

GUE, SAYA, AKU, KITA: PERSON DEICTIC COMPARISON BETWEEN MALE AND FEMALE INDONESIAN FOOD VLOGGERS

Dwi Indarti

Faculty of Communication and Language, Bina Sarana Informatika University, Indonesia
Corresponding Author Email: dwi.diw@bsi.ac.id

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Abstract

YouTube, content creators, or vloggers link in some way to influence their viewers. Therefore, the use of creative languages and a good linguistic approach is crucial to convey the content of the videos. Deictic expression is a common and universal feature in regular conversation as well as in written productions. Deixis features a word or a phrase that points out people as person deixis, time as temporal deixis or place as spatial deixis. This study aims to analyze and compare the use of person deictic expressions from six videos taken from three Indonesian male food vloggers and three Indonesian female food vloggers who have the most subscribers. The findings show that there is a difference between Indonesian male and female food vloggers. While Indonesian male food vloggers mostly use the informal person deictic expression gue (English: I, informal style), Indonesian female food vloggers use the formal-polite person deictic expression aku, saya (English: I, formal style). They also use kita (English: inclusive-we) to minimize the distance between them and the viewers, indicating that they are having the same experiences. The findings could help the readers and the YouTube viewers to understand the function of a person deictic expression which is to place the food vloggers at the center of the situation.

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INTRODUCTION

Social media's rapid growth has changed not only how to interact, but also shifted other life facets such as education, information technology, entertainment, and self-existence. The use of social media influenced users' language use (Hadi & Karyadi, 2023; Rahmawati et al., 2023). Language becomes the key of interaction in the cyberspace since it is a medium to convey opinions, ideas and thoughts to the viewers. Since the dynamic of language and its possibility to provide a large database, social media has attracted immense enthusiasm from many researchers and become one of the contemporary subjects in different fields; linguistics, media sciences, psychology, and sociology (Ilyas & Kushi, 2012; Crystal, 2004; Appel, et al, 2020; Goyanes, et al, 2021; Aicher, et al, 2021; Hruska & Maresova, 2020).

YouTube is viewed as a modern publishing media and it offers a broad collection of video-sharing activities such as uploading, viewing, liking, rating, sharing, adding to favorites, reporting, commenting on videos, and subscribing (Rahayu, 2019). Numbers of YouTube viewers and subscribers play a significant role since YouTube users are able to gain income from advertisement fund based on several criteria such as amount of viewers, subscribers, engagements, quality of content, compliance with YouTube's terms and use, and many more (Wattenhofer, et al, 2012,

p.4). YouTube uploaders, commonly known as vloggers (video bloggers), YouTubers, or content creators connect in an organized way to leverage their viewers in order to promote both themselves and the endorsement brands (Rybaczewska & Chesire, 2020). Therefore, the use of creative languages and a good linguistic approach is crucial to convey the content of video as (Searle, 1979) states that language is purposed to do actions and the essence compliance with the utterance.

Numbers of studies in linguistics field have been conducted by using YouTube and Vlogs as the source of data. (Zubbir et al., 2021) take 24 hours first comments from five YouTube videos of Japan's number one YouTuber, *Hajimeshachoo* in January 2020 and reveals that the adjective *suki* is the most significant *na*-adjective used in the YouTube comments. Kusumawardhani (2021) uses short-stories on YouTube to seek the use and the most dominant of hyponymy as one of semantics relations through short-story Hank and the Horse and finds 40 hyponymies classified into nouns, pronouns, adverbs, verb and adjective. Rahayu (2019) analyzes the types and the function of illocutionary acts performed by YouTubers from two categories: People & Blogs and How-to & Style. The study finds 545 speech act utterances and identified by using typology speech acts types: *assertive*, *directives*, *commissive*, and *expressive*. Meanwhile, (Fiorensa & Handayani, 2021) focus on types of code switching used in public figures interviews in Deddy Corbuzier's podcast broadcasted in YouTube. Using (Stockwell, 2007)'s theory, the data was categorized into tag switching, inter-sentential switching, and intra-sentential switching and shows that intra-sentential code switching becomes the most frequently used.

As one of the branches in pragmatic, deixis has drawn numerous interests in linguistic studies since it is a common and a universal feature in regular conversation as well as in written productions. Fillmore (1997) and Alkhawaldeh (2022) mentions that deixis features a word or a phrase that points out people (e.g., *I*, *you*) known as person deixis, time (e.g., *yesterday*, *today*) known as temporal deixis, or place (e.g., *there*, *here*) known as spatial deixis. Furthermore (C. J. Fillmore, 1997) adds two other kinds of deixis: discourse deixis which reveals the fraction of text (e.g., *this*, *that*) and social deixis that refers to the social class (e.g., *your highness*, *your majesty*). The context plays a significant role in carrying a deictic usage and it causes variety in form and function in different languages. Deictic and non-deictic expressions rely on whether the expression receives parts of its meaning from the current situation context. According to Alkhawaldeh (2022), there is a vague boundary to differentiate between deictic and non-deictic expressions by which several expressions can provide both deictic and non-deictic role based on the context. Alkhawaldeh (2022) provides examples as follows: *I couldn't help you yesterday, but today is fine*. 'Yesterday' and 'today' in this sentence are deictics as they refer to a specific time based on the speaker's intention. Meanwhile, in the sentence *Yesterday's dreams are today's facts.*, 'Yesterday' and 'today' are non-deictics since they do not indicate the exact time but they merely illustrate past and present time in general (p. 419). Further examples are delivered by (Fitria, 2020), as follows: *I give you some money*. The personal pronoun 'you' is a deictic expression since the speaker points out a specific character. Meanwhile in the sentence: *There is a library there where you can borrow a book for a week and you can restore it*. In this sentence, 'you' is a non-deictic expression because it does not refer to specific person, but it implies that anyone can borrow books from the library (p. 113).

Plenty studies regarding deixis have been done, such as Nisa et al. (2020) analyze the types and the functions of deixis in two soundtracks lyrics of *The Greatest Showman* movie, and reveal five types of deixis; person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis. In term of function, deixis serves the information and gives a reference to deixis word. Alkhawaldeh (2022) examines a corpus of 70 Islamic Friday sermons from online websites to

analyze three main types of deixis (personal, temporal and spatial) and focuses on forms, features, functions and frequency. His study reveals that personal type deixis is dominant and it is used to persuade the audiences by grabbing their attention and enlisting the sermons' messages. Meanwhile, (Abdulameer, 2019) identifies the occurrences and finds out the dominant type of deixis in a religious lecture presented by Imam John Starling at Queens College in 2014. Person deixis occurs for 202 times, place deixis for 11 times, while time deixis for 6 times.

However, to the best of the writer's knowledge, research on deixis in food vlogger utterances has not been conducted yet. Understanding deixis helps the readers and the hearers to detect the content of words since it affiliates between language and its context (Rahayu & Kurniawan, 2019). Moreover O'Keeffe et al. (2011) as cited in Alkhaldeh (2022) argue that research in deixis is significant to linguistic field since it mirrors the basic relationship between linguistic pattern and its situation background. Furthermore, according to Alkhaldeh (2022), there are two facts that highlight the importance of deixis in English and other languages: First, deixis can be found everywhere and recurrent in all languages. Second, deixis has been broadly explored in different genre and discourse types in particular languages and viewpoints. This study purposes to fill the gap by analyzing and comparing the use of deixis between Indonesian male and female food vloggers. The results of this study are expected to increase the academic consideration about social media discourse and to contribute the current literature with in-depth research of the use of deixis in cyber space, especially vlogs.

RESEARCH METHOD

Research Design

This study applies Qualitative Comparative Analysis (QCA) method to analyze and to compare deixis of Indonesian male and female food vloggers. Roig-Tierno et al. (2017) state that QCA is an analytic technique which combines quantitative and qualitative methodologies (p. 16). According to Roig-Tierno et al. (2017), the applications of QCA focused on case studies. This method is able to generalize the analysis and offers results which complement and enrich previous studies.

Research Object

There are six videos taken from three Indonesian male food vloggers and three Indonesian female food vloggers who have the most subscribers (Azzahra, 2022) used as the data of this study, as presented in the following table. These videos were broadcasted in the first week of October 2022, when the writer began to conduct the research.

Table 1
Male Food Vlogger

YouTube Channel	Subscribers	Vlog Title	Duration
Tan Boy Kun	16,7 million	<i>Mukbang di rumah makan Padang yang rasanya kaya di Padang asli</i>	21:16 minutes
Nex Carlos	4.64 million	<i>Tengkleng langganannya para presiden</i>	13:23 minutes
Gerry Girianza	1.26 million	<i>Biadab! Nasi gila goreng mercon cabe Carolina reaper pertama di dunia ada di Bangkok</i>	13:19 minutes

Table 2

Female Food Vlogger

YouTube Channel	Subscribers	Vlog Title	Duration
Jessica Jane	11 million	<i>24 jam makan serba pasta</i>	17:42 minutes
Mgdalenaf	4.15 million	<i>Mie nyemek pedas viral sehari laku ratusan dan bar bar banget</i>	20:02 minutes
Ria SW	4.05 million	<i>Denpasar night market</i>	20:21 minutes

Instruments

This study uses the categorization of deixis proposed by (Culpeper & Haugh, 2014 as cited in Nisa, et al, 2020) as a theoretical framework since it has comprehensive categorizes to indicate each type of deixis.

Table 3
Types of Deixis

Types of deixis	Description	Example
Person deixis	Indicates the person in communication	I, you, we
Spatial deixis	Indicates the place refer to the speaker	Here, there
Temporal deixis	Indicates the time of the speaker context	Now, then, today, next week, tomorrow
Social deixis	Pointing the referent from the social status relative to the speaker	Prince, Your Majesty, Your Highness
Discourse deixis	Indicates the relation to the utterance previously	Following, in the next, this, that

Data Analysis

As a preliminary measure, the writer began by extracting the transcript provided on YouTube and importing it into Microsoft Word. In order to accurately identify deictic expression present within the conversation, the writer diligently watched each video while simultaneously perusing the transcription texts. Deictic expressions were subsequently highlighted and marked for further analysis. This process was repeated multiple times to ensure that the expressions identified were indeed deictic, as determined by the context of the conversation. Ultimately, the findings of deictic words were compiled into a table for further examination and analysis.

RESULT FINDINGS AND DISCUSSIONS**Research Findings**

This section discusses the results of deixis used by the most subscribed Indonesian male and female food vloggers. The circulation of personal deixis is presented and summarized in the form of tables. It has been known that personal deixis concerns with, “the identity of the interlocutors in a communication situation” (Fillmore, 1997, p.61). It presents to conceal the participants’ performance in the situation where an utterance is spoken (Levinson, 1983). According to (Wieczorek, 2013 as cited in Alkhaldeh, 2022) some pronouns can be distinguished in terms of clusivity: inclusive and exclusive (p.420). Below is the findings of personal deixis found in the utterances of Indonesian male food vloggers.

Table 4

Personal Deixis of Indonesian Male Food Vloggers

Person Deixis	Nex Carlos	Tan Boy Kun	Gerry Girianza
Gue	14 (67%)	15 (42%)	13 (56%)
Saya	2 (10%)	2 (6%)	1 (4%)
Aku	-	-	-
Kita	5 (23%)	19 (52%)	9 (40%)
	21 (100%)	36 (100%)	23 (100%)

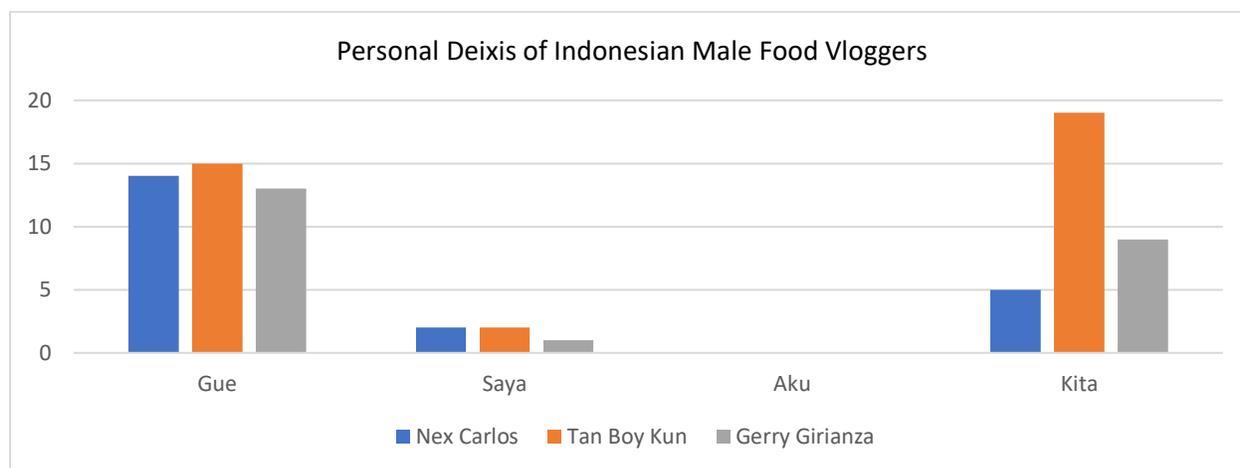


Figure 1. Personal Deixis of Indonesian Male Food Vloggers

As can be seen in Table 4 and figure 1 above that the three most subscribed Indonesian male food vloggers are mostly use pronoun *gue* (English: I, informal style), followed by pronoun *kita* (English: We), and pronoun *saya* (English: I, formal style). Meanwhile, pronoun *aku* (English: I, semi-formal style) is not found in the utterances of Indonesian male food vloggers.

Nex Carlos uses mostly pronoun *gue* (English: I, informal style) 14 times (67%), followed by pronoun *kita* (English: We) 5 times (23%) and pronoun *saya* (English: I, formal style) 2 times (10%). **Tan Boy Kun** uses mostly pronoun *kita* (English: We) 19 times (52%), followed by pronoun *gue*: 15 times (42%) and pronoun *saya*: 2 times (6%). Meanwhile, **Gerry Girianza** uses pronoun *gue*: 13 times (56%), followed by pronoun *kita*: 9 times (40%), and pronoun *saya*: 1 time (4%).

Table 5
Personal Deixis of Indonesian Female Food Vloggers

Personal Deixis	Mgdalenaf	Ria SW	Jessica Jane
Gue	4 (40%)	3 (14%)	-
Saya	2 (20%)	-	-
Aku	3 (30%)	15 (68%)	50 (100%)
Kita	1 (10%)	4 (18%)	-
	10 (100%)	22 (100%)	50 (100%)

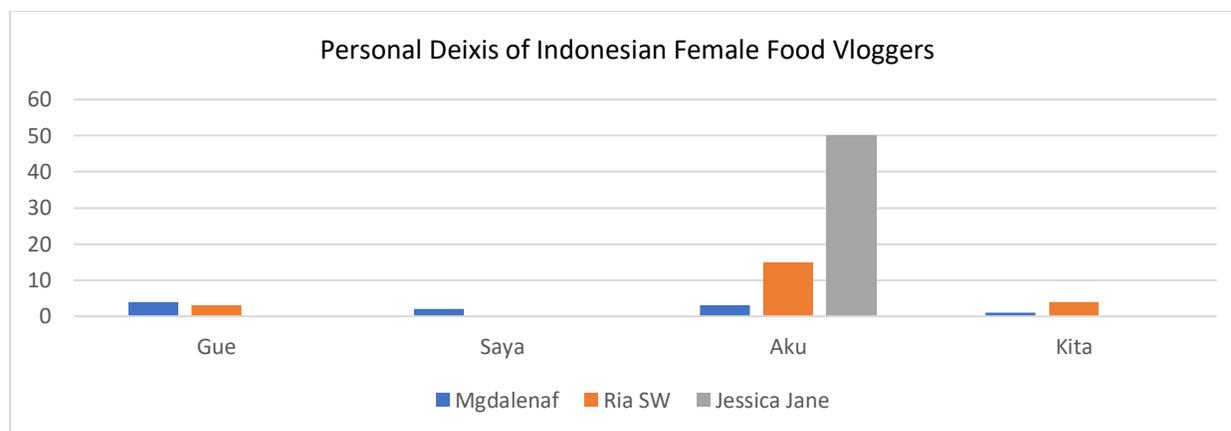


Figure 2. Personal Deixis of Indonesian Male Food Vloggers

Table 5. shows that Indonesian female food vloggers prefer to use formal person deixis *aku*, *saya* (English: I) rather than informal person deixis (English: I). **Mgdalenaf** uses pronoun *gue* (English: I, informal style) 4 times (40%), followed by pronoun *saya* (English: I, formal style) 2 times (20%), *aku* (English: I) 3 times (30%) and *kita* 1 (English: we) time (1%). **Ria SW** uses pronoun *aku* (English:I) 15 times (68%), pronoun *kita* (English: we) 4 times (18%), pronoun *gue* (English: I, informal style) 3 times (14%) and do not use pronoun *saya* (English: I, formal style). Meanwhile, female food vlogger **Jessica Jane** only uses pronoun *aku* (English: I, formal style) 50 times or 100%.

Gue

Personal deixis *gue* (English: I, informal style) are mostly used by Indonesian male food vloggers. (Nex carlos: 67%; Tan Boy Kun: 42%; Gerry Girianza: 56%). Below are some excerpts of personal deixis *gue* used by Indonesian food vloggers:

- *Kali ini gue pengen makan ...* (This time I want to eat).
- *Udah lama gue gak makan tengkleng...* (I haven't eaten *tengkleng*)
- *... dan gue menemukan salah satu restaurant ...* (and I found a restaurant)
- *Seperti biasa, gue bakalan ngambil, bakalan gue mukbang dan selebihnya bakalan dimakan sama tim gue ...* (as usual, I will eat and after that my team will eat)

Personal deixis *gue* (English: I, informal style) is used in the situation when the Indonesian food vloggers narrate the video by themselves. *Gue* is generally used by youth speaker in big cities, such as Jakarta in a non-formal situation. The interlocutor intends to show that he is part of resident of the capital city of Jakarta, beside *gue* is also used to minimize the social gap with the viewers (Subandowo, 2020). (Wicaksono, 2020) argues that those who use pronoun *gue* are flexible, easy going, easy to start a conversation with new acquaintance, and extroverts.

Aku, Saya

Person deixis *aku*, *saya* are mostly used by Indonesian female food vloggers. **Mgdalenaf** uses *saya* (20%) and *aku* (30%). **Ria SW** uses *aku* (68%), while **Jessica Jane** uses *aku* (100%). It means that **Jessica Jane** only uses personal deixis *aku* and does not use any other pronouns. Below are some excerpts of personal deixis *aku*, *saya* used by Indonesian food vloggers.

- *Aku pesan yang level sedang ...* (I order the middle level)
- *Aku mau ajak kalian makan ice cream ...* (I want to take you to eat ice cream)

- *Aku* inginap di sebelah sana ... (I stay over there)
- *Aku* pasti bingung ... (I must be confused)
- *Saya* mau pesan masing-masing satu ... (I want to order each one portion)
- *Saya* mau pesan ya, Bu... (I want to order, Mam)
- *Kalau saya* mau order kemana, Pak? ... (Where should I order, Sir?)
- *Saya* dengar-dengar nih, Pak ... (I hear something, Sir)

Personal deixis *saya* (English: I, formal style) has been described as a formal, neutral term and it is also the polite form and is suitable for any situation. *KBBI* (*Kamus Besar Bahasa Indonesia*; Indonesian Great Dictionary) defines that *aku* berarti kata ganti orang pertama yang berbicara atau yang menulis dalam ragam akrab, sedangkan *saya* berarti orang yang berbicara atau menulis dalam ragam resmi atau biasa. *Aku* means the first pronoun in informal or familiar relationship, while *saya* means the first pronoun in formal or casual style. According to (Edubirdie, 2022) women are more polite in using language, take the thought of others into consideration rather than imposing their own claims or ideas, and pay more attention to grace their manners to express their feelings.

Kita

Person deixis *kita* (English: We) is used by Indonesian food vloggers quite often. Male food vloggers *Nex Carlos* uses 23%, *Tan Boy Kun* uses 52% and *Gerry Girianza* uses 40% of person deixis *kita*. Meanwhile, female food vloggers *Mgdalenaf* uses 10% and *Ria SW* uses 18% of person deixis *kita*. Below are some excerpts of personal deixis *kita* used by Indonesian food vloggers.

- *Langsung aja kita* mulai makan... (let's start to eat)
- *Kita* coba ayam bumbu ... (We try the chicken)
- *Sekarang kita* nyebrang buat makan ... (Now we cross the road to eat)
- *Kita* coba ya ... (Let's try)
- *Kita* lanjut ke menu yang lain ...

According to the pragmatic assumption, there are two main uses of personal pronoun “we”; Exclusive ‘we’ and inclusive ‘we’. Exclusive ‘we’ excludes the hearers, while inclusive ‘we’ includes the hearers and the audiences (Inigo-Mora, 2004). The findings show that the deictic *kita* (English: we) used by Indonesian food vloggers are mostly inclusive ‘we’ referring to the YouTubers themselves and the viewers of their vlogs.

Discussion

Indonesians have several different ways to state ‘I’. In addition to formal-polite pronoun *aku*, *saya*, they also use the Hokkien-derived pronoun *gue* or *gua* and proper names (e.g. *Fina lapar* ‘I (*Fina*) am hungry) (Djenar, 2007). Not to mention, most Indonesians also speak one or more regional languages, such as *kulo* (Javanese), *abdi* (Sundanese), *beta* (Ambonese), *ambo*, *awak* (Padangnese), *aye* (Betawinese), *au* (Bataknese), *kamek* (Pontianak-Malay), *tyang* (Balinese) and many more, which all indicate the first pronoun ‘I’. The choice of term is dependent on statically founded by demographic characteristics such as age, sex, or first language (Ewing, 2016). The possibility of various approach usually distracts foreign language learners, especially those whose first language has narrowed of first person pronouns, such as English (Djenar, 2007). *Aku* can be used between adults and children or between equals who have a close relationship or same level of social status (Kaswanti, 1984, p.57). *Saya* is considered neutral in social connotation,

suitable for any situation and polite, while *gue* occurs in informal situation, involving interlocutors in very casual situation (Kushartanti, Saraswati, & Yowono, 2019).

The six Indonesian food vloggers in this research are categorized as Jakarta youth, since their age range is between 23-35 years old and home-based in Jakarta. The role of Jakarta as the capital city which has homogeneous and educated citizen and where the powerful, wealthy and attractive people are one of the great influence factors due to exposure in technology and social media (Sneddon, 1996). Person deictic *gue* used by the majority of Indonesian male food vloggers to emphasize their identification as the member of the metropolitan civil, minimize the social gap with the viewers (Subandowo, 2020) and to indicate that they are flexible, easygoing, easy to start a conversation with new acquaintance and extroverts. While talking to the elderly, the person deictic shifted into the formal-neutral-polite form *saya*. Below are the excerpts of dialogs where shifting occurs:

Gue mau pesen sekarang. Saya mau pesen ya, bu. Saya pesan masing-masing satu.

(I want to order now. I want to order, Mam. I order each one)

Nex Carlos: 04:50-04:53

Gue bersama Pak Tri. Saya dengar-dengar, nih Pak ...

(I am with Mr Tri. I hear something, sir)

Mgdalenaf: 02:29-03:03

Those two examples above show that Indonesian food vloggers, both male and female shifted the person deictic from informal style *gue* into formal-polite style *saya* whenever they communicate with people who are older, in this case the food sellers or the owners of the restaurant. Female Indonesian food vloggers mostly use *aku, saya* as the person deictic in informal or familiar relationship, while *saya* means the first pronoun in formal or casual style. According to (Edubirdie, 2022) women are more polite in using language, take the thought of others into consideration rather than imposing their own claims or ideas, and pay more attention to grace their manners to express their feelings. In the special case of female food vlogger **Jessica Jane**, the use of *aku* demonstrates an unusual use that occurs in a domain conversation, such as a monologue or narration. *Aku* is generally characterized as an intimate form, used between equals who have a close relationship with each other (Djenar, 2007). In her vlogs, **Jessica Jane** mostly does the monologues by herself without having conversation with other people, but she tries to minimize the gap with the viewers by using *aku* as her self-reference.

Person deictic *kita* (English: we) is also used by the Indonesian food vloggers several times. As (Alkhaldeh, 2022, p. 424) presumed that ‘we’ is referentially complex, whose meaning is not classify and cannot be understood without reference to a conversation context and the interlocutor’s intentions. Meanwhile, (Quirk, et al, 1985) recognize eight different uses of ‘we’: (1) generic which include the whole human race; (2) inclusive authorial which is used in serious writing and seeks to involve the reader in a joint enterprise; (3) editorial which is used by a single individual in scientific writing in order to avoid egoistical ‘I’; (4) rhetorical which is used in the collective sense of ‘the nation’, ‘the party’; (5) to refer the hearer which is normally used by doctors when talking to a patient and by teachers when giving instructions to students; (6) to refer to a third person, such as used by a secretary to another with reference to their boss; (7) royal which is virtually obsolete and is used by a monarch and (8) nonstandard: plural “use” used for the singular “me”. The person deictic *kita* (English: we) used by Indonesian food vloggers are mostly inclusive ‘we’ referring to the YouTubers themselves and the viewers of their vlogs. For example: ***Kita mau tambah nasi dan kita cobain gulainya.*** (We will add the rice and try the *gulai*). The food

vloggers use inclusive-we to minimize the distance between them and the viewers, indicating that they are having the same experience. The food vloggers also try to treat the viewers with intimate relationship and to taste the experiences.

CONCLUSION

The use of person deictic by the Indonesian male and female food vloggers shows an important social data, like the quality of relation influenced by age, demographic and social status. Since Indonesians use some approach to say 'I', such as *aku*, *saya*, *gue* or *gua*, proper name and many regional language terms, it is so compelling to analyze the use of person deictic, particularly in social media such as YouTube.

The results of the study show that there are a quite significant difference between Indonesian male and female food vloggers. While Indonesian male food vloggers are mostly use informal person deictic *gue* (English: I, informal style), Indonesian female food vloggers use formal-polite person deictic *aku*, *saya* (English: I, formal style). The shifting from informal to formal of person deictic occurs when the Indonesian food vloggers communicate with those who's older such as the sellers or the owners of the restaurant. The findings could help the readers and the YouTube viewers to understand the different use of person deictic to place the food vloggers at the center of the situation.

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