

## AN ANALYSIS DEIXIS OF PRESIDENT BARACK OBAMA'S FAREWELL ADDRESS IN NBC NEWS

*ANALISIS DEIKSIS PIDATO PERPISAHAN PREDISEN BARACK OBAMA DI NBC NEWS*

**Moh. Javier Arifian Nouval<sup>1</sup>, Insan Aji Utama<sup>2</sup>, Muhammad Ilham Abdillah<sup>3</sup>,  
Dzulfiqar Faisa Mahendra<sup>4</sup>, Salma Salsabila<sup>5</sup>, Malikstul Laila<sup>6\*</sup>**

<sup>1,2,3,4,5,6</sup>Universitas Muhammadiyah Surakarta

\*Corresponding Author: mal201@ums.ac.id

Article History:

**Posted:** 19/7/2023; **Revised:** 3/11/2023; **Accepted:** 26/12/2023

### **Abstract**

*This research discusses the deixis that appeared in President Barack Obama's farewell speech on NBC News on January 10, 2017 in Chicago. The Farewell Address focused on key themes such as democracy, unity, and the importance of civic engagement. The speech reflects his enduring belief in the fundamental values that define the United States and his hope for a better future for all Americans. To achieve the purpose of Obama's speech, the researcher used a deixis approach. The method used in this study is a qualitative descriptive method by recording all the data that appears in 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.*

**Keywords:** Barack Obama, deixis, speech

### **Abstrak**

Penelitian ini membahas deiksis yang muncul dalam pidato perpisahan Presiden Barack Obama di NBC News pada tanggal 10 Januari 2017 di Chicago. Pidato perpisahan berfokus pada tema-tema utama seperti demokrasi, persatuan, dan pentingnya keterlibatan sipil. Pidato tersebut mencerminkan keyakinannya yang abadi pada nilai-nilai fundamental yang mendefinisikan Amerika Serikat dan harapannya untuk masa depan yang lebih baik bagi semua orang Amerika. Untuk mencapai tujuan pidato Obama, peneliti menggunakan pendekatan deiksis. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dengan analisis deskriptif dan mencatat semua data yang muncul dalam Pidato Perpisahan Presiden Barack Obama di NBC News. Deixis dapat digunakan untuk mempengaruhi khalayak atau pembaca dalam berbagai cara, termasuk untuk membangun identitas, membangun hubungan emosional, atau mempengaruhi pandangan dan sikap. Hasil kajian menunjukkan bahwa Obama sering menggunakan kata "kami" karena Obama ingin audiensnya menerima informasi dan mempengaruhi orang Amerika dengan kata-katanya. Data spasial yang paling dominan muncul adalah Amerika.

**Kata kunci:** Barack Obama, deiksis, pidato

## **INTRODUCTION**

President Barack Obama delivered his Farewell Address on January 10, 2017, in Chicago, marking the end of his presidency. The speech served as an opportunity for President Obama to reflect on his time in office, express gratitude to the American people, and offer guidance for the future. The Farewell Address focused on key themes such as democracy, unity, and the importance of civic engagement.

President Obama highlighted the achievements and progress made during his presidency, including economic recovery from the 2008 financial crisis, the expansion of healthcare through the Affordable Care Act (ACA), the restoration of diplomatic relations with Cuba, and the pursuit of climate change initiatives. President Obama acknowledged the challenges faced by the nation, such as economic inequality, political polarization, and racial divisions, and stressed the importance of addressing them collectively. He emphasized the need for Americans to come together, transcend partisan differences, and engage in constructive dialogue to find common ground. In his speech,

President Obama encouraged citizens to actively participate in democracy, reminding them that the progress of the nation ultimately rests in their hands. He emphasized the importance of protecting democratic institutions, advocating for social justice, and ensuring equal opportunity for all Americans. The Farewell Address also served as a farewell to the American people, with President Obama expressing gratitude for the support and inspiration he received throughout his presidency. He encouraged Americans to have faith in their ability to shape a brighter future and to remain optimistic even during times of uncertainty.

President Obama's Farewell Address conveyed his vision of an inclusive, prosperous, and compassionate America, while urging citizens to stay engaged, informed, and involved in the democratic process. The speech reflected his enduring belief in the fundamental values that define the United States and his hope for a better future for all Americans.

To achieve Obama's speech goals, uses many forms of language that are deictic in nature, such as the use of personal, spatial and temporal forms. Using these various persona forms is predicted to make Obama's speech unique, which can make his speech more communicative, making it interesting for the public to read and listen to. How the forms of persona deixis are used in Obama's speech requires in-depth study. This means that researchers examine Obama's speech using a deictic approach.

Deixis is a specific area of study within pragmatics that deals with the use of language to refer to something in a particular context. It is particularly useful for non-native speakers of languages like English who may struggle to interpret speakers' intentions. By studying deixis, learners can better understand how language is used to communicate in various contexts (Fahrunisa, & Utomo, 2020).

Yule (2006) identified deixis in three types. One is person deixis: personal deixis is used to point to objects as this, that these, and those (demonstratives) and people (her, him, them, me (pronouns). Second is spatial deixis, which is used to point to a location (here, or there,). Third is temporal deixis, which is used to point to a time (now, then, next week, last month). Dylgjeri and Kazazi (2013) also of the view that in order to interpret all these deictic expressions, we must know which person, time and place the speaker has in mind. There is a great difference on what is close to the speaker (this, here, now) and what is distant (that,

there, then) (Yule & Widdowson, 1996). We can also realize whether there is a movement away from the speaker (go) or there is a movement towards the speaker (come).

In the world of politics, deixis is widely used (Cruse, 2002). The reason is it allows political speakers to refer to specific people, places, and times in relation to the audience and situates them within a larger temporal and spatial framework. In this way, deixis can be used to create rhetorical effects and influence the audience's view of current events. Politicians often use deixis to create a sense of shared identity with their audience and to evoke emotional responses to their messages.

Obama is a former president of America and has a goal to influence Americans to have a bright future. Some of Obama's utterances are impossible to understand if we don't know who is speaking, about whom, where and when. Furthermore, the researcher focuses on three types' deixis, which are person deixis, spatial deixis, and temporal deixis in President Barack Obama's Farewell Address in NBC News. The researcher chooses President Barack Obama's Farewell Address in NBC News because many came to the event also the video has 3.4 million views.

Research on Obama's speech has often been done. Alreza et al (2018) studied Barack Obama's speech entitled *Yes, We can* based on illocutionary speech acts. The results show the function and purpose of a political speech and also to share wider knowledge about the types of speech used in a political speech.

Novianto (2018) studied representative illocutionary speech acts in the transcript of United States President Barack Obama's speech in *The Washington Post Electronic Media*. The results show that there are 30 out of 35 types of representative illocutionary acts, including 14 utterances containing demanding forms, 5 utterances containing acknowledging forms, and 11 utterances containing claiming forms which are related to the context. Based on the data that has been obtained, what is most often found is the type of representative illocutionary act in the form of demanding (demanding) along with a description according to the context.

Agustina (2018) studied illocutionary speech acts in Barack Obama's 2016 speech in support of Hillary Clinton while campaigning. The results show that in Barack Obama's speech, 5 types of illocutionary acts were found, namely assertive 49%, directive 36%, expressive 7.5%, declarative 3.5%, and commissive 3%. Assertiveness is a speech act related to the speaker's confidence in his statement, Obama provides data and guarantees to strengthen his argument. Therefore, strictly speaking, Obama can influence people to believe in his statements and provide support for Hillary Clinton as the next president.

Talu (2016) studied Barack Obama's speech entitled "Legalization of Same-Sex Marriage" from a discourse analysis perspective. The results show that in this speech text there are norms of cohesion, coherence, intentionality, acceptability, informativity, situationality and intertextuality. In this speech text there are also norms of cohesion or surface structure which are grouped into five categories, namely pronouns, substitutions, ellipsis, conjunctions and lexical.

In the text of this speech there is also a norm of coherence or deep structure, namely because there is a relationship of meaning between each paragraph which provides its own meaning for each paragraph so that the meaning of the speech has meaning and can be understood. In the text of this speech there are also norms of informativeness, because this

speech can provide information for readers and listeners so they can appreciate the meaning of the struggles and efforts of other people, and how to live by respecting each individual's rights. In the text of this speech there is also a situational norm, because this was caused by the Supreme Court's decision which legalized same-sex marriage in the United States and drew criticism from several countries that made same-sex marriage illegal. In the text of this speech there are also norms of intertextuality because each paragraph gives the reader the impression of the meaning of every human being having the same rights.

This research is different from previous research on Barack Obama's speech mentioned above. The difference is in terms of the object of study of the speech. This research examines Barack Obama's farewell speech on January 10 2017 in Chicago, marking the end of his presidency. Apart from that, the study is also different, this research examines the speech in terms of the use of persona deixis to find out the use of persona that can influence the listener. The novelty of this research is that it aims to reveal the use of personal deixis, spacing, and the function of temporal deixis.

## **METHOD**

The method used in this study is a qualitative descriptive method by recording all the data that appears in President Barack Obama's Farewell Address in NBC News. The qualitative method is the appropriate method because qualitative research does not require static calculation. The data are analyzed in the form of words, phrases, and sentences descriptively. The document analysis technique is used to collect the data in this research.

Document technique is the way to get the information related to the data. According to Hardani et al. (2020), a document is a recording of an event that already happened in the past. Documentation is looking for data about variables such as a book, movie, picture, videos, etc. To collect the data, a document in the form of a video is used. The steps for collecting data are as follows:

- a. Watching President Barack Obama's Farewell Address in NBC News that played in the English subtitle on YouTube channel.
- b. Transcribing the English subtitle of President Barack Obama's Farewell Address in NBC News.
- c. Classifying the Deixis used by President Barack Obama's Farewell Address in NBC News.

Analyzing the Deixis used by President Barack Obama's Farewell Address in NBC News.

## **ANALYSIS AND RESULT**

### **Persona or Pronoun Deixis**

Based on the results of the analysis, it was found that the use of persona forms or pronouns in the form of personal pronouns in the form of: I, Me, My, You, Your, We, Us, Our, and They. For more details, see Table 1 below. Table 1 shows the frequency and percentage of each type of person deixis found in Gianni Infantino in his 2022 FIFA World Cup Opening Speech.

Table. Person Deixis Found in Gianni Infantino at Opening Speech FIFA World Cup 2022

Pronoun	Total Data	%
I	52	15.07%
Me	6	1.74%
My	8	2.31%
You	74	21.44%
Your	13	3.77%
We	70	20.29%
Us	11	3.19%
Our	90	26.09%
They	10	2.90%
Them	4	1.16%
Their	7	2.03%
	345	100%

Based on the table above, it is found 345 person deixis data. It is found 52 pronouns “I”, 6 data of pronouns “Me”, 8 data of pronouns “My”, 74 data of pronouns “You”, 13 data of pronouns “Your”, 70 data of “We”, 11 data of “Us”, 90 data of “Our”, 10 data of “They”, 4 data of “Them”, and 7 data of “Their”. After analyzing the data, it is found that the dominant data that often appear is “Our”. The pronoun "our" in deixis person refers to the first person plural, which includes the speaker and one or more other people. In the Obama speech, the pronoun "our" is used to refer to the people of America. This is the example the pronouns used with such meaning.

It's not just my belief it's the beating heart of **our** American idea our bold experiment in self-government it's the conviction that we are all created equal endowed by **our** creator with certain unalienable rights among them life liberty and the pursuit of happiness.

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. Obama often uses the word "our" because Obama wants his audience to receive information and influence Americans with his speech.

### Spatial Deixis

The researcher found 34 spatial deixis. The data that appears such as Omaha Beach, Iwo Jima Iraq, Afghanistan, China, Russia, this country, and America. 11 of them are “America”. The example of the utterance is:

It's always been contentious sometimes it's been bloody for every two steps forward it often feels we take one step back but the long sweep of **America** has been defined by forward motion a constant widening of our founding Creed to embrace all and not just some if I have told you eight years ago that **America** would reverse a Great

Recession reboot our auto industry and unleash the longest stretch of job creation in our history.

The most dominant data that appears is America. Obama is the president of America. He mentioned America a lot because he was giving a speech to Americans and talking about America.

### **Temporal Deixis**

The function of temporal deixis is to signal or refer to a specific time or time period within a given context. The most dominant data that appears is America. Obama is the president of America. He mentioned America a lot because he was giving a speech to Americans and talking about America.

### **CONCLUSION**

After analyzing the data, the researcher found 3 deixis in President Barack Obama's Farewell Address in NBC News. There are 345 person deixis, 34 spatial deixis, and 15 temporal deixis. It is found 52 pronouns "I", 6 data of pronouns "Me", 8 data of pronouns "My", 74 data of pronouns "You", 13 data of pronouns "Your", 70 data of "We", 11 data of "Us", 90 data of "Our", 10 data of "They", 4 data of "Them", and 7 data of "Their". After analyzing the data, it is found that the dominant data that often appears is "Our".

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. Obama often uses the word "our" because Obama wants his audience to receive information and influence Americans with his words. The most dominant spatial data that appears is America. Obama is the president of America.

He mentioned America a lot because he was giving a speech to Americans and talking about America. No dominant data was found because temporal deixis refers to temporal references to the events being talked about, to situation them with respect to the time of utterance, and to establish temporal relationships between them.

### **REFERENCES**

- Agustina, E.E. 2018. Tindak Tutar Illokusioner pada pidato Barak Obama Tahun 2016 dalam Mendukung Hillary Clinton. *Artikel*. <file:///D:/SEMIOTIKA%20OJS/ARTIKEL%20JANUARI%202024/ARTIKEL%20TTG%20RISET%20PIDATO%20OBAMA/TINDAK%20ILOKUSI%20PIDATO%20OBAMA%20ABSTRAK%20FS%20BE%20104-18%20Agu%20i.pdf>
- Alreza, E.R; Natsir, M.; Veliantien, N.M. 2018. An Analysis of Illocutionary Acts in yes, we can Speech by Barack Obama, *Artikel*, <https://e-journals.unmul.ac.id/index.php/JBSSB/article/view/1596>.
- Cruse, D.A. (2002). *Meaning in Language*. <https://doi.org/10.4324/9781003253020-13>
- Dylgjeri, A., & Kazazi, L. (2013). Deixis in Modern Linguistics and Outside. *Academic Journal of Interdisciplinary Studies*, 2(4), 87–96. <https://doi.org/10.5901/ajis.2012.v2n4p87>

- Fahrunisa, N., & Utomo, A.P.Y. 2020. “Deiksis Persona dalam Film *Dua Garis Biru* Karya Gina S. Noer Produksi Starvision dan Wahana Kreator,” *Semiotika*, 21 (2):103—113.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., & Auliya, N. H. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (H. Abadi, ed.). Yogyakarta: Penerbit Pustaka Ilmu.
- Novianto, J.M, 2016. Tindak Tutur Illokusi Representatif pada Transkrip Pidato Presiden Amerika Serikat Barack Obama dalam Media Elektronik *the Washington Post*: Kajian Pragmatik. Artikel. <https://repository.widyatama.ac.id/items/bdbe551b-85ef-46c7-ab8f-9f67c2c8a977>.
- Talu, V.A. 2016. Analisis Wacana pada Pidato Barrack Obama *Legalization of Same – Sex Marriage*.  
file:///D:/SEMIOTIKA%20OJS/ARTIKEL%20JANUARI%202024/ARTIKEL%20TTG%20RISET%20PIDATO%20OBAMA/ANALISIS%20WACANA%20PIDATO%20OBAMA.pdf
- Yule, G. (2006). *The Study of Language* (3rd ed.). New York: Cambridge University Press.
- Yule, G., & Widdowson, H. G. (1996). *Pragmatics (Oxford Introduction to Language Study Series)* (1st ed.). Oxford: Oxford University Press. Retrieved from <https://www.amazon.com/Pragmatics-Oxford-Introductions-Language-Study/dp/0194372073>