

**SOCIAL DEIXIS IN THE KING'S MAN MOVIE:
A PRAGMATIC ANALYSIS**



A THESIS

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Partial Requirements to Obtain Bachelor's Degree in English Literature
Study Program**

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FACULTY OF CULTURAL SCIENCES
HASANUDDIN UNIVERSITY
MAKASSAR
2023**

LEGITIMATION

THESIS

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A PRAGMATIC ANALYSIS**

BY

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It has been examined before the Board of Thesis Examination on February 3rd
2023, and is declared to have fulfilled the requirements.

Approved By

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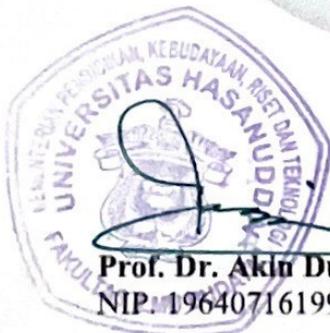
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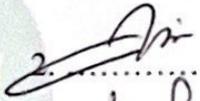
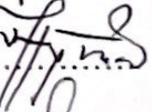
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AGREEMENT

On Friday, February 3rd 2023, the Board of Thesis Examination has kindly approved a thesis by Andi Narda Aulia Jirani (F041191127) entitled “Social Deixis in The King’s Man Movie: A Pragmatic Analysis” submitted in fulfillment one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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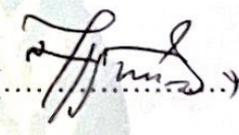
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DECLARATION

The thesis by Andi Narda Aulia Jirani (F041191127) entitled “Social Deixis in The King’s Man Movie: A Pragmatic Analysis” has been revised as advised during the examination on February 3rd 2023, and is approved by the Board of Undergraduate

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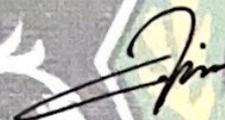
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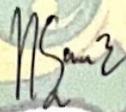
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In completing this thesis, the writer found it uneasy. However, it became a valuable experience, along with the support from many people. Hence, the writer's appreciation and special thanks go to;

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8. The writer would also express her gratitude and appreciation for herself for not giving up and always trying her best to finish this thesis despite all the hardships she faced.

Makassar, 13 January 2023

The writer

A handwritten signature in black ink, appearing to read 'Andi Narda Aulia Jirani', written in a cursive style.

Andi Narda Aulia Jirani

This thesis is dedicated to my parents.

Ir. A. Soemitro and Andi Tenriwali

For their limitless support and love, especially mental support and countless prayers. I am forever grateful for my caring, patient, and supportive family. Thank you to both of my parents, that have given me the strength to reach for the stars and chase my dreams.

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ABSTRACT

Andi Narda Aulia Jirani. *Social Deixis in The King's Man Movie: A Pragmatic Analysis* (supervised by Simon Sitoto and Ainun Fatimah)

This study aims to discover and identify social deixis and social position used in *The King's Man Movie* (2021), whether the description social deixis performed by the characters and the explanation social position found in "The King's Man" movie.

This research used a qualitative method with a descriptive approach. The data presented in this research were collected by note taking and for obtaining the sample, the writer used a purposive sampling technique using the script and watching the movie. The sample was in the form of a dialog, consisting of 32 dialogs as the representative data.

The writer finds two types of social deixis, relational social deixis and absolute social deixis. The results of the study indicate that the frequent type of social deixis used by the characters in the movie is relational social deixis, in the form of addressee honorifics type, in which the most used address term is the word "sir". The least used social deixis types are relational social deixis, speaker and setting, and absolute social deixis, the authorized speaker type. The writer also determines the social position from the dialog, in which the main character has multiple roles related to the relationship with the other characters, the speaking style, and their appearance in the movie scene.

Keywords: social deixis, relational social deixis, absolute social deixis, social class, social status.

ABSTRAK

Andi Narda Aulia Jirani. *Social Deixis in The King's Man Movie: A Pragmatic Analysis* (dibimbing oleh Simon Sitoto dan Ainun Fatimah)

Penelitian ini bertujuan untuk menemukan dan mengidentifikasi deiksis sosial dan posisi sosial yang digunakan dalam film *The King's Man* (2021), apakah deskripsi deiksis sosial yang dilakukan oleh karakter dan penjelasan posisi sosial yang terdapat dalam film "The King's Man".

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data yang disajikan dalam penelitian ini dikumpulkan dengan cara mencatat dan untuk memperoleh sampel penulis menggunakan teknik purposive sampling dengan menggunakan naskah dan menonton film. Sampel berupa dialog yang terdiri dari 32 dialog sebagai data representatif.

Penulis menemukan dua jenis deiksis sosial, deiksis sosial relasional dan deiksis sosial absolut. Hasil penelitian menunjukkan bahwa jenis deiksis sosial yang sering digunakan oleh karakter dalam film adalah deiksis sosial relasional, berupa jenis honorifik penerima, di mana istilah sapaan yang paling banyak digunakan adalah kata "Tuan". Jenis deiksis sosial yang paling jarang digunakan adalah deiksis sosial relasional, penutur dan latar, dan deiksis sosial absolut, jenis penutur resmi. Penulis juga menentukan posisi sosial dari dialog, di mana karakter utama memiliki peran ganda terkait dengan hubungan dengan karakter lain, gaya berbicara, dan penampilan mereka dalam adegan film.

Kata kunci: deiksis sosial, deiksis sosial relasional, deiksis sosial absolut, kelas sosial, status sosial.

CHAPTER I

INTRODUCTION

This chapter provides an introduction of the research study. It consists of the background of the study, Identification of Problems, Scope of the Problem, Research Questions, Objectives, and Significance of the Study.

A. Background of The Study

Language is a system of interaction among individuals. Language is highly related to meaning-making, which involves one of the branches of the linguistic field, Pragmatics. To be short, Pragmatic allows the learners to comprehend how the context deals with the intention of the utterance. Pragmatics is the inquisition of what context is implied in the intention. Pragmatics describes the context of language and the user (Yule, 1996, p. 3). It is more likely speaker orientation. Through pragmatics, people can learn a bunch of scopes, including; Conversational implicature, Speech act, Deixis, etc.

As mentioned before, Deixis is one of the pragmatic language aspects, which is the term “pointing.” The term “pointing” here refers to time, person, place, etc., contextually. Deixis involves how the attribute of the context found in an expression is encoded and how examining the expression’s context affects the expression’s exposition (Levinson, 1983, p. 54). From Levinson’s book, people can comprehend that Deixis consists of five significant aspects; Person Deixis, Time Deixis, Place Deixis, Discourse Deixis, and Social Deixis.

To be more specific, Social deixis is how people encode the social distinction toward the speech participants, especially the aspects of the social relationship between the speaker and the listener. It also concerns Honorifics that relate to politeness because the higher their social rank, the more polite and respectful people address them. Social deixis has differed into two kinds: Relational Social Deixis and Absolute Social Deixis (Levinson, 1983, pp. 90-91). Through social deixis, people may know and discover the detail of the relationship between the addresser and the addressee. The existence of social deixis found in “The King’s Man” movie becomes the writer’s concern which is very diverse in terms of its use.

“The King’s Man” is an action movie that tells about actual events in World War I. It also tells how The King’s Man Organisation was established. The most appeared casts are Orlando Oxford, Conrad Oxford, Maximillian Morton, etc. Moreover, the writer finds the existence of social position, including social roles and inequality, through the character’s dialogs.

Therefore, the writer proposed this research in order to break down the Social Deixis used and analyze the differences in address terms as well as its social position in the movie. This study investigates and describes how social deixis is used differently among societies of several countries. This study aims to examine and discover how social deixis is based on the movie and how those honorifics can differ based on the cast’s relationships or social position.

To ease this research, the writer employs a qualitative method. All the data of Social Deixis used will mostly be taken from the movie “The King’s Man.” And the script.

B. Identification of Problem

“The King’s Man” Movie contains historical events such as World War II, which focuses on the conflict between Russia, Germany, and Britain in the 20th century. Throughout the movie, the writer found much employment of different address terms. Thus, these are the main problems found in the movie that can be identified;

1. The factors that affect distinct address terms used.
2. The benchmark in creating diverse address terms.
3. The obscurity in identifying the speaker and listener’s closeness.
4. The impact of honorifics and other address term used towards social identity.
5. The diversity of social positions determines the occurrence of social deixis practices.

C. Scope of Problem

The scope of this research focuses on breaking down the social deixis used in “The King’s Man” Movie. The writer intended to limit the scope of this study only to:

1. The factors of different address term employment in the movie.
2. Social positions influence the existence of specific address terms.

D. Research Question

According to the background of the study, the writer attempt to conduct research in line with these question as follows:

1. Why do the characters use address terms?

2. How do the social positions exist in the movie?

E. Research Objectives

1. To describe social deixis performed by “The King’s Man” movie characters.
2. To explain the social position that is found in “The King’s Man” movie.

F. Significance of The Study

1. Theoretical Significance

The research finding will essentially be significant to the students or the readers, especially to all of the students in the English Department, so it can be a medium to acknowledge and improve their comprehension and insights toward deixis, social deixis, and its types, the social relationship and social position that affect the social deixis.

2. Practical Significance

The writer hopes that the students and readers can obtain more perspectives to comprehend the use of social deixis in a distinct social relationship or status. To be short, the writer expects that this study can be a support and reference for other upcoming researchers who intend to investigate and comprehend the social deixis and gain references from this study’s findings.

CHAPTER II

LITERATURE REVIEW

This chapter, contains reviews of the underlying previous related research studies conducted by three researchers. In addition, it has an explanation of the theoretical background and theoretical framework. The theories considered in this study are Pragmatics, Deixis, Social Deixis, Relational Social Deixis, and Absolute Social Deixis and social relationship.

A. Previous Study

1. **Wahyu Tri Larasati in 2020. Social Deixis in Sharazat Drama Script: Discourse Analysis Approach.**

This study aims to investigate the types of social deixis in the Sharazat drama script and elaborate on the relation of the interlocutors. It conducted qualitative research that used documentation techniques to collect all the needed data. This study used the theory of Levinson (1893) about social deixis and Leech (1983) in analyzing social relations. This study found two types of social deixis 62% of relational social deixis and 32% of absolute social deixis. Moreover, the researcher also found four types of social relationships which are 41% of title, 31% of friendship, 18% of intimate, and 10% clan.

2. Fitriyani Jamiah in 2018. Social Deixis in The Rogue Lawyer Grisham's Novel: Pragmatic Analysis.

This study aims to elaborate on Social Deixis served by Sebastian Rudd in the Rogue Lawyer's Novel. It applied the theory from Levinson about social deixis and the idea of Pragmatics from Cruse as the theoretical framework. It used the descriptive qualitative method, taking notes on the main character's utterances for the data. The research revealed 51 Relational Social Deixis and 24 Absolute Social Deixis from Sebastian Rudd's utterances.

3. Asmarita and Haryudin in 2019. An Analysis Deixis in Ridwan Kamil's Speech at The Asia Africa Conference (KAA)

This journal article intended to discover the Deixis used in Ridwan Kamil's Speech. The research aims to discover the most frequent type of deixis used in a speech by applying a qualitative approach. Levinson's deixis theory became its theoretical framework for discovering the data. In Finding and Discussion section, the researchers discovered three types of Deixis; 7 data of Person, 3 data of Time, and 1 data of Social deixis.

4. Nasriandi, Jusrianti, and Syahrir in 2020. Social Deixis in English and Tae' Bastem: Revisiting Brown and Gilman's TU and VOUS Forms.

This research concerns the analysis of the TU and VOUS forms in Tae' Bastem language and in English. This research used a descriptive qualitative method in order to break down the social deixis TU and VOUS forms in both languages. The researchers collected the data using note-taking technique as well as the questionnaire, which there were three stages in gaining the data; collecting,

choosing, classifying and arranging. The finding of this research stated that TU and VOUS forms are found in Tae' Bastem Language. VOUS in Tae' Bastem referred to the use of pronouns "ki" and "ta". Moreover, TU in Tae' Bastem referred to the use of the pronoun "ko" and "Mu." These TU and VOUS forms cannot be found in English.

From all the above studies and journals, it seemed that they are similar in the way they obtained and proceeded with the data, which is a qualitative approach. Three of them used Levinson's theory, and another used Brown and Gilman's theory. All the studies above only show the types of social deixis and TV forms, which differ from this study aiming to discover the reason for certain code names or address terms used, and most studies are only analyzing the type of social deixis, not include the Tu and Vous forms and social positions.

B. Theoretical Background

1. Pragmatics

Linguistics has many branches, and pragmatics is one of those. Pragmatics became a subfield in the 1950s. Pragmatics studies the meaning. Meaning here stands for what the listener will interpret the speaker convey and What the speaker communicated has a context, so pragmatics encompasses how people interpret the speaker's utterance in a specific context and how the context influences the utterances. Pragmatics is concerned with contextual meaning (Yule, 1996, p. 3). It implies that people study the part of what is unsaid and considered part of what is conveyed. Thus people will know how many get transmitted than spoken. Pragmatics allows people to know what people intend by saying it, their aims, and

their opinions. It is essential that both speaker and listener must understand the context of their conversation so that It can run well.

Pragmatics is the study of the relation between language and the context encoded in the structure (Levinson, 1983, p. 9). Therefore, the language user is able to know the intended meaning in an utterance because it may provide a particular meaning and it is not always interpreted in the same meaning. In addition, General Pragmatics is concerned with Pragmalinguistics and Socio-Pragmatics which Pragmalinguistics refers to grammar and socio-pragmatics refers to sociology (Leech, 1983, p. 4).

Pragmatics concerned about the intent referred to speech situations in which the aspects include Addressers or addressees, the context of an utterance, the goal(s) of an utterance, a speech act, and the utterance as a result of a verbal act (Leech, 1983, pp. 13-14).

There is also so-called Macro-Pragmatics that study the language used in whole aspects. Macro-Pragmatics consists of Psychopragmatics, Computational pragmatics, Clinical pragmatics, Neuropragmatics, Institutional pragmatics, Cultural pragmatics, Historical pragmatics, et cetera (Huang, 2017, pp. 4-7).

a. Speech Act

A speech act is commonly formed in such utterances indicating performance (Green, 2007). For instance, apologizing, promising, requesting, et cetera. Some people may define speech act synonymously with the illocutionary act. A speech act is divided into two types of speech acts; Conventional and Non-Conventional speech acts.

b. Cooperative Principle

The cooperative principle is the way people understand the agreed intention. The cooperative principle studies the utterance that has more than being said. It consists of four maxims, Maxim of Quality, Maxim of Quantity, Maxim of Relation, and Maxim of Manner.

2. Deixis

Deixis is the use of referring words to certain grammatical features such as place, person, time, etc. Deixis is a term for “pointing” using language. “pointing” here is known as a Deictic expression or indexical. Deixis is defined as the most obvious way to show the correlation between language and its context, that is reflected in its language structures (Levinson, 1983, p. 54). For example, the speaker says, “what is this?” and the word “this” indicates a variable presented by the context, in which it can be in the form of a gesture. Traditionally, there were only three types of deixis; person, place, and time. Then, from those three types, the linguists develop two more types; social deixis and discourse deixis (Levinson, 1983, p. 62).

Similarly, Deixis represents something that can be distinct to diverse people (Cruse, 2000, p. 319). Deixis into five primer kinds; person deixis, spatial deixis, temporal deixis, social deixis, and discourse deixis, which is not dissimilar to Levinson’s.

a. Person Deixis

Person deixis discusses speaker and addressee orientation, divided into three categories; first, second and third person. Person deixis is a grammatical feature of the person (Levinson, 1983, pp. 68-69). It is considered that person deixis can be formed as a pronoun.

The first person refers to the speaker, the second person refers to the addressee, and the third person refers to other participant roles (Cruse, 2000, p. 230).

	Singular	Plural
First person	I/me	We/us
Second person	You	You
Third person	He/him, she/her, it	They/them

Table 1. Person Deixis

b. Place Deixis

Place deixis concern the use of an adverb that indicates the measurement of place, location, and distance (Levinson, 1983, p. 73). Common adverb words such as “here” and “there” are considered place deictic words. However, to indicate a point using those place deictic words, gestural usage is needed. To illustrate, *here in my bedroom*. Certainly, place deixis or so-called special deixis points out the use of personal pronouns, “this” and “that”. For instance, *this book that john borrowed, That restaurant has expensive drinks*.

c. Time Deixis

Time deixis indicates the use of expression reflects the time. To make it simple, time deixis can be considered as an adverb of time. It encodes some type of time measurements such as the cycle of day and night, months as well as years, and seasons. For example, “I played basketball *yesterday*”.

Using time deixis, the speaker should comprehend the context of the speech event and the form of words and verbs used. Similarly, time deixis is divided into three categories; (i) before speech event, (ii) during speech event, and (iii) after speech event (Cruse, 2000, p. 321).

d. Discourse Deixis

Discourse Deixis refers to the phrase used in the utterance to present the discourse containing the utterance itself. Discourse deixis is concerned with the matter of “this” and “that” deictic words used. “This” is used to indicate the upcoming discourse point as a symbol of the things that are intended. “That” indicates a recent discourse point (Cruse, 2000, p. 323). For instance, (i) *I bet you do not know this brand*, (ii) *That was epic show*.

e. Social Deixis

Social Deixis is concerned with language features that imply the social identities of its participants, as well as social relationships in the speech event. Essentially, social deixis refers to using the deictic expression to demonstrate the distance of social position. As a result of using social deixis, individuals can identify a person's social status or position.

As mentioned before, social deixis discusses *Tu* and *Vous* pronouns (TV) (Cruse, 2000, pp. 322-323). In some languages, the researchers may find TV used, but not in English. TV pronouns are related to social status and the relationship between the speaker and the addressee.

Tu pronoun is used when the speaker wants to address someone informally. It also happens when the speaker wants to address someone close to him such as a friend, family, or other kinship. In other words, *Tu* indicates intimacy between the speaker and the addressee. However, the *Vous* pronoun is used when the speaker wants to address someone formally. It is a fact that the speaker using *Vous* pronouns to the addressee means they lack intimacy or show respect. From the use of TV pronouns, people can comprehend three situations of communication;

- 1) X addresses Y with *tu*, Y addresses X with *vous*,
- 2) X addresses Y with *vous*, Y addresses X with *tu*,
- 3) X and Y use same form pronoun (either *tu* or *vous*).

From above, the writer can be drawn an explanation that X and Y can use either *Tu* or *Vous* pronoun depending on their relationship parameter. *Tu* and *Vous* pronouns also reflect power and solidarity. Power is an unbalanced dimension; X has power over Y = Y lacks power over X (Foley, 1997, pp. 315-316). The power dimension reflects imbalanced economic or political capability as well as social degrees. If a more powerful person says or addresses *Tu* to the powerless person, it implies that the powerless one should address *Vous* to the powerful one. This phenomenon happens commonly in a monarchy in which a noble one addresses its peasant or servant. Moreover, solidarity refers to the closeness and/or same interests

and background which it also implies solidarity associated with social roles and social entitlements or so-called subjective judgment. *Vous* represents low solidarity and *Tu* represents high solidarity (Foley, 1997, p. 315).

In the same way, social deixis has two types of socially deictic information; Relational and Absolute. (Levinson, 1983, p. 90).

1) Relational Social Deixis

Relational Social Deixis is one of the social deixis parts. Relational is concerned about the use of address terms applied among the speech participant because there is a certain relationship. Thus, According to Levinson (1983, p. 90), it could say that Relational Social Deixis is divided into four types;

- 1) speaker and referent, (Referent Honorifics)
- 2) speaker and addressee, (Addressee Honorifics)
- 3) speaker and bystander, and; (Bystander Honorifics)
- 4) speaker and setting.

Not only honorifics but there are also pronouns and lexical items such as “my father, my sister, uncle, aunt, etc.”. Speaker and referent relations can be called **referent honorifics** which can be expressed by pointing the respect to whom it is addressed. Referent Honorific indicates the use of honorifics encoding the title, meaning that it can be formed in title with a name, such as Doctor Lily, King George, or Professor James.

The second type, **Addressee Honorific** is the type of social deixis used when the speaker express the respect to the addressee. Thus, the speaker does not have to mention the name of the addressee, for example the honorifics “sir” and

“ma’am”. The third type, **honorifics between the speaker and bystander** are implied to all participants and the situation during the speech. It also covers the hearer who is not involved, which can lead to giving a nickname. Besides, social deixis between **speaker and setting** means how the speaker’s choice of words is used to express politeness in delivering a point.

Likewise, relational social deixis is also concerned about the use of second-person pronouns “*Tu and Vous*” such as “you” in which “*Tu*” shows intimacy and “*Vous*” shows a lack of intimacy.

5) Absolute Social Deixis

Absolute social deixis is mainly used or expressed rather than relational. Absolute social deixis is concerned with the two different types; *authorized speaker and authorized recipient* (Levinson, 1983,p. 91). It is about how people use the social deixis restricted to the differences of social statuses. Moreover, authorized speaker type is the form of social deixis for a particular speaker. It differs from authorized speakers in that authorized recipients can be conveyed in many languages. It focuses on the use of honorifics controlled by the recipients and title of address. For example, “Your highness” and “Your grace”.

3. Social Position

Social inequality consists of class, power, and prestige. In some countries, its societies employ social stratification, which means in the society, the members are categorized into some social strata, such as the lower or higher prestige as well as the one with the power. To identify whom the one has a lower or high class,

people can pay attention to the way they behave, such as the way they talk and dress (Foley, 1997, p. 307). In addition, some goods can be a benchmark in classifying someone's class, for instance, cars, houses, money, et cetera. On the other hand, Power and respect are abstract things that reflect people's classes. Occupation, income, education, etc may become the indicator to classify class positions (Foley, 1997, p. 308). Moreover, Status can differ person's power and their means to obtain rare stuff.

Social role or so-called status entitlement refers to judgment subjectively. The roles are granted by a person's habits related to certain behaviours and customs. A person could have multiple roles in distinct interactivity: Woman, wife, mother, nurse, and teacher. This statement is supported by what happens in reality, which someone such as a queen could be a woman, a wife, a leader, or a mother at the same time, depending on others' perspectives towards her (Foley, 1997, p. 310).

C. Theoretical Framework

To conduct this research, the writer attempted to find out the number of references related to social deixis, which can support the writer's data. The writer has decided to analyze social deixis as the main theory in analysing "The King's Man" movie using Levinson's social deixis theory for this research. As the supportive theory, the writer used Language and Position theory by Foley.

