Deictic Expressions in the First SONAs of Rodrigo Duterte and Ferdinand Marcos Jr.

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ABSTRACT

This study assumes that former President Rodrigo Duterte and President Ferdinand Marcos Jr. used different types of deixis in their first State of the Nation Address (SONAs). Supporting this assumption is the theory of Deictic Expressions by Stephen Levinson. This study is descriptive qualitative. Findings revealed that former President Duterte and President Marcos Jr. used different types of deixis in their speeches. The most dominant type of deixis used by former President Duterte is personal deixis, which obtained the highest frequency, particularly the pronoun "I". In contrast, the most prevalent deixis used by President Marcos is "personal deixis", particularly the pronoun "we". It is concluded that personal deixis was the most dominant type of deixis among the five types used by the two speakers in their speeches. Future researchers are encouraged to conduct a future study that will focus on the usage of deixis in books or speeches.

INTRODUCTION

Most people believe that the ability to speak a language is the same as knowing that language since speech is the most basic means of human communication. A leader must be able to communicate effectively. When some senior executives in all industries are asked to create a list of the most important skills that a manager or leader must possess, the answer constantly entails good communication skills. Researchers sometimes agree completely on how best to define leadership, but most would concur that leaders are individuals who direct, guide, motivate, or encourage others (Barrett, 2014).

Utilizing effective communication, leaders lead. Levinson (2000) proposed several types of deictic expressions to interpret the meaning of a certain sentence based on its context. Deixis is not something remarkably familiar, to begin with. Other people often use it in spoken or written form, but few know what kind of term it is. Deixis is a product of the way language is coded, features the speech's context, and thus also involves interpreting speech and analyzing the context of utterance. Deixis can be found in many areas like speech (Asmarita & Haryudin, 2019, p. 622), song (Sitorus, 2019, p. 24), or novels with a different culture (Khalili, 2017, p. 58).

This study focuses on acquiring and understanding the usage of deictic expressions in the first State of the Nation Address (SONAs) delivered by Duterte and Marcos. Deictic expressions refer to linguistic elements such as pronouns, demonstratives, and adverbs that rely on the context of a speech to convey meaning. The

discussion regarding deictic expressions by Stephen Levinson and the speeches of leaders present that the interplay between the two has some advantages. However, there seem to be limited studies addressing the same concern that this study has.

Furthermore, human language can be extremely evocative (Byrd & Mintz, 2011). Language, whether simple or complex, can influence perception and elicit various emotions in people. A politician can sometimes truly connect with people. The speeches of leaders play a significant role in the performance of his/her foundation, group, or country; just like former President Duterte and President Marcos Jr., their words are significant considering that it is what their constituent follows. A speech delivered by a country leader, a business leader, or a community leader may be problematic when the audience has difficulty understanding the context and what reference the speaker intends to express (Retnowaty, 2019). Without knowing the context, it will be difficult to understand what the speaker is referring to.

Nurhikmah (2019) stated that deixis does not only have the function of a grammatical constituent, but it must point out the different meanings the words have, even when used the same way in different situations. Meanwhile, Xi Hong-mei et al. (2016) stated that person deixis plays a significant role in empathizing, preserving students' pace, strengthening students' motivation, and establishing harmonious relationships, which may facilitate English teaching and produce better learning results effectively. On the other hand, Al-Azzawi and Ali Hussien (2021) believe that deixis is one of the most important notions in discourse analysis and that it is a vital link between the real-life environment around us and what one says is one of the most important linguistic phenomena that consideration of language could not ignore. Moreover, it is considered one of the most prominent language features.

Quality education is the fourth sustainable development objective set by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) to ensure inclusive and equitable quality education and foster opportunities for lifelong learning for everyone. Deictic expressions are crucial in advancing the student's learning process in an English language context, even in the most basic form of communication. Hence, this study encourages quality education. The sustainable purpose enables this study to be a tool that benefits the Philippine education system in a specific way, such as by changing how it performs as a universal requirement. The importance of language and its function in communication for inclusive and equitable quality education is highlighted as one of the sustainable development goals (UNESCO, 2023).

This study is pursued by conducting a comprehensive literature review on deictic expressions, developing a framework to analyze the deictic expressions used in different speeches, and adding discussions to the limited literature on the use of deixis by leaders reflecting on their leadership effectiveness. Thus, this study aimed to investigate the deixis as used by the speaker, with a specific emphasis on their function and frequency. By examining the usage of deictic expressions, the researchers seek to shed light on how the speaker used language to express their perspective, highlight critical issues, establish a connection with the audience, and construct their political identities during their first SONAs. The analysis involves scrutinizing specific linguistic choices. Further, the study aims to highlight differences and similarities in their communication strategies and political messaging during their first appearances as Presidents utilizing particular social media platforms such as Facebook and YouTube.

LITERATURE REVIEW

Language has always been a tool for communication. Politicians communicate with their constituents through appeal in communication, which makes the use of language significant to politics, considering that political

activity depends on language use. Utilizing a language entangled in politics, one can conduct actions such as making offers and pledges, commanding, asking questions, determining right from wrong, and acknowledging verdicts and statements. This study theorizes that the first State of the Nation Addresses of former President Rodrigo Duterte and President Ferdinand Marcos Jr. utilize various kinds of deictic expression.

This study is supported by the deictic expressions by Stephen Levinson (2000) that are categorized into five: personal deixis, temporal deixis, spatial deixis, social deixis, and discourse deixis. The notion of strategic competence by Hymes (1972) is used to analyze the responses and reactions of the use of deictic expressions to the audience on different social media platforms such as YouTube and Facebook.

Some words or pronouns are used to indicate something, such as 'you' to refer to the people we speak with (also known as addressees) or the word 'there' to refer to a specific location. This is referred to as deixis. A deictic expression is any linguistic form used to achieve this goal. According to Levinson (2000), deixis concerns how languages encode features of the context of an utterance or speech event and, thus, how the interpretation of utterances depends on the analysis of that context of the utterance.

For instance: I wish you had arrived here yesterday. The words "I," "you," "here," and "yesterday" serve as deixis in this statement, designating a speaker and an addressee, a place, and a time. It is known that the words "I" and "you" are examples of personal deixis, "here" is an example of spatial deixis, and "yesterday" is an example of temporal deixis. Furthermore, Levinson (2000) states that discourse deixis is "the encoding of reference to portions of the unfolding discourse in which the utterance is located." In contrast, social deixis refers to the social information encoded within various expressions, such as relative social status and familiarity, including honorifics. Discourse deixis can make use of temporal deixis. Because the speaker is not in the context, he cannot know who 'I' is, where 'here' is, or when 'yesterday' was; this information is known to the speaker instead and is thus referred to as 'deictic'. In addition, Levinson (2000) explains that deixis falls under the purview of pragmatics because it is concerned with the relationship between the structure of languages and the contexts in which they are used. Personal deixis, spatial deixis, temporal deixis, social deixis, and discourse deixis are the five types of deictic expressions.

However, the researchers would use Hymes' strategic competence (Hymes, 1972) to support the second problem of this study. Hymes (1972), an anthropologist and sociolinguist, coined the term "communicative competence" in the late 1970s. Communicative competence comprises four components: grammatical competence, sociolinguistic competence, discourse competence, and strategic competence. The researchers will focus on strategic competence.

According to Canale and Swain (1980, p. 1), strategic competence is the strategy for verbal and nonverbal communication that can be put into motion to make up for communication breakdowns caused by performance factors or a lack of competence. The skills of strategic competency include maintaining the lines of communication while pausing to gather your thoughts. Strategic competence determines the most efficient way to accomplish a communication or language learning goal by performing evaluation, planning, and execution functions. It links procedural, declarative, and conditional knowledge. This concept will support finding out the responses and reactions of the viewers, as it will also be used as the basis for gathering the implications of the different responses and reactions. It also helps understand how the speaker strategically crafted their message to achieve specific goals and influence their audience.

The appropriate use of the deictic expressions will enable the interlocutors to be relevant, brief, and direct in oral communication. The appropriate use of deixis will also help speakers carry out genuine and fruitful

communication and keep a strategic distance from failures of verbal exchange processes caused by pragmatic failure. The abovementioned concepts will help strengthen this study and substantiate its assumptions.

METHOD

Design

To communicate effectively, it is important to comprehend the hidden and intended meaning of what people are saying. This study used the descriptive-qualitative method of research. The grip of such methods, especially in qualitative research, motivated the researchers to interpret and analyze the words uttered by the speaker and their context. The study is descriptive and qualitative since it focuses on analyzing and interpreting data by transcribing a particular speech chosen by the researchers, and it answers the questions of what and why. The researchers chose the first SONA of former President Rodrigo Duterte and President Ferdinand Marcos Jr. since it is timely and fills the informational gap that needs to be addressed by the head of the country; some people need to hear something from the President. Each SONA lasted for almost two hours. The two (2) SONAs were analyzed using Levinson's theory of deixis (2000).

Sources of Data

The primary source of the study was the recorded-live video from YouTube during the first SONA of former President Rodrigo Duterte and President Ferdinand Marcos Jr. from a reliable source, which is to be transcribed by the researchers. The secondary sources of this study were internet materials that supported the deictic expressions and other supporting studies and literature from different proponents. Furthermore, researchers gathered information from academia, Research Gate, and other relevant studies that contributed significantly to this research.

Data Analysis

The researchers used Levinson's theory of deixis (2000) to examine and analyze the five different types of deictic expressions employed at the first SONAs of the two presidents. The researchers would determine the most prevalent deixis after tallying the results.

FINDINGS & DISCUSSION

The main data used in this study are the State of the Nation Addresses of former President Rodrigo Duterte and President Ferdinand Marcos Jr., which were taken from YouTube. The data presentation is shown in the tables, presenting its analysis of the several types of descriptive expressions used in the speeches.

Table 1. Frequency of deictic expressions

Types of Deixis	Former President Rodrigo Duterte		President Ferdinand Marcos Jr.	
	f	%	f	%
Personal Deixis	633	45.34	377	41.65
Discourse Deixis	332	23.8	179	19.80
Spatial Deixis	183	13.10	91	10.05
Social Deixis	147	10.53	149	16.46
Temporal Deixis	101	7.23	109	12.04
Total	**1396**	**100**	**905**	**100**

As shown in Table 1, former President Rodrigo Duterte and President Ferdinand Marcos Jr. used different types of deictic expressions in their first State of the Nation addresses, namely the personal deixis, the temporal deixis, the spatial deixis, the social deixis, and the discourse deixis.

In President Duterte's speech, personal deixis obtained the highest frequency, which is 633, or 45.34 per cent, among the 1396 occurrences of deixis in his speech, while in the speech of President Marcos Jr., personal deixis obtained the highest frequency too, which is 377, which is equivalent to 41.65 per cent. In former President Duterte's speech, discourse deixis obtained the second highest score which is 332, which is equal to 23.8 per cent; as for President Marcos Jr.'s speech, discourse deixis was also the second type which garnered the second highest score of 179, which is equal to 19.80 per cent. Spatial deixis is the type of deixis that obtained the third highest score in Duterte's speech, which is 183, equivalent to 13.10. Overall, in former President Duterte's speech, the total number of deixis is 1,396, which is equivalent to 100 per cent.

Moreover, in Duterte's speech, the pronoun "I" was utilized 177 times. It has been used the most compared to the other pronouns. This implies that Duterte is fond of elaborating his thoughts in a personal way, as he himself is the antecedent. However, the pronoun "you" has also been used a couple of times. They said that the pronoun refers to the Filipino people, the men in uniform, and those who played a significant role in the country. The deictic word "I" has anaphorical usage, that is, the referent comes before the deictic word, which refers to the speaker.

On the other hand, in Marcos Jr.'s speech, the most common pronoun he used was "we", which refers to him and the Filipino people. "We" has been used the most compared to the other pronouns. It was used 130 times, including when the speakers used it using the Filipino language, which the researchers have translated. The pronoun "we" is considered as inclusive, as it not only refers to the speaker himself but also including his constituents.

Personal Deixis

The speakers utilized the personal deixis the most, which is the linguistic mechanism by which individuals situate themselves and others within a conversation, indicating their roles, relationships, and perspectives. Individuals who use personal deixis make it apparent who is speaking, being addressed, or being referred to, making it possible to comprehend the roles and connections among the players in the conversation.

Extract 1 [SONA1L6 & 15]
When I decided to seek the presidency of this Republic, I knew what the ills of our country were; I knew their causes, and I was briefed on those who caused the causes.
We will also prioritize the rehabilitation of drug users. We will increase the number of residential treatment and rehabilitation facilities in all regions of the country.

Extract 2 [SONA2L2 & 31]
I come before you today to address you as it is my duty as President of the Republic. We live in difficult times brought about by some forces of our own making but certainly also by forces that are beyond our control.
We have already begun windmill power. We are now expanding very quickly our solar power production for both offshore and onshore wind turbines.

In extract 1, former President Duterte mostly used the pronoun "I," which refers to the speaker as the subject, and "we," which is to be considered as first-person pronouns. The pronoun "we" is inclusive as it also refers

to the Filipino people to whom the speech was addressed. In extract 2, President Marcos Jr. also emphasized his usage of the pronouns "I" and "we". Personal deixis is commonly known as pronouns. They are used to refer to someone or something. In this matter, the two speakers could convey their speech using personal deixis, as they are speaking for, with, and on behalf of the Filipino people. Those are the predicates of deixis to point out people. Personal deixis indicates the persons involved in the utterance, whether directly involved between speaker and hearer or not. It also involves the identification of the participants in a text. It describes an expression in which to refer to the person who the speaker or writer intends to refer to. The type of personal deixis the speakers commonly use is the first person as they are the sender of the message. The same is true with Duterte's usage of the pronouns. The pronoun "we" utilized by Marcos Jr. was also inclusive, as it also refers to the Filipino people. The speakers, as country leaders, must consider their constituents' sentiments.

The two extractions highlighted the use of personal deixis, which is why varieties of personal and objective pronouns are present in the speeches' extracted parts. This also typically indicates the speakers' tendency to rely on words or expressions that refer to themselves, the listener, or the spatial-temporal context of the conversation. This implies that both speakers tend to involve the participants in their speech, including themselves.

This finding is reflected in the study of Solihah et al. (2022), which aimed to identify the type of deixis contained in the novel and to describe to whom and what they refer in the dialogues, which is a descriptive method and was conducted in a qualitative form. The researchers examined several deixes and their references in Tony Parsons' novel Catching the Sun. The study found that personal deixis is the most dominant type of deixis. According to Liu (2021, p. 1), the choice and application of person deixis can adjust different pragmatic distances; it is an important pragmatic strategy to reflect the closeness of interpersonal relationships to a certain extent.

The deixis is considered "possessive pronouns", which are pronouns that are used to express ownership or possession. This implies that both speakers have an inclusive communication style by frequently using words like "I," "we," "us," or "our". The speakers aim to establish a sense of shared identity and involvement with their audience, resulting in the dominant use of personal deixis. According to Pratiwi (2018), person deixis involves identifying participants in a text. It describes an expression in which to refer to the person who the speakers or writers intend to refer to. Likewise, this finding is reflected in Saputri's (2016) study, which aimed to find out what different deixis were apparent and what the most prevalent type of deixis was that occurred in the script of Black Swan. The study also applied the descriptive qualitative method, finding four types of deixis in the script: personal deixis, spatial deixis, temporal deixis, and discourse deixis. Moreover, the most dominant type of deixis found in the script is the personal deixis. This implies that most of the conversations in the script indicate the people involved in a certain utterance, including the speaker.

A previous study by Ali et al. (2020) deals with the use of personal deixis in Western music. Their study found that both male and female Western singers used personal deixis in their songs. This demonstrates that the words or idioms in the song refer to the singer's or songwriter's own experiences, viewpoints, or feelings. A song's personal deixis can increase its emotional power, authenticity, and relatability. This enables musicians to connect with their listeners on a deeper level and to provide them with a more fulfilling and intimate listening experience. Based on the supporting studies and the results of the study, the researchers believe that communication patterns can vary significantly between individuals and that personal deixis plays a crucial role in communication by allowing individuals to situate themselves, others, and objects within a given context. It can establish a reference, express perspective and subjectivity, and help the speaker acknowledge the role of the listener or the audience. Hence, it is important to note that the interpretation of someone's use of personal deixis should consider other communication factors, such as non-verbal cues, overall conversational style, and cultural background.

Furthermore, communication patterns can vary significantly between individuals, and the use of personal deixis alone may not provide a comprehensive understanding of someone's communication style or personality. This inclusive approach aims to create a connection and foster a feeling of togetherness. This shows that the two of them strongly focus on maintaining coherence and cohesion within the conversation. According to Kaur (2017), a person can have cohesion without coherence, but he cannot have coherence without cohesion. Also, discourse deixis can help establish connections between various parts of the discourse, ensuring that the conversation flows smoothly and is easily understood by all participants. This also shows that speakers employ vivid and descriptive language to convey their thoughts or experiences. Also, this can be considered contextual framing, which aids in conveying a clearer understanding of the intended message.

Discourse Deixis

This type of deixis refers to all expressions and phrases that point to the reader or listener through spoken or written text. It allows speakers to explicitly refer to previous or subsequent sections of the dialogue, which improves the discourse's order and coherence. Below are the extractions on how the speakers employed discourse deixis in delivering their speeches.

Extract 3 [SONA1L37 & 52]
And even if there are still two years, three years, I will go…
But if not them, it's going to be Clark but on the condition that we will have a fast train….

Extract 4 [SONA2L5 & 17]
However, the recovery process from the impact of the pandemic is still ongoing amid elevated uncertainty in the international economic environment revisions…
This is one of the hard lessons we learned when the pandemic struck; therefore, we must follow up on that shortcoming.

In extract 3, the discourse deixis that the former President used is "even if," which is a continuation of a response to the prior discourse, and "but", which is a component of meaning that resists the prior discourse. In contrast, in extract 4, President Marcos Jr. utilized the deixis "however", which is a component of meaning that resists the prior discourse, and "therefore", which is a cause-effect of the prior discourse. The extracted parts of the speeches feature the various discourse deixis, which complement the sentences in the speeches of the two country leaders. This typically suggests their reliance on words or expressions that refer to elements within the ongoing conversation or discourse itself.

Discourse deixis obtained the second highest occurrence, followed by personal deixis. Discourse deixis is about the choice of lexical or grammatical elements which indicate or otherwise refer to some portion or aspect of the ongoing discourse. As per Levinson, it concerns the use of expressions within some utterances. Discourse deixis is somehow distinguished as a referent that can "point the way" that will guide the speaker or audience through a conversation, such as "the following", "but", "therefore", "actually", and "besides". These words are called discourse because they help the speaker open a new topic.

Spatial Deixis

This type of deixis allows the speaker to relate to specific spatial locations and to promote shared understanding between participants in conversations when spatial information is useful or necessary. Below are the extractions of the social deixis used by the speakers in delivering their speeches.

Extract 5 [SONA1L13 & 19]
In this quest, I will put at stake my honor.
This is our answer to the challenges of global development's non-traditional threats.

Extract 6 [SONA2L21 & 23]
These skills and these pieces of knowledge are necessary for our young people to be able to compete in a highly technological and competitive world.
Utilize this innovation to improve governance.

In extract 5, former President Duterte utilized the deixis "this", which is a proximal term. The deixis "this" in the extraction does not necessarily mean that the speaker was holding something. Instead, it refers to something abstract. While in extract 6, President Marcos Jr. utilized the deixis "these" and "this", which are also proximal terms. The deixis "these" and "this" were also used to refer to abstract nouns. The demonstrative "this" is commonly used by the two speakers during their speeches. This suggests that speakers aimed to provide precise details and create a mental image of the spatial context being discussed.

Social Deixis

Social deixis helps the speakers address their distinctions based on their societal and governmental positions. Also, it helps maintain social understanding and harmony while facilitating efficient communication in a range of social contexts. Below are the extractions of the usage of the speakers with the different social deixis.

Extract 7 [SONA1L3 & 23]
Senate President Aquilino Pimentel III, members of the Senate, Speaker Pantaleon Alvarez and the members of the House of Representatives, Vice President Maria Leonor Robredo, President Fidel V. Ramos, President Joseph Estrada, President Arroyo, Chief Justice Maria Lourdes Sereno, and justices of Supreme Court, His Excellency Papal Nuncio, and members of the diplomatic corps.
And call on our Filipinos in the National Democratic Front and its forces to respond accordingly.

Extract 8 [SONA2L1 & 19]
Vice President Sarah Zimmerman Duterte, former president Joseph Hirschito Estrada, Gloria Macapagal Arroyo, and Rodrigo Roa Duterte.
We have been in discussion with local government leaders, governors, and mayors in the last few weeks to determine with the LGUs what is practicable, what functions belong to the LGU, and what belongs to the national government.

In extract 7, the speaker (former President Duterte) used the deixis "Senate President", "members of the Senate", and other names that are incumbents of participant-roles in the speech, and the deixis "Filipinos", which is considered a title of respect. Those were examples of social distinctions as they referred to government designations and even a certain nationality. In extract 8, President Marcos Jr. utilized the deixis "Vice President", "Mayors", "Leaders", and "Governors", which are considered the incumbent participant roles in his speech. Marcos Jr. also used the deixis, which refers to social distinctions, recognizing the designated officials present during his speech.

The different deixes are also known as social characteristics because they refer to the distinction of a particular person according to his/ her position in society. This implies that the speakers are aware of the roles, positions, and social hierarchies within the context of their speeches and use social references to acknowledge and navigate those dynamics in their communication.

Temporal Deixis

With temporal deixis, the speakers indicated specific times, including their utterance time. The speakers used linguistic terms to make references to and draw connections between points in time throughout a discourse. Below are the extractions of the usage of the speakers with the different temporal deixis.

Extract 9 [SONA1L8 & 36]
I am now determined and better positioned.
I can commit today to the Republic of the Philippines and its people.

Extract 10 [SONA2L5 & 11]
The average inflation for 2022 is projected to range from 4.5 to 5.5%
...it is time to welcome the rest of the world with an enhanced Filipino brand

In extract 9, former President Duterte used the temporal deixis "now", which is a time signal that refers to the present time, and "today" as the time of the utterance, both of which fell under the temporal deixis. The deixis used in L8 served as an adverb, which is also considered temporal deixis as it emphasized that the speaker's determination and improved position are happening now. In extract 10, President Marcos Jr. used the deixis "2022", which refers to the year of the utterance, and the deixis "time", which is a time signal, which refers to when the utterance occurred. This implies that temporal deixis enables us to refer to when the discourse has occurred or how a discourse elaborates on a particular time or date. This also shows that speakers employed expressions that refer to future or anticipated events, deadlines, or timelines, reflecting their proactive approach to organizing time.

Hence, both speakers frequently use language to refer to themselves or the person or people they are addressing directly. As shown above, the two speakers dominantly used personal deixis in their speeches. Personal deixis involves the speaker. It is also familiar with pronouns (Kreidler, 1998). Moreover, the two speakers showed inclusiveness and self-orientation in their speeches, such as the usage of the personal deixis "we", "us", "I", and "my".

The other types of deixis, which are spatial, temporal, and social, were often utilized by former President Rodrigo Duterte and President Marcos Jr. These types of deixis were the least utilized by Duterte and Marcos Jr., compared to personal and discourse deixis, based on the frequency shown in the table above. This implies that deictic words of each type can be used in many ways. Therefore, it can have an impact on the calculation of frequently used (Raputri, 2022, p. 390). Although the other types of deixis were least utilized by the speakers, they also have their functions, which vary to the context of the speech, which resulted in the personal deixis being the most dominant type that can be found in the delivery of their speeches. The type of deixis that Former President Duterte mostly used was personal, particularly the pronouns "I" and "we", President Marcos Jr. is also the personal deixis, particularly the pronouns "we" and "our".

To strengthen the result of this study, a previous study by Abdul-Hussein (2016) supported this paper by pointing out that the use of personal deixis in such a way has a special function, which is that Backett, the subject of their study, wants the audience to concentrate on thoughts more than references. In the study, Abdul-Hussein found that the most frequent type of deixis apparent in the analysis is "personal deixis". The result of Hussein's study is the same as this study, in which the most prevalent type of deixis that the two country leaders used was "personal deixis" based on the transcribed version of their speeches. This implies that former President Duterte and President Marcos Jr. wanted their audience to concentrate on thought more than the references.

A previous study by Purba et al. (2013) aimed to analyze the deixis in the book of John. Their study found that personal deixis is the most dominant type of deixis occurring in the ten chapters of John's book in the Holy Bible. Plenty of deixes were found in the ten chapters of John's book, and the most dominant pronoun used was "you." In contrast to this study's result, the pronouns "I" and "we" were the most dominant pronouns used by Duterte and Marcos Jr.; however, those are under personal deixis. This implies that personal deixis had a profound existence and usage even then, as the study of Purba et al. centred the different chapters of John's book in the Holy Bible. In connection to that, Personal deixis still has a markable essence in today's generation.

Moreover, according to Nurhikmah (2019), personal deixis needs to be done if the participants know the role of the speakers, the situation, and the target of the utterance. This shows that former President Duterte and President Marcos Jr. knew their role as speakers and their target audience upon delivering their speeches. This is also reflected in the study of Chefor and Xin (2020, p. 1). Their study revealed that the most dominant type of deixis utilized by Paul Biya in their study was the personal deixis, which reflects the speaker's power and dominance over his audience but also his desire to involve the audience in his decisions as the country's leader and as a sign of sensitivity towards the audience.

Further, a study by Agustina (2013) also carried out a study about deixis. Agustina's study also utilized the qualitative approach. She focused on deictic expression by using Levinson's theory in Twilight-Breaking Dawn Part 1 novel by Stephenie Meyer, and it was found that the personal deixis is the most dominant type among the other types of deixis.

The abovementioned studies correlate with this study, as personal deixis is the most dominant type of deixis found in the first SONAs of Duterte and Marcos Jr. too, which shows that even in the simplest form of conversation, the use of deixis can be found, particularly the use of personal deixis since personal deixis can substitute a name, which makes the conversation more convenient and understandable.

To compare the two speeches, former President Duterte has used personal deixis more often than President Marcos Jr. However, it does not necessarily indicate that former President Duterte had a better understanding of his role as a speaker or the situation and aim of his speech compared to President Marcos Jr. It is important to consider that the use of personal deixis alone cannot be used as a definitive measure of someone's understanding or effectiveness as a speaker. However, deixis can help people understand the whole context, as it aids them in interpreting the meaning of a particular sentence following the context.

Thus, the first SONA of former President Rodrigo Duterte and President Ferdinand Marcos Jr. used several types of deictic expressions. Personal deixis is the most dominant type of deixis used by the two speakers. This implies that the speaker strongly emphasizes their perspective, experiences, or identity within the speech. The usage of personal deixis in a speech can vary depending on the specific context, cultural norms, and the overall content and objectives of the speech.

CONCLUSION

The first SONA of former President Rodrigo Duterte and President Ferdinand Marcos Jr. used several types of deictic expressions. Personal deixis is the most dominant type of deixis used by the two speakers. The researchers have concluded that personal deixis was the most dominant type of deixis used by the two speakers in their speeches. Frequent use of deictic Expression is highly recommended as it gives a clear interpretation for both the speaker and the audience. Future researchers are encouraged to conduct a different study involving the use of deictic expressions, such as analyzing a book or speech.

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