DISCOURSE DEIXIS OF SUHO EXO'S SPEECH AT THE STANFORD KOREA PROGRAM'S 20TH ANNIVERSARY CONFERENCE

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Abstract

Deixis is an essential component of communication that must be carefully considered to improve its efficiency and prevent misunderstandings. This study aimed to analyze Suho EXO's speech at the Stanford Korea Program 20th Anniversary Conference focused on the discourse deixis and types of discourse deixis used and investigate their functions. The research employed a qualitative method. A theory used in this study was based on the Levinson's deixis theory (1983). Discourse deixis refers to deictic references to segments of discourse relative to the speaker's current position within the discourse. Discourse deixis, like anaphora and cataphora, can serve as a cohesive device within a text. The analysis found 53 deictic expressions in 38 utterances in the speech. The types of discourse deixis found in the speech were it (20 data), this (10 data), and (7 data), these (4 data), but (4 data), that (2 data), so (2 data), those (1 datum), there (1 datum), or (1 datum), and actually (1 datum). Moreover, 34 data contained anaphora functions, such as and, it, this. Meanwhile, 19 data contained cataphora functions, such as that, but, or, so, these, those, and actually. Therefore, paying attention to deixis leads to more distinctive, accurate, and compelling conversations.

Keyword: discourse deixis, speech, suho EXO

INTRODUCTION

Deixis is defined as a phenomenon of language that helps a person in understanding the meaning of an event such as people, places, time according to the context being talked about (Mutia & Maspuroh, 2022). In understanding the definition of deixis studies, there are many linguists who state what deixis is. The theory proposed by Yule (1996) and Levinson (1983) states that there are five types of deixis including: person, place, time, discourse and social deixis. In person deixis is divided into 3 parts including first person deixis (I), second person deixis (you) and the third person deixis (she, he, it). Whereas in place deixis is used to express the background of the place from the context being conveyed, in place deixis usually use this, that, here and there. Then time deixis is used to express the time of a context in speech usually using today, now, tomorrow, yesterday, last week, last month, etc. Discourse deixis is used to express the expression addressed in the utterance, usually using the words so, but, this, that, and, etc. Social deixis is used to express the context of an utterance by being linked by the pronoun identity of the speaker himself.

The function of deixis which acts as a pointer in a communication is closely related to how language acts as a medium in communicating. Language is the human needs for every human being. Through language, humans can meet their needs as social beings to interact. Therefore, the interaction is said to be a communication. Language in a communication is divided into two types, namely written and spoken language. Language in a written

communication can be categorized into several types of text such as articles, journals, newspapers, magazines, etc. While language in spoken communication is categorized into several types of utterances such as, dialogue, speech, etc. the purpose of having a language in communication for humans as social beings is as a medium to express ideas, thoughts, desires, feeling in every situation.

Furthermore, the problem in communication is closely related to one of the fields of linguistics, namely pragmatics. Pragmatics is a study in linguistics that studies the meaning of an utterance obtained through the analysis of expressions and speech that occurs. Hence, by understanding and using pragmatic in communication activities, human as social beings will understand each other what is being talked about both in writing or in spoken.

The problem faced today is that there are many people who are still confused in understanding the context of an utterance obtained from a dialogue or communication both in writing and orally. Therefore, this reason is what makes deixis very important to study because in the future it will help people in interpreting the meaning in an utterance according to the context being talked about through several types of deixis, namely person, place, time, discourse and social deixis.

Speech is one of the techniques in communicating orally for a person to convey ideas, thoughts, and experiences in front of many people. A speech is usually done by a person who usually faces the public, for example, the president, government officials, and leaders of a community or group and even not infrequently the speech is delivered by someone who is known as a motivator for many people (Retnowaty, 2019; Simatupang, & Fathonah, 2020).

Finding the deixis implementation, particularly the discourse deixis, is not too difficult. As far as people be aware, it not only occurs in every aspect of human activity on a daily basis but also in a wide range of media, including speech, literature, television, and daily discussion (Budiarta & Gaho, 2021). However, certain examples are seen to provide an indirect understanding of how meaning might function as such a crucial component in a stated phrase. This type of function is learnt through deixis where meaning, context, or topic are sought out more from the texts or utterances to determine the current issues than simple chat.

This research observed the speech delivered by SUHO EXO. This research analyzed what types of discourse deixis in the speech and also the function of the discourse deixis in several utterances between the utterance and the topic itself. Therefore, discourse deixis is closely related to the context of utterance because primarily discourse deixis used in encoding many spaces of deixis such as place, time even person deixis. In the other hands, discourse deixis has a relationship between the utterance and the topic itself.

The significance of SUHO's speech is further highlighted by the broader impact of K-Pop on global audiences. The popularity of K-Pop indirectly becomes a positive effect for the country itself, including being a medium to introduce how Korean culture itself. Therefore, K-Pop fever has become one of the media that brings positive effects for the country to build a better national cultural image. The popularity of K-Pop in Indonesia is currently getting good attention in public, especially among teenagers, especially for EXO as one of the boy groups under SM Entertainment.

In May 2022, SUHO EXO was invited to deliver a speech about the history of Korean POP called Hallyu. Speech delivered by SUHO EXO at "Stanford Korea Program's 20th Anniversary" It went viral on social media by breaking through 219,619 viewers and getting 15 thousand people who liked the video.

Furthermore, this research aims to analyze the use of discourse deixis in the speech delivered by SUHO EXO at the "Stanford Korea Program's 20th Anniversary" event in May 2022. This research is interested in discussing this problem and understanding about the types of discourse deixis according to those in the speech by relating them to several relevant theories.

LITERATURE REVIEW

This research referenced several previous studies that examined deixis in communication. Firstly, Syukur's (2017) study, "A Descriptive Analysis of Discourse Deixis Used in Political Column on Jakarta Post in April 2017," found that the discourse deixis "this" and "that" were used most frequently, with "this" being the predominant one. Secondly, Puspita's (2021) study, "A Pragmatic Analysis of Discourse Deixis in Malala Yousafzai's Speech at the United Nations Youth Assembly," revealed that out of 39 instances of discourse deixis in Yousafzai's speech, 20 (51.28%) were token reflexive, and 19 involved switch references, with 13 (33.33%) being same subject markers and 6 (15.38%) different subject markers. Thirdly, the research by Marlinda and Susanto (2022), "Deixis in Joe Biden's Inauguration Speech" found that person deixis was the most dominant, particularly the use of the word "we." The conclusion drawn was that as a representative of the country, Joe Biden must carefully consider every utterance, as his words significantly impact his audience, especially during speeches.

METHODS

The method used to address the research questions, formulated based on the data collected, is known as the research design. A well-organized research design ensures that the method employed aligns with the primary objectives of the study. A research design is essential for all research, including this one. The types of data gathered determine the two fundamental categories of research methods.

Creswell (2013) suggests that qualitative research uses qualitative data, typically in narrative or visual form, which cannot be tested using statistical methods. Thus, it is referred to as qualitative research. According to this definition, the data used in this research were derived from speech transcriptions, indicating a qualitative approach that focuses on narrative text or visuals.

This research examines the relationship between the speaker's context and the listener's perception of the speech to analyze Suho EXO's address at the Stanford Korea Program 20th Anniversary Conference. Creswell (2002) provides examples of visual data materials, including film, video, television displays, graphic representations, sculpture, drawings, pictures, visual art, artifacts, objects, bodies, style, spatial organization, diagrams, and cognitive maps. The skills in qualitative research are particularly suitable for examining the information presented by Suho EXO at the conference.

Additionally, Bruce (2001) identifies other qualitative research methods, such as observation in natural settings, photographic techniques (including videotaping), historical analysis (historiography), and document and textual analysis. Other researchers extend qualitative research to include interviewing. Based on this explanation, this research uses qualitative procedures that prioritize data in the form of words or text. Consequently, this approach aligns with the characteristics of Suho EXO's speech, which was translated into text form and analyzed.

FINDINGS AND DISCUSSIONS

Discourse deixis refers to deictic references to segments of discourse relative to the speaker's current position within the discourse. Examples include terms such as "above," "below," "last," "previous," "proceeding," or "following" when used in texts, and "this," "that," "there," "next," or "last" when used in spoken language. Discourse deixis involves using expressions that align with the context of the preceding discourse. Levinson (1983) posits that discourse deixis should be distinguished from the related concept of anaphora. Furthermore, discourse deixis, like anaphora and cataphora, can serve as a cohesive device within a text. Anaphora involves using pronouns to refer to the same entity as a previously mentioned term. Anaphora can operate within sentences, across sentences, and throughout dialogues. Discourse deixis can be observed in Suho EXO's speech at the Stanford Korea Program 20th Anniversary Conference, as exemplified in Table 1.

Table 1. Types of discourse Deixis of Suho EXO's Speech at the Stanford Korea Program 20th Anniversary Conference

No	Types of Discourse Deixis	Quantity Found
1	it	20
2	this	10
3	and	7
4	these	4
5	but	4
6	that	2
7	so	2
8	those	1
9	there	1
10	or	1
11	actually	1
Total		**53**

Based on Table 1 the result of analysis found 53 deictic expressions in 38 utterances in the speech. The types of discourse deixis found in the speech were it (20 data), this (10 data), and (7 data), these (4 data), but (4 data), that (2 data), so (2 data), those (1 datum), there (1 datum), or (1 datum), and actually (1 datum). Based on the data findings, the function of anaphora in discourse deixis has dominated. Levinson (1983) argues that discourse deixis shares with anaphora the capacity to function as a text cohesion device. As we noted, anaphora concerns using a pronoun to refer to the same referent as some last term. The findings of discourse deixis containing the function of anaphora are shown in the following examples:

 "Do I feel the power behind you only on stage? No, I feel it every day."
(5:33– 5:29 minutes)

The utterance above is a question that Suho EXO gave to the audience perspective of Hallyu. At first, he asked the audience what's the atmosphere of Hallyu only when they stayed on stage. However, Hallyu is not just that; Hallyu is a power, whereas the fans transfer their energy every day, not only when they are on stage. Moreover, this phenomenon of Hallyu can be realized anytime and anywhere. The use of the pronoun "It" in the utterance refers to the previous referent "Do I feel the power behind you?" the deixis "It" is used to shorten the answer to what he has asked the audience, refers to the essence of Hallyu in the perspective of K-Pop artists, especially by himself. As considered from Suho EXO statement, Hallyu is like a power that fans gave to them. Thus, a connection is built between fans and the artists themselves. The use of pronouns in discourse deixis that refer to the previous context belongs to the anaphora type.

The placement of "it" as a pronoun that pointed to an object in a system of writing rules in language was referred to as the Introductory "it" pattern phenomenon. The term "introductory system" refers to a system in which a sentence is present that, when a pronoun is added, the meaning of the sentence remains unchanged. This occurs because the sentence's components already convey the word's intended meaning. As a result, the word "introductory" refers to a word in the phrase that has no meaning. Whether or not

the sentence is utilized, the message is the same.

"And every single time we perform, it hits me, Hallyu has no borders."
(4:22 – 4:25 minutes)

EXO's Suho mentioned that Hallyu seems to have no limits and pointed out that Hallyu has become a phenomenon that will be hard to reach by its dimness. It has become acceptable and imperative for a society to become consumed by other cultures over time, especially when they have been presented in the form of popular culture products. This arises mainly from the intersection of what is known as globalization, a familiar term describing interactions in which the world becomes one and seemingly borderless (Jin, 2023). With globalization, popular culture products from other countries could cross geographical boundaries and thus gain significant coverage. The audience was no longer within national boundaries but could reach an international scale. The Korean Wave, or Hallyu, has also been in a position to benefit from globalization because the entertainment industry in South Korea can quickly enter and then be consumed massively in other countries. The role of the media, both mass media and electronic media, gives a big way to this phenomenon. There is a difference in the use of the deixis pronoun "it," included in the type of Anaphora. The pronoun "it" is used at the centre of the sentence to indicate the previous context being discussed, namely "time while they are performing". Deictic or other referring expressions are frequently employed to introduce the referent, while anaphoric pronouns are used later to refer to the same substance. However, constantly that deictic and anaphoric usage are not mutually exclusive.

"They would hold the banners in Korean language and sing along in Korean. It's just mind blowing."
(5:05 – 5:12 minutes)

The utterance claimed that during the experience of Suho EXO, along with other members when performing, they witnessed that the fans came eager to enliven the conference with prepared banners written in Korean, not only they sang along in Korean, even though their status not only domestic fans but foreigners could amazingly memorized and fluently sing their songs, which were spoken in Korean. The pronoun "It" in the utterance refers to the previous referent, "They would hold the banners in Korean language and sing along in Korean," The fans' enthusiasm when doing the world tour makes them feel stunned and empty-minded for a while. On the other words, the speaker used "and" as a discourse deixis to connect the previous context into the following context that will be explained. Therefore, since "It" and "and" are used to refer to the previous context, it is included in the discourse deixis anaphora type. Samosis & Ambalegin (2022) says anaphoric is an endophoric reference that typically involves presuming information from the preceding or the following co-text. The primary reference item can be found or retrieved by looking backward through a paragraph or sentence, regardless of what anaphora signifies. Anaphora is similar to the opposite of deixis when a phrase likewise receives an indirect interpretation but generally through a situational factor, such as a gesture. It happens when an individual brings up someone or something already mentioned to avoid repetition.

The argumentation mentioned above stated that it does not necessarily serve as an introductory. Apart from an introductory, it can also appear as a pronoun. If it is used as a pronoun, it replaces an object, not a person. Thus, the Introductory "It" Pattern is also acknowledged as a grammatically unified convention that integrates the writer-speaker stance and the assessed propositions or events (Wang, Fan, & Fang, 2021).

As a consequence, Suho EXO's varied use of "it" in his speech at the Stanford Korea Program 20th Anniversary Conference was primarily motivated by the desire to change

the context without changing the meaning. According to Güngör (2019). this pattern is used for "claiming objective necessity or certainty," giving "an appearance of objectivity and generality", disguising personal and subjective evaluations of authors, and making writing impersonal and objective with passive matrix verbs.

In addition to the discourse deixis type "it" as the dominating finding, "this" is the second with the highest number in this analysis. An example of the data are as follows:

"Not just the dance moves, they replicate our outfit, shoes, hairstyles guess what? Even my facial expression and solo gesture like this. "
07:05:07:17 minutes

In the above utterance, Suho EXO clarified that the cover dance creations done by each of his fans not only share how creative they are while dancing, even the small things that support the dance they pay attention to such as the clothes used, the shoes used, the hairstyle used in the dance video they imitate to support that the dance cover still looks authentic with the original, even to the facial expressions are a concern in their dance cover. In the above utterance, there is a discourse deixis "this" which is used to refer to the previous context that has been mentioned, namely the "solo gesture" that he even demonstrated in his speech. According to Mitkov (2013:41), anaphora arises when a referring expression (pronoun, definite noun phrase or proper name) has a non-pronominal noun phrase as its antecedent. From the two uses of discourse deixis above, it is included in the function of anaphora as a pointer to the previously mentioned context. Therefore, the use of "this" is included in the anaphora function because the context has been mentioned before.

"My favorite moment during this world tour is meeting our fans at the airport."
(4:29 – 4:35 minutes)

The utterance declared that one of the most memorable events for Suho EXO as a leader of EXO is that he feels delighted to meet the fans at the airport when they are going on a world tour mission. The pronoun "This" in the utterance refers to "world tour". Therefore, because the location of that contexts is afterwards "this", connecting the next context, then in the utterance, the use of the pronoun "this" is to point to the forthcoming context, which is called a type of cataphora function. Yule (1996) mentions that cataphora is the referent yet to be introduced. It means that cataphora is a referent not mentioned in the previous sentence. But it still refers to the referent, which will be mentioned in the following sentence or phrase. A cataphoric reference is contrasted with an anaphoric reference in which the information has never been shown before in a sentence. However, it still refers to a reference in the following sentence.

 "Every time I witness such a scene I thought to myself, so this is Hallyu."
(5:14 – 5:20 minutes)

The above utterance states that Hallyu, in Suho EXO's view, can be realized when he imagines moments of togetherness with his fans, seeing the enthusiasm and enthusiasm of EXO fans which makes Suho feel that the essence of Hallyu is like that. The pronoun "so" in the utterance refers to the next referent as an answer to a question asked before, namely "Hallyu" He expressed his feelings about Hallyu in K-Pop, especially from the perspective of his experience as an Idol. When the pronoun "so" indicates the relationship between the previous contexts to the following context, the discourse deixis is included in the Cataphora. The meaning of the cataphora function still needs to be presented. The pronoun "this" in the utterance refers to the forthcoming context as "Hallyu" He expressed his feelings about Hallyu in K-Pop, especially from the perspective of his experience as an

Idol. Yule (1996) mentions that cataphora is the referent yet to be introduced. It means that cataphora is a referent not mentioned in the previous sentence. But it still refers to the referent, which will be mentioned in the following sentence or phrase. A cataphoric reference is contrasted with an anaphoric reference in which the information has never been shown before in a sentence. However, it still refers to a reference in the following sentence. The examples above show that "this" is a type of discourse deixis that can be used to refer to both anaphora and cataphora.

In addition to "it" and "this" as the types with the most findings, the type of discourse deixis "and" is also found with the third highest order in this analysis. Examples are as follows:

"Today, I will talk about my understanding of Hallyu and K-Pop that I have better seen in the past 10 years."
(1:23 – 1:33 minutes)

Suho EXO introduced his knowledge of Hallyu based on his experiences, who has been in the world of K-Pop music for about ten years. The speaker used the pronoun "and" as a discourse deixis to connect the previous context into the following context that will be explained. The discourse deixis that contained in the data above is referred to in the previous context in which he stated he would explain his experience and knowledge about Hallyu, then he connected into the following context "K-Pop that I have better seen in the past 10 years". The discourse deixis in the utterance is contained to the functions as an anaphora. Levinson (1983) argues that discourse deixis shares with anaphora the capacity to function as a text cohesion device. As we noted, anaphora concerns using a pronoun to refer to the same referent as some last term. The word "and" refers to events that happened before. "Today, I will talk about my understanding of Hallyu and K-Pop" based on his experiences.

"It is such honors to meet the Professors, students, and members of the Stanford Community, and there are people watching online too"
00:13 – 00:20 seconds

In the above utterance, Suho EXO expressed his gratitude to the audience who attended the conference starting from the professors, students, Stanford staff who attended to some other audience who attended online via streaming. The speaker used "and" as the discourse deixis to indicate a relationship between the preceding contexts. The "and" is used to connecting the "It is such honors to meet the Professors, students, and members of the Stanford Community" to the "there are people watching online too" in order to make the utterance conveyed have a complete and unified meaning. The discourse deixis in the utterance is contained to the functions as an anaphora. Levinson (1983) argues that discourse deixis shares with anaphora the capacity to function as a text cohesion device. As we noted, anaphora concerns using a pronoun to refer to the same referent as some last term.

Additionally, discourse deixis, like anaphora and cataphora, possesses the ability to function as a cohesive device within a text. Anaphora, in particular, involves the use of pronouns to refer to a previously mentioned term. Anaphora can operate within sentences, across sentences, and during dialogues. Anaphoric reference often points "backwards" to the history of the unfolding text, referring to a referent already introduced and thus integrated into the text's meaning system (Orang'i, 2022). This means that words refer back to a previously mentioned term. In conclusion, the anaphoric reference in this instance refers to the primary referent, which is the power given to them by their fans.

Regarding the type of discourse deixis identified in Suho EXO's speech at the Stanford Korea Program 20th Anniversary Conference, the pronoun "it" was predominantly used. This usage contributes to making the speech effective, communicative, and precise.

CONCLUSION

This study found 53 deictic expressions in 38 utterances in the speech. The types of discourse deixis found in the speech were it (20 data), this (10 data), and (7 data), these (4 data), but (4 data), that (2 data), so (2 data), those (1 datum), there (1 datum), or (1 datum), and actually (1 datum). Based on the data findings, the function of anaphora in discourse deixis has dominated. Overall, discourse deixis not only connects between contexts, but discourse deixis also shows how a discourse refers to several functions such as person, place, time or event, hence the correlation between context and reference is related to each other.

After analyzing the data, it can be concluded that the implementation of deixis, especially discourse deixis in language practice, is certainly important to pay attention to. The argumentation is supported by the fact that in every speech, deixis is inserted with various types according to the needs and functions of its use. Therefore, understanding the study of deixis in language practice will certainly build a relationship of continuity between a topic and context in language practice.

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