

PERSON DEIXIS USED BY STEVE JOBS IN THE VIDEO OF *STEVE JOBS INTRODUCES IPHONE IN 2007* ON YOUTUBE

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Abstract: The objectives of this study are to find personal deixis used by Steve Jobs when introducing Iphone in 2007 in the video of *Steve Jobs Introduces Iphone in 2007* on Youtube and to explain the reason they are used in a context. The source of the data originates from the video on YouTube and the data were collected by writing down the utterances containing personal deixis. The researchers worked on qualitative and descriptive methods. From the collected data, the researchers gained 134 personal deixis from the utterances produced by Steve Jobs as introducing the apple product. According to Yule (1996), they are Personal Deixis First Person Plural ('We', 'Us', 'Our') (36.9%), third person singular ('It') (28.9%), Third Person Plural ('They', 'Them', 'Their') (16.6%), Second Person Plural ('You') (14.5%), First Person Singular ('I', 'Me') (2.9%). It can be seen that personal deixis produced the most by the speaker are 'We' and followed by 'It'. From the result, it can be implied that the speaker on the stage is representing Apple company not on behalf of personal as well as introducing their new product, so the use of 'we' is used the most that refers to the whole company and it may sign outward focus or other-oriented from Steve Jobs.

Keywords: *pragmatics, deixis, personal deixis, Apple, Steve Jobs*

RESEARCH BACKGROUND

Communication is the key in human life. It is employed by individual in objectives to express idea, feeling, or even to solve a problem so that each individual is able to understand each other. Communication is the act of delivering a message between two individuals or more as a mean to be understood (KBBI, 2022). It can be done by the mediums speaking, writing, and sign/gestures. Speaking is commonly done in daily life such as talking, gossiping, and discussion. Writing can be found usually in chatting, in a latter, a book. Meanwhile, sign is able to be found in warning signs and gestures which are non-verbal communication alongside signs are commonly done through body parts movements or body language. When communicating, people sometimes misunderstand. One of the factors that allow it happen is the diverse reference. According to (Kreidler, 1998), reference is the relationship between object in the world has to do with linguistics expression like a word, a phrase, or a sentence and including speakers' imagination for instance desk, door, lamp, dog, and etc.

Another term related to that is referring expression. (Birner, 2012, pp. 110-111) proposed referring expression is linguistics expression in an utterance bringing an object into addressee's mind for example "*the car* hit me". The phrase *the car* is linguistics expression and it is intended to refer to the entity in the world called 'car'. On the other hand, sometimes someone refers to something without specifically use clear referring expression like "*it* is so great". The pronoun *it* unclearly points at which entity since it gets no preceding context. In order to able

to understand reference, a context is needed.

Context is required in any speech event. One of the sub-fields in pragmatics which requires context is deixis. This term is delivered from Greek which has meaning to point. Deixis can be found in almost whole utterance produced by humans. According to (Yule, 1996, p. 11), any linguistics form to refer to something in direct context is deictic expression. On other occasion, so is it called indexical. Deictic expression has no meaning when it comes to no context. There should be a context preceding. The context preceding gives meaning to deictic expression which comes after. (Yule, 1996, p. 11) divides deixis into several areas. Some are person deixis, Temporal Deixis, and Spatial Deixis. Each of them possesses function.

Spatial Deixis is to denote location of something as respects speaker. There are two adverbs *here* and *there*. They indicate position of something through those two adverbs in an utterance. (Birner, 2012, p. 117) gives another concept of those adverbs. Proximal Deixis is famous for *here*, which means to denote quite close location to speaker and *distal deixis* which denotes far location from a speaker. The sentence "you will come *here*." can examine *proximal deixis*. Word *here* gives a clue about where the speaker is. The sentence "the shop you want to visit is *there*." examines distal deixis in which word *there* gives clue about the location of the shop.

In addition to that, there is temporal deixis. (Birner, 2012, p. 118) states Temporal Deixis is in relation to time of utterance produced by speaker. The words like *now*, *tomorrow*, *today*, *tonight*, *yesterday* represent temporal deixis. For instance, "I visited him *yesterday*." the word *yesterday* in that utterance refer to time of as speaker say it. The time is relative to context. It is really dependent on time of the utterance.

Moreover, personal deixis is in which people employ it to refer to other or him/her. It goes into three classifications in English, the first person (I), the second person (you), and the third person (he/she/it). Each classification has plural form. The second person remains *You*, the third one is *They*, the first person goes for *We*. However, the third one 'We' is kind of ambiguous since it has distinction. There are inclusive "we" and exclusive "we". The inclusive has pattern like speaker involving addressee, on the other hand the exclusive in which speaker and others do not involve addressee. Probably the humble way to distinguish it for the Indonesian is to look at Indonesian language. In Indonesian, *kita* belongs to inclusive 'we' whilst *kami* goes to exclusive 'we'.

Since the importance of deixis in an utterance, some studies have been done. One of them is the previous study conducted by (Merentek, 2016) which observed the use of deixis in Cinderella movie. The result has shown the deixis used in *Cinderella* movie are among Person Deixis, Temporal Deixis, Spatial Deixis, Discourse Deixis, and Social Deixis analyzed according to Levinson (1983, p. 54-95).

Since previous studies focused on deixis use in *Cinderella* movie and used different theoretical framework Levinson (1983), this study is attempting to fill in gap as it analyzes person deixis used by Steve Jobs using framework (Yule, 1996) and answers 1. What kinds of person deixis are used in the video of *Steve Jobs Introduces Iphone in 2007*? 2. What deixis is used the most by the speaker?

RESEARCH METHOD

This research is descriptive qualitative. In accordance with (Handayani, 2020, p. 23), a research which employs qualitative method does not emphasize at statistics. The data in this research are words and utterances containing person deixis. The researchers use descriptive <http://publikasi.dinus.ac.id/index.php/uncle>

method to analyze the data which are the words and utterances containing personal deixis. According to (Samsu, 2017, p. 111), descriptive method means that a researcher collects, arranges, and interprets the data systemically. So, in collecting the data, the researchers followed these steps: watching and understanding the whole presentation video, transcribing each utterance the speaker says, and reviewing and analyzing the utterances containing person deixis. The researchers used framework by (Yule, 1996) in analyzing the data, and underlining every person deixis found in utterances, understanding the context preceding them, and drawing conclusion. The researchers picked this video since Steve Jobs is regarded as terrific presenter especially when delivering launching Apple product. It has proven as people are inspired by him in passing on presentation. In addition to that, Apple is one of the leading tech companies which the product launching and their presentation are truly waited by the people and let alone 2022 is the year of iPhone 14 launching. It attracted many spectators so that it makes the researchers have interest in observing on Steve Jobs presentation back in the days from the perspective of person deixis. Another reason why the researchers used this video as data source is there are plenty of person deixis in this product launching presentation.

RESULTS AND DISCUSSION

The researchers found 138 person deixis used by Steve Jobs, the speaker in the video of *Steve Jobs Introduces Iphone in 2007* by using theoretical framework by (Yule, 1996) about Person Deixis when he is representing Apple to introduce their innovational product which combines several features from other devices. According to the result, the most used Person Deixis by the speaker is First Person Plural 'We' including Inclusive and Exclusive types, Third Person Singular 'It' comes after that and the result of those all are served in the table as follow:

Table 1. Findings

Person Deixis	Quantities	Percentages
First Person Plural (Exclusive and Inclusive We, Us)	51	36.9%
Third Person Singular (It)	40	28.9%
Third Person Plural (They, Them, Their)	23	16.6%
Second Person Plural (You)	20	14.5%
First Person Singular (I, Me)	4	2.9%
Total	138	100%

According to the table above, 'We' leads over others Person Deixis types. This type is divided into two types, Exclusive and Inclusive in which both are used the most among others by the speaker in the video.

1. First Person Plural

a. Inclusive Type

This type of 'We' is when a speaker and other include addressee to be in a certain situation as shown as follows:

"Nobody wants a stylus, so let's not use a stylus. we're gonna use the best pointing device in the world. We're gonna use the best pointing device that we're all born with. We're born with ten of them"

This utterance containing Inclusive Type of 'We' is produced by Steve Jobs when he is introducing the features iPhone is equipped. He explains to the audiences about the

newest feature equipping the iPhone. That is feature touch screen. It is a display of a gadget which responds to the touch by finger to let the user interact with it. Since fingers are the body parts that almost human have, Steve Jobs here as a speaker wants to let them know that the feature can be used by the fingers which basically everyone has. So here in this context, the speaker involve not only him or his company but also the audience about the feature.

b. Exclusive Type

This type of 'We' is when a speaker and other do not include addressee to be in a certain situation as shown as follows:

"We've been very lucky to have brought a few revolutionary user interfaces to the market in our time. First was the mouse. Second was the click wheel. Now, we're gonna bring multi touch to the market."

The utterance above is used by Steve Jobs soon after he described an innovational feature done by their innovation and hard work. It was not on phone but is added to iPhone then. It was multi-touch, which is a capability of a screen display to identify more than one touch. It incorporates the functions of mouse and click wheel. Inasmuch as the innovation was done by collective teamwork, Steve Jobs supposes to say it 'we' in exclusive type instead of Inclusive 'We'. It cannot be Inclusive 'We' since the speaker does not involve the addressees in this circumstance yet he involves the other.

c. The 'Us' type which occupies object is used too here.

"iPhone runs OS 10.....it's built right in to iPhone and that has let us create desktop class applications and networking, right."

The utterance containing first person plural is used by Steve jobs as he is explaining OS 10, an operation system which iPhone runs. It has been letting Apple team create computer class applications in a mobile device. Since that OS makes Apple team create superb class applications, the use of 'us' refers to Apple team.

d. The form of personal deixis 'Our' which occupies possessive is used too here.

"Now you know one of the pioneers of our industry, Alan Kay has had a lot of great quotes throughout the years."

Steve Jobs is touching on software and mentioning Alan Kay as a pioneer in technology development. So, the word 'our' refers to those working in tech industry since Alan is one of the figures who has influence in there.

2. Third Person Singular

This type of personal deixis 'It' is used to refer to singular non-human object. In this case, it refers to iPhone, Apple product, and its feature in singular.

"In 1984, we introduced Macintosh. It didn't just change Apple; it changed the whole computer industry. In 2001, we introduced the first iPod and it didn't just change the way we listen to the music; it changed the entire music industry."

The utterance above is spoken by Steve Jobs to point at the Apple product that precedes it like Macintosh and iPod. He uses 'It' since each non-living object he refers to is singular in quantity. So, it is correct to use 'It' to refer to non-human object like he does.

3. Second Person Plural

This type of personal deixis 'You' is used to refer to the audience both in singular and

singular.

"Well, every application wants a slightly different user interface, a slightly optimized just for it and what happens if you think of great idea six month from now you can't run around and add a button to these things they're already shipped, so what do you do? "

Steve Jobs uses the utterances above containing Second Person Plural as he wants to address directly to engage with the audiences to imagine thinking of an idea they have and add to the phone but it gets blocked by its feature. So, it is appropriate to refer to addressee by using 'You'.

4. Third Person Plural

a. This type of personal deixis 'They' is used to refer to plural objects either living or non-living.

"Let me talk about a category of things. The most advanced phones are called smart phones, so they say. They typically combine a phone, Email capability. They say it's the internet sort of the baby into one device and they have these little plastic keyboards on them."

Steve Jobs uses the utterance above when he displays several instances of cell phones which have keyboards on them. Since the display appears several types of phones which are basically more than one, Steve Jobs then employs Third Person Plural to refer to cell phones in a display. In addition to that, the term 'smart phones' are popular among people. In order to refer to those calling the stuffs smart phones, Steve Jobs uses the same pronoun to point at the people calling smart phones. So, the use of 'They' is not bond in either human or non human objects, but it is meant for any plural objects.

b. The form of personal deixis 'Them' which occupies object is also used.

"I mean here's four smart phones right Motorola Q, the Blackberry, Palm Treo, Nokia E62. The usual suspect and what's wrong with their user interface. Well, the problem with them is really sort of in the bottom 40 there."

Before saying the utterance containing third person plural as object, Steve Jobs mentions four cell phones Motorola Q, the Blackberry, Palm Treo, and Nokia E62i as an example of how those phones look. They have 40 keyboards on them which make them look old school. So, he refers to those four using 'them'.

c. The form of personal deixis 'Their' which occupies possessive is also used.

"People who are serious about software should make their own software."

The quote by Alan Kay above is read by Steve Jobs when he is talking about software. In the quote, there is a context coming first, namely 'people'. So, the word 'their' refers to people who are into software.

5. First Person Singular

a. This type of personal deixis 'I' is used basically to refer to the speaker, the one who produces an utterance.

"This is a day I've been looking forward to for two and a half years. Every once in a while a revolutionary product comes along that changes everything."

Steve Jobs says the utterance above as he is on the stage to start the presentation. He refers to him as a speaker on the stage since that is likely the moment he personally is waiting for so long, so he wants to express his personal feeling and excitement in

presenting Apple product. So, the use of 'I' by Steve Jobs is on point at aiming to deliver personal thought.

b. The form of 'Me' which occupies as object is also used.

"Before we get into it, let me talk about a category of things the most advanced phones are called smart phones so they say."

The utterance containing first person singular is used by Steve Jobs before he get into introducing iPhone. Firstly, he is about to talk about iPhone which is a revolutionary product in details but Steve Jobs postpones it since he wants to explain a few issues on smart phones in general. So, he says that utterance to let the audiences know.

DISCUSSION

Steve Jobs is delivering the presentation but in this occasion he stands on the stage as a representative of Apple Company to introduce their new product, iPhone. Since he represents his company in passing on their new product, which basically is collective work of each element, Steve Jobs is not presenting it in personal name. Nonetheless, he is representative of Apple. So, it is understandable that Steve Jobs often produces person deixis 'We' much more over other pronouns since 'We' refers to the whole Apple company.

There is research conducted by (Kacewicz, Pennebaker, Davis, Jeon, & Graesser, 2014, p. 137) in relation use of pronouns to social hierarchy in a variety of contexts, they suggested individuals using more pronoun 'we' is collectively-focused is reflected by the more use of 'We'. It means those are other-oriented, consider other feeling and thought. Simply, they care of others, mainly to either the members or people around. It could be likely faithful to this context in which Steve Jobs is CEO, chairman, and one of the founders. He stands in high positions in Apple Company and he comes to the stage to deliver the new product launching. So in this occasion, Steve Jobs could be considered a group-focused as shown by his use of 'we' more than another personal deixis 'I'.

In addition to that, in the same research as previously, (Kacewicz, Pennebaker, Davis, Jeon, & Graesser, 2014, p. 137) proposed an individual using this kind of pronoun 'You' has outward focus on the group. Alongside 'We' the use of 'You' reflects outward focus on the group. It corroborates the notion of the use of 'We' so that their focus is on toward someone those talking to and asserts that those in high position could be seen likely to assist collective effort and achievement and care about others. Besides, the usage of 'You' is likely a strategy for the speaker to make the presentation sound more attractive as it addresses audiences to attract audiences to the presentation and involve with them. It can be realized such as "if you think of the problem, how do you solve that?"

Moreover, 'It' follows 'We' in the second position of the most used personal deixis as iPhone is the stuff he is introducing in the presentation. The iPhone is a revolutionary product at the time since Apple manages to put in some features which were not on cell phone to be added to iPhone. So, in the product presentation, Steve Jobs often does not describe them all simultaneously; however he presents each of them, iPhone and its features in their own turn. Both iPhone and its features refer to non-living object. As they are all non-living objects explained separately, instead Third Pronoun Singular 'It' is used alternately with original term to refer to singular object like user interface, multi-touch, iPhone, and etc. It is the same of the use of "They' which is able to refer to non-living and living objects. For instance, consider this utterance: *"I mean here's four smart phones right Motorola Q, the Blackberry, Palm Treo, Nokia E62. The usual suspect and what's wrong with their user interface. Well, the problem with them is really sort of in the bottom 40 there."* The context which comes before 'them' is <http://publikasi.dinus.ac.id/index.php/uncle>

four smart phones. 'Four smart phones' are plural. So, in order to refer 'four smart phones, the use of pronoun/personal deixis in that utterance should go for 'them' indeed.

CONCLUSION

Based on the result and discussion above, the researchers discovers personal deixis used by Steven Jobs are among first person plural (36.9%), third person singular (28.9%), third person plural (16.6%), second person plural (14.5%), and first person singular (2.9%) by using theoretical framework by (Yule, 1996). The most used personal deixis by the speaker are first person plural, followed by third person singular and third person plural. These sequential uses come up for reasons. It can be implicitly concluded as Steve Jobs is CEO, chairman, and founder of Apple, he stands on the stage as a representative of Apple, so 'We' is supposed to come first and it may also sign outward focus or other-oriented from him.

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