

# DEIXIS IN TRAVEL SECTION ARTICLES OF THE “USA TODAY” ONLINE NEWSPAPER: A PRAGMATIC STUDY

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## Abstract:

This research title is "Analysis of Deixis in Travel Articles from the Online Newspaper “USA Today”. This research aims to analyze the types and functions of deixis found in the articles in the travel section of the online newspaper “USA Today”. The method used in this research is the descriptive qualitative method. The theoretical framework used is Cruse’s theory (2000) to classify the types of deixis and Levinson’s theory (1983) to identify their functions. The research findings identify a total of 70 data of deixis throughout the travel rubrics articles and categorize them into five kinds of deixis, including 32 data of person deixis (45.71%), 6 data of place or spatial (8.57%), 11 data of temporal deixis (15.71%), 16 data of discourse deixis (22.86%) and finally, 5 data of social deixis (7.14%). According to the functions of deixis that are aligned with each type of deixis Therefore, deixis considerably enhances textual clarity and understanding in the articles published in USA Today’s travel section. This minimizes potential uncertainties in deciphering the contextual nuances inherent within the articles and allows users to receive information efficiently.



**Keyword:** *deixis, articles, pragmatics*

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## INTRODUCTION

Language has played a crucial role in human interaction and serves as a medium to convey opinions, emotions, and messages to each other. The use of language is essential for effective communications, word choice must be appropriate to the context to encourage efficient and transparent exchanges. Pragmatics is a field of linguistics that studies the meaning of language in utterance. Pragmatics contains more than examining grammatical or lexical meaning; it also involves analyzing how utterances are constructed and interpreted within communicative contexts. The field of pragmatics has a wide-ranging scope, which can be delineated into several key components, including context, deixis, implicature, presuppositions, speech acts, and discourse structure. The branch of pragmatics that examines context and meaning is called deixis. Deixis refers to words or phrases whose meanings depend on the context in which they are uttered. From a contextual approach, deixis plays a vital role in the conversation, as its meaning is not fixed but somewhat influenced by the speaker, timing, and place in which the utterance occurs.

In textual communication, particularly in news articles, deixis functions as a linguistic connector that aids readers in comprehending the contextual framework of the information presented. Deictic expressions provide additional context, enhancing clarity and making the conveyed information more accessible and easier to understand. Without deixis in spoken or written discourse, statements may become ambiguous due to the lack of clarity regarding the speaker's perspective, the location of events, or the temporal sequence of occurrences. According to Cruse (2000), deixis has five categories included, person deixis related to individuals involved in a conversations or communication event. Place deixis refers to the location where an utterance occurs. Time deixis refers to the time at which the utterance occurs. Discourse deixis refers to words or phrases that refer to certain references in the discourse. Social deixis refers to the relationship or social status between participants.

Previous studies have widely examined deixis as a subject of linguistic research, highlighting its significance as an essential linguistic phenomenon. Previous studies have widely examined deixis as a subject of linguistic research, highlighting its significance as an essential linguistic phenomenon. Several studies have investigated different types of deixis, their functions, and the factors influencing their usage. For instance, (Fadhilah, 2021) analyzed deixis in novels, (Simatupang & Fathonah, 2020) examined types of deixis in speeches, and (FANI & Retnaningsih, 2020) explored the most frequently occurring deictic expressions and their referential meanings in news articles.

This research aims to identify and examine various types of deixis found in articles, including five categories of deixis. Furthermore, this research attempts to describe and analyze the function of each type of deixis to understand its contribution in forming meaning and context in articles. It is hoped that this research can also contribute to the development of pragmatic studies by presenting a detailed analysis of the use of deixis in articles. Apart from that, this research can be a useful reference for future researchers who are interested in conducting further research on deixis in various forms of discourse. Therefore, this study examines the types of deixis and the function of each type of deixis contained in the travel section article in the online newspaper "USA Today". Based on the background above, the following research questions are formulated:

- What types of deixis are found in travel section articles in USA Today online newspaper?
- What are the functions of deixis found in the travel section articles in USA Today online newspaper?

## **LITERATURE REVIEW**

According to Griffiths as cited in (Meliyana & Laksono, 2024) stated that "Pragmatics pertains to the utilization of knowledge and its patterns in effective communication.". This statement explains that pragmatics focuses not only on lexical or grammatical meaning but also on how understanding and context are utilized in communication to comprehend meaning effectively. According to Yule (1996), "Pragmatics is the examination of speaker intent". This statement clarifies that pragmatics focuses on the actual meaning that can be conveyed by the speaker and interpreted by the listener in verbal interactions. According to Richard, cited in (Supri & Rahmatiany, 2021), "Pragmatics is the examination of linguistic usage during communication, particularly regarding the relationship between sentences and contextual stimuli." This citation highlights that pragmatics encompasses understanding how language is applied in Communication, emphasizing how the surrounding context influences the meaning of sentences or words.

Levinson (1983) stated, "Deixis related to how languages encode or grammaticalize contextual elements of the utterance or speech event.". According to Birner, cited by Bisma (2021) stated that "Deixis refers to the use of a linguistic expression to indicate a

contextually relevant discourse component or attribute.”. The citation explains that deixis is a linguistic phenomenon in which terms indicate references in speech or Communication that depend on context”. According to Lyons as cited in (Azizah & Arifin, 2024) stated that “The use of a language term to denote a discourse element or quality that is pertinent to the context is known as deixis.”. The citation explains that deixis is a linguistic phenomenon in which the meaning of a word or expression depends on the broader context of communication. In this regard, deixis demonstrates that language is dynamic and contingent upon specific communicative situations.

According to Cruse (2000, p. 319), deixis are classified into five categories: person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. Levinson (1983) stated that the functions of each kind of deixis have an inherent relationship to its definition.

### **1. Person Deixis**

According to Cruse (2000) stated that “Person deixis fundamentally include the speaker, referred to as the first person, the addressee, termed the second person, and other relevant actors in the discourse context, who are neither the speaker nor the listener; they are classified as third person”. According to Cruse as cited in (Hameswari, 2021), Person deixis can be classified into three main categories: the first person, which refers to the speaker and their self-reference (I/we); the second person, which encodes the speaker’s reference to one or more listeners as the recipients of the message (you); and the third person, which represents participants who are not directly involved in the utterance (he/him, she/her, it, they/them). According to Levinson (1983, p. 62), the function of person deixis is to indicate the roles of participants in a speech event by identifying who is involved in the communication. Meanwhile, the plural forms of deixis persona are separated into two functional categories: “we-inclusive of the addressee”, which encompasses both the speaker and the listener, directly involving the audience, and “we-exclusive of the addressee”, which includes the speaker and other parties but excludes the listener or conversational partner in a given utterance (Levinson, 1983).

### **2. Spatial Deixis**

According to Cruse (2000, p. 320), spatial deixis utilizes words or phrases to convey space about the speaker or listener during communication. There are two categories of spatial deixis: proximal, which denotes a location that is close to the speaker (“here”), and distal, which denotes a location that is far away from the speakers (“there”). Spatial deixis is one of the categories of deixis that explains the location of additional objects or references. This category indicates the location of an object relative to the distance and position of the speaker in the conversation (Dewi et al., 2023). According to Levinson (1983, p. 79), the function of spatial deixis is to determine the relative location, position, or distance of actors in a speech act.

### **3. Temporal Deixis**

Temporal deixis refers to expressions that indicate the time of an event relative to the time of speech. According to Cruse (2006, p. 179), “ Temporal deictics describe the timing of an occurrence in relation to the moment of utterance”. Cruse divides temporal deixis into three primary categories: (i) prior to the actual utterance (“yesterday”), (ii) at the moment of utterance (“now”), (iii) after the moment of utterance (“tomorrow”). Temporal deixis helps the listener comprehend when an utterance was made by indicating when an event or occurrence is tied to the moment of speaking (Levinson, 1983, p. 62). The speech context, which includes the Receiving Time (RT), which is the time at which an utterance is heard by the listener, and the Coding Time (CT), which is the time at which the speaker creates the utterance, is also intimately linked to temporal deixis (Levinson, 1983).

#### 4. Discourse Deixis

Discourse deixis refers to using words or phrases in a text or utterance that indicate relationships between different parts of the discourse. It is divided into two categories: anaphoric deixis and cataphoric deixis. According to Levinson as cited in (Fadhilah, 2021), discourse deixis serves the purpose of locating references that indicate particular discourse elements inside an utterance, whether they are anaphoric (pointing to previously mentioned parts) or cataphoric (referring to parts that will be discussed later). This kind of discourse is classified into “this” to refer to an upcoming discourse and “that” to indicate a previous section (Simatupang & Fathonah, 2020).

#### 5. Social Deixis

Social deixis refers to deixis that reflects social distinctions in communication, such as status, social relationships, and levels of formality (D. A. Cruse, 2000). Levinson as cited in Hameswari (2021), divides social deixis into two categories: relational, which represents interpersonal ties (“Mr.,” “Mrs.,” “Ms.”), and absolute, which indicates set societal roles (“president,” “your majesty”). According to Agustina as cited in (Rahman et al., 2019), social deixis explains the differences in social characteristics between participants in a discourse and is related to the topic or reference discussed in the discourse. Its primary function is to convey social hierarchy and relational dynamics in discourse. According to Levinson as cited in (Fadhilah, 2021).

### METHODS

A qualitative descriptive method is used in this research to analyze deixis in USA Today travel section articles. Miles and Huberman, cited in Basrowi (2008), describes qualitative methods as emphasizing intensive and extended interaction with real-life settings. This study focuses on comprehending and analyzing the use of deixis in travel section articles and provides findings narratively without statistical analysis or numerical computations. The research objects included words, phrases, and sentences classified as deixis, sourced from the travel section of the USA Today online newspaper. This method is appropriate as it allows for a systematic presentation of data. Through this approach, the researcher identifies and classifies types of deixis and conducts an in-depth analysis of their functions within context.

### RESULTS AND DISCUSSION

In this chapter, the analysis focuses on the data found in seven articles from the travel section of the online newspaper “USA Today.” The data source is derived from articles categorized under the travel rubric of the online newspaper. This chapter will analyze 30 selected data points from 71 identified data points. These 30 data points are selected based on guidelines and the representation of various data types to reflect the diversity of deixis types and functions. To provide an additional elaborate and recurring overview of deixis usage in travel articles, each data point will explain its context and be organized according to the content of the original articles.

#### 1. Person Deixis Using Data 1

*“Yosemite National Park is such an iconic national park. **We** attract visitors from all over the world to the park,” Gediman said.*

A2/06/6 Juli 2024/ (Kathleen Wong)

The data describes the uniqueness of Yosemite National Park, which boasts incredible natural beauty, a rich history, and culture and is recognized as one of the most iconic national parks in the United States. The word “**We**” in data (1) is classified into person deixis, specifically a first-person plural pronoun. It refers to both the

speaker and other participants in the utterance. Its use in this sentence indicates that the speaker is engaged with others in the described event.

The function of first-person deixis in data (1) clarifies that shows the relationship of participants as a reference for the speaker to refer to himself and other parties involved in the context of the speech event. The use of the word **“We”** fall under the spokesman category, as the speaker represents the management of Yosemite National Park rather than speaking absolutely for their own benefit. **“We”** refers to Gediman as the speaker and other individuals involved in the park’s management. Additionally, **“We”** functions as addressee exclusion, emphasizing the group's role in the park’s success as an iconic destination in the United States.

## 2. Spatial Deixis Using Data 15

*Besides the natural wonders, the park is steeped in history, from the Native people who have lived **there** for centuries to establishments that convey “the growth of the national park system, Gediman said.*

A2/6/6 Juli 2024/ (Kathleen Wong)

The statement describes the natural beauty of Yosemite National Park, which is rich in culture and history. In data (15), the word **“there”** is classified into spatial deixis. **“there”**, included as a demonstrative word, which serves as the initial subject to indicate a specific place in the sentence.

The function of using spatial deixis is to identify the position of location or distance from the speaker's utterance. **“There”** refers to a location that is far from the speaker, which is referred to as distal. **“There”** serves to indicate a location that is not close to the speaker in the discourse; in this text, **“there”** refers to locations within Yosemite National Park.

## 3. Temporal Deixis Using Data 19

*With its unique culture, world famous food and endless activities, Japan will **now** become more popular than ever before,” according to NetVoucherCodes.*

A5/04/18 Juli 2024/ Zach Wichter

The statement describes tourism destinations in Japan for American citizens. In data (19), there is a time-deixis marked by the preposition **“Now”**, which indicates the time related to the time of an event occurring or when a statement is constructed. **“Now”** describes the timing of an event happening in the present or at this moment, indicating that the event takes place simultaneously with the time the discourse is being discussed or with other events. **“Now”** refers to the current time when the statement is assembled.

The function of the time deixis **“Now”** is to indicate and clarify a time period that refers to the current moment or when an occasion happens. NetVoucherCodes, as the speaker used the word **“now”** to refer to the current time or a near future time when the writer is composing the discourse. **“Now”** falls into the category of coding time (CT), which refers to the time when the statement is spoken or written by the speakers.

## 4. Discourse Deixis Using Data 22

***“This** is a landmark act, the first time anywhere (in America) land had been set aside for protection and public enjoyment,” said Scoot Gediman, public affairs officer at Yosemite National Park.*

A2/01/6 Juli 2024/ (Kathleen Wong)

The statement describes an important moment in the history of Yosemite National Park. In the data (22), there is a form of discourse deixis, specifically the word “this”. In this context, **“this”** is used to refer to an event that has been previously experienced within the discourse. This falls under the category of anaphoric discourse deixis, as a word or phrase refers back to something that has already been mentioned in the statement.

The function of discourse deixis in data (22) is to indicate a reference that refers to the previous discourse written by the author. The reference appears before the discourse is mentioned in the text, which is known as anaphora. This functions to refer to the Yosemite Grant Act as a historic event in land conservation in America. Additionally, **“this”** in the utterance not only refers to the previous statement but also serves to emphasize that the event being conveyed is highly significant in the history of conservation in America.

## 5. Social Deixis Using Data 30

*“When my daughters got joined up with the rest of us, they felt bad. ‘People gave us dirty looks, and people were being mean to us, and people said that we were cheating, **Mom**,” she recalled them saying.*

A3/07/8 Juli 2024/ (Eve Chen)

The statement describes a social situation in which a child feels excluded by society. In data (30), there is a form of social deixis, namely **“Mom”**, which is used to indicate a person's social status. This deixis falls into the category of relational social deixis because the choice of language indirectly shows that the participants have a social relationship within the interaction.

The function of social deixis in data (30) is to convey formality and to refer to the participants' occupations. The use of social deixis falls into the category of addressee honorifics, as it is employed in direct conversation between a mother and her child. The use of **“Mom”** serves to show respect towards the interlocutor within the context of close relationships or family.

## CONCLUSION

The conclusion of this research is that deixis plays a significant role in travel section articles. Deixis serves to clarify who is speakers, the location, and the timing the utterance is used in the quoted interviews between the author and the sources. The use of deixis in travel articles helps to clarify context, and enhance the reader's understanding of the travel experienced being conveyed. Types of deixis are found in the travel section of the online newspaper USA Today in chapter IV, included personal deixis (14 from 30 data), discourse deixis (8 from 30 data), time deixis (4 from 30 data), place deixis (2 from 30 data), and social deixis (2 from 30 data). The types of deixis most found in the travel articles news is person deixis.

The function of deixis usage found in the seven selected articles follows their usage. The researcher mentions that the function of personal deixis is not just to show the relationship between participants but to establish an apparent reference for the speaker to refer to himself and other parties involved in the context of the speech event. Spatial deixis, on the other hand, is instrumental in indicating the relative distance of locations concerning the position of the participants in the text. The function of time deixis in the text pertains to the relative timing of when a statement or utterance occurs. Social deixis denotes the titles or positions of individuals discussed in the articles. Finally, discourse deixis functions to elucidate or indicate referential relationships within the

discourse, referring to words or phrases in preceding statements or those that will be mentioned after the discourse is referenced in the text.

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