

**THE ANALYSIS OF SOCIAL DEIXIS AS PORTRAYED  
IN THE *DRACULA UNTOLD* MOVIE**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining  
the Bachelor Degree in English Literature



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### A FINAL PROJECT STATEMENT

I certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other researcher's opinions or findings included in the thesis are quoted or cited in accordance with ethical standards.

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Atas perhatiannya, saya ucapkan terima kasih.

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**THE ANALYSIS OF SOCIAL DEIXIS AS PORTRAYED  
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**ABSTRACT**

The research aims to analyze the social deixis in the *Dracula Untold* movie. This research also aims to discover the functions of each social deixis that is presented in the movie. In order to answer the problems, the researcher applies two theories. The first theory is social deixis theory by Levinson in order to reveal the forms of social deixis. Then, the next theory is a theory by Janet Holmes, known as social dimension theory, which is used to discover the functions of each deixis in the movie. The result of this research shows that there are eleven forms of absolute social deixis, nineteen forms of social relational deixis; they are speaker and addressee, speaker and referent, and speaker and setting. Then, the result related to the functions of social deixis shows that there are thirteen utterances that function to portray social distance, eight utterances that function to show the social status between speech participants, three utterances that function to portray formality scale and six utterances that function to measure two functional scales.

**Keywords:** Dracula Untold movie, social deixis, social dimensions.

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis deiksis sosial di dalam film *Dracula Untold*. Selain itu, penelitian ini bertujuan untuk menemukan fungsi dari setiap deiksis sosial yang di gambarkan di dalam film. Untuk menemukan dua masalah penelitian tersebut, peneliti menggunakan dua teori. Yang pertama, teori deiksis sosial dari Levinson. Teori ini akan mengungkap jenis jenis dari social deiksis yang bisa di temukan didalam objek kajian. Teori kedua adalah teori dimensi sosial dari Janet Holems. Teori ini digunakan untuk membaca fungsi dari data deiksis sosial yang ada di dalam film. Hasil dari penelitian ini menunjukkan bahwa ada sebelas bentuk dari deiksis sosial absolut, Sembilan belas bentuk dari deiksis sosial relasi, diantaranya speaker and addressee, speaker and referent and speaker and setting. Kemudian, untuk hasil yang berkaitan dengan fungsi dari deiksis sosial menunjukkan adanya tiga belas tuturan yang berfungsi untuk menunjukkan jarak sosial, delapan tuturan yang berfungsi untuk menunjukkan status sosial antara penutur, tiga tuturan yang berfungsi untuk menggambarkan skala formalitas dan enam tuturan yang berfungsi untuk mengukut dua skala fungsional.

***Kata kunci:*** film *Dracula Untold*, deiksis sosial, dimensi dimensi sosial.

**MOTTO**

A QUITTER NEVER WINS AND A WINNER NEVER QUILTS.

-Napoleon Hill-



## **DEDICATION**

I dedicate this paper to myself after all the hard work I have done so far.





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Yogyakarta, September 4 2021

The Writer,



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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of Study

Movie is one of the impactful media to convey messages and ideas to the audiences. According to Cambridge Dictionary, movie is sequences of moving pictures that tell a story and appear in a cinema. The story that depicts in the movie not only contains information but also has a bigger purpose to internalize some values to viewers, for instance, to represent a life system of a certain society, to provoke a social changes and to acknowledge some issues that may be portrayed in the movie. Furthermore, movie consists of some elements such as characters, settings, conflicts, cinematic stuffs and the crucial one is language.

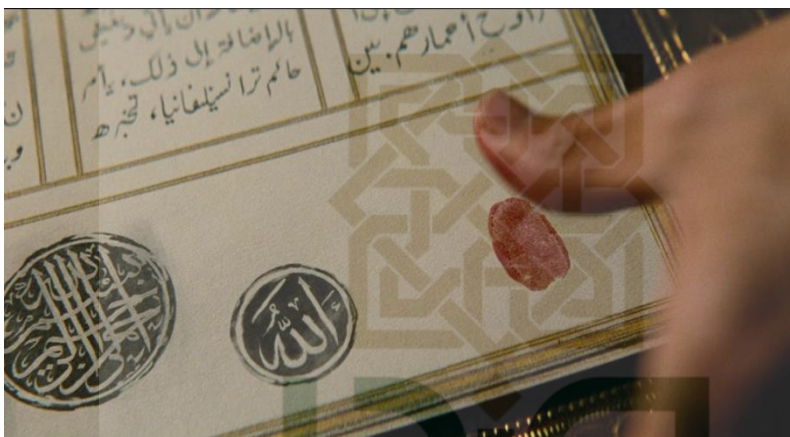
Therefore, language has significance role in the movie. It generates a narrative constructed by the movie maker. According to Wardhaugh the forms of language can be divided into spoken, written and signed as part of linguistic communication system (2015:2). Moreover, language becomes an essential part to communicate the concealed meaning in the movie. It also helps to draw messages effectively through dialogues. In order to reveal the messages in the movie, we can use one of the linguistic branches, namely pragmatics. According to Morris as cited in Levinson, pragmatics is a study of meaning. Pragmatics concerns to discuss the relation and connection of signs to the interpreters (1983:1-2). Pragmatics focuses on the meanings that conceal behind the language that the speakers have. It analyzes the relation of the utterances between participants such as the first person and the

second person. Hence, the study of pragmatics itself has many branches and one of the branches of the pragmatics study is Deixis.

According to Levinson, Deixis is a study of the references that refer to something. It points out something in line with the situational or the contextual meaning of it. Deixis concerns on the interpretation of utterances both speaker participants say. In his book, Levinson categorized that deixis is traditionally divided into three: time, place, and person deixis (1983:62). Time deixis focuses on the time in which the utterance is spoken. Meanwhile, place deixis concerns on the distance, far and/or closeness, to the speaker. Then, person deixis discusses the speakers, who and whom that are involved in the utterances. Furthermore, Levinson added two more types of deixis; they are social deixis and discourse deixis (1983:62-63). Each of them has different functions in social interactions and also has significance role to dig in the speech events. Discourse deixis focuses on revealing the discourse in the utterances. Meanwhile, social deixis refers to social distance between speaker and addressee. Social deixis usually discusses the honorifics inside the utterances. There are two types of social deixis; they are absolute social deixis and relational social deixis. Both of them can be found in the utterances of literature works such as movie.

*Dracula Untold* movie is a movie made in 2014. This movie tells about a duel between Transylvanian kingdom and the Islamic kingdom, called the Turks Kingdom. During the centuries, the Turks kingdom ruled by Sultan Mehmed has preserved a tradition where Transylvanian kingdom must give 1000 thousand teenagers to them in order to help the Islam soldiers fight the enemies. The ruler of

Transylvanian kingdom called Prince Vlad Impaler disagrees with the idea of giving up 1000 boys, because it means that he sacrifices his people in the kingdom including his son named Ingeras. Sultan Mehmed insists the Prince to sign an agreement letter so that they can take 1000 thousand Transylvanian boys, then the chaos begins. It takes war between the two kingdoms, whether to preserve Sultan Mehmed's kingdom tradition or to preserve the people in Transylvanian kingdom.



*Figure 01 Sultan Mehmed insists Prince Vlad to signed up (Dracula Untold 00:18:04)*

Furthermore, in order to save his people from the Turks, Prince Vlad goes to the Broken Tooth Mountain. He meets a man in a cave that later turns him into a Dracula. The idea of becoming a Dracula makes the Prince Vlad use his new power to fight the Turks kingdom that plans to take his people and his son. Later, with the new identity the Dracula prince fights the Turks Army and saves his people alone. Then, the prince finishes his last battle with the Sultan Mehmed who kidnaps his son. Prince Vlad does not know that Sultan Mehmed figures out his secret of becoming a Dracula and knows the prince's weakness. Thus, Sultan Mehmed



prepares silver things such as sword, pennies and other stuffs that are made of silver. The Dracula prince meets difficulty to beat the Sultan because he cannot stand near the silver stuffs. In the end, the Dracula prince succeeds to take him down and saves his own son.

The researcher chooses this movie as the object because the story between two kingdoms relates to the construction of the social deixis, because the social setting that exists in the kingdom era influences the using of social deixis. In other words, the social distance between the participants of speech events such as the speaker and the addressee are easily to recognize through the utterances. Hence, the functions of each utterance are potentially to be analyzed because in the kingdom there are differences such as social status, wealth and power relations, for example, the scenes below:

Sultan Mehmed: *But now I'm Sultan, what need have I for one more soldier?*

(He insists to ask Prince Vlad to give him 1000 boys)

00:18:14 → 00:18:17

Prince Vlad : *please do not do this!*

(He asks for Mehmed mercy) 00:18:39 → 00:18:42

The word Sultan implies that there is a social distance between Sultan Mehmed and Prince Vlad. The context in the dialogue above shows that there's a class dissimilarity between Sultan Mehmed and Prince Vlad. It indicates that Prince Vlad should follow order and obey to someone called Sultan. Moreover, the participants contained in the speech events suggest the addressee, which is Prince Vlad, has no rights to refuse what Sultan says due to what he claims as a sultan. He can do nothing but being submissive to someone that has different level from him,

in this context social and power. In line with the concept of social deixis, this data can be classified as the absolute social deixis.

Moreover, another reason why the researcher uses this movie as the research object is that the usage of the social deixis in the *Dracula Untold* movie itself tends to be unique. It can be shown from the two examples below:

EXAMPLE 01:

Dumitru : Ten years of peace and prosperity. **My old friend**, here's  
to 20 more

VLAD : Thank you (00:11:51,336 → 00:11:59,389)

EXAMPLE 02:

THE PRINCE: Bats don't come out, during the day. Something's disturbed  
them. DUMITRU: What is it, **My Lord?**

THE PRINCE: The floor. (00:05:02,177 → 00:06:02,366)

Moreover, one of the uniqueness can be seen in the dialogue above between a soldier in Transylvanian kingdom named Dumitru and his king named Prince Vlad. There are two ways Dumitru calls Prince Vlad; the first one is my old friend and the second one is my lord. How can it be? The researcher believes that the two examples presented above have potential to be analyzed further by using one of the branches in pragmatic theory.

Furthermore, the researcher proposes to use this object to discover and examine the deixis contained in the *Dracula Untold* movie. This object is merely having potential to answer the social deixis scope, using Levinson pragmatics theory. Problems that can be drawn by the researcher in order to reveal the pragmatics meaning in the movie are: first, what are the forms of social deixis that we can find in the *Dracula Untold* movie and second, how are the functions of each

social deixis presented in the *Dracula Untold* movie? To answer the first research problem, the researcher uses Levinson's social deixis theory and to answer the second research problem, the researcher uses social dimension theory by Janet Holmes in order to figure out the functions in the forms of social deixis. The output of this research will be presented in the types of social deixis in *Dracula Untold* movie and reveal the functions of social deixis forms that are displayed in the *Dracula Untold* movie.

## **1.2 Research Question**

Based on the background above, the researcher formulates the research questions below:

1. What are the forms of social deixis found in the *Dracula Untold* movie?
2. How are the functions of each social deixis in the movie?

## **1.3 Objective of Study**

The objective of this research is to discover all the types of social deixis that are found in the *Dracula Untold* movie. The next one, this research aims to draw a comprehensive explanation about how the functions and the reasons of the usage of certain social deixis in the movie are presented looking through the perspective of social dimension in the *Dracula Untold* movie.

## **1.4 Significance of Study**

The significance of this research is to develop an understanding about how to analyze one of the pragmatics branches namely social deixis. Second, the significance of study toward this topic is to enrich the knowledge of all readers

that want to know about social deixis. This can be one of the references that may be useful for the next researchers.

### 1.5 Literature Review

The researcher has found some studies that discuss social deixis and/or use *Dracula Untold* movie as the object:

First research is entitled “*The Representation Of Moslem As Seen In Dracula Untold Movie*”, written by Afdika Rinaldi (2019) from Sunan Kalijaga State Islamic University. This research focuses on analyzing the representation of Muslim by using Stuart Hall’s theory of representation.

Second research is entitled “*Social Deixis in Malcolm X (1992) Movie*”, written by Kholifatul Khoeroh (2020) from Sunan Kalijaga State Islamic University. This research discusses the type and the meaning of social deixis that are found in the *Malcolm X* movie. This research also analyzes the function of each utterance found in the movie.

Third research is entitled “*The Study of Deixis Used By The Main Character In The Iron Man 3 Movie Dialogue*” (2014) from Brawijaya University. This research focuses on identifying the forms of all the deixis forms in the movie such as time deixis, person deixis, social deixis and discourse deixis that exist in the *Iron Man 3* movie dialogues.

Fourth research is entitled “*Social Deixis in Kite Runner Novel*”, written by Ari Alfiansyah Daulay (2021) from Sunan Kalijaga State Islamic University. The research discusses the forms and meanings of social deixis that can be found in the *Kite Runner* novel. The researcher uses the theory of C.J Fillmore in order to answer

the type of social deixis and the influence of social deixis usage by using theory of Janet Holmes.

The differences among the previous studies above compared to this research are; first, this research focuses on discovering the deixis that exist in the movie. The scope of analysis has been narrowed into discovering the social deixis types and the functions of meaning in the *Dracula Untold* movie. Therefore, the researcher found no conducted research that studies the social deixis represented in the researcher chosen object study, the *Dracula Untold* movie.

### **1.6 Theoretical Approach**

There are two kinds of theories that the researcher uses in order to answer the research problems. The first is pragmatics theory. According to Levinson, pragmatics is the study of those relationships between language and context that are grammaticalized, or encoded in the structure of the language (1983:9). It means this study analyzes the correlation of language and the context in communication. Pragmatics itself has many branches such as the study of deixis. Furthermore, deixis is a form of referring that is closely related to the speaker context (Yule, 1996:9). Deixis concerns to the language grammaticalized or encoded to pointing something. The interpretation of deictic expression in utterance depends on the analysis of the context. Levinson supposes there are five kinds of deixis; there are time deixis, person deixis, place deixis, discourse deixis, and social deixis. This research focuses on using one of the forms of deixis, namely social deixis. According to Levinson (1983:63) social deixis relates to relationship or social difference between

participants, their status, and their relation to the topic of communication. There are two kinds of social deixis: relational deixis and absolute deixis.

Furthermore, in order to answer the second research problem statement, to find the function of each social deixis, the researcher applies the usage social dimension theory by Janet Holmes as the second theory instrument. Moreover, the researcher tries to investigate the correlation or relationship between the forms of social deixis that are found in the movie along with the social dimensions by Holmes to gain the comprehensive analysis toward meaning and functions. Meanwhile, Janet Holmes divided the social dimension into four parts; they are; (a) social distance, (b) status social, (c) two functional scale and (d) formality scale. Each of social dimensions has different rules that can uncover the function in the speech events. For instance, social distance focuses on the participants relationship; it explains how well the speech participants know each other. Thus, the social distance consists of intimate (high solidarity) and distance scale (low solidarity). Next, the status social refers to the status of each speech participant. It can be superior (high status) or subordinate (low status). Then, two functional scales concern with the purposes or topic of the interaction. These two functional scales are divided into; (i) referential and (ii) affective. The referential itself consists of high information content and low information content. Meanwhile, the affective is divided into low affective content that shows feeling or closeness toward the speech participants and high affective content that has social element.

Furthermore, by using these two theories, the first one by Levinson theory is to reveal what are the forms of social deixis that can be found in the Dracula

Untold movie. The second one, the researcher applies the Janet Holmes theory of social dimensions in order to explain the functions of the utterances in the *Dracula Untold* movie. Hence, by using two theories above, the researcher expects to get a new perspective in order to analyze the forms and the functions of social deixis in the chosen object study.

## **1.7 Research Methodology**

### **1.7.1 Type of Research**

This research uses descriptive qualitative method to analyze the data. According to Arora and Stoner (2009) qualitative method is a way to collect data by observing completely in the object research in order to gain the most relevant data towards the issue, cases or event. Hence, the researcher uses the qualitative method to answer the research questions that have been proposed in this research toward *Dracula Untold* movie. According to Creswell (2002) qualitative research aims to get a comprehensive analysis by studying its natural setting. Natural setting itself means during the process of the research, all the data that are used in the analysis are taken the way it is, or simply the researcher is not allowed to change the content of the data. Moreover, this research is in line with the Creswell statement because during the process of the analysis the researcher takes the data following its natural setting without changing any part of it.

### **1.7.2 Data Sources**

The data source in this research is the conversation or dialogue between the speech participants in the movie. The researcher determines the data by observing the utterances in the research object that lead to the social deixis utterances.



### **1.7.3 Data Collection Technique**

According to the Elmusharaf (2012) there are four types of data collection technique related to the qualitative data; they are: document review, observation, interview and focus group discussion. In this research the researcher uses the observation technique. In Elmusharaf (2012) states that the observation is a technique that involves selecting, watching and recording the behavior and characteristic of living beings, objects or phenomena. Moreover, there are some steps that the researcher passes to collect the data. First, the researcher watches *Dracula Untold* movie repeatedly in order to review the situation and also the utterances that contain social deixis data. Second, the researcher studies briefly about the scenes in the movie and the contexts along with the data collection. Thus, the researcher takes notes to document all the data that have been found.

### **1.7.4 Data Analysis Technique**

In this research, the researcher uses equivalent analysis method. According to Sudaryanto, equivalent method is an approach to find meaning during the data analysis which is the finding excluded from the language itself (2015:15). Sudaryanto adds that the equivalent method is divided into five: (i) referential equivalent, (ii) phonetic equivalent, (iii) translational equivalent, (iv) orthographic equivalent and (v) pragmatic equivalent. Furthermore, this study focuses on the referential equivalent. The referential equivalent method itself is an analysis technique that used the referent or figure as the determinant unit. Thus, the unit that becomes the determiner is placed outside the language (*langue*) of research object (Kesuma, 2007:52). Moreover, the referent itself shows in some forms such as:



characteristic, objects, places and conditions referred to the language unit that is analyzed.

Meanwhile, the data analysis technique will be done through following techniques; first, the researcher watches the *Dracula Untold* movie to get the comprehensive understanding and to collect the data. Then, the researcher sorts the data which is to get the most relevant one to answer the research questions. Next, the researcher analyzes the data by Levinson theory and Janet Holmes theory. The data that have been sorted are classified to the types of social deixis. Then, after the classification, the researcher analyzes the function of each selected social deixis.

### **1.8 Research Organization**

This research consists of four chapters. The first chapter will explain the background of the study, research problems, objective of the research, significance of the study, brief of literature review, theoretical approach, research methodology and research organization. The second chapter will discuss the theoretical framework. It includes explaining the theory that will be used in this research. The third chapter will present the research findings. All the discussion is presented to answer all the research questions above. The fourth chapter consists of the conclusions of this research and is followed by the suggestions.

## CHAPTER IV

### CONCLUSIONS AND SUGGESTIONS

#### 4.1 Conclusions

Based on the analysis, the researcher found two conclusions related to the research problems. There are 30 data that can be found in *Dracula Untold* movie related to social deixis and social dimension. The first conclusion is drawn in order to answer the first research question about the social deixis. The researcher found that there are 11 forms of social absolute deixis in the movie, for instance: *Prince, Prince Vlad, Sultan, Lord Impaler etc.* Meanwhile, in the relational social deixis the researcher found that the top three most showed-up in the data are Speaker and Addressee mentioned 11 times, Speaker and Referent mentioned 5 times, and Speaker and Setting mentioned 3 times.

The second conclusion will be explained below in order to answer the second research question related to the functions of each social deixis that is found in the movie. The result shows that the functions of each utterance in the data by using the social dimension theory are: (1) the utterances that function to portray the *Social Distance: Intimate* are mentioned 12 times and the *Social Distance: Distant* is mentioned 1 times. (2) The utterances that function in order to show social status among the speech participants are *Social Status: Superior* are mentioned 7 times and *Social Status: Subordinate* is mentioned 1 times. (3) The utterances that function to portray *Formality Scale: Formal* are 2 times and *Formality Scale: Informal* is mentioned 1 times. Last, (4) The utterances that function to portray *Two Functional Scale* that consist of *Referential* (how much information that is shared in the conversation) and *Affective* (how someone feel about the topic). The analysis shows that the most showed-up category is *High*

*Information Content* that are mentioned 4 times in the data. Meanwhile, the researcher found none for the *Low Information Content* category. Moreover, for the *High Affective Content* and *Low Affective Content* both are mentioned 2 times in the data.

Therefore, all the deictic that can be found in the *Dracula Untold* movie cannot be categorized as one specific category, whether applied in the social deixis part or applied in the social dimension part. It occurs because the characteristic of deictic itself tends to be fluid. The categorizations/classifications of each data are placed according to the following requirements, they are: social construction, closeness between the speech participants, situations during the conversations and the information that is brought.

#### **4.2 Suggestions**

There are several suggestions that the researcher wants to share with the readers. First, the researcher realizes that there are many things which the reader may investigate and analyze from this theory or object more complete and detail. The researcher suggests to investigate the object which is *Dracula Untold* movie using other linguistics theory. Second, the researcher suggests to use another discourse deixis in the next research. It will help to broaden the analysis toward the movie, especially with the discourse study.

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