

A PRAGMATIC STUDY OF DEICTIC EXPRESSIONS IN NAS DAILY'S INSTAGRAM REELS BY NUSEIR YASSIN

SEBUAH KAJIAN PRAGMATIK TENTANG EKSPRESI DEIKSIS DALAM INSTAGRAM REELS NAS DAILY OLEH NUSEIR YASSIN

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Abstract

Deixis is a crucial part of language, its meaning highly dependent on situational and communicative context. On digital platforms like Instagram Reels, which present short-form content with rapid-fire interactions, the use of deixis plays a significant role in shaping how messages are conveyed and how meaning is constructed through deictic expression within a specific communicative context. This study aims to identify the types of deixis and examine their pragmatic meanings in the spoken narration of Nusseir Yassin on the Nas Daily Instagram Reels account. Employing a qualitative descriptive method, this study analyzes verbal utterances from selected Reels videos, with visual elements considered only as contextual support. The findings indicate that among the four types of deixis identified, person deixis emerged as the most dominant. This dominance reflects the highly interpersonal nature of digital storytelling, where pronouns such as "I", "we", and "you" are used strategically to build closeness, intimacy, and audience engagement. Discourse deixis emerged as the second most frequent type, serving to organize information, maintain narrative continuity across the spoken discourse. Other types of deixis occurred less frequently but still contributed to contextual clarity. Overall, this study shows that each type of deixis carries distinct referential and pragmatic meanings, requiring both contextual and pragmatic interpretations to fully understand how meaning is constructed in digital audiovisual discourse.

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

Abstrak

Deixis merupakan bagian penting dalam bahasa yang maknanya sangat bergantung pada konteks situasional dan komunikatif. Pada platform digital seperti Instagram Reels, yang menyajikan konten berdurasi singkat dengan interaksi yang berlangsung cepat, penggunaan deiksis berperan besar dalam membentuk cara pesan disampaikan dan dipahami oleh audiens. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis deixis serta makna pragmatik yang terdapat dalam tuturan Nusseir Yassin sebagai narator pada akun Instagram Reels Nas Daily. Penelitian ini menggunakan metode deskriptif kualitatif dengan menganalisis tuturan lisan yang muncul dalam beberapa video Reels pilihan. Analisis difokuskan pada bagaimana ungkapan deixis digunakan dan dimaknai dalam konteks komunikasi digital yang dinamis. Hasil penelitian menunjukkan bahwa deixis persona merupakan jenis deiksis yang paling sering digunakan, yang mencerminkan keterlibatan

kuat antara penutur dengan audiens. Deixis wacana menempati posisi kedua sebagai jenis deixis yang paling sering muncul, berfungsi untuk mengarahkan perhatian audiens dan menjaga kesinambungan narasi. Jenis deixis lainnya muncul dengan frekuensi yang lebih rendah, namun tetap berkontribusi terhadap keutuhan makna tuturan. Temuan penelitian ini juga menunjukkan bahwa setiap jenis deixis memiliki makna referensial yang berbeda-beda, sehingga pemahaman yang tepat terhadapnya memerlukan pendekatan pragmatik yang mempertimbangkan konteks, tujuan penutur, dan interpretasi audiens.

Kata kunci: deixis; makna pragmatik; Instagram Reels; Nuseir Yassin

1. Introduction

In the increasingly developing digital era, social media has become an important part of the daily lives of global society. Among the various platforms available, Instagram has become one of the most famous and significant platforms, bringing together millions of people worldwide. Instagram is often seen as a platform for learning about new trends and discovering brands, places, and events. People use it for visual inspiration and to get fresh ideas. The platform also allows users to create personal or business profiles, share visual content, interact with other users, and follow accounts they like (Sharma, 2023).

One of the newest features that has caught the eye is Instagram Reels, which allows users to create short videos in a variety of formats, including engaging visual grammar, relevant music, and the use of strong narration. This feature was first introduced by Instagram on August 5, 2020, but only entered Indonesia on June 23, 2021. According to Moserri in (Ghalistan, 2023), in order to remain competitive with other platforms, Instagram changed its focus from photo sharing is now focus to video, such as the Reels feature. The Reels feature is also used by business people to get more aesthetics in describing a brand they want to market (Ghalistan, 2023). 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 personalised and meaningful learning experience (Pappas, 2023). Students, on the other hand, believe that studying English using Instagram Reels is more enjoyable since the platform incorporates engaging videos and other learning materials. In addition to learning new words and slang, students can advance their proficiency in the four areas of english such as writing, speaking, listening, and reading (Indriani et al., 2023). It would be very helpful if there were subtitles in a Reels upload like what the Nas Daily Instagram account does.

Nas Daily is one of the accounts of many Instagram users who are taking part in enlivening the world of creative content through the Reels feature. With its signature short video format, Nas Daily effectively shares informative, inspiring, and diverse content on topics ranging from global issues to motivational stories. Founded by Nuseir Yassin in 2016, the account has grown to connect with millions of followers worldwide. Nuseir, who designs, directs, and hosts most of the content, uses his unique storytelling style to convey meaningful messages in one-minute videos, making the most of Instagram's

Reels feature to inspire and engage a broad audience (Bharath & Rehman, 2022).

In using Reels, content creators interact directly with viewers through the stories they share (Sharma, 2024). Content creators and viewers interact with each other through the comments column below the Reels video, or use the question sticker to create a question and answer session in the video, and they can also communicate via direct message. 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 relation to the importance of context in understanding meaning, Levinson (1983), identifies deixis as a key element of pragmatics that examines contextual reference. Deixis pertains to how language encodes or grammatically marks elements relevant to the context of an utterance or communication event. It emphasizes how the meaning of an utterance relies on understanding the context in which it occurs. The term "deixis" describes how a narrator's choice of words or phrases depends on the situational context of their speech. Through deixis, the narrator can identify important elements needed to construct a narrative, such as time, place, and participants involved in the speech event. In

this study, pragmatic meaning is operationally defined as the functional and contextual meaning of deictic expression as employed by the speaker to achieve specific communicative purposes within digital discourse

In practical communication, the use of deixis enables speakers to convey meaning more efficiently by relying on shared contextual understanding. Thus, 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. Thereby, it does not confuse and does not give rise to different perceptions (Purwandari et al., 2019). While speaking with others, people typically utilize deixis because it makes the discourse flow more smoothly. For example, in a discussion, one does not have to give the hearer's complete name every time they know it. The individual only needs to indicate the desired time by saying "now" or "tomorrow". The conversation will be easier and more successful in this approach. Deixis is constantly used in podcast communication. For instance, speakers use the words "you", "here", and "tomorrow" to denote things or persons in the conversation (Ayu A & Muslim, 2023).

According to Levinson (1983), deixis as the use of linguistic codes or grammatical elements within the context of spoken communication. Deixis focuses on how the context in which communication occurs shapes its interpretation. It is a branch of pragmatics because it explores the relationship between language structure and the context of utterances. Levinson (1983), classifies deixis markers into five main categories: person deixis, place deixis, time deixis, discourse deixis, and social deixis.

The first type is **person deixis**. Levinson (1983), explains that person deixis involves

representing the participants in a speech event within an utterance. The first person denotes the speaker, the second person refers to those being spoken to, and the third person refers to individuals or entities that are neither the speaker nor the audience.

The second type is **time deixis**. Levinson (1983), describes time deixis as the way temporal points and durations are conveyed relative to the moment of speaking or writing. This concept is typically represented grammatically by deictic time adverbs like “now”, “then”, “yesterday”, and “this year”, as well as by verb tenses. Following Fillmore, Levinson introduces the notion of coding time (CT), which may differ from receiving time (RT). For example, in the sentence “I'll be back in an hour”, without knowing when it was written, it's impossible to determine when the writer will return.

The next type is **place deixis**. Levinson (1983), explains that place deixis refers to how spatial locations are conveyed about participants' positions in a conversation. Most languages commonly differentiate between **proximal** locations (close to the speaker) and **distal** locations (often near the listener or away from the speaker), although some languages have more intricate systems, which we will examine further.

The fourth type is **discourse deixis**, which refers to terms that point to specific parts of a text. Levinson (1983), explains that discourse deixis involves using expressions within an utterance to refer to a segment of the discourse, including the utterance itself.

Lastly is **social deixis**, which Fillmore, as cited in Levinson (1983), defines as the elements of sentences that reflect, establish, or are shaped by specific aspects of the social context in which the speech act occurs. Languages around the world typically encode two key types of socially deictic information: relational and absolute.

Deixis is an important part of language that relies on situational context or a particular communicative context to give meaning to an expression (Nurhikmah, 2019). In a platform like Instagram Reels, where content is presented in a short format and interactions occur quickly, deixis can influence how messages are delivered and received by the audience (Bharath & Rehman, 2022). The choice of deixis as the focus of language analysis of Instagram Reels Nas Daily content is interesting because the use of deixis is often very relevant in the context of social media communication.

Deixis plays a crucial role in making messages more effective. This has been demonstrated in various studies, including one conducted by Ayu A & Muslim (2023), who analyzed the types of deixis and analyzes the factors that influence their use. The second previous study was by Dieudonne (2023). She analyzed deixis on social media (WhatsApp, Facebook, and Messenger) in Cameroon. The third previous study was from Putri et al., (2023). They analyzed the types of deixis and their meaning references using deixis theory by Levinson (1983) and the role of context theory by Dijk (2009). The fourth previous study was from Bulqis et al., (2023). Their analyzed the types of deixis and pragmatic meaning contained in the song's lyrics. It can be seen that all of these previous study analyzed the types and meaning of deixis using Levinson's theory.

Although numerous studies have examined deixis in various media such as song, lyrics, films, podcast, and social networking platforms, most of them focus primarily on identifying types of deixis and explaining their referential or semantic meanings. Very limited attention has been given to the pragmatic functions of deixis, by speaker intention and digital context.

Moreover, research on deixis in Instagram Reels, short-form audiovisual discourse characterized by rapid interaction and visual verbal integration remains scarce. Therefore, this study addresses this gap by investigating not only the types of deixis used in Nas Daily's Instagram Reels but also their pragmatic meanings, highlighting how deixis functions to construct engagement, narrative coherence, and speaker-audience alignment in digital audiovisual communication.

After reading several of the previous studies above, some have conducted study on deixis with various objects such as song lyrics, YouTube podcasts, and social media (Facebook, WhatsApp, and Messenger). However, no one has studied deixis in Instagram Reels. Where Instagram Reels has undoubtedly transformed digital communication, entertainment, and social interaction. Its impact spans from fostering creativity and entertainment to influencing cultural narratives, marketing dynamics, education, and societal behaviors. Then, Instagram Reels can play a valuable role in supporting and enhancing foreign language education. By leveraging its engaging format, authentic language use, cultural context, and interactive features, Reels can serve as a dynamic and supplementary tool in language learning, offering learners diverse opportunities for exposure, practice, and community engagement in their language acquisition journey.

Therefore, having known its power to influence Instagram users and explored the previous study, the researcher analyzed the type and meaning of deixis contained in Nas Daily Instagram reel content. This is because analyzing the types and meanings of deixis in Nas Daily Reels content can provide a deeper understanding of how communication is carried out on the platform, how messages are conveyed, and how the audience responds to these messages. By

focusing more on analyzing the types and meanings of deixis, we will easily understand the implied or implicit meaning behind the use of deixis.

2. Method

To begin this study, the researcher adopted a descriptive qualitative approach. Qualitative research is distinguished by its descriptive nature, utilizing data collected through words or visuals rather than numerical data (Bogdan & Biklen, 2007). In this study, the researcher described the types of deixis and their pragmatic meanings. According to Lolland and Lofland in Rusandi et al., (2023), qualitative research primarily relies on words and actions as its main sources of data. However, in this study the primary data are limited to verbal utterances, as the analysis focuses specifically on linguistic deixis and pragmatic meanings in spoken discourse.

The data sources were selected from Instagram Reels videos posted in December 2023, as this period represents a stable phase in which Nuseir Yassin's communicative practice had developed into a more integrated digital engagement strategy, particularly following the operation of *NAS.IO* as a creator communication platform. This study selected seven Instagram Reels videos because they feature direct verbal narration by Nuseir Yassin as the primary speaker, which aligns with the focus on spoken deixis. The data consist of deictic utterances collected through repeated viewing, contextual interpretation, screen capture, and systemic note-taking.

In this research, the researcher adopts (Creswell & Creswell, 2018) method for data analysis. According to Creswell's method, there are seven steps: 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. Findings and Discussion

In this study, a total of 183 data of deixis were identified, consisting of various types. The details of the data include ninety-seven data of person deixis, sixteen data of time deixis, thirty-two data of place deixis, and thirty-eight data of discourse deixis. The analysis of meaning in this study is based on the types of deixis identified. To offer a more detailed perspective on the data, several examples identified in this study are presented below.

3.1 Person Deixis

3.1.1 First-Person Deixis

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

In this context, Nuseir recounts the promise he made to himself to ensure the success of Nas Daily, so that he would not experience the same feelings as he did at that time. In the sentence given by Nuseir Yassin, the word **myself** functions as an example of **first-person deixis** and pragmatically emphasizes the speaker's introspective stance and personal accountability. Rather than only referring back to **I**, **myself** highlights that the commitment originates internally, reinforcing the sincerity and emotional depth of the speaker's resolve. Through this deictic choices, Nuseir positions the promise as a deeply personal vow, strengthening the motivational tone of the narrative and inviting the audience to perceive the statement as an authentic self-reflection rather than a casual mark.

The use of **myself** in that refers to the speaker's personal determination. By using the word **myself**, Nuseir Yassin underscores the importance of the promise he made personally. This conveys a moment of

strong and introspective commitment, showing that this is a deeply personal vow, not just an ordinary intention. Thus, **myself** not only serves a grammatical function but also enriches the emotional and motivational context of the statement, making the speaker's dedication and personal investment in the success of Nas Daily more apparent and impactful.

3.1.2 Second Deixis

Nuseir Yassin: if that is you send your application Nas.io/Next.

In this context, Nuseir makes sure that the audience knows what they need to do to participate. By offering a clear call to action, Nuseir helps the audience easily access additional opportunities or information through the specified online platform.

In this utterance, the word **your** serves as an example of **second-person deixis** that functions pragmatically to directly involve the audience in the communicative act. By addressing viewers individually, Nuseir reduces social distance and transforms the message into a personalized call to action. The use of **your** assigns agency and responsibility to each viewer, encouraging active participation rather than passive consumption. Pragmatically, this deictic choice strengthens audience engagement by framing the application process as a personal opportunity tailored to the listener.

3.2.3 Third Deixis

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

Nuseir Yassin: and sends them to the Gym.

In that context, Nuseir described his friend Sam's coral collection, highlighting the intentional relocation to a coral breeding facility called a "Gym". Referring to this facility as a "Gym" not only confirms the coral retrieval for a specific

purpose but also emphasizes a dedication to environmental sustainability and marine conservation.

In this context, the pronoun **them** functions as **third-person deixis** referring to the corals taken from the ocean. Pragmatically, the use of **them** allows the speaker to foreground the action performed on the corals without repeatedly naming the object, thereby maintaining narrative flow. This deictic choice also subtly objectifies the corals as entities undergoing a process of relocation and care, aligning with the *broader* environmental narrative presented in the video. Thus, **them** functions not only as a referential marker but also as a pragmatic device that supports narrative efficiency and emphasis on conservation efforts.

3.2 Time Deixis

Nuseir Yassin: We have come so far in the 7 last years.

In this context, Nuseir mentions that he has spent seven years creating content designed to educate and entertain his audience, while also offering valuable insights into different aspects of the world.

In Nuseir Yassin's speech, the phrase **the last 7 years** serves as an example of **time deixis**. In this context, **the last 7 years** functions as time deixis that pragmatically frames the speaker's narrative as long-term journey rather than a momentary achievement. By referring to this specific temporal span, Nuseir invites the audience to evaluate the success of Nas Daily within a broader process of growth and persistence. Pragmatically, this temporal reference strengthens credibility and reinforces the speaker's authority, suggesting sustained commitment and consistency over time.

3.3 Place Deixis

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

In this context, Nuseir outlines the geographical distribution of coral breeding sites, which range from the Bahamas to Dubai, each contributing significantly to conservation efforts. Within this network, Mina Rashid Port stands out as a central location. Located in Dubai, Mina Rashid Port functions as a key hub for marine research and conservation activities, especially those related to coral propagation.

In Nuseir Yassin's speech, the phrase **right here** exemplifies **proximal place deixis**. This phrase emphasizes the speaker's physical presence at the time of filming and the significance of that specific location. In this context, **right here** not only identifies the speaker's location but also highlights the importance of Dubai and that specific port in the broader journey from the Bahamas. The use of **right here** pragmatically strengthens the connection between the speaker and the audience by grounding the narrative in a specific, tangible place. It conveys a sense of presence and immediacy, grounding the narrative in a specific spatial context and enhancing the clarity of spatial reference. This use strengthens emotional connection. Additionally, **right here** serves as a focal point, indicating that Dubai, particularly DP World Mina Rashid Port, is a significant milestone in Nuseir's journey as shown in the video.

3.4 Discourse Deixis

Nuseir Yassin: To anyone watching this remember you can make money and have fun at the same time.

Nuseir Yassin: You don't have to sell your soul!

Nuseir Yassin: It's possible to do good and do well at the same time.

In this context, Nuseir emphasizes that individuals can successfully integrate different aspects of their lives, showing that

it's possible to maintain balance among them. He reassures his audience that they can embrace a variety of interests, values, and responsibilities without feeling overwhelmed or conflicted. Nuseir's message conveys that people can lead balanced and fulfilling lives by embracing the complexity and diversity inherent in the human experience.

In Nuseir Yassin's speech, **It** functions as **discourse deixis** that pragmatically refers to a previously introduced proposition regarding the possibility of achieving both moral and financial success. Rather than only replacing the earlier statement, **It** serves to reframe and emphasize the central idea, guiding the audience's attention toward its feasibility. This deictic expression allows the speaker to avoid unnecessary repetition while maintaining coherence within the discourse. Through this deictic choice, the speaker structures the discourse by linking successive utterances into a coherent and persuasive message, enabling the audience to follow the progression of ideas more easily. Additionally, the use of **It** highlights the continuity between the speaker's statement, reinforcing the central message as a unified concept rather than fragmented claims. Pragmatically, this strategy supports the motivational intent of the narrative by presenting ethical and economic success as an achievable and integrated goal, encouraging reflection and strengthening the persuasive force of the speaker's message.

Discussion

The findings indicate that person deixis plays a central role in Nuseir Yassin's Instagram Reels, reflecting the highly interpersonal nature of short-form digital storytelling. Rather than functioning only as grammatical markers, personal pronouns such as "I", "we", and "you" operate pragmatically to establish immediacy,

intimacy, and audience involvement, in the context of social media, where content is consumed quickly and interaction is largely one-directional, the frequent use of person deixis enables the speaker to simulate direct conversation and foster a sense of personal connection with viewers.

The strategic use of person deixis aligns with Sari and Fauziah (2023), who argue that referring explicitly to the speaker and audience strengthens relational closeness in communication. However, this study extends previous findings by demonstrating that, in Instagram Reels, person deixis is not only a relational device but also a persuasive tool that supports motivational storytelling. Through direct self-reference "I" and audience address "you", Nuseir positions himself simultaneously as a narrator, participant, and motivator, reinforcing engagement and credibility within a digital media environment.

Beyond fostering interpersonal closeness, person deixis in Nas Daily's Instagram Reels also functions as a pragmatic resource for speaker positioning. The use of "I" allows Nuseir Yassin to foreground personal experience and authenticity, which enhances narrative credibility in digital storytelling. Meanwhile, the inclusive pronoun "we" constructs a shared identity between the speaker and the audience, inviting viewers to align themselves with the values and experiences being presented. In the context of short-form social media videos, this strategic alternation between "I" and "we" enables the speaker to balance authority and solidarity. As noted by (Widjajanti & Mahanani, 2022), person deixis plays a crucial role in acknowledging the audience's presence and facilitating message comprehension. This study extends that view by showing how person

deixis operates as a stance-taking mechanism that shapes the speaker's identity within an interactive yet unbalanced communication setting.

While person deixis establishes interpersonal and positional meaning, discourse deixis emerges as the second most dominant type and plays a crucial role in organizing meaning within Nas Daily's video Reels. Expressions such as "it" and "that" do not only refer back to prior utterances but function pragmatically to guide the audience's attention across successive segments of the video. In a multimodal context, discourse deixis helps link spoken narration with visual elements, such as scene changes, gestures, or on-screen imagery. This supports Nurhikmah (2019), view that discourse deixis facilitates textual cohesion, while also extending Abdulla (2020) argument by demonstrating its relevance in audiovisual discourse. In short-form videos where information is delivered rapidly, discourse deixis enables efficient meaning construction by anchoring new content to previously introduced ideas, thereby enhancing coherence and audience engagement.

Additionally, no data social deixis was identified in the analyzed data. Rather than indicating a limitation, this absence reflects a communicative strategy aligned with Nas Daily's narrative style. By avoiding explicit markers of social hierarchy or status, Nuseir maintains an egalitarian tone that emphasizes shared human experiences over social distinction. This choice allows the content to remain accessible to global and heterogeneous audience, reinforcing inclusivity within the digital space. The focus on person and discourse deixis suggests that meaning making in these video Reels prioritizes personal connection and narrative flow, rather than socially stratified relationships,

which is consistent with platform's emphasis on relatability and broad audience appeal.

Building on the discussion of interpersonal and discourse deixis, this study reveals several points of departure from previous study. One notable finding concerns the use of the reflexive pronoun "myself", which functions not only as a grammatical form but as a marker of introspection and personal stance. Its occurrence highlights how deixis in digital storytelling can be employed to foreground self-reflection and authenticity, thereby adding an affective and motivational dimension to the narrative. In addition, the pronoun "them" is used to refer not only human participants but also to non-human entities, such as *corals*. This extended referential scope demonstrates the pragmatic flexibility of person deixis in audiovisual discourse, where objects may be linguistically animated to enhance engagement and narrative vividness. The study further identifies an extensive use of place deixis, including expression such as "right here", explicit city names, and specific locations, which serve to ground the narration in concrete spatial contexts and facilitate audience visualization.

These findings underscore the importance of situational and media-specific contexts in pragmatic analysis. Unlike formal communicative settings that prioritize politeness conversations and hierarchical relations, the deixis observed in this study reflects the informal and interactive norms of social media discourse. The flexible and relational use of person deixis aligns with the communicative goal of fostering closeness rather than maintaining social distance. This variation highlights the necessity of adopting a pragmatic approach that accounts for media affordances, speaker-audience dynamics, and

communicative intent. In digital environments such as Instagram Reels, deixis functions not only as a linguistic marker of reference but also a discourse strategy shaped by platform conventions and audience expectations.

Several studies have consistently identified person deixis as the most dominant type in various forms of discourse. (Ayu A & Muslim, 2023) found that person deixis was the most prevalent, with social deixis being absent from their data. Dieudonne (2023), also reported person deixis as the most common, while social deixis appeared least often. Comparable result was also observed by Putri et al., (2023) and Bulqis et al., (2023) who confirmed the dominance of person deixis across different media context, although they noted variation in the distribution of other deixis types, such as time deixis. The recurrence of these patterns across studies suggests that person deixis plays a central role in facilitating audience engagement and constructing interpersonal meaning.

While these similarities indicate a shared tendency in deixis usage, the present study extends earlier research by situating person deixis within the pragmatic and multimodal dynamics of Instagram Reels. Rather than emphasizing frequency alone, this study demonstrates how person deixis functions strategically to support motivational storytelling, speaker positioning, and audience involvement in short-form audiovisual content. By foregrounding the interaction between linguistic choice, platform affordances, and communicative intent, the findings contribute to a deeper understanding of how deixis operates not only as a referential device but as a key pragmatic resource in contemporary digital discourse.

Extending the discussion on the pragmatic role of person deixis in digital discourse, the findings of this study are

further supported by broader theoretical perspectives on interpersonal communication. Aryawan et al., (2022), emphasize that person deixis plays a fundamental role in strengthening the bond between speakers and listeners. This principle is clearly reflected in Nas Daily's Instagram Reels, where Nuseir Yassin frequently employs personal pronouns such as "I", "you", and "we" to narrative his experiences and directly address his viewers. Through this deixis strategy, the speaker establishes a conversational tone that fosters intimacy and relatability, reinforcing the interpersonal orientation of short-form digital storytelling.

Moreover, the strategic use of person deixis enables speakers to personalize their messages and enhance audience engagement. By explicitly referring to both themselves and their audience, content creators can construct an immersive communicative environment in which viewers feel personally involved in the narrative. In the context of Instagram Reels, this personalization is particularly significant, as it compensates for the lack of reciprocal interaction and helps sustain also as a pragmatic mechanism that enhance message clarity, accessibility, and communicative effectiveness.

This interpretation is consistent with Sitorus & Herman (2019), who argue that person deixis reflects a speaker's perceptions and emotional stance, allowing feelings and attitudes to be conveyed more effectively in both spoken and written discourse. In digital media environments, where emotional resonance plays a crucial role in maintaining viewer interest, such deixis choices contribute to the persuasive and affective power of narration. Taken together, these findings reaffirm that person deixis is central pragmatic resources in digital storytelling, shaping audience

interaction, reinforcing narrative impact, and strengthening the overall communicative effectiveness of social media content.

4. Conclusion

This study concludes that deixis plays a crucial role in shaping audience engagement in Nas Daily's video reels. Through the frequent use of person deixis, Nuseir Yassin not only shares personal experiences but also actively invites viewers to become part of the narrative. This strategy strengthens audience connection and relatability. The findings further demonstrate that the interpretation of deictic expressions requires a pragmatic approach, as meaning is constructed through the interaction between linguistics choices, communicative intention, and contextual factors within digital discourse.

Importantly, while the theoretical framework acknowledges social deixis as a significant category in pragmatic studies, no data of social deixis was identified in the analyzed data. Rather than indicating a limitation, this absence reflects a deliberate communicative orientation in Nas Daily's content. By avoiding explicit markers of social hierarchy or status, the narrator adopts an egalitarian and inclusive stance that aligns with the informal and global nature of Instagram Reels. This finding suggests that, within short-form digital storytelling, meaning-making prioritizes personal connection and narrative flow socially stratified relationships.

The study also highlights that deixis functions differently across media platform. In personal digital media such as Instagram Reels, deixis operates in close interaction with visual and narrative elements, reinforcing audience engagement and emotional resonance. This contrasts with other media forms, such as songs or films, where deixis may serve symbolic or narrative-driven purposes. These differences

underscore the adaptability of deixis across communicative contexts and media environments.

For future research, it is recommended to explore deixis in media context where social hierarchy and institutional roles are more salient, in order to further examine the role of social deixis in shaping interaction. Investigating deixis across different languages, cultures, and platform types may also provide broader insights into its pragmatic functions. Practically, this study suggests that content creators and influencers can strategically employ deictic expressions to enhance audience engagement, while audiences may benefit from greater awareness of deixis to improve interpretation of digital communication.

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