

ABSTRACT

This study analyzes the use of personal deixis in Scrooge's utterances in *A Christmas Carol* by Charles Dickens and how it reflects his character development, using a qualitative descriptive method with Levinson's (1983) theory of deixis and Rimmon-Kenan's (2002) theory of characterization. The results show that Scrooge uses three types of personal deixis: first-person, second-person, and third-person, across all five staves. What changes is not the type of deixis used, but the way he uses them, particularly in the words and expressions that accompany the pronouns, such as word choice, tone, and sentence structure. In the early staves, his pronouns appear alongside words that express contempt, distance, and self-interest, such as "idle" and "surplus population." By Stave V, the same pronoun forms appear alongside expressions of warmth, humility, and care for others, such as "honour," "my fine fellow," and "It's a pleasure to talk to him." This study concludes that personal deixis, analyzed together with its surrounding linguistic context, can serve as a meaningful tool in literary analysis to reveal characterization.

Keywords: personal deixis, character development, *A Christmas Carol*, pragmatics