

## Deixis Analysis on Article in CNN International

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### Abstract

Each language, including English, uses deixis differently due to various distinct settings, such as grammatical restrictions and cultural or customary backgrounds in society. Descriptive qualitative research is the method used to analyze the data. As data-gathering instruments, human instruments and text analysis were used. All of which are used in written form to refer to the speaker, recipients, and references who are not speakers or recipients. According to the research, the personal pronoun deixis is most commonly used in the human subject's second, third, and possessive plural forms. Additionally, deixis with a temporal focus is used in CNN International articles as speech moments, and there are two different times: the "coding" and "receiving" times (the time of recovering information by the listener who is informed).

**Keywords:** CNN International, Deixis, Pragmatics

### INTRODUCTION

Herman (2014) asserted that language is merely a system of intentional signs used by humans to express thoughts, feelings, and desires that is not based on instinct. Consequently, Hutajulu and Herman (2019) assert that language is crucial in crafting communication. A thorough investigation of language is necessary because it plays a crucial role in communication. When people communicate within a group, they do so in a language that embodies the group's character and behaviour. The primary purpose of human civilization is to facilitate human communication. Communal living relies on communication as a fundamental part of everyday life. When a narrator and a reader are in the same situation, their language should reflect what is done with the conversation. It is common to talk about these issues in pragmatic terms.

The study of language is referred to as linguistics. Several languages are spoken throughout the world, and each language has unique qualities and patterns that set it apart. However, among the remaining distinctions, universal parallels will emerge. The linguistic study will next focus on the properties of this universal language. Linguistics is the study of language.

Linguists do not have to be polyglots - multilingual individuals, contrary to popular opinion. Instead, the study of language is their primary focus (Meyer, 2009). Linguistics includes phonetics, phonology, morphology, syntax, semantics, and pragmatics. The study of narrator sense is the focus of pragmatics, according to Yule (1995). Redefining the narrator's and receiver's tasks as part of the process of improvement is a form of pragmatics. The audience should accept the narrator's intention when the narrator says anything so that they might construct a redefinition. It is essential to know what the narrator wants precisely because the audience or reader offers many possible explanations. Each narrator's information speaks to a different subject matter. If the storyteller does not understand the context of the dialogue, it is

difficult to grasp its meaning. It is a way of saying anything that's connected to the framework of the narrator's story.

As defined by Charles Morris in 1938 as "the study of the relationships of indicators to interpret," Pragmatism has been the basis for the bulk of pragmatics interpretations (Mey, 1996). "Pragmatics is concerned with all aspects of human communication, mental, physical, and social," Morris stated. According to Levinson, "pragmatics is the study of the grammaticalized, or encoded, relationships among language and situation" (Ibid, p. 39). It is a methodical investigation into how people use language to convey meaning. Emphasis is placed on deixis and implicit meaning, assumption, and speech acts (Huang, 2007). In order to close the gap created by linguistics underdetermination, we need context, real-world information, and inference. As a result, pragmatics must be considered part of a broader theory of language competency (Ibid, p. 6). Pragmatics is the study of hidden meaning, or how we understand what is intended even if it is not clearly stated or published, according to Yule (2010). As a result, when speakers (or writers) interact, they must be utterly reliant on many common presuppositions and assumptions. To comprehend communitization, we must examine the meaning of the terms, the context in which they appear, and several others before information about the subject is discussed. It is not just the words that guide our perception of the symbol's meaning; we also consider what the author wanted to convey when he or she created it (Ibid, p. 129).

Putrayasa (2014) pointed out that how language is used and incorporated into a given situation focuses on pragmatics. One of Levinson's (in Putrayasa 2014) two interpretations of resource to pragmatics studies how language and context are intertwined and contained in their grammatical structures. In the second area of study, pragmatics is the study of how to use the languages in a way that is appropriate or appropriate to say in a particular situation. According to Yule (2014), pragmatics is the study of how a speaker or speech partner conveys meaning and how audiences or viewers understand it. Pragmatics is a field that focuses on the phenomenon of deixis in ordinary living and literary works such as novels, short tales, and theatre plays. It is the study of how context influences speech or the study of meaning concerning speech settings called pragmatics. As Yule (2006) explains, pragmatics is the study of how humans can understand what is meant even if it is not explicitly expressed or written. To achieve this, the speaker (or writer) must rely on a wide range of shared assumptions and expectations. An examination of those assumptions and expectations reveals how more is always communicated regardless of what is said. Pragmatics is classified into speech acts, implicatures, and deixis.

Deixis is a scientific term derived from the Greek word meaning 'pointing'. It is primarily important to understand the relationship between a language's grammar and the context in which it is employed. It is the process through which the context of an utterance or speech occurrence is conveyed in a language through lexical or grammatical techniques. Levinson (1983) states that deixis unease is primarily associated with how language educates or with the grammatical aspects that comprise the substrate of expression or interaction activities, and as a result, discontent with the traditions in which the knowledge of expression is contingent upon the explanation of that structure of the expression. Furthermore, deixis uses expression to allude to anything in the narrator's and listener's present moment, place, and context. Levinson (1983) divides the typically dietic phrase into five dimensions. A person, a place and historical period, a discourse, and social deixis are all named after them. Using the five deixis, narrators and their communication partners must be able to understand each other in the same circumstance.

Magazine, broadcast, and TV are all examples of media used for communication. When the person to whom the message is being sent or delivered understands what is said or written, we can say that communication was successful. Readers always struggle to make sense of information conveyed by text since the content is published in a different tongue, English.

To put it simply, deixis expresses the relation between language and context as it exists within the language structure. Deixis's words include the phrases "I," "here," and "now." These are not fixed-reference terms. The World I references here can now be understood if the speaker's identity, location, and speech time are also known. As a result, the natives are at the centre of deixis orientation. Deixis is pervasive in language, perhaps because it is advantageous to the coordinates of the speech situation when indicating when, where, who, what, and so on (Griffiths, 2006).

Many standard terms in our language cannot be understood without context, notably the speaker's physical setting, according to Yule (2006). "Here and there" is a term that falls into this category along with "this or that" and pronouns like "you", "I", "he", and "that". Specific English sentences are nearly impenetrable unless we know who is speaking, whom, where, and when.

The KBBI (Putrayasa, 2014) There are many definitions of deixis, but the most common one relates to someone or something from outside language. The words or phrases used to describe some of these things can alter based on the speakers, time, and location the words meant. Words like "myself," "he," and "you" have multiple meanings. You can determine their significance if you determine who, where, and when these words were spoken. A term is shown to have deixis if the referent moves about or alternates based on where it was stated, according to Purwo (Nadar, 2004).

It is clear from the preceding description that deixis is a language-based system that utilizes words, phrases, and clauses to indicate the existence of things or functions outside of language. To put it another way: If the reference, reference or referent changes or varies based on who is speaking at the moment and places, then a language form known as deixis has been used to describe it. The word "deixis," thus, is one without a clear connotation.

A study by Wahyudi (2014) in the Jakarta Post Editorial titled Pragmatics Study on Deixis complex issues raised by readers. He talked about the difficulty newspaper readers had in identifying the contexts of "I," "you," "us," "that," and "next." They realize that the first three and last two are connected since the referent of 'I' is a part of the referent of 'us,' and the pattern of "this afternoon and tomorrow" has a range of meanings depending on the sense that arises, but deities can be understood in their circumstances.

Person deixis, place deixis, time deixis, social deixis, and discussion deixis are the five varieties of deixis, according to Nababan (Putrayasa, 2014). According to the participant's function in the linguistic action, person deixis is defined in three types: The first person, second person, and third person are all referred to as the "first three." Deixis is a pronominal that indicates where you are, while deixis is a pronominal that indicates when you are there.

Sumarsono (Putrayasa, 2014) implies that the deixis type is typically related to the amount of accompanying words. Depending on this, deixis can be classed into three types: morpheme deixis, word deixis, and phrase deixis.

Additionally, researchers are interested in examining the use of deixis in CNN International articles. CNN International is one of the few newspapers in the United States written in English. CNN International publishes numerous articles as columns on various topics, including business, lifestyle, US politics, health, entertainment, travel, the world, and sports. CNN International publishes in non-print formats (online) and broadcasts on television. There can be two unique referents for two similar utterances with similar meanings: Outsiders to whom the word refers or points are two individuals. Referential deixis refers to the power of words to point to something else. Spatial and temporal deixis governs the position of language in space and time (Mayer, 2009).

## **METHOD**

The methodological approach for deixis in the CNN International Article is descriptive qualitative. Qualitative research, according to Ratna (2013), is a method of presenting literary works by providing research methods in a descriptive manner that produce descriptive words, phrases, and discourses. Faruk (2017) describes inductive or qualitative research as a method for identifying correlations among data in works of literature by analyzing data included in items. Qualitative research is used to comprehend better sociological trends, such as the issue of language during the investigation (Mahsum, 2012). A study that focuses on the phenomena in a particular item, such as speech or literature, is known as qualitative. Quasi-experimental approaches to studying social actions, sight, and cognition are described by Meleong (2016) as "qualitative research." Qualitative research is characterized as an investigation of human experiences comprehensively through numerous environmental methodologies.

Qualitative research is used to describe the findings in their natural condition, without any alteration of the data, using descriptive qualitative research. This is because language studies are classified as social sciences, and this phenomenon frequently employs qualitative methods to investigate broad issues. As a result, this study employs a qualitative descriptive design, as they were based on the text and not statistically assessed. According to Frankel and Wallen (2009), qualitative research stresses words over data and does not include statistical processes.

The researcher analyzes it before identifying and classifying the data; the investigator conducts a series of analyses on the data, including the following: 1). Identification, to begin, the researcher combed through CNN International articles. The researcher then identified deixis in the analyzed articles by italicizing them; 2). Classification, The researcher chooses to classify the deixis used in this step. Researchers classify them according to the type of deixis. There are three distinct sorts of deixis: location, time, and person; 3). the researcher then eliminates superfluous data. This is because the researcher entered only data that was classified by deixis. 4). the researcher describes the data by elaborating on the various types of deixis classification discovered; 5). Finally, the researcher concluded about deixis utilized in the CNN International article after evaluating the data.

## **RESULTS AND DISCUSSION**

Researchers analyzed the deixis in several articles in the City Column in CNN International on (Saturday, March 12, 2022).

### ***London (CNN Business)***

**Svein Tore Holsether says the world is careening toward a food crisis that could affect millions of people.**

**Record-high natural gas prices have forced the company he runs, fertilizer producer Yara International, to curtail its production of ammonia and urea in Europe to 45% of capacity. With fewer of those two essential agricultural ingredients, he expects knock-on effects on global food supplies.**

Deixis classification: person deixis. The immediate context contains references to this text. After reading the entirety of the text, the reader discovers that "He" refers to Svein Tore Holsether.

**"It is not whether we are going to have a food crisis. It is how large that crisis will be," Holsether told CNN Business.**

Classification of deixis: person deixis. "we" as a plural third-person pronoun. It refers to people.

**Another major problem is access to fertilizer. Essential for farmers to hit their production targets for crops, it has never been more expensive as exports from Russia grind to a halt.**

Classification of deixis: The person deixis. "their" is a personal plural pronoun. The possessive adjective of their which comes from the pronoun they. This refers to farmers.

**Global wheat prices have fallen from record highs recently but remain elevated. According to Rabobank commodity analyst Carlos Mera, they are expected to stay that way for some time.**

Classification by deixis: Time deixis. The reference text was not discernible from the immediate context. The reader has no idea what "some time" means or how long it takes if it is one week, two weeks, or one month.

**"It is anyone's guess if Ukraine will be able to export anything for the rest of this year, next year, or in the foreseeable future," Mera said. The country also accounts for half of all exports of sunflower oil.**

Classification by deixis: Time deixis The reference text was not discernible from the immediate context. The reader is unaware that "this year, next year, or foreseeable future" refers to 2020, 2021, 2022, or 2023.

**The G7 ministers called on countries to "keep their food and agricultural markets open and guard against any unjustified restrictive measures on their exports."**

**"Any further increase in food price levels and volatility in international markets could threaten food security and nutrition globally, especially among the most vulnerable living in environments of low food security," they said in a statement.**

Classification of deixis: The person deixis "their" is a personal plural pronoun. There is a possessive adjective derived from the pronoun they. This is a reference to the ministers of the G7.

The immediate context contains references to this text. After reading the entire text, the reader will discover that "they" refers to the G7 ministers.

**Consumers there have already been stung by higher prices, and the situation is poised to deteriorate further.**

Classification of deixis: place deixis. "there," an adverb of place. The reader does not know the reference from a place far from the speaker.

**Along with its ally Belarus, Russia is also a significant exporter of the fertilizers needed to plant a wide range of crops. However, right now, everyone is shunning their stock.**

Classification of deixis: The person deixis. "their" is a personal plural pronoun. There is a possessive adjective derived from the pronoun they. This is an allusion to Russia and Belarus.

**"Nobody wants to touch a Russian product right now," said Deepika Thapliyal, a fertilizer expert at Independent Commodity Intelligence Services. "If you look at all of the traders, all of the buyers, they're very scared."**

Classification of deixis: person and person deixis. "you" as a second person singular pronoun. It refers to people.

The immediate context contains references to this text. After reading the entire text, the reader realizes that the term "they" refers to all traders and buyers.

**Nevertheless, Holsether, the CEO of Yara, said costs have gotten too high to keep operations running at scale. He is not sure when European production will be at total capacity again.**

People are the only type of deixis. This text reference can be located within the context of the passage. Holsether, the CEO of Yara, is identified as "He" in the paragraph after it has been read in its entirety.

**"There's a large part of the industry that's at risk of not being able to deliver products to the farmers, and that will have an impact on the crop yields quite rapidly," he said.**

Classification of deixis: person deixis. The immediate context contains references to this text. The reader discovers that the meaning of "He" is Holsether after reading the entire text.

**Farmers have the incentive to pay what they need to get fertilizer since prices for their products are going up, too.**

Classification of deixis: person deixis. The immediate context of this text makes it clear that the author is referring to "them." That "they" refers to farmers is clear after reading the passage.

**"You can't grow massive fields of wheat, barley or soy without fertilizer," said Johanna Mendelson Forman, a professor at American University who specializes in war and food. She added that farmers in Mexico, Colombia, and Brazil are already worried about shortages.**

Deixis is classified as a person deixis. As a pronoun for a second-person solitary subject, you Refer to actual human beings.

The immediate context contains references to this text. After reading the entirety of the text, the reader discovers that "she" refers to Johanna Mendelson Forman.

**However, even developed countries will feel the effects of a food crisis. The affordability of food is a problem for lower-income shoppers everywhere, Mendelson Forman emphasized.**

Classification of deixis: place deixis. "everywhere," an adverb of place. The reader has no idea which location is being referred to.

A person's speech or discourse can take on various linguistic forms depending on the situation. However, they do not know what to call it, so they use it in spoken and written language. By contrast, deixis is a term frequently employed by English majors when studying semantics. When the term "deixis" is used, identifying the speaker and listener, as well as the location and time of the speech, is all that is necessary to understand deixis, which is a subfield of linguistics focused on the natural language use of such a reference (Zaini, 2016). Interpretive messages in newspapers can be a challenge for some readers. A person might assess the message conveyed through their choice of language or words. By understanding what the researcher or writer is saying, Deixis can look into the message delivered through the language or words utilized. The researcher used the CNN International column to select the deixis of the person, time, and location.

Deixis is typically utilized as a second person, third person and plural possessive pronoun in the analysis. As an example, they are now theirs. If you want to study how these roles are grammaticalized in different languages, you might need a separate, pragmatic framework for the possible roles of the people in the group. The deixis centre, which controls the rest of the system, is switched from participant to participant when the speaker changes (Levinson, 1983). The page also contains sections on Deixis time. The researchers discovered that some time ago, last year, this year, and next year are all-time adverbs. Both time and place deixis are muddled by deixis coordinates and non-deixis notions of time and space. Adverbs of place like "there," "everywhere," and so on are examples of place deixis.

Deixis refers to the definition of where something is concerning the anchor points of a speech event. There are two fundamental ways of describing or naming an object: one by locating it, and the other, by describing or naming it. This fact demonstrates the significance of location specifications in general. An anchor point is when a speaker's voice is located at another point in space or time. According to this, location specifications are essential because there are two fundamental ways of describing or naming objects: on the one hand, through descriptions or names and on the other hand, through locations. It is based on the deixis of place or space and requires that the position of the speech event's anchor points be identified. There appear to be two fundamental ways of referring to objects: first, by describing or identifying them, and second, placing them emphasizes the critical nature of location specifications in general. The important role of position requirements is demonstrated by the fact that there seem to be two main ways of referring to objects: first, by describing or identifying them, and second, by locating them. According to this, location specifications are essential because there are two fundamental ways of describing or naming objects: on the one hand, through descriptions or names and on the other hand, through locations.

Levinson says that the second principal component is the time for deictical expressions. Yule (1996) coined the term "temporal deixis," which is reflected in words like "now" and manifested in the English language through tenses. Tenses are used in linguistic expressions that pertain to the timing of a communication situation to indicate the passage of time: the past tense is used to

describe events that occurred previously, the present tense is used to describe events that are currently occurring, and the future tense is used to describe events that will occur after. According to Levinson, there are no tenses in any language, including Malay in Malaysia and Chinese in China. Not only that, but also grammarians' term for all of these classifications is not even close to being accurate. Some languages, such as Bantu and Papuan, have six deictic tenses for describing events that occurred the day before yesterday. In terms of tenses, Urdu and English are also different from Arabic. Some of the more cryptic examples of temporal deixis include "ten years later," "Sunday," and "good evening," all of which assume that the speaker is saying their goodbyes at the end of the day or evening.

Yule (2010) claims that several commonly used words in English cannot be understood without an understanding of the speaker's physical setting. Words contain meaning and a function of signification, which is referred to as deixis. In basic terms, how the participant's remarks are influenced by the context when analyzing phrases or conducting studies of the meaning of speaking situations.

## CONCLUSION

Based on the facts and comments discussed thus far, it can be concluded that the stories in CNN International contain three distinct types of deixis: person, time, and place. In order to achieve the goal of demonstrating, deixis is being used. There are three sorts of deixis, according to Fillmore and Lyons: deixis of person, location and time. Discourse and social deixis were two of Levinson's innovations in the field of deixis. People who engage in and convey a grammatical utterance are referred to as "person deixis." First-person deixis (I, we), second-person deixis (you), and third-person deixis all fall under this umbrella term (he, she, it and they). Words and phrases that relate to a major area near the speaker's place of residence during a speech are called deixis. For example, "here," "there," and "those" are all examples of location-based adverbials.

Demonstratives that describe a specific person or object like "this/that/those" are also examples of demonstratives. Temporal reference used to identify the period of a speech act is known as "time deixis." Temporal reference used to identify the period of a speech act is known as "time deixis." Adverbs such as 'now', 'then', 'tomorrow', and so on, as well as verb tenses, are used to communicate time deixis. Deixis' whole meaning can only be deduced from the speaker's stated intention. Speakers frequently use phrases to emphasize a point.

Additionally, these expressions are indexical, as in there, this year, and so on. They require the recipient to select the appropriate location, time, and person to comprehend what the words mean. These are referred to as reference deixis. Thus, the deixis employed is a critical component of English pragmatics. Because in the absence of deixis, the presenter's message may be misunderstood or misinterpreted by the recipient.

Deixis occurs when the reference or reference shifts or alternates between the speaker and the time and location where the term is pronounced, and the speaker and the time and location are praised (Suyono, 1990). A concept called deixis in the Big Indonesian Dictionary (KBBI) relates to something beyond the speech or to a word that indicates who said what, when, and where. "Deixis" signifies "designation" in the language sense, according to Yule (2006:13). Persona, place, and time are the three varieties of deixis. Personality traits are considered an essential part of participation in an activity that will be the primary source of information and



serve as both the speaker and interlocutor. In this space, the interrelationships between people and things are revealed as place deixis (space deixis). Proximal "now" signifies both the moment when the person is talking and the moment when the person is being listened to.

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