# Analysis of Deixis in Cocaine Bear (2023) Movie

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| Info Artikel | Abstrak |
|---|---|
| | *This study aims to determine the types of deixis and references used by the main character in the COCAINE BEAR (2023) movie, and to determine the dominant deixis used by the main character in COCAINE BEAR (2023) movie. The study employs qualitative methods to gather data from the main character's spoken sentences from the COCAINE BEAR (2023) movie, which were downloaded from the internet. According to the study's results, 608 deixis expressions were utilized. The expressions are divided into five deixis, 397-person deixis, 29 place deixis, 2-time deixis, 5 social deixis, 24 discourse deixis. The references found in this study are, first person deixis found are "I", "me", "my", "we", and "our"; as the second person deixis are "you" and "your"; and these words are found in third person deixis, namely "it", "she", "he", "him", and "they". Words are found in place of deixis; "here", "there", "that", and "this.". Words like "now", and "weekend", can be found in time deixis. These words are found in social deixis, "Dad" and "your mother". The last discourse deixis found is "that" and "this". The dominant deixis used by the main character in the film COCAINE BEAR (2023) is persona deixis.* |

## 1.    INTRODUCTION

Language is a vital communication tool used in everyday life to provide information, exchange ideas, convey messages, and connect speakers and listeners. It serves the social purpose of building relationships and allows humans to express themselves through communication. According to I (2021) emphasizes the significance of language, especially English, an international language, in conveying people's desires and viewpoints. English is widely used in literature, advertising, music, movies, publications, and visual arts in addition to being a common medium of international communication. English is a universal language that is necessary for understanding and communication on a worldwide scale.

Pragmatics is the study of the meaning and relationship between words, particularly in speech, which is the use of language in a specific context. It helps people understand each other and indirectly understand others' views, which is beneficial in communication.

Communication is the exchange of ideas, knowledge, and other information between speakers and recipients. It involves the direct influence of one person's thoughts on another through various mediums. Experts develop theories to explain this complex phenomenon. To ensure successful communication, it's crucial to consider speakers, listeners, writers, readers, meaning, context, and purpose. Meaning is crucial as it explains the intent and purpose of the speaker. Despite using the same language with different accents, understanding the meaning is essential for effective

communication.

The research will focus on deixis, a term derived from the Greek word "deiktikos," which means "indicative pronoun." Deixis is a linguistic guide used in speech, with different meanings and contexts. There are five types of deixis in pragmatic studies: person deixis, place deixis, time deixis, discourse deixis, and social deixis. Understanding deixis is crucial as each deixis differs and the meaning emerges from it. Previous studies on pragmatic deixis, such as those by Ekowati and Sofwan (2014), Rosmawaty (2014), and Pangaribuan et al. (2015), have found similar results in spoken text, novel, and business brochures, supporting the use of deixis in various contexts. Deixis is a method used to describe the connection between language and context in language structure. It involves dramatizing events and interpreting speech based on context, often acting as a placeholder, persona, and demonstrative. Deixis is part of pragmatics, which refers to the relationship between language structure and the situation in which it is used. It is considered an aspect of meaning and language structure that cannot be resolved in semantics.

Difference deixis refers to linguistically explored differences or references to contexts, such as first-person pronouns "I" or "me," second person pronouns "you" or "you," and third person pronouns "he" or "his." Spatial deixis refers to the relationship between a person or item and the reference "here" or "there." Discourse deixis referential pronouns refer to speakers' social standing in written or spoken text. Deixis is a movable word pointer that interprets the relationship between speech events and language context, influenced by time and place. It can be near or far from the marker, demonstrating persona, time, space, and demonstrative. The speaker is essentially the orientation deixis. Deixis is a crucial aspect of communication, particularly in conversation or film scripts. It helps understand context and is used in the dialogue between Ponytail and Ranger Liz. In the second person deixis, Ponytail uses "you" and "you" as singular pronouns, while Ranger Liz uses "I" in first person deixis. First-person pronouns are self-stressed and come in singular and plural forms, with plural pronouns defined as "our" and "ours." The researcher aims to analyze various forms of deixis in the film "COCAINE BEAR" using film media as an example, as it provides audio-visual content and a message to be learned from, ensuring everyone understands the story and can benefit from the various communication methods available. Researchers are exploring deixis, a language used in films like COCAINE BEAR (2023), to help students understand characters' words and dialogue flow. Deixis, as depicted in the film, is an interesting research topic for researchers to explore and improve understanding of films.

Researchers analyzed the COCAINE BEAR (2023) movie script, revealing that movies are a form of storytelling with dialogue, often featuring different characters and gestures. Despite their popularity, movies have evolved from a hobby to a favorite among many, particularly youngsters, who can enjoy their favorite films for extended periods or stream them using internet data. The author explored the use of deixis in the 2023 movie "Cocaine Bear," demonstrating its widespread usage in all languages, albeit in basic terms.

## 2.    LITERATURE REVIEW
### Pragmatics

Pragmatics, or semantics, is the study of the relationship between semiotic systems, particularly language, and their context. It is part of the general theory of meaning and focuses on implicit, inference, and unspoken meanings. It has become an important part of linguistic theory due to its fascinating subject matter, potential explanations for other linguistic phenomena, and its interdisciplinary implications. Pragmatism, a term derived from Charles Morris' semiotics teachings, is the study of language use in context. It is divided into semantics, syntax, and pragmatics, each focusing on the interactions between signals and their carriers, as well as other fields of semiotics.

Pragmatics is the study of meaning in language context, encompassing implications, assumptions, words, and deeds. It evolved in linguistics to explore language usage as long as speakers

and listeners are aware of the intended action.

## Deixis

Deixis is a pragmatic component that studies context in sentences, referring to anything directly related to the speaker's context. It suggests a relationship between language and context, examining words, phrases, and utterances like person, object, location, and time when speakers address listeners. Deixis variations include closeness and distance from the speaker. Deixis, as described by Wiguna et al. (2018) and Dwipayani et al. (2020), is an ideal cognitive model that allows speakers and receivers to coexist at any time, fostering a mental space where they can communicate effectively.

Deixis, a grammar building block, is present in everyday conversation, community interaction, and literary works like novels and songs. It signifies different meanings of words, even in the same context with different connotations, and is not just a grammar structure but also a key element in media. Deixis is a word whose meaning is determined by the speaker, time, and location of the utterance, allowing for comprehension of a statement within the context of the conversation.

This study explores five aspects of Stephen C. Levinson's theory of deixis, including persona deixis, place deixis, time deixis, discourse deixis, and social deixis, which are various forms of deixis. People's deixis (2012) uses persona deixis to localize Green's object based on the speaker's or listener's position during a discussion, coding the roles of individuals in the speech even before the utterance in question is coded. Person deixis is indicated by pronouns such as I, You, and She/He, which indicate different categories of the person. There are some example of person deixis as follows:

(1) I think we should leave it.
(2) What do you see?
(3) She just came to paint the...

Time deixis is the encoding of time span and the point in relation to time in spoken or written communication. Languages base their time calculation and measurement systems on day and night, lunar months, seasons, and years. They can be used as calendars to determine events in absolute time or indicate natural cycles. Place deixis, also known as spatial deixis, refers to important locations in speech based on the speaker's or interlocutor's position at the time of the speech. Examples include here, there, and there, while proximal deixis refer to close speakers. Place deixis can be used to describe speech occurrences and distances, such as "I'll go there" or "You have to put the books here."

Conversation deixis is a word or phrase used to express a part of a sentence in a conversation. Discourse deixis, also known as text deixis, discusses linguistic elements from specific discourses. Examples include anaphora, which repeats a previous topic, and cataphora, which foreshadows a future discussion. Demonstrative deixis terms, such as preceding, next, and first mentioned, refer to the next section of the discussion. Examples include "That's a cool dog" and "This is your brain on drugs." Social deixis refers to the characteristics of sentences that reflect the social context conditions at the time of speech occurrence, emphasizing genuine communication activity and revealing social inequalities influenced by factors like gender, age, education, and occupation.

Fillmore's theory identifies six types of social deixis: person marking, speech level, distinction in utterances, honorifics type, linguistic performances, and linguistic performances. These types vary across languages and civilizations, and can be used to complement or complement social acts.

## Movie

A movie is a visual created through camera recording or animation techniques. Cinematography, derived from the Greek words cinema + phytos (light) + graphie = grhap (text = image = picture), means "to paint motion with light." A movie is a story that describes a human interpretation of life, recorded as moving images to convey a specific message to the audience.

## COCAINE BEAR (2023) Movie

Cocaine Bear is a 2023 American survival horror comedy film directed by Elizabeth Banks and co-produced by her. Based on the true story of an American black bear who swallowed cocaine in 1985, the film stars Keri Russell, O'Shea Jackson Jr., Christian Convery, Alden Ehrenreich, Jesse Tyler Ferguson, Brooklynn Prince, Isiah Whitlock Jr., Kristofer Hivju, Hannah Hoekstra, Margo Martindale, Matthew Rhys, and Ray Liotta. The film received positive reviews and grossed $89 million worldwide.

## 3. RESEARCH METHODOLOGY

The research process is crucial for any research endeavor, and the authors utilized qualitative methodologies to examine non-numerical data based on the phenomenon's characteristics, despite the data being provided in words. The purpose of qualitative research is to describe and create detailed material.

(Creswell & Creswell, 2018) further notes that qualitative research collects text and visual data and uses a variety of designs. In this type of research, descriptive data is offered in the form of words or sentences rather than numbers. To provide a detailed and systematic consider, researchers use descriptive qualitative methods. To be more specific, the researcher wants to define and explain the main character's personality changes and what causes their impact in the film COCAINE BEAR (2023).

### Subject of the Research
### Population
All of the components, participants, or individuals who share one or more traits with the research topic comprise the population. The participants in this study were Dee Dee and Henry, two characters from the COCAINE BEAR (2023) movie.
### Sample
The main character in the COCAINE BEAR (2023) movie's language use will be examined for this study's data, using the following stages:
1. Gathering all the data from the video that contains deixis in order to organize the data.
2. Grouping the data into several categories in accordance with Levinson's theory, which divided deixis into social, geographical, temporal, and persona categories.
3. Analyzing the five different forms of deixis in the data.
4. Provide a sample of the study-related data; the researcher will then discuss some of the research's findings. The entire collection of sources used in the COCAINE BEAR (2023) movie.

### Instrument of the Research
1. The researcher downloaded a copy movie "COCAINE BEAR" (2023) from YouTube.
2. To collect the necessary data, the researcher payed close attention to each phrase and scene in COCAINE BEAR (2023) Movie.
3. Researcher identify deixis found in scenes from the film "COCAINE BEAR" (2023).
4. The researcher collected the selected data.

### Method Data Analysis
The study employs a descriptive data analysis method, interpreting and analyzing the text. The qualitative data processing process, as defined by Miles and Huberman, can be divided into three stages: data reduction, data display, and conclusion drawing/verification, as per Merentek's definition.
Following the collection of data, the researcher examines the data in the following steps:
### Data Reduction
Data reduction is picking points, summarizing and focusing on what is important, looking for themes and patterns, and ignoring the irrelevant. According to Sugiyono, data reduction is data received from the field that is quite large and must be meticulously recorded. Reduced data will create

a better picture and make it easier for researchers to collect and search for additional data as needed. Sugiono, F. (2015). This is done to save data processing time, reduce unnecessary dimensions, eliminate overfitting, and improve prediction quality. As a result, data that is unrelated to the study issue is not combined with data that is connected to the research theme.

**Data Display**

The data presentation method assists the analyst in summarizing, condensing, and organizing data, as well as making the data more accessible and manageable. It also makes it easier to find patterns, correlations, and themes in data. This stage provides an organized set of facts as well as the option of concluding.

## 4. FINDING AND DISSCUSION

**Finding**

The researcher employed Levinson theory to discover the deixis of the main character in this film. There was many deixis in the dialogue in the COCAINE BEAR (2023) movie. The researcher presents a table showing the first results of deixis kinds.

**Table 1. Personal Deixis in COCAINE BEAR (2023) Movie**

| No | Personal Deixis | | f |
|----|-----------------|------|-----|
| | **Type/Categories** | | |
| 1 | First Person | I | 154 |
| | | We | 49 |
| | | Our | 2 |
| | | Me | 2 |
| 2 | Second Person | You | 135 |
| | | Your | 25 |
| 3 | Third Person | Him | 4 |
| | | He | 6 |
| | | It | 10 |
| | | They | 8 |
| | | She | 2 |
| | **Total** | | 397 |

Based on the findings above, the researcher concluded that first-person deixis was dominant in personal deixis since the words "I, We, Our, and Me" refer to the main characters, Dee Dee and Henry, in the "COCAINE BEAR" movie script, where first-person was used  times. The second-person deixis was the second dominating In the discussion movie script, the words "you and your" referred to the listener or addressee and were used 144 times. The third-person deixis was used 30 times after that. In a discussion movie script, the words "Him, He, It, They, She, and They" refer to the listener or addressee.

**Table 2. Place Deixis in COCAINE BEAR (2023) Movie**

| No | Place Deixis | | f |
|----|--------------|-------|-----|
| | **Type/ Categories** | | |
| 1 | Proximal | This | 9 |
| | | Here | 2 |
| 2 | Distal | There | 3 |
| | | That | 15 |
| | **Total** | | 29 |

Based on the findings above, the researchers found the word "That" as the most dominant word as a substitute for deixis which was used 15 times. This word was uttered by the main character in the film script "COCAINE BEAR". The word "That" comes from the speaker's distance from the person

he is talking to. The second dominant word is "Ini" which is used 9 times. This word refers to the place where the speech event occurs. Place deixis focuses attention on the place where an event occurs in the speaker and is related to distance. The third dominant word is "There", which is used 3 times. The word "There" is a deictic expression because of the speaker's distance from the person he is talking to. The last dominant word is the word "Here" which is used twice. The word "Here" is included in place deixis because it refers to a place near the speaker in the speech event.

**Table 3. Time Deixis in COCAINE BEAR (2023) Movie**

| No | Time Deixis | | f |
|----|-------------|---|---|
| | **Type/ Categories** | | |
| 1 | Adverb of Time | Now | 1 |
| 2 | Distal | weekend | 1 |
| **Total** | | | 2 |

Based on the findings above, the researcher found the word "now" as the dominant word in time deixis used once. The word was said by Dee Dee and Henry. The word "now" is a deictic expression because it refers to a certain event or incident. The second dominant word is the word "weekend" and is only used once. This expression is a deictic expression because it shows how long the speech event occurred.

**Table 4. Social Deixis in COCAINE BEAR (2023) Movie**

| No | Social Deixis | | f |
|----|---------------|---|---|
| | **Type/ Categories** | | |
| 1 2 3 4 | Social Deixis | Your Mother Dad | 3 2 |
| **Total** | | | 5 |

Based on the findings obtained by researchers, they found the word "your mother" in social deixis 3 times, "Father" 2 times. It is spoken by the main characters Dee Dee and Henry." In the movie COCAINE BEAR," the phrase "mom, dad" is an apt name. It can be classified as social deixis because it shows the relationships that occur in a social scenario between the main characters. The word creates a social gap between the speaker and the recipient.

**Table 5. Discourse Deixis in COCAINE BEAR (2023)**

| No. | Discourse Deixis | | f |
|-----|------------------|---|---|
| | **Type/ Categories** | | |
| 1 | Proximal | This | 9 |
| 2 | Distal | That | 15 |
| **Total** | | | 24 |

Based on the findings above, the researcher found that the word "That" is the dominant word in discourse deixis, which appears 15 times. The main actor in the script for the film "COCAINE BEAR" revealed. The word "That" is a deictic statement because the speaker is far from the recipient. The word "Ini" is the second dominant word which appears 9 times. Because it places the discourse near the speaker in the speech event, the word "this" is included in the discourse deixis.

The second reference to the meaning of the main character in the film script COCAINE BEAR by Elizabeth Banks found in this research is person deixis; I, Me, We, and Our as first-person deixis; You, Your as second person deixis; He, She, It, They, Her, as third person deixis, which are included in person deixis; time deixis found Now, and Weekend; The discourse deixis found are; This, and That; and the last social deixis found is your father and mother.

**Discussion**

The researcher analyzes the deixis used by the main character in the COCAINE BEAR (2023) Movie in this study. In evaluating the deixis in the Cocaine Bear (2023) Movie, the researcher used Levinson's theory. Levinson's theory identifies five types of deixis: person, place, time, social, and discourse. The study reveals the various deixis and references used by main characters in COCAINE BEAR (2023) and identifies the dominant type.

This study examines the deixis analysis used by the main character in the Cocaine Bear (2023) Movie using Levinson's theory. The theory identifies five types of deixis: person deixis, place deixis, time deixis, social deixis, and discourse deixis. The researcher identifies the various types of deixis and references used by the main characters and identifies the dominant form used by the protagonist. The first-person deixis includes terms like I, me, my, we, and our. The second-person deixis includes you and your. The third-person deixis includes it, him, he, they, and she. Place deixis includes here, there, this, and that. Time deixis includes now, and weekend. Social deixis includes Dad and mother.

In conducting this research, the researcher presents several previous studies that are relevant to the research conducted by the researcher. During the course of the study, the researcher offers several previous studies that are pertinent to the research. The following study findings are depicted in the film script "A Thousand Words": To begin, there are five types of deixis in the script: person deixis, time deixis, place deixis, discourse deixis, and social deixis. Second, in terms of person deixis, I, me, we, us, and my were found as first-person deixis; you and you were found as second-person deixis; and he, she, it, they, them, him, and her were found as third-person deixis. Terms like now, now, on a Tuesday, three days, two days, and then can be found in time deixis. Location deixis contains the words here, there, and in.

Based on the discussion thus far, it is possible to conclude that the researcher's findings differ from those of previous studies. In the author's research, study findings such as:

1) The types of deixis and references employed by the main character in the COCAINE BEAR (2023) Movie were discovered.
2) The main character in the COCAINE BEAR (2023) Movie employs the dominant type of deixis.

Meanwhile , previous studies only revealed types of deixis and references, or types of deixis and dominant deixis. There has been no equivalent research to the writer's research, which identified, first, types of deixis and references, and then, types of dominating deixis.

5. **CONCLUSIONS AND SUGGESTIONS**

This chapter summarizes the research's findings and the author's recommendations to other researchers or their readers. The conclusion is discussed the findings of the deixis research from the film FALL (2022). A more detailed explanation provided below.

**Conclusions**

The writer analyzes various deixis and references in the COCAINE BEAR (2023) Movie, concluding that the movie uses five types of deixis: person deixis, place deixis, time deixis, social deixis, and discourse deixis, based on Levinson's theory. The conclusion are:

1. Utterance is found in person deixis, namely I, me, my, we, and our; words are found in second person deixis, namely you and your; and words are found in third-person deixis, namely it, she, he, him, and they. Words are found in place of deixis, specifically here, there, that, and this. Words such as now, and this weekend, can be found in time deixis. Words are found in social deixis, Dad, mother. Words such as that and this can be found in discourse deixis.
2. Every deixis term discovered by the writer in the script film COCAINE BEAR (2023) has a reference. Each deixis in this movie script has a different reference. However, there is a similar reference, and the terms of the deixis are different. Because the speaker uses deictic words that refer to the person intended audience or listener, and because the film script "COCAINE BEAR" tells the story of two friends, one boy and one girl (Henry and Dee

Dee). who walk to the forest to see a waterfall, While they were resting, the girl found a box containing white powder, which turned out to be cocaine. After more investigation, it turned out that there was a bear who was addicted to cocaine, the references in the COCAINE BEAR (2023) movie are mostly in the first person.

3. Person deixis is the major deixis used by the main character in the film script COCAINE BEAR (2023).

**Suggestion**

After finishing this final project, the writer has some thoughts. Other researchers who need to conduct deixis research should be able to describe and analyze deixis in greater detail, such as conducting research on the types of deixis and references, as well as the dominant deixis in the object being studied differently, such as in a magazine or other written text. The author also proposes that future researchers who want to do research on deixis can use the material from this study to conduct better research because the analysis section of this study still needs development.

The writer suggests that readers who analyzing deixis must understand and have knowledge of deixis theory since deixis is an important study to find out the meaning and purpose of the utterance. Understanding and having knowledge of deixis can help avoid misinterpretation between the speaker and the recipient of the utterance. Understanding deixis can help us understand the meaning of the utterance easily.

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