SOCIAL DEIXIS IN THE DIGITAL COMIC OF *LORE OLYMPUS* WEBTOON

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Abstract

Social deixis is one of the pragmatics studies. The study of social deixis is also found in digital comics. Therefore, this research discusses the use of social deixis to identify the types of social deixis and their functions in the Lore Olympus Webtoon. This research is classified as qualitative descriptive research. All of the data of this research were taken from the conversations in the webtoon entitled Lore Olympus which contain social deixis. The result of this research shows that there are two main classifications of social deixis used in the Lore Olympus Webtoon namely relational social deixis and absolute social deixis. Relational social deixis includes four sub-classification types, 1) speaker and referent; 2) speaker and addressee; 3) speaker and bystander; 4) speaker and setting. Then, absolute social deixis consists of 1) authorized speaker; and 2) authorized recipient. Furthermore, the result of this study shows that there are three functions of social deixis namely to express politeness and respect, to express intimacy, and to identify authority. In general, understanding social deixis means learning more to show respect, and politeness between the speakers and the addressee by mentioning the specific title or call based on the context.

Keywords: Pragmatics, Deixis, Social Deixis, Webtoon

1. INTRODUCTION

Pragmatics is one of the studies of linguistics that includes presupposition, implicature, conversational structure, speech act, and deixis. Pragmatics is the study of what they are going to do with an analysis of what people mean by those utterances and what the spoken words or expressions mean to the addressee. According to Leech (2014), pragmatics is the study of how utterances have meanings in situations. Thus, pragmatics is defined as the study of the relationship between language and context which is used based on situations to get some meaning.

In communication, the proper use of deixis becomes an important factor in establishing successful communication because deixis will make communication clear. Deixis can be found in our daily communication. Deixis is a word whose speaker's meaning can be understood through contextual information in the utterance. Yule (1996) states that deixis is a technical term (from Greek) that refers to the relationship between linguistic forms and the users of these forms. This research is concerned with the study of social deixis.

Social deixis is a word or nickname that shows different social statuses between the speaker and the addressee. This social deixis relates to the social situations and conditions around the speaker and the addressee. The difference was influenced by social status and social class. According to Levinson (1983), social deixis concerns the element of sentences that is determined by certain participants or situations in which the speech event occurs. In communicating with others, the speaker and the addressee might use their name or nicknames to show respect, intimacy, or familiarity, and the social status of the speakers.

This research analyzes social deixis in the digital comic of *Lore Olympus* on Webtoon. Digital comic is electronic comics book. Then, Webtoon is an example of a digital comic

application. Webtoon contains various deictic expressions that could be analyzed based on the pragmatics approach. This Webtoon tells a story about Greek Mythology that uses various types of social deixis. Therefore, it could be the object of this research.

The study of social deixis had been conducted by some researchers. One of them was the research of deixis in the English version of the *Komio Youko* comic conducted by Febrianti (2017). This research analyzed all types of deixis, such as (person deixis, time deixis, place deixis, discourse deixis, and social deixis). The result shows that person deixis is the dominant type of deixis whereas time deixis is the least one. The research conducted by Febrianti (2017) discussed all types of deixis but this research focuses on social deixis only.

The other research conducted by Kusumaningrum (2016) discussed all types of deixis in a comic as well. The findings show that person deixis, time deixis, place deixis, discourse deixis, and social deixis were found in the comic. Person deixis is the dominant type used in the comic.

The next research on deixis was conducted by Jamjuri (2015) in a *Golden Age movie*. The research analyzed the types of social deixis found in the movie script. The result found two types of social deixis; absolute social deixis and relational social deixis. The research conducted by Jamjuri (2015) focused on social deixis in a movie script whereas this study analyzed social deixis in a comic.

The previous research did not provide an explanation of the functions of social deixis. Meanwhile, this research discusses the main type, sub-type, and functions of social deixis in the Webtoon. The use of social deixis is chosen as the topic of the research to understand social relationships between the speaker and the addressee by mentioning the specific title or address term based on the context of the situation.

2. RESEARCH METHOD

The methods applied to answer the problems of the research. These parts include research design, data and source of data, data collection technique, and data analysis technique. Pratiwi (2019) said that the function of a research design is to ensure that the evidence that has been obtained will address the research problem as clearly and effectively as possible. This research used a qualitative descriptive method. According to Sugiyono (2010), the qualitative method is descriptive. This means that collected data was a form of words rather than a number. The data in this study is a text or artwork narrated in the form of a digital comic on the Webtoon platform. It is the best method to analyze the types of social deixis and the researcher only classifies and analyzes the data and then draws a conclusion in the form of words and sentences. The source of data used in this research is the digital comic *Lore Olympus* Webtoon by Rachel Smythe. The data of this research are words or codes that contain social deixis which are found in the digital comic Webtoon. of *Lore Olympus* Webtoon season 1. his research focuses only on the social deixis and its functions.

The data collection method is an important step in conducting the research because the data collected are used as material for analysis in research. The technique of collecting the data in this research consists of reading the comic, finding and giving a sign of words that contain social deixis making a list of the collected data, classifying the data based on the kinds of social deixis, and coding the collected data that contain social deixis to classify the types of social deixis. Based on Biklen & Bogdan (1982), data analysis is the process of systematically searching and arranging accumulated to increase the researcher's understanding and to enable the researcher to present what has been found to others. The steps of analyzing the data are to select words or utterances that are included in social deixis found in the digital comic Webtoon season 1, to classify data into more categorized or smaller parts, and to explain the function of social deixis.

3. RESULT AND DISCUSSION

The social deixis in the digital comic of *Lore Olympus* Webtoon discussed in this study are divided into two parts: (1) the types and functions of social deixis and (2) a discussion about the findings and compare it with previous research presented in the research gap. The data is taken from the utterances that contain social deixis in the digital comic of *Lore Olympus* Webtoon season 1 and 115 chapters. The analysis of research problems is presented in this chapter.

Table 1 Types of Social Deixis

Type of Social Deixis		Number of Each Type	Percentage of Each Type
Relational	Speaker & Referent	9	4%
	Speaker & Addressee	70	32%
	Speaker & Bystander	41	18%
	Speaker & Setting	14	6%
Absolute	Authorized Speaker	34	15%
	Authorized Recipient	54	24%
Total		**222**	**100%**

From a total of 222 data, 70 or 32% of them are categorized into the speaker & addressee. It means this data is the most dominant type. The other type is authorized recipient with a total of 54 or 24%. The other type is speaker & bystander with a total of 41 or 18%. The other type is authorized speaker with a total of 34 or 15%. The other data is a speaker & setting with a total of 6% of the data. The last type is speaker & referent with a total of 4% data.

3.1 The Types of Social Deixis:

According to Levinson (1983), social deixis has two types There are relational social deixis and absolute social deixis.

3.1.1 Relational Social Deixis

Relational social deixis is a relationship between a speaker and an addressee. The kinship terms are often applied since they illustrate personal ties or blood bonds among the speech participants. The relational social deixis found in the data of research is analyzed as follows:

a. Speaker and Referent (Referent Honorific)

Referent honorific are employed by the speaker to show respect or honor towards the referent by using codes with the title or greeting.

73/E39/RLN/

(This conversation took place in the Underworld. Thanatos God of Death was called by Hades who is King of the Underworld to come into his room to talk about Thanatos' proposal salary review or work agreement regarding salary before signing a work contract in Underworld.)

Thanatos   : "*Hey **boss,** how's it- hanging…*"
Hades   : "*You're late.*"
Thanatos   : "*I know, but –*"
Hades   : "*You think your time is more important than me? Take a seat I read over the proposal for your salary review.*"

The term *boss* in the utterance is classified into relational social deixis in the reference honorific category. The honorific reference is indicated by the respect coded in the form of a title *boss*. In this case, Thanatos is the speaker, while the target person is Hades who is the King

of the Underworld and is Thanatos' boss. The title *boss* was given by a speaker to Hades to show a high social status or social level because he is the King of the Underworld.

b. Speaker and Addressee (Addressee Honorific)

In this type, the speaker can show respect or honor without having direct reference to the addressee or target. Addressee honorific can show respect or honor to the addressee or target without mentioning the subject or name of the addressee or the target in the speech event.

90/E50/RLN

(This conversation took place in Persephone's memory, Persephone is a Goddess of Spring. This memory occur when Persephone was in the Mortal Realm. In this memory, Persephone took a bath in the river and her mother Demeter who is the Goddess of Season asked Persephone whether bathing in the river was fun.)

Demeter : "*Are you having a nice bath?"*
Persephone : "*Yes, **mama.**"*
Demeter : "*Alright, I'll see you later."*
Persephone : "*Bye!"*

The kinship term *mama* in the sentence belongs to a relational social deixis specification in the addressee honorific category. In this context, Persephone is the speaker, while the addressee is her mother who is Demeter. Persephone talked to Demeter using honorific deixis because Persephone is a daughter of Demeter. The word *mama* aims to respect the addressee. Therefore, the deixis of *mama* in the context is the relational social deixis.

c. Speaker and Bystander (Bystander or Audience Honorific)

Bystander or audience honorific is a relationship between the speaker and listeners or readers or bystanders who are not the speakers and occurs as a naming or nickname based on the social context.

196/E103/RLN

(This conversation took place in the club when Thetis who is a nymph invited her other nymph friend Minthe to join her at the club. After entering the club, Minthe saw her boyfriend's sister-in-law Amphitrite who is the Goddess of the Sea. Minthe is afraid to face her because she is a problem with her boyfriend Hades the King of the Underworld. But Thetis does not understand, she still forces Minthe and it makes Minthe upset.)

Thetis : "*Come on!"*
Minthe: "*Wait! I don't want to talk to Hades' **sister in law!** She'll know what I did."*
Thetis : "*Minthe, you're really killing the mood!"*
Minthe: "*Hades was right- You're not my friend."*

The conversation is classified into this type of bystander honorific. The social deixis *sister in law* refers to Poseidon's wife. Poseidon is Hades' brother and he is the King of the Sea. The speaker here is Minthe who used the term *sister in law* to honor or respect her boyfriend's family who is his brother's wife. Therefore, the term *sister in law* included in the bystander honorific because the speaker is meant to honor or respect someone who is not a participant in the speech event.

d. Speaker and Setting (formality levels or social activity)

Speaker and setting can be used for the respect that is having relation to considering the place and to express social context or event.

21/E09/ARLN

(This conversation took place at Hades' palace which is in the Underworld. Hades who is the King of the Underworld decides to take his guest Persephone Goddess of Spring to go to her home because Hades has business with his brother.)

Hades   : *"Persephone, Goddess of Spring... The time has come for you to return to **Olympus."***
Persephone   : *"Okay!"*

The term *Olympus* is categorized as a speaker and setting in relational social deixis. The term *Olympus* was used to show respect used by Hades who is the King of the Underworld to his guest in a formal event replacing the word home or house. The term *Olympus* indicates a place where the Gods and Goddess live.

3.1.2 Absolute Social Deixis

Absolute social deixis shows the difference in social status between the speaker and the addressee.

a. Authorized Speaker

An authorized speaker is a form of language that is only to be used or coded as the speaker who is also the authorized speaker.

65/E33/ABS

(This conversation took place in the Underworld. When Hades who is the King of the Underworld just stuck in front of the gate because he read a message from his crush. His actions confused the gatekeeper. Then the gatekeeper called Hades to make sure he is okay.)

Gatekeeper   : *"Why isn't he getting out? *The gatekeeper' mumbling.*
                 *Ummm, **Your Majesty?"***
Hades   : *"Oh. Here *he gave the gatekeeper a diamond."*

The term *Your Majesty* is categorized as an authorized speaker type. The speaker used the term *Your Majesty* as an honorary title to the King of the Underworld who has a higher social status than the speaker who is the staff in the Underworld.

b. Authorized Recipient

The authorized recipient is used as an honorary title to the recipient who qualified to receive it. A person's class, position, and, social standing can be determined by the mention of their title.

191/E102/ABS

(This conversation between Demeter and Ares. Demeter is the Goddess of Season and Ares is the God of War. Demeter hear that her daughter called her in the forest. Then she found out that in her area there are men. She was upset with Ares because she have a rule "No one men in her area".)

Demeter   : *"**Son of Zeus!"***
Ares   : *"Oh no…"*

The term *son of Zeus* indicates absolute social deixis in authorized speaker types. It refers to Ares who symbolizes that he was the son of a king (Zeus). The term *son of Zeus* is intended for the people who are authorized to receive the title.

3.2 The Function of Social Deixis:

Levinson (1983), divided social deixis into three functions as follows:

3.2.1 To Express Politeness and Respect

The phenomenon of politeness is always influenced by the culture in a particular society. In addition, certain social deictic words, for instance, honorific titles are usually used to show the degree of politeness.

64/E32/RLN

(This conversation took place in the pet shop. When Hades who is King of the Underworld wants to let his dog in the pet shop. Then, he saw Aphrodite who is Goddess of Beauty walking with her maid in front of the pet shop. Hades glared at Aphrodite. Aphrodite feels someone looking at her, then she saw who is staring at her. After she knows who is staring at her, she runs away because she has a problem with Hades.)

Hades   : *"... hmm Aphrodite. *he saw Aphrodite from a distance."*
Aphrodite   : *"I feel like getting a green smoothly... But I also feel like getting waffles with lots and lots of bacon!"*
Aphrodite's maid   : *"I'm sorry,* **my lady,** *but that man is staring at you."*
Aphrodite   : *"A man gazing at me? Being me is such a curse.*
                               *she looked back to see who was staring at her
                               Oh, Gaia... We need to leave. It's Hades!"

The deictic term *my lady* is identified to express politeness and respect because it refers to Aphrodite who is a famous Goddess in the Greek World. The speakers express her respect and differences in social status which is coded with *my lady,* because the addressee is the goddess in the Greek World and the speaker is a maid.

3.2.2 To Express Intimacy

Intimacy is a closeness between the speaker and the addressee in a personal relationship. social deictic expression is also applied to express intimacy, how people feel close to each other and to show high solidarity.

219/E115/RLN

(This conversation is between Demeter and Persephone who is mother and daughter. Demeter is the Goddess of Season and Persephone is the Goddess of Spring. In this conversation, Demeter greets and bring her daughter to have breakfast.)

Demeter   : *"**Sweetheart,** there you are. I bought your favorite breakfast. Good to see you're warming up to commuting to school."*
Persephone   : *"...thanks"*

The kinship *sweetheart* is used by the mother to call her daughter with a lovely nickname. When using this term, it means that both of them have a close or familial relationship. In other words, it shows how much she loves and cares about her daughter. Therefore, the term *sweetheart* expresses how intimate their relationship is.

3.2.3 To Identify Authority

Authority is defined as the power or right to govern, give a command, enforce obedience, or take some action. It is given by the state or organization and it is delegated formally.

52/E27/ABS

(The telephone conversation was between Persephone and Hades at midnight. Persephone is the Goddess of Spring and Hades is the King of Underworld. They have romantic feelings for each other. Because of that, they were talking about Persephone's insecurity. After Persephone finished her story, she asked Hades to take turns telling his story. But Hades does not want to, then Persephone said that this was unfair over the telephone.)

Persephone   : *"You've give me someth'n."*
Hades   : *"I ain't gotta give you something."*

Persephone   : *"But the balance of power is thrown out!"*
Hades   : *"I'm a **king**. The balance of power should always be in my favor."*

The term *king* is indicated as an expression of authority. In this datum, the speaker emphasizes that he is the king who has a high level for society. Moreover, the use of the deictic term *king* aims to express that he has authority because the king can do anything and he has the power to get something that is in his favor.

This study focuses on the analysis of the social deixis used in the *Lore Olympus* Webtoon. Social deixis is divided into two types, they are relational social deixis and absolute social deixis Levinson (1983).

The most dominant type of social deixis found in this research is relational social deixis with a total of 134 data. This type is used frequently because the speakers and the addressees have a social relationship such as mother and daughter, siblings, friends, etc. Moreover, the relational social deixis has a specific type. In relational social deixis, there are speaker and referent, speaker and addressee, speaker and bystander, and, speaker and setting. In addition, the most dominant type of social deixis is relation social deixis in the speaker and addressee category. This type shows respect or honor without having direct reference to the addressee or target. In this case, the speakers refer to the addressee by using particular social deixis such as *lady, Mr, sir,* and *mother*. Each social deixis refers to particular social status.

Based on the data collected, the type of speaker and referent is not frequently used. The characters of the Webtoon rarely use the type of speaker and referent since the setting is in the kingdom. Therefore, the characters use the honorific title to refer to the addressees in a higher social status to show respect. The honorific titles are included in the absolute category.

A previous study by Febrianti (2017) focused on the all of deixis categories such as person deixis, time deixis, place deixis, discourse deixis, and social deixis whereas this research not only discusses the types of social deixis but also the functions based on the context. The other study regarding social deixis was conducted by Jamjuri (2015) which focused more on the three specific types of social deixis including speaker and addressee, speaker and setting, and, authorized recipient. On the other hand, this research does not only discuss the types of social deixis but also the specification for each type and describes the function of social deixis. The previous research does not discuss more about the function of social deixis. This study includes all types of social deixis, but the previous research just analyzes specific types of social deixis.

Social deixis has several functions, they are: to express politeness and respect (honorary titles are usually used to show the degree of politeness), to express intimacy (kinship terms can be used to show how intimate the speaker and the addressee in a personal relationship), to express authority (authority is defined as the power and it is given by the state or organization and it is delegated formally). The function of politeness and respect is found in most data.. Politeness and respect function is mostly used by the characters to show respect and honor. In other words, honorific titles are usually used to show the degree of politeness by using particular social deixis such as *goddess, nymph, lady, etc*. The function of identifying authority is rarely found in the data because this function is only related to the addressee who has power and authority delegated formally by the organization.

4. CONCLUSION

The research describes the types of social deixis found in the *Lore Olympus*. The types of social deixis are relational social deixis and absolute social deixis. The relational social deixis has four types, there are speaker and referent, speaker and addressee, speaker and bystander, and, speaker and setting. The speaker and referent are to show respect to the referent by mentioning the title before the name, while the speaker and addressee show respect without mentioning the title to the addressee. Moreover, the speaker and bystander means that the speaker expressed the utterances to show respect to the people who are not involved in the

conversation but the topic of the conversation and the audience or listener in the conversation. Then, the speaker and setting are used to consider the place and to express social context or event. The other type is absolute social deixis, there are authorized speaker and authorized recipient. The authorized speaker is used to the terms that are referred to coded or titles as the speaker only. Meanwhile, the authorized recipient is an honorary title to the recipient who qualified to receive it. Concerning the function of social deixis, there are three functions of social deixis found including to express politeness and respect, to express intimacy, and to identify authority.

Understanding social deixis means learning more to show respect, politeness, and social status between the speaker and the addressee by mentioning their titles or nickname. Context may help figure out the purpose of using social deixis and avoid misunderstandings when mentioning titles or nicknames to the addressee. Thus, communication can run smoothly without any misunderstandings.

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