ABSTRACT

This mini-thesis explores the pragmatic use of deixis in the speeches of Maudy Ayunda, who served as a spokesperson for Indonesia during the G20 Presidency. Deixis, a linguistic feature that situates expressions in context relative to the speaker and listener, plays a crucial role in communication. The study aims to identify and analyze the types of deixis employed by Maudy Ayunda to understand how they enhance the effectiveness of her speeches. A qualitative descriptive approach was used to examine three categories of deixis: person deixis, spatial deixis, and temporal deixis. Person deixis involves pronouns and personal references that define relationships and roles within the speech. Spatial deixis refers to locational expressions that help situate events and entities in space, while temporal deixis deals with time-related expressions that anchor events within a temporal framework. Data were collected from selected speeches of Maudy Ayunda, which were then meticulously analyzed to identify instances and functions of deixis. The results indicate that Maudy Ayunda's speeches are rich in deixis, reflecting her strategic use of language to connect with her audience, clarify her messages, and contextualize her content. Person deixis was used to build a rapport with the audience, emphasizing inclusivity and collective responsibility. Spatial deixis helped to place topics within a specific geographical and situational context, while temporal deixis was used to frame the timing of events and actions discussed in her speeches. This study highlights the importance of deixis in public speaking, particularly in international settings such as the G20, where effective communication is essential for conveying complex ideas and fostering a shared understanding among diverse audiences. The findings contribute to the field of pragmatics by demonstrating how deictic expressions can be effectively employed to enhance the clarity and impact of spoken discourse.

Keywords: *Deixis, Pragmatics, Public Speaking, Maudy Ayunda, G20, Speech Analysis*