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THE ANALYSIS OF USING DEIXIS REFERENCES ON NETFLIX SERIES "SQUID GAME" AS AN AWARENESS OF SOCIAL ISSUES

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Abstract
Expressing emotions, share information, and convey messages, communication is a crucial part of human life. Successful communication depends on understanding what speakers intend when they communicate and figuring out the meaning of each phrase used in an utterance. In the delivery of language to the society, there are important elements that influence the language when used. One of the elements is Reference. This study examined the pragmatic references used in this Netflix series "Squid Game". The Netflix original series "Squid Game" is being watched by millions of people all over the world. It tells the tale of a group of adults who are heavily in debt and who struggle to win prize worth billions of Won (the official currency of South Korea) with their lives on the line. There are two objectives of this research; 1) to identify the types of deixis used in the utterances in the series squid game; and 2) to explain the references of using deixis found in the movie. The method used in this research is qualitative descriptive method because the data were analyzed in the form of words and utterances. The theory used in this research is Deixis theory by Stephen C. Levinson's, also supported theory of references by Yule. Based on the data deixis that have been found and analyzed by the researcher in this research, person deixis is more dominant used in the novel, and for the use of references, anaphora reference is more dominant used than cataphora reference in the novel the Netflix series squid game.

Keywords: Deixis; Anaphora; Cataphora; References

INTRODUCTION

Humans are sociable creatures that constantly converse throughout the day. Language is the primary medium of human communication. Human interaction and communication are rendered possible through language's power of language to convey thoughts and desires to reach the other party. Critical components that affect language use as it is delivered to society. One fundamental feature of human language is that we are able to talk about things we can see in our immediate environment or things that are abstract or imaginable. Pragmatic research has shown that humans frequently relate to context while speaking or writing, particularly when mentioning or referring to specific items. What makes

human language unique is how utterances relate to the objects or realities around us. Due to the fact that not every linguistic sign corresponds to an actual item in the outside world, this claim cannot be determined to be true or incorrect.

Reference is one of the building blocks of language. Name and referent are activities that include naming things in order to identify and describe them. In a discussion, everything spoken needs to have a message that serves as its meaning or purpose. Deixis is one of the frequent references. These deictic gestures and verbal expressions seem to be the most fundamental manifestations of human language. On the basis of the foregoing explanations, it is possible to infer that deictic expressions are realizations of exophoric reference when specific language elements refer to entities in the extralinguistic reality as represented by the physical world while being ambiguous in their fundamental semantic meaning. According to Halliday and Hassan (1976, 30; Wales 1996, 44), an expression's entire meaning can only be realized once the connection between it and the thing it denotes has been made.

A referent that has previously been introduced and is therefore outside of the text's system of meanings is what Halliday and Matthiessen (2004:552) allude to when they say that anaphoric reference can point "backwards" to the history of the text as it develops. According to the definitions given above, anaphora is essentially the phenomena wherein the speaker repeats an object (antecedent) in a way that refers back to it. A cataphoric reference is one that hasn't been introduced previously in the phrase, according to Yule (1996: 38). The pronoun however still makes reference to the source that is described in the sentence after the current one. Any reference that foreshadows details that will be discussed later in the text is referred to as a cataphoric reference. Speech designed to enlighten is meant to spread fresh perspectives and shape opinions. After choosing a subject that is significant to the audience, the speaker conducts research to locate the latest information that will have a positive effect on them.

Beside referent that mentioned above, another tool in language that works as the referent of things based on its circumstance (place, time, etc.) is well known as deixis. It deals with connections among situation, the speaker, place, and when the word is uttered. As humans, we often use words in our speech that are difficult to understand if we are not aware of the context. Particularly the speaker's actual circumstances. terms like this and now and then, yesterday, tomorrow, or today are examples of terms we are familiar with. I, You, her, him, and them are similar to the pronouns. If we do not know who is speaking, to whom, when, or where the speech is occurring—especially with regard to the speaker's physical context—we may find it difficult to grasp an English statement. Deixis is an element of our everyday speech that we all use, whether consciously or unconsciously, though some of us may be unaware of it.

Deixis primarily refers to the ways in which language encodes or linguistically includes the context of the utterance or speech event, as well as the ways in which the interpretation of utterances depends on the analysis of that context. Levinson, 1983: 54. The context of the speaker is always reflected in deixis form. According to the analysis of the context, it can be said that deixis is a word that describes anything that is always moving or changing, depending on the speaker, location, and time.

Actually, things like talking to people on a regular basis, reading books and newspapers, watching movies, listening to music, etc. Deixis can be found in them as well. But that is not something we are aware of. One type of entertainment media that is well-recognized in society is the movie. Because they depict the truth that occurs in daily life, movies are a highly essential medium for informing the audience. If they can comprehend the meaning of each phrase, the audience will not only remain entertained but also acquire plenty of information from the movie as a whole.

The original plot of Netflix's new series "Squid Game" has attracted millions of viewers worldwide. In Squid Game, a dying man who wants to spend all of his wealth at the end of his days pertains to the tale of numerous children's games that are bundled into a game between life and death in South Korea. Although the motivation for developing the game was very easy, the technique employed—which begins with locating and using the area, optimizing the use of available space, leveraging technology, and putting security systems—is highly complex. Additionally, the awards are extraordinarily generous, totaling tens of billions of won, or hundreds of trillions of rupiah. On the other side, the targets provided by the game developers to become players in this game are from lower socioeconomic areas who do have something to pay with a lot of money, which appears difficult for them to earn other than through playing this game.

Consequently, there were two factors that encouraged the researcher to use deixis as the study's primary focus: First, plenty of people use deixis in their daily conversations, whether they are aware of it or not. Nevertheless, certain individuals might not be aware that deixis is an integral part of our speeches. Second, despite the fact that people are aware of deixis' existence at present and employ them in conversation, there nonetheless remain a number of issues that arise that are partially the result of their lack of understanding of the various types of deixis. Humans develop language to facilitate their lives and make them simpler. However, if the individuals who created and used the language themselves refuse to make an effort to comprehend their own creation, their goal would be pointless. Based on the aforementioned two considerations, the researcher chose to examine the various deixis kinds and context used by a prominent character in the Netflix series Squid Game. The five categories of deixis (person, time, location, discourse, and social) identified by Levinson (1983) were employed by the researcher to achieve this.

LITERATURE REVIEW

Referencing a spoken or written piece is regarded as an action. Thus, it is possible to define reference as an activity taken by the speaker or writer in order to utilize language that enables the listener or reader to recognize something. The reason for this is because references always illustrate how an entity relates to its actual context. Reference, as defined by Halliday and Hassan (1976: 31), is the distinctive character of material designated for retrieval. In other words, a reference is an action that alludes to an earlier or later part.

Participant identification refers to the methods languages employ to refer to individuals, groups, and objects once they have been included in a text. Depending on the environment, it is common to observe the same individual who would be recognized in several ways. The preceding conversation was focused on singular actions of referencing. The general audience must determine who or what is being said in many sentences at once

in the majority of utterances. The speaker or writer will employ a variety of terms to retain the reference once they have initially identified a number of elements.

Deixis has emerged as one of the crucial subjects deserving of our attention. Deixis is a concept in semantics that was originally taken from a Greek term that meant to point or indicate through words. Deictic expressions are any language structures that are employed to point. Deictic *(deikticos)* is an adjective with a demonstrative meaning. When we look at something weird and inquire, "What's that?" we are utilizing the deictic term "that" to signify something that is immediately relevant. Deictic phrases can alternatively be referred to as indexical.

Similar to this, Yule (1996:9) contends that deixis is a type of referencing that is connected to the speaker's context, with the most fundamental contrast between deictic expressions being "near speaker" and "away from the speaker." Proximal words like this, here, and now are employed when the referents are nearby the speaker. In contrast, distal phrases like there, there, and they are used as long as the referents are distant from the speaker. This remark implies that the concept of deixis entails pointing to certain referents that are associated with the person (object), location and time, and the context of speech. There are five different categories of deixis:

Types of deixis

1. **Person Deixis**
   When an utterance is pronounced, the term "person deixis" describes the role of persons participating in linguistic activities. Deixis is frequently used as a personal pronoun. The pronouns for the first person or speaker (I), the second person or addressee (you), and third people or other participants (he, she, it) are examples of how person deixis essentially divides into three parts. The third person singular forms contain gender, which by definition is not deictic since it is not responsive to characteristics of the speech situation (Cruse, 2000), which is significant to highlight in this context.

2. **Spatial Deixis**
   When indicating the relative placement of individuals and objects using spatial deixis, the idea of distance is crucial. A location inside linguistic occurrences is sometimes referred to as spatial/place. Generally speaking, locative adverbs, demonstrative verbs, and determiners are how spatial deixis appears. The phrases proximal and distal in English are used to describe the spatial deictic system. Such expressions like this and this denote a location that is proximate to the speaker and so relatively nearby. In contrast, the phrases there and there denote the location's relative distance from the speaker, and are hence distal.

3. **Time Deixis**
   The length of time between utterances is referred to as time deixis. A deictic center and the utterance's time anchoring are related in terms of temporal deixis, which functions in the time dimension. Before the moment of speech, during the moment of utterance, and after the moment of utterance are the three main divisions of the time axis. Now and then are two examples of the time adverbs that make up the fundamental idea of temporal deixis in English. Other than the time adverb, there are fundamentally several kinds of temporal deixis that encompass both clock time and calendar time, such as phrases like today, yesterday, tomorrow, this week, last week, next week, this month, last month, next month, this year, last year, and next year.

4. **Discourse Deixis**

   The term "discourse deixis" is used to describe certain aspects of the discourse that have been delivered or are in the process of development. In actuality, discourse deixis is a linguistic tool used to identify an entity in the conversation. The linguistic devices include phrase adverbs like "therefore" and "furthermore," as well as the deictic expressions this and that, "hereby" in explicit performative sentences, and other adverbs.

5. **Social Deixis**

   Speaking about speakers and their audience, social deixis describes their interpersonal relationships. The relative social standing is expounded upon in several languages' deictic categories of speakers and addressees. Honorific expressions are used to address someone of higher standing. A widely quoted example to describe the social deixis is the so-called TV distinction, from the French *tu* (referring to familiar addressee), and *vous* (referring to non-familiar addressee). In the social context the higher, older, and more powerful speaker will tend to use the *tu* version to a lower, younger, and less powerful addressee, and be addressed by the *vous* form in return.

Anaphora

   The pronouns (it, he, her, and they) in the passage are subsequent reference to already mentioned referents, which are known as anaphoric reference or anaphora. Technically speaking, the subsequent reference is called anaphor and the initial or already introduced reference is known as antecedents. Quirk et. al. (1985) states that anaphoric reference is used where the uniqueness of reference of some phrase the X is supplied by information given earlier in the discourse. They further distinguish two kinds of anaphora: direct and indirect. In direct anaphora, the referents have already occurred in the text, and thus can be identified directly, whereas in indirect anaphora the hearer identifies the referents indirectly from his knowledge by inferring what has been mentioned.

Cataphora

   The notion cataphora is less common in use than that of anaphora. Cataphora is the relation between an anaphoric expression and an antecedent that comes later (Matthews 1997:48). Thus, cataphora refers to entity that is mentioned latter in the discourse. Cataphora is also known as anticipatory anaphora or backward anaphora.

METHOD

   This study is qualitative research because the data were examined as words and utterances. Understanding social processes from the viewpoint of participants is the goal of qualitative research. According to Denzin and Lincoln, the use of qualitative language implies a focus on process and meaning that hasn't been rigorously analyzed or quantified in terms of quantity, intensity, or frequency. The purpose of this study is to categorize the many forms of deixis employed in the dialogue from the film Squid Game and to explain any instances where deixis is mentioned. Therefore, the author decided to use this method because to find out the object or subject that was studied in depth, broadly, and in detail. According to Sugiyono (2005: 21) states that the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. To complete the analysis, the authors took a set procedure. First, the researcher watched Netflix series Squid Game. Then, identifying the types of referring expression devices contained in the series.

After that, the author analyzes the function of the reference in the series. Finally, the researcher draws conclusions from this study.

FINDINGS

Types of Deixis Used in the Squid game series

Based on data have been analyzed, the researcher found five types of deixis in the Netflix series "squid game. There are Sixty-seven data from the all types of deixis that the researcher got such as person deixis, place deixis, time deixis, discourse deixis, and social deixis. For the best explanation, the researcher presents the data of the types of deixis below:
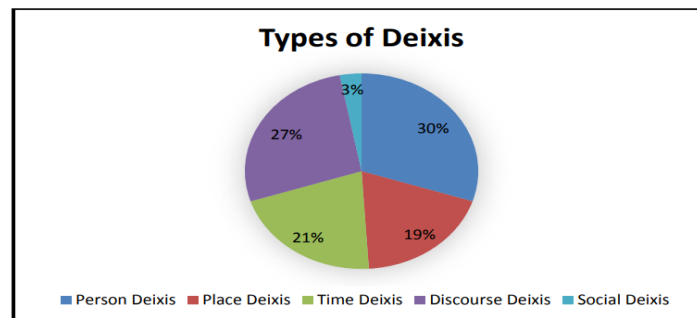

Chart 1. Types of Deixis.

The diagram above shows the division of types of deixis that found in the Netflix series "Squid Games". Types of deixis that are found: Person Deixis found 20 data, place deixis found 13 data, time deixis found 14 data, discourse deixis found 18 data, and social deixis found 2 data. Based on the pie chart above, it can be concluded that person deixis is more dominant found than other deixis in the series Squid Game.

1. ***Personal Deixis***

   As explained by Levinson (1983) that first person deixis refers to the inclusion of the speaker him/her self in the utterance, whether it is singular or plural pronouns. In Kang Sae Byok's utterances, most of the time he referred herself in the singular pronoun, I. The bolded pronouns were identified as the first-person deixis while the underlined ones were for the antecedent.

   > Kang: *"I don't trust people. Especially the ones who ended up here."*
   > Kang: *"You took more from me than whatever I might possibly owe."*

   The word "I" said by Kang. I referred to Kang as a speaker. And word I showed as the singular pronoun, and the function of deixis I is as a subject and point speaker itself. Another Personal deixis example is:

   > Ji -Yeong: *"One of us is gonna die here, so it doesn't matter what we tell each other. No one can really be embarrassed anymore"*

   The pronoun 'us' in Ji yeong's utterance was identified as the person deixis which referred to herself as the speaker at the moment (Levinson, 1983, p. 62) and also represented her cellmates, yet involved in the game.

2. ***Place Deixis***

Levinson explains there are two types of place deixis based on the speaker's distance: proximal and distal. Proximal indicates the location of things or people near the speaker while distal is away from the speaker (Levinson, 1983, p. 62). The proximal were in the adverb of place 'here' and demonstrative pronoun 'this'. While for the distal were shown in the adverb of place 'there'.

> *Jang Deok su: "Didn't you notice? Those jerks with masks came in and removed the beds of the people who died. Make one mistake out there, and yours is next."*

The word "there" in the utterance included to the spatial deixis that is distal its means relatively far from the speaker when the conversation happen. The function of the word "there" above is adverb of place to point the location of the pointed target.

3. *Time Deixis*

Besides the adverbs of time used such as yesterday or tomorrow within an utterance to indicate the existence of time deixis, there is also the reference of participant role between the speaker and addressee. This reference focuses on the time when the utterance is spoken as coding time (CT) and when the utterance being received by the addressee as receiving time (RT) (Levinson, 1983, p. 73). There were eleven data used time deixis within Beca's utterances. The usage of time deixis appeared in the adverbs of time such as 'time', Monday', 'now', 'the right time', 'before', 'after', and 'eventually'.

> *Seong Gi-Hun: "These days, even women go to war. I mean, when you finally get older, there's not gonna be that kind of discrimination like we got now."*

in this sentence Gi Hun use "these day" as the adverb of time to explain the current situation, rather than specified mentioning the exact day about referred as today, tomorrow or the day after tomorrow or even next week.

4. *Discourse Deixis*

Discourse deixis concerns towards some portion being discussed within conversation in which comes from a similar discourse (Levinson, 1983, p. 85). That between the speaker and addressee are talking about the same discourse by using the demonstrative pronoun 'this' and 'that' as the referent within the conversation.

> *Ji Yeong: "Let's do it together. I'll make sure that you win."*

The word "that" included to the discourse deixis. In the conversation above the word that is also found and it's spoken by Ji yeong, the word that in the conversation above is not used to referring something but it used to refer the information uttered by her cell mate before, therefore it can be categorized as discourse deixis.

5. *Social Deixis*

Distance, power, and social factors all affect how well the participants get along during a talk (Hornby, 1995). Social deixis is split into relational and absolute categories based on these three criteria. The use of honorifics between the speaker and its referent, addressee, bystander, and/or location is the subject of relational speech (Levinson, 1983, p. 90). The absolute type, on the other hand, is concerned with the permitted speaker and addressee, making an utterance's value legitimate as it should be (p. 91). Only the first category, relational, of social deixis was present in Kang and

Jang's utterances. Due to the impact of distance on how older individuals referred to their adversary in speech, this occurred.

Reference of Deixis

There are two references of deixis that are found by the researcher in Netflix series squid game, those are anaphora reference and cataphora reference. For the best explanation, the researcher presents the data of reference below:
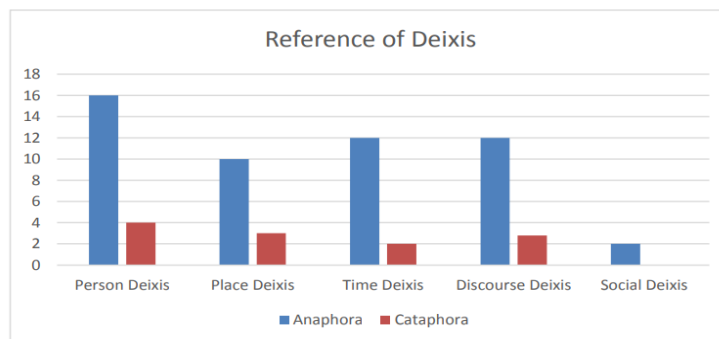

Chart 2. Reference of Deixis.

The reference division used in the Netflix series "Squid Game" is depicted in the figure above. Reference of deixis detected, anaphora reference found 2 data of social deixis, 16 data of person deixis, 10 data of place deixis, 12 data of time deixis and discourse deixis. Cataphora reference discovered six discourse deixis data, four-person deixis data, three place deixis data, two-time deixis data, and no social deixis data. According to the aforementioned figure, all sorts of deixis utilized tend to favor the anaphora reference over the cataphora reference.

DISCUSSION

The rapid advancement of information and communication technology has had a beneficial and detrimental influence on popular culture. The community now has wider access to a range of resources, including media outlets for entertainment like Netflix, as a result of advancements and advancements in technology rendered feasible in this century. The author of this study looked at a reference that was applied to the Squid game series. Many messages and ideals are present in this series, assisting young people and adolescents in displaying their understanding of societal concerns. Some viewers have also made reference to the poverty and social injustice that was represented in this Netflix series. It egregiously demonstrates the vast gap between the wealthy and those who are impoverished. The bourgeoisie frequently demonstrates its underestimating of those around them in different contexts because they think that everyone will submit to their riches and rank. The subject of gender inequality is afterwards raised in a handful of this series' memorable scenes. The Squid Game makes various suggestions that we may employ as reminders of the numerous difficulties we face in implementing state practice, from worries about poverty and social injustice to issues with gender inequality.

CONCLUSION

This study tries to explain any allusions to employing deixis that can be discovered in the film Squid Game as well as to identify the different forms of deixis that are employed in the movie's utterances. In the movie, person deixis is the sort that is utilized more frequently. Person deixis is often and continually employed by characters in the series in place of their names, making it more prevalent than other deixis in the series. Place deixis is used to represent the location that the characters meant, time deixis is used to show the passage of time since an incident, discourse deixis is used to show an improvement in the event, and social deixis is used to show the relationships between the characters in this Netflix series. Anaphora reference in person deixis is the reference of deixis that is most frequently employed in this Netflix series, according to the data that have been evaluated. The characters used the term "deixis" in anaphora allusions more frequently than cataphora references.

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