

The Analysis of Social Deixis Used on Instagram Comments in The Royal Family Instagram Account

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ABSTRACT

Deixis is one of the branches of pragmatics. Deixis is contextual information that refers to a certain place, time, or object. In this study, the researcher is focused on analyzing social deixis in the comments on the royal family's Instagram account. Social deixis is related to familiarity and social status. Social deixis can also be defined as deixis which does not only refer to certain referent conditions but also it contains connotations that represent certain social classes. The type of social deixis is divided into two namely relational and absolute social deixis. The aim of this study is to classify and identify the kinds of social deixis in the comments of the royal family's Instagram account. The type of this study was descriptive qualitative because the data is described in sentence form. The data used in this study were taken from the social deixis in the royal family's Instagram account.

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I. INTRODUCTION

Language is a communication tool which used to create interaction between people. Besides that, language is used to convey or express opinions, feelings, ideas, etcetera. Language is one of the most necessary elements in human life and it cannot be separated from human life. Language consists of four aspects of skill namely reading, listening, speaking, and writing. In order to use language properly and easy to understand, pragmatic study is really necessary to be learned. There are two main scopes of linguistic study namely microlinguistic and macrolinguistic. Microlinguistics includes syntax, morphology, semantics, discourse analysis, and phonology. Besides that, macrolinguistic include sociolinguistic, pragmatic, psycholinguistic, and lexicography.

Levinson (1983:9) states that pragmatic is the study about the connection of language and its context in the structure of language. As stated by Indriani and Santoso (2021) pragmatics is people's ability to acquire the meanings from the context of a speech situation. Febriza (2020) states that pragmatics is a branch of linguistics that studies the relationship between utterances and situations. According to Simatupang & Fathonah (2020), pragmatics is finding the meaning of utterances from speakers to receivers. In pragmatics, there are four fields of study namely deixis, speech act, speech implicature, and presupposition.

Deixis is one of the branches of pragmatics. The word 'deixis' derives from Ancient Greek word that means pointing or reference. Deixis is a word, phrase, or expression whose reference is not fixed or can be changed depending on the time, place, and speaker. In communicating,

speakers often use words that refer to something and it is called deixis. Deixis is used by people in communication both written and spoken. A deictic expression is a linguistic form which used to "pointing". One of the functions of deixis is as a pronoun in spoken and written.

Deixis can be defined as contextual information which refers to a certain place, time, or object. Deixis is the clearest way to describe the relationship between language and context. Deixis is a form of language whose reference point depends on the writer or speaker. As stated by Sari and Zakrimal (2020) deixis enables the addressee to understand the correct meaning about who, where, and what the utterance.

It is important to understand deixis in communication because it will make the receiver can be easily understood the meaning delivered by the speaker. To understand deixis, people have to know the context of an utterance or sentence so that its meaning can be understood properly and correctly. The interpretation of a sentence or utterance is depending on the situation or the context. So that, the use of language must be effective so there will be no wrong perceptions or misinterpretations of the addressee.

Levinson (1983) state that there are five kinds of deixis namely social deixis, person deixis, time deixis, discourse deixis, and place deixis. In daily life, we often see the use of deixis such as in fiction or literature work, in conversation, in social media, etcetera. In this study, the researcher will analyze social deixis in one social media platform named Instagram, especially from the comments in the @theroyalfamily account.

In this study, the researcher is focused on social deixis. Social deixis is related to familiarity and social status. Social deixis can also be defined as deixis which does not only refer to certain referent conditions but also it contains connotations that represent certain social classes. The types of social deixis are divided into two, namely relational social deixis and absolute social deixis. Social deixis is the term used to differentiate the social status.

The researcher is focused on the study of Instagram comments on @theroyalfamily's Instagram account. The aim of this study is to analyze the kinds of social deixis and to know the function of social deixis in Instagram comments on the Instagram account of @theroyalfamily. From the explanation above, the researcher conducting research with the title "The Analysis of Social Deixis Used on Instagram Comments in The Royal Family Instagram Account"

II. METHODS

This article presents a qualitative research methodology for analyzing the usage of social deixis in Instagram comments on the official Instagram account of @theroyalfamily. According to Creswell (1994), qualitative research is an inquiry process of understanding a human or social problem and it is conducted in a natural setting.

1. Research Approach:

The research approach of this is qualitative as it seeks to understand and interpret the meanings, patterns, and nuances of social deixis in Instagram comments. Qualitative research allows for a deep exploration of the context and subjective experiences of commenters.

2. Data Collection:

The data for this research will be collected from the @theroyalfamily Instagram account. A purposive sampling method will be employed to select a diverse range of posts, capturing various topics and levels of engagement. The advantage of the purposive sampling method according to Rajamanickam (2001) is that it is less costly and easily approachable. The comments on these posts will serve as the primary data for analysis. To ensure the credibility and trustworthiness of the data, screenshots or direct quotations of comments will be recorded.

3. Data Analysis

The analysis will involve several steps. Firstly, the collected comments will be transcribed and organized for easy reference. Then, a process of thematic coding will be employed to identify patterns and themes related to the usage of social deixis. Initial codes will be developed, and through an iterative process, these codes will be refined and grouped into broader themes. Interpretation will involve examining the context of the comments, the relationships between commenters and the @theroyalfamily account, and the intentions behind the language used.

This qualitative research methodology provides a framework for analyzing the usage of social deixis in Instagram comments on the @theroyalfamily Instagram account. By employing a qualitative approach, this research uncovers the intricate dynamics of language and social relationships within the online discourse surrounding the British royal family. The analysis of comments will allow for a nuanced understanding of how individuals establish and negotiate social roles through linguistic expressions. The result of this study will contribute to the broader field of sociolinguistics, discourse analysis, and social media studies, shedding light on the complexities of language use on Instagram and the interactions between the audience and the @theroyalfamily account.

III. RESULT AND DISCUSSION

Social deixis plays a significant role in shaping the discourse surrounding the British royal family, including its members and the dynamics within the institution. Examining social deixis in the context of the British royal family provides insights into how individuals establish social relationships, convey respect and hierarchy, and express their sentiments towards the monarchy. As comments expressed by the account @woerterwindart who said, "I'm still crying. I still miss Her Majesty so much! She was The Queen of the world. She was my Queen. I will always love and remember her," and the comment from the account @violetunicorn72 who said, "I'm in America but she must have been a good Queen. Rest in peace Your Majesty, you'll never be forgotten," there are instances of social deixis with the phrases "Her Majesty" and "Your Majesty." Comment from @joechapman87_ who said, "Still can't believe she has gone." From @anto_salerno who said, "My dear Lilibeth I'll miss you forever". Lilibeth here refers to the childhood nickname of Queen Elizabeth II, who called herself Lilibeth when she was a toddler because she had difficulty in pronouncing her full name. Then @maryyork775 write "Beautiful lady and Queen". @janevolfova "Your Majesty, goodbye".

One aspect of social deixis within the British royal family is the use of titles and forms of address. The royal family is associated with a hierarchy of titles that indicate their positions and roles within the monarchy. For instance, Queen Elizabeth is addressed as "Her Majesty" or "The Queen," while other members of the family may be referred to as "His Royal Highness" or "Her Royal Highness." These titles are used as markers of respect and deference, highlighting the social status and authority of individuals within the royal family. Moreover, social deixis is evident in the use of kinship terms to refer to members of the British royal family. Terms such as "Prince," "Princess," "Duke," "Duchess," "Earl," or "Countess" not only indicate familial relationships but also serve as markers of social status and hierarchy within the monarchy. The use of these kinship terms emphasizes the individuals' positions within the royal family and their roles within the institution.

Social deixis is also observed in the use of pronouns and possessive determiners when referring to the members of the royal family. These linguistic expressions establish a connection between the speaker and the individuals being referred to. For example, phrases like "our Queen," "their royal wedding," or "his recent visit" demonstrate the sense of ownership, affiliation, and personal connection that individuals feel towards the royal family. These pronouns and possessive determiners serve to establish social relationships and create a sense of belonging within the discourse surrounding the British royal family. Furthermore, social deixis is evident in the use of appellations and epithets to refer to specific members of the royal family.

For instance, Prince Charles is often referred to as the "Prince of Wales," while Prince William is referred to as the "Duke of Cambridge." These specialized appellations not only denote their titles but also reflect their specific roles and positions within the royal hierarchy. The use of such appellations signifies respect and acknowledges the individuals' importance within the monarchy.

In addition to titles and forms of address, social deixis is observed in the use of names and nicknames within the royal family. For example, Prince Harry is often referred to as "Harry" or "Prince Harry" in more familiar contexts, highlighting the sense of informality and closeness that individuals feel towards him. These names and nicknames humanize the members of the royal family and create a sense of familiarity and relatability within the discourse. The use of social deixis within the discourse surrounding the British royal family serves to establish social relationships, convey respect and hierarchy, and express personal sentiments towards the monarchy. Through titles, forms of address, kinship terms, pronouns, appellations, and names, individuals navigate the complex dynamics and social structures within the royal institution. Understanding social deixis in relation to the British royal family provides valuable insights into the linguistic strategies employed to navigate and express social relationships and emotions within this specific cultural and social context.

Social deixis refers to the linguistic expressions that establish a social relationship or hierarchy between participants in a discourse. In the context of the royal kingdom, social deixis plays a significant role in the use of titles or appellations that denote different positions or ranks within the monarchy. These titles and appellations serve as markers of social status, authority, and respect within the royal hierarchy.

One aspect of social deixis in the royal context is the use of honorifics or titles to address members of the royal family or individuals holding specific positions. For example, in the British monarchy, Queen Elizabeth is referred to as "Her Majesty" or "The Queen," while other members of the royal family may be addressed with titles such as "His Royal Highness" or "Her Royal Highness." These honorifics are used as a form of deference and to acknowledge the social standing and authority of the individuals being addressed. Moreover, social deixis is evident in the use of specific forms of address for different members of the royal family. For instance, the Prince of Wales is commonly addressed as "Your Royal Highness," while the Duke or Duchess of Cambridge may be addressed as "Your Grace." These forms of address reflect the hierarchical structure of the royal family and demonstrate the appropriate level of respect and deference expected when addressing members of the monarchy.

In addition to titles and forms of address, social deixis can also be observed in the use of kinship terms to refer to members of the royal family. Terms such as "Prince," "Princess," "Duke," "Duchess," "Earl," or "Countess" are used to designate different ranks and positions within the royal hierarchy. These kinship terms not only denote familial relationships but also indicate social status and authority within the monarchy. Furthermore, social deixis is evident in the use of specific appellations for ceremonial or official occasions. For example, during the coronation ceremony, the reigning monarch may be referred to as "Sovereign" or "His/Her Most Gracious Majesty." These specialized appellations emphasize the importance and ceremonial nature of the event, highlighting the monarch's role as the head of state and symbol of national unity, social deixis plays a crucial role in the use of titles, honorifics, forms of address, and kinship terms within the royal context. These linguistic expressions reflect the hierarchical structure and social dynamics of the monarchy, denoting social status, authority, and respect. By examining social deixis in relation to titles and appellations in the royal kingdom, we gain insights into the linguistic strategies used to establish and navigate social relationships within this specific social and cultural context.

| No. | Absolute Deixis | Relational Deixis |
|-----|--|---|
| 1. | I still miss Her Majesty so much! She was The Queen of the world. | Still can't believe she has gone. |
| 2. | Rest in peace Your Majesty , you'll never be forgotten. | My dear Lilibeth I'll miss you forever. |
| 3. | Beautiful Lady and Queen . | I will always love and remember her . |
| 4. | Rest In Peace Queen Elizabeth II , the greatest and most amazing monarch to ever grace this planet. | I'm in America but she must have been a good Queen |
| 5. | Your Majesty , goodbye. | The end of an era. She has been the best Queen ever. |

IV. CONCLUSION

In conclusion, the analysis of social deixis used in the comments from the Instagram accounts @theroyalfamily reveals the presence of social markers and expressions of respect within the discourse surrounding the British royal family. The use of phrases such as "Her Majesty" and "Your Majesty" reflects the social deixis employed by individuals to convey reverence and acknowledge the hierarchical status of Queen Elizabeth.

The comments demonstrate a sense of personal connection and emotional attachment to Queen Elizabeth as the monarch. The use of "Her Majesty" by @theroyalfamily Signifies a personal identification with Queen Elizabeth, considering her as the Queen of the world and expressing a deep sense of missing and love. Similarly, despite being in America, uses "Your Majesty" to pay respects to Queen Elizabeth, emphasizing her status as a revered figure even across borders.

These instances of social deixis illustrate how individuals utilize language to establish a social relationship, convey respect, and express their sentiments within the discourse surrounding the British royal family. They highlight the significance of social markers and hierarchical titles in signifying reverence and acknowledging the authority of the monarchy.

Understanding the use of social deixis in comments related to the British royal family provides insights into the linguistic strategies employed by individuals to navigate social relationships and express their sentiments within this specific cultural context. It showcases the continued influence and reverence that the British monarchy holds, as individuals employ specific linguistic expressions to convey their respect and emotional connection to the institution.

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