

**AN ANALYSIS OF DEIXIS IN FLAMING COMMENTS ON @PSSI'S
INSTAGRAM RELATED TO COACH DISMISSAL:
CYBERPRAGMATICS STUDY**

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Abstract

This study aims to analyze the types of deixis and flaming expressions found in comments on @PSSI's Instagram post regarding the dismissal of coach Shin Tae Yong. Using a descriptive qualitative method, data comments were collected through observation and documentation, then analyzed using Yule's (2022) deixis theory and Yus's (2011) cyberpragmatics framework, supported by Taufik & Rezi's (2022) flaming typology. The results reveal that person deixis is the most dominant with 70 data, highlighting how users directly address or attack certain figures or institutions. Spatial deixis and temporal deixis appear less frequently, functioning mainly to contextualize anger or criticism. Flaming expressions are classified into anger and insult categories, encompassing subtypes such as attacking, swearing, condescending, and laughing. These findings demonstrate that deixis not only clarifies referential meaning in online communication but also reinforces emotional expression and aggression in digital discourse, offering new insight into the pragmatic use of language in social media contexts.

Keywords: Deixis, Flaming, Instagram, PSSI, Cyberpragmatics

Abstrak

Penelitian ini bertujuan untuk menganalisis jenis-jenis deiksis dan ekspresi flaming pada kolom komentar akun Instagram @PSSI terkait pemecatan pelatih Shin Tae Yong. Dengan metode kualitatif deskriptif, data komentar dikumpulkan melalui observasi dan dokumentasi, kemudian dianalisis menggunakan teori deiksis Yule (2022) dan kerangka cyberpragmatik dari Yus (2011), serta didukung oleh tipologi flaming dari Taufik & Rezi (2022). Hasil penelitian menunjukkan bahwa deiksis persona merupakan jenis yang paling dominan dengan 70 data, menegaskan bagaimana pengguna media sosial secara langsung menyerang atau menyinggung pihak tertentu. Deiksis tempat dan waktu muncul lebih sedikit, berfungsi sebagai penguat konteks kritik atau kemarahan. Ekspresi flaming diklasifikasikan menjadi dua kategori utama, yakni kemarahan dan penghinaan, dengan subkategori menyerang, mengumpat, merendahkan, dan menertawakan. Temuan ini menunjukkan bahwa deiksis tidak hanya memperjelas makna referensial dalam komunikasi digital, tetapi juga memperkuat ekspresi emosional dan agresi dalam wacana daring, serta memberikan kontribusi bagi kajian pragmatik dalam ranah media sosial.

Kata kunci: Deiksis, Flaming, Instagram, PSSI, Siberpragmatik

INTRODUCTION

In the digital era, social media has become one of the most dominant means of communication that bridges users across social and geographical boundaries. It functions not only as a platform for interaction and information sharing but also as a public arena where individuals express emotions, opinions, and criticisms openly. Among the many social media platforms, Instagram holds a significant role in shaping communication patterns in Indonesia. Through its comment feature, users can directly respond to public figures or institutional accounts, often transforming a single post into a massive thread of emotional responses and social debates.

One of the accounts that frequently becomes the center of public attention is the official Instagram account of the Indonesian Football Association, @PSSI. When the organization announced the termination of coach Shin Tae Yong's contract, the post sparked a wave of public reaction. Thousands of comments poured in, expressing anger, disappointment, and mockery toward PSSI's decision. The comment section turned into a space filled with emotional expression, dominated by verbal attacks and insults directed at the institution. This phenomenon reflects how digital media has evolved into a space for collective emotion and social judgment, where language becomes a powerful tool for expressing anger and dissatisfaction.

The emergence of such aggressive or hostile language in online settings is referred to as flaming. According to Lee and Jin (2019), flaming is the act of expressing anger or hostility through offensive, sarcastic, or insulting remarks in digital communication. It is not merely a reflection of personal emotion but a linguistic strategy that often aims to provoke, criticize, or ridicule. In the context of the @PSSI controversy, flaming represents not only emotional outburst but also a form of social commentary against perceived institutional failures. The study of flaming, therefore, becomes an important aspect of understanding how language conveys emotion, identity, and power in online discourse.

Previous studies on deixis have demonstrated its essential role in shaping meaning, interpretation, and communicative effectiveness across various media and contexts. Wirawati and Solikhah (2021) emphasized the importance of deixis in Instagram slogans as learning materials for high school students, showing how person, spatial, and temporal deixis contribute to message clarity and pedagogical value. Similarly, Tauchid et al. (2022) analyzed CNN International articles and highlighted how personal pronouns and temporal references influence readers' interpretation of news discourse. Research by Irshi and Ridwan (2023) focused on person deixis in Vodafone YouTube advertisements, revealing the dominance of

first-person deixis in constructing persuasive messages. In audiovisual contexts, Salsabila and Yuliawati (2022) identified person, spatial, and temporal deixis in a school-related video, demonstrating how deixis operates in spoken and visual narrative interactions. Dewi and Rahman (2021) examined temporal and spatial deixis in B1 German textbook listening passages using Levinson's framework and showed how deixis supports learners' comprehension of time and space references in foreign-language contexts. Beyond deixis, Rahardi (2020) investigated pragmatic contexts on digital platforms using a cyberpragmatics perspective, illustrating shifts in social, cultural, and situational contexts that shape meaning online. Meanwhile, Taufik and Rezi (2022) analyzed cyberbullying practices among BTS fans on Twitter and demonstrated how communicative patterns in digital communities reflect broader pragmatic and sociocultural dynamics. Collectively, these studies underline the significance of deixis and context in understanding meaning across both educational and digital communication settings, while also indicating the need for further research in diverse media environments.

Most existing work centers on static, informative texts and does not address the use of deixis in aggressive or emotionally charged exchanges. Therefore, this study fills an important gap by examining deictic expressions in the flaming phenomenon on social media through a cyberpragmatics lens, highlighting how deixis contributes to verbal attacks and emotional expression. This analysis is socially relevant, as flaming on the official @PSSI account reflects public tension and collective sentiment, offering insights that may benefit institutions, social media managers, and academics in understanding digital communication patterns.

Closely related to this phenomenon is the concept of deixis, which according to Yule (2022), refers to linguistic expressions that rely on context to determine meaning. Deixis serves as a reference point for person, place, or time within communication. In online interactions, deixis plays a central role in clarifying the target of emotion or criticism. For example, the use of personal deixis such as "you" in a comment like "Damn you, PSSI" indicates a direct attack on an institution, while spatial deixis such as "this country" expands the criticism to a national or systemic level. Through deixis, speakers construct relationships between themselves, the target, and the broader context of discourse.

This research adopts the framework of cyberpragmatics proposed by Yus (2011), which extends pragmatic analysis into digital environments. Cyberpragmatics emphasizes how meaning is constructed through online communication where textual, visual, and symbolic elements replace face-to-face interaction. Within this framework, deixis becomes a key element in understanding how users position themselves and others within virtual communication. The study of deixis in flaming comments, therefore, provides insight into how linguistic choices reflect emotion, power, and identity in cyberspace.

The combination of deixis and flaming within the cyberpragmatic perspective offers a new understanding of how users use language to convey emotional aggression while maintaining social relevance in the online world. This study focuses on analyzing the use of deixis in flaming comments on @PSSI's Instagram post about Shin Tae Yong's dismissal, aiming to reveal how deixis helps structure emotional expression and contextual meaning in digital communication.

Theoretically, this research contributes to pragmatic and cyberpragmatic studies by connecting linguistic reference with emotional communication in social media contexts. Practically, it raises awareness of how online language use can shape perception, conflict, and public discourse. By examining deixis as a tool for expressing anger and criticism, this study highlights how digital communication reflects broader cultural and emotional dynamics in society.

METHOD

This study applied a descriptive qualitative design, which is suitable for analyzing language use in its natural social context (Sugiyono, 2019). The qualitative approach enables the researcher to describe and interpret linguistic phenomena that cannot be quantified but can be understood through contextual meaning.

1. Data Source

The data were collected from the official Instagram account @PSSI, specifically the post uploaded on January 6, 2025, announcing the termination of Shin Tae Yong's contract as Indonesia's national football coach. This post generated over 289,000 comments, providing a rich dataset of linguistic expressions and emotional reactions from users. From these, 130 comments were initially selected, and 90 were chosen as the final data because they contained clear deixis and flaming elements.

2. Data Collection Techniques

Following Sugiyono (2019), two methods were used:

- Passive Observation – The researcher did not engage with users but observed naturally occurring interactions in the comment section. This technique ensured that the data remained authentic and unbiased.
- Documentation – All relevant comments were captured, transcribed, and organized for analysis. The researcher then classified the data based on deixis types (person, spatial, temporal) and flaming categories (anger, insult, attacking, swearing, condescending, laughing).

3. Data Analysis Techniques

The analysis followed the model of Miles and Huberman (1992) consisting of:

- Data Reduction: Simplifying raw data by focusing on deixis and flaming expressions.
- Data Display: Presenting the data in tables and textual descriptions to highlight patterns.
- Conclusion Drawing and Verification: Interpreting findings in relation to Yule's (2022) deixis theory and Yus's (2011) cyberpragmatics framework to ensure analytical accuracy.

This systematic procedure allowed the researcher to explore how deixis not only identified referents but also reflected emotional and social functions within flaming discourse.

4. Analytical Framework

The study integrates Yule's (2022) classification of deixis person, spatial, and temporal with Yus's (2011) and Taufik & Rezi's (2022) typology of flaming anger (attacking, swearing) and insult (condescending, laughing). This combination enables a comprehensive interpretation of how users employ linguistic devices to convey emotion, criticism, and identity in digital communication.

RESULTS AND DISCUSSION

In this study, researchers took data from the comments of PSSI's post on January 6, 2025 which posted an announcement of the termination of Shin Tae Yong's contact as coach

of the senior Indonesian national team and U-23. The post attracted attention from the public as shown by 2.1 million likes, and 289 thousand comments.

The data collection process was carried out using the sampling method, in which the researcher specifically selected comments containing deixis elements in flaming comments. Of the total comments analyzed, 130 comments were selected as the initial sample. After going through the selection and classification process based on the criteria for the presence of deixis and flaming elements, 90 comments were obtained that were eligible and relevant for further analysis.

The results of the analysis can be illustrated through the following diagram:

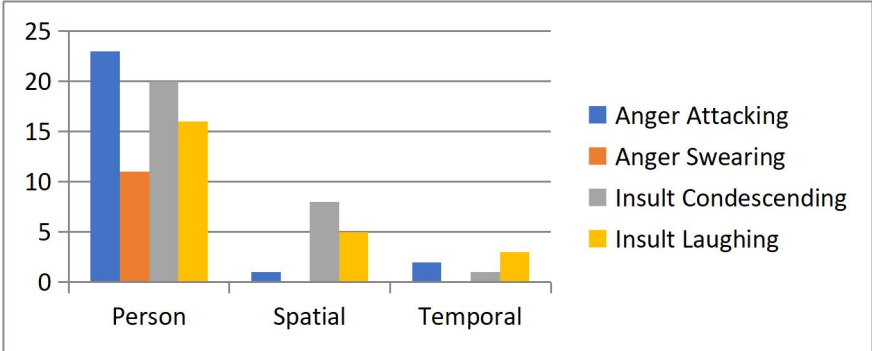


Figure 1 Bar chart of analysis

The bar chart shows the distribution of deixis based on types (Person, Spatial, and Temporal) and subtypes of flaming (Anger – Attacking, Anger – Swearing, Insult Condensing, and Insult Laughing). It compares how often each subtype appears within the three deixis categories.

Overall, Person deixis is used far more frequently than Spatial and Temporal. Anger Attacking is the highest in Person with 23 cases, followed by Insult Condensing (20) and Insult Laughing (16). Anger Swearing appears less often with 11 cases.

In Spatial deixis, the numbers are lower. Insult Condensing leads with 8 cases, and Insult Laughing has 5. Anger Attacking is rare (1 case), while Anger Swearing does not appear at all. Temporal deixis shows the lowest distribution, with Insult Laughing (3 cases), Anger Attacking (2), and Insult Condensing (1). Anger Swearing is absent here as well. In summary, most deixis occurs in the Person category, while Spatial and Temporal are used less often, especially for Anger Swearing.

1. Deixis

Table 4. 1 Data types of deixis

NO	Types Of Deixis	Quantity
1.	Person Deixis	70

2.	Spatial Deixis	14
3.	Temporal Deixis	6

a. Person Deixis

Data



ASPECT	EXPLANATION
DEIXIS TYPE	This is a form of third person deixis that refers to a particular party. in this context, the institution that is being criticized is the management of the organization (PSSI).
FLAMING TYPE	Angry flaming a threatening form of urgency, and is marked with a capital letter and an exclamation mark.

Data 1 is one example of a flaming utterance that reflects the overflow of angry emotions from the speaker towards the target of criticism, in this case the PSSI management. This utterance explicitly contains demands and pressure, which is shown through the phrase “*MUNDUR KALIAN SEMUA!!*” or “*EVERY SINGLE ONE OF YOU MUST STEP DOWN!!*”, a form of threatening insistence, as if placing full responsibility on the intended party in the event of a defeat. In addition, the use of capital letters throughout in the phrase “*MUNDUR KALIAN SEMUA!!*” or “*EVERY SINGLE ONE OF YOU MUST STEP DOWN!!*” and the presence of double exclamation marks (!!) reinforce the confrontational nuances of this comment. This is in line with (Yus, 2011) explained, namely flaming is usually communicated with an explicitly connoted use of punctuation, particularly capitalization and exclamation marks (Yus, 2011). In the study of cyberpragmatics, this form of writing is an indicator that the speaker is not only expressing an opinion, but also expressing anger, frustration and disappointment intensely and openly. This is also in line with previous research by (Taufik & Rezi, 2022) which states that this threatening message is any type of Flaming attack message that contains threats from the communicator to the intended party. In

this message, the communicator states the intention he has to do something bad to the intended party (Taufik & Rezi, 2022). Therefore this comment is an expression of anger with attacking.

The deixis in the comment appears in the word “*Kalian*” which means “*They*”. this is a form of third person deixis that refers to a particular party. in this context, the institution that is being criticized is the management of the organization (PSSI). Because in the context PSSI has dismissed Shin Tae yong and replaced the new coach unilaterally, therefore the speaker attacks the PSSI management team for this decision. This is in line with the theory of deixis (Yule, 2022), which is a way to “Pointing” someone with language. So that the expression does not only convey opinions, but also contains pressure, demands, and anger. Also, the choice of words accompanied by capital letters and exclamation marks clarifies the confrontational nuances of the comment.

The use of person deixis in flaming shows direct involvement between the speaker and the target of the utterance (PSSI). This makes the communication more personal and aggressive, as the speaker explicitly identifies and blames a particular party

b. Spatial Deixis

Data



ASPECT	EXPLANATION
DEIXIS TYPE	Spatial deixis, characterized by the mention of the entity “ <i>NEGARA</i> ” or “ <i>COUNTRY</i> ” as an institutional and symbolic location reference.
FLAMING TYPE	Anger Flaming, the use of capital letters throughout signifies the intensity of emotion, particularly anger, and aims to emphasize a confrontational tone and denigrate the object of speech.

The data contains very strong emotional content, which is shown through the use of capital letters and excessive punctuation such as consecutive question marks “*PUNYA AKAL TIDAK SIH????*” or “*DO THEY EVEN HAVE A BRAIN????*” In the context of digital pragmatics, the use of capital letters throughout signifies the intensity of emotion, particularly anger, and aims to emphasize a confrontational tone and denigrate the object of speech. The words are directed at the state-which in this case is represented by the PSSI institution or the

government-and indirectly convey that the state is considered to have no logic or reason in making decisions. Phrases like “*DO THEY EVEN HAVE A BRAIN????*” are not only rhetorical, but also imply contempt for the thinking ability or policy of the addressee. This is in line with Yus, (2011) explained, namely flaming is usually communicated with an explicitly connoted use of punctuation, particularly capitalization and exclamation marks (Yus, 2011). This is also in line with Taufik & Rezi, (2022) journal that the message of criticism is characterized by the existence of a bad assessment given by the communicator to his communicator to give the effect of criticizing which is offensive (Taufik & Rezi, 2022). therefore, This message is flaming anger in the form of attacking.

In deixis analysis, this comment contains spatial deixis, characterized by the mention of the entity “*NEGARA*” or “*COUNTRY*” as an institutional and symbolic location reference. “*COUNTRY*” in this case does not only refer to a geographical area, but also to a system of government or national football management. According to (Yule, 2022) spatial deixis involves the use of words as a way to designate location with language (Yule, 2022). In other words, spatial deixis not only provides information about a literal place, but also reflects the speaker's perspective on the location in question. Thus, this comment not only contains criticism, but is also a form of aggressive verbal expression based on public disappointment and anger towards the national football situation, especially after PSSI decision to dismiss Shin Tae Yong.

In the comment, the word “*NEGARA*” or “*COUNTRY*” functions as a spatial deixis that points to the context of the place, namely Indonesia, as the entity that is the target of the attack. in the context, the speaker expresses his anger over the decision to dismiss coach Shin Tae Yong by PSSI. Therefore, this utterance does not only indicate location, but also contains high emotional content. Through the use of the word country accompanied by capital letters and excess punctuation, the speaker conveys dissatisfaction with the system or decision that applies in the region.

Spatial deixis in the context of flaming is often generalized and represents abstract entities, such as countries or institutions, which are then used as objects of collective anger. This means that even though they are not directed at individuals directly, these expressions still reflect a form of verbal attack on certain geographical institutions or symbols that are associated with injustice, disappointment, or impropriety. Therefore, spatial deixis in flaming

comments is usually used to reinforce negative opinions by attributing certain actions to specific locations that are considered problematic.

c. Temporal Deixis

Data



ASPECT	EXPLANATION
DEIXIS TYPE	Temporal deixis shows an implicit time reference, which is when the <i>AFF</i> (ASEAN Football Federation) tournament took place or was related to it.
FLAMING TYPE	Anger flaming, with an indication of a threat to the official PSSI Instagram account shown by phrase “ <i>Soon this account’s gonna get reported</i> ”

In the first data, this includes a form of flaming that leads to an outburst of anger, with an indication of a threat to the official PSSI Instagram account. The phrase “*Lama" riport juga nihh akun*” or “*Soon this account’s gonna get reported*” implies the speaker's intention to report the account as a form of protest or resistance to an unapproved decision, in this case relating to the *AFF* tournament which is the background of disappointment. Anger is also reinforced by the use of the word “*t41k*” or “*Bullsh*t*”(which is phonetically intended as a rude swear word), which signifies frustration and verbal aggression in a veiled form. This is corroborated by the flaming theory of (Yus, 2011) that flaming as a display of uncontrolled abusive behavior is also a hallmark of Internet-mediated text-based interactions (Yus, 2011). This is also in line with previous research (Taufik & Rezi, 2022) which states that this blasphemous message is any type of message identified as a message flaming cyber bullying that contains blasphemy addressed by the communicator to the communicator (Taufik & Rezi, 2022). Therefore, this is included in flaming anger in the form of attacking.

In the comment, the phrase “*gara" aff*” or “*just for talking about AFF*” shows an implicit time reference, which is when the *AFF* (ASEAN Football Federation) tournament took place or was related to it. This is in line with the theory of Temporal deixis according to (Yule, 2022), namely using words such as now or tomorrow as a way of “pointing” to a time with language (Yule, 2022). Therefore, the comment contains temporal deixis. Although it does not mention an explicit date or time such as yesterday or last week, the reference to the *AFF* as an event still indicates the existence of the time of the match. The speaker attributes

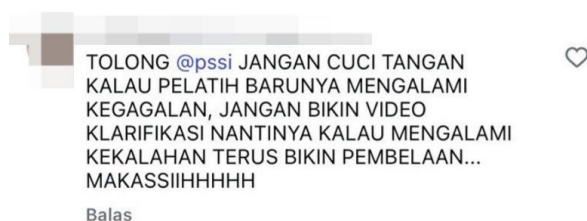
his frustration to an event that occurred during the tournament, which is considered to be the cause of the problem. Because in the context, the speaker expresses his frustration to the account, @PSSI, which is only because the national team lost the AFF match, PSSI management fired the coach. So in this case, temporal deixis is used to strengthen the accusation or annoyance towards PSSI, as well as to provide a time context for other readers about when the incident occurred.

However, temporal deixis still helps in establishing a time frame that clarifies the speaker's intentions. Thus, temporal deixis in flaming comments still plays an important role in giving a time frame to the emotions, criticisms, and accusations conveyed by speakers. This shows that time is not only a narrative background, but also part of a pragmatic strategy in conveying criticism or dissatisfaction in a more targeted manner.

2. Flaming

NO	Types Of Flamig	Quantity
1.	Anger	36
2.	Insult	54

a. Anger



ASPECT	EXPLANATION
DEIXIS TYPE	Person deixis appears through the direct mention of the @pssi account, which is the main subject of the speaker's anger.
FLAMING TYPE	Anger flaming comment because it expresses emotions in the form of attacks and criticism shown by the phrase “ <i>JANGAN CUCI TANGAN</i> ” or “ <i>take responsibility</i> ”

The data is included in the flaming comment because it expresses emotions in the form of attacks and criticism shown by the phrase “*JANGAN CUCI TANGAN*” or “*take*

responsibility”, because in the context the speaker assumes that the replacement of the coach is due to the mistake of the previous coach (STY), therefore the speaker attacks and criticizes PSSI for not washing their hands when the new coach experiences the same thing. Plus the choice of emphatic words, capital letters, and sarcastic tone at the end of the comment (MAKASSIIHHHHH) clarifies the intensity of anger. This is in line with (Yus, 2011) explained, namely flaming is usually communicated with an explicitly connoted use of punctuation, particularly capitalization and exclamation marks. This is also in line with previous research by Taufik & Rezi, (2022) which states that the Flaming category is also characterized by a bad judgment given by the communicator to his communicant to give the effect of criticizing which is attacking (Taufik & Rezi, 2022). This shows that person deixis not only points to who is being talked about, but also reinforces the speaker's aggressive position in flaming communication. Therefore, this comment falls under flaming anger in the form of attacking.

In this comment, person deixis appears through the direct mention of the @pssi account, which is the main subject of the speaker's anger. This is a very explicit form of person deixis because it uses the organization's name directly. This is in line with the theory of person deixis Yule, (2022) which is a way to “pointing” someone with language (Yule, 2022). The attack is directed at PSSI as the party that is considered responsible for the coach's failure. The speaker also uses the word his new coach, which remains within the scope of person deixis because it refers to a third party in the communication system (the coach associated with PSSI). The person deixis functions to directly point to the party that is the target of anger, namely @pssi. The explicit mention of the account shows the speaker's intention to corner the institution openly. In addition, the phrase “his new coach” is a third person deixis that refers to individuals who are part of the institution. These two deixis pragmatically reinforce the speaker's confrontational stance, by not only identifying the target, but also imposing responsibility for possible future failures. Through this strategy, the deixis in the comment is used not only to point, but also to assert an emotional position and sharply criticize the addressee.

b. Insult



ASPECT

EXPLANATION

DEIXIS TYPE	Person deixis because the word “ <i>pelatih</i> ” or “ <i>coach</i> ” in the comment is a form of person deixis that refers to a specific individual, namely the new coach who replaced Shin Tae-yong.
FLAMING TYPE	Flaming insult because it contains the phrase “ <i>pelatih baru yang punya track record judol</i> ” or “ <i>new coach with a garbage track record!</i> ”, which explicitly refers to the accusation or stigma that the new coach has a history of being involved in online gambling practices.

This comment falls under the insult type of flaming because it contains the phrase “*pelatih baru yang punya track record judol*” or “*new coach with a garbage track record!*”, which explicitly refers to the accusation or stigma that the new coach has a history of being involved in online gambling practices. This phrase is used to denigrate the integrity and morality of the coach, with the aim of shaming and dismissing him as worthy of leading the national team. The use of the term “track record” gives the impression that these actions are not trivial or one-offs, but have become part of the coach's bad image. This is in line with Yus, (2011), namely speakers will choose instead more “manly” insults which convey the intended emotional load (Yus, 2011). This is also in line with previous research by Taufik & Rezi, (2022) on flaming messages with the aim of making the victim feel humiliated and much lower than the perpetrator (Taufik & Rezi, 2022). These insulting messages are transmitted with the aim of making fun of the communicator or victim and showing that the communicator or bully is far superior and above the victim. Therefore, this comment falls under flaming insult in the form of condescending.

From a deixis point of view, the word “*pelatih*” or “*coach*” in the comment is a form of person deixis that refers to a specific individual, namely the new coach who replaced Shin Tae-yong. This is in line with the theory of person deixis Yule, (2022) which is a way to “pointing” someone with language. This word indicates the participant in the utterance, where the coach is the main target of criticism and humiliation (Yule, 2022). The function of person deixis in this context makes it clear to whom the utterance is addressed, as well as strengthening the aggressive position of the speaker in conveying disagreement or dissatisfaction with the decisions made by the related parties (in this case, PSSI).

Pragmatically, this comment utilizes person deixis as a tool to clarify the target of the insult, while the content of the comment forms a negative narrative attached to the coach. Thus, this comment shows how deixis in digital communication can function to target personal identities, as well as convey verbal attacks in the form of insults against a person's character and background.

CONCLUSION

This research examines the type and use of deixis in flaming comments with a special focus on comments in @PSSI posts. This research is also to find out the type of flaming as digital communication on Instagram accounts. So that the results of this study can describe how deixis and flaming occur in @PSSI account comments. By using a descriptive qualitative approach, this research highlights the flaming comments in the @PSSI Instagram post uploaded on January 6, 2025. By using flaming comments such as expressions of anger and insults, this study can also see how deixis can strengthen the flaming comments addressed. The researcher analyzed 90 comments focusing on deixis in flaming comments guided by using the deixis theory from Yule's (2023) and the flaming theory in cyberpragmatics from Yus (2011).

Based on the analysis, it is found that all three types of deixis person, spatial, and temporal appear in the flaming comments. Person deixis is the most dominant form used, with a total of 70 occurrences, followed by spatial deixis with 14, and temporal deixis with 6. This shows that the flaming comments in this case are mostly directed directly to individuals or institutions such as PSSI, Erik Thohir, and the new coach, with the aim to attack, blame, or humiliate.

In terms of the form of flaming, based on Francisco Yus' (2011) theory and Taufik & Rezi, (2022) journal, comments are categorized into two main types, namely anger and insult. The study found that the insult form was more dominant, with 54 data, while anger was found in 36 data. Flaming in the form of anger is generally characterized by emotional outbursts in the form of attacks, sharp criticism, or threats against certain parties. Meanwhile, flaming insults mostly appear in the form of insults, ridicule, and demeaning comments accompanied by laughing emojis or sarcastic words.

The function of deixis in these flaming comments is not only as a reference pointer (who, where, and when), but also plays an important pragmatic role in emphasizing the emotional attitude of the speaker, strengthening the intention of the attack, and shaping the aggressive position in digital communication. Thus, this study shows that deixis is not just a

linguistic tool, but a pragmatic instrument used strategically in conveying sharp anger, or contempt in online communication spaces.

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