

## ABSTRACT

**Armunia Nindya Kirana. 120610159. *Speech Acts in Mario Teguh Golden Ways (Study on Assertions in Mario Teguh Golden Ways in Episode “Bebas Karena Memaafkan”)*. A Thesis. Surabaya. Faculty of Humanities Airlangga University. 2013.**

This is a research about assertions in a motivation program entitled “*Mario Teguh Golden Ways*” using speech acts theory by Searle and applying a descriptive qualitative research method. The aims of the research are to identify assertions used by Mario Teguh in “*Mario Teguh Golden Ways*” and the factors that influence the use of those assertions.

The population is all sentences of Mario Teguh during the episode of “*Bebas Karena Memaafkan*”. The sample is taken through a purposive sampling method containing speech acts. The research validity and reliability are assured because data triangulation is done properly by transcribing the speeches after watching and listening to the video.

Based on analysis of *Illocutionary Force Indicating Devices* (IFIDs) and constitutive rules as proposed by Searle, the results of the research show that Mario Teguh uses 16 indirect assertions and 1 direct assertion which belong to *representative* speech acts. Mario Teguh asserts ideas related to the topic of ‘*memaafkan*’/ ‘*forgiveness*’.

Moreover, the main factors influencing Mario Teguh’s indirect assertion are mostly because of the range of audience and the characteristics of the program itself. Mario Teguh wants to be friend to all of the audience. Therefore, he does not want to judge either something true or false. If he speaks directly, it seems like he is judging that one is true while another is false. This is the thing that Mario Teguh always tries to avoid.

Mario Teguh supports his assertion with the use of visual aids, illustration, examples, logical reasoning while maintaining to speak up during the explanation. Mario Teguh avoids to speak in a judging manner since he wants the audience to self-think, self-analyze, and self-understand what he really means. Only by doing so, audience of his motivation program can feel motivated.

**Key words:** *assertion, constitutive rules, motivation program, representative (assertive), speech acts*

# CHAPTER 1 INTRODUCTION

SPEECH ACTS IN

ARMUNIA NINDYA KIRANA