The Deixis Analysis Of Donald Trump's Victory Speech

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Abstract

This study aims to describe the use of deixis in Donald Trump's 2024 Victory Speech. Employing a descriptive qualitative method, the research focuses on analyzing the types and frequency of deixis found within the speech text. The primary data source is the official transcript of the speech. The research process involved collecting, selecting, and reducing relevant data, particularly sentences or words containing deixis. The data were then displayed and analyzed to identify the types of deixis used. The study concludes by interpreting the findings and determining the most dominant type of deixis in the speech delivered by Donald Trump. Based on the analysis, five types of deixis were identified: person deixis, spatial/place deixis, temporal/time deixis, discourse deixis, and social deixis. A total of 344 deictic expressions were found in the speech. Among these, person deixis was the most frequently used, with 279 occurrences, representing 81.10% of the total. This suggests that Donald Trump heavily relied on personal references—such as pronouns like "I," "we," "you," and "they"—to engage his audience and emphasize personal and collective identity.The dominance of person deixis indicates a rhetorical strategy aimed at establishing a strong connection with listeners, reinforcing solidarity, and asserting leadership. The findings highlight the importance of deixis as a linguistic tool in political discourse, particularly in persuasive and emotionally charged speeches. This study contributes to the broader understanding of how linguistic features like deixis function in political communication to influence public perception and audience response.

Keywords: deixis, person deixis, speech, types of deixis

1. Introduction

Language is the tool we use to convey messages to others. Humans certainly cannot live alone, therefore they need to interact with other humans to fulfill their needs through language. Language itself has many functions such as informing, pleading, requesting, asking, expressing, etc. Many experts study language and how it is applied in a science called linguistics. According to Kridalaksana in (Effendi et al., 1983) Linguistics is a discipline that studies, examines, or investigates the nature and complexities of language, specifically language in general that humans use as a form of communication. The language in question in relation to this object of linguistic research is not a specific language, but language in general that is used to communicate among language speakers. As a result, linguistics is frequently referred to as generic linguistics. Linguistics is divided into many studies, namely pragmatic, semantic, syntax, morphology, phonology and phonetics, discourse analysis, and translation. As for external linguistics , there are sociolinguistics

, psycholinguistics , etc. Phonetics (the study of how speech sounds are made) , Phonology (how these sounds are organized) , Morphology (how sounds are organized into units of meaning), Pragmatics (the relationship between language signs and language users), Semantics (the study of meanings themselves), Sociolinguistics (the interaction of language and people or collectives), Syntax (how units of meaning come together to create utterances). Linguistics analyzes various usage of language in various situations, whether it's in novels, stories, movies, speech , daily conversation, social media, and so on. The language that researchers will examine is in advertisement. According to Philip Kotler, "Advertising is any paid form of non-personal presentation and advancement of merchandise, administrations, or thoughts by an distinguished support.

In understanding utterances of other people, it is essential to look at the relationship between the language used and the context in which the utterances occur. One of the examples, which reflects the relationship between language and context, is through the phenomenon of deixis (N. A. Putri & Kurniawan, 2015). Deixis in a communication plays some important matters to refer who or what the object is being talked about (Afrilian, Rozelin, & Rahmi, 2019). It can be said that, deixis refers to the phenomenon where in understanding the meaning of certain words or phrases in an utterance require context of situation. For example, in the sentence, "I like you," the word "I" and "you" is type of deixis which does not have permanent reference. They are different from the words: "window", "book", "house" and "hat", which still have permanent reference even though different speakers, places, and situations express them. When someone mentions the word house, people will be able to visualize its physical performance even if he is not in that house. Furthermore, deixis is useful to interpret the context of situation with speaker, place, reference, and time when the communication happens in daily life. Deixis is a part of language, which is usually present both in daily communication and in the text or discourse. Deixis in discourse can be found in speech. Speech is an example of spoken discourse done by a person in front of the audience. It is usually performed by a leader of country, company, community or anyone who is able to inspire his/her audience. One of country leaders who delivered speech was Donald Trump from United States of America. His speech to UN General Assembly on September, 25th 2018 may seem interesting to discuss more considering his reputation and power in the United States. As a president of a great country, Donald Trump must have targets and planning to build a better America in the period of his rule. He also stated his achievement as the President of America throughout the speech. He also said that nobody would ever take advantage of the United States again.

Donald Trump is well known as a skilled public speaker. He often knows how to craft his words for the audience, for example using deixis. Deixis can be one of potential tool to win public support in doing speech. It is interesting to analyze why he chose certain deixis as a link among time frame, physical location, people involved and what people actually say in his speech, so it only can be interpreted based on the context of the utterance. Speech aims to create a unity of the speaker and the audience to deliver the information. Unfortunately, the audience usually has some problems in getting information from a speech. This can occur because they do not know the meaning stated in deixis itself. Therefore, the hearer may not know what the speech about if he/she does not know the context. This situation can create communication problem, especially to understand speaker's meaning clearly. Deixis is an interesting phenomenon to study because it is usually present both in daily communication and in the text or discourse. Deixis can be applied in speech. Donald Trump as the controversial president of United States of America used interesting language and deixis to attract audience's attention. In his speech to UN General Assembly, Donald Trump would like to thank all the people from other countries who come to the event. He also invited them to unite with him and United States of America to create better world.

According to Yule (2006), deixis has been classified in the literature as follows: person deixis, spatial/place deixis, and temporal/time deixis. Moreover, according to Levinson in (Hutauruk, 2018), he adds two more types of deixis: discourse deixis and social deixis, totaling there are five types of deixis. In this research, the researcher used two theories to support the data of deixis, purposed by them. That is why, to analysis the data, the researcher used five types of deixis. They are person deixis, spatial/place deixis, temporal/time deixis, discourse deixis and social deixis. Deixis has attracted research attention in many fields, for example student teacher interaction (Nafisah, & Wardani, 2019; R. Sari, 2015), novel (A. Putri, Budiarsa, & Sudana, 2018; Wibowo & Nailufar, 2018), religious text (Abdulameer, 2019; Pratiwi, 2018), song (Anggara, 2017; Rizka, Setiadi, & Ilza, 2018), reports (Eragbe, Yakubu, & State, 2015), cross communication (Li, 2015), etc. The researches of deixis also done in speech. There were some researchers that have investigated deixis in speech by country leaders such as Barrack Obama and Mitt Romney (N. A. Putri & Kurniawan, 2015), Donald Trump (Flores-Ferrán, 2017), Susilo Bambang Yudhoyono (Purba, 2015; J. K. L. M. Sari, 2015), and Olusegun Obasanjo (Adetunji, 2006). Overall, all researches above were quite similar with this current research. They discussed deixis in various fields and speech by country leaders using pragmatic approach. The differences between this current research and the other researches above were first, they had different objects with this research.

Pragmatics
In 1938, a philosopher named Charles Morris coined the term pragmatic as we know it today. Pragmatics is a linguistic branch that analyzes language in terms of its use, and it is the only linguistic level that considers people as language users. According to Levinson in (Martyawati, 2015), pragmatics is the study of the interaction between language and situation that underpins language comprehension explanation. As a result, in order to understand the usage of language, we must also understand the context in which it is used. In keeping with this remark, Thomas argues in (Martyawati, 2015) that pragmatics is a field that investigates meaning in interaction. He emphasizes that meaning is a dynamic process that involves negotiation between the speaker and the listener, as well as between the context of the speech and the potential meanings that may emerge. As a result, pragmatics is a study that focuses on the meaning of language as it is influenced by the context between the speaker and the listener. The central points of pragmatics are deixis, presupposition, speech acts, conversational implicature, maxim, politeness, and impoliteness. In this paper, the researchers will discuss about deixis, and their types.

Context
Context is one of those phonetic words that is constantly used in various contexts but never specified. It is related to meaning, and both are necessary in pragmatics. According to Richard in (Nisa et al., 2020), a speaker may seek to use their words in context to show specific representations, or types of representations, of the individual to whom they are attributing belief. Context is the shared understanding between a speaker and listener about the communicator's intended information, which is related to the environment and the speaker's or listener's function in a certain circumstance. Marantika , nisa, dan Nababan

Deixis
Depending on the time and place of the event, speakers and listeners will use different phrases to describe deixis, according to Marmaridou in (Marantika, 2022). In the process of speaking, other elements like the social backdrop become vital. In Wibowo & Naulfar at (Nisa et al., 2020), deixis is the use of another term or something else to understand the meaning of specific words and phrases in an utterance based on the context. The terms and expressions classified as deictic are those that

need to be understood in context. Deixis is a term with a modern connotation. Within the setting of deixis is the Deictic.

There are different types of deixis according to experts. The researcher will use the theory of Deixis types according to (Nababan, 1987) which consists of 5 namely, person deixis, spatial deixis, temporal deixis, discourse deixis, and social deixis.

1. Personal Deixis

is around the pronouns with three divisions of to begin with individual (I), moment 2 individual (You), and third individual (She, He, It).

2. Spatial Deixis

Nababan states on page 41 of (Nababan, 1987) that spatial deixis gives the locations of speaking actors in language events shape. All languages, including Indonesian English, distinguish between "that which is close to the speaker" (proximal) and "that which is not close to the speaker" (including that which is close to the listener, or distal). Grammar's locative phrase, place deixis, is occasionally mistaken for place adverb. A spatial deixis example might be "here, there, these, those."

3. Temporal Deixis

Temporal deixis, in the words of Nababan in (Nababan, 1987) page 41, is the articulation of the made-language time of an object or an event. A technique for breaking down a situation into temporal adverbal lexemes is called temporal deixis, or time deixis. It accomplishes this by combining a number of lexemes with temporal adverbs, like today, yesterday, tomorrow, now, and so on.

4. Social Deixis

Page 42 of Nababan's book (Nababan, 1987) provides the following social deixis analysis. The art of communicating or depicting caste and language disparities, especially those related to cultural aspects, is known as social deixis. This deixis encourages politeness or appropriate language use. As an example, consider your grandeur and majesty, my lecturer.

5. Discourse Deixis

Speaking about discourse deixis, Levinson states in (Sholihah, 2015) that it encodes a reference to the utterance's placement within specific parts of the ongoing conversation. Discourse deixis, according to (Nababan, 1987), relates to certain discourse segments that have been delivered or are still being developed. Both cataphora and anaphora are discourse deixis. Take this, that, the, is for example. Language is one of the most fundamental and distinctive characteristics of human beings. It is the primary tool humans use to convey messages, exchange ideas, share feelings, and build relationships with one another. Without language, it would be almost impossible for humans to live collectively, coordinate activities, or develop civilizations. Humans are social beings who cannot live entirely in isolation; they require interaction with others to fulfill their physical, emotional, and social needs. This interaction is achieved primarily through language. Therefore, language does not merely function as a means of communication but also as a mechanism for thinking, problem-solving, transmitting culture, and establishing identity. In this sense, language is not only a tool but also a bridge that connects individuals and communities across time and space.

The functions of language are wide-ranging and multifaceted. It can be used to inform, instruct, request, plead, express, persuade, and even conceal. Through language, people can express their emotions, convey complex ideas, and influence others. It allows us to construct narratives, create laws, share knowledge, and build societies. Because of its centrality in human life, scholars from diverse disciplines—anthropology, psychology, philosophy, and communication studies—have long been fascinated by language. However, the systematic scientific study of language falls under a specialized field called linguistics. Linguistics provides a structured way to examine the nature, form, and function of language, allowing researchers to understand not only how language works but also how it evolves, how it differs among communities, and how it shapes human thought.

According to Kridalaksana in Effendi et al. (1983), linguistics is a discipline that studies, examines, or investigates the nature and complexities of language, specifically language in general as used by humans for communication. Importantly, the language in question within the scope of linguistic research does not refer to a particular language such as English, Indonesian, or Arabic but rather to the concept of language in general. This makes linguistics a generic discipline—one that is concerned with universal principles applicable to all human languages. This generic orientation enables linguistics to uncover patterns, structures, and phenomena that recur across different languages, thereby illuminating the essence of human communication itself.

Linguistics as a discipline is diverse and multifaceted, encompassing both the internal structure of language and its external use. Internally, linguistics is divided into several subfields such as phonetics, phonology, morphology, syntax, semantics, pragmatics, discourse analysis, and translation studies. Each of these areas examines a different aspect of language. For instance, phonetics studies how speech sounds are physically produced and perceived; phonology examines how these sounds are organized and patterned within a language; morphology investigates how words are formed from smaller units of meaning; syntax analyzes how words combine to form phrases and sentences; semantics deals with meaning itself; and pragmatics studies how meaning is influenced by context and usage. Meanwhile, discourse analysis explores how larger stretches of language—such as conversations, speeches, or written texts—are organized and interpreted. Translation studies focus on how meaning is transferred from one language to another, considering both linguistic and cultural dimensions.

In addition to these internal branches, linguistics also includes external branches that study the relationship between language and other aspects of human life. Examples include sociolinguistics, which examines how language interacts with society, social groups, and culture; and psycholinguistics, which studies the psychological and cognitive processes involved in language production and comprehension. By combining insights from these various subfields, linguists are able to develop a comprehensive understanding of how language functions both as a system of rules and as a tool of communication in real-life contexts.

The richness of linguistics lies in its ability to analyze language use across diverse situations. Whether it is a conversation between friends, a political speech, a novel, a movie dialogue, or a post on social media, linguistic tools can be applied to uncover patterns, meanings, and strategies. In the context of this study, the focus is on advertising language. As Philip Kotler famously defines, "Advertising is any paid form of non-personal presentation and promotion of merchandise, services, or ideas by an identified sponsor." This definition highlights that advertising is not just about selling products but also about presenting ideas, shaping perceptions, and influencing behavior. The language of advertising, therefore, becomes a rich site for linguistic analysis because it is

deliberately crafted to attract attention, persuade audiences, and create associations between products and consumers' desires.

In order to understand how utterances function in advertising—or any other context—it is essential to examine the relationship between the language used and the context in which it occurs. Words do not exist in a vacuum; their meaning often depends on who is speaking, to whom, where, and when. One phenomenon that exemplifies the interplay between language and context is deixis. According to Putri & Kurniawan (2015), deixis refers to expressions whose meaning cannot be fully understood without knowledge of the context of the utterance. In other words, deixis refers to linguistic items—like "I," "you," "here," "there," "now," "then"—whose reference shifts depending on the speaker, listener, time, and place.

Afrilian, Rozelin, and Rahmi (2019) explain that deixis plays an important role in communication because it helps speakers and listeners identify who or what is being referred to at a given moment. For instance, in the sentence "I like you," the pronouns "I" and "you" are deictic expressions whose reference depends on the speaker and listener. In contrast, words like "window," "book," or "house" have relatively stable meanings that do not change depending on who is speaking. When someone says "house," listeners can typically visualize a physical structure regardless of the speaker's identity or location. But when someone says "I," its reference is determined entirely by the context—namely, the person speaking.

Deixis is thus essential for interpreting the context of a situation, including the speaker, the place, the time, and the participants involved in communication. It appears not only in everyday conversations but also in written texts and public discourse. For example, deixis frequently appears in speeches, which are a form of spoken discourse delivered to an audience. Speeches are usually performed by leaders—political figures, corporate executives, or community representatives—who aim to inform, inspire, or persuade their listeners.

One notable example is the speech delivered by Donald Trump, the 45th President of the United States, to the United Nations General Assembly on September 25th, 2018. This speech is particularly interesting to analyze given Trump's reputation, influence, and rhetorical style. As the leader of a powerful nation, Trump used the speech to outline his achievements, present his vision for America, and assert his country's position on global issues. He famously declared that no one would ever again take advantage of the United States, signaling a strong, nationalistic stance. Trump is also well-known as a skilled public speaker who understands how to craft his words for maximum impact. One of the rhetorical tools he frequently uses is deixis, which helps him link time frames, physical locations, people involved, and the content of his message in a way that resonates with his audience.

Deixis can thus serve as a powerful rhetorical strategy for winning public support. By carefully selecting deictic expressions, speakers can create a sense of unity with their audience, position themselves as leaders, and shape how their messages are interpreted. However, the effectiveness of deixis depends on the audience's ability to understand the context. If listeners fail to grasp the meaning of deictic expressions, they may misunderstand the speaker's intent or message. This can lead to communication breakdowns, especially in high-stakes settings like political speeches, where clarity and persuasion are crucial.

This makes deixis an especially interesting phenomenon to study. It operates at the intersection of language and context, appearing both in everyday conversations and in formal discourse such as speeches. In the case of Donald Trump, his use of deixis in the 2018 UN General Assembly speech offers an opportunity to examine how a world leader employs language to shape perceptions, assert authority, and invite cooperation from the international community. In his speech, Trump thanked delegates from other countries for attending the event and invited them to work with the United States to create a better world. By doing so, he used deixis to construct relationships between himself, his country, and the global audience.Scholars have identified several types of deixis. According to Yule (2006), deixis is traditionally classified into three categories: person deixis, spatial/place deixis, and temporal/time deixis. Levinson (in Hutauruk, 2018) adds two more: discourse deixis and social deixis, bringing the total to five. This study follows Levinson's classification in analyzing deixis, which includes all five types.

Deixis has attracted considerable research attention across various fields. For example, researchers have examined deixis in student-teacher interactions (Nafisah & Wardani, 2019; R. Sari, 2015), novels (A. Putri, Budiarsa, & Sudana, 2018; Wibowo & Nailufar, 2018), religious texts (Abdulameer, 2019; Pratiwi, 2018), songs (Anggara, 2017; Rizka, Setiadi, & Ilza, 2018), reports (Eragbe, Yakubu, & State, 2015), and cross-cultural communication (Li, 2015). Deixis has also been widely studied in political speeches by leaders such as Barack Obama, Mitt Romney (Putri & Kurniawan, 2015), Donald Trump (Flores-Ferrán, 2017), Susilo Bambang Yudhoyono (Purba, 2015; J. K. L. M. Sari, 2015), and Olusegun Obasanjo (Adetunji, 2006). These studies share a common interest in how deictic expressions shape communication in different contexts.

What differentiates the present study from previous research is its focus on Donald Trump's 2018 UN General Assembly speech and the application of Levinson's five-type framework of deixis to analyze it. This approach allows for a nuanced examination of how Trump's language functions in relation to the context of the speech, the audience, and the broader international setting.

The theoretical foundation of this research also draws on pragmatics, a branch of linguistics that studies language in use. Pragmatics, as coined by philosopher Charles Morris in 1938, is concerned with how people use language to achieve communicative goals in specific contexts. Unlike other levels of linguistic analysis, pragmatics explicitly considers the role of the speaker and the listener, as well as the situational context in which communication occurs. According to Levinson (in Martyawati, 2015), pragmatics examines the interaction between language and situation to explain how people understand utterances.

Thomas (in Martyawati, 2015) further elaborates that pragmatics is the study of meaning in interaction. Meaning, he argues, is not static but dynamic—it emerges through negotiation between speaker and listener, as well as between the context of the speech and the possible interpretations of the utterance. Thus, pragmatics focuses on how context influences meaning, making it an essential framework for studying phenomena like deixis. The central topics of pragmatics include deixis, presupposition, speech acts, conversational implicature, maxims, politeness, and impoliteness. In this paper, the focus is specifically on deixis and its types.

Another crucial concept in pragmatics is context. Context is one of those terms frequently invoked but rarely defined with precision. Yet, it plays a central role in how meaning is constructed and interpreted. According to Richard (in Nisa et al., 2020), context refers to the shared understanding between a speaker and listener about the communicator's intended information, which is related to the environment and the roles of the participants in a particular situation. Context thus encompasses not only physical aspects (like time and place) but also social, cultural, and psychological factors

that shape how language is used and understood.Deixis, as Marmaridou (in Marantika, 2022) notes, reflects how speakers and listeners use different expressions depending on the time, place, and social background of an event. Wibowo & Nailufar (in Nisa et al., 2020) describe deixis as the use of certain terms or expressions whose meaning depends on the context. These expressions, known as deictics, cannot be fully understood without reference to the surrounding situation. By examining how these five types of deixis function in Donald Trump's UN General Assembly speech, this study aims to shed light on the relationship between language, context, and meaning in political discourse. It will also contribute to the broader field of pragmatics by showing how a world leader uses deictic expressions to achieve rhetorical goals in a high-profile international setting.

2. Method

The method used in this research is qualitative. According to Darmadi in (Lestari, 2020), the research method is a scientific way to obtain data with certain useful purposes. The scientific method means that research activities are based on scientific characteristics, namely rational, empirical and systematic. The method used in this research is qualitative. The qualitative research method was chosen because it enables an in-depth understanding of the phenomenon being studied, particularly related to behaviors, perspectives, experiences, and meanings constructed by research participants within their real-life context. According to Darmadi in Lestari (2020), a research method is a scientific way to obtain data with specific useful purposes. This statement emphasizes that every research activity must follow scientific principles in order to produce valid, reliable, and meaningful findings that can contribute to the development of knowledge as well as practical problem-solving.The term "scientific method" in this context refers to three essential characteristics: rational, empirical, and systematic. Rational means that the research process is carried out using logical reasoning that is acceptable to the human mind. Each step in the research process must be grounded in clear and logical thinking, supported by theoretical foundations and sound arguments. Therefore, qualitative research ensures that conclusions are drawn through accurate reasoning, both during data collection and data interpretation, avoiding baseless assumptions or subjective speculation.

Empirical means that the data obtained are based on actual conditions observed in the field. Qualitative research emphasizes the importance of direct interaction with participants through various techniques such as in-depth interviews, observations, and document analysis. Through these methods, the researcher is able to capture participants' subjective experiences and social realities as they naturally occur, without manipulation or control over variables as commonly seen in quantitative research. As a result, qualitative findings provide rich, detailed, and authentic information that reflects the true situation in the field.

Systematic refers to conducting research through well-organized and structured procedures. In qualitative studies, the researcher prepares a research plan that includes problem identification, determination of research focus, purposive selection of participants, development of interview guidelines, data collection, data analysis, and drawing conclusions. Although qualitative research is often flexible and may evolve during the research process, systematic principles remain essential to ensure that each step is carried out coherently and consistently in accordance with the research objectives. Through this qualitative approach, the researcher is able to understand the phenomenon holistically and deeply, allowing the results to provide more than mere descriptive information. Qualitative research captures the values, perspectives, and social dynamics behind the observed events. In other words, this method provides the opportunity to explore the meaning behind participants' actions and thoughts, as well as the contextual factors that shape their experiences. Therefore, applying a qualitative method in this study is deemed appropriate to obtain comprehensive, relevant, and accurate data in accordance with the research purpose.

- Method of collecting data
The method used is the observation method. Widoyoko in (Mega Astutik, 2013) explains that the observation method is "systematic observation and recording of the elements that appear in a symptom on the research object". The type of observation used is non-participant observation, where the researcher is not directly visible in the activity being observed. In this research, the observation method was used to collect data in the form of tv advertisement transcripts. the data were collected from one segmen of the tv advertisement entitled Global TV that posted on youtube 2023. Youtube can be access on site (https://www.youtube.com/) or download application in play store smartphone. The data of this research are the deixis used by one segmen of GTV tv advertisement. The researcher note down the utterances containing the deixis from the transcript. Then, the researchers formulate the format of the data.

- Method of Data Analysis
As for the analysis, researchers will use qualitative descriptive methods to identify the types of deixis of GTV advertisements, as well as analyze the purpose contained in them. According to I Made Winartha in (Z, 2022), the qualitative descriptive analysis method is analyzing, describing and summarizing various conditions and situations from various data collected in the form of interviews or observations regarding the problems being researched that occur in the field.
The data collected were first classified into five main deixis proposed by (Nababan, 1987) : person deixis, spatial deixis, temporal deixis, social deixis, and discourse deixis. After presenting the data, five example was taken from each type of deixis for further analysis. Then, a conclusion was made after examining and analyzing all the data.

3. Result and Discussion
The objective of this study is to describe how deixis are used in Donald Trump's Victory Speech. To reach the objective, the utterances in the speech were gathered. Then, the relationships occurred in the utterances were analyzed. There were five types of deixis found, they were person deixis, spatial/place deixis, temporal/time deixis, discourse deixis, and social deixis. After gathering the utterances containing the type of deixis, the researcher found 344 utterances in Trump's speech. The findings can be seen in brief on the table 1.

Table 1. The Frequency of Deixis in Donald Trump's Victory Speech No. Types of Deixis Number of Utterances Percentage (%) 1 Person 279 81.10 2 Spatial/Place 23 6.69 3 Temporal/Time 23 6.69 4 Discourse 13 3.78 5 Social 6 1.74 Total 344 100 .

As seen from the result, the percentages of types of deixis for each classification are as follows; there are 279 (81.10%) person deixis that has dominated the analysis of the data, 23 (6.69%) for spatial/place deixis, 23 (6.69%) for temporal/time deixis, 13 (3.78%) for discourse deixis, and the last 6 (1.74%) utterances for social deixis.Donald Trump tends to use person deixis dominantly in his speech can be because while delivering speech, he wanted to point to things or people in the context or situation in which the expression uttered Based on the analysis, there were two other findings of this research regarding deixis references that were not formulated in the objective of the study. Firstly, it was found that there were data with same type of deixis but had different references from person, spatial, and discourse deixis type. There were ten person deixis, one spatial deixis, and two discourse deixis which had more than one reference. Ten person deixis consisted of "you" (2 references), "our" (6 references), "we" (6 references), "their" (19 references), "it" (13 references), "they" (10 references), "us" (3 references), "its" (9 references), "themselves" (3 references), "your" (2 references). One spatial deixis consisted of "here" (2 references). Two discourse deixis consisted

of "this" (5 references) and "that" (8 references). Person deixis that had the most references was "their" with total 19 references. It can be concluded that "their" has 19 kinds of references.

4. Conclusion

Deixis manifests the relationship between the structure of language and the context. Based on the data analysis, with the contents of Trump's speech in planning to build a better America in the period of his rule. He also tried to make the citizens of United States understand the idea that he conveyed in his speech. Furthermore, the way Donald Trump delivering his speech shifted the use deixis to the context in which he used may serve as a way to appeal to various audiences and helps his ability to persuade the audience to support him and his unique visions, hopeful futures. Through the findings of deixis in this research, it is concluded that deixis reflects the relationship between the structure of language and the context, which cannot be separated, and it must be communicated contextually and pragmatically.

This study has shown that deixis is a key component of Donald Trump's 2024 victory speech. Five categories of deixis were found through qualitative analysis of the speech transcript; person deixis was the most common, making up 81.10% of all deictic phrases. This high frequency points to a purposeful rhetorical technique to establish leadership, strengthen group identification, and build a personal connection with the listener. According to the findings, deictic expressions are important in political discourse because they shape audience involvement and affect public opinion. In the end, the study advances our knowledge of how language is strategically employed in political communication to influence and bring people together.

5. Acknowledgments (Optional)

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