

ABSTRACT

Supriyani (2013) : “Social and Personal Deixis Applied by English Department Students”. English Study Program, English Department, Faculty of Letter and Culture. Supervisors: (1) Dr. Suleman Bouti, S.Pd, M.Hum, (2) Muh. Syamsurizal, S.S, M.Pd.

The type of this research is Qualitative case study research. It is aimed to find out the application of Social and Personal Deixis by the students of English Department based on the theory that proposed by Levinson, and to figure out the factor for applying the deictic expression by considering the context. The site of this study was English department; in faculty of Letter and Culture, and the participants were the students of English Department. The data was collected by providing theme regarded to daily life and employing three procedures, Observation, Interview and document examination. Then, there were several steps in procedure of data analysis which was known as OTTR or Observe, Think, Test and Revise. The outcome of the research regarded to the application of social and personal Deixis and factors of applying The deictic expression are: There are 4 deictic expression which is involved in social deictic expression, they are, *Mr./Sir, Mrs./Ma’am, Ladies and Gentlemen* and *Chief*. Also there are three categories of Personal deictic expression, they are *I, My, Me, We, Us, Our*, and *Our* Involved in the first person Category, the deictic expression *You, your, Yours* and *Yourself* included in the only second person category and the deictic expressions which are involved in the third person category of personal Deixis are *They, Them, Their, She, Her, Her, Herself, He, His, Him, It, It* and *Itself*. There are also 4 reasons for applying social and personal deictic expression, they are aimed to respect the interlocutor, applied by considering the speaker position, to be polite and applied in order to point directly toward the addressee.

Keywords: Deixis, Personal Deixis, Social Deixis