Deixis in Garuda Indonesia's Advertisement: "Garuda Indonesia For A Better Life"

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Abstract: *This study looks at the deixis used in the commercial "Garuda Indonesia For A Better Life," emphasizing how it works and how it affects the story. In advertising, deixis, a basic language characteristic, is vital in determining meaning and audience involvement. The study classifies and examines the personal, geographical, and temporal deixis used in advertising using Yule's deixis paradigm. To investigate how deixis creates meaning, encourages emotional connection, and strengthens the commercial's persuasive appeals court, data were gathered through document examination of the advertisement text using a descriptive qualitative technique. The results show that first-person deixis is more common, which has consequences for our comprehension of customer behavior and the efficacy of advertising tactics.*

Keywords:*Advertisement; Deixis; Garuda Indonesia*

Abstrak: Penelitian ini melihat deiksis yang digunakan dalam iklan "Garuda Indonesia For A Better Life," dengan menekankan pada bagaimana deiksis tersebut bekerja dan bagaimana deiksis tersebut mempengaruhi cerita. Dalam iklan, deiksis, sebuah karakteristik bahasa dasar, sangat penting dalam menentukan makna dan keterlibatan audiens. Penelitian ini mengklasifikasikan dan meneliti deiksis personal, geografis, dan temporal yang digunakan dalam iklan dengan menggunakan paradigma deiksis Yule. Untuk menyelidiki bagaimana deiksis menciptakan makna, mendorong hubungan emosional, dan memperkuat daya tarik persuasif iklan, data dikumpulkan melalui pemeriksaan dokumen teks iklan dengan menggunakan teknik kualitatif deskriptif. Hasil penelitian menunjukkan bahwa deiksis orang pertama lebih sering digunakan, yang memiliki konsekuensi terhadap pemahaman kita tentang perilaku pelanggan dan keefektifan taktik periklanan.

Kata Kunci: Deiksis; Garuda Indonesia; Iklan

I. INTRODUCTION

One fundamental language feature called deixis is important in determining the meaning and effect of advertising. In "Garuda Indonesia For A Better Life," an advertisement by Garuda Indonesia, deixis is used to craft a strong and poignant message that appeals to the target demographic. The purpose of this research is to examine the application of deixis throughout this advertisement, with an emphasis on how it advances the main idea and builds an emotional bond with the audience.

Garuda Indonesia, as one of the contributors to air pollution, shows its awareness and goodwill to improve by trying to minimize air pollution that can have an impact on the destruction of the earth's ozone layer. In addition, Garuda Indonesia creates advertisements that aim to make people feel good about using their services and raise awareness of the importance of air quality for the survival of the next generation. Garuda Indonesia's proactive measures to address the negative impacts of its activities include efforts to engage the public in environmental awareness movements. The airline's advertisement "Garuda Indonesia For A

Better Life" advertisement effectively communicates its commitment to providing a better travel experience. This advertisement uses a lot of deixis—personal, spatial, and temporal deixis. The narrative conveyed by these deixes is intentionally designed to evoke sentiments of comfort, safety, and elegance—all essential attributes of the Garuda Indonesia brand.

Prior research has exhibited the importance of deixis in advertising, emphasizing its function in shaping customer attitudes and actions. For example, studies on deixis in e-commerce ads have demonstrated that location deixis may be used to effectively sell goods and services by giving customers a feeling of familiarity and closeness. Analogously, research on deixis in taglines has underscored the significance of socio-cultural in the field of semiotics in comprehending the intent and influence of advertisement.

The goal of this research aims to lead to an improved comprehension of the linguistic along with semiotic mechanisms that underpin effective advertisements through analyzing the use of deixis in the Garuda Indonesia advertisement and implementing Yule's theory of deixis to offer an extensive study of the types of deixis used throughout the advertisement and how they effect on the entire message and feelings of attachment with the viewers. The practical recommendations for advertisers and marketers looking to create compelling and effective advertisements that are connected with the audience they are targeting will also be provided by the results of this study.

2. METHOD

The usage of deixis in one of Garuda Indonesia's advertisements is investigated in this study through the use of a descriptive qualitative approach. Hancock (2002) asserts that qualitative research uses non-numerical data—such as notes, views, and feelings—to assist explain social phenomena, whereas Creswell (2014) points out that descriptive research seeks to offer thorough explanations without changing any factors. By examining verbal and nonverbal clues, this study seeks to shed light on the deixis expressions used in the chosen commercials and explain how they engage and communicate with the intended audience. The categories of deixis (personal, spatial, and temporal) by Yule through a systematic study of the advertisement will be the source of data. The findings will be addressed to emphasize the function of deixis in Garuda Indonesia advertisements.

The data source is taken from Garuda Indonesia's official YouTube channel. This advertisement video was posted on August 17, 2023, with a duration of 1 minute 30 seconds. This advertisement was chosen because it has a long enough duration, making it possible to

obtain a lot of deixis data. In addition, this advertisement has the advantage of adding public awareness about the importance of using renewable energy for a better earth.

Data collection in this study used the document review technique. The data collection process was carried out with the following steps:

1. The author searched for advertisements by typing the keyword "Garuda Indonesia advertisement"

2. The author watched an advertising video taken from Garuda Indonesia's official YouTube channel, posted on August 17, 2023, with a duration of 1 minute 30 seconds entitled "Garuda Indonesia for a better Earth".

3. After watching the video, the author transcribed the entire content of the advertising video into text and translated it. The transcription process was done in detail to ensure that all verbal and non-verbal elements in the advertisement were well recorded in text form.

4. The transcribed text was then analyzed to identify and understand the use of deixis. The author analyzes the types of deixis according to Yule (1996) such as personal, temporal, and spatial deixis that appear in advertisements.

This study involved a structured series of data analysis steps. First, a data identification step was conducted to determine the amount and type of data available from the data sources. This step is crucial to ensure the completeness and relevance of the data to be analyzed. Second, the data analysis process was carried out with the aim of categorizing and exploring the data according to the types of deixis identified in the advertising texts. This analysis allows the researcher to explore the use of deixis in depth within the relevant context. Finally, the discussion stage involves evaluating and calculating the amount of data collected from data sources, as well as presenting the results of the analysis that has been carried out to gain a deeper understanding of the phenomenon under study.

3. FINDINGS AND DISCUSSION

This research is based on Yule's (1996) framework on deixis, namely person deixis (first person deixis, second person deixis, third person deixis), place deixis, and time deixis, and has found some data from the deixis classification. the following are the findings:

1. Person Deixis

a. First Person Deixis

In first-person deixis, several data were found using "I", "me", "our", "us"

– *"Our earth is sick"*

Analysis: The deixis "our" is used to indicate that the earth is sick, and is a shared responsibility.

- *"...it's like I'm having a fever..."*

Analysis: the use of "I'm" here to draw the audience's sympathy to the speaker so that the audience feels sympathy or even begins to have awareness about the current air quality conditions.

- *"...I'm coughing..."*

    Analysis: the use of "I'm" here is also to draw the audience's sympathy to the speaker

- *"...even though I can't feel it yet..."*

    Analysis: the use of "I" refers to the speaker's personal experience that has not yet been fully felt, showing hope and optimism despite uncertainties

- *"...if I were to start first, what I can must be diligent... "*

    Analysis: The usage of "I" speaks directly to the speaker, indicating perspective and personal involvement in commencing an action. The phrase "I can" emphasizes the speaker's self-confidence in his or her capacity to act conscientiously.

- *"...we can help make our earth healthier for us... "*

    Analysis: The word "we" emphasizes the collaborative effort between the audience and the speaker, indicating that the effort to make the presenter more healthy is a collective effort. However, the phrase "us" emphasizes that the benefits of this practice will be felt *by all people, including viewers and*

- *"…but Mom says I don't need to worry…"*

    Analysis: The word "I" is suggested by "mom" that don't need to worry

- *"...this way we can change the future..."*

    Analysis: The word "we" is contains a call to change the future

b. Second Person Deixis

In the second person deixis, there is no data is found. But, deixis "We", "our", and "us" implicitly show "you" indirectly because it includes the speaker and the audience

c. Third Person Deixi

In the third person, several data were found, as follows:

- *"...the sky is pale, not blue like before. "*

Analysis: This is a description of the general state (third person) of the discolored sky. The use of "the sky" indicates a reference to an object outside the speaker and listener, i.e. the sky in general.

- *"...but Mom says I don't need to worry…"*

  Analysis: The mention of "Mom" is a reference to the third person, the speaker's mother. It shows that the speaker is recounting the words or advice given by her mother.

- *"...everyone is trying to heal the earth again as before…"*

  The use of "everyone" is a reference to the third person, including all people or all parties who are trying to restore the earth as before.

- *"...it turns out that from car plants to planes…"*

  Analysis: This phrase refers to the general statement (third person) that from car plants to planes, everything is described without the direct involvement of the speaker or listener.

- *"...so that we can help make our earth healthier for us and younger siblings in the next generation…"*

  Analysis: This expression refers to younger siblings or the next generation in general (third person), showing hope and optimism for a healthier earth for the younger generation from the speaker and the audience.

2. Spatial Deixis

   Several data were found in spatial deixis:

   - *"Especially when there's a lot of smoke in big cities…"*

     Analysis: in big cities" implies a specific spatial location (cities), pointing to a specific location where smoke is widespread.

   - *"...it turns out that from car plants to planes…"*

     Analysis: "From car plants to planes" refers to a variety of locations (car plants and planes), showing an assortment of places that engage in environmentally conscious procedures.

3. Time Deixis

   Several data were found in time deixis:

   - *"...not blue like before."*
   - *"...everyone is trying to heal the earth again as before…"*
   - *"...So it's better than now, not just for me but for everyone…"*

Analysis: When the word "before" is used frequently, it suggests a contrast between the current condition and a temporal reference to a prior state or period. In "Better than now," the contrast between "now" and "before" denotes an analogy between the current situation and a desired or past state, providing a chronological context on changes in the environment.

From this comprehensive analysis, we can conclude that the first-person deixis data was the most dominant form found in the materials examined. This suggests a strong emphasis on the speaker's perspective, experiences, and associations within the overall communicative context. The lack of second-person deixis may indicate a more monologic or impersonal mode of discourse, while the presence of third-person, spatial, and temporal deixis helps to establish the broader contextual framework.

This thorough study that the most prevalent type of the materials looked at was first-person deixis data. This implies that the speaker's viewpoint, experiences, and associations are highly valued within the larger communication framework. While the inclusion of third-person, geographical, and temporal deixis contributes to the establishment of the larger contextual framework, the absence of second-person deixis may suggest a more monologic or impersonal style of speech. This thorough deixis analysis offers insightful information on the underlying dynamics and communication techniques used in the items under examination.

CONCLUSION

To sum up, this study advances our knowledge of how deixis works as a persuasive technique in advertising, especially when it comes to raising consumer involvement and environmental awareness. The knowledge acquired has applications for marketers and advertisers who want to create messages that captivate their target markets and encourage awareness of and dedication to sustainable practices and the welfare of society. Advertisers may improve the efficacy of their ads, encourage good behavioral changes, and contribute to a more environmentally friendly future by utilizing deixis successfully.

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