

Deixis Used on “Love Me or Hate Me” How to Stop Caring What Other People Think Podcast by The Self Love Fix

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Abstract:

This research is about exploring the deixis aspects in the podcast by The Self Love Fix entitled “Love Me or Hate Me” How to Stop Caring What Other People Think. This research has two problems; what are the person deixis, spatial deixis, and temporal deixis found in the podcast; and what are the functions of person deixis, spatial deixis, and temporal deixis found in the podcast. This research aims to found person deixis, spatial deixis, and temporal deixis in a podcast and found out the function and point of deixis mentioned by the speaker in the podcast. Descriptive qualitative method is used in order to analyze the research. The results identified three types of deixis in the data: person deixis, temporal deixis, and spatial deixis. In the midst of three deixis, person deixis is the most mentioned and used in the podcast, followed by spatial deixis and temporal deixis. The data analysis indicates that person deixis is serves to explain the identity of the speaker and the intended referent of the sentences. Spatial deixis is used to coveys locations that is spoke by the speaker. Meanwhile, temporal deixis utilized the time of an occurrence in discourse or conversation. According to the theme of the podcast, which pertains to self-improvement and focuses on an individual, this research employs various forms of person deixis. It could be concluded that each types of deixis has its own utilities in conveying the speaker’s purpose.

Keywords: deixis; analysis; podcast; person; spatial; temporal

Abstrak:

Penelitian ini mengeksplorasi aspek deiksis dalam podcast oleh The Self Love Fix yang berjudul “Love Me or Hate Me” How to Stop Caring What Other People Think. Penelitian ini memiliki dua masalah; apa saja deiksis persona, deiksis spasial, dan deiksis temporal dalam podcast; dan apa fungsi deiksis deiksis persona, deiksis spasial, dan deiksis temporal yang terdapat pada podcast. Penelitian ini bertujuan untuk menemukan deiksis dalam podcast yang digunakan bersifat kontemporer, mudah dipahami oleh banyak orang, dan isu-isu yang dibahas sangat relevan bagi orang-orang seperti remaja atau dewasa. Metode kualitatif deskriptif digunakan untuk menganalisis penelitian. Hasilnya mengidentifikasi tiga jenis deiksis dalam data: deiksis persona, deiksis temporal atau waktu, dan deiksis spasial. Di antara ke-tiga deiksis tersebut, deiksis persona adalah yang paling banyak disebutkan dan digunakan dalam podcast, diikuti oleh deiksis spasial dan deiksis temporal. Analisis data menunjukkan bahwa deiksis persona berfungsi untuk menjelaskan identitas pembicara dan referen yang dimaksud dari kalimat-kalimat tersebut. Deiksis spasial digunakan untuk menyampaikan lokasi yang diutarakan oleh pembicaraan. Sementara itu, deiksis temporal memanfaatkan waktu terjadinya suatu



peristiwa dalam wacana atau percakapan. Menurut tema podcast, yang berkaitan dengan pengembangan diri dan berfokus pada seorang individu, penelitian ini menggunakan berbagai bentuk deiksis persona. Dapat disimpulkan bahwa setiap jenis deiksis mempunyai kegunaannya masing-masing dalam menyampaikan maksud pembicara.

Kata kunci: deiksis; analisis; podcast; persona; spasial; temporal

INTRODUCTION

In reality, people are always find and use deixis for communicating to indicate someone and something. As it is commonly understood, deixis is on of part of the discourse field, and contains three kinds; person deixis, spatial deixis, and temporal or time deixis. According to Tfouni and Klatzky (1983), “Every language has its own devices for conveying deictic aspects of communication.” Many people could find diverse of deixis in many devices and aspects of today’s advanced world. It could be a video, a sound; such as podcasts, songs, or conversations, and discourse; such as articles, news, advertisements, etc.

The researcher carried out the research about deixis found in a podcast entitled “*Love Me or Hate Me*” *How to Stop Caring What Other People Think* by The Self Love Fix on Spotify platform. Recently, podcasts have become a place of platform to work and conduct things that necessary to be conveyed. Podcast can be known as monologue explains by one person or dialogue conversations by two or more people using sound media, usually recorded in a studio. Generally, podcast contain topics that are currently being discussed by many people. The podcast that the researcher will use has a topic that is closely related to adolescent and adult issues regarding their romance and personal lives.

Deixis research in conversation has previously been carried out by several researchers. Rachman et al. (2022) conducted research regarding three forms of deixis on conversation between Joko Widodo and Nadiem Makarim in YouTube channel. Lubis and Nasution (2021) analyzed deixis study in Tere Liye’s Novel entitled *Never Hate the Wind* and they also used three forms of deixis. Ayu A and Muslim (2023) investigated the deixis frequency in Raditya Dika’s dialogue podcast, they used eight episodes of the podcast and collect the dominant deixis data into frequency lists and used percentages. This research examined the deixis in The Self Love Fix’s podcast on Spotify. The



difference with the research by Ayu A. and Muslim is that this research analyzes the reasons for using deixis in podcast content and uses descriptive explanations that define topics that are very relevant to people in monologue podcasts.

The researcher focused on two problems; what are the person deixis, spatial deixis, and temporal deixis found in *“Love Me or Hate Me” How To Stop Caring What Other People Think* by The Self Love Fix on Spotify?; and what are the functions of person deixis, spatial deixis, and temporal deixis found in *“Love Me or Hate Me” How to Stop Caring What Other People Think?* The researcher choose *“Love Me or Hate Me” How To Stop Caring What Other People Think* not only focus on finding the person deixis, spatial deixis, and temporal deixis but also analyze the meaning of that finding, because this podcast is reasonable enough for listening, and the pronunciation of the host is clearly, therefore, the listeners are not required to repeat the podcasts, it can be understood through once listen. Moreover, the podcast study is still growing and this research will be the bridge for the other researchers while conducting podcast study by utilize this research as references. This study aims to found person deixis, spatial deixis, and temporal deixis in a podcast entitled *“Love Me or Hate Me” How to Stop Caring What Other Pople Think by The Self Love Fix*. In addition, this research also aims to found out the function and point of deixis mentioned by the speaker in the podcast. Moreover, this study may serve as a valuable reference for future scholars in starting the research. The podcast used is from one of the episode of *The Self Love Fix* podcast account, that is episode 22 and released in September 12th 2019.

LITERATURE REVIEW

Context

Context is important in several fields including linguistics. Context deepens the understanding of meaning and information obtained and formed due to the surrounding circumstances. Context can also be defined as the communicative situation such as the knowledge of the speaker and the hearer, for example the context in confirming the speaker's assumptions about the hearer's ignorance of the speaker (Van Dijk, 2015). Consequently, the context possesses the capacity to elucidate a statement, thereby facilitating its comprehension. In the context of identity, a command can be given appropriately by the speaker and the hearer in a certain power relationship.



Deixis

The study of deixis is the concept of "point of view". This concept facilitates the clarification of the interrelationship between various deictic expressions in relation to their capacity to establish reference points within a particular context. Understanding deixis is crucial for effective communication due to its ability to establish referential points for words and phrases, permitting people to interpret language within its appropriate contextual framework. There are three distinct perspectives regarding deixis: the first pertained to person deixis, the second encompassed place or spatial deixis, and the third encompassed time or temporal deixis. Deixis is being able to vary between languages, and different languages may have their own deictic markers and rules. In this study, the researcher used the conceptual framework put forth by Levinson (1983). Levinson believed that the deixis concerns the way language encodes context or events when speaking, therefore deixis also concerns the way in which words are interpreted which depends on the analysis of the context.

Person Deixis

Person deixis is categorized into three main types of pronouns based on their grammatical role; the first is First Person Deixis that refers to the speaker or the listener such as "I," "me," "my," "we," and "us." First Person Deixis indicates the speaker makes reference to their own identity or establish connections with other individuals. The second is Second Person Deixis is refers to the interlocutor or addressee that could be refer to one person or a few people depend on the context. The pronoun "you" often used in this type of person deixis. The last is Third person deixis indicates individual or entity that is unidentified as either the speaker or the listener/recipient. It could be asserted that this category pertains to someone or something that exist external to the participants engaged in the discourse. The pronouns utilized in this context include "they," "she," "he," "it," along with the corresponding object forms such as "them," "her," and "him," all of which are encompassed within this types (Siregar, 2020).

Spatial Deixis

Fillmore (1971) argued that spatial deixis relates specifically to physical locations and contexts. Locational reference explain the speaker and listener where an event or object is located in a conversation. Contextually, spatial deixis relies on the



understanding between the speaker and the hearer of their surroundings. For instance, “We will meet there tomorrow” assumes that both parties know the intended location. Nevertheless, there exist distinct categories of spatial deixis; proximal deixis pertains to locations that are in proximity to the speaker, exemplified by terms such as “this” and “here”; distal deixis pertains to locations that are situated at a greater distance from the speaker, as illustrated by terms like “that” and “there”; the last is medial deixis pertains to locations that are nearer to the addressee as opposed to the speaker.

Temporal Deixis

Levinson (1983) stated that temporal deixis emphasized the role of a particular time within an utterance. Temporal deixis used adverbs such as “then,” “now,” “yesterday,” etc. Temporal deixis is closely related to the concept of tenses and the internal temporal structure of an event such as whether the event has not yet occurred, is occurring, or has occurred. Tenses in verbs function as deictic indicators, which place events in time.

Podcast

Digital audio or video programs with various ways to access them, by streaming or downloading them first. Creators distribute content results globally with various interesting topics and usually have various series and episodes. Podcasts are widely found on the Spotify platform for audio and YouTube for video. Podcast content creators make plans and determine the target audience to be targeted, so that the podcasts provided can be successful. Graphically, podcasts are divided into; informative which is made to provide information, news, even knowledge such as science and history; entertainment provides podcasts with themes of humor, popular culture, and storytelling; and social interaction that makes listeners part of the conversation or community even though they are physically in different places.

“Love Me or Hate Me” How to Stop Caring What Other People Think by The Self Love Fix

A twelve-minute monologue podcast hosted by Beatrice Kamau was released in 2019. The topics presented are very inspiring and often experienced by many people, especially adults. The first is to thoroughly examine how to not overthink things around or other people, the responses we give when other people talk, and some tips and tricks to move on from existing problems. The Self Love Fix itself is a podcast platform about



self-improvement that inspires many listeners on Spotify and Apple. Up to this time, the development of episodes has reached 256 episodes since the first was released in January 2019, with the first episode a synopsis trailer of *The Self Love Fix* and followed by episode one in late January 2019. Presented by a consistent host from the beginning of the episode until now, namely Beatrice Kamau.

RESEARCH METHODS

In order to analyze the deixis in *The Self Love Fix's* podcast "*Love Me or Hate Me*" *How to Stop Caring What Other People Think*, the researcher employed the method of qualitative content analysis. The descriptive method is employed in order to analyze, describe, interpret, and explain what the podcast is about. Then, the researcher conducted a content analysis in order to do a close listening of the selected podcast as the data source to find the deixis in the podcast. The data of this research are divided into primary and secondary data sources. Primary data sources come from the podcast entitled "*Love Me or Hate Me*" *How to Stop Caring What Other People Think* by *The Self Love Fix* with the host Beatrice Kamau. Then, the secondary data sources have come from books and journal articles conducted by the researcher to validate the data in the research. In order to fulfill the data requirement for this research, the researcher used the following methodology to collect the data required: The researcher listen "*Love Me or Hate Me*" *How to Stop Caring What Other People Think* podcast to understand and find the deixis in the podcast. While listening, the researcher transcribed the podcast from audio to text using website [transkriptor.com](https://www.transkriptor.com), then selected and noted the quotation supporting the topic. The researcher classified the data similarities found in the transcript and interpreted the function of the deixis from the data. The researcher collected other supporting data from books, journals, and articles.

FINDINGS AND DISCUSSION

Deixis represented a linguistic notion that pertains to the significance of particular words or phrases contingent upon the context within which they are employed. These words, identified as deictic expressions, encompass pronouns, demonstratives, adverbs, and other terms that necessitate contextual details for comprehensive comprehension.

Deictic expressions are reliant upon the speaker's and listener's awareness of circumstantial factors, such as identity or person, spatial, and temporal aspects.

Person Deixis

Person deixis used expressions that indicate the identity of participants in a conversation or discourse. Pronouns "I," and "we," are common examples of first person deixis. The understanding of these pronouns depends on the context of the conversation, based on the perspective of the listener and speaker in some conversation. Person deixis has an important role in language because it helps clarify a context in discourse.

“Hey girl, hey and welcome to the Self Love Fix podcast where **we** get relatable, **we** share tea, and **we** support each other on this journey of self-love, self-worthy personal development, self-esteem, and self-care.” (00:00:16)

The quotation above showed that there is a pronoun in the form of "we" in the opening of the podcast. The pronoun "we" refers to many women out there, including the host herself who is a woman, and is related to the topic of discussion taken. The host used the word "we" in the podcast piece, because it makes more simple and shorter in pronunciation, so it is more convenient to receive and understand.

“And **I** didn't want to give **you** guys just silly tips that, **you** know, everyone says kind of like **it** doesn't matter what other people say and you're a bad bitch and everybody should know that you're one.” (00:02:29)

In the quote above, there are pronouns “I”, “you”, and “it”. Pronoun “I” is common example of first person deixis that refers to the host, Beatrice, she mention herself as a provider of the tips. “You” in that quotation is the example of second person deixis and indicated to the listeners that wants or as a receiver of the host given. Then, pronouns “it” pointed the tips of how to stop caring what other people think about us.

“And I didn't want to give you guys just silly tips that, you know, everyone says kind of like it doesn't matter what other people say and you're a bad bitch and everybody should know that you're one” (00:02:29)

“It doesn't matter what **they** think about you.” (00:02:42)

From that quotation, the word “they” refers to “other people”, it means that other people is everyone who saying everything about the listeners and the speaker. The word “they” included third person deixis with the reason these word does not mention either the speaker and the listeners. It does not in relation with the people on conversation.



“Or like maybe I would go to, I don't know, like maybe the club or a bar or something.” (00:06:26)

“And then I and I would maybe try to go up to a guy and then I would kind of get the vibe that **he** wasn't really that interested.” (00:06:31)

The word that bold and underline one refers to the guy who stand in the club or a bar or something that mentioned on the contexts. The word “he” belonging to the third person deixis because this word refer to the other people exclude the speaker and the recipient or the listeners.

Spatial Deixis

Spatial deixis conveys information about locations or places related to conversation by the speaker and listener. This is also commonly referred to as a marker that builds the context of placement in a conversation or discourse. Spatial deixis includes demonstratives (words indicating distance) and adverbs (indicating the location or direction of an action or object).

“And I realize **there's** that disconnect because I myself went through that disconnect of trying to adopt a new mindset and then, just being stuck.” (00:00:05)

The quote above showed that “there” is adverb and denoted the concept of "disconnect" which characterizes the difficulties encountered in the process of generating or develop a new thought, thereby denoting the contextual positioning, specifically signifying "diconnect". This can allow someone to convey and interpret something about events in that context. Pronouns “there” is common examples of distal deixis.

“So I'm rooting for you, and I'm hoping that you waste no time in going to collect **that** free guide cause you know you need it, you know you need it.” (00:04:09)

Based on the quotation above, the word “that” point on free guide of tips on the way to stop caring what other people think given by the speaker deliver to the listeners on the podcast. These word is included in distal deixis which means that the object being discussed is not from the same community as the speaker and the recipient. Therefore, distal deixis has a greater distance from the speaker.

“I just wanted to make **this** guide for you guys because I'm a really big believer that repeating information and affirming information to

yourselves is one of the first steps in how you can begin to change your mindset.” (00:02:16)

The word “this” is come under in the proximal deixis part which describes a location that is closer to the speaker compared to the word “that”. Therefore, the word “this” refers to the guide or information that will be given by the speaker.

Temporal Deixis

Temporal deixis is utilized to communicate data regarding the timing of an occurrence in relation to a conversation or discourse. These linguistic elements are typically employed to establish the temporal context within which the speaker and listener operate.

“Thank you so much for tuning in today.” (00:01:02)

“Today I want to get right in to the topic because it's a juicy one.”
(00:01:05)

The quotation above indicated that adverb of time is the time when the speaker utters these words with the intention of clarifying when the podcast was conducted. The adverb “today” represented the time of the planning in the podcast and gave gratefulness to listeners who listened at that spesific time.

“And I realize there's that disconnect because I myself went through that disconnect of trying to adopt a new mindset and then, just being stuck.”
(00:00:05)

In the quote above, the word "then" is included in the adverb which provides time-related information about when an action or event occurred or appeared. It also refers to what will happen after, usually followed by a verb or adjective.

“Just kind of like what I was talking about on last week's episode with cognitive dissonance, where you hear a new belief or you adopt a new belief.” (00:02:58)

In the quote above, the adverbial phrase “last week” pertains to events occurrences that took place in the past. The phrase above pointed that pronoun "I" or the host is just reminding the listener of the previous topic of conversation.

According to the findings, the researcher found 149 deixis consist of 124 person deixis, 16 spatial deixis, and 9 temporal deixis in “*Love Me or Hate Me*” *How to Stop Caring What Other People Think* by The Self Love Fix. Consequently, the dataset comprising 149 instances within the podcast consist of eleven different words that belong three categories



of deixis. The pronoun "I" is referenced 43 times, while "you" appears 33 times, "we" is utilized 14 times, "it" is mentioned 32 times, and "he" occurs twice. In terms of spatial deixis, "there" is articulated 4 times, "that" is expressed 7 times, and "this" is conveyed 5 times. Furthermore, regarding temporal deixis, "then" is stated 5 times, "today" is noted 3 times, and "last week" is referenced once.

CONCLUSION

The podcast titled *"Love Me or Hate Me" How to Stop Caring What Other People Think* encompasses three deixis that play an important role in the interpretation of words, phrases, and sentences extracted from the transcript. The person deixis used in this podcast frequently incorporates the pronouns "I," "we," "you," "it," and "he." This choice is related to the podcast topic being discussed and is related to situations experienced by many people. Therefore, the host endeavored to select appropriate words to effectively approach both as a speaker and a listener. Furthermore, this podcast used 16 spatial deixis with different words, particularly through the utilization of the term "there" which is used 4 times. Additionally, there are also 7 times "that" words in this podcast, but the context placement is not appropriate according to the rules of spatial deixis. Lastly, temporal deixis predominantly involves references to time settings and the used of adverbs as connectors between sentences. There were 3 types of words found; "then," "today," and "last week." Consequently, this podcast employs a significant amount of deixis with varying references contingent upon the context articulated by the speaker. Through this research, it is anticipated that the findings will assist readers and other researchers in identifying references that align with their specific requirements.

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