

Deixis Used on Business Brochures Text: A Pragmatics Study

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Abstract

Deixis is one of which takes some elements of its meaning from the situation, such as person, place, time, discourse and social. Deixis is an important of language study in which English as a foreign language. Deixis refers to the phenomenon where in understanding the meaning of certain words and phrases in an utterance requires contextual information. This is a descriptive qualitative research; data are brochures taken randomly from launching products, in March 2014. There are 32 brochures that were analyzed. The result of the analysis of the research is that there are 5 types of deixis used on business brochures text; 16.33% used Person Deixis, 5.71% used Location/spatial Deixis, 5.31% used Temporal Deixis, 63.27% used Discourse Deixis, and 9.39% used Social Deixis. Discourse Deixis is the most dominantly used in business brochures text. Discourse deixis, refers to a text deixis, which is the use of expressions within an utterance use in written language. It contains reason, description, background, and sophisticate technology explanation. The goal of preparing business brochures is to give clear description, detail of the product, the specimen, and the new technology. Writers draw a conclusion that if the brochures are for inexpensive product, person deixis is mostly used; on the contrary if the product is expensive they use discourse deixis with more explanation and description.

Keywords: deixis, discourse deixis, business brochures

1. The Background of the Study

Language is a unique human inheritance that plays the very important role in human's life, such as thinking, communicating ideas, and negotiating with the others. Language is meaningful when the meaning is conveyed through language. People use language to interact and establish relations, influence their behaviors and express their expressions of the world.

Meaning is the thing or idea that wishes to communicate to you by what they say or do. Getting meaning is an important thing in order to understand the speaker's intention. We wonder about the meaning of a new word. Meaning is a branch of semantics and pragmatics and it has a important role in any situation of human communication. Without meaning, all the utterances in any language become meaningless. Therefore, when the speakers talk about an object, there is a meaning which is important to be known.

Yule (1996, p. 3) states that pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by listener (or reader). Pragmatics is the study of utterance meaning, sentences which are used in communication and also the study of meaning in language interaction between a speaker and hearer. Pragmatics is the study of relationship between language and context, based on the situation, and deixis is the relationship between language and context reflected in the structure of language itself or in the other meaning the phenomenon of the occurrences.

Deixis is one which takes some elements of its meaning from the situation, such as person, place, time, discourse and social. Deixis is an important field of language study in its own right and very important for learners of second languages. Deixis refers to the phenomenon where in understanding the meaning of certain words and phrases in an utterance requires contextual information. But it has some relevance to analysis of conversation and pragmatics. Deixis has the function to point or specify the perspective of a participant in an act of speech or writing; aspects of a communication whose interpretation depends on knowledge of the context in which the communication occurs semantics—the study of language meaning.

Brochure is a piece of paper containing specific written text which informs about a product, institution, or an event of seminar or conferences, or might be about offering services or goods, mostly used for a launching of products.

How deixis used in the text written on the brochures is interesting to study. The brochures about education, house marketing, cars etc. are going to be analyzed as the data.

The analysis of the deixis in this research is based on the pragmatics study using Cruse's theory about Deixis. There are so many brochures text, but only 32 brochures' text of launching products is analyzed as the data.

The research questions are: what types of deixis are used in business brochures text? And what types of deixis is dominantly used in business brochures text?

This research is expected to be useful for the readers or students of English Department to enrich their knowledge about deixis, provide better and clearer understanding of deixis, and also for a researcher to do further research on deixis.

2. Pragmatics

Pragmatics is a sub discipline of linguistics developed from different linguistics, philosophical and sociological traditions, which studies the relationship between natural language expressions and their uses in specific situation. Levinson (1985, p. 27) says that "pragmatics is study of deixis (at least in part), implicative, presupposition, speech acts, and aspect of discourse structure.

Yule (1996, p. 3) states that pragmatics is concerned with the study of meaning as communicated by speaker (writer) and interpreted by listener (reader). It has consequently more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. According to Fasold & Linton, pragmatics concerns both the relationship between context of use and sentence meaning, and relationship among sentence meaning, context of use, and speaker's meaning.

Pragmatics is concerned with the study of meaning as communicated by speaker (writer) and interpreted by listener (to reader). Pragmatics is the study of deixis, implicature, presupposition, speech act, and aspect of discourse structure.

3. Deixis

Deixis means "pointing" or "showing" in Greek. Deixis is an important field of language study in its own right and very important for learners of second language. Deixis relates to demonstratives, first and second pronouns, tense, specific time and place adverbs like now and here, and a variety of other grammatical features which tied directly to circumstance of utterance.

According to Purwo (1983, p. 31) deixis concerns particular referent at a given point in the discourse, their recoverability status, their location relative to the speaker. Essentially deixis concerns the way in which languages encode or grammatical features of the context of utterance or speech even, which the interpretation of utterances depends on the analysis of the context utterances.

Yule (1997, p. 9), stresses that deixis is clearly a form of referring that is tied to the speaker's context, with the most basic distinction between deictic expression being 'near speaker' versus 'away from speaker'. In English, the 'near speaker' or proximal terms are "this", "here". The 'away from speaker' or distal terms are "that", "there". When you notice a strange object and ask, "what is that?", you are using deictic expression 'that' to indicate something in the immediate context.

From the explanation above the writer can conclude that deixis is the study how to analyze word or phrase which directly relates to a person, time, place, social and discourse. It concerns with the encoding of many different aspects of circumstances in which the utterance and the relationship between the structure of language and context are being used. Deixis is also the study about how to encode or grammatically feature the context of the utterance or speech event, and how to interpret utterances depending on analysis of the context.

There are five main types of deixis, namely 1) person deixis, 2) spatial deixis, 3) temporal deixis, 4) discourse deixis, and 5) social deixis (Cruse 2000, p. 319).

1) Person Deixis

Person deixis concerns the encoding of the role the participant in the speech even in which the utterance in the question is delivered. Person deixis is related directly to grammatical categories of person. According to Cruse (2000, p. 319), person deixis involves basically the speaker, known as the first person, the addressee, known as

the second person, and other significant participants in the speech situation, neither speaker nor hearer, known as third person.

Familiar ways of which such participant roles are encoded in language are of course the pronouns and their associated agreements. And the personal pronoun refers to:

First person deixis is deictic that refers to the speaker or both the speaker and referents grouped with the speaker. Second person deixis is deictic to a person or persons identified as addressee. The person spoken to, called the second person. Third person deixis is deictic to a referent not identified as the speaker or addressee. The person or things being spoken to, called the third person. The basic grammatical distinctions here are the categories of the first, the second and the third person. If we were producing a componential analysis of proximal systems, the features that we seem to need for the known systems would crucially include:

- For first person, speaker inclusion
- For the second person, addressee inclusion, and
- The third person, speaker and addressee inclusion. The third person is quite unlike first and second person, in that does not correspond to any specific participant role. Third person are consequently distal forms in terms of person deixis.

Some examples of person deixis can be seen as following:

She watched a television.

Could you open the door, please!

I've lost the pen

They are my lovely sister.

You are to fasten your seat belts.

So, from the explanation above the writer can conclude that person deixis is the study how to encode of the role the participant in which the utterance in the question is delivered. Person deixis can be reflected directly in the grammatical categories of the person. It may be argued that we need to develop an independent pragmatics framework of possible participant roles so that we can then see how, and what extent, these roles are grammaticalized in different languages.

2) Spatial Deixis

Levinson (1985, p. 79) says that, the expression of place deixis requires contextual information about the place of the utterance. Place or space deixis concerns the specification of locations relative to anchorage points in the speech events. According to Yule (1996, p. 12), considering spatial deixis, it is the important to remember that location from the speaker's perspective that can be fixed mentally as well as physically.

Place deixis, also known as space deixis, concerns itself with the spatial locations relevant to an utterance. Place deixis has the locations that may be either those of the speaker and addressee or those of persons or objects being referred to. The most salient English examples are the adverbs "here" and "there" and the demonstratives "this" and "that"—although those are far from being the only deictic words.

There are though some pure place deixis words notably in English, the adverb of place here and there and demonstrative pronoun this and that. The importance of location specification in general can be gauged from the fact that they seem to be the basic ways of referring object, such as:

- By describing or naming them on the one hand
- By locating them on the other hand

Location can be specified relative to other objects or fixed reference points. Unless otherwise specified, place deictic terms are generally understood to be relative to the location of the speaker, as in:

- The shop is across the street
- The campus is one hundred meters from the market.
- That school is too near for me but not for her.

The adverbs here and there are often through a simple contrast on proximal distal dimension, stretching away from the speakers location as in:

- Give *that* here and take this there.

- How are thing *there*?
- I enjoy living in *this* city.
- *Here* is where we will place the statue.
- She was sitting over *there*

The demonstrative pronouns are perhaps more clearly organized in a straight forward proximal distal dimension, whereby this can mean the object in a pragmatically given area closed to the speaker location. The expression of places deixis requires contextual information about the place of the utterance, as show by the examples: here, that place, this city, there, this park.

From the explanation above the writer can conclude that place deixis is the study how to encode the expression of place deixis requires contextual information about the place of the utterance. While place deixis can mean the object in a pragmatically given area closed to the speaker location. Spatial deixis is a speaker's ability to project themselves into locations.

3) Temporal Deixis

According to Levinson (1983, p. 62), time deixis concerns the encoding of temporal points and spans relative to the time at which the utterance was spoken (or a written message inscribed). According to Cruse (2000, p. 321) temporal deixis functions to locate points or intervals on the time deixis, using (ultimately) the moment of utterance as a reference point.

Time deixis is reference to time relative to a temporal reference point. Typically, this point is the moment of utterance. There are thus three major divisions of the time deixis:

- 1) before the moment of utterance,
- 2) at the time utterance,
- 3) after the time utterance. The most basic temporal deixis in English are now and then.

The systems of reckoning and measuring time in most languages seem to be the natural and prominent styles of day and night, last months, seasons and years. Temporal deixis depends heavily on calendar nation, if we understand the terms to subsume both clock and calendar. It also depends heavily on calendar. For instance, today, yesterday and tomorrow, designate, respectively, 'the period of 24 hours beginning at 12 o'clock midnight which includes the time of utterance'.

Some examples of temporal deixis can be seen as following:

- I'm *now* working in production house.
- I will see you on *Thursday*.
- He is hit the other group with a baseball bat *yesterday*.
- Back in an *hour*.
- She will come back from her training *Tomorrow*.
- It is raining out *now*, but I hope *when* you read this it will be sunny.

From the explanation above the writer can conclude the time deixis is the study of encoding temporal points and spans relative to the time at which the utterance was spoken (or a written message inscribed). Temporal deixis depends on clock or calendar for examples: today, yesterday and tomorrow, designate, respectively. Usually temporal deixis always uses the tenses (past, present or future). Temporal deixis functions to locate points or intervals, using (ultimately) the moment of utterance as a reference point.

4) Discourse Deixis

Discourse deixis, also referred to as text deixis, refers to the use of expressions within an utterance. Discourse deixis also refers to a portion of a discourse relative to the speaker's current location in the discourse.

According to Levinson (1986, p. 62), discourse deixis has to do with the encoding of reference to portions of unfolding discourse in which the utterance to refer to some portion of the discourse that contains that utterances (which including utterances itself). We may also include in discourse deixis a number further ways in which in utterance signal is relation to surrounding text. Person deixis may also include in discourse deixis a number of other ways in which an utterance signals its relation to surrounding text utterance initial to indicate that the utterance that contains it is not addressee to the immediately preceding discourse.

Thus this can be used refer to a forthcoming portion of the discourse. Instances of discourse are the use of that and this in the following:

- 1) Look at *that!* It will make you happy.
- 2) *That* was a funniest movie.
- 3) Use of *this* to refer to a story one is about to tell in:
- 4) I bet you haven't heard *this* story.
- 5) Use of *this* in a creaky-voiced utterance of:
- 6) *This* is what phoneticians call a creaky voice.

Thus 'this' can be used to refer to a forthcoming of the discourse, and 'that' to a precise portion. The rule of thumb to distinguish the two phenomena is as follows: when an expression refers to another linguistic expression or a piece of discourse, it is discourse deictic; when that expression refers to the same item, it is a prior linguistic expression. Theory of discourse deixis will resolve the well-known paradox associated with sentences and indeed with token reflexivity in general.

5) Social Deixis

According to Cruse (2000, p. 322), social deixis is exemplified by certain uses of the so-called TV pronoun in many languages. There are two basic kinds of social deixis: (i) absolute social deixis, and (ii) relational social deixis.

1) Absolute Social Deixis refers to some social characteristics of a referent (especially person) apart from any relative of referents. Often absolute social deixis is expressed in certain forms of address. The form of address will include no comparison of the ranking of the speaker and addressee; there will be only a simple reference to the absolute status of the addressee.

Examples: - My President

- Your honor

2) Relational Social deixis refers to social relationship between the speaker and addressee, by stander, or other referent in the extralinguistics context.

Examples:

- Distinction between the French second person pronouns.
- Speech levels of southeast Asian language that depend on relation on the relative status of the speaker and addressee.

There are two basic kinds of social deixis that seem to be encoded in languages around the world, relational and absolute. The relational variety is the most important, and relations that typically get expressed are those between:

- (1) speaker and referent
- (2) speaker and addressee
- (3) speaker and bystander
- (4) speaker and setting

Social deixis is concerned with the grammaticalisation on encoding in language structure, of social information. The social deixis can be systematically restricted to the study of fact that lies firmly within the scope of structural studies of linguistics system, leaving the study of usage another domain.

From the explanation above the social deixis is the study about the encoding destination that is relative to participant roles, particularly aspect of the social relationship holding between speaker and addressee or speaker or some referent. Social deixis also concerns about the encoding of language and the social of the utterances.

4. Brochures

Business brochure is the information of business that is delivered in a written text supported in variety of pictures, or symbols. Brochures or flyers are sent to the readers, distributed to readers in society so readers informed about the business, and got the detailed information that being printed in brochures. How deixis is used in the written text on the brochures is interesting to study, and writers find out the characteristic of deixis used in

brochures. The brochures that are analyzed as the data, are the brochures that are printed by some companies such as education, cars, houses etc.

In research design the writer used descriptive method with the qualitative approach. Qualitative methods relates to or involve the measurement of quantity amount, it is stated as well. Qualitative research involves analysis of data such as words, examples from interviews, transcripts, pictures, video, recordings, notes, documents, the products, and records of material culture, audio-visual materials and personal experiences materials (such as artifacts, journal and diary information and narratives). Qualitative research involves analysis of numerical data, from either counting or scaling or both. In this research data are written text as found in business brochures.

The data of this research are business texts, written brochures, in this case the data are brochures of some faculties University, some products like cars, houses etc

The data collected by doing field research, the writer collected the data from launching product brochures, during February to March 2014.

The data are analyzed in the following procedures:

1. Read and underlined deixis in the business brochures text.
2. Identified the deixis
3. Classified data into their types: person deixis, place deixis, time deixis, social deixis and discourse deixis.
4. Tabulated the number of deixis of each types
5. Calculated the number of each deixis types by using the percentage formula

$$X = \frac{f}{N} * 100$$

Where: X= Percentage of each types deixis

f= frequency of each types deixis

N= Amount frequency off all types of deixis

6. Found out the most dominant types of deixis in the business brochures as a result.

5. Data Analysis

There are several brochures that have been collected and analyzed:

Table 1. Data

No	Product	Brochures.	Total Brochures
1	Education	UHN, FBS – Pasca AMIK MBP, Pelita Nusantara	4
2	Houses	Grand Orchard etc	10
3	Cars	Toyota, Mitsubishi, Suzuki, Honda	6
4	Motorcycles	Yamaha, Honda, Suzuki	4
5	Gadget	Samsung Galaxy	3
5	Travelling	Panorama Tour	1
6	Provider	Big – TV Cables	2
7	Seminar	Motivation Seminar	1
8	Spring bed	Dakota spring bed	1
			32

Note. Data were taken randomly collected during February–April 2014.

Table 2. Data analysis

No	Brochures text	Deixis
1	Dahsyat!!! Potensi Keuntungan Min 30% "Pasti" <i>investasi</i> <i>Property Paling</i> <i>Menguntungkan Tahun 2013</i> Dengan system Buy Back Gurantee. Lebih Untung dan Deposito manapun..!! Griya Makmur EKAWARNA VII @ Medan JOHOR Kunjungi Rumah Contoh Kami - Buka Sampai Jam 8.00 Malam Buruan..!!!. 5 Unit saja	<p>1. Discourse deixis, also referred to as text deixis, refers to the use of expressions within an utterance to refer to parts of the discourse that contains the utterance including the utterance itself. From these sentences:</p> <ol style="list-style-type: none"> 1. Dahsyat!!! 2. Potensi Keuntungan Min 30% "Pasti" 3. <i>investasi Property Paling Menguntungkan Tahun 2013</i> 4. Dengan system Buy Back Gurantee. Lebih Untung dan Deposito manapun..!! is refer to Griya Makmur EKAWARNA VII @ Medan JOHOR <p>2. Person deixis</p> <ol style="list-style-type: none"> 5. Kunjungi Rumah Contoh Kami – Mawar Sharon Property 6. 5 Unit saja 7. Harga Mulai 200 jt-an DP 10% 8. Dapat dicicil 6x. 9. Gratis semua Biaya Dan Biaya Pemeliharaan selama 6 bulan 10. Nilai investasi terus meningkat di lokasi Prestisius dan Strategis <p>3. Temporal deixis</p> <ol style="list-style-type: none"> 11. Buka Sampai Jam 8.00 Malam Buruan..!!!. 12. Promo berlaku s.d 7 Nop 2013
2	Panorama Tours Goes to Medan Travel fair, 4-6 April 2014 Pluto Room (Ground floor), grand Angkasa Internasional Hotel Jl. Sutomo no 1 – Medan Jumat – Minggu, 10.00-21.00 WIB Discount up to USD 1000/couple, FREE Travel Insurance Allianz, FREE Panorama Kids, FREE Travel Visa. FREE, Cellini Luggage. FREE Panorama Moments, Lucky Draw Shopping Voucher, Lock & Lock Packages,, Dining Voucher, and many more ... Panorama World Jakarta – Green Garden. Book now for the lowest Price ever!	<p>1. Location Deixis</p> <ol style="list-style-type: none"> 1). Panorama Tours Goes to Medan 2) Pluto Room (Ground floor), grand Angkasa Internasional Hotel Jl. Sutomo no 1 – Medan <p>2. Temporal Deixis</p> <ol style="list-style-type: none"> 1) Travel fair, 4-6 April 2014 2) Jumat – Minggu, 10.00-21.00 WIB <p>3. Discourse Deixis</p> <ol style="list-style-type: none"> 1) Discount up to USD 1000/couple 2) FREE Travel Insurance Allianz 3) FREE Panorama Kids 4) FREE Travel Visa 5) FREE, Cellini Luggage 6) FREE Panorama Moments 7) Lucky Draw Shopping Voucher, Lock & Lock Packages 8) Dining Voucher, and many more ... 9) Panorama World Jakarta - Green Garden. <p>4. Person Deixis</p> <ol style="list-style-type: none"> 10) Book now for the lowest Price ever, it is persuasion to the reader directly as the (second person plural)
3	Satu Untuk sejuta Impian tipe 1.5 G. The Real MPV New AVANZA Cuma Avanza yang Bisa Fitur Baru: Dual SRS AIRBAG (all type) More comfortable New Seat Design (all type), New Seatbelt with pretensioner and force limiter (all type) Aksesoris Baru Rear Seat Entertainment (optional) Tipe 1.5 G M/T Tipe 1.5 G M/T dengan fitur lengkap dari 1,3 G ditambah Type 1.5G M/T had more completed feature than 1.3 G plus: <ul style="list-style-type: none"> - 1.5 L WT-I engine - Integrated audio with silver paint, 4 speaker - Outer mirror with turn signal lamp - Side protection moulding with Chrome - 185/65 R15 Tire size with alloy wheel Design Fitur-Fitur Favorit -2 DIN AUDIO CD MP3 (1.5 G), -steering design with tilt steering -combination meter with digital LCD -Bottle holder & multi storage -sliding seat & one touch tumble -par rking sensor (1.3 G & 1.5 G)	<p>1. Discourse Deixis</p> <ol style="list-style-type: none"> 1) Satu Untuk sejuta Impian 2) tipe 1.5 G. The Real MPV New AVANZA 3) Cuma Avanza yang Bisa 4) Fitur Baru: Dual SRS AIRBAG (all type) 5) More comfortable New Seat Design (all type) 6) New Seatbelt with pretensioner and force limiter (all type) 7) Aksesoris Baru Rear Seat Entertainment (optional) Tipe 1.5 G M/T 8) Tipe 1.5 G M/T dengan fitur lengkap dari 1,3 G ditambah Type 1.5G M/T had more completed feature than 1.3 G plus - 1.5 L WT-I engine - Integrated audio with silver paint, 4 speaker - Outer mirror with turn signal lamp - Side protection moulding with Chrome - 185/65 R15 Tire size with alloy wheel Design <p>9) Fitur-Fitur Favorit</p> <ol style="list-style-type: none"> -2 DIN AUDIO CD MP3 (1.5 G), -steering design with tilt steering - combination meter with digital LCD - Bottle holder & multi storage - sliding seat & one touch tumble parking sensor (1.3 G & 1.5 G)

<p>4 BIG <i>more for less!</i> Bosan bayar MAhal tapi dapat channel nya sedikit? Harga special 100 channel 1 tahun hanya Rp.1 juta (sudah termasuk rental decoder) Free 24 HD, Bonus: Gratis 2 bulan (semua channel termasuk liga Inggris + free joining Fee) -100 channel 1 Juta per tahun – BIG Deal - 110 Channel 1,2 jt /tahun BIG Fun, - 120 channel 1,5 Jt per thn BIG FUN - 140 Channel 2 jt /thn BIG Deal, - 177 Channel 4 jt /thn BIG Universe, tambah decoder hanya 50.000 Tunggu apalagi? Langganan sekarang Juga!</p>	<p>1. Discourse Deixis 1) BIG <i>more for less!</i> 2. Person Deixis 2) Bosan bayar MAhal tapi dapat channel nya sedikit? 3) Harga special 100 channel 1 tahun hanya Rp.1 juta (sudah termasuk rental decoder) 4) Free 24 HD, Bonus: -Gratis 2 bulan (semua channel termasuk liga Inggris + free joining Fee) 5) 100 channel 1 Juta per tahun – BIG Deal 6) 110 Channel 1,2 jt /tahun BIG Fun 7) - 120 channel 1,5 Jt per thn BIG FUN 8) - 140 Channel 2 jt /thn BIG Deal 9) 177 Channel 4 jt /thn BIG Universe 10) tambah decoder hanya 50.000 11) Tunggu apalagi? Langganan sekarang Juga!</p>
<p>5 Universitas HKBP Nommensen Fakultas Bahasa dan Seni Status Terakreditasi, Beasiswa Tersedia Bagi Mahasiswa Yang berprestasi Kampus Medan Jl.Sutomo no 4 A, telp ...Jl Perintis Kemerdekaan no 23 Medan Untuk informasi selanjutnya Fakultas Bahasa dan Seni, Dekan..., Wakil Dekan..., KaProdi music ...Kaprdi Sastra Inggris...Contact person: Seni Musik ... Sastra Inggris ... Fak Bahasa dan seni berdiri tahun 1987 dengan Prodi Musik dan thn 2001 dengan prodi Sastra Inggris.. Prodi Musik dengan 4 Konsentrasi: 1) Keseniman 2) Musikologi dan sejarah 3) Teori dan Komposisi 4) Musik Gerejani Staf Pengajar Prodi Musik: ...1-21... Prodi SastraInggris: Memfokuskan diri pada 5) Keahlian / skill kemahiran berbahasa Inggris 6) Mengintensifkan matakuliah softskill 7) Memiliki prospek lapangan kerja yg lebih luas Staff Pengajar Prodi Bahas Inggris: 1....10...</p>	<p>1. Discourse Deixis 1) Universitas HKBP Nommensen Fakultas Bahasa dan Seni 2) Status Terakreditasi 3) Beasiswa Tersedia Bagi Mahasiswa Yang berprestasi 2. Location Deixis 4) Kampus Medan Jl.Sutomo no 4 A, telp ...Jl Perintis Kemerdekaan no 23 Medan 5) Untuk informasi selanjutnya 3. Social Deixis Fakultas Bahasa dan Seni, 1) Dekan..., Wakil Dekan..., KaProdi music ...Kaprdi Sastra Inggris...Contact person: Seni Musik ... Sastra Inggris ... 2) Fak Bahasa dan seni berdiri tahun 1987 dengan Prodi Musik 1) dan thn 2001 dengan prodi Sastra Inggris 2) Prodi Musik dengan 4 Konsentrasi: -Keseniman -Musikologi dan sejarah -Teori dan Komposisi -Musik Gerejani 3) Staf Pengajar Prodi Musik: ...1-21... Prodi SastraInggris: Memfokuskan diri pada 4) Keahlian / skill kemahiran berbahasa Inggris 5) Mengintensifkan matakuliah softskill 6) Memiliki prospek lapangan kerja yg lebih luas 7) Staff Pengajar Prodi Bahas Inggris: 1....10...</p>
<p>6 Program Pascasarjana Program Studi Pendidikan Bahasa Inggris (S2) Terakreditasi BAN PT nomor: 012/SK/ BAN-PT/AK-x/M/I/2013 Universitas HKBP Nommensen Seretariat: Jl.Sangnawaluh no 4, Pematang Siantar, 21132 Jl.Perintis Kemerdekaan no 23,Medan 20234 Sumut-Indonesia Visi: Menjadi Prodi Pendidikan Bahasa Inggris S-2 terbaik dan terkemuka di Sumatra Utara, dalam pelayanan pendidikan, penelitian, dan pengabdian Masyarakat di bidang pengajaran bahasa Inggris sebagai bahasa Asing kepada masyarakat untuk menghasilkan sumberdaya yang bermutu, beriman, dan berakhhlak, yang tanggap terhadap tantangan local dan global Misi: Mengutamakan Mutu dalam memajukan pendidikan, penelitian dan pengabdian 1) Kurikulum dan Lama studi 2) Tenaga Dosen 3) Jadwal Pendaftaran Semester Ganjil (Ak XI) 4) Jadwal Pendaftaran Semester Genap (Ak XII) -Fasilitas:... - Biaya Pendidikan - Informasi Pendaftaran:...</p>	<p>1. Discourse Deixis 1) Program Pascasarjana Program Studi Pendidikan Bahasa Inggris (S2) 2) Terakreditasi BAN PTnomor: 012/SK/ BAN-PT/AK-x/M/I/2013 2. Location Deixis Universitas HKBP Nommensen Seretariat: Jl.Sangnawaluh no 4, Pematang Siantar, 21132 Jl.Perintis Kemerdekaan no 23,Medan 20234 Sumut-Indonesia 3. Social Deixis 1) Visi: Menjadi Prodi Pendidikan Bahasa Inggris S-2 terbaik dan terkemuka di Sumatra Utara, 2) dalam pelayanan pendidikan, penelitian, dan pengabdian Masyarakat di bidang pengajaran bahasa Inggris sebagai bahasa Asing kepada masyarakat 3) untuk menghasilkan sumberdaya yang bermutu, beriman, dan berakhhlak, yang tanggap terhadap tantangan local dan global 4) Misi: Mengutamakan Mutu dalam memajukan pendidikan, penelitian dan pengabdian 5) Kurikulum dan Lama studi 6) Tenaga Dosen 7) Jadwal Pendaftaran Semester Ganjil (Ak XI) 8) Jadwal Pendaftaran Semester Genap (Ak XII) -Fasilitas:... 9) Biaya Pendidikan - Informasi</p>

Table 3. Recapitulation of deixis as found on brochures

No	Product	Brochures	Total Brochures	1	2	3	4	5	Total
1	Education	UHN, FBS – Pasca AMIK MBP, Pelita Nusantara	4	1	4		25	18	48
2	Houses	Grand Orchard etc	10	10	8	5	37	5	65
3	Cars	Toyota, Mitsubishi, Suzuki, Honda	6	1		1	34		36
4	Motorcycles	Yamaha, Honda, Suzuki	4	1		1	33		35
5	Gadget	Samsung Galaxy	3	10		2	8		20
5	Travelling	Panorama Tour	1	1	2	2	9		14
6	Provider	Big – TV Cables	2	15			2		17
7	Seminar	Motivation Seminar	1			2	4		6
8	Spring bed	Dakota spring bed	1	1			3		4
			32	40	14	13	155	23	

From 32 brochures it is found that in all brochures are found deixis, and in education brochures are found 48 deixis, while in 10 house brochures are found 65 deixis. The most dominantly used is discourse deixis. The fact is that brochures used discourse deixis to make the referred to as text deixis, refers to the use of discourse explanation / description of the product, which refer to parts of the discourse that contains the sentences as the explanation itself. There are 5 (educations, houses, cars, motorcycles, and gadget brochures) of 8 types of brochures are analyzed; the most dominantly used is discourse deixis. The following is the analysis.

Table 4. Recapitulation of deixis as found on education brochures

No	Deixis	Total Brochures	%
1	Person Deixis	1	2,08
2	Spatial Deixis	4	8,33
3	Temporal Deixis	-	-
4	Discourse Deixis	25	52,10
5	Social Deixis	18	37,5
		48	100%

In education brochures, that invitation is addressed to all readers is not written explicitly, and only one time showed, and spatial deixis are addressed by mentioning the location. While some social deixis 37.5% is mentioned by giving some social reason and 52.10% is using discourse deixis.

Table 5. Recapitulation of deixis as found on real estate brochures

No	Deixis	Total Brochures	%
1	Person Deixis	10	15,38
2	Spatial Deixis	8	12,30
3	Temporal Deixis	5	7,70
4	Discourse Deixis	37	56,93
5	Social Deixis	5	7,69
		48	100%

In house brochures that invite people to see, and to buy and offer the buyers some values, mentioning the location/spatial deixis, and temporal deixis when explaining the time and addresses the discourse deixis to explain the facility and the best part of the houses using 56.93% of discourse deixis. While some social deixis 7.69% is mentioned giving some social reason.

Table 6. Recapitulation of deixis as found on cars brochures

No	Deixis	Total Brochures	%
1	Person Deixis	1	2,78
2	Spatial Deixis	--	-
3	Temporal Deixis	1	2,78
4	Discourse Deixis	34	94,44
5	Social Deixis	-	
		36	100%

In car brochures that invite reader in written, to see the car and only one time showed, and temporal deixis when address the duration/time of promotion is offered. While some discourse deixis 94.44% is mentioned by giving some, sophisticate technology, description, specimen of the car is explain by using discourse deixis.

Table 7. Recapitulation of deixis as found on motorcycles brochures

No	Deixis	Total Brochures	%
1	Person Deixis	1	2,86
2	Spatial Deixis	-	-
3	Temporal Deixis	1	2,86
4	Discourse Deixis	33	94,28
5	Social Deixis	-	
		35	100%

In motorcycle brochures that invite reader in written language, to see the new motorcycles. The temporal deixis when address the duration/time of promotion is offered. While some discourse deixis 94.28% is applied by giving some, sophisticate technology, description, specimen of the motorcycle, and this context is explained by using discourse deixis.

The following is the whole recapitulation of gadget deixis used in brochures as follows.

Table 8. Recapitulation of deixis as found on gadget brochures

No	Deixis	Total Brochures	%
1	Person Deixis	10	50
2	Spatial Deixis	-	-
3	Temporal Deixis	2	10
4	Discourse Deixis	8	40
5	Social Deixis		
		20	100%

In gadget brochures deixis invites reader in written language, by saying come and see. There is a direct communication for the reader to see the new sophisticate technology. Offering the price and lucky dip also uses person deixis and 50% used in gadget brochures. The temporal deixis is also used when the duration/time of promotion is offered. While some discourse deixis 40% is applied by giving some, sophisticate technology, description, specimen of the Samsung / gadget, and this context is explained by using discourse deixis, on the contrary if the product is expensive they use discourse deictic

The following is the whole recapitulation of deixis used in brochures as follows.

Table 9. Recapitulation of deixis as found on brochures

No	Deixis		Occurrences	%
1	Person deixis	Person deixis concerns the encoding of the role of the participant in the speech even in which the utterance in the question is delivered	40	116.33
2	Spatial deixis	Place deixis concern the encoding of spatial location relative to the location of the participants. The use of proximal and distal expression in spatial deixis	14	55.71
3	Temporal deixis	"Time deixis concerned the encoding of temporal points abs spans relative to the time at which the utterance was spoken (or a written message inscribed). there major divisions of the time deixis: (1) before the moment of utterance, (2) at the time utterance, after the time utterance	13	55.31
4	Discourse deixis	Discourse deixis, also referred to as text deixis, refers to the use of expressions within an utterance to refer to parts of the discourse that contains the utterance including the utterance itself.	155	63.28
5	Social deixis	Social Deixis concerned with the encoding of destination that are relative to participants roles, particularly aspect of the social relationship holding between speaker and addressee(s) or speaker or some referent	23	9.39

Generally discourse deixis refers to the use of expressions within an utterance use in written language. It refers to parts of the discourse that contains reason, description, background, and technology.

The goal of making business brochures is to inform the reader the new product and all the description of the product, the specimen, the new technology of the product, even supported by pictures, of the product so the product will be well informed to readers. Business brochures will help marketing of the product.

The following is the graph of the deixis in business brochures

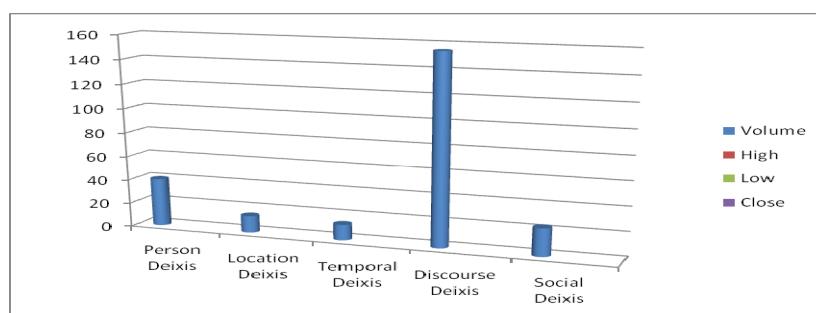


Figure 1. Deixis in Business Brochures

Table 10. Characteristic of deixis as found on brochures

No.	Brochures	Education	Real estate	Cars	M.cycles	Gadget
1	Person Deixis	2.08%	15.38%	2.78%	2.86%	50%
2	Spatial Deixis	8.33%	12.30%	-	-	-
3	Temporal Deixis	-	7.70%	2.78%	2.86%	10%
4	Discourse Deixis	52.10%	56.93%	94.44%	94.28%	40%
5	Social Deixis	37.5%	7.69%	-	-	-

6. Findings

- 1) The percentage of person deixis used in gadget brochures is 50%, which means that the persuasion is addressed directly to the reader, like invitation, come and see!!, or hurry up!!, see..., get...enjoy...,

- check... It's like direct communication that can persuade readers to visit the gallery. While in education, houses, cars, motorcycles brochures, there should be much more to offer or even just like an announcement.
- 2) It could be happened that reader is influenced to buy the product. Buying gadget is easy to decide, since the price is not as expensive as houses, cars, or motorcycles.
 - 3) While in education, real estate, cars, motorcycles brochures, discourse deixis is mostly used; most of the texts explain the quality, the hi-technology and the competence, all written in text.
 - 4) Writers can draw a conclusion that if the product is not expensive to buy, brochures will mostly use person deixis. On the contrary if the product is expensive they use discourse deixis.
 - 5) Brochures are used to help producers to do marketing for expensive product, since the cost is expensive.

7. Conclusions

The conclusions of the analysis of the research are described as:

- 1) There are 5 types of deixis used in business brochures text, which are 16.33% using Person Deixis, 5.71% using Location/spatial Deixis, 5.31% using Temporal Deixis, 63.27% using Discourse Deixis, and 9.39% using Social Deixis.
- 1) The most dominantly used in business brochures text is discourse deixis.

8. Suggestions

After finishing the research some suggestion that can be drawn:

- 1) In written business brochures the person deixis should be clear addressed;
- 2) The color of the brochures should be eye catchy;
- 3) The Brochures are massages to the buyer about the profile of the product, which should be clear.

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