



PROCEEDINGS

International Conference on Education
Faculty of Tarbiyah | UIN Syekh Wasil Kediri
E-ISSN: 3025-6828

Volume 3, 2025

Deixis and Digital Persuasion: Sociopreneurship Messages of @aldwinnv on Instagram and TikTok

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Abstract:

This study looks at how deixis shapes persuasive sociopreneurship posts on Instagram and TikTok, using six posts by Indonesian sociopreneur @aldwinnv as examples. Deixis, which links language to the speaker, audience, and context, plays a key role in how messages persuade online. By analyzing the posts with a qualitative descriptive approach, the study highlights five types of deixis: personal, temporal, spatial, social, and discourse. Words like *I* and *we* (personal deixis) build trust and closeness with followers. Temporal cues such as *now* and *today* create a sense of urgency, pushing readers to take action. Spatial references, like *here* or *this place*, make the stories feel grounded and real. Social deixis—terms like *friends* or *guys*—varies in tone: more formal on Instagram, more casual and friendly on TikTok. Discourse markers such as *as I mentioned earlier* help the narrative flow and stay coherent. In short, deixis isn't just a technical language feature—it's a persuasive tool. It strengthens credibility, engages emotions, and fosters a sense of community around sociopreneurship content. This research adds to digital pragmatics by showing how small language choices can have a big impact and offers practical insights for teaching media literacy and entrepreneurship.

Keywords: Deixis, Digital persuasion, Sociopreneurship, Instagram, TikTok, Pragmatics

Article History:

Received : 29 July 2025

Revised : 15 September 2025

Accepted : 12 November 2025

Introduction

These days, digital communication really changes how people and organizations show who they are and get their messages across. Instagram and TikTok aren't just for scrolling anymore, they're places to learn stuff, start projects, and make a difference (Putra & Asmara, 2022). Sociopreneurs, who mix business with social good, do especially well here because they can tell stories that bring people together around common goals (Nugroho, 2023). Language plays a big role in making posts persuasive. Take deixis, for example words like *I*, *we*, *now*, *today*, or *here*. Their meaning isn't fixed; it depends on who's talking and who's reading. On social media, these little cues make things feel immediate and relatable (Levinson, 2019; Yule, 2020; Kurniawan & Lestari, 2021).

Persuasion isn't just selling something. It's about sharing stories that match community values, that inspire people, and that get them involved. Using pronouns, inclusive words, and situational hints can create a sense of togetherness and urgency. It's pretty much what Cialdini describes with authority, liking, and scarcity (Rahmawati & Herlina, 2023).

This study takes a close look at six posts from @aldwinnv on Instagram and TikTok to see how deixis works in practice. What we see is that small language choices, what words are used and when, can shape identity, build trust, and pull people into the community. In short, deixis may seem simple, but it's actually a powerful way to make sociopreneurship content feel real, engaging, and meaningful.

This study focuses on the sociopreneurial messages of the Instagram and TikTok account @aldwinnv. By analyzing six selected posts (IG1-IG2-IG3 and TT1-TT2-TT3), the study investigates how deixis functions as a persuasive strategy to construct identity, credibility, and community engagement. The contribution lies in showing how deixis serves as both a pragmatic and rhetorical tool in digital sociopreneurship.

Methods

For this study, a qualitative descriptive approach is used, looking through the lens of pragmatic discourse. Pragmatics helps us see how deixis gives meaning to language, shapes the relationship between speaker and audience, and makes messages more persuasive (Levinson, 2019; Yule, 2020).

Data Source and Collection

The data consist of six posts by @aldwinnv: three Instagram captions (IG1, IG2, IG3) and three TikTok transcripts (TT1, TT2, TT3). These posts were purposively selected based on three criteria:

1. They contain explicit or implicit persuasive intent.
2. They include identifiable deixis (personal, temporal, spatial, social, discourse).
3. They reflect sociopreneurial values such as empowerment, education, and motivation.

The posts, published between January and May 2025, were documented through screenshot capture and transcription.

Data Analysis

Following Miles, Huberman, and Saldana's (2014) model, the analysis proceeded in three steps:

1. **Data condensation:** deixis was identified and categorized (personal, temporal, spatial, discourse, social).
2. **Data display:** findings were organized in tables mapping deixis types to persuasive functions.
3. **Conclusion drawing/verification:** deixis was interpreted in relation to digital persuasion strategies (Rahmawati & Herlina, 2023; Cialdini, 2021).

Results and Discussion

Findings (can be in form of subheading)

Table 1. Deixis in Instagram Posts

Post	Example (Bahasa Indonesia)	Personal Deixis	Temporal Deixis	Spatial Deixis	Social Deixis	Discourse Deixis	Persuasive Function
IG1	"Saya juga pernah gagal, tapi kita bisa bangkit."	saya, kita	–	–	–	–	Solidarity, encouragement
IG2	"Hari ini kita mulai langkah kecil untuk masa depan."	kita	hari ini	–	–	–	Urgency, hope
IG3	"Teman-teman, mari kita belajar bersama di sini."	kita	–	di sini	teman-teman	–	Community building

Source: Transkripsi Instagram Post @aldwinnv

- IG1 shows **personal deixis** (*saya, kita*) to establish shared struggle and solidarity. The self-disclosure (*saya juga pernah gagal*) builds credibility, while the inclusive *kita bisa bangkit* encourages collective action.
- IG2 employs **temporal deixis** (*hari ini*) to create urgency and motivational framing. By linking *kita* to *hari ini*, the post stresses immediacy.
- IG3 integrates **spatial deixis** (*di sini*) and **social deixis** (*teman-teman*) to localize the experience and build community. This reinforces sociopreneurial ethos as participatory and inclusive.

Table 2. Deixis in TikTok Posts

Pos t	Example (Bahasa Indonesia)	Persona l Deixis	Tempora l Deixis	Spatia l Deixis	Socia l Deixis	Discours e Deixis	Persuasive Function
TT1	"Sekarang kamu harus berani mencoba, jangan tunggu nanti."	kamu	sekarang, nanti	–	–	–	Urgency, motivational push

TT2	“Bro, kita kita sekarang – bro – semua bisa sukses kalau mulai dari sekarang.”	Solidarity, empowerment
TT3	“Seperti saya – – seperti yang saya bilang tadi, usaha kecil bisa jadi besar.”	Credibility, coherence

Source: Transkripsi TikTok Post @aldwinnv

- TT1 highlights **temporal deixis** (*sekarang, nanti*) combined with **personal deixis** (*kamu*) to create urgency and direct persuasion.
- TT2 shows **social deixis** (*bro*) alongside inclusive *kita*, balancing solidarity with casual relatability, especially effective for youth audiences.
- TT3 employs **discourse deixis** (*seperti yang saya bilang tadi*) to reinforce narrative coherence and speaker authority, linking past statements to current persuasion.

Comparative Insights

1. **Instagram** favors emotional bonding and formal inclusion (*teman-teman, sahabat*).
2. **TikTok** employs casual solidarity and immediacy (*bro, sekarang*) suited for fast-paced video persuasion.
3. **Personal deixis** dominates across platforms, underscoring the relational ethos of sociopreneurship.
4. **Temporal deixis** enhances motivational urgency, especially in action-oriented calls.
5. **Discourse deixis** strengthens coherence, contributing to trust and credibility.

Conclusion

This study shows that deixis plays a key role in persuasive sociopreneurship posts on Instagram and TikTok. Personal deixis—using words like *I*, *we*, and self-disclosure helps build trust and a sense of community. Temporal deixis adds urgency, which works well for motivational messages and fundraising. Spatial and social deixis tie stories to shared spaces and relationships, while discourse deixis keeps the narrative coherent. Interestingly, Instagram tends to focus on reflection and community, whereas TikTok leans toward immediacy and casual solidarity. Altogether, these strategies reveal that sociopreneurs use deixis not just to refer to things, but as a rhetorical tool to persuade, shape identity, and establish digital credibility. These findings contribute to digital pragmatics and sociopreneurship studies, showing that analyzing deixis can also support media literacy and entrepreneurship education. For future research, looking at bigger datasets, comparing different platforms, or studying audience responses could give even deeper insights into digital persuasion.

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