

## ANALYSIS OF ASSERTIVE SPEECH ACTS ON KICK ANDY TALK SHOW PROGRAM IN 'SAVE THE INDONESIAN CHILDREN' EDITION

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**Abstract:** This study intends to describe the assertive speech acts on Kick Andy Talk Show program in 'Save the Indonesian children' edition. It is a descriptive qualitative study. The data was collected from the speech containing assertive speech act on the conversation. The method of this research was *simak* (listening) method. The technique of data collection was documentation in form of video recording, *simak bebas cakap* (listening without speaking), and *catat* (field note). Triangulation was used to validate the data. The steps in analyzing the data were data reduction, data display, and conclusion making. The result revealed that there were 56 stating assertive speech acts, 4 complaining assertive speech acts, 4 suggesting assertive speech acts, and no claiming nor bragging assertive speech acts.

**Keywords:** Assertive speech acts, pragmatics, Kick Andy Talk Show

**Abstrak:** Penelitian ini bermaksud untuk mendeskripsikan tindak tutur tegas pada program Kick Andy Talk Show di edisi 'Save the Indonesian Children'. Ini adalah penelitian kualitatif deskriptif. Data dikumpulkan dari pidato yang berisi tindak tutur tegas pada percakapan. Metode penelitian ini adalah metode simak (menyimak). Teknik pengumpulan data adalah dokumentasi dalam bentuk rekaman video, simak bebas cakap, dan catat (catatan lapangan). Triangulasi digunakan untuk memvalidasi data. Langkah-langkah dalam menganalisis data adalah reduksi data, tampilan data, dan pengambilan kesimpulan. Hasil penelitian menunjukkan bahwa ada 56 menyatakan tindak tutur tegas, 4 mengeluh tindak tutur tegas, 4 menyarankan tindak tutur tegas, dan tidak mengklaim atau menyombongkan tindak tutur tegas.

**Kata kunci:** Tindak tutur asertif, pragmatik, Kick Andy Talk Show

### INTRODUCTION

Language is the main key for humans to communicate with one another. The language used by humans to communicate is usually in form of speech. The speech could be expressed in written or oral way through mass media. A speech happening in the communication process is a result of speech acts.

speech acts are one of pragmatic elements involving the speakers, listeners, or writers and the readers, and the topic being discussed. The speech acts are implemented in several disciplines. Speech acts are individual symptoms, psychological in nature, and lasts based on the ability of the speakers in dealing with the speech situation. The meaning of the speech acts is the

essence of someone's speech acts (Chaer dan Agustina, 2014: 50).

Speech acts might happen in interview session between the interviewer and interviewee. One of this example is in a talk show program. *Kick Andy* is a talk show program on Metro TV in form of casual talks by presenting some information and different speakers according to the topic. The selection of the appropriate speakers is to make sure the validity of the information presented form the language used by the speaker.

Meanwhile, one of the indirect communication is communication through television. In the television program, the speech acts are usually presented both directly and indirectly. Through the direct speech acts, the audience are able to easily grasp the

desired meaning to present. The indirect speech acts, however, causes redundancy due the variety of the audience (Irma, 2017: 239). Therefore, the understanding of assertive speech acts is needed.

Assertive speech acts are also called as representative speech acts. Psychologically, assertive speech acts bind the speakers to the proposition or truth presented by the speaker. Leech (2011: 327), classified the assertive speech acts into seven, namely (1) strengthening, (2) guessing, (3) confirming, (4) assuming, (5) predicting, (6) announcing, and (7) insisting

There are various research on speech acts with different data sources and objects. One of them is a research conducted by Hartati (2018) entitle “Assertive Speech Acts on Mata Najwa Talk Show in Metro TV”. The result informs that there were 50% assertive speech act stating, 10% complaining assertive speech acts, 35% claiming assertive speech acts, 5% suggesting assertive speech acts, and 0% bragging assertive speech acts.

This research focuses on the speech acts category mentioned by Searle: (1) stating, (2) bragging, (3) complaining, (4) claiming, and (5) suggesting. Based on the above explanation, the problem to address in this study is how the assertive speech acts on Kick Andy talk show in ‘save the Indonesian children’ edition are. Therefore, the purpose of this study is to find out and describe the assertive speech acts on Kick Andy talk show in ‘save the Indonesian children’ edition.

## RESEARCH METHOD

This research was a descriptive qualitative study because the data of this research are in form of description, analysis, and interpretation of speech between the speaker and the interlocutor. The data source of this study was the conversation between the host and the guest speakers in *Kick Andy* talk show on Metro TV within the edition of save the Indonesian children. The data were collected from the speech of Andy F. Noya, as the host, and the speakers containing assertive speech acts. The method applied in this study was *simak* (listening) method. The technique used to collect the data is documentation by using video recording, *simak bebas cakap* (listening without speaking), and *catat* (field note). Triangulation was applied to validate the data. The analysis technique were data reduction, data display, and conclusion making.

## RESULT AND DISCUSSION

There are 5 speech acts according to Searle, and become the investigation in this study, namely (1) stating, (2) bragging, (3) complaining, (4) claiming, and (5) suggesting. In *Kick Andy* talk show program in ‘save the Indonesian children’ edition, the researchers find that there are 64 speeches. From those speeches, 56 are stating assertive speech acts, 4 complaining assertive speech acts, 4 suggesting assertive speech acts, and no bragging nor claiming assertive speech acts.

Table 1. The Distribution of the Use of Assertive Speech Acts on Kick Andy Talk Show in ‘Save the Indonesian Children’ Edition on Metro TV

No	Assertive Speech Act	Number of Data	Percentage
1	Stating	56	87,5%
2	Bragging	0	0%

3	Complaining	4	6,25%
4	Claiming	0	0%
5	Suggesting	4	6,25%
	Jumlah	64	100%

### Assertive Speech Acts of Stating

Stating is explaining, showing, saying, revealing facts based on mind or heart's content. As the table suggests, stating speech act is the most assertive speech found in this episode of *Kick Andy*.

#### Data 1

##### Speech context:

The conversation take place between Andy F. Noya (the host) and Nofita (the guest speaker). Andy asked about movie excerpt of "Kembang Deso" directed by the speaker.

*Andy : Itu film tentang apa persisnya? (what does the movie tell about exactly?)*

*Nofita : Dokumenter partisipatoris. Waktu itu kami menggarap film ini untuk mengikuti kompetisi Eagle Junior Award yang dilaksanakan di Metro TV. Film ini tentang remaja di satu desa, namanya desa Orok Bulu di Pasuruan tepatnya. (documenter participatory. We made the movie to join Eagle Junior Award Competition held by Metro TV. This movie tells about a teenager in a village called Orok Bulu in Pasuruan).*

The speech acted by Nofita in data (1) belongs to assertive speech act of stating. It can be seen from the excerpt "**Waktu itu kami menggarap film ini untuk mengikuti kompetisi Eagle Junior Award** (We made the movie to join Eagle Junior Award Competition held by Metro TV)". The speaker reveals that the movie was produced to join the competition.

Speech acts of stating were also found in data (2). In this conversation, the host asks for the Anto's concern on child marriage in Indonesia, especially in Kalimantan. Anto, as the speaker, answer based on his heart's content. It can be proven from the following excerpt:

#### Data (2)

*Andy : Tunggu Anto kamukan laki-laki ya, ngapain kamu ngurusin itu.*

*Laki-laki kan tidak terlalu dirugikan, yang rugikan perempuan*

*kenapa kamu peduli? (wait, Anto. You are man, why do you still concern about it? Men are not harmed, but the women are. Why are you still pay attention to this?)*

*Anto : Perspektif yang harus diluruskan sebenarnya Mas. Bukan hanya perempuan yang harus berjuang untuk perkawinan Indonesia anak tapi, laki-laki. Ketika laki-laki sadar bahwa tugas laki-laki untuk mengayomi dan melindungi harkat martabat perempuan sebagai calon ibu bangsa, laki-laki ini akan menjaga perempuan secara utuh. (This kind of perspective should be changed, Mas. Not only women but also men should fight for the marriage. When men realize their responsibility to protect the women's dignity as the candidate of mother, they will*

*try hard to protect the women.)*

**Data (3)**

**Speech context:**

Andy F. Noya as the host describes the figure of the guest speaker in the episode of save the Indonesian children, who is a 15 years old teenager performing in United Nation hearing in New York. He was there as the representative of children throughout the world. He was then invited to be the guest speaker the talk show program.

*Andy : Bagaimana dan siapa dia? Mari kita sambut Putri Gayatri.*

*Putri terima kasih sudah hadir di acara Kick Andy. Jadi sekarang ini Putri umurnya berapa?(how and who is she?) let's welcome Putri Gayatri. Thank you, putri, for coming to Kick Andy program. Well, how old are you?*

*Putri : Sekarang Putri umur 19 tahun. (Now I am 19 years old)*

*Andy : 19 tahun. Asalnya dari mana? (19 years old. Where are you from?)*

*Putri : Asal dari kabupaten Bandung dan berkuliah di Bogor sekarang. (I am from Bandung regency, but now I stay in Bogor)*

*Andy : Kuliah di mana? (where do you study?)*

*Putri : Di IPB University. (In IPB (Bogor Agricultural University))*

The speech acted by Putri in data (3) belongs to speech act of stating. It can be seen from the excerpt "**Sekarang Putri umur 19 tahun, Asal dari**

**kabupaten Bandung dan berkuliah di Bogor sekarang** (now Putri is 19 years old, originally from Bandung Regency, and now study in Bogor). This excerpt explains that the guest speaker the facts about her current life.

The speech containing stating assertive speech acts can also be found in the excerpt of data (4). The speech context happens between Andy and Soraya Sultan, one of volunteers in Palu becoming the guest speaker the episode of talk show. As the host, Andy asks the guest speaker about the information on the high level of child marriage in refuge in disaster areas: Palu, Sigi, and Donggala.

**Data (4)**

*Andy : Apakah benar berita bahwa cukup tinggi perkawinan anak di camp- camp pengungsi di daerah bencana di sana. Betulkah itu? (Is it true that there is a high level of child marriage in the refuge of disaster areas?)*

*Soraya : Kalau dari bulan Oktober pasca bencana ada 18 kasus yang kita pantau dari 12 camp dari 400 camp yang ada di Palu, Sigi dan Donggala. (we control 12 refuges out of 400 refuges in Palu, Sigi, and Donggala. From the 12 refuges, there are 18 cases (of child marriage) during October after the disaster.)*

The speech in data (4) belongs to assertive speech act of stating. It is informed in Soraya's speech "**Kalau dari bulan Oktober pasca bencana ada 18 kasus yang kita pantau dari 12 camp dari 400 camp yang ada di Palu, Sigi dan Donggala** (we control 12 refuges out of 400 refuges in Palu, Sigi, and Donggala. From the 12 refuges,

*there are 18 cases (of child marriage) during October after the disaster)".* The speech becomes the marker of stating something or revealing facts about the situation happening in disaster areas of Palu, Sigi, and Donggala.

### **Assertive Speech Acts of Complaining**

Complaining is an expression stating the feeling that is in opposite of the desire condition showed intentionally to obtain others' empathy. The example of this speech acts can be seen in the following excerpt:

#### **Data (5)**

##### **Speech Context:**

The conversation is between Andy (host) and Putri (guest speaker). Andy asks putri why she is able to be a successful teenager compared to the others who get involved in early marriage. Putri said that she reflects on her relative's failed-early marriage.

Andy : *Jangan nangis? (Don't cry)*

Putri : *Nggak Om, karena jadi anak dari kehidupan single parent itu cukup tidak menyenangkan. (No. I don't. becoming a child of single parent life is not a pleasure)*

The speech in data (5) is categorized as complaining assertive speech acts. It is proven from Putri's speech "*karena jadi anak dari kehidupan single parent itu cukup tidak menyenangkan*" (*No. I don't. becoming a child of single parent life is not a pleasure*). The phrase '*cukup tidak menyenangkan*' (*not a pleasure*) mark the complaint felt by the guest speaker.

The speech acts of complaining are also found in data (6). In this part, the host asks the guest speaker about the content he mentions related to

children's right in child marriage in the United Nation hearing. It is revealed in the following excerpt:

#### **Data (6)**

Andy : *Ketika berbicara hak-hak anak dalam konteks pernikahan usia anak apa yang kamu sampaikan waktu itu?(when you spoke about the children's right in child marriage context, what did you mentioned at that time?)*

Putri Gayatri : *Pertama dan paling utama adalah regulasi Mas. Jadi, kita tahu bahwa undang-undang perkawinan kita masih menetapkan batas usia minimum untuk perempuan menikah adalah 16 tahun dan itu sangat bertolak belakang dengan undang-undang perlindungan anak, kita disuruh wajib belajar 12 tahun terus kaya gimana dong nggak harmonis sekali gitu. (The first and the main point is the regulation, Mas. As we know, the law on marriage mentions the minimum age for a woman to get married is 16 years old. It, however,*

*breaks the law on child's protection in which a child is required to implement the program of 12 years of mandatory study. It is very irrationale and irrelevant)*

Pada kutipan di atas dapat dilihat tindak tutur asertif mengeluh manakala narasumber menyampaikan jawaban atas pertanyaan pembawa acara mengenai hak-hak anak dalam konteks pernikahan usia anak. Narasumber mengeluh karena ketidaksesuaian antara undang-undang perlindungan anak dan undang-undang pernikahan yang ada di Indonesia. Tuturan mengeluh tersebut diulang kembali oleh narasumber pada kutipan berikut. The above excerpt shows speech act of complaining when the guest speaker answer the question from the host related to the children's right in child marriage context. The speaker complains the contradiction between the law of child's protection and the law of marriage in Indonesia. This speech act of complaining is repeated again in the following excerpt:

*Putri Gayatri : Karena Putri diberikan kesempatan berbicara di depan para pemimpin dunia, akhirnya Putri tegaskan ya regulasi tetap penting karena kita koar-koar tentang programlah, kita koar campaign tentang stop pernikahan anaklah. (since Putri has the change to speak in front of Leaders of the world, Putri underline the importance of regulation, but we never*

*stop conducting campaign on child marriage)*

*Andi : Tapi regulasinya memungkinkan anak perempuan usia 16 tahun untuk menikah. Asal disetujui oleh orang tua. (But the regulation enables the 16 years old girl to get married as long as the parents agree.*

*Putri Gayatri: Ya, kok ngga harmonis sih. Ya, betul. Akhirnya ya tetapkan kita bergerak harus diiringi oleh payung hukum yang sejalan. (yes. It is not in resonance. It is true. Our movement should be in accordance with the applicable law.*

The excerpt reconfirms the complaint on the law in Indonesia. The programs and campaign to stop child marriage is worthless because of the contradictive applicable law.

### **Speech Acts of Suggesting**

Suggesting is a statement to give solution or information to provide more motivation toward a problem. Suggesting speech acts can be scrutinized from the excerpt below:

#### **Data (7)**

##### **Speech context:**

. The host give a change to the guest speaker to say something to teenagers, particularly female teenagers.

*Andy : Untuk teman-teman yang mungkin tidak bisa hadir di studio yang nonton acara ini bisa nggak sampaikan sesuatu*

terutama untuk para remaja, terutama remaja putrinya. (*for the one who are unable to come to the studio watching this program, could you please say something for the teenagers, especially female teenagers?*)

Putri Gayatri : Remaja itu bangun bangsa, bukan rumah tangga. (*teenagers should develop the nation, not get married*)

Based on the above excerpt, the emphasis answer in form of suggesting is reflected in “**Remaja itu bangun bangsa, bukan rumah tangga**” (*teenagers should develop the nation, not get married*). It indicates the message or suggestion for teenagers to make achievement to develop the nation and not to get married as teenagers.

In addition, the speech act of suggesting is also found in speech of data (8). In this part, as usual, the host closes the program by giving free book first. He suggests the audience in home outside the studio the way to get the book as the audience in the studio get.

#### Data (8)

Andy : Baik, saya juga ingin Anda yang menonton acara ini di rumah bahagia seperti kami yang di studio. Caranya mudah saja Anda mengikuti kuis di twitter @kickandyshow dan juga bisa melalui website KickAndy.com. dan bagi Anda yang belum sempat nonton acara ini dari awal masih ada kesempatan,

*jangan takut karena Anda masih bisa menyaksikannya di MetroTVNews.com dan youtube Kick Andy Show. (Well, I would like you who watch us on television feel happy as our happiness here in the studio. It is easy (to get the book), you only need to join the quiz on twitter @kickandyshow or website KickAndy.com. and don't worry, for you who miss our show, you can watch it in MetroTVNews.com and YouTube Kick Andy Show)*

On the above speech, the host says to urge the audience in home (watch on television) to join the quiz to get the similar book got by audience in the studio through twitter and website of Kick Andy. He also suggests to watch on MetroTVNews.com and YouTube Kick Andy Show for the ones who miss the program.

#### CONCLUSION

Based on the result of the analysis, it is found that there are 64 speeches belonging to assertive speech acts on *Kick Andy* show in ‘save the Indonesia children’ edition. The most assertive speech is suggesting speech acts, which consist of 56 speeches (87.5%). Following this, there are 4 (6.25%) speeches of assertive speech act of complaining, and 4 (6.25%) assertive speech act of suggesting. On the other hand, there is no assertive speech act of complaining nor assertive speech act of bragging on the talk show.

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