

ABSTRACT

This research was motivated by the semantic phenomenon happened in the word or word construction that is interpreted to references that are figured on the context of speech, that is Deixis. The descriptive qualitative method approach was utilized to gather and to analyze the data. It was started by collecting deixis words on the Ngenest, Kadang Hidup Perlu Dितertawakan film. The dominant deixis found in that comedy film are the First Person Deixis, it is Singular Person Deixis and the Plural Person Deixis. The Singular Person Deixis is *saya, aku, kamu, wo, gue* or *gua*, and *I*. The Plural Person Deixis is *kita*. Besides, the Second Person Deixis is *kamu*. In this research, the researcher also analyze the deixis and its social relationships. In this case, the researcher only focuses the deixis that are correlated to the main actor of the film, Ernest Prakasa, that has social relationship with other characters or actors in the film. The result is the researcher found that the deixis is closely related to social power and to social position, and cultural relationship among the main character to others. It is also found that representation of Chinese is pointing out. So, sociopragmatics approach could be analyzed from the deixis used.

Keywords: Deixis, Sociopragmatics, representation of Chinese, Film