

ABSTRAK

Skripsi ini berjudul "Deiksis dalam Film *Barbie*: Studi Pragmatik". Penelitian ini bertujuan untuk mengidentifikasi makna leksikal dan gramatikal dalam lima jenis deiksis, yaitu deiksis persona, waktu, tempat, wacana, dan sosial, serta menganalisis maknanya dalam ujaran yang terdapat dalam film *Barbie*. Metode penelitian yang digunakan adalah analisis deskriptif. Data penelitian diperoleh dari ujaran dalam film *Barbie*, yang kemudian dianalisis menggunakan teori Levinson (2017), Djajasudarma (2021), serta Yule (2018). Hasil penelitian menunjukkan bahwa dari 30 ujaran yang dianalisis, terdapat lima jenis deiksis dengan persentase sebagai deiksis persona sebanyak 10 ujaran (33,3%), meliputi 10 makna gramatikal; deiksis waktu sebanyak 5 ujaran (16,7%), meliputi 5 makna gramatikal; deiksis tempat sebanyak 5 ujaran (16,7%), meliputi 1 makna leksikal dan 4 makna gramatikal; deiksis wacana sebanyak 5 ujaran (16,7%), meliputi 3 makna leksikal dan 2 gramatikal; dan deiksis sosial sebanyak 5 ujaran (16,7%), meliputi 3 makna leksikal dan 2 gramatikal. Penelitian ini menunjukkan bahwa deiksis persona merupakan jenis deiksis yang paling dominan dalam film *Barbie*, yang mencerminkan interaksi dan identitas karakter dalam alur cerita.

kata kunci: studi pragmatik, deiksis, makna, leksikal, gramatikal.

ABSTRACT

This thesis is entitled "Deixis in the Barbie Movie: A Pragmatic Study." This research aims to identify the lexical and grammatical meanings in five types of deixis personal, temporal, spatial, discourse, and social—and analyze their meanings in the utterances found in the Barbie movie. The research method used is descriptive analysis. The research data were obtained from the utterances in the Barbie movie, which were then analyzed using the theories of Levinson (2017), Djajasudarma (2021), and Yule (1976). The results show that out of 30 analyzed utterances, five types of deixis were identified with the following percentages: personal deixis appeared in 10 utterances (33.3%), all with grammatical meaning; temporal deixis appeared in 5 utterances (16.7%), all with grammatical meaning; spatial deixis appeared in 5 utterances (16.7%), consisting of 1 lexical meaning and 4 grammatical meanings; discourse deixis appeared in 5 utterances (16.7%), consisting of 3 lexical meanings and 2 grammatical meanings; and social deixis appeared in 5 utterances (16.7%), consisting of 3 lexical meanings and 2 grammatical meanings. This study indicates that personal deixis is the most dominant type of deixis in the Barbie movie, reflecting the interaction and identity of the characters within the storyline.

keywords: pragmatic study, deixis, meaning, lexical, grammatical.