

Mapping Identity: The use of Deixis by BLACKPINK members in the Sirius XM Youtube Podcast

Ryzma Arasy Tartilla¹✉, Tristy Kartika Fi'aunillah²,
Universitas Islam Negeri Sunan Ampel Surabaya^{1,2}
✉ryzmaarasy@gmail.com

Abstract:

A podcast is an audio video recording broadcast digitally that contains speech between the interviewer and guest, which includes the use of deixis in it. This study investigated the types of deixis Blackpink members use in the Sirius XM podcast on the episode "BLACKPINK on the "Success of "Pink Venom," Inspiration From Rihanna, World Tour Plans | SiriusXM". This study used a qualitative approach. The data analysis of this study categorized and analyzed types of deixis based on the theory by Levinson (1983), which includes person deixis, time deixis, place deixis, discourse deixis, and social deixis. The result shows that BLACKPINK members use 5 types of deixis which are time deixis, social deixis, discourse deixis, person deixis, and place deixis. The type of person deixis is the most used and place deixis is least used by BLACKPINK members. This research indicated that personal deixis reflects how members show their group identity and closeness to fans. This study showed a significant focus on individual references, which are important in building discourse podcasts.

Keywords: Podcast; Deixis; BLACKPINK

Abstrak:

Podcast merupakan rekaman audio-video yang disiarkan secara digital yang berisi pembicaraan antara pewawancara dan tamu, yang dimana mengandung adanya penggunaan deiksis di dalamnya. Penelitian ini menyelidiki jenis deiksis yang digunakan oleh anggota Blackpink di podcast Sirius XM pada episode "BLACKPINK tentang "Kesuksesan "Pink Venom," Inspirasi dari Rihanna, Rencana Tur Dunia | SiriusXM". Penelitian ini menggunakan pendekatan kualitatif. Analisis data pada penelitian ini dengan mengkategorikan dan menganalisis jenis-jenis deiksis berdasarkan teori Levinson (1983) yang meliputi deiksis persona, deiksis waktu, deiksis tempat, deiksis wacana, dan deiksis sosial. Hasilnya menunjukkan bahwa anggota BLACKPINK menggunakan 5 jenis deiksis yaitu deiksis waktu, deiksis sosial, deiksis wacana, deiksis persona, dan deiksis tempat. Deiksis persona paling banyak digunakan dan deiksis tempat paling sedikit digunakan oleh member BLACKPINK. Penelitian ini menunjukkan bahwa penggunaan deiksis personal mencerminkan bagaimana anggota menunjukkan identitas mereka sebagai sebuah grup dan juga kedekatan mereka dengan penggemar. Dengan demikian, penelitian ini menunjukkan bahwa terdapat fokus yang signifikan terhadap referensi individu yang memiliki peran penting dalam membangun podcast wacana.

Kata kunci: Podcast; Deiksis; BLACKPINK

INTRODUCTION

Language is used to represent expressions of thought, emotions, and feelings, as well as to share ideas and information. For the expressions conveyed to be well received, the language used must also contain meaning that can be understood by the speaker and hearer, which creates effective communication (Halliday M.A.K. & Hasan.R, 1989). The existence of context when building communication is essential for understanding between speakers and hearers. Thus, it is still related to pragmatics study, which focuses on linguistic forms and their use. In the Pragmatics study, there is a discussion about language use, Deixis.

YouTube is a type of entertainment media in the form of audio-visual, which uses pictures, moving images, and also sound to tell stories or express one's thoughts (Setiawan et al., 2023). The various forms of content that can be uploaded to the YouTube site are shorts, videos, trailers, vlogs, short films, and many more. Additionally, on this site, the creator uploads video podcast content, which is currently one of the content that listeners are looking forward to.

Video podcasts are shows currently trending on the YouTube platform. These programs contain discussions or interviews between the host and guest stars. Video podcasts often invite artists to be guest stars. Sirius XM is one of the famous creators who upload video podcasts as their content.

Sirius XM is a YouTube account that has 1.63 million subscribers. Sirius XM displays its content in the form of video podcasts. The video podcast content that is raised is often related to the world of entertainment. This account also invites artists or influencers active in the entertainment world. One of the famous artists invited to the Sirius XM podcast is Blackpink. Blackpink is a Korean girl group that has now become famous worldwide. Blackpink, as a girl group, is very well known for its hip-hop songs and stability in singing and dancing. This girl group consists of 4 people: Jisoo, Jennie, Lisa, and Rose'. For this study, deixis was used as an analytical theory in a YouTube podcast video hosted by Sirius XM and Blackpink as guest stars.

Many researchers have analyzed the deixis used and are most focused on the song. Aritonang & Sahunilawane (2022) examined the use of deixis in Kim Hanbin's song Lost At Sea & Got It Like That. This research uses the theory by (Cruise, 2000) to describe the



types of deixis and the references in the song. The results show that all kinds of deixis are found in the song: personal deixis, temporal deixis, spatial deixis, social deixis, and discourse deixis. Furthermore, Agatha & Inayah (2022) used the song "Beautiful in White" by Westlife as the object of deixis research. This research found five types of deixis, including person deixis, spatial deixis, temporal deixis, social deixis, and discourse deixis. The personal deixis that appears most frequently in this research is "you." With this, the song Beautiful in white by Westlife shows the implementation of the feelings experienced by the writer through the song so that listeners feel they enjoy the meaning built by the songwriter. The same object of deixis research, namely the use of songs, has also been studied by Sahusilawane et al., (2023). In this research, the researcher revealed the use of deixis and references in Taylor Swift's songs titled Back to December and Anti-Hero. Researchers use the theory from Cruise (2000) which resulted in discovering 5 types of deixis in Taylor Swift's songs.

Apart from using songs, there is also deixis research with Comment objects on YouTube accounts, which was carried out by Setiawan et al., (2023). In this research, the researcher revealed 32 comments on Taylor Swift's YouTube account about their use of deixis. The findings of this research are the large number of uses of personal deixis in the comment column. This shows that the discovery of deixis in these comments is a form of expression by commentators who enjoy and relate to Taylor Swift's songs. The next research is a talk show by Mashfiyah et al., (2023). This research reveals the use of deixis in talk show content. The researcher found there are three types had been identified, and personal deixis was superior in their use. This shows that the speaker has a purpose for the sentence and from whom it is being said. Based on the previous studies above, this study fills the gap for the research that uses video podcasts as an object of the study. Hence, there is space to explore Deixis on podcast video.

This study concerns how deixis is built by artists to create close relationships with their fans through podcast interviews. Therefore, the writer is interested in analyzing the type of deixis used by Blackpink. Analyzing deixis in Blackpink's podcast videos aims to understand how Blackpink members show their strong identities and build relationships with each other. Therefore, this research analyzes what types of deixis are used by Blackpink members.

LITERATURE REVIEW

Pragmatic

According to Levinson (1983) "Pragmatic is the study of relations between language and context that are grammaticalized, or encoded in the structure of a language." This can be seen when people communicate by checking what people mean by what they say and what the words or phrases in those words mean. Therefore, pragmatics focuses on the language used and depends on the existing context.

Deixis

Deixis is a sub-study of pragmatics that analyzes how language is used in a particular context. Through deixis, language can be connected to the context reflected in the structure of the language itself (Levinson, 1983). With deixis, it helps people communicate and understand each other's relevant information based on certain situations. According to Yule (1996), Deixis is a term from Greek that means "pointing" through language. Then, Levinson (1983) stated that "deixis concerns how languages encode or grammaticalize features of the context of utterance or speech event, and thus also concerns ways in which the interpretation of utterances depends on the analysis of that context of utterance." Through the definition above, deixis is used to help understand who, where, and when the word is said and to adapt it to a particular context. According to Levinson (1983) theory of deixis, shows that 5 types of deixis are personal deixis, time deixis, spatial deixis, place deixis, discourse deixis, social deixis (Levinson, 1983).

Person deixis

Person deixis concerns the role code of the person speaking where the language is conveyed and intended to have a specific meaning (Levinson, 1983). The person deixis category is divided into 3, namely: person deixis (I, me, we, us), second person deixis (you), and third person deixis (he, she, it, they, them, her, him). These are three types of person deixis by Levinson's (1983) theory:

First person deixis

"First person deixis is the grammaticalization of the speaker's reference to himself." (Levinson, 1983). The first person is the person who speaks or so refers to himself. This

can be shown through singular pronouns (I, me, myself, mine, mine) or plural pronouns (we, ours, us, our, ourselves). For example:

A: “((In response to: "Who wants another?")) I do.” A few brief comments on each of these use the pronoun “I” and used gesturally to self-nominate from a group. (Levinson, 1983).

Second person deixis

“The encoding of the speaker's reference to one or more addressees.” (Levinson, 1983). It means it is used to refer to the listener or person being spoken to. The second person deixis is (you)

For example:

B: You have to wear this jacket.

The word you is referring to the addressee and its categorized as second-person deixis.

Third person deixis

the encoding of reference to persons and entities which are neither speakers nor addressees of the utterance in question.” (Levinson, 1983). It means that this third-person pronoun refers to the person being talked about by the speaker and listener. Third-person deixis include (they, them, his, she, her, their)

For example:

C: They play football

The word “They” refers to the person referred to by the speaker. The word they here is not a person talking or a listener. So, it is categorized as third-person deixis.

Time deixis

According to Levinson (1983), Time deixis concerns the encoding of temporal points and spans relative to the time at which an utterance was spoken (or a written message inscribed). Time deixis relates to time in conversation, with phrases such as (yesterday, now, tomorrow, currently, etc). This shows when the conversation occurred and the event being discussed occurred.

For example:

“Pull the trigger now!” (Levinson, 1983).

The word “now” refers to the time at that time.

Place deixis

According to Levinson (1983), "Place deixis concerns the encoding of spatial locations relative to the location of the participants in the speech event." This means that the location or place referred to in a communication. Phrases that include place deixis are (there, far, this, that, here).

For example: "This side of the box." "It means 'the surface of the box that can be called a side which is nearest to the location of the speaker.'" (Levinson, 1983).

Discourse deixis

Levinson (1983) defines discourse or text; deixis concerns the use of expressions within some utterances to refer to some portion of the discourse that contains that utterance (including the utterance itself).

For example:

"I bet you haven't heard this story. "That was the funniest story I've ever heard." The word "that" refers to the story that has been mentioned before, so it uses (usually) a pronoun to refer to the same referent as some prior term. (Levinson, 1983).

Social deixis

Levinson (1983) defines "social deixis as the encoding of social distinctions that are relative to participant roles, particularly aspects of the social relationship holding between speaker and addressee(s) or speaker and some referent."

For example:

"Could you help me with this, Sir?" (Levinson, 1983).

The word "Sir" shows a formal social relationship between the speaker and the listener. It is used as a form of respect for someone who is considered to have a higher social status, such as a boss, an older person, or someone who has authority.

RESEARCH METHODS

The researcher used a qualitative descriptive approach. The descriptive approach was a method of describing something; it could be from people, events, activities, etc. (Leavy & Patricia, 2017). In line with this, qualitative design determined the type of deixis and interpreted the meaning. The researcher used a qualitative approach because the data analyzed were in the form of descriptive speech. It was also used to know the types of

deixis and the meanings used by BLACKPINK members. Moreover, this approach is necessary in conducting this research to obtain an accurate and authentic data description.

The data of this research were verbal communication, so it needed to be transcribed into written form. The researcher watched and listened to the BLACKPINK podcast on Sirius XM's Youtube Channel: BLACKPINK on the "Success of "Pink Venom," Inspiration from Rihanna, World Tour Plans | SiriusXM." Several steps are required to complete this research: The first step was transcribing the data from Sirius Xm Podcast that had been collected. The next step was reading and categorizing types of deixis based on Levinson's (1983) theory. The findings of the data contained deixis cohesion. The data analysis involved some processes, such as listening to the podcast, underlining the sentence that included deixis or not, and analyzing deixis in the BLACKPINK Podcast. The last step was to conclude the data analysis.

FINDINGS

Deixis Used by BLACKPINK Members in Youtube Podcast

The researcher used Levinson (1983) theory to find the data in the result. The researcher found all of the types of deixis that are used by BLACKPINK members. The most used type of deixis by BLACKPINK members is person deixis which uses "we" and "our".

Person deixis

Data 1:

"I love this song."

The pronouns "I" refer to the speakers. The use of "I" refers to personal identity, personal emotion, personal experience and action. The speaker shares the feeling of loving the song.

Data 2:

"You know we want to see how the fans feel about our album"

The word "you" is second person pronoun. The use of "you" refers to the person being spoken to or the listener. This creates a direct connection between BLACKPINK members and the audience, which includes fans, interviewers or anyone else involved in the conversation.

Data 3:

"We really worked hard for it."

The pronoun "we" is a first-person plural pronoun that includes oneself in the group being addressed. The use of "we" refers to Blackpink members. In this context, the use of we is intended to emphasize group collaboration. This shows that they worked hard in making the album and carrying out the tour as a collective group, not individually. This shows that each member contributes to the success of the group and fosters a sense of team solidarity.

Data 4:

"We have our hopes"

The word "our" is personal deixis, which includes the first-person plural. This pronoun shows ownership or belonging to the group, namely the BLACKPINK members themselves. In this context, the use of "our" shows that the hopes we have are not individual hopes but collective hopes as a BLACKPINK group. This shows that they highlight group identity, carry out shared aspirations as a group, and also emphasize teamwork.

Data 5:

"So everything just clicks pretty easily for us these days"

The word "us" is personal deixis, which is first-person plural deixis. In this context, the use of "us" represents member experiences that are explained and shared with all BLACKPINK members. The word "us" can be interpreted as a strong sense of teamwork as a Black Pink group, and the success they have had so far is due to BLACKPINK's cooperation, not individuals.

Data 6:

"I think they can look forward to like a whole new experience."

The word "they" is personal deixis, which is.... This refers to the external group that is the fans of BLACKPINK. The use of "they" means there is a distinction between the BLACKPINK group and its supporters. By saying "they," they acknowledge that the speaker recognizes fans as spectators who experience changes and developments that will be experienced together in the future.

Time Deixis

Data 1

“We're just really excited that our album's dropping in two years.”

In this case, “in two years” indicates future times. It means that deixis is used as a timeline for albums that will be released in the future. This reference to the use of future time deixis highlights the planning of work results and expectations surrounding their work, in accordance with the timeline that has been planned in the future.

Data 2

"We talk about it every day."

In this case, "every day" indicates time deixis, which means that they do activities together repeatedly every day. They highlight the topic as an activity that is currently being carried out and ongoing, or it is called daily life.

Place deixis

Data 1

"We came through here yesterday"

The use of "here" in the sentence above refers to place deixis, which tells the speaker's location when speaking. In this context, the speaker states that "here" is where they are currently in their journey.

Data 2

“Blackpink in your area”

The place deixis found in the sentence above is "in your area". This sentence refers to the place where the speaker and listener are located. In this context, this sentence is the slogan that BLACKPINK has during concerts which is used to greet fans at the location. This form of deixis is used as a form of togetherness and unity between BLACKPINK and fans at an event or part of a performance.

Discourse Deixis

“It works for us as a group”

This sentence uses "it," which refers to an event or topic discussed previously. This implies that the listener must understand the speech represented by "it." In this context, "it" is defined by the activities and togetherness that BLACKPINK has carried out so far, and hard work means a lot to them as a girl group.

"That makes us really happy"

The use of the word "that" is included in deixis discourse because it refers to the activity or topic of conversation discussed previously, which means there is a connection. In this context, "that" refers to BLACKPINK's interaction activities with fans that make them feel happy. With this, the relationship between members and fans is very close.

Social Deixis

“our BLINKS around the world”

The term “our BLINK” indicates the possessive relationship that BLACKPINK and their fans, called “BLINKS”, have. With this, BLACKPINK acknowledges that BLINK is a big part of the family or external community, which is very influential for them. This use of social deixis reflects how artists value and recognize their fans as important for their career journey.

DISCUSSION

Based on the findings of this research, the construction of the use of deixis by BLACKPINK members tends to refer to personal deixis, which refers to their identity as a girl group. They use "we," "our," and "us" as the ownership they have with the possessive relationship between members and fans. Not only that, based on the researcher's findings, the members also showed how the context of time and place and recognition of social contributions played an important role in their communication.

By comparing and knowing the types of deixis used by BLACKPINK members in the Sirius XM Youtube Channel, linking BLACKPINK's position as a major girl group by contextualizing deixis in podcasts can explain how deixis interacts with the dynamics of identity constructs involving high-profile personalities. It shows the social dynamics that BLACKPINK has behind its public image and its closeness to the fans they are proud of, BLINKS.

CONCLUSION(S)

From the research above, the researcher found five types of deixis that are used by BLACKPINK members in the Sirius XM podcast, they are person deixis, time, deixis, discourse deixis and social deixis. Blackpink members used person deixis as the dominant of the discussion, which used “we” as the presentation of their group and the fandom of

the group. It can be concluded that the use of deixis can show the strong identity that the speaker has and also shows how the correlation is between the speaker and the listener in a discussion.

REFERENCES

- Agatha, S., & Inayah, R. (2022). *A DEIXIS ANALYSIS IN WESTLIFE" 'BEAUTIFUL IN WHITE" SONG LYRICS*. 5(6).
- Aritonang, P., & Sahusilawane, C. (2022). A Pragmatic Analysis of Deixis and Reference on Kim Hanbin Songs. *MATAI: International Journal of Language Education*, 3(1), 13–25. <https://doi.org/10.30598/matail.v3i1.7272>
- Cruise, A. (2000). *Meaning in Language: An Introduction to Semantics and Pragmatics*. New York: Oxford University Press.
- Halliday M.A.K., & Hasan.R. (1989). *(Language Education) M. A. K. Halliday, Ruqaiya Hasan, Frances Christie - Language, Context, and Text_ Aspects of Language in a Social-Semiotic Perspective -Oxford University Press, USA (1989)*.
- Levinson, S. C. . (1983). *Pragmatics*. Cambridge University Press.
- Mashfiyah, O. S., Sapari, G. G., & Nurmala, E. (2023). Deixis Analysis of the Ellen Show YouTube Channel. In *Jurnal Bahasa Inggris Terapan* (Vol. 9, Issue 1).
- Sahusilawane, C., Aritonang, P., Oraile, O. P., & Lekawael, R. F. J. (2023). A Pragmatic Analysis of Deixis and Reference on Taylor Swift Songs. *MATAI: International Journal of Language Education*, 3(2), 103–111. <https://doi.org/10.30598/matail.v3i2.9144>
- Setiawan, M. D., Adrallisman, S. S., & Hum, M. (2023). *DEIXIS ANALYSIS ON COMMENTS OF TAYLOR SWIFT'S YOUTUBE CHANNEL*. <https://jurnal.ubd.ac.id/index.php/pr>
- Yule, G. (1996). *Pragmatics*.