A Deixis Study of President Prabowo Subianto's Speech at The Inauguration of President and Vice President of the Republic Indonesia 2024-2029

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Abstract

The study aims to examine the use of deixis in President Prabowo Subianto's speech at the inauguration ceremony of the President and Vice President 2024-2029. The research uses descriptive qualitative approach with document analysis method. The data are collected from official speech transcripts and analyzed based on deixis categories proposed by Levinson, namely personal deixis, temporal deixis, locational deixis, social deixis, and discourse deixis. The results of the research are (1) Deixis that appear in President Prabowo Subianto's speech are personal deixis, temporal deixis, locational deixis, social deixis and discourse deixis. (2) The Dominant use of deixis types in this speech is dominated by personal deixis *"kita"*. Personal deixis such as *"kita"* and *"saya"* are used to build a sense of togetherness and solidarity between the president and the Indonesian people. (3) Deixis function in this speech has an important function to build a strong social relationship between the president and the people through the use of personal and social deixis, mark the moment of inauguration that happened on the day and create an impression of the importance of the event through temporal deixis, convey the president's political and social goals, as well as hopes for the future of Indonesia through locational and discourse deixis.

Keywords: Deixis, Pragmatics, Prabowo Subianto's Speech, Inauguration of the president and vice president of Indonesia

Abstrak

Penelitian ini bertujuan untuk mengkaji penggunaan deiksis dalam pidato Presiden Prabowo Subianto pada acara pelantikan Presiden dan Wakil Presiden 2024-2029. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode analisis dokumen. Data dikumpulkan dari transkrip pidato resmi dan dianalisis berdasarkan kategori deiksis yang dikemukakan oleh Levinson, yaitu deiksis personal, deiksis temporal, deiksis lokasional, deiksis sosial, dan deiksis wacana. Hasil dari penelitian ini adalah (1) Deiksis yang muncul dalam pidato Presiden Prabowo Subianto adalah deiksis personal, deiksis temporal, deiksis lokasional, deiksis sosial, dan deiksis wacana. (2) Penggunaan jenis deiksis yang dominan dalam pidato ini didominasi oleh deiksis persona "kita". Deiksis personal seperti "kita" and "saya" digunakan untuk membangun rasa kebersamaan dan solidaritas antara presiden dengan rakyat Indonesia. (3) Fungsi deiksis dalam pidato ini memiliki fungsi penting untuk membangun hubungan sosial yang kuat antara presiden dengan rakyat melalui penggunaan deiksis personal dan sosial, menandai momen pelantikan yang terjadi pada hari itu dan menciptakan kesan pentingnya acara tersebut melalui deiksis temporal, menyampaikan tujuan politik dan sosial presiden, serta harapan terhadap masa depan Indonesia melalui deiksis lokasional dan wacana.

Kata kunci: Deiksis, Pragmatik, Pidato Prabowo Subianto, Pelantikan presiden dan wakil presiden RI

I. INTRODUCTION

The presidential inauguration speech is a form of communication that has symbolic and pragmatic power. The president's speech during the inauguration is a very important moment because the content of the speech is a reflection of the president's vision and mission and will be a reference for the formation of public opinion (Maryanah, 2025).

In official speeches, the use of language not only serves to convey information, but also to build an image, create an emotional connection with the audience, and convey profound political messages. Political speeches have a significant role for influencing public opinion, especially when they are combined with religious discourse (Safi'i, 2025) Speech is a powerful tool for gaining public support, each speech includes sets of words that vary systematically depending on to whom, where, and when they are being addressed and used. The listeners or audience of the Speech are essential to know the message conveyed by the speaker (Manik et al., 2023).

One important aspect that can be analyzed in this kind of speech is deixis, which is a language element whose meaning depends on the context of a particular situation (such as place, time, and participants).

Deixis becomes very relevant in President Prabowo Subianto's inaugural speech at the inauguration ceremony of the president and vice president of the Republic of Indonesia, where the meaning of a word or phrase can change depending on who is speaking, to whom, where, and when the conversation takes place.

Thus, the analysis of deixis in Prabowo Subianto's speech delivered at the inauguration of the President and Vice President of the Republic of Indonesia on 20 October 2024 is very important to analyze how language is used to create social relations between the president and the people, as well as how political messages are conveyed subtly through the right choice of words.

In line with that deixis the contextual speech discussed in pragmatics, was important for oral communication, it served an important function in resolving confusion, different meaning, ambiguity and misunderstanding about the meaning of an utterance (Dewi et al., 2023).

Deixis as linguistic phenomenon that points to the relationship between language elements and the context of the communication situation. The deixis is also a specific area of study within pragmatics that deals with the use of language to refer to something in a particular context (Nouval, 2024). In linguistics, there was a discipline exploring the relationship between the external environment and the meaning of speech based on situation or context. It was called as pragmatics (Arbi, 2023).

The most basic linguistic science related to speech utterances is the discussion of deixis. Speakers often use it both in spoken and written language, but they do not know the words or terms to call it in linguistics. The term deixis is found in the study of semantics and pragmatics. Studying deixis means studying one aspect of natural language that requires reference to know (at least) who the speaker is and who the listener is, the place and time of speaking where the deictic terms are used (Jupriaman et al., 2023)

in the other hand, in pragmatic studies, deixis refers to words or expressions whose meaning can only be understood if seen in a certain context, such as the context of time, place, or speaker. In other words, deixis is a word that only has meaning when it is associated with the situation of the conversation or discourse that occurs.

Additionally, deixis is the concept that captures the relationship between the language form and the context in the most evident and direct manner (Levinson, 1983) According to Levinson deixis is divided into five main types, namely (1) Personal Deixis, this deixis is used to point to people or participants in the conversation. Words such as I, you, he, she, they, and the like fall into this category. Personal deixis shows who is speaking (I), who is being spoken to (you), and who is being talked about (he/she). (2) Temporal Deixis, temporal deixis refers to the time or moment of the conversation or event. Words like now, yesterday, tomorrow, then are examples of temporal deixis that show when the event occurred. (3) Locational Deixis, The deixis refers to the place or location of the conversation. Words like here, there, over there, here are examples of locational deixis. (4) Discourse Deixis, Discourse deixis refers to references that refer to other parts in the discourse or text. Words like previous, next, above, below are examples of discourse deixis that direct the listener to the previous or next information. (5) Social Deixis, Social deixis points to the social relationship between the speaker and the listener. This can be seen in the choice of words such as you (formal), you (informal), or the use of titles such as Mr., Mrs., which reflect social status or position in communication.

Pragmatics is a branch of linguistics that studies the relationship between language and its context. As a field of study, pragmatics has grown very considerably over the last thirty years or so. Traditionally, linguists were mainly concerned with an analysis of language structure at the levels of phonology, morphology, and syntax, but with the pragmatic, as such it covered performance phenomena that could not be handled at the traditional levels of linguistic description, such as speech acts, conversational implicature, deixis, and politeness, but also the structure of con versations (Jucker, 2017).

One of the figures who made a major contribution to the study of pragmatics is Stephen C. Levinson. According to (Levinson, 1983) deixis analysis is an integral part of pragmatics because deixis is highly dependent on the context of the communication situation. In this case, context is the key to understanding the meaning of an utterance. In addition, in frame of semantics theory explains that understanding deixis must also involve the cognitive framework used by speakers and listeners in interaction. That is, deixis not only shows the relationship between elements in conversation, but also reflects the mental perception of the situation being discussed.

One of the crucial disciplines that examines how language meanings are expressed is pragmatics (Manik et al., 2023). There are a number of words in the study of pragmatics that are categorized as deixis, which words make an utterance become interpreted to the context, such as who is speaking, where they are speaking, and when they are speaking (Levinson, 1983)

The pragmatic study of the deixis category was inspired by the inauguration speech of Prabowo Subianto and Gibran Rakabuming Raka who were declared winners in the 2024 Indonesian Presidential Election by the General Election Commission, and then the inauguration of the President and Vice President of the Republic of Indonesia for the 2024-2029 term was held by the People's Consultative Assembly/MPR.

As after the tradition of presidential inauguration in Indonesia and around the world, the president delivered a speech. The presidential inauguration speech is highly anticipated by various parties because the content of the speech will provide an overview of the president's policies during his term of office and raise

a variety of public opinions of the Indonesian people and world friends (Maryanah, 2025).

The speech of President Prabowo Subianto in the inauguration of the President Prabowo Subianto and Gibran Rakabuming Raka as Vice President of the Republic of Indonesia for the period 2024-2029 was chosen as the object of this research because the activity was relevant to the current conditions and situation in Indonesia and in this event, there were many implied meanings from the first Presidents speech of Prabowo Subianto.

In the context of President Prabowo Subianto's speech, deixis plays a very important role in building social relations between the speaker and the audience, as well as in conveying political messages. The right choice of words, especially in the context of deixis, can help create a self-image, garner support from the audience, as well as deliver a more persuasive political message.

In the presidential inauguration speech, the use of personal deixis such as "we" can be used to build a sense of togetherness between the president and the people. Meanwhile, temporal and locational deixis can be used to direct it to a specific moment, such as the inauguration that happened on that day, or a vision of the future time.

The researcher chose the trend study topic and trend phenomena above happen in Indonesia namely the inauguration of the President Prabowo Subianto and Gibran Rakabuming Raka as Vice President of the Republic of Indonesia for the period 2024-2029 is because the issue is very trending and viral, becoming a conversation and discussion among Indonesian people who are concerning the part of the political contestation to become President of the Republic of Indonesia. That is why this tren issue is need to study and conduct a research related with the deixis occurred in Prabowo Subianto Speech and it is new phenomena and

expected to find new novelty of linguistic as the new contribution to the linguistic field.

Previous researchers had conducted relevant studies on this study to add experience, knowledge, scientific insight, research gaps that have been done before. This research is still very relevant because the study has been carried out by previous researchers by (1) Maryanah (2025) with topic of *Analisis Pidato Presiden Prabowo: Jalan Panjang Pemberantasan Korupsi di Indonesia"*, (2) Syafi'i (2025) related with deixis in Prabowo's Religious-Themed Speeches: A Pragmatic Analysis, The findings of this study reveal a consistent use of inclusive person deixis (e.g., *"kita"),* spatial deixis that connects the audience in shared spaces, and temporal deixis that expresses urgency and collective momentum. Social deixis reflects politeness norms and cultural hierarchy in Indonesia, while discourse deixis ensures cohesion and rhetorical clarity. The implications suggest that deictic analysis offers an influential perspective for understanding the interaction of language, religion, and politics in Indonesian public discourse, (3) Nouval et al (2024) dicusses about an Analysis Deixis Of President Barack Obama's Farewell Address In Nbc News, Deixis can be used to influence audiences or readers in a variety of ways, including in order to establish identity, build emotional connections, or influence views and attitudes. The results of the study show that Obama often uses the word "we" because Obama wants his audience to receive information and influence Americans with his words. The most dominant spatial data that appears is America, (4) Solikah et al (2024) studies about *Deiksis Sebagai Peranti Pelacak Sistem Retorika Dalam Ceramah Ustaz Khalid Basalamah*, The results show that persona deixis is used 396 times, spatial deixis 11 times, and temporal deixis 9 times (Solikah, Suhartono, 2024), (5)

Dewi (2023) in her study about a Deixis Analysis In Joko Widodo's Speech On The Closing G20 Summit the finding shows that among 47 of deixis used, person deixis was 25, temporal deixis 3, social deixis 14, and discourse deixis 5. Person deixis "I" was found to be the most dominant in the speech, which indeed conclude that President Joko Widodo showed himself the the holder of the mandate for holding the G20 Summit in Indonesia, (6) Arbi (2023) with Analysis of Deixis Types in Joko Widodo's Speech: A Pragmatic Linguistics Study, The study's conclusions can be applied to language instruction, communication training, and giving public speakers advice on how to use deixis effectively. Future research directions can look at differences in deixis usage in various circumstances or comparison analysis with other political speeches, (7) Jupriaman et al (2023) discusses about Deixis Analysis in Indonesian Politic on social media (A Case Study in Mata Najwa 3 Bacapres Talk Ideas in Najwa Shihab YouTube Channel), The results of his research were demonstrative deixis, deixis of possessive/pronoun, deixis of circumstances of place and circumstances of time. The most frequently used deixis is possessive / pronoun deixis and the function deixis in the clause based on systemic functional linguistic realized as deictic in ideational function to specify nominal group and in textual function as reference, (8) Manik (2023) Deixis Study in Speech Text of President Joko Widodo on Independence Day, the finding is President Joko Widodo's speech text analysis on Independence Day reveals five different types of deixis. According to the analysis, social deixis is the most frequently used. (9) (Ritonga, 2023) Person Deixis in Joko Widodo's Speech: A Pragmatic Analysis, the results of data analysis indicate that in the speech of President Joko Widodo, there were 101 utterances that contained deixis. In

addition, there are 5 types of deixis found in this study, namely; person, place, time, discourse and social deixis, (9) (Simamora & Suryani, 2022) A Pragmatic Study on Deixis Analysis in President Jokowi's State Speech, The results of this study are that in Jokowi's speech, there consists all five types of deixis but the most dominantly used is personal deixis. (10) Luhulima's researh about exist of Joe Biden's Speech On "The Covid-19 Vaccination Program And The Effort To Defeat Covid-19 Globally" (2021), as a result, it was found that the five types of deixis, namely person, place, time, discourse, and social deixis were all used in Joe Biden's speech by referring to different objects (Luhulima et al., 2022).

Through this study, it is expected to find out the deixis types use in the speech, how deixis functions in creating meaning, building political communication, and improving more effective communication.

Based on this background above this study is formulated on (1) what types of deixis are used in the inauguration speech of President Prabowo Subianto and Vice President Gibran Rakabuming Raka? (2) Which deixis is most dominantly used in the speech? and (3) What are the functions and meanings of the use of deixis in the President's speech at the inauguration?

II. RESEARCH METHODOLOGY

The type of research is descriptive qualitative research (Miles, Huberman, 2014). This research aims to describe and analyze the use of deixis in the inauguration speech of President Prabowo Subianto and Vice President Gibran Rakabuming Raka on 20 October 2024. The qualitative approach is used because this research focuses on understanding the meaning and function of the use of deixis in a particular context, namely President Prabowo Subianto's inaugural speech at the inauguration of the President and Vice President.

The data used is in the form of speech texts that are analyzed in depth to understand how deixis plays a role in the President's political communication. The data source in this research is the text of President Prabowo Subianto's speech delivered at the inauguration of the President and Vice President of the Republic of Indonesia 2024-2029 at the MPR/DPR Building on October 20, 2024 (Prabowo Subianto, 2024). The speech text will be used as the main data that will be analyzed using deixis theory.

The data collection technique used in this research is documentation study, which includes the following steps (1) Speech Text Collection: Collecting President Prabowo Subianto's speech texts from reliable sources, such as official transcripts published by the government.
(2) Data Recording: Copying the complete speech texts for in-depth analysis. (3) Categorization: Identifying parts of the text that contain deixis by marking words or phrases that show personal, temporal, locational, social, and discourse deixis references.

III. RESULTS AND DISCUSSION

The results of the analysis on the use of deixis in President Prabowo Subianto's speech at the inauguration of the President and Vice President of Indonesia 2024- 2029 are presented based on the deixis classification that has been identified. The data used is the full transcript of the speech delivered by President Prabowo Subianto on October 20, 2024.

Figure 1. President Prabowo Subianto when delivering first speech at the inauguration of the President and Vice President of the Republic of Indonesia, on October 20, 2024

From the results of the study, it was found that the deixis that appeared and used by President Prabowo Subianto when delivering the first speech at the inauguration were 385 deixis consisting of 319 personal deixis, 35 temporal deixis, 13 locational deixis, 8 social deixis and 10 discourse deixis. The 319 personal deixis that appears consists of *"kita"*: 256, *"Saya"* : 23, *Mereka* : 19, *Kami* : 8, *Dia* : 6, *Anda* : 7 so that the resulting deixis personalia which is dominantly used is the word "*kita*". The results and discussion can be seen as table follow:

Table 1: Deixis types appears in President Prabowo Subianto's speech in inauguration of President and vice President of Republic Indonesia 2024-2029

No	Deixis Types	Number
1	Personal Deixis	319
2	Temporal Deixis	35
3	Locational Deixis	13
4	Social Deixis	8
5	Discourse Deixis	10
	Total	385

1. Personal Deixis

Personalia deixis is a type of deixis that refers to the speaker, listener, or the party being discussed. In this speech, some of the words included in personal deixis include: *kita, saya, kami, mereka, dia, beliau, anda*. Frequency of use: There are 319 uses of personal deixis in the speech. The example text is as follows:

*"**Saya** sudah katakan, kita harus berani menghadapi dan memberantas korupsi dengan perbaikan sistem, dengan penegakan hukum yang tegas…"*

*"**Kita** percaya dan **kita** yakin, **kita** akan punya kekuatan untuk bisa menghilangkan kemiskinan dari bumi Indonesia…"*

*"**Kami** akan menjalankan kepemimpinan pemerintah Republik Indonesia,*

kepemimpinan negara dan bangsa Indonesia dengan tulus, dengan mengutamakan kepentingan seluruh rakyat Indonesia…"

Function: The use of this personal deixis serves to build a sense of togetherness and solidarity between the president and the people of Indonesia. The word **"saya"** is used to show the president's position as a responsible leader, while the words **"kita"** and **"kami"** show togetherness and collaboration between the government and the people.

2. Temporal Deixis

Temporal deixis refers to the time or moment of the conversation. In this speech, words such as **sekarang, hari ini, ke depan**, and **tahun ini** are widely used. Frequency of Use: There are 35 uses of temporal deixis in the speech as follows:

"Hari ini *kita mendapat kehormatan yang sangat besar pada acara Pelantikan Presiden dan Wakil Presiden Republik Indonesia.* **Hari ini** *kita dihadiri 19 kepala negara dan kepala pemerintahan, serta 15 utusan khusus negara-negara sahabat lainnya…"*

"Sekarang *saya mengajak Saudara-saudara terutama untuk unsur pimpinan dari kalangan, dari kalangan cendekiawan, dari kalangan ulama, dari kalangan pengusaha, dari kalangan pemimpin politik, dari kalangan pemuda dan mahasiswa, mari kita berani menghadapi tantangan-tantangan tersebut…"*

"Ke depan, *kita akan menghadapai tantangan besar..."*

Function: Temporal deixis is used to mark important moments, such as the presidential inauguration happening on that day, as well as to refer to the future, creating optimism and new hope for the Indonesian people.

3. Locational Deixis

Locational deixis refers to the place or location in the conversation. In this speech, the most frequently occurring locational deixis are words like **ini, itu, disini, kesini,** and **disana** in our homeland. Frequency of use: There are 35 uses of locational deixis.

"…kita masih diberi kesehatan dapat hadir di majelis yang baik **ini…"**

"Mereka datang **kesini** *untuk menghormati bangsa dan rakyat Indonesia…"*

"Saya ucapkan penghargaan terima kasih yang setinggi-tingginya kepada semua kepala pemerintah, kepala negara, dan perwakilan negara-negara sahabat yang hadir **di sini***."*

Function: the use of locational deixis serves to emphasize the closeness between the president and the people of Indonesia. The words **ini, itu, disini, kesini,** and **disana** give the impression that the speech was delivered directly in front of the people and the audience who were present at the place where the inauguration ceremony was held, namely at the MPR RI building.

4. Social Deixis

Social deixis shows the social relationship between the speaker and the listener, especially in formal contexts. Words such as *bapak/ibu, anda, saudara-saudara* and the use of the title president are examples of social deixis found in this speech. Frequency of use: Tthere are 8 uses of social deixis in the speech.

*"**Bapak/Ibu** yang saya hormati..."*

*"**Anda** sebagai bagian dari bangsa ini..."*

"Saudara-saudara *sekalian, akhir kata saya mohon doa restu* **Saudara-saudara**. *Mari kita bangun Indonesia di atas*

landasan yang sudah dirintis oleh pendahulu-pendahulu kita"

Function: Social deixis is used to create a formal and respectful relationship between the president and the audience, and to show the president's position as the leader of the country who gives respect to the people.

5. Discourse Deixis

Discourse deixis refers to references that relate to other parts of the discourse or text. Words like *sebelumnya, sesudahnya, hal ini, hal itu, karena itu, peristiwa itu* etc and in this speech are often used. Frequency of use: there are 10 uses of discourse deixis in the speech.

"Hal ini menunjukkan bahwa indonesia mendapat perhatian dan penghormatan dari dunia"

"Karena itu, atas nama seluruh bangsa dan rakyat Indonesia saya ucapkan penghargaan terima kasih yang setinggi-tingginya kepada semua kepala pemerintah, kepala negara, dan perwakilan negara-negara sahabat yang hadir di sini"

"Peristiwa ini adalah tonggak sejarah penting bagi bangsa kita"

Function: discourse deixis serves to connect parts of the speech, provide continuity in the delivery of the message, and help the audience follow the flow of the speech easily.

From the results and discussion above, it can be explained that personal deixis is the most dominant types of deixis used in this speech. Personal deixis is used to build a close relationship with the audience and create an impression of solidarity between the president and the people. Meanwhile, temporal deixis is widely used to emphasize the importance of the inauguration moment and to direct the view to the future. Overall, the use of

deixis in President Prabowo Subianto's speech serves to (1) Build a strong social relationship between the president and the people through the use of personal and social deixis. (2) Mark an important moment in Indonesia's history through temporal deixis that refer to the ongoing inauguration and the future of the country. (3) Providing clear direction on political and social goals through locational and discourse deixis, which describe the president's position in the conversation as well as hopes for the future of Indonesia. (4) Improving audience understanding by using discourse deixis that helps connecting different parts of the speech.

The use of deixis in this speech is not only reflects the rhetorical techniques used by President Prabowo Subianto, but also shows how deixis plays a role in political communication to achieve certain goals. For example, the use of the words *"saya"* and *"kita"* reinforces the impression that the president sees himself as part of the Indonesian people, while temporal deixis such as forward signifies a focus on a better future. This is an effective communication strategy to build and gain support and active participation from the Indonesian people.

IV. CONCLUSION

Based on the results of the deixis analysis conducted on President Prabowo Subianto's speech at the inauguration of the President and vice President of the Republic of Indonesia for the 2024-2029 period, it can be concluded that (1) Deixis that appear in President Prabowo Subianto's speech are personal deixis, temporal deixis, locational deixis, social deixis and discourse deixis, (2) The Dominant use of deixis types in this speech is dominated by personal deixis *"kita"*. The personal deixis such as *"saya"* and *"kita"* are used to build a sense of togetherness and solidarity between the president and the Indonesian people. (3) Deixis function in this speech

has an important function to build a strong social relationship between the president and the people through the use of personal and social deixis, mark the moment of inauguration that happened on that day and create an impression of the importance of the event through temporal deixis, convey the president's political and social goals, as well as hopes for the future of Indonesia through locational and discourse deixis. The conclusion of these finding shows that deixis plays an important role in building the image, meaning, and pragmatic relationship between the President and the community.

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