Kresna Ningsih Manik, S.S., M. Hum., C. Ed.

THE PRESIDENT'S VOICE: DEIXIS AND THE MAKING OF SOCIAL RELATIONS IN JOKOWI'S SPEECH

THE PRESIDENT'S VOICE:
Deixis and the Making of Social Relations in Jokowi's Speech

Author:
Kresna Ningsih Manik, S.S., M. Hum., C. Ed.

THE PRESIDENT'S VOICE:

Deixis and the Making of Social Relations in Jokowi's Speech

Author:

Kresna Ningsih Manik, S.S., M. Hum., C. Ed

Editor:

Merry Susanty Br Tarigan

FOREWORD

Praise and gratitude are sincerely expressed to Almighty God, who has bestowed health, strength, and inspiration, enabling the completion of this monograph entitled *"The President's Voice: Deixis and the Making of Social Relations in Jokowi's Speech"* This work represents the culmination of deep academic inquiry and personal reflection on the powerful intersection between language, communication, and identity in political discourse.

Language is more than a tool for communication, it is a means of constructing meaning, expressing identity, and shaping social reality. In the context of political speeches, language becomes a strategic instrument through which leaders build solidarity, legitimize power, and convey national vision. Inspired by these ideas, this monograph explores the pragmatic phenomenon of deixis as used by President Joko Widodo in his Independence Day speech, highlighting how linguistic choices reflect cultural values, social relations, and ideological intentions.

The completion of this monograph would not have been possible without the guidance, support, and encouragement of many individuals. The author extends sincere appreciation to academic advisors, lecturers, and colleagues in the English Education Department at Universitas Prima Indonesia for their valuable feedback and encouragement throughout the research process. Special thanks are also extended to fellow researchers and students whose constructive discussions and shared insights have enriched this work.

This monograph is humbly offered to readers, researchers, and students of linguistics and discourse studies who are interested in exploring how language operates as both a communicative and ideological force in society. It is the author's hope that this study will contribute to a deeper understanding of how deixis functions not only as a linguistic phenomenon but also as a reflection of identity, culture, and leadership in the Indonesian political context.

Finally, the author welcomes any constructive criticism and suggestions for the improvement of this work. May this monograph serve as a useful reference for future studies in linguistics, pragmatics, and discourse analysis.

Medan, November 18, 2025

Author,

Kresna Ningsih Manik, S.S., M. Hum.

TABLES OF CONTENTS

CHAPTER I

INTRODUCTION

Language is often perceived merely as a tool for transmitting information, but its role extends far beyond simple communication. It is not only a medium through which individuals share thoughts but also a powerful mechanism for constructing social realities and shaping political ideologies. In other words, language simultaneously functions as both a communicative instrument and a constructor of meaning in political and social contexts. This dual nature has been widely studied in sociolinguistics, discourse analysis, and social theory (Berger & Luckmann, 1966; Fairclough, 1995).

At its most fundamental level, language serves as a medium of communication in which a symbolic system that enables humans to convey messages, ideas, and emotions. According to Halliday (1978), language provides a set of resources for making meaning, allowing speakers to connect with one another within cultural and social frameworks.

As a communicative tool, language supports several essential functions:

1. Information exchange. People use language to share knowledge, report facts, and coordinate activities. This function is indispensable in all aspects of life, from education to business.

2. Social cohesion. Communication fosters relationships and collective belonging. Through greetings, narratives, and shared expressions, individuals strengthen community ties (Berger & Luckmann, 1966).

3. Cultural transmission. Language carries traditions, norms, and values across generations. It sustains the collective memory of societies and ensures continuity of identity.

Thus, without language as a communicative medium, societies would lack the capacity for collective action and shared meaning. Yet, communication alone does not explain the

full power of language. The next step is to understand how language constructs reality, not just describes it.

Beyond transmitting information, language shapes how people perceive and interpret the world. It does not passively reflect reality but constructs social meaning through categories, metaphors, and discourse (Fairclough, 1995).

In politics, the way language is used can determine how people think about issues. Lakoff (2004) explains that framing the choice of words and metaphors guides public interpretation. For example, debates about "tax relief" versus "tax justice" frame taxation in radically different ways, influencing whether citizens see it as a burden or as a moral responsibility. Political language thus constructs competing realities.

Language also constructs social identities. By choosing specific words, groups define themselves and others, often creating boundaries of inclusion and exclusion. Bourdieu (1991) highlights that language carries symbolic power: certain accents, dialects, or vocabularies are deemed prestigious, while others are marginalized. These hierarchies reflect broader social inequalities.

Foucault (1972) argues that discourse is a site of power. Institutions use language to regulate knowledge and reinforce social structures. For instance, medical, legal, and political discourses shape how individuals understand concepts like "illness," "justice," or "citizenship." Similarly, van Dijk (2008) emphasizes that dominant groups use language to control narratives, while marginalized voices struggle to be heard.

In this way, language actively constructs the social world producing categories, legitimizing authority, and shaping ideological debates.

The constructive power of language is visible in contemporary political and social contexts.

1. Political Discourse. Leaders rely on rhetorical strategies to mobilize support and legitimize decisions (Chilton, P. A., 2004) and Charteris-Black, J. (2014). Campaign slogans such as "Make America Great Again" or "Reformasi" in Indonesia do not merely communicate goals but construct powerful identities and visions of the future. These slogans frame political reality and influence collective imagination (Lakoff,

2004).

2. Media Narratives. News outlets shape public understanding through word choice. The description of protestors as "activists" versus "rioters" frames the same event in starkly different ways, shaping whether audiences view it as legitimate or threatening (Fairclough, 1995).

3. Social Media. Online platforms amplify the constructive role of language. Hashtags such as #MeToo or #BlackLivesMatter represent more than communication; they construct global movements, reshaping discourses on gender, race, and justice (van Dijk, 2008).

Through these examples, it becomes clear that language functions not merely as a neutral tool but as a force that shapes perceptions, identities, and power relations.

The statement that *"language is not only a medium of communication but also a tool for constructing meaning in political and social contexts"* captures the profound dual role of language. On one hand, language allows for the basic exchange of information, fostering relationships and cultural continuity. On the other hand, it constructs political realities, frames social issues, defines identities, and reproduces or challenges power structures.

Understanding this duality is essential for analyzing contemporary society. As Berger and Luckmann (1966) remind us, social reality is constructed through interaction, and language is its primary vehicle. By critically examining how language is used, scholars and citizens alike can uncover the hidden power of discourse and engage more consciously in shaping political and social life. Speech is one of tool which is used by human to show their capacity to produce articulated sounds and linguistic expressions that convey meaning and facilitate communication. This statement emphasizes that language is not neutral: the way it is used carries power to influence thought, identity, and social order.

It involves the use of the vocal organs to produce structured sounds that are organized according to the rules of a language. Unlike general vocalizations, speech is specifically tied to linguistic systems and social interaction.

Several scholars define speech as follows:

1. Crystal (2008) states that speech is "the vocalized form of human communication, consisting of the articulation of sounds according to systematic patterns determined by the phonological, morphological, syntactic, and semantic rules of a language."

2. Clark & Yallop (1995) define speech as "the spoken realization of language, produced by the coordinated movements of the respiratory system, larynx, and articulatory organs."

3. Bloomfield (1933) views speech as "the most practical form of language, since language exists primarily as a system of spoken symbols."

4. Fromkin, Rodman, & Hyams (2017) describe speech as "a primary mode of linguistic performance, produced by the physiological mechanisms of the human vocal tract and understood through auditory perception."

5. Speech is a powerful tool for gaining public support. It is defined as the speaking process delivered to a group of individuals in a structured and intentional manner to influence, enlighten, persuade, or entertain listeners (MacInnis, 2006).

Few people know the Speech's purpose, but others unnecessarily know. Speech is direct two-way communication. The speaker must observe the interlocutor; even though the speaker dominates the conversation, the listener expected must listen to messages conveyed by the speaker. A speech will be more successful if the listeners of the Speech can get the point and meaning of all the speech content. People can give Speech in many opportunities such as formal or informal situations. Generally, someone conveys their Speech with some purpose such as to plight, revile, approve, attack, convince or reassure others' conviction. Getting the listeners or audience of a speech to agree with the speaker's point of view is challenging.

Each Speech includes sets of words that vary systematically depending on to whom, where, and when they are being addressed and used. The listeners or audience of the Speech are essential to know the message conveyed by the speaker. If the listeners or audience have difficulty comprehending the speaker's reference, the message will not be conveyed smoothly. Hence, in this case, reference is necessary and notable to understand. The purpose of the reference is how the audience identifies and understands the reference meant by the speaker

based on the utterances used to refer to it.

Language is not merely a system of words and grammar; it is a dynamic tool that functions in real communicative contexts. One of the most fascinating aspects of language use is how meaning often depends on context rather than on fixed definitions alone. This context-dependent feature of language is studied in pragmatics, and one of its central phenomena is deixis. According to Levinson (2004), deixis has meanings from the context, including speaker, addressed pronoun, time, and location. Deixis is the phenomenon in which an utterance situational context is necessary to understand a specific word or phrase's meaning. As a result, it is crucial to understand the meaning when a speaker refers to an object. In order to give the audience or listeners clear meanings, it is crucial to forma meaning (aspect) between sentences, contents, and situations in a sentence. The audiences occasionally have difficulty understanding a speech's points. This situation arises because they are unaware of the deixis' stated meaning. As a result, they are unaware of the Speech's reference.

The term *deixis* comes from the Greek word meaning "pointing" or "indicating." In linguistics, deixis refers to words and expressions whose interpretation depends on the context of the utterance, including who is speaking, to whom, when, and where (Levinson, 1983). Deictic expressions are essential because they "point" to elements of the communicative situation. Common examples include pronouns (*I, you, we*), time adverbs (*today, tomorrow, yesterday*), and spatial markers (*here, there, this, that*).

Deixis is one of the most important phenomena in pragmatics because it highlights the dependency of language on context. Person, time, place, discourse, and social deixis all function to "point" beyond the words themselves toward elements of the communicative situation. In everyday life, deixis allows efficient communication, while in political and social discourse, it becomes a tool for constructing identity, solidarity, and persuasion.

Levinson (2004) adds that the deixis is concerned with how to encode language or grammatical features of the speech event's utterance context, and the analysis of the utterance context determines how the utterance should be interpreted. Deixis refers to words highlighting particular terms in utterances or sentences based on their context. It affects how interested people are in listening to the Speech. The Speech's references are crucial to simplify the Speech's

5

content for the audience to understand. If the speaker makes clear references, the audience or listeners will have no trouble understanding his or her points.

Levinson (2004) states that types of deixis are personal, spatial, time, discourse, and social deixis. In a text/conversation, personal deixis explains the subject. Spatial deixis indicates the location of the speakers and listeners. The situation's time is explained by time deixis. Discourse deixis demonstrates a reference that was previously mentioned in the text. Social deixis refers to the social context of a text or a conversation.

By analyzing deixis, linguists can better understand how meaning is co-constructed by speakers and listeners within specific contexts. Ultimately, deixis demonstrates that language is not a closed system of signs but a living practice deeply embedded in the social and political realities of human life.

Deixis can be found in speech texts or some written and spoken languages. Such as series/drama/film scripts, songs, poems, articles in magazines or newspapers, short stories, etc., and it is possible can be found in the speech text of President Joko Widodo conveyed on Independence Day, August 17 2022 then, that matter is also as the subject of this research. The writer of this research was inspired from the previous studies conducted by some researchers:

Rafika Purba's thesis (2015), analyzing President Susilo Bambang Yudhoyono's (SBY) Inauguration speeches, University of North Sumatra. After examining the data, the findings suggest that the first and second inauguration speeches of President Susilo Bambang Yudhoyono tend to use personal deixis as dominating type of deixis. President Susilo Bambang Yudhoyono employs the plural pronoun "kita (we)" in first inauguration, the use of first Personal Pronoun "saya (I)" in his second inauguration speech. The purpose of deixis' usage in President Susilo Bambang Yudhoyono's inauguration speech is to highlight or show that someone or something is clearly receiving information from the inauguration speech. Deixis in first and second speeches by President Susilo BambangYudhoyono can assist the audience.

Rizkia Faninda Pane's (2018) thesis at Universitas Muhammadiyah Sumatera Utara looks into deixis interpretation in Jokowi's Speech on "Aljazeera English News." This study

deals with deixis' types and the significance of Jokowi" s Utterances in "Al Jazeera English News". This study employs a qualitative researchmethod. The study aims to investigate Deixis' types and to characterize deixis' meaning of Jokowi's Utterances in "Al Jazeera English News". Result shows three deixis' types on Jokowi's utterances in "Al Jazeera English News", personal, temporal, and spatial deixis. Personal deixis was dominating type utilized by Jokowiin his utterances. Usage of personal deixis "I" and "We" being most prevalent. In hisSpeech, Jokowi used phrases suggesting that he is a firm and unobtrusive leader.

Hetty Catur Ellyawati's (2019) research published on ETERNAL (English Teaching Journal) demonstrates that personal deixis used by someone not only as a technique to show pronoun in some situations, but also can reveal meaning. The author employs analysis of deixis to demonstrate how candidates in President and Vice President's presidential debate in 2019 at the first stage employ deixis to communicate their desire to obtain more voters. The first stage, use of "I" is dividedinto six portions. However, the writer uses deliberate random sampling to select only three. According to the data study, both sides, Jokowi, Maruf Amin, Prabowo Subianto, and Sandiaga Uno use the same strategy to represent themselves in debate. The four of them typically used "Kita" to express themselves and Indonesian society, and "Saya" refers to the speaker, used mainly by Jokowi and Prabowo.

The purpose of M. Rizqi and Yulianto Sabat (2022)' research published in the Journal of English Language and Culture UBM was to Determine the kind of deixis in Joko Widodo's statement on Indonesia's G20 presidency and the dominant type of deixis in Joko Widodo's statement on Indonesia's G20 president. This study was created utilizing qualitative methodologies. Data was extracted from the English version of President Joko Widodo's statement script. According to the data analysis, Joko Widodo's remark during Indonesia's G20 presidency contained three types of deixis: personal, geographical, and temporal deixis. There are 35 deixis in total. Personal deixis appears most frequently in Joko Widodo's statements during Indonesia's G20 presidency, accounting for 26 data points. The researchers arrived at this conclusion based on past studies. When Joko Widodo delivers his Speech, personal deixis always dominates.

Riris Mutiara Paulina (2022) research entitled "A Pragmatic Study on Deixis Analysis in

President Jokowi's State Speech". This research aims to identify and analyze five types of deixis used in President Jokowi's State Speech commemorating the Republic of Indonesia's Independence Day on August 16, 2019. The qualitative research method is used as Jokowi's speech-recorded video is data for this study is, which turned into a transcript using the qualitative research approach. The author analyzes five types of deixis: personal, spatial, temporal, discourse and social, as well as the purposes of each type, using Stephen C. Levinson's (1983) theory. According to the study's findings, Jokowi's Speech incorporates all five types of deixis, with personal deixis being the most typically used for distinguishing participant roles.

Paulina, R. M., & Novi Suryani, R. (2022). Due to the fact that deixis is important to indicate impermanent reference because it shows the phenomenon where in understanding the meaning of certain words and phrases in an utterance requires contextual information. Hence, people especially language learners should enrich themselves by understanding deixis include its elements and how deixis is used in communication. This study titled "A Pragmatic Study on Deixis Analysis in President Jokowi's State Speech". This study aims to identify the five types of deictic expression and analyse its functions used in President Jokowi's State Speech when commemorating Indonesian Independence Day on August 16th 2019. This study uses the qualitative research method since the data are the recorded video of Jokowi's speech and the writer turns it in the form of transcript. The writer uses the theory of Stephen C. Levinson (1983) as a guidance to analyse the five types of deixis - personal, spatial, temporal, discourse, social; also, the functions of each type. The results of this study are that in Jokowi's speech, there consists all five types of deixis but the most dominantly used is personal deixis. On other side, this study found that the functions are (1) person deixis is for determining the role of participants in Jokowi's speech, (2) place deixis is for encoding place or location Jokowi means either close to him and Indonesian people (proximal) or far from them (distal), (3) temporal is for indicating the time points in which particular Jokowi's utterances were spoken, (4) discourse is for showing the token- reflexivity of Jokowi's utterances, (5) social is for determining the social differences that are relative to participant-roles; concerns about the relative rank, different social status, politeness and respect.

Binici, B. (2023). Personal deixis is frequently employed and occasionally used discursively in political speeches. This article explores the use of the person deixes we and they in the 2019 rally speeches of Jeremy Corbyn and Boris Johnson. Drawing on Huang's (2014), Arroyo's (2015), Vladimirou's (2007), and Halliday's (2004) taxonomies, the study investigates person deixes to understand their rhetorical roles. The study utilizes a combination of qualitative and quantitative methods to analyze a self-compiled corpus. The objectives of the study are as follows: to identify instances of personal deixis, specifically the pronouns we and they; to calculate their frequency; to categorize and analyze the identified instances; and to compare the rhetorical styles of the two former candidates. The results indicate that both candidates employ persuasive discourse. They opt for the exclusive we to emphasize their plans and objects and for the inclusive we to foster a sense of unity with the British people. Johnson favors the opponent they to refer to opponents, distinguishing his approach from Corbyn's. The research contributes to the understanding of person deixis used discursively and rhetorical strategies employed in rally speeches.

Zheni, T. (2020). Person Deixis as Biased Political Pronouns in George W. Bush's Speeches on Iraqi War II. Misrepresentation and manipulation in discourse can be weapons of mass deception. As politicians rely on language as their tool of trade, language users may opt for a language game to achieve their political ends. This is, in fact, the objective of the present study that focuses on the manipulation of person deixis in political discourse. The current research paper sheds light on the perception of Arabs and Muslims from a western perspective. More specifically, the speeches of George W. Bush, delivered between March 2003 and June 2004, and related to Iraqi War II, are analyzed within Fairclough's socio-cultural approach to CDA. The results of this study show that the use of political pronouns in G. W Bush's speeches reflects a WE\THEY dichotomy that divides the referents into pro-US and anti-US groups. The selection of pronouns distorts the truth and misrepresents the referents by allocating negative\pejorative words to them and categorizing them as proliferators of weapons of mass destruction. This research analyzes political pronouns in discourse within the framework of CDA and explains how person deixis is used in a language game to deceive public opinion. Regarding prior research, the writer is inspired to conduct further research related to deixis, and the writer of this

research determines the speech script of President Joko on Independence Day, August 17 2022, as the subject of this research. President Joko Widodo, intentionally or unintentionally, employs deixis in his Speech on Independence Day, August 17, 2022. It affects the audience, who wants to know what the Speech is about on Independence Day. It is challenging for them to understand the Speech's point, its references, and other aspects similarly. The writer of this research will gain a wealth of knowledge and experiences from studying this Speech, particularly regarding the President's use of language to influence the Indonesian people during communication.

Following the preceding explanation, it can be said that some deixis type found in the speech text of President Joko Widodo on Independence Day, on August 17, 2022 must be identified. Each utterance is classified differently in terms of deixis. Next, these utterances can be classified according to deixis type. This moment is interesting to observed as this year Indonesia has had some international achievements in the international level, and one of it is as the President of G20, the organization of 20 the biggest economic countries in the world. As a result, the writer is interested in analyzing deixis in the speech text of President Joko Widodo on Independence Day, August 17 2022 in which the President tells his pride on Indonesia's achievement in the international level. Many previous studies of state speeches have highlighted political rhetoric, ideology, or discourses of power, but few have focused on the function of deixis in constructing social identity, this reserach demonstrates that the use of pronouns (person deixis), place, time, and social context in speeches is not merely a pointer, but also a strategy for identity politics.

From, theoretical perspective, this research combines pragmatic analysis (deixis) with the study of social identity, a rarely discussed area of research. The novelty lies in showing how deixis constructs closeness/separation between the President and the people, for example through the use of "us" vs. "them." In Indonesian context, this research provides a contextual contribution: analyzing the Indonesian President's speech, which is unique to Southeast Asian political communication styles, which may differ from the style of state speeches in other countries. The social identities emphasized by President Jokowi for example, simplicity, closeness to the people, and nationalism can be seen through his choice of deixis.

Scientifically, adds new understanding to the study of political pragmatics about how deixis works as a tool for representing social identity and practically, it provides insights for analyzing political discourse, leaders' rhetoric, and the public's critical literacy regarding political language.

There are numerous significances of studying the deixis that emerge in the speech text of state officials such as President Joko Widodo. From numerous speeches, let's take one of his speeches, for example his speech on Independence Day. the to determine which type of deixis is most prevalent in the speech text of President Joko Widodo on Independence Day. This intends to analyze how deixis functions within the speech text of President Joko Widodo on Independence Day in relation to meaning, reference, and pragmatic context, to explain the reasons why deixis is used in the speech text of President Joko Widodo on Independence Day, particularly in relation to rhetorical goals, audience engagement, and political communication. This study is expected to contribute both theoretically and practically to the field of education. The study contributes to the field of pragmatics and discourse analysis by providing empirical evidence of how deixis operates in political speeches. It strengthens the application of Levinson's theory of deixis (1983) and related pragmatic frameworks in analyzing Indonesian political discourse. The research enriches the academic literature on the relationship between language, power, and identity construction through deictic expressions.

For Practical significance, such as students and scholars, the study offers a model of pragmatic analysis that can be replicated in other political or ceremonial texts. For citizens and political observers, it helps raise awareness of how deixis in political speeches can influence perception, create solidarity, or subtly manipulate meaning. For speechwriters and policymakers, the findings can provide insights into how language strategies (such as pronoun choice and temporal references) enhance persuasion and audience engagement.