

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays as there are more TV stations in Indonesia, there are also various TV programs within different genres. Other than common popular entertaining programs such as comedy shows, music programs, infotainment programs, reality shows, and movies; educative programs like news program and motivation program are also getting more popular. Motivation program is a program which airs a motivating discussion from a public speaker and audience on a certain topic. Motivation TV program exists because TV stations want to provide the best educative shows to attract more viewers and to improve their ratings.

Among many kinds of TV programs, motivation program stands out in a crowd. Such kind of show differs from other TV shows due to its educative content, motivating aim, and interactive communication. Audience of this show are asked to think seriously and discuss the philosophy of essential topics in daily life. Motivation program is expected to motivate audience to be better people.

Mario Teguh Golden Ways is one of the famous motivation programs in Indonesia broadcasted on Metro TV. Mario Teguh as the speaker of this program has succeeded in presenting and making the program popular. Although the MC of the program has changed several times, Metro TV keeps airing it. Metro TV lets *Mario Teguh Golden Ways* to compete against different more popular TV

shows by other TV stations. Hence, Mario Teguh becomes the main important figure to maintain the show's success.

There is a new theme discussed for each episode. Each theme—despite its simplicity in daily life—is unique, fun, and interesting. In addition, the dictions he uses in addressing his topics and discussion are memorable though full of implicit words. The implicit words refer to the words comprising his illustrative languages. Audience are given illustration before targeting the original topic. Hence, actually they are asked to think more of the philosophy of the topic other than the topic itself.

Another distinctive characteristic of *Mario Teguh Golden Ways* is his use of tagline. He always uses his tagline “Super.” His tagline differs him from other speakers. When most speakers greet their audience by mentioning the correct greetings, such as “Good morning” during morning time, or “Good evening” during evening time, Mario Teguh always greets “Super” for any occasion. He greets the audience with this term before he starts to describe his point of views. He also uses it as a greeting to reply or to answer audience's question. This tagline is used to motivate the audience so that they will always feel that they are “Super” people regardless of their condition.

Mario Teguh Golden Ways (MTGW) becomes the icon of motivation show in Indonesia. This is based on several factors. The popularity of the program is the first factor. Mario Teguh show has drawn a significant number of fans from any genders, ages, social status, etc (<http://media.kompasiana.com/new-media/2011/11/09/fb-mario-teguh-tembus-5-juta-fans-kebaikan-pasti->

menemukan-jalan”/). In social media such as Facebook and Twitter, there are also Mario Teguh fan pages both for him as motivator and a speaker of *Mario Teguh Golden Ways* (MTGW) program (<http://www.facebook.com/pages/Mario-Teguh-Golden-Ways/106019359421621>; <http://twitter.com/#!/marioteguhfan>).

The second factor is because of the speaker's language. As the sole speaker of the program, Mario Teguh tries to answer every question from the audience in the studio in clear, firm and humorous manner. Despite its one-man show concept, the way Mario Teguh addresses his talk to the audiences are not monotonous like a speech in formal situation, yet supported by using visual-aids. He makes some illustrations based on his explanation/topics discussed by writing or drawing something in informative and communicative way, concise and fun. He also makes some expressive gestures and mimics to emphasize what he is trying to say. Mario Teguh gives examples of cases that happen in daily life. Despite its simplicity, Mario Teguh succeeds in discussing seemingly trivial topics into deep and meaningful thoughts that touch the audience's heart and help them to solve their problems in life.

Mario Teguh develops positive values as well as performs speech acts. The positive values are connected with the motivation whereas the speech acts are related to the language used in his program. The program is intended to motivate its viewers to have positive thinking. Meanwhile, in terms of language, the speaker has performed speech acts similar to claims or assertions.

The idea of speech acts which means actions performed via utterances (Yule, 1969) has significant role related to the practicality of the language used in

a motivation-based talk show. As the sole speaker and the only selling power of the show, the speaker in a motivation-based talk show indeed performs speech acts. When he speaks, his speech consists of structured language aimed to target the audience. The language itself has specific meaning and function. Meanwhile, in a motivation-based talk show, the language function is to convince and to motivate the audience. Thus, the speaker must not only talk, but also act at the time he speaks in the show.

As the time when the speaker talks about a topic, he shares his ideas related to the topic, asks questions to interact with the audience, answers audience's question, and asserts his claim about his belief. In the case of *Mario Teguh Golden Ways*, Mario Teguh speaks in a humorous, polite, firm, but not judging manners. Thus, unlike a lecturer talking to the students that can direct them to do several projects or a person making mistakes who finally apologizes; Mario Teguh seems to make a lot of claims or assertions supported with some illustrations, examples, and logical reasonings.

Because the show deals with philosophy of a topic and assertions made by Mario Teguh, some conditions are important to make the speech acts to be understood easily. Thus, according to Searle (1969) there are sets of operative rules to speech acts, including in the assertions. These rules must exist in any kind of speech act. Further discussion of these rules is in chapter II.

Meanwhile, from the so-many episodes of *Mario Teguh Golden Ways*, the episode entitled "Bebas Karena Memaafkan" (Trans: *Gaining Freedom upon Forgiveness*) aired on 21 August 2011 is chosen due to the interesting topics of

“forgiveness”. Forgiveness, including apologizing and forgiving, is an interesting topic to be discussed since it is identical with peacefulness, broad-mindedness, and progress. Every person has experienced pain of disappointment, anger, frustration, etc because of the conflicts arising from his or her interaction with other people, even including with himself. The topic “Forgiveness” touches the heart of all human beings regardless their gender, age, social status, religion, ethnic, etc. The impressive statement in this episode lies, among of them, when Mario Teguh states

“Hati itu jangan diserahkan bulat-bulat seperti bola agar tidak dipergunakan seperti sepak bola. Satu ujung kita berikan pada rasa hormat, satu ujung diberikan pada orang tua, satu ujung lainnya lagi pada Tuhan, lalu yang paling ujung dikaitkan pada belahan jiwa” (“Don’t give away your heart wholeheartedly to prevent it from being treated like a ball in a soccer match. We’d better give some part of it to self-respect, another part to our parents, the other part to God, and the other to our soulmate.”)

Referring to the excerpt above, Mario Teguh expresses it by using metaphor (between ‘hati’/ trans: ‘heart’ and ‘bola’/ trans: ‘ball’). Here, he compares the ‘heart’ and a ‘ball’. The ‘heart’ is like the ball in a soccer match. Mario Teguh states the metaphor in a subtle way that creates such a sense of beauty.

Considering the background above, this thesis attempts to investigate assertion and factor influencing the assertions in *Mario Teguh Golden Ways*.

1.2 Statement of the Problem

Based on the background above, the aim of the study is to find out:

1. What kind of assertion (direct or indirect) does Mario Teguh perform in *Mario Teguh Golden Ways*?

2. What factor influences the use of assertion performed by Mario Teguh in *Mario Teguh Golden Ways*?

1.3 Objective of the Study

The objective of the study is to find out the description of assertion used by Mario Teguh in *Mario Teguh Golden Ways* and the factor that influences the use of those strategies in that program.

1.4 Significance of the Study

The writer expects that this study will be useful as a reference for students majoring in linguistics and also general readers who are interested in studying linguistics, especially in speech acts of assertion. It is hoped that this study can be used as a reference particularly related to the strategies of assertions and their use in motivation program and also in daily conversation. There are people who need to understand more about assertions and apply them properly in their professions such as community helpers, including teachers, priests, leaders, etc. By using proper assertions, these people can speak more effectively which finally can boost their service performance.

1.5 Definition of Key Terms

1. Assertion : An assertion is a speech act that contain any proposition *p* which has two preparatory conditions (*Speaker S* has evidence (or

reasons) for the truth of *p* and it is not obvious to both *S* and *Hearer H* that *H* knows (does not need to be reminded of, etc.) *p* in which the *S* sincerely believes *p* and it essentially counts as an undertaking that *p* represents an actual state of affairs (Searle in Sadock, n.d., p. 7)

- 2. Constitutive rules** : A conventional association between a certain kind of act and its socially determined consequences (Searle in Sadock, n.d)
- 3. Motivation** : An intrinsic or extrinsic thing that can move or energize or activate someone to do something to an end (Ryan and Deci, 2000).
- 3. Representatives (Assertives)** : Speech acts stating what the speaker believes to be true (Robinson, 2006:53)
- 4. Speech Act** : Action performed via utterances (Yule, 1997:47)

CHAPTER 2

LITERATURE REVIEW