Deixis Analysis on Rafi Bastos' Stand Up Comedy

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Abstract. Research aims to analyze the use of deixis in Rafi Bastos' stand-up comedy video titled "USA vs Brazil". This study examines the types of deixis used, such as person, time, place, discourse, and social deixis according to Levinson's theory. To collecting the data, this study using a descriptive qualitative method. The analysis shows that person and discourse deixis are the most frequently use types, reflecting a comedy style based on personal narrative and story context. This study provides the insight into the importance of deixis in pragmatic communication and how adjustments to cultural and social contexts can influence international comedy.

Keywords: Analysis, Deixis, Linguistics, Pragmatic, Stand Up Comedy

1. BACKGROUND OF THE STUDY

The Human often uses communication as a tool to express their feeling. In general terms, communication is an important system for the functioning of activities. From the perspective of education, politics, to the realm of entertainment, communication becomes a standardize way in the various aspects of human life. Through communication, humans can advance their lives by building and maintaining relationships in their social, conveying feeling, information and knowledge, supporting cooperation, and expressing argument. However, in the process of communication, humans must know the context or background of the topic being discussed in order for communication to proceed effectively.

According to Kecskes (2008), context in communication is a factor that is formed through the interaction between the speaker and the listener, influenced by the experiences and knowledge of the communication participants. This argument fully supports the idea that individuals engaged in communication will naturally process the background of the topic through their experiences and knowledge. The context of communication is not something static or limited to the physical environment, but is formed and developed through the process of interaction between the speaker and the listener. Kecskes' point of view highlights that the context in communication is dynamic, as it is influenced by the contributions of the active participants in the communication. The context of communication is also shaped by previous experiences, culture, and assumptions brought by the participants during the interaction.

Understanding this dynamic context is important in interpreting deixis or deictic words that depend on context to obtain the correct meaning. In communication and language, deixis refers to deictic words such as "this," "that," "here," or "there," which refer to aspects that can only be fully understood through context. In general terms, deixis is often used by communication participants to refer to something or someone without mention or using a common term. Therefore, understanding context plays a significant role for communication participants in interpreting the true meaning behind the deixis used in the topic.

Deixis is an aspect of language that connects spoken words with the physical or social context in a communication, allowing the listener to understand the speaker's intention based on the contextual clues provided through specific words or phrases. According to linguist and pragmatics expert Stephen C. Levinson in his book titled *Pragmatics* (1983), deixis is a way that language provides certain elements of the communication context and how the interpretation of an utterance depends on the contextual elements of the topic. The term deixis comes from Greek, meaning "to point" or "to indicate," and typically includes the use of demonstrative pronouns, first and second-person pronouns, time markers, and location markers. Levinson also states in his book, *Pragmatics* (1983), that deixis serves as an important reminder for speaker that natural language is primarily designed for face-to-face interaction, so there are limitations in language analysis without considering the context of its use. Levinson (1983) provides an simple example of a sign on a door that says, "I will be back in one hour" without indicating when the message was written. Without additional meaning regarding the context of time, the reader would find it difficult to know when the writer of the message will return.

To provide a deeper understanding of the study of deixis within the scope of pragmatics, Levinson (1983) outlines deixis into five types that refer to specific aspects of human communication. The five types of deixis described by Levinson are person deixis, place deixis, time deixis, discourse deixis, and social deixis. Firstly, person deixis is a type of deixis that refers to the roles of participants in the conversation topic, particularly who is involved as the speaker, listener, or others. Person deixis often appears at the beginning of a conversation when the speaker introduces themselves. This deixis can also occur when participants refer to other people outside of the participants in the conversation topic. Common examples can be found in dialogues, interviews, or interactive situations such as presentations. For instance, in a conversation among participants, the speaker says, "I am going to the concert with you," where "I" and "you" refer to specific participants in the

context of that conversation. Secondly, place deixis. Place deixis refers to the location within the context of communication. Common examples are adverbs such as "here" and "there." This type of deixis is often used when participants mention or discuss physical locations or when indicating positions during the conversation. This deixis can easily be found in situations like travel, meetings, or when someone points to a specific location. An example of this deixis is when someone points to a location and says, "We will talk over there," where "over there" refers to the exact location. Thirdly, time deixis. Time deixis occurs when participants mention or refer to a specific time in the context of conversation. Some words commonly used in this deixis include "now," "then," "today," and "yesterday." Generally, this deixis can be found in statements involving scheduling or time arrangements, such as, "I will be back tomorrow." The use of "tomorrow" clearly depends on the context of the time of the utterance. Fourthly, discourse deixis. Discourse deixis is used to refer to other elements in the discourse or text being discussed, whether they have been mentioned before or will be mentioned later. This deixis often occurs when participants are telling a story or explaining a concept. Common words used in this deixis are "this" and "that," which refer to a part of the conversation text. For example, in the sentence "As mentioned before, this is an important issue," the word "this" refers to information that has been stated in another part of the discourse. And lastly, social deixis. Social deixis indicates the status or social relationship between the speaker and the listener, often through the use of language forms that show respect or closeness. This deixis often occurs at the beginning of interactions, especially when determining the form of address or title used, such as "Mr.," "Mrs.," "Your Majesty," and so on. Social deixis can be found in formal situations, such as business meetings, ceremonies, or in everyday conversations involving people from different social backgrounds. An example of this deixis is when someone says, "Good morning, ladies and gentlemen," where the use of "ladies and gentlemen" shows respect.

In this analysis, the author will use deixis material to examine a stand-up comedy video by the Brazilian stand-up comedian Rafi Bastos. The video of Rafi Bastos'. performance is shared by the YouTube channel Don't Tell Comedy and is titled *USA vs. Brazil* by Rafi Bastos. In this 11-minute and 7-second video, Rafi Bastos shares his stand-up comedy material, which discusses many aspects of language differences. The author finds many expressions used by Rafi Bastos that employ deixis to convey his material. Therefore, the author chooses Rafi Bastos's stand-up comedy video as the subject of this research.

2. LITERATURE REVIEW

Deixis is one of the core pragmatic phenomena in linguistic pragmatics research which has attracted a voluminous amount of work over the years on ways of variation in use across languages and cultural context. According to Levinson (1983), deictic expressions do more than place the language firmly within the context of use; they also reflect culturally the ways different cultures understand individual identities, the nature of hierarchy, and perceptions of spatial and temporal relations dimensions that bear on the issue of humor timing and the appreciation of jokes. Levinson (1983) pioneered the study of deixis. Classifying them typically into five categories: person, place, time, discourse, and social deixis. In the context of stand-up comedy, such categories have great relevance since stand-up comedians generally work with variations in social norms based on cultural diversification among audience members.

Analysis of deixis in stand-up comedy provides valuable insights into the pragmatic aspects of language use. This literature review examines the concept of deixis within the framework of Rafi Bastos stand-up comedy, exemplifies this intercultural deixis in his practice. with a focus on how his use of deictic expressions to fit cultural context. A study related to the analysis of deixis have been conducted by many researchers. The first study is a journal article by Mila Meliyana & Puji Laksono, entitled "Deixis Analysis of Gabriel Iglesias's Utterances in Stand-Up Comedy We Have So Much in Common (2023)" present an analysis of deixis, found that Iglesias relied primarily on person, spatial, and temporal deixis to connect with his audience. Their analysis revealed that person deixis was most frequently used type of deixis, with 674 occurrences, emphasizing the comedian's use of "I," "we," and "they" to establish relationships with the audience and referents in his narratives. Occuring 254 times Spatial deixis contextualized his storytelling by anchoring jokes in specific locations, while this was the least frequent, with 62 occurrences. temporal deixis helped sequence events, providing listeners with a structured, immersive experience. These deictic elements were essential in crafting humor and conveying cultural references. The study concludes that person deixis was dominant in Iglesias' routines, helping audiences follow his perspectives and connect with his experiences. The study emphasizes that deixis is integral to stand-up comedy, as it aids in audience engagement, context-setting, and narrative flow.

The second study, carried out by Herman and Pardede (2020) aimed to analyzed deixis in business articles from The Jakarta Post, with a focus on the types and frequency of deixis used. Their study identified five types of deixis person, place, time, discourse,

and social deixis based on Levinson's framework. Their findings revealed that Person deixis was found to be the most frequently used type, making up 60% of all deixis in the analyzed articles, emphasizing the role of individuals in business reporting. This type of deixis allowed readers to identify participants and understand the narrative's relational context, aiding non-native speakers in making sense of the text. Time Deixis accounted for 12.7%, helping to provide a timeline or sequence of events. Discourse Deixis made up 11%, aiding in the structuring and coherence of the articles. Place Deixis and Social Deixis were the least common, at 10% and 7.2%, respectively, indicating specific locations or social relationships relevant to the business context.

The third study is conducted by Emad Khalili in 2017, titled "Deixis Analysis in A Tale of Two Cities written by Charles Dickens". He found that Charles Dickens uses all five types of deixis in his narrative like deixis person, time, place, discourse, and social deixis with social deixis being the most frequent type appearing 164 time (32%) emphasizing social hierarchies and relationships. Person Deixis Found 125 times (25%), indicating roles like speaker and addressee. Time Deixis Appears 111 times (22%), situating events in specific time frames. Place Deixis Occurs 74 times (14%), referencing locations relative to the speaker or addressee. Discourse Deixis Found 36 times (7%), used to refer to parts of the unfolding discourse. This study concludes that deixis is essential in revealing the relationship between language and context, as it helps readers understand how characters' interactions and social dynamics are structured within a text.

The three studies are related to the analysis of deixis. Based on the three studies the authors highlights the similarities and differences with author's analysis in their theoretical foundations and methodologies to analyze deixis. The similarities between author's analysis of Rafi Bastos's stand-up comedy and the other three studies apply Levinson's (1983) theory of deixis. The method used is also descriptive qualitative method. The first study investigated deixis in Gabriel Iglesias' stand-up comedy We Have So Much in Common applies George Yule's (1996) theory, focusing on three deixis types person, spatial, and temporal while also incorporating Levinson's (1983) pragmatic principles. It employs a descriptive qualitative method with data collected by transcribing and categorizing deixis instances from a YouTube video. with person deixis being the most dominant type among 674 occurrences. These studies highlight the diverse applications of deixis in written, literary, and spoken contexts. The second study examined business articles from The Jakarta Post using a descriptive qualitative method and Levinson's pragmatic theory, focusing on all five types of deixis, finding person deixis to be the most

prevalent. The third study explored deixis in Charles Dickens' novel A Tale of Two Cities uses Levinson's (1983) theory, identifying five types of deixis person, time, place, discourse, and social. This study also employs a descriptive qualitative method but gathers data through documentation by reading and analyzing the novel., identifying social deixis as the most frequently used type among 510 instances analyzed.

3. RESEARCH METHOD

In this study, the authors used a descriptive qualitative method with a linguistic approach to search, analyze, and present the data in the findings section. The authors selected data, documents, and qualitative observations to explain the deixis used in the object. Gerring (2017) defines the descriptive qualitative method as a research approach that uses non-comparable data to answer descriptive or causal questions. Based on Gerring's (2017) explanation, the descriptive qualitative method is suitable for the authors to examine the data in the object.

The data source in this study is a comedy video in the stand-up comedy format performed by a Brazilian comedian named Rafi Bastos. The 11-minute-8-second video presents Rafi Bastos' comedy material, where he comments on the meeting of two cultures, namely the USA and Brazilian cultures he experienced. Rafi Bastos' stand-up comedy performance features interesting material, socially relevant topics, and variations in deixis usage, making this video meet the criteria for the authors to use it as the object of this study.

There are three steps that conducted by the authors. Firstly, watching and re-watching the video several times. Understanding the context of the monologue in the video is essential to comprehend the use of deixis. The authors collected data by watching and understanding the context of the conversation in the video. Secondly, creating a transcript. To transform Rafi Bastos' stand-up comedy performance into accessible data, the authors transcribed his speech in the video. Lastly, identifying and classifying deixis into categories. After understanding the video, the authors highlighted words or actions from Rafi Bastos that were indicated as deixis and categorized the identified deixis accordingly.

To analyze the data, the authors organized this study using a descriptive qualitative method to analyze the data obtained from the video *USA vs. Brazil* by Rafi Bastos from the YouTube channel Don't Tell Comedy, released in 2023. The authors focused on the use of deixis and its categories in Rafi Bastos' stand-up comedy performance and transformed it into a research study. In the analysis process, the authors applied deixis

theories from Levinson's (1983) book *Pragmatics* to gain a deep understanding of deixis and its categories.

4. FINDING AND DISCUSSIONS

The writers used to watch the video from youtube of the stand-up comedy from the comic named Rafi Bastos. He is come from the Brazil as he introduces himself in the show, that was part of his performances. While watching the object, the writers found out several unique terms that he used to entertained the audiences. On some of the performances, the writers decided to examine his comedy's material that he delivered in the show. As a result, the final decision is the writers using deixis's perspective trying to define the different types of deixis by Levinson's theory. With that foundation, the utterances are transcribed into the written sentences and the next step is to analyzing the text with differentiate the different terms of addressing in the deixis's perspectives. The theory of Levinson is the fundamental element that contributes the research of this study.

Table 1. All Types of Deixis Frequencies

No.	Types	Frequency
1.	Person Deixis	194
2.	Place Deixis	10
3.	Time Deixis	8
4.	Social Deixis	24
5.	Discourse Deixis	73
Total		309

The results showed that the deixis used by Rafi Bastos in his stand-up comedy that can be seen in Don't Tell Comedy youtube channel entitled *USA vs. Brazil* by Rafi Bastos. Rafi Bastos perfomed by using many introduces which includes five types of deixis while building up the comedy. The types of deixis appeared in the utterance consists of person deixis, place deixis, time deixis, discourse deixis, and social deixis. The consideration of the writers were not limited only to which deixis that appeared but the writer tried to count the frequency of the words and utterances that appeared in the video. With that consideration, Those deictic expressions used in Bastos's performance as a part of the show important to analyzes further. The result of those expressions were presented using the table of the object as the writers served the data as follow in the above.

Person Deixis

Person deixis is the type of deixis which indicated person in conversation. In this data, there are 211 occurences of how often the person deixis appears.

Table 2. Person Deixis

Word/Phrase	Frequent	Percentage
She	11	5,2%
He	10	4,7%
I	97	46%
You	53	25%
They	6	2,8%
Your	11	4,7%
Our	1	0,47%
Her	4	1,9%
Him	1	0,47%
Total	194	

In table 1, the data showed that the most frequently used words in the person deixis is "I" with 97 occurences. followed by "you" with 53 occurences and there is also "my" as the third most frequently used words. This data reflects of how the style of stand up comedy that often come up with personal story that approached using many "I" and "my" words. The term of "you" considered second most frequent in this data that conveys the approach of Bastos's interaction with his audience or his story telling styles.

Place Deixis

Place deixis refers to the type of deixis which indicated the location in the conversation or utterances. In this data, the uses of Place deixis appeared in only a few utterances.

Table 3. Place Deixis

Word/Phrase	Frequent	Percentage
Here	7	70%
There	1	10%
This Country	2	20%
Total	10	

In table 2, the data showed that the place deixis occurred in a very few utterances in the show. Eventually, the most frequently used word appeared in the place deixis is "here" with only7 occurences. This data revealed that the term of use place deixis is not the main focus of Bartos's comedy. Bartos seems to prefer using direct mentioned to certain place that he wants to mentions in his comedy.

Time Deixis

Time deixis refers to the type of deixis which indicated the location in the conversation or utterances. In this data, there are 8 occurences of how often the person deixis mentions.

Table 4. Time Deixis

Word/Phrase	Frequent	Percentage
The Other Day	6	75%
Three Years Ago	1	12.5%
Today	1	12.5%
Total	8	

In table 3, the data showed that the time deixis also occurred in a very few utterances in the show. This type of deixis rarely found in the Bartos's show. Instead of the word, there is a phrase that often appeared in the time deixis is "the other day" with 6 occurences. The used of time deixis in the Bartos's comedy in terms, the word is only "today" that mentioned.

Social Deixis

Social deixis refers to the type of this deixis which indicated the person to address the other person that relate to the closeness or respect. In this research, there are 17 occurences of how often the person deixis mentions.

Table 5. Social Deixis

Word/Phrase	Frequent	Percentage
My	17	70,83%
Mr	1	4,16%
Friend	5	20,83%
Employee	1	4,16%
Total	24	

In table 4, the data showed that the social deixis also occurred in a very few utterances in his comedy. This deixis rarely found in the Bartos's show because Bastos are not focuses in dialogue with his audience. As a result, the social deixis occurred in the moment with 24 occurences. The used of social deixis in the Bartos's comedy with his performances is not quite often used.

Discourse Deixis

Discourse deixis refers to the type of deixis that indicated the expressions in the context of discourse itself. In this research, there are 73 occurences of how often the person deixis mentions.

Table 6. Discourse Deixis

Word/Phrase	Frequent	Percentage
This	19	26%
That	21	28%
It	33	45%
Total	73	

In table 5, the data showed that the discourse deixis occurred in many utterances in his comedy. This deixis often found in the Bartos's show because he tells a story in a comedy in which he mentioned specific things along with the context. As a result, the discourse deixis appeared in the utterances with 73 occurences. "it" word is The second most frequently used words.

The stand-up comedian, Rafi Bastos shows the deictic expression applicable towards the comedy situations. Thus, this phenomenon reflects the versatility of deictic expression in many forms. From this phenomenon, the researcher concluded that the linguistic device such as pragmatic can be expanded into broader scope of learning. As a result, there are various examples of the deictic expression from the Rafi Bastos's style.

Based on the data above, the result conveyed that there is correlation between stand-up comedy approach using deixis also in the processes of comedy in Rafi Bastos's show. The most popular deixis types appeared in this data are person and discourse deixis with more than 10 occurences. The numbers of person deixis considered as the most important in the communication in terms of storytelling that conveyed personal matters or personal experiences. The discourse deixis is very commonly used in the way the speaker explained something in his story. The social discourse is rarely found in this show that

narrowed the audience focus on enjoyed the show's style focuses on personal problem in the story which also rarely interacted with the audience on a dialogue or small interaction. However, time and place deixis is the least used in the utterance that the speaker preferred to tell his story by focuses on his perspective and discourse. The discussion will divided into two main topics such Types of Deixis appeared in the stand up comedy, and The Comedic's Expressions through the deixis.

Types of Deixis Appeared in the Stand Up Comedy

The Data shown the matter of using deixis in the comedy can be used to retell the story of one person experiences. In the first table, the result implied the tendency of one person in the stage created the story with "I" word. Thus, the frequency appeared in 97 occurences, the numbers considered as the most frequently words that appeared. Following by that "you" included in the 53 occurences. The person deixis seem overpower in terms of stand up comedy situation that able to be apply in this linguistic context as the main device. However, the data shown that the use of another types of deixis such as Place, Time, Social, and Discourse deixis are less functional in this particular situation. In determining the data, the style of comedy considered important towards the tendency of which linguistic device that might have been used. The theme of the comedy could possibly involve in creating this situation to happen. For example, if the theme of comedy is about comparison between certain things with another thing that include cultural things, it may be often to see personal point of view. By considering that, the speaker could be seeing the situation more likely to be subjective. Throughout this situation, the speaker tends to use personal deixis as the main focused reflects his point of view. As a result, the other deixis reduced to maintain the focus of the speaker's issue. the data later became the discussion more further to create the understanding of which parts of deixis appeared. The data had collected through the transcript that converted into a sentence with the time stamps. The writers want to determine the sentence from the utterance using the perspective of deixis's concept. Eventually, the finding contained several data that contributed in the discussion as the writers serve below.

Data 1

*So yeah, **I** wax my vagina thank you*. [00:15 - 00:17]

This sentence used personal deixis, specifically the pronoun "I" refers to the speaker that contextual situation to describe the identity. The comedic terms presented by the speaker said that he waxes the vagina when he is a man. The cultural implications is actually appeared in the subtle way that on the video the speaker comes from brazil that relate to the trend of waxing in that country of that particular phenomena. The method of this comedy represented with described something using person deixis that later twisted with a certain diction that split the logic.

Data 2

*And **my** mom is Chewbacca.* [00:46 - 00:49]

In this data, the sentence used social deixis, the pronoun of "my" represented the possessive of the thing or person the closeness of the people. The jokes were the continuity of the data 1 that relate to the similar topic. However, the speaker used another object as the comedy's target that is the speaker mom and the speaker mention "Chewbacca". The main comedy related to the things of human have that was "hair" and Chewbacca associate with the hairy creature in the *Starwars* movie. The comedic term implied the meaning of her mom is hairy with using methaphor figurative language combine with social deixis in this sentence. As a result, the correlation between those two things created the funny side of the speaker's speech.

Data 3

*In **this** country you guys shoot guns for fun*. [08:08 – 08:11]

This sentence, the speaker used discourse deixis to deliver the jokes that he brings, in the terms of "this country". The use of the diction of the words reflected the contextual of situation rather than the place itself. "This" word represents the things that need to be explains further about the whole situation. Even though, country related to the noun words that could refer to the place, it ended up with giving the situational of the particular place. However, the jokes used the person deixis "you" to deliver the jokes.

Data 4

***They** are here* [05:17 – 05:20]

In this sentence, there is an ambiguity appeared in the line of the speech that relate to discourse deixis. The word here is part of discourse deixis to replace the situation that occurred. Also the word they represented the replacement of plural that conveyed the meaning quantities of more than one person. However, the speaker created the logical split that blown the mind of the audience that he mentioned before about the new gender pronoun that confused him.

Data 5

That's *a pretty unique way to have fun because, I've never had a gunshot in my country*

[08:38 – 08:42]

In this sentence, there are two difference type of deixis appeared that connect one to another point. The first deixis is "my", this word conveyed social that represent the meaning of closeness or connection between the speaker with the place of his own. From the comedy of the speaker compared the culture from the country of his own towards another country. Eventually, there is another deixis that represented the context of the situation, the terms of use "that's" refer to the specific situation that need to explain further by pointing to particular phenomena. In addition, the speaker delivers the comedy with certain sarcastic word that supported his argument.

The result of the study shows the frequency of the deixis above. Along with that, the style of the speaker could possibly affects the common deixis types to be appears in a certain situation of utterances. "I" It seem as the word that often used in various terms of the utterances. Eventually, from 5 example in the sentences or utterances above the words "I' and "You" appeared in the same sentences. Even though, the focus on the context could be different from the example above. The appearance of those words seems central to add in the sentence.

5. CONCLUSION AND SUGGESTION

From the first, the study aims to find out about the possibility that can become useful for the other people since stand-up comedy performance is very happening in the digital era. Also, the concept of pragmatic that is quite common occurred in the daily life situation have an interesting connection of the style of stand-up comedy. Deixis as the concept of pragmatics applied in this study with the core theory from the expertise, Levinson with his five types of deixis that help the researcher to define the categorization of particular situation. Along with several resources, the researcher conducted the study with many references. The method accomplished with several steps included researching the object of the study by watching the video from the youtube. The following step is transcript the video into the written that later examined. The last step is the researcher applied the theory by divided the type of deixis in the data into five categories. As as result, there are several numbers that appeared in this study of the show from Rafi Bastos. The result of the study is included person, time, place, social, and discourse deixis. Through the finding, the researcher concluded that the most frequently use deixis is person deixis

with more than one hundred words that occurred repetitively. Along with the function of itself, person deixis appeared here to help the speaker to tell the story of the personal experiences using the pronoun with emphasizing the story adding touch of comedy. The other deixis are take parts in the utterances supporting the statement from the speaker such as place deixis that give the context of situation the Usa and brazil differences. Also, the discourse deixis which giving confusion towards the audience because, it needs to see the full context of the situation including the visualization of what happened in particular situation. Thus, this supports the speaker to delivered comedy better with a little confusion in the audience's mind. Eventually, the social deixis is also play role to help the speaker to create imagery of something that triggered the relatedness to the audience's perspective. It is because the use of it give some kind of familiarity of something or someone with the example of addressing someone or something in the explanation of the audience's understanding the context. On the contrary, the use of the time deixis is rarely appeared in the speaker's utterance as if the time is not the priority for the comedy of the speaker's style. Although, lack of the context of time the speaker seems successfully meet the needs for the audience to laugh at the jokes the speaker want to deliver with and his purpose. The appearance of the deixis of the sentence considered as the central role of the phenomenon of speaking something especially, the utterances is related to telling story or even just addressing someone. The most important things is that deixis had been became a part of our life as a human. In conclusion, the effect of deixis were important to urge of speaking or communication.

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