

ABSTRACT

Anjani, Gita Dewi. 2022. *The Analysis of Assertive Speech Act Delivered by Joe Biden and Kamala Harris in DNC Campaign Speech on August 2020*, Thesis. Supervisor 1: Dr. Chusni Hadiati, S.S., M.Hum., Supervisor 2: Nadia Citya Yulianita S. Pd., M.Li., Examiner: Raden Pujo Handoyo, S.S., M.Hum.. Ministry of Research, Technology and Higher Education, Jendral Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

This research is entitled “The Analysis of Assertive Speech Act Delivered by Joe Biden and Kamala Harris in DNC Campaign Speech on August 2020 is aimed to analyze the types of assertive speech acts and how they are conveyed by Joe Biden and Kamala Harris. This research applies Searle’s theory (1979) concerning to the types of assertive speech act and Parker’s theory (1986) concerning to direct and indirect. This research is categorized to the qualitative method. While the data of this research are Joe Biden and Kamala Harris transcript’s speech from CNN official website taken on January 5, 2021. The result shows that Joe Biden expresses 8 types of assertive speech act; those are complaining act (5 times), convincing act (4 times), asserting act (2 times), stating act (2 times), suggesting act (1 stating), denying act (1 time), informing act (1 time), and predicting act (1 time). While, Kamala Harris expresses 5 types of assertive speech act; those are asserting act (3 times), convincing act (2 times), informing act (2 times), complaining act (2 times), and stating act (1 time). Thus, complaining act is a dominant act expressed by Joe Biden because he intends to weaken and against the opponent by complaining Donald Trump’s leadership, while asserting act is a dominant act expressed by Kamala Harris because she intends to create a good image on herself and Joe Biden by asserting her duty, her vision to America, and a good qualification as the next president. In addition, in analyzing, Joe Biden conveys those assertive speech acts directly (12 times) and indirectly (5 times), while Kamala Harris conveys those assertive speech acts directly (9 times) and indirectly (1 time). Thus, direct is the dominant way that is used by Joe Biden and Kamala Harris to make their utterance as clear as possible so that people understand their utterance as well.

Keywords: Pragmatics, Assertive Speech Acts. Joe Biden and Kamala Harris’s campaign speech, Direct and Indirect

ABSTRAK

Anjani, Gita Dewi. 2022. *The Analysis of Assertive Speech Act Delivered by Joe Biden and Kamala Harris in DNC Campaign Speech on August 2020*, Skripsi. Pembimbing 1: Dr. Chusni Hadiati, S.S., M.Hum., Pembimbing 2: Nadia Gitya Yulianita S. Pd., M.Li., Penguji: Raden Pujo Handoyo, S.S., M.Hum.. Kementerian Riset, Teknologi dan Perguruan Tinggi, Universitas Jendral Soedirman, Fakultas Ilmu Budaya, Jurusan Bahasa dan Sastra Inggris, Program Studi Bahasa Inggris, Purwokerto.

Penelitian ini berjudul *The Analysis of Assertive Speech Act Delivered by Joe Biden and Kamala Harris in DNC Campaign Speech on August 2020* bertujuan untuk menganalisis tipe tindak tutur asertif dan bagaimana tindak tutur asertif itu disampaikan oleh Joe Biden dan Kamala Harris. Penelitian ini menggunakan teori Searle (1979) tentang tindak tutur asertif dan teori Parker (1986) tentang Direct dan Indirect. Penelitian ini menggunakan metode kualitatif. Sementara itu, data penelitian ini adalah transkrip pidato Joe Biden dan Kamala Harris yang diambil dari situs web CNN tanggal 5 Januari 2021. Hasil penelitian menunjukkan bahwa Joe Biden menggunakan 8 tipe tindak tutur asertif, diantaranya adalah mengeluh (5 kali), meyakinkan (4 kali), menegaskan (2 kali), menyatakan (2 kali), menyarankan (1 kali), menyangkal (1 kali), menginformasi (1 kali), dan memprediksi (1 kali). Sementara itu, Kamala Harris menggunakan 5 tipe tindak tutur asertif, diantaranya adalah menegaskan (3 kali), meyakinkan (2 kali), menginformasi (2 kali), mengeluh (2 kali), dan menyatakan (1 kali). Oleh karena itu, mengeluh paling banyak digunakan oleh Joe Biden untuk melemahkan lawan dengan mengeluhkan kepemimpinan Donald Trump. Sedangkan, menegaskan paling banyak digunakan oleh Kamala Harris untuk menciptakan citra yang baik untuk mereka dengan menegaskan tugasnya, visinya, dan kualitas presiden di periode berikutnya. Selain itu, Joe Biden tindak tutur asertif tersebut dengan cara langsung (12 kali) dan cara tidak langsung (5 kali). Sedangkan, Kamala Harris menyampaikan tindak tutur asertif tersebut dengan cara langsung (9 kali) dan cara tidak langsung (1 kali). Oleh karena itu, cara langsung adalah cara yang paling sering digunakan oleh Joe Biden dan Kamala Harris untuk membuat ujaran mereka sejelas mungkin supaya masyarakat mengerti ujaran mereka dengan baik.

Kata Kunci: Pragmatik, tindak tutur asertif, pidato kampanye Joe Biden dan Kamala Harris, direct dan indirect