who are considered older even though there is no sibling relationship. So, the social deixis means politeness.

2. Forms of Social Deixis in a Social Context

The form of social deixis in the social context is a reference word that occurs in speech events seen from the social context, namely the context in which the speaker and the speech partner have kinship relationships such as conversations that occur between mother and child, brother and sister, teacher and student, and so on. As many as 31 social deixis data were found in a social context including:

1. Mrs. Ratih : "Halo **abang**. Abang *tu* apa kabar *sih*?"

Dika : "Alhamdulillah, baik."

(*Imperfect the Series* episode 1 playtime 05:35-05:49)

The word that shows social deixis from the data above is the word *Abang*. The utterance was spoken by the character of Ibu Ratih who referred to the character of Dika.

Context: The utterance occurred during a telephone connection between Ibu Ratih and Dika. Dika is the son of Mrs. Ratih. During the speech incident, Ibu Ratih asked how her son was doing, then Dika told his mother that he was doing well.

Meaning: The greeting of *Abang*that is spoken by Mrs. Ratih to Dika as a child of Mrs. Ratih. Usually, parents call with such greetings to train or familiarize their children to be called by the greeting of *Abang*because their child has a younger brother. In addition, this is done by most mothers so that the politeness of the language of the younger brother to his brother. So, *Abang*'s social deixis in the data above means politeness.

2. Mrs. Ratih : "Kapan pulang, Bang?"

Dika : "Ini masih banyak kerjaan, **Buk**. Nanti kalo udah agak santai pasti dikabarin."

(Imperfect the Series episode 1 playtime 05:40-05:44)

The word that shows the social deixis from the data above is the word *buk*. The utterance was spoken by the Dika character who referred to the character of Ibu Ratih.

Context: The utterance occurred during a telephone connection between Ibu Ratih and Dika. Mrs. Ratih is the biological mother of Dika. In this speech event, Mrs. Ratih asked when Dika would go home, then Dika's character answered that she would be told if Dika would return.

Meaning : The word *buk* comes from the word *Ibu* which in this conversation means a woman who has given birth to someone. So, the mother of Dika's character is Mrs. Ratih. The meaning of deixis above is the requirement for kinship.

3. Yoseph : "Maria, pokoknya *ko* baik-baik di sini *e*."

Maria : "Iya, Siap Kaka."

(*Imperfect the Series* episode 1 playtime31:17-31:21)

The word that shows social deixis from the data above is the word *kaka*. The utterance is spoken by the character Maria who refers to the character Joseph.

Context: The story takes place between Joseph and Mary. Joseph is Maria's older brother. In this incident, Yoseph reminded his sister, Maria, not to cause trouble in his new boarding house, and Maria agreed.

Meaning :*Kaka* 's social deixis comes from the Papuan language which means brother. So, the social deixis shows that Yoseph is the older brother of the character Maria, so that the social deixis means kinship.

4. Yoseph : "Adik, ko jaga diri di sini ee."

Maria : "Iyo, pasti. Kaka hati-hati di jalan ee."

(Imperfect the Series episode 1 playtime32:03-32:10)

The word that shows social deixis from the data above is the word*Adik*. The utterance is spoken by the character Yoseph who refers to the character Maria.

Context: Thestory takes place between Joseph and Mary. Joseph is Maria's older brother. In this speech event, Yoseph reminded his sister, Maria, not to cause trouble in his new boarding house, then Maria agreed and reminded her sister to be careful on the way home.

Meaning : the word *Adik*has the meaning of younger siblings, both female and male. So, the social deixis explains that Maria is the younger sister of the character Joseph. The social deixis means kinship.

3. Forms of Social Deixis in a Cultural Context

The form of social deixis in the cultural context is a reference word that occurs in speech events seen from the cultural context, namely the context in which speakers and speech partners use greetings derived from regional languages or which indicate certain ethnic groups or groups according to facts in society. As many as 72 social deixis data were found in a cultural context including:

1. Doni : "IhBebeb, suaranya genit. Beb, aku mandi dulu, ya. See you."

Neti : "Iya, sayang."

(*Imperfect the Series* episode 1 playtime 00:30-00:32)

The word that shows the social deixis from the data above is the word *bebeb*. The speech is spoken by the character Doni who refers to the character Neti.

Context: The story takes place between Neti and Doni. They are a couple. In this speech event, Doni told Neti that he was going to take a bath.

2022

2022

Meaning: The word *Bebeb* comes from the English word baby. The word also serves to greet someone who is loved or as an affectionate call for a lover. The greeting of babyis often shortened to *babe* (read beb). In this speech event, Doni's character changes the greeting *baby*to *bebeb* to call his girlfriend, Neti .The context of this speech event is a cultural context where speakers and speech partners can interpret the greeting given by Doni. This social deixis shows that Doni is Neti's lover. So, *bebeb* social deixismeans affectionate calling.

2. Neti ::"Ya udah, bye Luv emmuach." (sedang menelepon Doni) Ibu Ratih : "Ya udah, Bang, Da Abang." Dika : "Daa Ibuk." (Imperfect the Series episode 1 playtime 06:47-06:52)
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The word that contains social deixis from the data above is the word *luv*. The social deixis is spoken by the character Luv who refers to his lover, Doni.

Context: The conversation took place between Mrs. Ratih and Dika on a phone call, Neti was near Mrs. Ratih who was also on the phone with her boyfriend, Doni. Doni is the daughter of Mrs.Ratih,Mrs. Ratih is Dika's mother and the owner of the boarding house where Neti lives. In this speech event, Neti ended the call with Doni, Ibu Ratih also ended the call with Dika.

Meaning: The word *Luv* comes from the English word love. However, the word *love* is also often used to call loved ones such as affectionate calls to children or lovers. Judging from the context of the conversation, the character Neti has the nature of often saying English words with the wrong pronunciation, so the word *love* is pronounced *luv*. The social deixis shows that Neti is Doni's lover, so the meaning of the social deixis is an affectionate call.

3. Pramusaji : "Selamat siang, Mas. Mau pesenapa?"

Teddy : "Mas, *gak* ada kopi, ya?

(Imperfect the Series episode 1 playtime 02:50-02:53)

The word that contains social deixis from the data above is the word *Mas*. The social deixis is spoken by the character who plays the waitress who refers to the character Teddy.

Context: The story takes place between the character of the waiter and the character of Tedi in a cafe. The waiter is a person who works to serve customers who want to eat at a cafe, while Tedy and Dika are buyers at the cafe. In this speech event, the waiter greeted Teddy and asked what he wanted to order, because in the menu book there was no coffee option, Tedi asked the waiter about the availability of the menu.

Meaning : The word *Mas*has the meaning of a respectful greeting for a man or brother who is considered older. However, to refine the language, speakers still use the greeting *Mas*even though there is no relative or sibling relationship. This can also be seen from the cultural context where the greeting *Mas* more often used by people living on the island of Java. So the meaning of this social deixis is politeness.

4. Dika : "Lagian gue juga kepikiran nyokap sih sebenarnya."

Teddy : "Nyokap lo harusnya ngertilah, namanya resiko pekerjaan yah, masak sih dia gak paham."

(Imperfect Imperfect the Series episode 1 playtime04:18-04:26)

The word that contains social deixis from the data above is the word *nyokap*. The social deixis is spoken by the Dika character who refers to his mother, Mrs. Ratih.

Context: The story takes place between Dika and Teddy, Dika is Teddy's friend. In this speech event, Dika said that he remembered his mother, then Teddy replied that his mother would understand.

Meaning : The greeting *nyokap* is spoken by Dika's character to his friend Teddy which refers to Dika's mother (Mrs. Ratih). The context of this speech event is the cultural context where the Dika character uses the greeting because he is talking to his friends who are fellow people from Jakarta. The meaning of the word *nyokap* itself is kinship, namely Ratih's mother as the mother of the Dika character.

4. Forms of Social Deixis in a Situational Context

The form of social deixis in a situational context is a reference word that occurs in a speech event seen from the situational context, namely the context that is influenced by the speaker, the speech partner, the referred participant and the situation and conditions at the time the speech event occurred. There were 23 social deixis data found in a situational context, including:

- 1. Prita : "Eh jangan yang itu, itu punya gua."
 - Neti : "Pelit banget sih *lu*. *Welcome to* **Mommy**." (datang pada Ibu)

(Imperfect the Series episode 1 playtime01:29-01:31)

The word that contains social deixis from the data above is the word *mommy*. The social deixis is spoken by the figure of Neti who refers to him.

Context: The story takes place between Prita and Neti in the living room of the boarding house occupied by Prita and Neti. In this speech incident, Prita forbade Neti to take her share of martabak, so Neti said that Prita was stingy.

Meaning: The word *Mommy* comes from an English word which means mother. The greeting is spoken by the Neti character who refers to himself. The greeting comes from a popular expression often spoken by Americans which means come to me. This expression functions as an expression of being happy for getting something. The context of this speech event is a situational context, where the context is seen from the situation in which the speech event occurred. The incident happened when the character Neti asked for Prita's martabak. After Prita agreed, then Neti said *welcome to Mommy* to the martabak that Neti was going to eat. This deixis is the same as a nickname to refine language. So, the meaning of this social deixis is politeness.

2. Teddy : "Kenapa?"

Dika : "Lo bisa ngerjain sesuatu yang losukak, sementara gua jadi **budak korporat**. Ngerjain sesuatu yang guagak suka, dan 6 bulan ini gua udah ngerasa bosen banget, ngerasa gak cocok." (Imperfect the Series episode 1 playtime03:52-04:04)

The word that contains social deixis from the data above is the word *Budak Korporat*. The social deixis is spoken by the Dika character who refers to himself as a person who works under pressure.

Context: The story takes place between the characters Dika and Teddy in a cafe. In this speech event, Teddy asked what Dika was feeling, then Dika told what was bothering him.

Meaning: The meaning of the word *Budak* is henchman, servant, jongos or can be said to be an errand boy (a person who is always asked to do something). While the meaning of the word *Korporat* comes from the vocabulary of corporations, the meaning is a very large company or business entity or several companies that are managed and run as one large company. Thus, The *Budak Korporat* social deixis refers to people who work under pressure from corporate leaders. This deixis indirectly refers to Dika's own character. So, the meaning of this deixis is social identity.

3. Mrs. Ratih : "Eh, Net. Kamu *tuh* pernah *gak* sih *shooting* sama Roy Martin?"

Neti : "Siapa *tuh*? Namanya kayak **om-omsenang**, *Ih*.

(Imperfect the Series episode 1 waktu pemutaran 06:59-07:07)

The word that contains social deixis from the data above is the word *om-om senang*. The social deixis is spoken by the character Neti which refers to adult men who enjoy or like to seduce women.

context: The story takes place between the characters Neti and Ibu Ratih. Mrs. Ratih is the owner of the boarding house where Neti lives. In this conversation, Mrs. Ratih asked Neti about someone, but Neti did not recognize the person Mrs. Ratih was referring to.

Meaning: The word *om-om* comes from the word *om* which means brother or sister of the father or mother, it is also a greeting word for men who are rather old. The greeting *om* has the same meaning as the word uncle. While the meaning of *Om-om Senang* is an adult male who likes or likes to tease young women. The social deixis spoken by Neti to Mrs. Rath refers to the man that Mrs. Rath and Neti are talking about, namely Roy Martin. The social deixis is used to refer to a person based on characteristics and traits, so the meaning of the deixis is as a social identity.

4. Ibu Ratih : "Memang *sih* dia artis jadul, tapi Ibuk *tu ngefans banget* sama dia. Ibu selalu nonton film-filmnya dia. Ya waktu *jaman* pacaran sama **Almarhum suami Ibuk.**"

Neti

(Imperfect the Series episode 1 waktu pemutaran 07:08-07:21)

: "Oh, terus?"

The word that contains social deixis from the data above is the word *Almarhum suami ibuk*. The social deixis is spoken by the character of Ibu Ratih who refers to the husband of Mrs. Ratih who has died.

Context: The story takes place between the characters Neti and Mrs. Ratih. Mrs. Ratih is the owner of the boarding house where Neti lives. In this conversation, Mrs. Ratih explained to Neti about someone she had really liked since her courtship days.

Meaning: The meaning of the *Almarhum suami*means the designation to the husband (Muslim) who has died. The meaning of the word *Ibuk* refers to Mrs. Ratih herself. So, the phrase *Almarhum suami ibuk* refers to the husband of Mrs. Ratih who has passed away. The social deixis is used to refer to a person based on characteristics and traits, so the meaning of the deixis is as a social identity.

V. CONCLUSION

Based on the researcher's analysis of the use of social deixis in Meira Anastasia's film *Imperfect the Series*, the researcher concludes that the form of social deixis in the film is studied based on the context of the speech. Social deixis is studied based on four contexts, namely social context, social context, cultural context and situational context. The total number of research data is 218 data. The number of social deixis in the social context was found as many as 92 data, the number of social deixis in the social context was found as many as 31 data, the number of social deixis in the cultural context was found as many as 72 data, and the number of social deixis in the situational context was found as many as 23 data. The meaning of social deixis that the researchers found in the film *Imperfect the Series* as a whole both in the social context, social context, cultural context, and situational context has the meaning of politeness, affectionate calling, social closeness, respect (title), kinship, and social identity.

2022

Based on research conducted by researchers with the title Deixis in the *Film Imperfect the Series* by Meira Anastasia, the author has several recommendations for related parties. First, for further researchers to use the object of research in the form of regional literature, especially Riau regional literature, which still has a lot to study about social deixis in Riau society both in the past and present. It is also hoped that Riau's literature will be better known. Second, the results of this study can be used as a reference material for learning Indonesian about pronouns or references. Third, the results of this study can be used as a reference for deixis study research. Fourth, the data in this study are from episodes 1 and 2 only. So, for writers of research with social deixis studies, they can use the next episode because there are still many variations of deixis used in dialogue between characters.

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