

ANALYZING DEICTIC EXPRESSIONS IN *NAS DAILY'S* INSTAGRAM REELS: A PRAGMATIC PERSPECTIVE

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Abstract

Deixis plays a crucial role in language, as it depends on the situational or communicative context to convey meaning in an expression. On platforms like Instagram Reels, where content is brief and interactions are fast-paced, deixis can significantly impact how messages are communicated and interpreted by the audience. This study aims to identify the types of deixis and explore the pragmatic meaning in the speech of Nusseir Yassin as the narrator on the Nas Daily Reels Instagram account, using Levinson's (1983) theory to analyze deictic types and pragmatic meanings. The research found that person deixis was the most frequently used, followed by discourse deixis as the second most common. Each type of deixis was shown to have distinct referential meanings, highlighting the need for a pragmatic approach to accurately understand these meanings.

Keywords: Instagram Reels, Nusseir Yassin, deixis, pragmatic meaning

1. Introduction

Instagram has become one of the most popular and influential platforms globally, connecting millions of users. It is often seen as a hub for learning about the latest trends and exploring brands, locations, and events. People turn to Instagram for visual inspiration and fresh ideas. One of the latest features that has gained significant attention is Instagram Reels, which enables users to create short videos incorporating engaging visual elements, relevant music, and compelling narration. Apart from that, with Instagram reels, users can share information about themselves, such as current activities and sometimes personal stories such as reviews of tourist attractions, restaurants and so on (Meifilina, 2021). Through their social media profiles, creator educators frequently employ interactive tools like polls and user suggestion systems to determine what to cover next. Additionally, they obtain input via reviews and comments. In doing so, they produce a more personalized and meaningful learning experience (Pappas, 2023).

Making a video for Reels usually requires a script, which plays an important role in helping organize, plan, and structure the content that will be conveyed. Even most 30-second ads are scripted. With a structured script, the video production process becomes more focused and efficient (Cassinari, 2020). It is crucial to pay attention to the context of the narrative and how it will be understood by the audience, as well as how the message to be conveyed will be received by them. By using context in narrating a video, viewers can better understand the message being conveyed. This context is not only limited to what is seen or heard in the video, but also involves external elements, such as the situation in which the video was uploaded, who created it, and how the audience responds to it. In this context, deixis, as part of pragmatics, has an important role.

The term “deixis” describes how a narrator's choice of words or phrases depends on the situational context of their speech. Where deixis allows the narrator to identify the important elements needed to create a narrative for its content, such as the time, place, or person mentioned. So that the meaning of the language becomes more organized and effective so that it does not cause confusion and does not give rise to different perceptions in language recipients. so that it does not confuse and does not give rise to different perceptions (Purwandari et al., 2019). When engaging in conversation, people often use deixis to facilitate smoother communication. For example, rather than repeatedly mentioning the hearer’s full name when it’s already known, deixis allows for a more fluid and efficient exchange. This technique enhances the ease and effectiveness of the conversation. Deixis is a common feature in podcast communication, where

speakers frequently use terms like “you,” “here,” and “tomorrow” to refer to individuals or concepts within the discussion (Ayu A & Muslim, 2023).

Deixis is a branch of pragmatics since it deals with the link between language structure and utterance context. Where, deixis developing as a fascinating and necessary phenomenon in the study of linguistics, increasing our understanding of how language acts in context. In the digital world, such as on social media platforms, deixis is the key to conveying meaning in a more personal and contextual way. By choosing the right words or phrases, the meaning of a message in a broad scope can be accessed by the audience more easily. As proposed by Levinson (1983) categorizes deixis markers into five primary types: person deixis, place deixis, time deixis, discourse deixis, and social deixis. It plays a crucial role in establishing reference points in communication.

a. Person Deixis

Person deixis concerns the representation of participants in a speech event within an utterance. The first person denotes the speaker, the second person identifies one or more individual being addressed, and the third person refers to those who are neither the speaker nor the audience.

b. Time Deixis

Time deixis refers to the expression of temporal points and durations in relation to the moment of speaking or writing. This concept is typically conveyed through deictic time adverbs like “now,” “then,” “yesterday,” and “this year,” as well as, most importantly, through verb tenses.

c. Place Deixis

Place deixis refers to the way spatial locations are conveyed in relation to the positions of participants in a conversation. Most languages generally differentiate between **proximal** locations (those close to the speaker) and **distal** locations (often near the listener or farther from the speaker). However, many languages feature more intricate systems, which we will examine further.

d. Discourse Deixis

Discourse deixis refers to the use of expressions within an utterance to indicate a part of the discourse that encompasses that utterance, including the utterance itself.

e. Social Deixis

Social deixis refers to the elements of sentences that reflect, establish, or are shaped by particular aspects of the social context in which a speech act occurs. Generally, two primary types of socially deictic information are found in languages around the world: relational and absolute.

In every type of deixis has varying meanings, which depend on the context in which it is used. According to Levinson (1983) in pragmatics, the notion of meaning goes beyond the straightforward interpretation of words and sentences. It also involves understanding utterances within their specific contexts. This entails considering the speaker's intentions, the inferences drawn by the listener, and various contextual elements such as the physical environment, prior discourse, and the shared knowledge between conversation partners. Thus, meaning in pragmatic studies is intrinsically linked to context, which is vital to the communication process. Context encompasses multiple factors, including the physical setting, shared knowledge between speakers and listeners, and cultural backgrounds that shape how utterances are interpreted. In pragmatics, meaning is dynamic and can shift based on the context in which an utterance is made and understood.

The researcher found several previous studies related to this research. This has been illustrated in several studies, including one by Ayu A. and Muslim (2023), who examined the use of deixis in Raditya Dika's YouTube podcast. Their research explores various types of deixis and the factors influencing their usage. Another study by Dieudonne (2023) focused on deixis in social media platforms such as WhatsApp, Facebook, and Messenger in Cameroon, analyzing the types of deictic expressions found in Cameroonian social media interactions. Additionally, Putri, Pratiwi, and Dewi (2023) investigated deixis in the film "Spider-Man: No Way Home," discussing the types of deixis and their referential meanings through Levinson's (1983) deixis theory and Dijk's (2009) context theory. Lastly, Bulqis, Lailiyah, and Thahara (2023) analyzed deixis in the lyrics of songs from the "Manic" album, focusing on the types of deixis and the pragmatic meanings embedded in the lyrics. It is evident that all these studies examined the types and meanings of deixis through the lens of Levinson's theory.

Upon examining previous studies on deixis, it becomes evident that notable differences exist among them. This research specifically focuses on the deixis expressed by Nusseir Yassin in

his Nas Daily Instagram Reels. The primary aim of this investigation is to systematically categorize the various forms of pragmatic meaning and deixis utilized by Nusseir Yassin within this specific social media context, thereby contributing to a deeper understanding of how deixis operates in digital communication and its implications for audience engagement.

Recognizing the substantial influence that Instagram content can exert on its users and taking into account the insights gained from prior studies, the researcher undertook an analysis of the various types and meanings of deixis present within the Instagram reel content produced by Nas Daily. This analytical focus is essential, as it facilitates a deeper comprehension of the communicative strategies employed on the platform, elucidates the ways in which messages are articulated, and examines the audience's responses to these conveyed messages. By placing a greater emphasis on the analysis of the different types and meanings of deixis, this research aims to uncover the nuanced, implied, or implicit meanings that underlie the use of deixis, ultimately enhancing our understanding of its role in effective communication within this social media context.

2. Method

The data were collected by through note taking and screen capturing any utterances that contain deixis uttered by by Nusseir Yassin in Reels video of Nas Daily's Instagram account. The theory types of deixis and their pragmatic meanings by Levinson (1983) were to analyze the data collected. Then, the researcher used Creswell & Creswell (2018) theory as the technique of data analysis. They introduced a model to analyze the content of qualitative study in their book "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches". There are seven steps according to their theory, those are organizing and preparing the data for analysis, reading through all the data, coding the data, identifying themes, developing a story line interpretation, further analyzing the data using an analytic framework, and representing and interpreting the data.

3. Result and Discussion

This section describes the findings and discussion of the research on types of deixis and pragmatic meaning. The researcher provided some data on each type of deixis and pragmatic meaning by Nusseir Yassin. Here are some examples of the collected data.

Results

A. Person deixis

First-person deixis

*Nusseir Yassin: Back then, I promised **myself** if Nas Daily work out, no one should feel lonely like I did.*

In this statement, Nusseir reflects on a promise he made to himself to guarantee the success of Nas Daily, ensuring that he would not relive the same emotions he experienced at that time. This statement highlights his strong personal commitment to achieving his goals in managing and growing the Nas Daily social media platform.

In this speech, the word “**myself**” is an example of **first-person deixis**. The word “**myself**” in this context highlights the speaker's personal resolve. By choosing “**myself**”, Nusseir Yassin emphasizes the significance of the promise he made on a personal level. This expression conveys a moment of deep, introspective commitment, indicating that this is a profoundly personal vow rather than a casual intention. (V14, FP20, Time = 00:45-00:52)

Second person deixis

*Nusseir Yassin: **You** just have to have charisma, strong opinions, depth.*

In this context, Nusseir outlines the qualifications needed for registration on the Nas Daily platform, highlighting the essential criteria for applicants. These include having a charismatic presence, holding strong opinions, and possessing a strong ability to communicate stories effectively through video media.

In the speech given by Nusseir Yassin, the word “**you**” is an example of **second person deixis**. In this context, "you" directly engages the audience or unspecified individuals, positioning them as the focus of the statement. The meaning of the word “**you**” in this sentence refers directly to the audience, creating a sense of personal involvement and relevance. By using the word “**you**”, the speaker implicitly includes the

listener in the conversation, making the message more engaging and encouraging the listener to pay attention to these requirements. (V1, SP6, Time = 00:53-00:56)

Third person deixis

Nusseir Yassin: This guy takes corals out of the ocean,

*Nusseir Yassin: and sends **them** to the Gym.*

In that context, Nusseir explained the purpose behind his friend Sam's coral collection, noting that it was intentionally moved to a coral breeding facility, which he referred to as a "Gym".

In Nusseir Yassin's speech, the word "**them**" serves as an example of **third-person deixis**. In this context, "**them**" refers to the corals that are removed from the ocean and transported to the gym. The word "**them**" is used to clearly identify the corals as the objects of the action being described by the speaker. The pragmatic implication is that the speaker presumes the audience understands that "them" refers to the corals and recognizes the importance of their relocation to the gym (coral breeding facility). (V9, TP1, Time = 00:03-00:07)

B. Time deixis

Nusseir Yassin: In 2023, we went to Mongolia, Jakarta, Dubai, Tel Aviv, Los Angeles, Bangalore, London...

*Nusseir Yassin: and **now** Singapore.*

In this context, Nusseir explains that while traveling to different countries, he was in Singapore when the video reels were recorded. By sharing this information about his location at the time, Nusseir gives the audience important contextual details to better understand the content of the video they are viewing.

In Nusseir Yassin's speech, the term "**now**" functions as a time deixis, signaling the current moment in relation to the sequence of events being described. In this statement, the word "**now**" in "and now Singapore" is used to highlight the importance of the current location within the speaker's narrative. By using "**now**", the speaker emphasizes the

present moment and indicates a shift in focus or topic, drawing the audience's attention to the significance of Singapore in the context of the speaker's journey. (V14, TD4, Time = 00:15-00:27)

C. Place deixis

*Nusseir Yassin: from the Bahamas to **right here** in Dubai, at DP World Mina Rashid Port.*

In this context, Nusseir outlines the geographic distribution of coral breeding sites, which range from the Bahamas to Dubai, each contributing significantly to conservation efforts. Within this network of breeding facilities, Mina Rashid Port stands out as a central hub.

In the speech given by Nusseir Yassin, the phrase “**right here**” belongs to the type of **place deixis**. In the statement, the phrase “**right here**” emphasizes both the speaker's physical presence at the time the video was recorded and the significance of that specific location. In this context, the meaning of the phrase “**right here**” refers specifically to Dubai, particularly DP World Mina Rashid Port, clearly and precisely pinpointing the speaker's location within the geographical context being described. (V9, PPD2, Time = 01:03-01:05)

D. Discourse deixis

*Nusseir Yassin: I went to the country **that** is closest to the Sun.*

Nusseir Yassin: Here is closer than anywhere else on Earth.

Nusseir Yassin: Welcome to Ecuador

In this context, Nusseir mentioned that he traveled to a location closer to the sun, suggesting an awareness of the heightened benefits or effects of increased sun exposure in that region. This statement reveals his understanding of the enhanced advantages or consequences related to greater sunlight exposure. By noting the proximity to the sun, Nusseir implicitly recognizes the potential for increased solar radiation, which could significantly affect health, well-being, and environmental conditions.

In the speech given by Nusseir Yassin, the word “**that**” serves as **discourse deixis**.

The meaning of the phrase “the country closest to the Sun,” the word “**that**” refers to Ecuador, which was mentioned earlier by Nusseir. Here, “**that**” implicitly emphasizes Ecuador's unique geographical position. By using “**that**”, the speaker highlights Ecuador's closeness to the equator, enhancing the audience's appreciation of the country's distinctiveness. Furthermore, “**that**” serves to engage the audience by sparking curiosity and interest about the location, thereby fostering a deeper connection with the narrative about Ecuador. (V10, DiD9, Time = 00:01-00:04)

Discussion

From the findings, the researcher identified four types of deixis but did not observe the presence of social deixis within this study. Person deixis is the most prevalent of the four categories, accounting for ninety-seven data. The dominant position of person deixis suggests that linguistic interaction relies heavily on identifying and referring to communication participants such as the speaker, listener, and third parties. The following time deixis with sixteen data, demonstrate the usefulness of temporal markers in giving a time context for an occurrence. Meanwhile, the thirty-two facts of place deixis emphasize the importance of spatial reference in communication, which aids in determining the relative placement of entities and occurrences. Discourse deixis, which includes thirty-eight data points, emphasizes how elements in a text or discourse are linked and organized to ensure narrative cohesiveness and consistency.

The data analysis indicates that person deixis is the most commonly used type of deixis in the video reels, appearing ninety-seven times, for several reasons. Firstly, Nusseir, or the speaker, frequently employs person deixis to build and strengthen the relationship with the audience. Pronouns like "I," "we," and "you" help foster a closer personal connection and facilitate more direct and intimate interaction. This claim is supported by Sari & Fauziah (2023) who found that using person deixis enables speakers to establish a more intimate bond with their audience by referring to themselves or others.

The second most commonly used category is discourse deixis, with thirty-eight instances recorded. Discourse deixis frequently appears in Nasdaily's video reels for various reasons linked to effective communication strategies within the social media context. Firstly, it aids in clarifying the narrative structure and orientation within the shared content. Nurhikmah (2019) explains that discourse deixis involves using linguistic

expressions to refer to different parts of a larger text, whether written or spoken, where these expressions occur. Essentially, it pertains to using certain phrases in an utterance to point to parts of the ongoing discourse. Secondly, discourse deixis enables Nusseir to connect different elements within the video, such as scenes, images, or sounds, creating a cohesive and engaging narrative. Research data show that words like “it” and “that” are effective in directing the audience’s attention to specific elements introduced earlier in the narrative. For example, “it” often refers back to previously mentioned objects or concepts, helping the audience follow the storyline without losing context. Similarly, “that” emphasizes key points and links ideas that may need further explanation. Consequently, discourse deixis not only strengthens textual cohesion but also enhances audience engagement by making the narrative more dynamic and easier to follow. Abdulla (2020) notes that discourse deixis facilitates understanding the dependence of the text's semantic components, which is explicitly recognized by the sender.

Moreover, the researcher did not identify the use of social deixis in this study. This absence is attributed to the narrative focus in Nasdaily video reels, which centers on Nusseir's personal experiences in 2023. In this content, Nusseir takes on the role of narrator, primarily employing person deixis and discourse deixis to establish a direct connection with his audience. This strategy allows him to create a narrative that feels personal and relatable to viewers, without placing emphasis on social distinctions or status. By avoiding the use of social deixis, Nusseir ensures that his content remains focused on the messages and meanings he wishes to convey through his personal stories, without alienating or limiting the audience based on social identities. Thus, in Nasdaily content, Nusseir mainly relies on person deixis and discourse deixis to enhance audience engagement and the relevance of his messages. By highlighting personal experiences and the universality of his messages, Nusseir successfully reaches a broader and more diverse audience, increasing the appeal of the content he shares.

This research revealed several significant differences compared to previous studies. One key difference is the use of the pronoun “myself,” which had not been identified in earlier research but emerged in this study’s findings. The use of “myself” suggests a deeper level of self-reflection and emphasizes the narrator's personal experiences, adding an introspective dimension to the narrative. Additionally, this study discovered that the

pronoun “them” is used not only to refer to humans but also to other entities, such as “corals.” This illustrates the versatility and expanded role of pronouns in language, as they can refer to various objects or entities within specific narrative contexts. Referring to corals with the pronoun “them” demonstrates personification, attributing human qualities to non-human objects, which can create a more dynamic and engaging narrative for the audience. Moreover, this study identified a broader use of place deixis, which was not observed in previous research. The use of phrases like “right here”, along with city names and specific locations, indicates that the narrator frequently references specific places to provide a clearer and more concrete context for the audience. This use of place deixis enhances the audience's ability to visualize the story's setting and deepens their engagement with the narrative.

In this research, each type of deixis conveys distinct meanings and references. For first-person deixis, the pronoun “I” is frequently used, consistently referring to Nusseir Yassin, the narrator of his Instagram Reels content. This use of “I” enables Yassin to share personal experiences, opinions, and stories, thereby fostering emotional engagement and trust with his audience. This approach highlights a narrator-centered strategy, where self-identification is a key element in creating a compelling and persuasive narrative. In contrast, second-person deixis is marked by the predominant use of the pronoun “You”. In the realm of social media and digital platforms, where interactions can be indirect, “You” helps to strengthen the emotional connection with the audience. Thus, “You” serves not only as a referential tool but also as a means to enhance communicative effectiveness. Meanwhile for discourse deixis, Yassin’s use of the word “it” illustrates a strong link between discourse structure and established references. This usage keeps the narrative concise and focused while maintaining clear referential ties. Effective communication is supported by discourse deixis like “it”, which helps to preserve the flow and clarity of the story, thereby improving audience comprehension and engagement.

Analyzing the findings of this research alongside four previous studies reveals several notable similarities and patterns. Ayu A and Muslim (2023) found that person deixis was the most prevalent, with no instances of social deixis. Similarly, Dieudonne (2023) reported that person deixis appeared most frequently, while social deixis was the least common. (Putri, Pratiwi, and Dewi (2023) observed a comparable trend, with person

deixis being dominant and social deixis appearing infrequently. In the study by Bulqis, Lailiyah, and Thahara (2023) confirmed that person deixis was also the most common, although they noted that time deixis was the least frequent. The consistent prevalence of person deixis across these studies highlights its significant role in communication and narrative, as it allows speakers to address their audience in a direct and personal way.

The researcher notes that there are similarities between their findings and those of previous studies, particularly regarding the frequent use of person deixis. This suggests that person deixis is a successful strategy across various media for establishing a personal and direct connection with the audience. Aryawan, Budasi, and Ramendra (2022) highlight that person deixis is effective because it focuses on human interaction, fostering a close relationship between speakers and their audiences. In the context of Nasdaily's video reels, Nusseir Yassin often employs person deixis to share personal experiences and engage with viewers. This approach mirrors findings from other research, which shows that person deixis in songs, films, social media, and podcasts helps create a more engaging and relevant narrative. Person deixis can generate a sense of closeness and personalization, making the audience more engaged and responsive. As Sitorus and Herman (2019) explain, person deixis reflects individual perceptions and emotions, allowing speakers to convey their feelings through language. By enhancing personal engagement through person deixis, the narrator can make their message more compelling and accessible, thereby improving audience engagement and the overall impact of the narrative.

4. Conclusion

Moreover, person deixis is essential for helping the audience grasp the overall content of Nasdaily's reels. By positioning himself as the central figure in the stories or information shared, Nusseir not only crafts a more compelling narrative but also reinforces his identity as a content creator. This approach makes it more likely that the audience will engage with the storyline on both an emotional and intellectual level.

The research also found that social deixis is infrequently used across various media contexts, even less so than personal and discourse deixis. This is because social deixis, which pertains to marking social status or formal relationships between speaker and

listener, is often less relevant in many contemporary media contexts. Platforms like social media, films, Instagram reels, YouTube podcasts, and songs generally emphasize personal interactions aimed at engaging a broad and diverse audience, regardless of social status.

This research revealed that different types of deixis carry distinct referential meanings, requiring a pragmatic approach to fully understand each one. The interpretation of deixis varies across media, reflecting the specific communication goals and contexts. In more personal media, such as YouTube podcasts and social media, deixis fosters a sense of closeness and direct interaction with the audience. In song lyrics and films, deixis is often used symbolically and narratively to develop characters and emotions. In visual media formats like Instagram Reels, deixis complements the visual and narrative context, enhancing the connection between the narrator and the viewer.

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