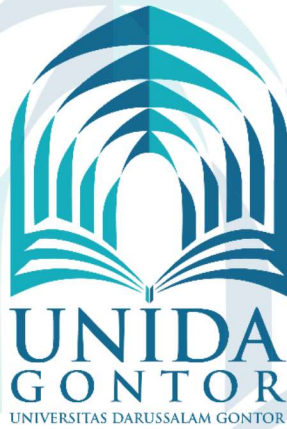


**DEIXIS ANALYSIS FOUND IN MAHER ZAIN'S ALBUM
(THANK YOU ALLAH)
A PRAGMATICS STUDY OF MORAL MESSAGES DELIVERY FOR
ISLAMIC CHARACTER DEVELOPMENT**



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UNIVERSITY OF DARUSSALAM GONTOR

1446 / 2024

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A THESIS

Presented

In Partial Fulfilment of Requirements
to Complete the Licentiate Program
Department of English Language Education
Faculty of Education

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ABSTRAK

Analisa Deiksis Yang Ditemukan Dalam Album Maher Zain (Thank You Allah) Kajian Pragmatik Pada Penyampaian Pesan Moral untuk Pengembangan Karakter Islami

Rihlatul Karimah
41.2020.1.3.3.047

Pragmatik adalah kajian yang berfokus pada ungkapan dari penutur, kajian Pragmatik sangat luas salah satunya adalah deiksis, deiksis yang artinya “menunjuk” ialah cabang dari Pragmatik yang berfokus pada arah wacana suatu bahasa mengarah. Pesan moral pada album Maher Zain (Thank You Allah) yang rilis pada tahun 2009 lalu sangatlah banyak dan beragam. Kehalusan lirik dan keluasan fikiran yang dimiliki oleh Maher Zain telah menghasilkan album dengan berbagai pesan moral Islam yang dapat diterima secara global didukung dengan penggunaan bahasa Inggris sebagai bahasa utama Maher Zain yang sekarang menjadi bahasa global. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan Pragmatik pada analisa konten. Peneliti menggunakan metode milik Miles dan Huberman untuk mengumpulkan data dengan mengumpulkan dokumen tertulis yang relevan (artikel, buku referensi dan transkrip lirik).

Langkah penelitiannya adalah dengan menentukan segmen yang dianalisis, mengkategorikan segmen yang akan diteliti, menafsirkan pola temuan, dan menyimpulkan temuan. Peneliti akan menggunakan analisis dokumen dan triangulasi data untuk menjamin keabsahan data.

Penelitian ini menyimpulkan bahwa terdapat setidaknya lima jenis tipe Deiksis dalam setiap lagu yang ada dalam album Maher Zain (Thank You Allah) yang terkandung pada fragmen lirik tertentu yang memberikan pesan moral Islami pada pendengar. Di temukan juga ada sembilan pesan moral yang terdapat pada album Maher Zain dengan frekuensi pesan moral yang berbeda pada setiap lagu.

Pesan moral yang terdapat pada lagu juga sesuai dengan lima katakter Islami yang telah penulis bataskan dari pancajiwa PMDG. Peneliti berharap semoga ke depannya penelitian ini bisa menjadi rujukan bagi peneliti lainnya khususnya pada bidang Pragmatik dan analisa konten untuk pengembangan karakter Islami. Atau bahkan penelitian ini bisa dikembangkan lebih luas lagi

Kata kunci: *Pragmatik, Deiksis, Pesan Moral, Karakter Islami, Maher Zain, Album Thank You Allah*

ABSTRACT

Deixis Analysis Found In Maher Zain's Album (Thank You Allah) A Pragmatics Study Of Moral Messages Delivery For Islamic Character Development

Rihlatul Karimah
41.2020.13.3.047

Pragmatics is a study that focuses on the speaker's utterance. Pragmatics field is broad and comprehensive, one of them is Deixis, means "pointing" through language media. Deixis is a branch of Pragmatics that focuses on where the discourse of a language reference. The moral messages on Maher Zain's album (Thank You Allah), released in 2009 was vary. The subtlety of Maher Zain's lyrics and broad of thought have produced an album with various Islamic moral messages accepted globally, even supported by English as Maher Zain's primary language, which is now a global language.

This research uses descriptive qualitative methods with a Pragmatic approach through content analysis. The researcher used Miles and Huberman to collect the data by collecting the relevant written documents (articles, reference books, and lyrics transcript), determining the segments being analyzed, categorize the segment of code, and interpreting findings patterns. The researcher will use document analysis for data analysis. Triangulation data will be used to guarantee the validity of the data.

This research concludes at least there are five types of Deixis in each song on Maher Zain's album (Thank You Allah) contained in the specific lyric fragments that provide Islamic moral messages to listeners. It was also found that there were nine moral messages in Maher Zain's album, with different frequencies of moral messages in each song. The moral message in the song also aligns with the five Islamic characters that the author has defined from the PMDG's five spirits. The researcher hopes this research can become a reference for other researchers, especially in Pragmatics and content analysis for developing Islamic character. This research could even be developed more widely.

Keywords: *Pragmatics, Deixis, Moral Messages, Islamic Character, Maher Zain, Thank You Allah Album*

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APPROVAL OF SUPERVISOR

Honorable,
Dean of Faculty of Tarbiyah
University of Darussalam Gontor
Ponorogo

Bismillahirrahmanirrahim

Assalamu'alaikum Warahmatullahi Wabarakatuh

It is my honor to present the thesis written by:

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I declare that this thesis has been processed and corrected to fulfill the requirement for degree of licentiate in the Faculty of Tarbiyah. Therefore, I request that the thesis could be soon.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Gontor, February 1, 2024

Rajab 20, 1445

Supervisor,



Al-Ustadzah Eka Indah Nuraini, M.Pd

MOTTO

The entire environment grow in response to the energy you supply

(Qur'an Law of Attraction)

Success is 10% Inspiration and 90% Practice

(Albert Einstein)

I cannot teach anybody anything, I can only make them think

(Socrates)



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GUIDANCE OF THE QUR'AN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ
أَتْقَىٰكُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

O humanity! Indeed, We created you from a male and a female, and made you into peoples and tribes so that you may (get to) know one another. Surely the most noble of you in the sight of Allah is the most righteous among you. Allah is truly All-Knowing, All-Aware

(Q.S. Al Hujurat 49:13)

وَمِنْ آيَاتِهِ خَلْقُ السَّمٰوٰتِ وَالْاَرْضِ وَاٰخْتَلَفُ الْاَلْسِنٰتِكُمْ ۗ اِنَّ فِيْ ذٰلِكَ لَآيٰتٍ
لِّلْعٰلَمِيْنَ

And one of His signs is the creation of the heavens and the earth, and the diversity of your languages and colours. Surely in this are signs for those of (sound) knowledge.

(Q.S. Ar-Rum 30:22)

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DEDICATION

With full infinite gratitude for Allah, the creator of the universe, I dedicate this thesis to:

My beloved and dearest parents,

Mr. Mohammad Kholili and Mrs. Sudarmaning

Special person in my life, who always gives me support and never stops praying for me, whose love for me will never be enough and who has always guiding, directing, reminding, and raising my heart.

My best and lovely siblings,

Affandy Musthofa Muhammad

Faza Fitri Najwa

Nida El Husna

As-Saifin

Thanks for being an encouragement in working on this thesis.

And also for my greatest supervisor

Miss. Eka Indah Nuraini, M.Pd.

Who always been a mentor, teacher, mother and friend. And also always takes care of me, and gives me full support in full-filling my thesis.

The most honorable and respectful

All lecturers of the English Language Education Department

As the first graduation of this department, I have received a lot of attention, guidance, experiences and knowledge from them.

The most unforgotten supportive team,

All students of the English Language Education Department 2020

Library All Generation, Mia, Sis Leli, Shofia, Sabila, Valentine, Husni, Najwa and

Guardian Generation

Who always reconciled every struggling with all the effort and prayer. Through togetherness and memories, she learned a lot of things about life, and built ourselves into the best version

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the beneficent, the merciful, praise be to Allah, Lord of the universe. By the mercy, blessing and help of Allah SWT only, the writer could accomplish the writing of this humble thesis. Peace be upon our prophet of Islam, Muhammad SAW, and family, companions, and his followers. Because he had brought us from distinction into safety that is the right path of Allah.

This thesis was written as a partial fulfillment of the requirement for S-1 program at the University of Darussalam Gontor (UNIDA), I wrote a thesis with the title :

“Deixis Analysis Found in Maher Zain’s Album (Thank You Allah) A Pragmatics Study Of Moral Messages Delivery For Islamic Character Development”.

In completing this thesis, the researcher had encountered some difficulties, especially in collecting and analyzing data and the researcher also realized that this thesis would not be finished without much help from some people around her directly and indirectly. Additionally, the researcher would like to extend his great gratitude due to:

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6. Special mention is due to my beloved parents, I dedicate all my struggles up to this point to the two most valuable people in my life. Because of you too, life feels so easy and full of happiness. Thank you for always keeping me in your prayers and letting me pursue my dreams, whatever they may be. May Allah grant all your prayers.

The researcher knows that this thesis is still far from complete. So, she would be pleasure to accept some critics and advice for this thesis. Finally, the researcher hopes this thesis would be useful for the readers.

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CHAPTER I

INTRODUCTION

A. Background of the Study

In modern linguistics study, there are two crucial major groups: linguistics micro and linguistics macro. Linguistics micro learns about the language element without being influenced by the context of the speaking. Linguistics micro-groups are phonology, morphology, syntax, and semantics. Linguistics macro will learn about the phenomena of the language that influence the context, and they are pragmatics, discourse analysis, and sociolinguistics.¹ Pragmatics is a branch of linguistics that studies how context affects language interpretation. According to Yule, Pragmatics is a branch of Linguistics that studies the speaker or writer's utterance and interpretation by a listener or reader. In brief, he said that Pragmatics is the study of what speakers mean.²

Yule, explained Pragmatics as learning about the meaning of a speaker's utterance in a deep context.³ The Pragmatics study is about the context of the speaker's utterance, including the structure of vocabulary and the most profound meaning of the speaker's language. Pragmatics tries to explore how people deliver the right message with their utterances. Deixis is the most basic and crucial thing in pragmatics due to its function as a reference for speakers' expression of certain situation, place, and condition. It also helps listeners deeply understand contextual meaning in broad, communication efficiency, and cultural understanding since Deixis refers to the correct interpretation and the source of the speakers.

Deixis is a Greek term means "pointing" by language. Pragmatics gives a comprehensive framework for studying social and cognitive aspects of language use. Deixis can help find the most deep message in the language used. Yule also categorizes Deixis into three kinds: person Deixis (noun, pronoun, possessive pronoun), spatial Deixis (demonstrative pronoun, preposition, and adverb direction), and temporal Deixis (time

¹ Sony Fauzi, "*Pragmatics and Ma'any Science*", (Malang: UIN Maliki Press, 2012), p. 103

² George Yule, "*Pragmatics*", (Oxford: Oxford university press. 1996). p. 21

³ George Yule, *Pragmatics*, p. 3

adverbs, tense, temporal preposition).⁴ Learning Deixis is very important since Deixis is the most vital form of daily conversation.

In the song lyrics, many messages and values from the songwriter's thoughts are inserted, which are helpful to study. The lyrics' meaning could contain messages, stories, advice, or value.⁵ In song analysis, pragmatics will significantly benefit the results of lyric analysis. Pragmatics analysis will be a valuable tool for understanding song meaning, which often employs several figurative languages, cultural references, and implied meanings.

In this present digital era, technology has changed how people interact and consume content, including music. The easy access to various information and entertainment has opened up new opportunities but also presents challenges, such as the rise of cybercrime and the decline in moral values due to exposure to negative content. This technological development also influences the way we interpret song lyrics. For example, the very diverse pop culture references in contemporary song lyrics now require a much broader understanding of the context, adding a layer of complexity to interpretation. In addition, the distribution of songs through digital platforms also allows for more diverse interpretations from listeners worldwide, which their respective cultural and social backgrounds can influence.

One of the positive impacts of technology in the entertainment sector is easy access to various types of songs from all over the world. These songs can easily influence a person's emotions and have become an inseparable part of everyday life. However, behind its benefits, music can also have negative impacts, especially if the lyrics contain inappropriate messages. Today's biggest challenge for educators is directing children to use technology wisely, especially music.

Maher Zain's album Thank You, Allah, was always played every afternoon at the Modern Darussalam Gontor Islamic boarding school, along with religious songs in English by other Western artists. The aim is to raise awareness of Islamic moral messages among students. However, the difficulty in understanding foreign languages, especially English in the form of songs, has made it difficult for students to get moral messages in one sentence

⁴ *Ibid*, p. 9

⁵ Jumaini Mulia Wati. "The Implication of Moral Values Found in The Lyrics Islamic Pop Song on Teaching English as Foreign Language (TEFL). (Esteem: Journal of English Study Programme 5.1, 2022): p. 110-117.

at once immediately. Understanding and getting the icons in this Deixis can help students begin to understand small pieces of moral messages contained in many existing lyric fragments. Deixis can be a very effective hint button due to its simple and easy-to-understand nature, but the results of its references are very massive. For example, in the lyric fragment, From this one hint, students can broaden their perceptions about Allah, why he is called the creator, and how he can be called the creator.

*“If you ask me about love
And wanna know about it
My answer will be
It is everything about Allah
The pure love, to our soul
The creator of you and me, the heaven and whole universe
The One that made us all
And He is the guardian of His true believers”*

In one of his songs. “The one” whose meaning is very easy to understand but the meaning of its reference is very deep, it exactly refers to “Allah”. By only understanding the meaning of a small part of a song over time it will create a complex picture of the song itself sooner or later.

Deixis analysis, especially temporal and social, can be useful to uncover moral messages in religious song lyrics such as Maher Zain’s. By paying attention to pronouns, verbs, and time adverbs, the student can understand how the song lyrics place in a certain time and space context. For example, using the first singular pronoun (I) can indicate the songwriter’s personal experience. In contrast, the second singular pronoun (you) can invite the listener to reflect on themselves. In addition, using time adverbs such as “always” and “forever” can suggest a message about the eternity of moral values.

K.H. Hasyim Asy’ari has highlighted the importance of moral education in dealing with the moral crisis that often occurs among students. He emphasized that achieving educational goals is highly dependent on the formation of noble values in the individual. Moral education is becoming increasingly crucial in the context of current technological developments. Children need to be taught to filter information, including song lyrics, and choose positive content with good values. The role of the family and school is very

important in shaping children's character from an early age so they can wisely face the challenges of globalization and technology.⁶

Maheer Zain Mustafa Maheer Zain, famous by the name Maheer Zain, is a famous *nasheed* singer from Swedish. His song is Islamic-themed, promoting love, peace, and spirituality. Maheer Zain combines modern pop and R&B elements with traditional Islamic music. Maheer Zain is an English native speaker. Most of his songs are in English, even though he can speak Arabic, French, and Turkish. His music is incredible due to his ability to explore what it means to be of European, Arab, and Muslim descent in the political, social, and economic landscape of the 21st century.⁷ The excellent and unique combination of his broad thoughts on Islam would greatly regret it if not being material for analysis and study. Because Maheer Zain is not just a singer but an artist, preacher, spreader of peace, influencer, and a Muslim ideal figure, Maheer Zain's songs are very suitable to this research as his song is full of Islamic moral messages.

Jumaini Mulia, said music can increase emotional experiences and influence someone's mood. Music also can create a positive learning environment, especially for positive vibes music. Songs and literature have a close relationship and have a big effect on human life. Literature aims to express feelings, thoughts, emotions, and experiences. Through songs, we can convey our feelings to many people so that people can know our feelings. Many pieces, like songs about love, society, religion, etc.⁸ This study aims to investigate the potential of Islamic religious music to promote positive character development among listeners. By analyzing the lyrics and themes of popular Islamic songs, the researcher seeks to identify specific values and messages that can contribute to developing Islamic character traits such as compassion, honesty, and resilience.

Analysis of a song in Pragmatics using Deixis involving context speaker, which can depend on the pronoun and demonstrative noun, could play a crucial role in finding the

⁶ Siswo Aris Munandar, Rinda Khoirunnisfa. "*KH Hasyim Asy'ari and the Teacher Code of Ethics: Thought Study KH. Hasyim Asy'ari on Ethics Education and Its Relevance to Modern Education in Indonesia*". Semantic Scholar. <https://doi.org/10.32478/evaluasi.v4i1.359>

⁷ Awakening Records, *Maheer Zain*, Official article from Awakening Records America in the site <https://www.awakening.org/artist/maherzain/> (accessed on Wednesday, 7th of September 2023 3:49 A.M.)

⁸ Jumaini Mulia Wati. "*The Implication of Moral Values Found in The Lyrics Islamic Pop Song on Teaching English as Foreign Language (TEFL)*". *Esteem: Journal of English Study Programme* 5.1 (2022): p. 110-117.

profound message of Islamic moral values for developing the character of the listener by giving the complex classification of the meaning of the sentences and all the phrases.

All the reason above has motivated the researcher to study the English language used by Maher Zain in his best album, “Thank You Allah”, with a pragmatic approach through Deixis analysis and the Islamic moral value the title “Deixis Analysis in Maher Zain Album (Thank You Allah): A pragmatics Study of Delivery of Moral Messages for Islamic Character Development”. Research will be conducted on album will feature approximately 16 songs and will contain a total of 2.875 words across all the tracks of the album, by total 268 words from it containing Deixis. The researcher would like to prove the Islamic message and moral values contained in his song by exploring his album through Deixis analysis.

B. Problem Formulation

1. What deictic expressions are used in Maher Zain’s “Thank You, Allah” album?
2. What are moral messages found in Maher Zain’s “Thank You Allah” Album?

C. Purposes of the study

1. To identify specific deictic expressions used in Maher Zain’s album “Thank You Allah”
2. To analyze the moral message pragmatically through Maher Zain’s album “Thank You, Allah”

D. Significance of the Study

Contribute reference, as well as research materials related to “Deixis Analysis Found in Maher Zain Album (Thank You Allah) A Pragmatics Study of Moral Messages Delivery for Islamic Character Development”

1. Practical Significance
 - a. For Student

From this research, students can know about the moral message in Maher Zain’s album by remembering the Deixis type in the song and giving students exciting experiences in learning English and understanding the value of Islamic character development.

b. For Teacher

From this research, teachers can provide the best material for listening to and learning English using Maher Zain's song in an album, "Thank You Allah" with much Islamic value suitable for Islamic character development.

c. For Researcher

From this research, other researchers can gain insights into the application of Deixis analysis through pragmatics study for lyrics of the song and can be compared for the subsequent investigation.

2. Theoretical Significance

This study will contribute the valuable result to support the development of Pragmatics for common and the exiting of Deixis especially. This research provided unexplored aspect of Deixis, new insight of particular topic, and stimulate further research.

E. Writing system

CHAPTER I INTRODUCTION, STUDY RESULT OF PREVIOUS RESEARCH AND WRITING SYSTEM. This chapter will explain the background of the study, problem formulation, purposes of the study, and significance of the study for the introduction of the research. Continue by the writing system.

CHAPTER II THEORETICAL FRAMEWORK AND STUDY OF PREVIOUS RESEARCH. The second chapter will discuss about theoretical framework of the research and study of previous research

CHAPTER III RESEARCH METHOD. Including method of the study, the object of the study, the instruments, the data collection technique, the data analysis technique, and the validity of the data.

CHAPTER IV FINDINGS AND DISCUSSIONS. This chapter will present the finding and all data presentation analysis

CHAPTER V CONCLUSION AND CLOSING. The fifth chapter will give the conclusions and suggestions based on the study result.

