

## **A Semantic Analysis of Deictic Expressions in “Indonesia Launches Ambitious Free-Meal Program to Combat Stunting” Published by The Jakarta Post**

**Maria Anjelita Hutauruk<sup>1</sup>, Bernieke Anggita Ristia Damanik<sup>2</sup>**

English Education Department, Faculty of Teacher Training and Education Universitas HKBP Nommensen Pematangsiantar, Indonesia<sup>1,2</sup>

Corresponding Author: [mhutauruk82@gmail.com](mailto:mhutauruk82@gmail.com)<sup>1</sup>, [bernieke.damanik@uhn.ac.id](mailto:bernieke.damanik@uhn.ac.id)<sup>2</sup>

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### **Abstract**

*This study looks at how deictic phrases are used and what they mean in the news article titled “Indonesia Set to Launch Ambitious Free-Meal Program to Combat Stunting.” The main goal is to find the different kinds of deficiencies and understand them in a meaningful way, using the ideas from Levinson (1983) and Huang (2014). The results show that there are five types of deixis in the article: person, temporal, for example; spatial; discourse; and social. This means that person deixis is more common than others over time, which suggests that this flexibility mainly affects the participants. The importance of deictic expressions comes from their role in linking words to the situation in which they are used. This study also shows how semantics and pragmatic analysis are connected when explaining deixis, with semantic meaning being more general and practical meaning changing based on the situation. Therefore, both perspectives are needed to understand how language is used. In the end, deixis plays a key role in news reporting because it helps to clearly present information and make it easier for people to understand. Learning how to interpret deictic phrases can improve how well readers grasp the news. This means finding mentions that are connected to the rest of the text.*

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### **Abstrak**

*Studi ini meneliti bagaimana frasa deiktik digunakan dan apa artinya dalam artikel berita berjudul “Indonesia Siap Meluncurkan Program Makan Gratis Ambitus untuk Memerangi Stunting.” Tujuan utamanya adalah untuk menemukan berbagai jenis kekurangan dan memahaminya secara bermakna, menggunakan gagasan dari Levinson (1983) dan Huang (2014). Hasil penelitian menunjukkan bahwa terdapat lima jenis deiksis dalam artikel tersebut: persona, temporal, misalnya; spasial; wacana; dan sosial. Ini berarti bahwa deiksis persona lebih umum daripada yang lain dari waktu ke waktu, yang menunjukkan bahwa fleksibilitas ini terutama memengaruhi partisipasi. Pentingnya ekspresi deiktik berasal dari perannya dalam menghubungkan kata-kata dengan situasi di mana kata-kata tersebut digunakan. Studi ini juga menunjukkan bagaimana analisis semantik dan pragmatik terhubung ketika menjelaskan deiksis, dengan makna semantik yang lebih umum dan makna praktis yang berubah berdasarkan situasi. Oleh karena itu, kedua perspektif tersebut diperlukan untuk memahami bagaimana bahasa digunakan. Pada akhirnya, deiksis memainkan peran kunci dalam pelaporan berita karena membantu menyajikan informasi secara jelas dan membuatnya lebih mudah dipahami oleh masyarakat. Mempelajari cara menafsirkan frasa deiktik dapat meningkatkan pemahaman pembaca terhadap berita. Ini berarti menemukan penyebutan yang terhubung dengan bagian teks lainnya.*

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## **Introduction**

Language and meaning are closely related, and this connection can be explained through the concept of deixis. According to Levinson (1983), deixis refers to linguistic elements whose interpretation relies heavily on the context in which they occur. In this sense, deixis functions as a link between language and the situational context, making it a key component of pragmatics. As noted by Bublitz and Norrick (2011), deixis represents the intersection between linguistic structure and social interaction, where meaning is constructed through both language forms and contextual factors. Deictic expressions, also called indexicals, are words used in language to point to specific things like people, places, times, or parts of a conversation (Yule, 1996). Common examples are words like I, you, here, there, now, and this. You can't really get the full meaning of these expressions unless you know the situation they are being used in. For example, when someone says “it's me” on the phone, the person listening has to figure out who “me” means by looking at the situation and what's going on around them as mentioned by Culpeper and Haugh in 2014. This shows that knowing how deixis works means being able to clearly connect language to the situation it's used in.

Deixis can be found in different ways of communicating, such as in what people say and in written words. Earlier studies have looked at deixis in speeches, song lyrics, and literary works. For example, Asmarita and Haryudin studied it in speeches in 2019, Sitorus and Fukada did so in song lyrics the same year, and Khalili examined it in literary works in 2017. In spoken communication, especially when someone is speaking to a group, using deixis can cause confusion if the listeners don't know what the speaker is pointing to or referring to (Retnowaty, 2019). Public figures often use pointing words to connect with their audience and make them feel more involved. For example, Ronald Wilson Reagan used the phrase "this wall" in his speech, and to fully understand what he meant, you need to consider the situation and background of his talk. Malala Yousafzai also used the pronoun “we,” and this pronoun can mean either including everyone or just some people, depending on how it's used in a situation.

The difference between using “we” in an inclusive way and an exclusive way is an important part of person deixis. Huang (2014) says that an inclusive “we” includes both the speaker and the listener, while an exclusive "we" refers only to the speaker and others, and leaves out the listener.

This difference shows that deixis isn't just about language; it also depends on how people and situations are understood. People might get confused if they don't know what something is referring to, which shows how important it is to have the right background information when understanding words that point to things in the moment.

Deixis is also connected to semantics, since both areas are about understanding what words mean in language. Semantics looks at the actual or direct meanings of words and sentences, while pragmatics considers how meaning changes based on the situation and the context in which words are used. Deictic expressions are where these two areas meet because their meanings can't be completely understood just by looking at the words themselves. For example, words like *this*, *now*, or *they* usually have general meanings, but their exact meanings depend on the situation they are used in. So, to understand the meaning of deixis properly, we need to consider how people use language in real situations, because that helps us see exactly what they mean.

Even though a lot of studies have looked at deixis in spoken language, especially in political and public speeches, there isn't much research on how it's used in written forms like news articles. Many earlier researches have shown that person deixis is the most common type, especially in speeches where speakers try to build a link with their listeners. For example, Kurniadi (2017) found that person deixis is most common in Malala Yousafzai's speech, while Anita (2017) highlighted the role of temporal deixis in Donald Trump's victory speech. Similarly, Retnowaty (2019) found that person deixis is most commonly used in Donald Trump's speech during the United Nations General Assembly.

However, news articles differ from spoken discourse in their communicative purpose and style. While speeches often aim to persuade or engage audiences, news articles focus on delivering factual and objective information. Despite this, deictic expressions are still used to maintain coherence and avoid repetition. In news writing, deixis helps refer to participants, time, and place within a broader context. Therefore, examining deixis in news articles is important to understand how meaning is conveyed in journalistic texts.

This study focuses on analyzing deictic expressions in the news article entitled “*Indonesia Launches Ambitious Free-Meal Program to Combat Stunting*”. The article discusses a government initiative aimed at addressing malnutrition and stunting in Indonesia, making it a relevant subject for linguistic analysis. By applying the theories of Levinson (1983) and Huang (2014), this study aims to identify the types of deixis used in the article and to interpret their meanings based on context. The findings of this study are expected to provide both theoretical and practical

contributions. Theoretically, this research contributes to the study of deixis by extending its application to written discourse, particularly news texts. Practically, it offers insights for students, researchers, and readers in understanding how deictic expressions function in real contexts, thereby improving comprehension of English texts, especially in the field of pragmatics.

### **Literature Review.**

Deixis is a topic that has been widely examined in linguistics, especially in the area of pragmatics, because it plays an important role in understanding meaning through context. Levinson (1983) says that deixis refers to language that depends on the situation, like who is speaking, when the words are said, and where the conversation takes place. Yule (1996) also talks about deixis as a kind of reference that is closely tied to the situation where the language is being used. These views show that knowing about deixis needs more than just learning the language rules; it also relies on knowing what's happening in the situation.

Huang (2014), gives a more detailed breakdown of deixis, splitting it into different types: person deixis, spatial or place deixis, temporal or time deixis, social deixis, discourse deixis, and emotional deixis. Person deixis has to do with the people involved in a conversation, like the person speaking and the person listening. Spatial deixis is about where something is, and temporal deixis is about when something happens. Social deixis shows how people relate to each other in a conversation, discourse deixis refers to parts of the conversation itself, and emotional deixis shows how the speaker feels or what they are feeling about something. This system provides a full way to understand how people use pointing words and expressions in various types of conversations.

Besides being related to pragmatics, deixis is also strongly connected to semantics because both fields are concerned with how meaning is created in language. Semantics looks at what words and sentences mean on their own, while pragmatics considers how the meaning changes based on the situation and context. Because of this, deictic expressions cannot be fully understood just by looking at their meanings alone, since their references rely a lot on the surrounding context. This shows how important it is to use both meaning-based and context-based methods when studying deixis.

Several earlier studies have looked into how deixis is used in different kinds of conversations and writings. For example, Kurniadi (2017) studied the use of deictic expressions in Malala Yousafzai's speech and discovered that person deixis was the most common type used. Anita (2017) looked at how time words were used in Donald Trump's speech after his victory and highlighted how important these time expressions were in organizing the conversation. Retnowaty (2019) also

examined Donald Trump's speech at the United Nations General Assembly and found that the use of deixis was the most prominent feature. These results show that people often use deixis in talking to connect with others and keep the conversation going between the speaker and the listeners.

However, most of these studies focus on spoken forms of language, such as speeches, songs, and literary texts. There is still a lack of research on deixis in written discourse, particularly in news articles. News texts differ from spoken discourse in that they aim to present information in an objective and factual manner while still relying on contextual references. Therefore, analyzing deictic expressions in news articles is important to understand how meaning is conveyed in journalistic writing

Based on the theoretical perspectives and previous studies discussed above, this research seeks to address the gap by examining deictic expressions in a news article. By applying the frameworks proposed by Levinson (1983) and Huang (2014), this study aims to identify the types of deixis used and to interpret their meanings within the context of the text.

## **Research Method**

This study uses a descriptive qualitative research method. This method is used because the information is given in words, phrases, and sentences instead of numbers, and the study looks at understanding what is meant based on the situation it comes from.

The main source of information for this study is a news article titled “Indonesia Launches Ambitious Free-Meal Program to Combat Stunting.” The article was chosen because it includes a variety of deictic expressions that show how real-life language is used in journalistic writing. The data includes sentences and parts of sentences in the article that use words pointing to specific things or people.

The data were gathered using a documentation method. The researcher started by reading the whole article thoroughly to get a clear understanding of what it was about. The researcher then found and picked out every sentence that had deictic expressions in it. After that, the chosen data were grouped into different types of deixis, based on the ideas from Levinson (1983) and Huang (2014). These types include person deixis, spatial or place deixis, temporal or time deixis, social deixis, discourse deixis, and emotional deixis.

When looking at the data, the researcher went through a number of steps. First, all the deictic expressions that were found were grouped based on the kinds they belong to. The second step involved looking at each deictic expression to figure out what it refers to, using the surrounding

context to understand its meaning. In the end, the meanings of the deictic expressions were understood based on the whole context of the news article.

## **Result and Discussion**

### **Result**

The study's conclusions based on the examination of deictic expressions in the chosen news story are presented in this part. Finding the many kinds of deixis and deciphering their meanings in relation to the text's context are the main goals of the analysis. The researcher classifies the deictic expressions into several categories and investigates how they serve to communicate meaning in the discourse by using the theoretical frameworks put out by Levinson (1983) and Huang (2014).

#### 1.1.Types of Deixis.

Based on a detailed analysis of the news article “Indonesia Launches Ambitious Free-Meal Program to Combat Stunting”, five types of deixis were identified, namely person deixis, temporal deixis, spatial (place) deixis, discourse deixis, and social deixis. These categories were determined based on the frameworks proposed by Levinson (1983) and Huang (2014).

Frequency table 4.1:

No	Types of Deixis	Frequency
1	Person Deixis	32
2	Temporal Deixis	9
3	Spatial/Place Deixis	7
4	Discourse Deixis	6
5	Social Deixis	8
	Total	62

Table 4.1 indicates that the researcher found 32 instances of person deixis, 9 instances of temporal (time) deixis, 7 instances of spatial (place) deixis, 8 instances of social deixis, 6 instances of discourse deixis and 8 instances of social deixis in the analyzed news article. Emotional deixis, however, was not identified in the data. Among these types, person deixis was the most dominant. This result is in line with previous studies by Kurniadi (2017) and Retnowaty (2019), which also revealed that person deixis occurs most frequently. The dominance of person deixis suggests that it plays a crucial role in conveying information and emphasizing the participants involved in the discourse.

## 1.2. Interpretation of the Meaning.

Considering the large number of deictic expressions identified in the dataset, it would be inefficient to examine every instance individually. Therefore, this section highlights several selected examples that represent each category of deixis. These examples were deliberately chosen because they effectively illustrate how deictic expressions operate within the context of the news article. This method is consistent with qualitative research practices, particularly the principle of data reduction, where only the most relevant and representative data are analyzed in detail.

### 4.2.1 Person Deixis

Person deixis refers to linguistic elements that identify participants involved in the discourse. In this study, it appears as the most dominant category, indicating that the article strongly emphasizes the individuals involved in the reported events.

Data 1:

“Prabowo has pledged to provide nutritious meals free to tens of millions of schoolchildren and pregnant women, saying *it* would improve *their* quality of life and boost economic growth.” Interpretation:

The pronoun *it* refers to the free-meal program, whereas *their* refers to schoolchildren and pregnant women. Both expressions function anaphorically and depend on previously mentioned information for their interpretation.

Data 2:

“I'm happy because the food was delicious... I can concentrate more when studying,” *he* told AFP.

Interpretation:

The pronoun *he* refers to Khalifa Eldrian. It serves to connect the statement to the previously mentioned individual, thereby maintaining textual cohesion.

Data 3:

“We serve different menus every day, it has to be different so children won't get bored,” a staff member said.

Interpretation:

The pronoun *we* refers to the group of kitchen staff responsible for preparing the meals. Its interpretation depends on the situational context.

Data 4:

“I am quite pessimistic if everything is shouldered by the central government,” a public policy analyst said.

Interpretation:

The pronoun *I* reflects the speaker's personal opinion, introducing a subjective perspective within the otherwise objective news report.

The frequent use of person deixis indicates that the article primarily focuses on human participants, such as government officials, experts, and beneficiaries. This is consistent with the characteristics of news discourse, which typically centers on individuals and their roles in events.

### 3.2.2 Temporal Deixis

Temporal deixis refers to expressions that indicate time in relation to the context of the discourse.

Data 1:

“Indonesia launched an ambitious \$4.3 billion free-meal program on *Monday* to combat stunted growth due to malnutrition.”

Interpretation:

The term *Monday* is context-dependent, as its exact meaning can only be determined by referring to the publication date of the article.

Data 2:

“This is historic for Indonesia for the first time conducting a nationwide nutrition program,” a spokesman said *late on Sunday*.

Interpretation:

The phrase *late on Sunday* positions the statement before the main event, contributing to the chronological structure of the narrative.

Data 3:

“It is set to deliver meals to almost 83 million people by *2029*.”

Interpretation:

The expression *2029* refers to a future time frame, highlighting the long-term objective of the program.

Temporal deixis in the article helps establish a clear sequence of events by linking past occurrences, present actions, and future plans.

### 3.2.3 Spatial (Place) Deixis

Spatial deixis indicates the location where events take place.

Data 1:

“Second grader Khalifa Eldrian beamed after finishing his free lunch at an elementary school in *East Jakarta*.”

Interpretation:

The phrase *East Jakarta* identifies the specific location of the event, enabling readers to situate it geographically.

Data 2:

“Staff in a kitchen in *Bogor, West Java*, had worked tirelessly since just after midnight.”

Interpretation:

This expression provides additional locational context, emphasizing the widespread implementation of the program.

Data 3:

“Stunting affects 21.5 percent of children in the *archipelago*.”

Interpretation:

The term *archipelago* broadly refers to Indonesia, indicating a nationwide scope.

Spatial deixis functions to anchor the events within both specific and general locations, reinforcing the scale of the program.

### 3.2.4 Discourse Deixis.

Discourse deixis refers to expressions that point to elements within the text itself.

Data 1:

“*This* is historic for Indonesia for the first time conducting a nationwide nutrition program.”

Interpretation:

The word *this* refers to the implementation of the free-meal program previously mentioned in the text.

Data 2:

“I hope *this program* is not just a temporary charitable effort to fulfil political promises.”

Interpretation:

The phrase *this program* refers back to the central topic of the article, helping maintain

coherence.

Discourse deixis plays a crucial role in connecting ideas within the text, ensuring clarity and cohesion.

### 3.2.5 Social Deixis

Social deixis reflects social roles, hierarchy, and relationships among participants.

Data 1:

“Indonesia launched an ambitious program, a key election promise of *President Prabowo Subianto*.”

Interpretation:

The title *President* indicates authority and a high social position.

Data 2:

“Presidential spokesman Hasan Nasbi said the program was historic.”

Interpretation:

The term *spokesman* reflects an official role within a formal institution.

Data 3:

“A Jakarta-based nutritionist and doctor said trials were mostly conducted in urban centers.”

Interpretation:

These titles indicate professional expertise and credibility.

Data 4:

“A public policy analyst from a think tank expressed concern about the program.”

Interpretation:

This expression reflects the speaker’s professional role and social identity.

Social deixis highlights the hierarchical structure and professional roles of individuals involved, which is a common feature of formal news reporting.

### **Discussion.**

This study shows that all the main types of deixis like person, time, place, conversation, and social deixis are found in the news article that was looked at. Among these groups, person deixis is the most common one. This indicates that the article focuses heavily on the people involved in the reported events, such as government officials, experts, and those who benefited from the program.

This study’s focus on person deixis matches what previous research has shown. For example, Kurniadi (2017) found that person deixis was the most commonly used type in Malala Yousafzais

speech. Retnowaty (2019) also found the same kind of speech pattern in Donald Trump's address to the United Nations General Assembly. These findings suggest that person deixis is important in various kinds of communication, whether spoken or written, as it helps to identify who is involved and keeps the text clear and organized. In news writing, people use person deixis to talk about individuals and groups in a clear way without repeating the same words over and over.

In addition to person deixis, temporal deixis is also clearly evident in the article. Time-related expressions like Monday, Sunday, and 2029 help in setting a clear order of events. This observation agrees with Anita (2017), who stressed the role of temporal deixis in structuring conversation. In this study, temporal deixis helps link past events, what is happening now, and future goals, so readers can better understand how things are moving forward.

Another key point found in the data is spatial deixis. Phrases like East Jakarta, Bogor, and the archipelago help explain where the events mentioned took place. These results show that using spatial language is very important in writing, especially in news articles, because it helps readers picture where the events are happening. Unlike spoken communication, which can use gestures to express ideas, written texts need to clearly describe spaces and positions to explain what is being said.

Moreover the way people refer to things in conversations helps keep the text moving smoothly. Words like this and phrases such as this program connect back to earlier information, which helps readers understand how ideas develop as the article moves forward. This observation matches what Levinson (1983) said, which is that discourse deixis helps connect different parts of a text and makes it more coherent.

Also, social deixis is shown by using titles and job names like President, spokesman, and public policy analyst. These expressions show the roles and place in the social hierarchy of the people involved. This finding agrees with Huang's (2014) idea that social deixis shows how people relate to each other and their status through language. In news stories, using social deixis helps make the information more trustworthy by showing that the sources are reliable and know what they are talking about.

When looking at the bigger picture, the results of this study show how closely connected meaning and how language is used are when it comes to understanding expressions that depend on context. Deictic words have general meanings at the level of meaning, but their exact meaning depends on the situation and the context in which they are used. This shows that deixis happens where meaning and use of language meet, and it needs both understanding of words and knowing

the situation.

This study looks at written news articles instead of spoken conversations, offering a new way to understand the topic compared to earlier research. Earlier research mostly focused on speeches, but this study shows that deixis is also very important in written texts. Even though the way we use deixis might change depending on the medium, its main job stays the same it helps link language to the situation around us and makes it easier to understand what is being said.

In short, the results show that pointing words are very important for creating meaning in news stories. They assist in organizing information, keeping things clear and consistent, and making sure the context is easy to understand. So, knowing about deixis is really important for readers to get the correct meaning of what is written.

## **Conclusion**

This research aimed to look at the different types of deictic expressions and what they mean in the news article titled “Indonesia Launches Ambitious Free-Meal Program to Combat Stunting.” The analysis found that there were five kinds of deixis in the text: person deixis, temporal deixis, spatial deixis, discourse deixis, and social deixis. Among these categories, person deixis was used the most, showing that the article pays a lot of attention to the people involved in the events being described.

The results also show that deictic expressions are important in how meaning is created in the text. By using deixis, the article clearly shares information by linking words to their surrounding context, like mentions of people, time, location, conversation, and social positions. So, deixis helps keep the text clear and makes it easier for readers to understand what the writer really means.

This study also highlights how closely connected meaning and usage are when it comes to understanding expressions that depend on context. Deictic words have general meanings at the level of meaning, but their exact meanings depend a lot on the situation they are used in, which is studied in pragmatics. So, both the meaning of words and how they are used in conversation are important when understanding what is being said.

In short, deixis helps make sure that the information in news stories is easy to understand and gets across clearly. This study shows that understanding deictic expressions better can help readers understand texts more effectively, especially when it comes to recognizing references and figuring out meaning based on the context. It would be helpful to look into how deixis is used in different types of conversations to better understand its role in how we use language.

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