



**DEICTIC DISCOURSE IN *NAS DAILY*'S INSTAGRAM REELS: A
PRAGMATIC ANALYSIS OF NUSSEIR YASSIN'S USE OF DEIXIS**

THESIS

by
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**ENGLISH LITERATURE DEPARTMENT
FACULTY OF LETTERS
UNIVERSITAS ABDURACHMAN SALEH SITUBONDO
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THESIS

Presented in Partial Fulfillment of the Requirements
for the Degree of *Sarjana* Sastra in English Studies.

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Adi Sugiyarto
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2024**

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DEDICATION SHEET

This thesis is dedicated to my beloved parents. Then, to my advisors, whose guidance and wisdom have been invaluable to my academic achievements. And all my friends who always give their support to me

MOTTO

- **Dream as high as possible, until you are afraid of your dreams.**

ABSTRACT

Sugiyarto, Adi 2024. Deictic Discourse in *Nas Daily's* Instagram Reels: A Pragmatic Analysis of Nusseir Yassin's Use of Deixis. Unpublished Thesis, English Literature Department, Faculty of Letters, Universitas Abdurachman Saleh Situbondo. Advisors: Nine Febrie Novitasari, S. Pd., M.Pd. and Sufil Lailiyah, S.S., M.A

Keyword: Deixis, Pragmatic meaning, Instagram Reels, Nusseir Yassin

This research aims to analyze the types of deixis and the pragmatic meaning of Nusseir Yassin's utterances as the narrator on the *Nas Daily* Reels Instagram account. The research data was collected from posts made by Nusseir Yassin during December 2023. The data collection method involved capturing screenshots of utterances containing deixis, which were then analyzed using the Cresswell & Cresswell (2018) analysis model. This model consists of five stages: organizing and preparing the data for analysis, reading or reviewing all the data, beginning the coding process for all the data, generating descriptions and themes, and representing the descriptions and themes. The researcher used Levinson's (1983) deixis theory to analyze the types of deixis and the pragmatic meanings contained in Nusseir Yassin's utterances.

The research findings indicate a close relationship between types of deixis and pragmatic meaning in the analyzed utterances. The study identified a total of 183 deixis data. These data are divided into ninety-seven person deixis, sixteen time deixis, thirty-two place deixis, thirty-eight discourse deixis, and no social deixis data found in Nusseir Yassin's expressions on *Nas Daily* Instagram Reels. In this study, the most frequently used type of deixis is person deixis, followed by discourse deixis as the second most frequently appearing type. In this research, it was found that each type of deixis has a different referential meaning, requiring a pragmatic approach to accurately understand each meaning.

Based on these findings, it can be concluded that as a narrator, Nusseir Yassin uses deixis to build a personal and direct relationship with his audience, as well as to direct the audience's attention and understanding towards the narrative being delivered. Person deixis allows Nusseir to create a strong emotional connection with the viewers, while discourse deixis helps in constructing a cohesive and structured narrative, enhancing the engagement and resonance of the message conveyed through the social media platform.