

**CHANGES OF THE NOBILITY ADDRESS TERM: A STUDY ON  
SOCIAL DEIXIS IN THE BRITISH EMPIRE AND BUGINESSE  
KINGDOM SOCIETY**



**A THESIS**

*Submitted to the Faculty of Cultural Sciences Hasanuddin University  
As Partial Requirements to Obtain Bachelor's Degree in  
English Literature Study Program*

**AHMAD AINUN ISKANDAR**

**F041171328**

**ENGLISH LITERATURE STUDY PROGRAM**

**FACULTY OF CULTURAL SCIENCES**

**HASANUDDIN UNIVERSITY**

**MAKASSAR**

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THESIS

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AHMAD AINUN ISKANDAR  
STUDENT NUMBER: F041171328

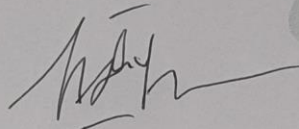
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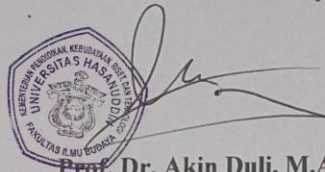
Prof. Dr. Noer Jihad Saleh, M.A.  
NIP.195811101985031007



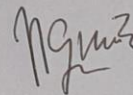
Dr. Kamsinah, M. Hum  
NIP.195910281985032001

Dean Faculty of Cultural Sciences  
Hasanuddin University

Head of English Literature Study  
Program Faculty of Cultural Sciences



Prof. Dr. Akin Duli, M.A.  
NIP.19647161991031010



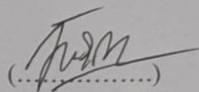
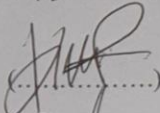
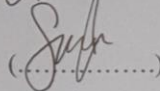
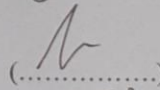
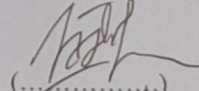
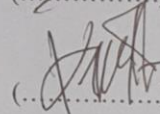
Dra. Nasmilah, M.Hum., Ph.D.  
NIP. 196311031988112001

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**HASANUDDIN UNIVERSITY**

On Tuesday, July 25<sup>th</sup> 2023, the Board of Thesis Examination has kindly approved a thesis by Ahmad Ainun Iskandar (F041171328) entitled, CHANGES OF THE NOBILITY ADDRESS TERM: A STUDY ON SOCIAL DEIXIS IN THE BRITISH EMPIRE AND BUSINESS KINGDOM SOCIETY in fulfillment of one of the requirements to obtain Sarjana Sastra (S.S) Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, July 25<sup>th</sup> 2023

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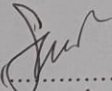
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DECLARATION

The Thesis by AHMAD AINUN ISKANDAR (F041171328) entitled, CHANGES OF THE NOBILITY ADDRESS TERM: A STUDY ON SOCIAL DEIXIS IN THE BRITISH EMPIRE AND BUGINESSE KINGDOM SOCIETY has been revised as advised during examination on July 25<sup>th</sup> 2023 and approved by the Board of Undergraduate Thesis Examiners:

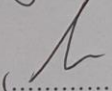
1. Drs. Simon Sitoto, M.A.

First Examiner

  
(.....)

2. Dr. Ayub Khan, M.Si

Second Examiner

  
(.....)

Yang bertanda tangan di bawah ini:

Nama : Ahmad Ainun Iskandar  
NIM : F041171328  
Judul Skripsi : CHANGES OF THE NOBILITY ADDRESS TERM:  
A STUDY ON SOCIAL DEIXIS IN THE BRITISH  
EMPIRE AND BUGINESSE KINGDOM SOCIETY  
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A handwritten signature in black ink is written over a yellow postage stamp. The stamp features a red and black design with the text 'METRAL TEMPEL' and a unique alphanumeric code 'E9AKX604809053'.

Yang Menyatakan,  
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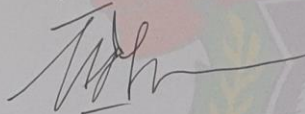
With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No. 2400/UN4.7/TD.06/2022 regarding supervisor, we hereby confirm to approve the undergraduate thesis draft by Ahmad Ainun Iskandar (F041171328) to be examined at the English Department of Faculty of Cultural Sciences.

Makassar, July 25<sup>th</sup> 2023

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First supervisor



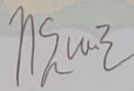
Prof. Dr. Noer Jihad Saleh, M.A.  
NIP.195811101985031007

Second Supervisor



Dr. Kamsinah, M. Hum  
NIP.195910281985032001

On Behalf of Dean  
Head of English Literature Study Program



Dr. Nasmilah, M. Hum.

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Finally, the writer realizes that this thesis is far from being perfect. Therefore, any suggestion or criticism related to this research are welcome to help improving this thesis in the future.

Makassar, July, 25, 2023  
The writer,



Ahmad Ainun Iskandar



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## ABSTRACT

**Ahmad Ainun Iskandar.** 2023. *Changes of the Nobility Address Term; a Study on Social Deixis in the British Empire and Buginesse Kingdom Society*, supervised by **Noerjihad Saleh** and **Kamsinah Darwis**.

This research is conducted to breakdown the changes in the nobility address term from the British Empire and the Buginesse Kingdom. The study aims to describe the types of social deixis that found in the British Empire and Buginesse Kingdom and also to explain the differences of nobility address terms between both Kingdoms. Furthermore, it is going to identify how the nobility address terms changed as the time goes by.

This research applied pragmatic study approach along with a descriptive qualitative method as means of research. All the data on social deixis usage were taken from *Batarana tana Bone matasilompo'e*, the history of Bone Kingdom, *The crown* series and the recording of the conversation between a cultural practitioner and the current king of the Bone kingdom. In addition, the study is being analyzed with Levinson's theoretical basis for the purpose of findings the fact in regard to social deixis usage from both kingdoms. After collecting the data, the writer classified the data that consist of nobility address term types, finally, the writer elaborated the reasons of address terms changes from both Kingdoms.

The writer finds out that the usage of social deixis from both kingdoms is classified into 2 types, they are relational social deixis and absolute social deixis. Furthermore, the writer concludes that the changes of social deixis in the society of the Buginesse Kingdom occurred due to the rapid change of modernization while the British Empire society has managed to preserve their tradition in terms of addressing their nobleman titles.

Keywords: Social deixis, address term, British Empire and Buginesse Kingdom

## ABSTRACT

**Ahmad Ainun Iskandar.** 2023. *Changes of the Nobility Address Term; a Study on Social Deixis in the British Empire and Buginesse Kingdom Society, dibimbing oleh Noerjihad Saleh and Kamsinah Darwis.*

Penelitian ini bertujuan untuk menguraikan perubahan mengenai istilah dalam sapaan gelar bangsawan dari Kerajaan Inggris dan Kerajaan Bugis. Studi ini bertujuan untuk menjabarkan jenis sosial deixis dari kedua kerajaan dan juga akan menjelaskan perbedaan dari sapaan dalam bangsawan, kemudian studi ini akan mengidentifikasi bagaimana penggunaan sapaan dalam lingkup kerajaan berubah seiring berjalannya waktu.

Penelitian ini menggunakan pendekatan studi pragmatis dengan metode deskriptif kualitatif sebagai sarana penelitian. Semua data penggunaan sosial deixis diambil dari *Batarana tana Bone matasilompo'e*, dokumen sejarah kerajaan Bone, seri *the crown* dan rekaman percakapan antara budayan dan raja kerajaan Bone saat ini. Selain itu, kajian ini dianalisis dengan landasan teori Levinson untuk tujuan temuan fakta terkait penggunaan deixis sosial dari kedua kerajaan. Setelah mengumpulkan data, penulis mengklasifikasikan data yang terdiri dari istilah sapaan gelar bangsawan, setelah itu penulis menguraikan alasan perubahan sapaan dari kedua kerajaan tersebut.

Penulis menemukan bahwa penggunaan sosial deixis dari kedua kerajaan tersebut diklasifikasikan menjadi dua jenis, yaitu deixis relasional dan deixis absolut. Selanjutnya, penulis menyimpulkan bahwa perubahan deixis pada masyarakat Kerajaan Bugis terjadi karena perkembangan zaman yang cepat sedangkan masyarakat Kerajaan Inggris berhasil melestarikan tradisi mereka dalam penyebutan gelar bangsawan mereka.

Kata kunci: social deixis, istilah sapaan, kerajaan inggris dan kerajaan Bugis.

## **CHAPTER I**

### **INTRODUCTION**

This section provides the Introduction to this research study. It consists of a background of the study, a statement of the problem, research questions, research objectives, significance of study, scope, and limitation, and a definition of key terms.

#### **A. Background of the Study**

According to Halliday (1994:106) Language is meaningful, when the meaning is conveyed through language, people use language to interact and establish relations, to influence their behaviors, and express their expression of the world. In linguistics study, to be more particular to pragmatics, the usage of natural language when communication occurs is called a pragmatic, it defines the context of the relations between language and their users. In other words, it is the study of both literal and nonliteral aspects of communication in linguistics which is determined by principles that refer to the physical or social context where the language is used. Stated by Levinson (1983:5) defines pragmatics as the study of language use, that is the study of the relation between language and context which is basic to an account of language understanding which involves the making of inferences that will connect what is said to what is mutually assumed or what has been said before.

Deixis is the implementation of general words and phrases to refer to a specific time, place, or person. According to Levinson's theory, the term "deixis" is derived from the Greek word meaning pointing and indicating (Levinson's, 1983:54). Deixis is classified into 5 category, they are person deixis, place deixis, time deixis, discourse deixis, and social deixis. (Levinson, 1983:69-95). Furthermore, this research is going to elaborate on a breakdown of social deixis usage that was found in the society of the British Empire and Buginesse kingdom around the 19th to 20th century.

This research aims to examine and describe the details in regard to differences in social deixis usage among the societies of the British Empire and the Buginesse Kingdom. This research also aims to explore and find out of how the social deixis between the 2 kingdoms is applied by society and how it is altered as time goes by. Therefore, the writer is interested to breakdown the fact regarding the alteration of social deixis from both Kingdoms.

In order to facilitate this study, the writer utilized a descriptive qualitative method as a means of research. All the data on social deixis usage have been taken from *Batarana tana bone matasilompo'e*, the history of the Bone kingdom, *The crown* series and the recording of the conversation between a cultural practitioner and the current king of the Bone kingdom. In addition, the study is being analyzed with Levinson's theoretical basis for the purpose of findings regarding the social deixis usage from both kingdoms.

## **B. Statement of Problems**

Social deixis is the aspect of the sentences which reflects or establishes or is determined by certain realities of the social situations in which the speech act occurs (Fillmore, 1975:76). In the monarchy system, specifically in the British Empire and Buginese Kingdom there is a certain title which was applied by the societies to address those who are the nobility and the royal family. This phenomenon is called social deixis, a branch of pragmatics in linguistics study.

In the mid-19th century until present time, the British Empire society used to address the nobility according to their specific titles, such as Your Majesty King George V, Sir Winston Churchill, her Majesty Queen Elizabeth II, and Prince Philip the duke of Edinburgh. At the same time, in the Buginese kingdom, there were particular titles applied by the society when addressing their nobleman, for instance, H. Andi Mappanyukki, La Mappanyukki, Puang Baso.

In addition to this, as time goes on, there have been some changes in regard to the way and interpretation on how the societies from both kingdoms addressed their nobleman. The writer is eager to discuss and find out on how those changes occurred based on reliable sources.

Based on the writer's opinion, social deixis is a form of showing differences on social status or class between speakers and addressees, this phenomenon distinguishes the speaker's status and the hearer which shows the status level among society.

The role of social deixis in the society of Buginese kingdom and British Empire is an integral part, the usage of nobility address terms has been part of both kingdoms society, yet, the rapid changes of modernization has affecting to the alteration of social deixis usage in particular to the nobility address terms.

Aside from the changes of nobility address term in Bugis society, the writer has found that British Empire has managed to maintain their tradition in addressing the royal family. Based on this fact, the writer is interested to discuss the comparison between both kingdoms in order to find out cause and effect on modernization in monarch system.

### **C. Scope of Problem**

The writer has listed the scope of problem to simplify the reader to understand the the main problem that is discussed in this study

1. Types of social deixis in the British Empire and Buginese Kingdom
2. The difference of nobility term usage between both kingdom
3. The reasons of changes on the usage of nobility address term

### **D. Research Questions**

Based on the background of the study, the writer would like to conduct research in line with these research questions as follows:

1. What types are social deixis found in the British Empire and Buginese kingdom?
2. What differences are found in the usage of social deixis in both kingdoms?
3. How has the social deixis in use in both kingdoms changed in the society?



### **E. Research Objectives**

The writer also would like to determine the objectives of study that in line with the research questions as follows:

1. To describe types of social deixis found in the British Empire and Buginese kingdom
2. To explain the differences that found in the usage of social deixis from both kingdoms.
3. To identify how social deixis in both kingdoms changed

### **F. Significance of the Study**

The research findings will hopefully be significant for the students or readers, in particular to the students of the English Department in order to enrich their insights in terms of social deixis, types of social deixis, and the use of social deixis in accordance with the context. Not to mention the knowledge regarding both kingdoms' history. Furthermore, the writer hopes that students or readers are able to broaden their horizons regarding social deixis so that readers could distinguish either the types of social deixis or the usage of social deixis.

All in all, the writer intended to support the upcoming researchers who are interested in the study of social deixis and desire to obtain references from this study's result.

## CHAPTER 2

### LITERATURE REVIEW

This chapter reviews the underlying previous related studies conducted by 3 researchers. Also, it explains the theoretical background and theoretical framework. Some theories that take into account in this study are Pragmatics, deixis, social deixis, Relational social deixis, and Absolute social deixis.

#### A. Previous Related Studies

The writer attempts to search for related studies regarding social deixis usage in order to find out either differences or similarities in the study that have been conducted by several researchers. These are 3 studies results reviewed by the writer as follows:

The first study is *Endah Alvian. A Study of Deixis Used by the Main Character in The Movie Harry Potter and The Deathly Hallows Part II(2011)* In her study, she analyzed five types of deixis in their relation to the context which appears in the movie using Levinson's theory of Deixis. After analyzing the data, she found that person deixis was the type of deixis that commonly appears. In her study, she found 78 person deixis, 9-time deixis, 17 place deixis, and 9 social deixis.

The second study is *Uyunur Rizkiyah Putri Utami. Social deixis of the main character in the Hercules Movie.(2015)* After conducting her research, she found that some words indicate social deixis in Hercules' Movie. There are 2 kinds of social deixis in this movie, it's divided into Relational social deixis and Absolute social deixis. The researcher found Relational social deixis is a speaker and referent, speaker and addressee, and speaker and setting. Taking the example of the speaker and referents, they are expressed to give respect to the referents by using the title before mentioning their name. Meanwhile, Absolute social deixis found in this research is authorized speaker and authorized recipient. For instance, the authorized speaker is expressed by the Word or phrase which is coded as the speaker only. And the authorized recipient is expressed by Word or phrase which is indicated as a form of respect that restricted recipients.

The third study is *Eka gita dewanti. Fillmore's social deixis found in DEE's Perahu kertas novel.(2017)* She concluded that deixis did not only point to something but also clarified the meaning of each expression through context. Different from other types of deixis, social deixis is used to describe the social distinction of society and also the relationship between the speech participants. Besides, social deixis was also used to describe the politeness system applied in society, especially in Indonesia. Social Deixis were used to show respect to elder people or others who had a higher position rather than the speaker.

In summary, as the result of the analysis, the writer found 59 social deixis expressions in Dee's Perahu Kertas novel. All of these expressions were divided into six categories; there are person marking, the distinction of the speech level on difference in utterance, honorific category, speech act, and linguistic performance. The writer also found the most frequent category found in this novel, which is an honorific category.

In this study, the writer analyzed the data based on Fillmore's theory of social deixis and also its categorization. It is because his theory is the basic theory of social deixis that has been cited in many pragmatics books. Besides, his theory provides a complete categorization of social deixis. Thus, Fillmore's theory of social deixis supports the data well.

The use of deictic expressions in the conversation depends on several factors like the social background of the speaker and the hearer, the relationship between the speaker and hearer, and the most important one is the context of the utterance through the conversation itself. Fillmore's theory of social deixis tends to analyze each deictic expression based on those factors.

After comprehending all the previous related studies, the writer have found similarity with other studies, it is the usage of relational social deixis and the usage of absolute social deixis, these types of social deixis were applied as an address term in both kingdom. Moreover, aside from similarity, the writer has found differences in these studies in terms of the changes of social deixis that occurred in both kingdoms due to rapid modernization.

Based on the explanation above, there are several things that distinguish this research from previous studies. The first is the research objective, several previous studies such as *Endah Alvian(2011)*, *Uyunur Rizkiyah Putri Utami(2015)*, *Eka gita dewanti(2017)*, they focus on finding out the types and the usage of social deixis such as relational social deixis and absolute social deixis. In comparison, this study focuses on the the types and the usage of nobility address terms in Bugis and British society. Besides that, the differences can also be seen in the changes on nobility address terms in Buginesse Kingdom and in this study the writer also explained the comparison of nobility address terms in both Kingdoms.

## **B. Theoretical Background**

### **1. Pragmatics**

Linguistic, as the study of the origin of language, has many disciplines for example sociolinguistics, semantics, syntax, morphology, pragmatics, and many more. According to Grundi (2000:3), pragmatic is the study of explaining how we produce and understand such every day but apparently rather peculiar uses of language. In other words, this discipline focuses on how humans produce the utterance to deliver what they mean and how others understand that through communication.

In addition, Levinson (1983:3) states that pragmatics is the study of the relationship between language and context which are the basis for understanding the meaning of a language in communication. It means that pragmatics is one of the linguistic branches which studies speakers' meaning in communication through the context. Based on Oxford Advanced Learner's Dictionary (1995), context is the situation in which something happens, or sentence, phrase, etc which a word appears in. It here reflects the utterance itself. Thus, people have to know the context of the conversation before they respond to make the conversation go well.

Through the study of pragmatic, people can understand what is the actual message behind an utterance because it is very often that what is stated by the participants in the conversation reflects a certain meaning. It is still possible for others to interpret it in different ways. Once more, understanding the context of the conversation is very important to make the conversation run well.

## **2. Deixis**

The term deixis could not be separated from the utterance or words in the context of the conversation. It refers to words that cannot be understood well without any additional contextual information. As Levinson (1983, p.76) states that deixis is the single most obvious way in which the relationship between language and context is reflected in the structures of language themselves.

According to Levinson deixis is divided into some types:

1. Person deixis

Person deixis is deictic reference to the participant role of a referent, such as the speaker, the addressee, and referents which are neither speaker nor addressee. Person deixis is commonly expressed by the following kinds of constituents: Pronouns, Possessive affixes of nouns  
Agreement affixes of verbs

2. Time deixis

Time deixis is reference to time relative to a temporal reference point. Typically, this point is the moment of utterance. It can be found in the use of time signal, such as: now, soon, recently, then, yesterday, this year. Besides, it is usually found in the use of tenses.

3. Place deixis

Place deixis is deictic reference to a location relative to the location of a participant in the speech event, typically the speaker. An example would be “here” and “now” in the sentence “You read this here and now”. “Here” is an example of spatial deixis, and “now” is an example of temporal deixis,

#### 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 contain the utterance—including the utterance itself.

Levinson also notes that these categories of deixis can be extended by adding one more category which is social deixis. Below is the explanation of each category.

### **3. Social Deixis**

Levinson describes social deixis as the predetermination of social differences that are relative to participant roles, mainly aspects of the social correlation that is possessed between the speaker and addressee(s) or speaker and some referent (1983: 63). In other words, social deixis is used for certain purposes like to determine the social status between the speaker and the hearer. Somehow, it has a close relation with politeness strategy and many aspects of the analysis of speech acts that are used in the conversation between speaker and the hearer, which come from different social classes.

It can be seen that the term social deixis defines various phenomena. In addition, Levinson also proposes that those aspects of language structure are anchored to the social identities of speech participants or to the relation between them. Besides, various aspects of language depending on these linguistic phenomena can be regarded as relevant to social deixis.



#### **4. Relational Social Deixis**

Relational social deixis is social deixis that relates to relative rankings or respect directed by speaker and referent, speakers and addressee, speakers, and listeners/viewers, and speakers and setting.

Relational social deixis can also be lexical items (my husband, teacher, cousin, etc.) and pronouns (you, him, etc.). The form of relations of social deixis between the speaker and the referent can only be delivered by referring to or targeting respect for whom the respect is addressed. While the honorific form of the addressee, the respect can be directly conveyed without having a target referenced to be referred.

A bystander honorific is a language that is used by speakers to signify a form of respect that is not only directed to the people but also to express something that is being discussed, the audience/bystander is not involved in the speech. Speaker and setting is a form of language that is related to politeness with the choice of words as a form of formalism and politeness to convey a matter or event.

#### **5. Absolute Social Deixis**

Absolute social deixis is the forms that have been set for the speakers only. Absolute social deixis is sometimes associated with different social statuses, for example, higher social status and lower social status.

The forms of social deixis are absolutely divided into two, namely authorized speaker and authorized recipient. Authorized speakers are the forms of language that are absolutely coded as speakers. While the authorize recipient is a form of honor that is restricted by the recipients.

### **C. Theoretical Framework**

In conducting this research, the writer is looking for the number of references related to social deixis. Finding related theory that can support data that managed by the writer. The writer decided to choose an analysis of social deixis in the British Empire and Bugnesse kingdom society which was discussing about the changes of nobility address term among the society.

1. The writer is going to describe types of social deixis in both kingdom
2. The writer is going to discuss the differences of nobility address terms
3. The writer is going to identify on how social deixis in both kingdom changed