



AN ANALYSIS OF DEIXIS IN MOANA (2016) MOVIE: A PRAGMATICS STUDY

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Abstract

The research aims to understand the types of deixis in the Moana movie and describe their function in conversation. The study uses qualitative research methods, including reading, watching, listening, and taking notes. The researchers identified three types of deixis: person, spatial, and temporal. Person deixis is ranked first with 92% of the total deixis, followed by spatial deixis at 6% and temporal deixis at 2%. Deixis are found in the introduction, beginning, and end of the story. The deixis function is divided into two: pointing and referring. Pointing is divided into singular and plural forms, providing clarity in communication. Referring is divided into words referring objects, people, and places, working as a link between sentences. The total number of types of deixis in the Moana movie is 1,307.

Keywords: Pragmatics, Deixis, Movie Moana.

Introduction

As human social beings who need each other, communication is an activity that cannot be avoided. With communication, people are easy to share the ideas, extend the information, express what people are feeling and so on. This explanation was provided by Indah et al. (2018), who described communication as an interaction process between one person and another with the goal of sharing information and beliefs, exchanging ideas, establishing plans, and solving problems. In doing communication, people usually pointing something via language. Language, as the basic form of human communication, is extremely vital in everyday life. Language is more than just a set of words or symbols; it is a means for people to convey their thoughts, feelings, and culture. In this context, language can be seen of as a bridge that connects people to society and the world around them. Language allows us to communicate ideas, establish social standards, and carry down cultural heritage from generation to generation. In addition, language serves as a social identity for some groups. Every language has a diverse vocabulary and grammar that reflects the values and worldviews of those who speak it. For example, in many civilizations, specific phrases in



local languages imply.

English is a foreign language in Indonesia. In today's globalized society, foreign language abilities are becoming increasingly vital. English, for example, has become a lingua franca in many industries, including commerce, information technology, and higher education. This demonstrates that mastery of multiple languages not only broadens one's knowledge horizon, but also improves one's professional prospects in the global labor market. As a result, individuals must increase their understanding of language's function and role in order to adapt to an increasingly complicated multicultural world. It is formally taught in practically all schools, from elementary to university level. The fluency development strand in English learning should include the four skills of hearing, speaking, writing, and reading. Communication issues arise when speakers and listeners misinterpret the purpose or meaning of words in relation to the context of the circumstance. When the listeners understand the context, the problem can be solved. As a result, language can be readily and clearly comprehended.

The scientific study of human language is known as linguistics. A study of modern linguistics divides linguistics into two broad groups: micro and macro linguistics. Linguistic micro is an examination of language phenomena that is not influenced by circumstances such as morphology, phonology, semantics, and syntax. Meanwhile, linguistic macro typically investigates language phenomena that are influenced by contexts such as pragmatics, discourse analysis, sociolinguistics, and ethno-linguistics. Communication is the focus of pragmatics. Pragmatics is a great study for addressing speech data since it investigates the speech's environment and participants (speaker and speaker) at the moment of delivery (Sinaga & Winarto, 2017, p. 125).

Pragmatics is the study of meaning in the communication process between the speaker and the listener. It is concerned with the choices and limits that speaker make during social engagement. Knowing the meaning will make communication much easier, that phenomenon known as Deixis. According to Levinson (1983) in Ainiyah et al. (2019), deixis is a word whose meaning shifts depending on the context to signify person, location, time, social differentiation, and role in discourse. According to Yule (2010), deixis is a technical term for deixis expressions, which convey meaning (pointing) through language. It is used to analyze a sentence, discussion, or speech because they all refer to people, places, and times.

Deixis appears not only in real life, but also in fiction, such as movies. The study of deixis is an intriguing issue because it allows for the exploration of the audience's subconscious response to verbal pointing, as well as the coupling of this response to the elements and context of the discourse. This link has allowed some academics to link deixis to pragmatics, which might be defined as the "studies how people comprehend and produce a communicative act or speech act in a concrete speech situation" (Dylgjeri & Kazazi, 2013). According to



Dylgjeri and Ledia (2013), there are three types of deixis: person, spatial, and temporal. When the listener knows who (personal deixis), where (spatial deixis), and when (temporal deixis) the speech is uttered, the meaning becomes evident. Words generally referred to as deixis serve to demonstrate something, and the success of an interaction between speakers and listeners is dependent on the speaker's grasp of deixis. Phenomenon of deixis not only happen on the daily conversation, but also happen in the conversation on the main character in the movie. Movies are the ideal object for analyzing deixis since they represent normal communication in real life. Deixis in cinematic discourse can considerably improve character development and plot progression by incorporating chronological, spatial, and personal connections into dialogue. The combination of deixis and film not only grounds the narrative in a specific environment, but also creates an immersive viewing experience for the spectator. Even if the movie's character is not human, the plot is frequently linked to real-life events. It is similar to a cartoon movie and a fiction film (Aeni, Charisma, and Winarto, 2020). Movies are one type of media that can inspire individuals. People can improve or worsen themselves through movies, depending on the spectacle they view (Aeni, Charisma, and Winarto, 2020).

Deixis terms such as "here", "there", "now", and "you" are strategically utilized in movies to build a connection between characters and their surroundings. For example, when a character says "I am here," it expresses not only their physical presence but also their emotional state or goal in the scene. Such use of deixis is vital to developing realism in storytelling. It allows viewers to interact with characters on a deeper level by placing them in. Almost everyone enjoys movies, but most are only entertained by films that include characters and storylines. As a result, it is intriguing. Researchers can turn films that are only watched for amusement into knowledge in language studies.

In order to analyze an utterance intended in a film, the researchers must consider who is in the film, where and when the character talks, the purpose, the shape of the speech, the manner of delivery, the manner of speaking, and the norms. Almost all movies feature drama since the writer knows that drama can make our feelings when watching the movie more sensitive and cause us to get angry, cry, or laugh. The researchers focused on deixis in the fantasy adventure film "Moana 2016" in this study. That there is analyzable deixis in the Moana movie. The film is the 56th in Disney's canon of animated pictures and one of the most popular created by Walt Disney Animation Studios. Ron Clements and John Musker directed the film. It is fascinating to observe studies.

Moana film has implicit meaning in the characters' utterances when they speak, thus deixis must be examined in this film to demonstrate this explicit verbal mention, as a link between the features and context of speech. Because the script is simple and easy to grasp, this film is appropriate for studying. Separated Films, in addition to providing amusement, may carry messages.



Methodology

Moleong (2000) states that qualitative is natural environment, human instruments, inductive data processing, descriptive discussion, and a focus on process rather than outcome. The data analyzed is in the form of film. "Qualitative research is ambiguous because it can mean different things to different people" (Strauss and Corbin 1998:10-11). Hammersley has discussed the possibility of addressing the problem, but states that "the task of providing an account of the distinctive features of qualitative research is far from straightforward" (2013:2). This confusion, as he has recently further argued (Hammersley 2018), is also salient in relation to ethnography where different philosophical and methodological approaches lead to a lack of agreement about what it means. Others (e.g. Hammersley 2018; Fine and Hancock 2017) have also identified the threat to qualitative research that comes from external forces, seen from the point of view of "qualitative research." This threat can be further divided into that which comes from inside academia, such as the critique voiced by "quantitative research" and outside of academia, including, for example, New Public Management.

Qualitative research is concerned with interpretation (Blumer 1969; Strauss and Corbin 1998; Denzin and Lincoln 2003), or Verstehen [understanding] (Frankfort-Nachmias and Nachmias 1996). It is "multi-method," meaning it collects and uses a wide range of empirical materials (Denzin and Lincoln 1998; Silverman 2013) and methodologies (Silverman 2005; Flick 2007). Qualitative research refers to an understanding of what is being studied (behavior, perceptions, actions, etc.) (Mukhtar, 2013:10). Qualitative descriptive research method is a method used by researchers to find knowledge or theory of research at a certain time. The qualitative descriptive research method is a descriptive research approach (Nur'aeni, Charisma, and Winarto, 2022). According to Creswell (2012:16), a qualitative study is most suited to addressing a research problem where the factors are unknown and must be explored (Aeni, Charisma, and Winarto, 2020). Qualitative research is analyzed in terms of structure and patterns (Anikah, Winarto and Susilawati., 2023).

Research Site and Participants

Both the research location and participant selection play a crucial role in shaping the design and outcomes of the study. A well-chosen site can provide rich contextual insights, carefully ensuring that the findings resonate with a broader population. The research was conducted using literature (library) and notes from previous research reports.

Object and Subject of the Research

According to Sugiyono (2019), research objects are objects or activities that the researchers have decided to investigate further and can be drawn upon conclusion. (Kusnandar, 2019). According to Husein Umar (2013:18), research objects are defined as "what and/or who is the object of research." Also, where and when the research was conducted. Supriati (2015:44) defines research object as "variables studied by researchers at the place where the research is conducted"



(Cahyania 2018). In the research, the object the use is film, the analyze the types of deixis in the film Moana.

A research subject is a human or entity being studied in several fields of research. The subject is created through data analysis, as it may be argued that the analytic texts, we create are themselves constitutive effects of discourse (Honan & nilan et al., 1995-2000: 30). According to Arikunto (2016), the subject of research is defined as an item, thing, or person in which the data for the research variable is inherent and at issue (Cahyania 2018). In the research, the subject that the used was conversation. the analyzed conversations that contained the types of deixis in the film Moana.

Sources of Data

Data collection plays a very crucial role in the statistical analysis. There are various ways used in research to collect information, all of which fall into two categories: primary and secondary data (Douglas, 2015). Sugiyono (2016: 308) defines primary data as data that is provided directly to data collectors. Sugiyono (2016: 225) defines secondary data as data that is not directly provided to data collectors, such as through other individuals or documents. And which is a secondary data source in the form of books, theses, and journals relevant to the research being carried out. Researchers obtain data indirectly during this process, specifically through secondary data sources such as papers and relevant periodicals.

Research Instrument

Research instruments are tools needed or used to collect data. According to Sugiyono (2011: 201) "because in essence researching is making measurements, there must be good measuring instruments" This instrument employs documentation approaches. In qualitative research, researchers obtain data through reading, watching, listening, and taking notes. Researchers use the internet to gather checklist data for documentation.

Data Collecting Procedures

Data collecting procedures are the methods employed by researchers to gather information and supporting facts in the field for research purposes. The data collection procedures used in this study are. According to Arikunto (2010: 202), documentation is derived from the word document, which refers to written materials such as books, documents, and other notes. Researchers use documentation to see how the use of deixis types in the movie Moana. The following actions were taken to collect this data: The researchers accessed the internet and downloaded a movie. The researchers saw a movie. The researchers read the script for the film Moana. Using Yule theory, researchers identify cinema screenplay sentences based on three types of deixis. Use simple tables to present data in percentages.

Data Validation



Sugiyono (2012) defines research data validation as a succession of forms of correctness over a degree in a research variable that relates the research process to the research object utilizing various data given by a researcher. There are several types of data validation methods, further explained below. According to Moleong (2010: 324), there are four types of data validation: inspection (triangulation), transferability, dependability, and certainty (confirmability). Triangulation is a technique used by researchers to assess the data authenticity. According to Moleong (2010: 330), triangulation is a data validity verification technique that uses something else. Something else. Meanwhile, Patton (in Lexi J. Moleong, 2010: 331) suggests "triangulation with methods there are two strategies, namely checking the degree of trust in the findings of research results of several data collection techniques and checking the degree of trust in several data sources with the same method". The researchers used triangulation to analyze the findings from the data collection.

Data Analysis Technique

The followed are the steps for evaluating data.

1. Researchers used the internet.
2. Researchers downloaded and watch the Moana film.
3. Researchers reviewed the Moana film script and examined the various sorts of deixis.
4. Researchers counted the amount of deixis featured in the film Moana.
5. Researchers employed Yule theory to determine the role of deixis in the film Moana.

Findings and Discussion

This chapter presents that the researchers found research finding and discussion about deixis analysis and how deixis is function in Moana movie. Researchers collected the data, there were types of deixis in the Moana movie.

Type of Deixis in the Moana Movie

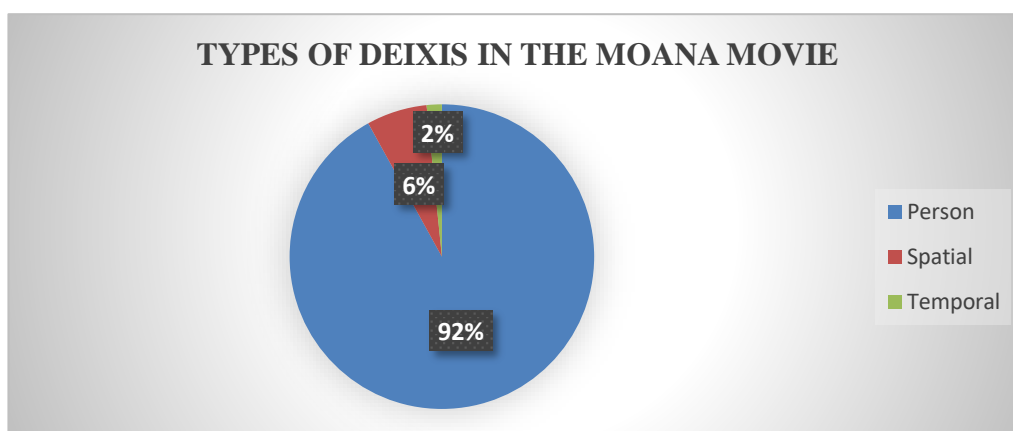




Diagram 1. Types of Deixis

From the diagram above, it can be seen that person deixis is ranked first with a percentage of 92%, because it appears more in conversations in the movie Moana. While in second place is spatial deixis with a percentage of 6%, because it does not often appear in conversations. And the third rank is temporal deixis with a percentage of 2%, because it appears the least in the conversation.

Person Deixis

Person deixis is classified into three types: first person, second person, and third person deixis. First person deixis contains (I/my, me, and we/us). Second-person deixis encompasses (you, your, and you're). Finally, third-person deixis comprises the words (He, /his, she/her, they/them, him, and it). Further explanation has been discussed below.

In this study, researchers found person deixis, in the introduction of the story researchers found third person deixis, there were 13 words among them: (Her, it, they, he, his, him). “her” is listed in 2 words, ‘it’ in words, ‘they’ in 2 words, ‘he’ in 2 words, ‘his’ in 2 words and ‘him’ in 1 word.

At the beginning of the story, the researchers found first person deixis, second person deixis and third person deixis, which are listed: first person deixis has 204 words including: (I, i'am, me, my, we, we're, our, use, us). “I” is listed in 66 words, ‘I,am’ in 8 words, ‘me’ in 16 words, ‘my’ in 10 words, ‘we’ in 67 words, ‘we're’ in 3 words, ‘our’ in 24 words, ‘use’ in 3 words and ‘us’ in 7 words. Second person deixis has 78 words including: (you, your, you're). “you” is listed in 64 words, ‘your’ in 6 words, and ‘you're’ in 8 words. There are 53 words of third-person deixis: (It, they, he, she, his, him, it's, and them). “It” is listed in 13 words, ‘they’ in 7 words, ‘he’ in 11 words, ‘she’ in 1 word, ‘his’ in 3 words, ‘him’ in 7 words, ‘it's’ in 9 words, and ‘them’ in 2 words.

In the middle of the story, first-person deixis, second-person deixis, and third-person deixis appear. listed, first-person deixis: there are 238 words including (I, i'am, me, my, we, we're, use, us). “i” is listed in 88 words, ‘i'am’ in 49 words, ‘me’ in 35 words, ‘we’ in 12 words, ‘we're’ in 8 words, ‘use’ in 2 words, and ‘us’ in 3 words. Second-person deixis: there are 203 words including (you, your, and you're). “you” has 132 words listed, ‘your’ has 32 words, and ‘you're’ has 39 words listed. Third-person deixis: 122 words are listed, including (It, it's, she, he, they, him, her). “it” has 62 words listed, ‘it's’ has 3 words, ‘she’ has 10 words, ‘he’ has 12 words, ‘they’ has 2 words, ‘him’ has 2 words, and ‘her’ has 3 words listed.

At the end of the story, first person, second person, and third person deixis appear. listed, first person deixis: there are 144 words, including (I, i'am, me, my, we, we're, our, us). “I”, there are 53 words listed, ‘i'am’ has 21 words, ‘me’ has 26 words, ‘my’ has 13 words, ‘we’ has 18 words, ‘we're’ has 7 words, ‘our’ has 3 words, and ‘us’ has 3 words listed. Second-person deixis has 91 words,



which are listed (You, your, and you're). “you” has 66 words listed, ‘your’ has 11 words, and ‘you're’ has 14 words listed. Third person deixis has 56 words listed (It's, they, it, them, she, her). “it's” has 11 words listed, ‘they’ has 11 words, ‘it’ has 24 words, ‘them’ has 4 words, ‘she’ has 4 words, and ‘her’ has 2 words listed.

Table 1. Table of Person Deixis

No.	Person Deixis	Sum
1.	First Deixis	586
2.	Second Deixis	372
3.	Third Deixis	244
Total:		1.202

From the table above, the researchers explained that the first rank that appears more is, first person deixis with a total of 586 words, the second rank is second person deixis with a total of 372 words, and the word that rarely appears is third person deixis with a total of 244 words, the total number of person deixis is 1,202 words that appear in the movie Moana.

Spatial Deixis

Spatial deixis or place deixis is used to represent the location of a participant in a speech event. For example, "here", "there", and "where". Further explanation has been discussed below.

In this study, researchers found spatial deixis, which is listed in the introduction of the story there are 2 words including: (There and where). Researchers also found spatial deixis at the beginning of the story there are 52 spatial deixis words listed including: (There, here, and where). There are 31 words listed “there”, 4 words listed “here”, and 17 words listed “where”. In the middle of the story, the researchers also found spatial deixis which listed 22 spatial deixis, including: (There, here, and where). “There” has 6 words listed, ‘here’ has 10 words, and ‘where’ has 6 words listed. And at the end of the story the researchers also found spatial deixis, there are 8 words listed including: (There, here, and where). “There” has 3 words listed, ‘here’ has 2 words, and ‘where’ has 3 words listed.

Table2. Spatial Deixis

No.	Spatial Deixis	Sum
1.	Story introduction	2
2.	Beginning of the story	52



3.	Mid-story	22
4.	End of story	8
Total:		84

From the table above, the researchers explained that the first rank that appears more spatial deixis is, which is listed at the beginning of the story with a total of 52 words, the second rank of spatial deixis is, which is listed in the middle of the story with a total of 22 words, the third rank of spatial deixis is, which is listed at the end of the story with a total of 8 words, and the word that rarely appears spatial deixis is in the introduction of the story with a total of 2 words, the total number of spatial deixis is 84 words that appear in the movie Moana.

Temporal Deixis

Temporal deixis, which is employed to convey a time (now, then, next week, last month, yesterday, tomorrow), requires us to understand who, when, and where the speaker is talking to. Further explanation has been discussed below. In this discovery, the researchers found temporal deixis in the introduction of the story, there are 3 temporal deixis words including: (One day, now, 1000 years later). The researchers also found temporal deixis at the beginning of the story, there were 8 temporal deixis words listed including: (Tomorrow, one day, then, now, long time ago). “Tomorrow” has 1 word listed, ‘one day’ has 2 words, ‘then’ has 1 word, ‘now’ has 3 words, and ‘long time ago’ has 1 word listed. In the middle of the story, the researchers also found temporal deixis which listed 7 temporal deixis, including: (Everyday, now, then, lesson one). “Everyday” has 1 word listed, ‘now’ has 4, then has 1 word, and lesson one has 1 word listed. And at the end of the story the researchers found temporal deixis, there were 3 words listed including: (Soon, next time, past).

Table 3. Temporal Deixis

No.	Temporal Deixis	Sum
1.	Story introduction	3
2.	Beginning of the story	8
3.	Mid-story	7
4.	End of story	3
Total:		21

From the table above, the researchers explained that the first rank that appears



more temporal deixis is, which is listed at the beginning of the story with a total of 8 words, the second rank temporal deixis is, which is listed in the middle of the story with a total of 7 words, the third rank or rarely appears temporal deixis is, which is listed at the end of the story and at the introduction of the story, both with a total of 3 words, the total number of temporal deixis is 21 words that appear in the movie moana.

Table 4. Table of Deixis

No.	Deixis	Sum
1.	Person deixis	1.202
2.	Spatial deixis	84
3.	Temporal deixis	21
Total:		1.307

So, in the explanation above, researchers found the appearance of deixis types in the movie Moana, the first rank that appears a lot is, person deixis with a total of 1,202 words, the second rank is, spatial deixis with a total of 84 words, and the less appearance is, temporal deixis with a total of 21 words. So, in the explanation above, researchers found the appearance of deixis types in the movie Moana, the first rank that appears a lot is, person deixis with a total of 1,202 words, the second rank is, spatial deixis with a total of 84 words, and the less appearance is, temporal deixis with a total of 21 words. The total number of deixis types is 1,307.

Conclusion

The researchers found the occurrence of deixis in the introduction of the story, the beginning of a story, between the story and the end of the tale, namely: Person deixis with a total of 1,202 words, with a presentation of 92%, while spatial deixis has a total number of 84 words with a presentation of 6%, and temporal deixis, with the total of 21 words with the presentation of 2%. The total total of the type of deixis is 1,307. Researchers explain the deixis function is divided into two, namely: Pointing and referring. Pointing itself is divided into two, namely: (Pointing singular: I, you, he, and she), (while pointing plural consists of us, we, and they). on the number of tables discussed research findings the total pointing is 631 words, which functions provide clarity in communication for example, stating something to someone or showing an idea. Referring itself is divided into three, namely: (words referring objects: This, that, and those), (words referring people: he, hey, it, she, and here). And the third (words referring place: There, here, and so on), on the number of tables discussed research findings the total referring is 288 words, works as a link between sentences, as described in the research findings section.



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