

# Pragmatic Deices in The Context of The Tourism Destination “Negeri di Atas Awan Citorek Banten”

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**Abstract**—Pragmatics outlines three concepts in the form of meaning, context, and communication. Pragmatics both means written and spoken language. Deiceses are divided into five categories in the form of people, time, place, discourse, and social. Millennials now people like to travel to enjoy holidays with family, friends and the community. Tourist destinations in Indonesia tend to present tourism by using selfies. State Tourism Above Clouds Citorek Banten has a tendency for nature tourism, selfies, and presents some writings for spot photos. Not only in the Citorek Banten destination, several other tours also use writings that attract visitors. The article is examined with pragmatic dexses in the context of the tourist destination to find out the meaning of language and the usefulness of the writing. The research methodology used is descriptive qualitative with data collection techniques through surveys, observations, and interviews with managers. The study was conducted in February 2020. The results showed that there were 7 writings that were objects in the location. The writing consists of pragmatic dexses in the form of people, places, and social. Posts tend to use contemporary languages which are favored by millennials. The meaning of writing leads to the story of romance and friendship. The meaning conveyed through writing is in the form of encouragement for its readers. The context of tourist destinations becomes more diverse and makes visitors apply literacy when traveling. This tourist destination is a non-governmental organization. The management is very friendly and cares about visitors, the facilities presented are complete. This tour in the form of natural attractions with the beauty of clouds above the homes of citizens who were witnessed on Mount Luhur at certain hours.

**Keywords:** Pragmatic deixis, Destinations, Negeri di Atas Awan

## I. INTRODUCTION

The use of language is applied in people's daily lives. Language is also a means of communication and promotion. Nowadays, traveling is the center of people's attention. Tourism is a community destination on weekends, holidays and refreshing destinations. The existence of social media that is directly adjacent to the community has become a habit in everyday life. Language can be a

means of promoting tourism, because trendy visitors send their photos to social media.

Pragmatics in everyday life is used to understand the context of language. Parera (2001: 126) explains that pragmatics is a study of the use of language in communication, the relationship between sentences, context, situation, and the time it is said in the sentence. [1] Pragmatics can be interpreted as the meaning of language in a certain context, because the language conveyed by speakers or writers is sometimes different from the meaning of the reader or listener.

Charlina and Mangatur Sinaga (2007: 62) divide deixis, namely (1) person / person deixis (2) place deixis (3) time deixis (4) discourse deixis, and (5) social deixis. [2]

Apraini and AR (2019: 11), Deixis is very influential in everyday life, especially when communicating. The use of deixisi that is not right or not in accordance with the context or site will cause the wrong meaning, so that the speaker and the interlocutor will feel confused about what the speaker is conveying to the interlocutor or the listener. For that we need an understanding of the use of deixis. [3]

Deixis is a semantic symptom contained in a word or construction which can only be interpreted by its reference to take into account the situation of the conversation. Cummings (2007: 31) adds that deixis includes expressions from grammatical categories that have as much diversity as pronouns and verbs, describing various entities in a broader social, linguistic, or space-time context of utterances. [4]

Riza and Santoso in Alwi (2017: 274), one of the fields of pragmatic studies is deixis. Deixis is a semantic symptom contained in a word or construction which can only be interpreted by reference to take into account the situation of the conversation. [5]

Deixis is used to understand the language contained in reading, discourse, lecture, and dialogue. By using deixis studies, we can better understand the meaning of a language. Noviana and Widodo (2016: 2), Deixis as a field of semantic

study, because deixis studies the context in a sentence. [6]

**II. RESEARCH METHODS**

This research uses descriptive qualitative research methods. The object of research is the writing contained in the tourist attraction of Citorek Gunung Luhur Banten. The research was conducted in February 2020 at the Citorek Negeri Above Clouds tourist attraction. Qualitative research by making direct observations, looking for data, explaining according to the data obtained at the research location.

The research data collection technique was carried out with the following steps: 1) Searching for writings that are used as tourist attractions that become research data. 2) Registering writing to be studied in terms of executable, 3) Copying all deixis data found in the Land Above Cloud tourism object, 4) Grouping deixis data according to their respective types, namely, deixis of person / person, place deixis, time deixis, and social deixis. The urgency of this study is to determine the meaning of pragmatics through deixis.

**III. RESULTS AND DISCUSSION**

Based on the results of the study, it was found that 7 readings were installed on the trees in the tourist attraction of the State Above the Citorek Clouds, Gunung Luhur Banten. The writing is made to attract the attention of visitors. The existence of unique writings is a literacy benefit for visitors or tourists, because they will read them. The following is an interesting article that was researched using deixis.



**Figure 1.** the object of research 1

In figure 1 there is the sentence "my dream is not to be the best, but to become someone who will not embarrass myself". This sentence is a discourse to remind readers or visitors to motivate themselves. Deixis is a type of discourse. Because it contains a long sentence that describes an opinion. Discourse deixis can be used as a sentence of encouragement or motivation for others, in order to remind. Some tourist destinations have discourse deixis, such as tourism in the Bandung area.



**Figure 2.** the object of research 2

In Figure 2 there is an inscription (stay away from drugs) that is studied using the pragmatic deixis as part of social deixis. Because the sentence is intended to remind tourists who read, to stay away from drugs. This invites the nation's future generations not to use drugs that can destroy themselves and the future. This type of social deixis expression has a straightforward meaning, of course, uses denotative words.



**Figure 3.** the object of research 3

In picture 3 there is an inscription (the former was thrown away like garbage). The choice of the sentence tends to be rude and impolite. Assessed using deixis including in person or individual. The word "ex" denotes a persona or individual, which means a past lover who has not broken up. The term is a language that is often seen in several tourist objects and is a word that really steals the attention of visitors. The use of the sentence is a connotative term. Because it contains meaning that is not true. Because it does not mean that the former is dumped like trash. However, it means that the past is forgotten and should not be a memory that disturbs someone's future.



**Figure 4.** the object of research 4

Figure 4 contains the words "the face is treated, not edited". This sentence is a sentence with a negative meaning for the readers. This sentence

reminds the reader to care for and take care of the face. Deixis contained in the sentence is a person or individual deixis. This sentence includes a personal deixis, because it focuses on other people who have to take care of their faces, not edited in the media, photos, or computers. Readers who read the text and do not edit images, will not feel or make changes to take care of their faces. The current millennial generation who are familiar with technology is in the 4.0 or 5.0 era, dominantly using image editing to produce good and desired images or photos.



Figure 5. the object of research 5

Figure 5 has the words "incline of love", the sentence is information for tourist visitors. The deixis used is a place, because it informs that the location where the writing is located is an incline. However, in order to attract the attention of visitors, it is called the love incline. Visitors who come with a partner need to help their partner to climb at that location. Place deixis refers to the existence of a location that is interpreted as near (proximal) and the static nature of existence. Place deixis to refer to the place where an event took place. The use of place deixis is also available in several tourist destination locations, such as: footpaths, love roads, love bridges, romance inclines, and others.



Figure 6. the object of research 6

Figure 6 is a board written at the entrance to the tourist destination. Written "welcome to Mount Luhur, Land Above Ciusul Clouds". This article contains the meaning of information about the location of tourist destinations. Place deixis is categorized on the initial entry to the destination. Because it indicates that visitors or tourists are at the written destination location. If there is no writing that informs the deixis of the place or name of the destination, visitors will be confused about where they are. This article is often used as a photo spot for tourists to inform the location of the destinations they have visited. Usually the photo will be posted on social media.



Figure 7. the object of research 7

Figure 7 has the words "your life is my life". The meaning of the writing defines the nature of a person who is selfish, because life is shared. Deixis contained in the article is categorized as persona excis. Because focusing on someone that your life is mine too. Millennial tourist destinations for photos are usually visited by the younger generation, ranging from those who are not married to married young. Posts like this get their attention, sometimes become photo spots to show off on social media.

The seven writings in the country tourism destination Above the Clouds of Mount Luhur Citorek Banten are the manager's effort to become a tourist attraction. The main beauty of this location is the Land Above the Clouds which can be enjoyed from 04.00 am to 06.00 WIB. Some photo spots that are viral use language as an attraction, this means that language can be used and utilized in various industries, is now an attraction in the tourism industry. Conotative and poetic languages also need to be used as a charm to refine language.

#### IV. CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that: The tourist destination "The Land Above the Clouds of Mount Luhur Citorek Banten" has 7 writing spots that are served by the tour manager as a tourist attraction in nature. The main attraction of this tour is the natural scenery that shows clouds, so that the supporters are close to the clouds. The indexes contained in the tourist object are dominant with personal deixis that describe feelings and motivate the reader. Posts that become tourist attractions include: your life is my life, forget about ex, avoid drugs, love advances, and motivation about achieving dreams. Language can be used as a means of promoting tourism.

Based on this research, the researchers gave Citorek tourism managers, tourism managers in various regions, as follows:

- 1) Use connotative, poetic, and language language that can motivate readers and remind readers.
- 2) Do not display writing that is not polite. However, it can be replaced with a figure of speech to refine the language.

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