


Deixis in Political Discourse: A Pragmatic Analysis of “What’s behind Widespread Unrest in Indonesia?”

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ABSTRACT

The research focuses on analyzing the deixis used in the Al Jazeera English Inside Story episode “What’s Behind the Widespread Unrest in Indonesia?” and aims to examine what types of deixis are used and how these deictic expressions function pragmatically in depicting Indonesia’s socio-political crisis in international media discourse. A qualitative descriptive approach is used to analyze 341 deictic expressions in the episode’s script based on Levinson’s (1983) five types of deixis: personal, spatial, temporal, social, and discourse. The findings show that personal deixis is the most prominent, as perspective particularization and responsibility attribution by the interlocutors lead to mutual alignment among participants throughout the discussion. Time and discourse deixis further strengthen the construction of collective immediacy and narrative coherence within the episode’s unfolding commentary. Although spatial and social deixis appear less frequently, they still provide crucial spatial grounding and indicate hierarchical power relations within the sociopolitical context. Overall, the findings indicate that in international media discourse, deixis functions not only as a referential strategy but also as a pragmatic device in political event framing and in shaping audience interpretation. These results extend previous deixis research by highlighting its role in global news reporting and offering insights into how linguistic choices contribute to the international framing of Indonesia’s political unrest.

Keywords: *Deixis, Media Discourse, International News, Political Framing*

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INTRODUCTION

In contemporary global communication, media discourse plays a central role in shaping how political events are interpreted, circulated, and understood across societies. Studies such as Gnanaseelan who highlights how the media's construction of policies, communities, and identities incorporates ideological affiliations, making ideological manipulation evident in discourse (Gnanaseelan, 2021). This manipulation can create binaries of "us" versus "them," a tool frequently used in media reporting to solidify particular ideological stances and marginalize opposing views (Derik et al., 2024). Similarly, Juniarti and Asropah (2025) demonstrate that media discourse, particularly news reporting, relies on strategic linguistic framing that reflects institutional interests and socio-political contexts. Their findings show that online media employ specific lexical and structural choices to influence public perception, shape ideological representations, and reproduce power relations, meaning that media narratives are never neutral. Given this centrality of language in the construction of media narratives, linguistic analysis, especially from a pragmatic perspective, becomes essential for understanding how news discourse shapes public interpretation of political events. This is where deixis, as a core element of pragmatic meaning-making, becomes especially relevant.

Communication is a structured system of symbols, be they audio signals or written forms, entities that transmits diverse inner signals like thoughts, feelings, and intentions (Oviogun and Veerdee 2020). Oviogun and Veerdee (2020) define it as a system of sounds,

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which is both meaningful and conventional, that enables members of a society to express and communicate their thoughts and feelings. From these definitions, we see that communication is not only a system of arbitrary sounds, it is socially and contextually grounded. Today, the role of communication is becoming increasingly important in the dissemination of information in the digitalized world. The information spread in the globe is profound. The digitalized world provides the opportunities to broaden communication. The effective use of language both in the writing and audio form is essential and should be focused in order to provide the audience with the information presented in the events that are happening in their society and abroad.

One significant element of language analysis in news discourse is deixis, a phenomenon in linguistics that pertains to expressions whose meanings are contextually situationally dependent. Deixis assists in orienting readers or viewers in determining who is speaking, the location of an event, and the time an event takes place. Levinson (1983) identifies five, namely, person, place, time, discourse and social deixis, each fulfilling different communication purposes. Person deixis pertains to the inclusion of pronouns I, you, and we that identify the interlocutors in an interaction; time deixis involves expressions that situate an event in the future or in the past such as now, tomorrow, and yesterday; place deixis involves the use of terms that indicate spatial relations such as here and there (Mukaromah, 2022); discourse deixis pertains to the use of a portion of a communicative event, or text; and social deixis concerns the social relations that exist between the speaker and the listener. Deixis expressions are the ones that Satyadewi et al. (2023), Tanjung and Muslim (2025), and Yule (1996) refer to in the provided quotations, and who also state that deixis is essential for the construction of meaning because it brings together different components of the message to the context in which the message is conveyed determining meaning as well as the structure of interaction.

It is reasonable to argue that language is much more than the ability to convey words or phrases, as it also plays an important role in the expression of culture, identity, and social relationships. Also, within the context of linguistics, as 'meaning' of the words ascribed to structures in a language are the focus of 'pragmatics', Levinson (1983) and Yule (1996) contend that pragmatics is concerned solely with the intended meaning by the speaker and what the listener interprets of the statements as opposed to merely what the statements structure is. In this sense, deixis, to say the least, becomes an important means for constructing reference, and with related concepts of extrinsic sense and of concepts which structure form. In the absence of words which are consequently determined by the focus, phrases would be devoid of content, and as a result, communication would be more or uncreative. Hence, in both direct and indirect forms of communication, encompassing communication of the type of talking to news, speeches of politics, and the discussions of international communication, deixis is of great importance.

Deixis is relevant to the present day due to large-scale protests that occurred in Indonesia between late August and early September 2025. In the early stages of the protests, there was public discontent regarding parliamentary sanctioning an allowance of 50 million rupees per month for housing, given the state's economic situation. An online motorcycle taxi driver named Affan Kurniawan was killed by a police vehicle, which became an emblem of injustice and further fuelled public anger (Reuters, 2025; AP News, 200). The situation garnered significant international attention as protests erupted in major cities. An episode titled "What's Behind the Widespread Unrest in Indonesia?" was featured on Al Jazeera English's Inside Story program, which was one of the global media outlets reporting on the unrest. The program featured political analysts, activists, and academics who delved into the root causes of the turmoil, such as economic dissatisfaction, political privilege, or state oppression. The transcript of this episode offers valuable insights into the use of deixis to construct narratives about Indonesia's socio-political crisis for a global audience.

In terms of linguistics, the main issue is how deictic markers are used in international media to characterize political events, assign roles to social actors, and express urgency or seriousness. How can this problem be approached? The role of deixis in media is not limited

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to being a referential reference point; rather, it operates as essentially stale rhetoric that molds the audience's perception, ideological positioning, and identity construction. Deixis has been studied extensively in previous studies, including Manik et al. (2023), Safi'i (2025), Paulina and Suryani (2022), Tanjung and Muslim (2026), Putri et al. (2022), and Fadilah and Resmini (2000), such as in political speeches, religious preaching, short films, and song lyrics. While these studies demonstrate the importance of deixis in shaping meaning across various settings, they focus predominantly on local contexts and homogenous audiences.

A significant research gap exists because little attention has been given to deixis in international media discourse, particularly programs like Inside Story that involve geographically dispersed speakers, diverse global audiences, and complex framing strategies. Deictic center shifts, between hosts in international studios and commentators located in Indonesia, add layers of interpretation that have not been thoroughly explored. Additionally, there is limited research examining how deixis contributes to the framing of political crises in Southeast Asia within global media narratives. This gap indicates the need for a focused analysis of deixis in international news coverage of Indonesia's socio-political unrest.

It is important to note that this study sheds light on the strategic influence of language on media representation of political events.¹ The investigation utilizes deictic language in Al Jazeera English's coverage to explore how global media construct narratives, frame actors, and influence audience interpretation. The research provides theoretical benefits by expanding Levinson's (1983) deixis framework to international news discourse, methodological benefits through the application of deictic analysis in media linguistics, and practical perspectives for media experts and policymakers interested in how Indonesia is presented on an international level.

Before outlining the purpose of the study, it is the most relevant strategies to deploy the types of deixis, their identification and analysis to explain the relevant strategic use in the construction of the narrative. Two specific objectives of analysis and examination have been selected for the purpose of the study. The research is guided by two questions:

What types of deixis are used in the transcript of Al Jazeera English's Inside Story episode "What's Behind Widespread Unrest in Indonesia?"

What pragmatic functions do these types serve in representing Indonesia's socio-political crisis?

It is the purpose of the study, through the analysis of the selected data, to show the use of the language system as a functional instrument in the language of the international media. Deixis can be categorized into five main types, including person deixis, place deixis and time deixis, discourse deixis and social deixis by Levinson (1983). These categories are the most common. The classification as a fundamental framework in pragmatics is also supported by scholars like Cruse (2000) and Huang (2014). The speaker, listener, or third party involved in a speech event is identified by person deixis. This stands for "person of interest". Examples of pronouns include I, you and we, and they. The use of person deixis in President Joko Widodo's speech on Independence Day (2023) allowed Manik, Tarigan, and Sinaga to achieve an emotional intimacy with the audience. Person deixis encompasses the pronouns that signify the participants in discourse, distinguishing between first, second, and third persons. This dimension is prevalent in multiple studies, showing various distributions in pop culture texts, such as the film *Spider-Man: No Way Home*, where a significant volume of person deixis was identified, with a total of 692 instances reported (Putri et al., 2023). The religious-themed speeches by Prabowo, as reported by Likewise, Safi'i (2025), utilized the pronoun we to create ideological unity among listeners.

Place deixis is expressions that indicate the spatial or temporal orientation. Such words include here, there, this and so on. In 2022, Mukaromah stated that the use of spatial deixis aids in imagining the situational setting of an utterance and provides insight into how spatial reference is used within discourse. Similarly, the analysis in *Dolittle* demonstrates the use of personal deixis to navigate character relationships and establish identity (Yusfika et al., 2022). In narrative texts, place deixis often appears through descriptive location phrases that situate characters and actions, as shown in Raputri's (2021) analysis, which identified forms like in

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the forest and at the base of the tree in students' narrative textbooks. Similarly, Nafi'ah, Indah, and Toyyibah (2021) found that children's picture books employ place deixis such as there to clarify spatial context in storytelling. Beyond narratives, place deixis also plays an important role in other genres; for example, Alkhalid's (2022) analysis of English Islamic Friday sermons shows that spatial deictics like here, this, and that are used to anchor the preacher and audience in a shared physical space, typically the mosque, thereby creating a sense of proximity and strengthening engagement between speaker and listeners. Overall, place deixis plays a key role in constructing spatial meaning and supporting readers' comprehension of narrative settings.

The term time deixis is used to describe the temporal range of an expression, which can be any time from now or yesterday, regarding on the moment or any other time. In Levinson's (1983) perspective, temporal deixis is the relationship between an object and its frame of speech. Media discourse often employs temporal deixis to amplify the urgency of events, perpetuating the narrative of immediacy in reporting them. The understanding of deixis in discourse is greatly influenced by the temporal dimension of an utterance, which is known as time deixis. Studies indicate the critical role of temporal expressions in structuring narrative understanding, particularly in movie scripts where time is established both explicitly and implicitly through dialogue (Kartikasari et al., 2023; Sahidin et al., 2023). The findings from the analysis of BTS Speech underscore these temporal markers, elucidating how they establish the timing of events referenced in spoken interactions (Kartikasari et al., 2023).

The term discourse deixis is used to describe specific parts of a text or conversation, whether they are mentioned earlier in the passage or are forthcoming. In state addresses, Paulina and Suryani argue that discourse deixis is essential to the effectiveness of text in maintaining consistency, and they use it to guide the audience through the speaker's arguments, as outlined in 2022. Communication is based on discourse deixis, which involves connecting words to specific parts of the text or discourse. Evidence exists in studies where linguistic expressions focus on ongoing conversations or previously mentioned topics, leading to continued dialogue (Fadilah & Resmini, 2021; Ningsih & Megawati, 2022). Raya and The Last Dragon both demonstrate how discourse divides meaning by utilizing the narrative context for character and plot development (Sahidin et al, 2023).

Part of the study of social deixis is the study of how interlocutors interact with each other. Social deixis is related to the use of terms that reflect relations and social hierarchies of the parties to the discourse. This type is important to study the role of language in any given society. For instance, the use of social deixis in character dialogues in *Downton Abbey* and *Made in Dagenham* is analyzed. (Chandra, 2022) illustrated the study of social class and cultural differences. Terms such as Sir, Your Excellency, and Ladies and Gentlemen demonstrate social class and politeness adjuncts. In 2023, social deixis in formal speeches as observed by Manik et al., is seen as phenomena of respect and communication etiquette deficiency of the culture.

In addition to the five primary classifications, some scholars (e.g., Tanjung & Muslim, 2025) also recognize partial deixis, which refers to expressions that are partially dependent on context. Depending on the situation and text, the pronoun he can behave in a deictically or anaphoric manner.

From the previous studies, it is evident that deixis has been extensively examined across various domains. For instance, Safi'i (2025), in *"Deixis in Prabowo's Religious-Themed Speeches: A Pragmatic Analysis"*, investigated deixis in political speeches. Similarly, Paulina and Suryani (2022), through *"A Pragmatic Study on Deixis Analysis in President Jokowi's State Speech"*, and Manik, Tarigan, and Sinaga (2023), in *"Deixis Study in Speech Text of President Joko Widodo on Independence Day"*, also analyzed deixis in Indonesian presidential speeches. Beyond politics, Tanjung and Muslim (2025), in *"Examining Deixis in Zakir Naik's Preaching Videos: A Pragmatic Analysis"*, focused on religious digital discourse. In literary and cultural contexts, Putri, Wulandari, and Pratama (2022), through *"Deixis Analysis in the Short Movie Aku dan Mesin Waktu by Aditya Ahmad"*, and Fadilah and Resmini (2021), in *"A Deixis Analysis of a Song Lyrics Entitled Lover"*, examined deixis in fictional audiovisual works and popular culture.

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Moreover, the study conducted by Satyadewi, Ayomi, and Sulatra (2023) highlights how deixis in Avicii's song lyrics not only serves referential purposes but also reinforces thematic cohesion and emotional nuance across the narrative structure of the song. In line with these cultural-text analyses, Nisa, Asi, and Sari (2020) demonstrated how deixis in musical narratives reflects not only referential meaning but also emotional framing, as if to show that deixis can be used to control the flow of a story and the interpretation of that story by the audience.

However, the majority of these investigations are confined to local contexts and formal or artistic conversations with somewhat uniform public audiences. The role of deixis in international media discourse is still poorly understood, especially in platforms like Al Jazeera's Inside Story, where multiple perspectives, cross-cultural participants, and a global audience are interconnected. Additionally, some issues that have not been extensively researched include deictic center shifts (between hosts in international studios and speakers in Indonesia) and the use of discourse and temporal deixis to frame political crises. The objective of this study is to fill in these gaps by examining the practical uses of deixis in Al Jazeera's Inside Story reporting on protests in Indonesia.

METHOD

Qualitative descriptive research is a type of qualitative design that seeks to present an in-depth understanding of a phenomenon by offering detailed descriptions. Rather than being guided by rigid theoretical frameworks, this method focuses on collecting rich and nuanced accounts of participants' experiences and contexts. In doing so, it enables researchers to capture the complexity of human behavior and social interactions more openly than other qualitative approaches (Gaudine et al., 2023; McCormack et al., 2020).

Research Design

This study employs a qualitative descriptive research design because it aims to provide a detailed and comprehensive understanding of how deixis is utilized in Al Jazeera's *Inside Story* episode entitled "What's Behind Widespread Unrest in Indonesia?". This approach focuses on describing linguistic phenomena in natural contexts rather than testing hypotheses or applying rigid theoretical frameworks. Through this method, the researcher seeks to explore the use of deictic expressions and their pragmatic functions in representing Indonesia's socio-political crisis as reflected in international media discourse.

Scope of the Study

The data of this research were obtained from the transcript of Al Jazeera English's *Inside Story* episode published in early September 2025. The program discusses the large-scale protests that occurred in Indonesia due to public dissatisfaction with government policies and social injustice. The transcript was downloaded and transcribed from Al Jazeera English's official YouTube channel to ensure the data's authenticity and reliability.

Data Collection Method and Data Analysis

The data were collected using a documentation method. The researcher observed the video and analyzed the transcript to identify utterances containing deixis. The process of data collection and analysis was carried out through several steps as follows:

Downloading the Video The episode "What's Behind Widespread Unrest in Indonesia?" was downloaded from Al Jazeera English's official YouTube channel to ensure the authenticity of the source.

Generating the Initial Transcript The audio from the video was transcribed using the NoteGPT YouTube transcript generator to produce an initial version of the transcript (<https://notegpt.io/youtube-transcript-generator>).

Manual Verification of the Transcript The automatically generated transcript was carefully checked and corrected by repeatedly comparing it with the original video. This verification ensured accuracy, clarity, and the reliability of the data.

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Familiarization with the Data The researcher read the verified transcript multiple times to understand the context, flow of discussion, and pragmatic nuances in the utterances.

Identification of Deictic Expressions (Manual Coding) Instances of deixis were identified through a manual coding process. The researcher examined the transcript line by line and highlighted linguistic items that aligned with Levinson's (1983) criteria for deixis.

Categorization of Deixis Types Each identified deictic expression was then classified into one of the five deixis categories such as person, place, time, social, or discourse deixis based on Levinson's typology. This classification was performed manually without the use of analytic software.

Interpretation and Contextual Analysis The researcher analyzed how the identified deixis functioned within the media discourse, particularly in shaping perspectives, framing the socio-political context, and guiding audience interpretation.

Drawing Conclusions The final step involved interpreting the overall findings to explain the contribution of deixis to the representation of Indonesia's unrest as presented in the episode.

FINDINGS AND DISCUSSION

Findings

Types of Deixis Used in the Episode's Transcript

Based on the data analysis, a total 343 deictic expressions were identified in the episode's transcript. These expressions consist of five major types of deixis proposed by Levinson (1983): person deixis, place deixis, time deixis, social deixis, and discourse deixis.

Table 1. The Frequency of Type of Deixis that are used in the episode's transcript

Type Of Deixis	Frequency	Percentage (%)
Person Deixis	203	59,53
Place Deixis	3	0,88
Time Deixis	63	18,45
Social Deixis	8	2,35
Discourse Deixis	64	18,77
Total	341	100

With 203 appearances, the most frequently used category is person deixis, as per the analysis. A significant number of speakers use themselves, the addressees, and third parties to construct their perspectives, assign blame for others' actions, or establish social harmony within the discourse. Through the use of person deixis, speakers are able to position themselves and influence collective perspectives, thus shaping audience interpretation.

Place deixis was appeared 3 times. It primarily serves to anchor the discourse spatially, most notably by using Indonesia as an example of socio-political unrest.". The inclusion of a geographical context in place deixis allows viewers to locate the mentioned events, which enhances the narrative. 63 times in the timelapse of Time deixis were recorded, reflecting the episode's focus on both recent developments and ongoing events. The immediacy and relevance of temporal framing in news media discourse are evident by placing incidents within a specific chronological sequence, which is characteristic of their content.

Social deixis occurs eight times throughout the text denoting the different degrees of social status and the formal social role of the political character 'President Prabowo Subianto'. Social deixis understands and respects the authority, and situates the action to institutional frameworks reflecting the social and political nature of the action. Finally, the author utilizes the discourse deixis 64 times which is meant to allude to events that have been mentioned and events that have not occurred. This allows the text to flow seamlessly enabling the audience to follow the author's line of reasoning, thus enhancing the coherence of the discussion.

Pragmatic functions of deixis in representing Indonesia's Socio-political crisis

The research findings show other instances involving the various types of deixis, which are person, place, time, social, and discourse, strategically applied to the discussion.

Personal Deixis

According to Levinson (1983:62), person deixis refers to the grammaticalization of the roles of participants in a speech event, particularly in relation to the speaker.

First Person

First-person deixis is used to indicate the speaker or a group that includes the speaker. This category consists of singular pronouns (*I, me, myself*) and plural pronouns (*we, us, our, ours, ourselves*). In the transcript of Al Jazeera English's *Inside Story*, there are 91 occurrences of first-person deixis. Their frequent use illustrates how the speakers position themselves and construct collective viewpoints during the discussion.

One of them can be seen in the following sentence:

We're very disappointed in all law enforcement agencies, especially the police chief.

Timestamp: (02.05-02.10)

Here, "we" is used to signal collective first-person deixis. As opposed to mentioning just the speaker, the pronoun refers to a larger category of people, probably the speaker, together with the people of Indonesia who were dissatisfied with how the law enforcement officers dealt with the recent case involving protesters.

Second Person

Second-person deixis refers to the addressee or listener in a speech event and it is typically expressed through forms such as *you, your, yourselves* (Levinson, 19883:62). The transcript contains 20 occurrences of second-person deixis. These forms indicate moments where speakers directly engage other participants directly engage other participants or the viewing audience.

One of them can be seen in the following sentence:

And uh this is why you see that uh uh the gap between rich and poor has been increasing.

Timestamp: (12.46-12:53)

In this case, "you" is second-person deixis because the interviewee addresses the interviewer; he frames the explanation or information as observable or understandable to the addressee. Direct address of this kind helps the speaker lead the audience toward a particular interpretation of the economic situation in Indonesia.

Third Person

Third person deixis is when neither the speaker nor the person addressed are focused upon, and this is expressed with the use of the pronouns *he, she or it*. In this transcript there occurs with this technique 31 times. This also demonstrates how the orators encompass other people/figures or events that are external to the immediate and are central to the socio-political milieu in question.

One of them can be seen in the following sentence:

Vedi, how much of what happening right now is the fault of the president?

He's been in power what, 10 months

Timestamp: (17:58-18:06)

The word 'he' is an example of third-person deixis because it concerns the president, Prabowo. The recurring mention of this title draws the audience's focus to the president's deeds and accountability. This highlights his presence as an actor which is the head of the situation, and the importance of his character.

Place Deixis

According to Levinson (1983), place deixis indicates space and direction while placing modifiers to specify a location. This element of place deixis is represented spatially in the discussion of the unrest in the Al Jazeera Inside Story transcript. By spatially placing the discussion, the audience is guided to a mental location to better understand the setting of the socio-political crisis.

One of them can be seen in the following sentence:

From me, Adrien Finnean and the team here in Doha. We'll see you again.

Bye for now.

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Timestamp: (27:49-27:53)

This is an instance where the term operates as place deixis because it situates the speaker, along with the production team, in Doha, Qatar. The distance in the above spatial reference makes it clear where they are positioned in relation to the actual location of the crisis currently being Ukraine. While the unrest in Indonesia is the primary focus, the use of the term here indicates to the audience that they are analyzing and reporting the situation from a location outside the crisis.

Time Deixis

A good way of understanding the concept of time deixis is to consider words that specify time in relation to the time of the utterance, including words such as now, then, this week, yesterday, later, etc. (Levinson, 1983) which relate to a particular temporal reference. Such expressions, which denote a particular point in time, and which reference the time of the utterance, serve to place an event in time.

One of them can be seen in the following sentence:

Has the police's use of force against protesters this week revived people's fears that democracy and civil rights would suffer under president Prabowo?

Timestamp: (16:42-16:54)

In this case, "this week" functions as time deixis because it refers to a specific temporal frame closely tied to the moment of the broadcast. The phrase anchors the events within the immediate past, emphasizing their recency and relevance. By locating the police violence temporally, the speaker frames the unrest as an actively developing situation rather than a distant event.

Social Deixis

Social deixis encodes the social relationships, roles, and status distinctions among participants in a speech event (Levinson, 1983). This includes titles, honorifics, and references to social institutions or positions.

One of them can be seen in the following sentence:

It's the biggest crisis yet for President Prabowo Subianto who took office in October.

Timestamp: (04:05-04:11)

Here, "President" functions as social deixis because the title reflects Prabowo Subianto's social and institutional status. By using the title rather than referring to him by name alone, the speaker acknowledges his official position and the hierarchical power structure within Indonesian politics.

Discourse Deixis

Discourse deixis refers to expressions that point to parts of the discourse itself, either something already mentioned or something that will be mentioned (Levinson, 1983). It helps maintain coherence and guides the listener through the speaker's argumentation.

One of them can be seen in the following sentence:

I would like to express my deepest condolences and sympathy. I am deeply concerned and saddened by this incident.

Timestamp: (02:42-02:50)

In this case, "this incident" functions as discourse deixis because it refers back to a previously mentioned event within the discourse, specifically, the triggering incident related to the unrest (e.g., the death of Afan Kurniawan). Although it is also related to spatial reference, within the context of the speaker's statements, it primarily points to a part of the discourse that has been introduced earlier.²

The purpose of this research is to examine the use of deixis in the episode of Al Jazeera English Inside Story entitled What's Behind Widespread Unrest in Indonesia? and to account for the impactful use of deictic expressions on the framing of the Indonesia socio-political crisis. The study identified five types of deixis including personal, place, time, social, and discourse deixis. The most frequently used deixis was personal deixis with a total of 203 occurrences, evidencing that the speakers made extensive references to themselves, the listeners, and other third parties to formulate perspective, responsibility, and social alignment.

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The place deixis was recorded only 3 times mainly as "in Indonesia" to anchor the specific location of the unrest. Time deixis was recorded 63 times which is understandable because most of the time the news discourse is expected to draw attention to current and unfolding events. Social deixis was cited 8 times which demonstrates the asymmetrical and socio-political formal structures of relations, especially to the politicians. The discourse deixis was 64 times which served to create cohesion in the narrative, and to link the events to the listeners and the speaker's feelings.

As the following explains, deixis in this media dissertation is both grammatical and pragmatic. For example, the use of first-person plural "we" in personal deixis, across the board shows inclusive sentiment regarding the claim, and it unites, and closes ranks with the Indonesians adversely impacted by the unrest. With this, second-person deixis "you" draws the audience directly in, while third-person deixis ("he, "it") shifts attention to actors, especially Pres. Prabowo Subianto, who is peripheral to the political crisis.

In addressing the audience as 'you,' the speakers intended for their audience to fully engage with their reasoning as an active participant. By addressing their audience as 'you,' the speakers encouraged their audience to consider the phenomenon at hand and enhance their understanding of the speaker's explanation. Furthermore, the speakers were able to minimize the social distance in conversation and engage their audience more profoundly in the discussion, encouraging them to adapt the viewpoint suggested by the speaker. As such, it can be argued that the speakers used the word 'you' to draw the audience's attention to the phenomenon at hand and to guide their audience's understanding in a particular direction.

Place deixis is less common, yet demonstrates a profitable function of providing borders to give the overseas audience a context for the events such as employment of the word *here*, which is limited to pragmatic framing, we understand the difference in the geographical location of the Indonesia-centered crisis events and the geographical location of the broadcasts, which sets the crisis events in an external and international framing narration, thereby broadening the externality and internationality of the field, enhancing the journalistic field and the distance of the broadcaster who is positioned in the internal periphery of the global system to monitor Indonesia externally.

The time deixis from a pragmatic point of view creates urgency and helps the audience understand that the protests and concerns about democracy are not historical or hypothetical—they are unfolding now. It positions the Indonesian unrest as part of an ongoing political trajectory under President Prabowo's administration.

The social deixis exemplifies politeness or even respect to a political leader. Considering Prabowo's powers and duties during the national crisis and the civil disorder, and the institutional configuration within which the disorder lies, referring to him as President situates the matter within state officialship and emphasizes his responsibility in shaping the constellation that the political disorder emanates from.

For discourse deixis, occurrence assists the speaker in emotionally connecting themselves to the occurrence in real-time, aids the viewer in focusing on the scheme under assessment, and retains cohesion by indicating which occurrence is being mentioned. The speaker helps the audience to remain synchronized with the discourse trajectory because he/she was alluding to the main occurrence.

The distributional patterns and the roles of these instances of deixis exemplify how deixis functions as a pragmatic resource in the international media discourse, modifying the mechanisms of interpretation, positioning, and alignment in order to represent Indonesia's socio-political crisis. This research has managed to transcribe and analyze the Al Jazeera Inside Story episode "What's Behind Widespread Unrest in Indonesia?" to uncover specific instances containing the various types of deixis. Each type in this analysis contributes participants' perspectives and their relational structures and positioning to the framing of Indonesia's socio-political situation. The use of deixis in this context not only helps organize the discourse but also reveals how language constructs meaning, stance, and alignment within media communication.

The findings of this study are consistent with and also extend the patterns identified in previous deixis research. Sari and Zakrimal (2020) found that personal deixis dominated the movie script of *Avengers: Infinity War*, a result that aligns with the present study, which also reports personal deixis as the most frequent category. However, their data emerged from fictional dialogue, while the present research analyzes real political discourse, resulting in different pragmatic functions, fiction emphasizes character interaction, whereas international media foreground political framing and public accountability.

Similarly, Herdiyanti (2020) showed that personal deixis was dominant in Adele's song "Someone Like You," where it served emotional expression. In contrast, this study reveals that personal deixis, especially the pronoun *we*, constructs collective viewpoints and aligns speakers with Indonesian citizens reacting to the unrest. Meanwhile, the study by Lugina et al. (2019) on *The Legend of Lake Toba* highlighted the prominence of spatial deixis in narrative storytelling, which differs from the present findings where place deixis is minimal. This contrast demonstrates that deixis distribution is genre-dependent: narrative genres rely heavily on spatial orientation, whereas news media prioritize participant reference and temporal framing. In addition, the findings of this research also connects with Febriza's (2020) analysis of deixis in *The Jakarta Post* online newspaper, which reported that personal deixis was overwhelmingly dominant (70%), followed by temporal, discourse, social, and spatial deixis in much smaller proportions. This form is consistent with the finding of this study, where person deixis also appeared most frequently. However, the pragmatic motivation differ: in newspaper writing, personal deixis functions to express the writer's perspective and guide readers through commentary, whereas in international news discourse such as Al Jazeera's Inside Story, personal deixis serves to construct stance, highlight responsibility, and build connection between speakers and the viewing audiences.

This study also expands due comparison with speeches from political figures from Indonesia. Manik, Tarigan, and Sinaga (2023) noted President Joko Widodo employing personal deixis to foster psychological closeness to his audience during the Independence Day speech. In state speech acts, Paulina and Suryani (2022) also recognized the importance of discourse deixis to sustain coherence and direct the audience through a complicated line of reasoning. This study acknowledges these patterns, especially the predominance of personal and discourse deixis, although the focus differs on the international media coverage of the socio-political turmoil in Indonesia in 2025. In contrast to the political speeches aimed to a domestic audience, international media is said to neglect deixis to address a country's issues to a remote audience, which is said to frame the discourse based on geopolitical positioning and journalistic neutrality. These patterns reveal that the media's framework, the communicative intention, and the audience constitute the main influences on the allocation and pragmatic uses of deixis in the construction of discourse.

This work seeks to explain how deixis has functioned in the international reporting of Indonesia's unrest of 2025, a subject of international reporting which to date, has been subject to the scrutiny of few academic papers, if any. Previous papers have concentrated on political speeches or texts within a nation's boundaries, while this work seeks to explore how the world's media, in reporting internationally, utilize and/or manipulate language to simplify complex issues by framing the event of discourse. The work is pragmatically oriented and seeks to demonstrate how the text builds and articulates social meaning, social stance and social positioning in the matrix of international discourse.

Theoretically the research broadens understanding of the application of deixis, particularly on politics, within the domain of pragmatics and discourse analysis, while from a practical perspective, the results can be utilized by journalists, scientists, and media analysts to discern the lexical strategies employed in international journalism, how these strategies, particularly in deixis, manipulate and channel the audience's perceptions of a particular socio-political crisis, and provide a way to bridge the practical and theoretical aspects of the research. Absent the research, the pragmatic strategies involved in the pragmatic discourse on Indonesia's socio-political crisis would have sustained minimal exposure.

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The contribution of this study lies in its ability to enhance understanding of language as a pragmatic tool in international media. The findings contribute to linguistics, particularly pragmatics and discourse analysis, as well as media and political communication studies. They provide a foundation for future research on the representation of socio-political events in global media, deixis analysis in a cross-cultural context, and framing strategies in international reporting.

Acknowledging some of these limitations is essential for contextualizing the analysis results. First, the study examines only a single episode of Al Jazeera English, and therefore the findings cannot be generalized to cover all types of international media. The second limitation is that the analysis relied only on the transcripts of the episode, which left out the analysis of non-verbal and paralinguistic features. Third, the study focused on English-language media only, and the results may be different for other languages and media. Fourth, these limitations pertain to the data sample size. The findings invite future research to expand on media types and sample sizes to obtain more accurate results.

This study illustrates how deixis works to create a media narrative, shape audience perception, and underscore the social positioning of those involved. The application of deixis to the global media depiction of the unrest in Indonesia is a valuable contribution to the field of pragmatics and discourse as it also illuminates the powerful and often deliberate role of language in shaping discourse around complex socio-political situations.

CONCLUSIONS

This study shows that deixis use in international news coverage affects the framing and interpretations of socio-political crises. Excerpt from the use of deixis', references are used to position social agents, build pragmatic urgency, and arrange the order of discourse in abstract politics. The study shows the effects of person deixis, place deixis, time deixis, social deixis, and discourse deixis, and in making responsibility salient, immediacy and coherence to the discussion of unrest that depiction of Indonesia's 2025 neglect. The findings further suggest that deixis is not only a linguistic attribute, but also a reframing device which shapes how audiences view the legitimacy, authority, and the broader ideological stance of a news outlet. This study applies Levinson's framework to transnational media to advance the theoretical analyses of deixis within global political communication and exemplifies how referential expressions ease the creation of narrative coherence and position evaluatively in international news reporting. On a practical level, the result shall help provide evidence needed to make an even greater case for the necessity for journalists, editors, and media educators to understand the implications of the framing of deictic expression. Grasping the concept of how deixis shapes audience meaning can prompt greater stewardship or accountability in reporting and help enhance media education programs in which viewers can learn how to detect various framing mechanisms in news narrative. Despite its contributions, this study is limited by its focus on a single Inside Story episode and by the exclusive use of verbal transcripts, which excludes multimodal cues that may interact with deictic choices. Future research should expand the dataset to include multiple programs and diverse news organizations, incorporate multimodal and corpus-based approaches, and explore audience reception to better understand how deictic framing shapes public interpretation across cultural contexts.

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