# ASSERTIVE COMMUNICATION STYLE USED IN DR. ZAKIR NAIK SPEECH: THE PURPOSE OF CREATION

# **THESIS**



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#### **ABSTRACT**

Permatasari, Desy. (2019). Assertive Communication Style Used in Dr. Zakir Naik Speech: The Purpose of Creation. English Department, UIN Sunan Ampel Surabaya. Advisor: Dr. Mohammad Kurjum, M.Ag.

Keywords: Assertive communication style, Non-verbal characteristics, Dr. Zakir Naik speech

This research presents assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*. It analyzes the utterances and non-verbal behavior used in the speech. The aims of this research are to find the verbal characteristics by analyzing the kinds of assertive communication style used by Dr. Zakir Naik and to figure out non-verbal characteristics of assertive communication style.

In this research, the researcher applied descriptive-qualitative approach which can be useful to describe assertive communication style used by Dr. Zakir Naik. The data of this research are in the form of speech transcript and capturing picture. The main theory used is taken from the module under the title How to Behave More Assertively and How to Recognize Assertive Behavior by Michel, Fursland and Nathan (2008).

As the result, the researcher found 26 kinds of assertive communication style data used in Dr. Zakir Naik speech: *The Purpose of Creation* including basic assertions, emphatic assertion, escalating assertion, confrontive assertion, I-language assertions, and broken records. Then, the researcher indicated the verbal characteristics often used are 'I' statement, praising statement, suggestion without should or ought to, requesting in the form of question, emphatic statement, constructive criticism without blame, and seeing others opinions. Furthermore, for the result of non-verbal characteristics of assertive communication style, the researcher found that Dr. Zakir Naik often used relax facial expression, good eye contact, confident voice tone in the mid pitch and some types of body language included nod, hand on the chest, pointed to the ear, pointed in the air, ok sign, open hand, downward palm hand, steeple hands, raising hand to the ear and pointed down when he delivered his speech.

#### **ABSTRAK**

Permatasari, Desy. (2019). *Gaya Komunikasi Tegas yang Digunakan di Pidato Dr. Zakir Naik: The Purpose of Creation*. Program Studi Sastra Inggris, Universitas Islam Negeri Sunan Ampel Surabaya. Pembimbing: Dr. Mohammad Kurjum, M.Ag.

**Kata Kunci**: Gaya komunikasi yang tegas, Ciri-ciri komunikasi nonverbal, Pidato Dr. Zakir Naik

Penelitian ini menyajikan gaya komunikasi tegas yang digunakan dalam pidato Dr. Zakir Naik dengan topik *The Purpose of Creation*. Peneitian ini menganalisis ucapan dan tingkah laku nonverbal yang digunakan dalam pidato tersebut. Tujuannya adalah untuk mengetahui ciri-ciri verbal dengan menganalisis macam-macam gaya komunikasi yang tegas dan mencari tahu ciri-ciri tingkah laku nonverbal dari komunikasi yang tegas.

Dalam penelitian ini, penulis menerapkan pendekatan deskriptif kualitatif yang dapat berguna untuk mendeskripsikan gaya komunikasi tegas yang digunakan oeh Dr. Zakir Naik. Data dari peneitian dalam bentuk transkrip pidato dan tangkapan gambar. Teori dasar yang digunakan ada pada modul berjudul How to Behave More Assertively and How to Recognize Assertive Behavior karya Michel, Fursland and Nathan (2008).

Sebagai hasil dari penelitian ini, peneliti menemukan 26 data macammacam gaya kounikasi tegas yang digunakan dalam pidato Dr. Zakir Naik dengan topic The Purpose of Creation termasuk data mengenai dasar pernyataan yang tegas, pernyataan yang benar-benar tegas, peningkatan pernyataan yang tegas, pernyataan tegas konfrontatif, bahasa pernyataan yang tegas dan pengulangan. Kemudian, penulis menyatakan bahwa ciri-ciri verbal yang sering digunakan adalah pernyataan 'I', pernyataan memuji, memberikan saran tanpa keharusan, menyatakan permintaan dalam kalimat tanya, pernyataan yang tegas, mengkritik tanpa menyalahkan dan menghargai pendapat orang lain. Selanjutnya, untuk hasil dari ciri-ciri tingkah laku nonverbal dari gaya komunikasi yang tegas, peneliti mengetahui bahwa Dr. Zakir Naik sering menggunakan ekspresi wajah yang tenang, kontak mata yang baik, nada suara yang percaya diri dengan frekuensi rata-rata dan berbagai macam bahasa tubuh seperti mengangguk, tangan diatas dada, menunjuk telinga, menunjuk ke udara, isyarat ok, tangan terbuka, telapak tangan ke bawah, tangan membentuk menara (ujung jari menyentuh satu sama lain), mengangkat tangan ke telinga dan menunjuk ke bawah ketika beliau berpidato.

# TABLES OF CONTENTS

Inside Cover Page	i
Inside Title Page	
Thesis Advisor's Approval Page.	
Thesis Examiner's Approval Page	
Declaration	
Acknowledgements	
Abstract	
Abstrak	
Table of Contents i	
List of Figures	ΧI
CHAPTER I: INTRODUCTION	
	1
1.1 Background of the Study	
1.2 Problems of the Study	8
1.3 Objectives of the Study	8
1.4 Significance of the Study	
1.5 Scope and Limitations	9
1.6 Definition of Key Terms	9
CHAPTER II: REVIEW OF RELATED LITERATURE	
2.1 Communication	11
2.1.1 Verbal Communication	12
2.1.2 Non-Verbal Communication.	
2.2 Communication Style	18
2.2.1 Passive	19
2.2.2 Aggressive	19
2.2.3 Passive-Aggressive	20
2.2.4 Assertive	20
2.2.4.1 Kinds of Assertive	21
2.2.4.2 Verbal and Non-Verbal Characteristics of Assertive	24
CHAPTER III: RESEARCH METHODS	
3.1 Research Design	26
3.2 Data Collection	26

3.2.1 Data and Data Source	26
3.2.2 Instruments	27
3.2.3 Data Collection Techniques	27
3.3 Data Analysis	30
CHAPTER IV: FINDINGS AND DISCUSSIONS	
4.1 Findings	33
4.1.1 The Kinds of Assertive Communication Style	33
4.1.1.1 Basic Assertion.	34
4.1.1.2 Emphatic Assertion.	43
4.1.1.3 Escalating Assertion	
4.1.1.4 Confrontive Assertion	48
4.1.1.5 I-language Assertion	49
4.1.1.6 Broken Record	51
4.1.2 Non-Verbal Assertive Communication Style	56
4.2 Discussion	62
CHAPTER V: CONCLUSION AND SUGGESTION	
5.1 Conclusion	65
5.2 Suggestion.	66
REFERENCES	67
Appendix 1: Verbal Data of Assertive Style in Dr. Zakir Naik Speech:	
The Purpose of Creation	71
Appendix 2: Non-Verbal Data of Assertive Style in Dr. Zakir Naik Speech:	
The Purpose of Creation	72

# LIST OF FIGURES

2.1 Communication Process	11
2.2 Face Action Units	14
2.3 Eye Contact	15
2.4 Upward Palm Hand	16
2.5 Downward Palm Hand.	16
2.6 Mixed Palm Hand	16
4.1 Nod	57
4.2 Hand on the Chest	57
4.3 Pointed to the Ear	58
4.4 Pointed in the Air	58
4.5 OK Sign	59
4.6 Open Hand	59
4.7 Downward Palm Hand	60
4.8 Steeple Hands	60
4.9 Raising Hands to the Ear	61
4.10 Pointed Down.	

#### **CHAPTER I**

# **INTRODUCTION**

In this chapter, the researcher presents the background of the study, the problems of the study, the objectives of the study, the significance of the study, the scope and limitation, and the definition of the key terms.

# 1.1 Background of the Study

Communication is one of the important things in human life. In the process of communication, there is an interaction between someone and the other people. That is the reason why communication seems like the main aspect of human functioning that is almost impossible to suppose life without it. Affandi (2016) stated that communication is the process of interaction and exchanging message among senders and receivers. In this case, the people have a certain intention for doing communication whether for transferring information, idea or message to the receiver or just to create the relationship between the speaker and the hearer. Communication is proposed as the basis of human interaction to deliver or receive information, ideas, emotions, and skills, and to influence the behavior of any other and in turn, is influenced by him (Yarbrough, 1968). From the explanation, it is known that communication can also be used to affect someone's manners. Hence, in order to achieve successful communication, people need to establish a communication way for conveying their purpose in different occasion.

As we know, there are some following ways that can help people to communicate with one into another. Those ways are verbal, non-verbal, visual and electronic communication (Mallet-Hamer, 2005). Verbal is the use of words to convey intended meaning in the form of written and oral communication. Non-verbal is communication by sending or receiving a wordless message which included physical non-verbal communication (gesture or body language, facial expressions) and paralanguage (tone, intonation, stress). Visual is communication by the visual term (using images or pictures, such as drawing, painting) and electronic communication (telephone calls, electronic mail). Those statements can be indicated that the most way of being communication is face-to-face, such as doing oral communication and non-verbal communication. Moreover, there is also communication which uses another media, such as a letter which is used to do communication by writing or drawing and electronic media.

Furthermore, those ways have to be agreed with the particular time and place in doing communication so that what the speaker says can be understood and accepted by the hearer. In that case, people have their style in communication to convey what they think about something, belief or to receive what they get. Style means a specific way in something which is performed. Thus, communication style is defined as the set of speech characteristics used by a person in the act of communication (Panisoara et al., 2015). Understanding the communication style that is used by people is important because it can help to know the strengths and the weaknesses of the style. Additionally, by looking at the strengths and weakness, people can learn how to be a good communicator.

Besides that, the important components to make the communication works are the content and the receiver. The content refers to the ideas or messages which have to be shared and the receiver concerns their understanding of the content. Because communication is the crucial thing, those components should be paid attention, especially for the speaker. The speaker surely needs to understand what is the appropriate style used in order to be able to build a relationship or deliver a message toward the hearer. Therefore, all of the explanations above become the reason why the study of communication styles is really interesting to analyze and has attracted the researcher to conduct this research on a particular topic. Hermes (cited in Peskova, 2011) stated that communication styles are divided into four types: passive, aggressive, passive-aggressive and assertive communication style.

One of the types of communication style is assertive style. Assertive communication style is a balance between passive and aggressive communication style (Pipas and Jaradat, 2010). On the other hand, people use passive communication by victimizing their own rights and people use aggressive communication by avoiding the rights of others. However, people use assertive communication style by recognizing their own rights and the rights of others. Alberti and Emmons (cited in Peskova, 2011) said that assertiveness is meant to promote equality in human relationships, allowing us to act our best interests, to stand up for ourselves without anxiety, to express honest feelings easily and to exercise personal rights without denying the rights of others.

Many researchers have conducted their research in the study of assertiveness as the topic in some fields such as, in health (Jencks, 1991; Haladin,

Ibrahim and Rajab, 2015), in education (Reardon, 1977; Eslami et al., 2016), in psychology (Gottman and Schwartz, 1976; Kirst, 2011; Peneva and Mavrodiev, 2013; Manesh et al., 2015), in leadership (Kelley, 2015), in philosophy (Malarchick, 1976), in business (Kumar and Fernandez, 2017). Consequently, the researcher attempts to conduct this research in the linguistic field. In this case, some researchers have also done their research in the linguistic field with the same topic that uses assertive speech act theory, such as in debate setting (Yuyun, 2014; Putri, 2016), in a novel (Nagane, 2015) and in movie script (Yana, 2017). Then, the researcher finds the research which used a speech as the object of analysis (Fitriana, 2014). In this case, the researcher takes the research from Yuyun (2014) and Kelley (2015) that focus on assertive communication style to be the previous study in this research.

The first previous study comes from Ignasia Yuyun (2014) under the title A Study of Assertiveness in A Debate Setting. She analyzed the assertiveness of students' argument in a private senior high school debating's club. Her research aimed to identify the level of assertiveness of arguments in debating. The research employed a qualitative method focusing on text analysis and involved a debating activity of senior high school students. World School Debating Championship style, Hallidayan's mood and modality analysis, and the theory of assertiveness in verbal communication became the basis of the analysis. The result of her research revealed that the level of assertiveness in argumentation is measured through the total number of declarative mood, conjunctive adjunct, high value of modality, explicit subjective modality, and explicit subjective modality metaphor. The

research also showed that the level of assertiveness relatively depends on how the students deliver their arguments. Therefore, the students might need a variety of ways in order to make their argument sound more assertive. By reading her research, the researcher knows that the research focused on verbal characteristics of assertiveness.

The other previous study comes from Barbara Kelley (2015) under the title Assertiveness in Professional Women. This research explored the ways in which professional women communicate and behave assertively in their organizations. The method were observed in the context of two focus groups made up of a total of nine women in various organizations in a small Midwestern town. Participants in both groups value assertive traits showed that support for others, as well as for their organization, including respect for the other, honesty, effective communication, and advocacy. As the result, the women showed a clear understanding of the difference between assertiveness and aggression, equating aggression with a focus on power and assertiveness as respectful and effective communication. In the process, they also discovered that assertiveness is an effective set of skills on which they can draw when the time is right. From the explanation, the researcher knows that the research focused on analyzing nonverbal characteristics of assertiveness.

Thus, in this present research, the researcher tries to combine the incompleteness by identifying the verbal and non-verbal characteristics of assertiveness focused on the communication style. In addition, for describing the verbal characteristics of assertiveness, the researcher formerly analyzes the kinds

of assertiveness. Besides that, the researcher also analyzes the non-verbal characteristics of assertive communication style. Non-verbal communication is one of the important component doing communication included speech. In a speech, the speakers do not only use the utterances to deliver their speech, but also express the gestures or use the facial expression to support what they say. In this case, this recent research under the title "Assertive Communication Style Used in Dr. Zakir Naik Speech: *Purpose of The Creation*" examines two research questions, they are what kinds and what the characteristics of non-verbal assertive communication style are.

By a reason, the researcher attempts to use the speech of the lecturer, Dr. Zakir Naik as the source of the data in this research. The reason is the minimum number of researchers who choose the figure of religion as the object of their research, especially from English Department Islamic State University of Sunan Ampel Surabaya. The speakers of the speech have a role to convey the idea or information efficiently and effectively included the lecturers who also have to convince their audiences on the message of their speech.

Dr. Zakir Abdul Karim Naik (called Dr. Zakir Naik) was born on October 18, 1965, in Mumbai, India. He is renowned as a dynamic international orator on Islam and Comparative Religion. He is the president of Islamic Research Foundation in Mumbai. He is famous for his critical analysis and convincing answer to the challenging question given by the audiences after his speech. Dr. Zakir Naik has delivered more than 1500 public talks in many countries, such as United States, Qatar, Malaysia, United Kingdom, Italy, New Zealand, Kuwait,

Singapore, and other countries. He also appears on many international TV channels. He was included in the Indian Express list of "100 Most Powerful Indians" in 2009 and 2010. In 2009, he was also in the third rank in the list of "Top 10 Spiritual Gurus in India". Dr. Zakir Naik has also been placed in the top 62 in the list of "The 500 Most Influential Muslims in The World" that showed by the George Washington University, USA (Digital Member Channel).

As far as we know from the explanation above, Dr. Zakir Naik is an Indian Islamic lecturer that is controversial in the world because he often gives the speech in front of the other religion. Moreover, he ever had interfaith dialogue with prominent Hindu Guru Sri Ravi Shankar on the topic "The Concept of God in Hinduism and Islam in The Light of Sacred Scriptures". Those things give the effect of the researcher preferred to select the speech of him. Although there are many speeches that he had delivered, the researcher only takes one speech of Dr. Zakir Naik on the topic *The Purpose of Creation*.

The researcher chooses the topic because it often becomes the basic question of every individual in the mind. Then, the topic can also create the awareness to understand why are actually we here and what is our purpose in this world so that it is an interesting thing to be discussed in a speech of religion. Additionally, the speech of Dr. Zakir Naik: *The Purpose of Creation* is the complete speech that contains the chronological speech from the beginning till the end included the speech by a moderator, Dr. Zakir Naik speech, and then question-answer section. The speech is in the form of video and it is taken from youtube through Dr. Zakir Naik Channel.

Therefore, the finding of this research that analyzes the verbal and non-verbal of assertive communication style in a speech can be used as the pioneer of assertive communication style study for the further researches Furthermore, the researcher believes, there is the other researcher who needs to conduct this research immediately.

# 1.2 Problems of the Study

Related to the background of the study above, this research is conducted to answer the problems which formulated into two following questions:

- 1. What are the characteristics of verbal assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*?
- 2. What are the characteristics of non-verbal assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*?

# 1.3 Objectives of the Study

Based on the problems of the study above, this research is proposed to:

- To describe the characteristics of verbal assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*.
- 2. To describe the characteristics of non-verbal assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*.

# 1.4 Significance of Study

This research presents the theoretical and practical in the study of communication styles, especially concerning about assertive communication style. Theoretically, this research can increase the knowledge of the reader about

assertive communication style in a speech. Moreover, this research can give a contribution to the linguistic field related to assertive communication style included the characteristics of verbal and non-verbal communication of the style. Practically, the researcher hopes this research can be used as an additional reference for other researchers who interest to conduct their research in the same field.

# 1.5 Scope and Limitation

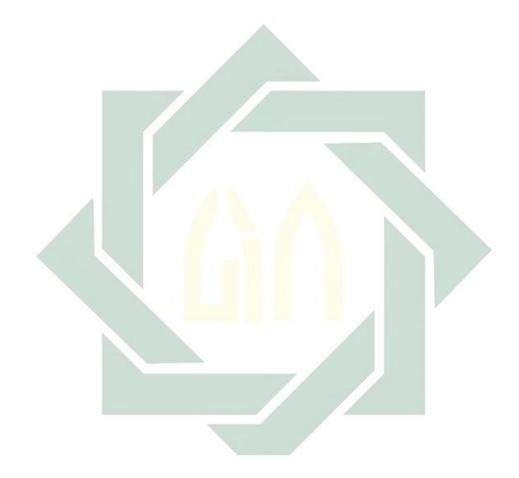
The scope of this research is about assertive communication style that focuses on the verbal and non-verbal characteristics used in Dr. Zakir Naik speech. Then, the researcher limits the object of this research is only in one speech of Dr. Zakir Naik: *The Purpose of Creation*. The thing is because there are many topics of Dr. Zakir Naik speeches that had been delivered, so the researcher chooses one topic which is often arisen in the mind of every person.

# 1.6 Definition of Key Terms

In order to prevent misunderstanding of the concept of this research, the definitions of key terms are stated below:

- Communication is a process of interaction and transferring message between speakers and hearers.
- Communication style is defined as the characteristics speech of a person doing communication.
- Assertive communication style is the way to express the personal right without denying the right of others.

- 4. Dr. Zakir Naik is an Indian Islamic lecturer that is controversial in the world because of his speech which delivered in front of the other religion.
- 5. *The Purpose of Creation* is the topic of Dr. Zakir Naik speech chosen because of becoming the basic question of every person in the world.



#### **CHAPTER II**

# REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents the explanation of the theories which are used as the basis of this research. Those are the explanation of communication and its types, communication style and its classifications and assertive communication style.

# 2.1 Communication

The word of communication is derived from Latin (*communis*) which means "common". The definition refers to the fact of describing communication as a common understanding of the process of transmitting information from one person to another. In this case, there are some elements needed in the communication process that is reflected in Figure 2.1 below.

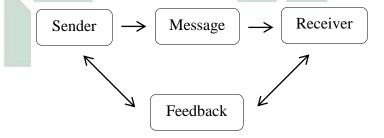


Figure 2.1 Communication Process

Two important elements in the process of communication are the sender and the receiver. Lunenburg (2010) stated that the sender begins the communication to convey an idea to the others and a receiver is a person who addressed to get the message. The message is the outcome by encoded of the sender who takes the form of verbal and non-verbal in order to compose the

message. The message is sent through a medium, such as conversation, written, telephone and so on. Then, when the receiver responds and returns the message of the sender, it means that the feedback occurs.

Hence, the concept of communication is the interaction for delivering the message. According to The National Archives book (2013), effective communication happens when a complete message is sent and fully received and understood by the receiver. On the other hand, between sender and receiver should have good communication which is about getting the right message to the right person in the right medium at the right time.

#### 2.1.1 Verbal Communication

Verbal communication is exchanging information or message which is communicated through words. It has a form of written and oral communication (Mallet-Hamer, 2005). Technically, written communication is non-verbal, but it theoretically includes verbal communication because written communication uses the words to convey ideas. The media used to apply written communication are book, magazines, newspapers, and journals. Besides that, the electronic communication becomes the part of verbal communication too. The communication which uses electronic media, such as hand-phone and laptop is a speedy communication that provides not limited services. Those services are telephone, video, voice mail, email, social media application, and internet service. While oral communication uses a voice as a prominent component doing communication. In this case, the speakers need to have a clear voice and good pronunciation in order to convey the message. They need also to have some

practices and show some of the non-verbal communication skills which play a significant role in oral communication so that the speakers can create effective communication.

#### 2.1.2 Non-Verbal Communication

Non-verbal communication is communication in the form of unspoken signals. The signals are carried by how people behave when they communicate (Taylor, 2007). According to Anh (2017), the channels used to deliver the signals are facial expression, body language or gesture, voice tones, and other nonverbal channels. In view of the case, those signals can be divided into two types: physical non-verbal communication and paralanguage. Physical non-verbal communication covers facial expression, eye contact, and body language or gesture. While voice tone is covered by paralanguage. Leister (2009) stated that paraverbal is not just the words people say, but the way they say the words to deliver the meaning of communication. It includes how quickly people speak and pause, as well as intonation and stress. Thus, non-verbal communication is the supporting element of the verbal communication that has an important role in doing communication

# 2.1.2.1 Physical Non-Verbal Communication

Physical non-verbal is a form of signs, symbol, and gesture. It involves facial expression, eye contact and body language.

# 2.1.2.1.1 Facial Expressions

Markedly, facial expressions are an important part of how people communicate and impress to the other people. In this case, the face of people doing communication shows their genuine feeling and thought considering they express with a smile or frown or others. Price (cited in Anh, 2017) showed that holding a slight smile, nodding occasionally, raising eyebrows to show interest and maintaining good eye contact. The claim is same with the research from Anh (2017), his research of awareness of non-verbal in leadership success showed that several nonverbal cues, such as nodding, smiling, leaning forward as the supportive quality which is the sign of interest and attention.

However, in order to analyze facial expression, we can also use the Facial Action Coding System (FACS) that is widely applied in behavioral science (Wang and Gratch, 2009). In the investigator's guide to FACS, Ekman and Frisen (cited in Wang and Gratch, 2009) identified the action units that are usually associated with facial expressions on the different emotions. The facial expressions are divided into two parts: upper face action units and lower face action units that indicated anger, disgust, fear, happiness, sadness, and surprise. Those facial expressions can be seen in Figure 2.2 below:

		Lower Face	Action Units		
AU 9	AU 10	AU 11	AU 12	AU 13	AU 14
1-0		in a			100
Nose Wrinkler	Upper Lip Raiser	Nasolabial Deepener	Lip Corner Puller	Cheek Puffer	Dimpler
AU 15	AU 16	AU 17	AU 18	AU 20	AU 22
-	VE /	-	3		0
Lip Corner Depressor	Lower Lip Depressor	Chin Raiser	Lip Puckerer	Lip Stretcher	Lip Funneler
AU 23	AU 24	*AU 25	*AU 26	*AU 27	AU 28
-	-		3		-
Lip Tightener	Lip Pressor	Lips Part	Jaw Drop	Mouth Stretch	Lip Suck

Figure 2.2 Face Action Units

# **2.1.2.1.2** Eye Contact

There are some actions of doing eye contact, such as looking, staring, blinking, winking, closing and others. People's eyes can reflect what they are feeling whether they are happy or sad. Their eyes can explain more than their words so that eye contact includes as one of the important elements of non-verbal communication. Burgoon and Buller (cited in Anh, 2017) indicated that there is a connection between the tendency to have direct eye contact and being seen as competent and reliable. In this case, sometimes, some people deflect their eyes when they communicate with other peoples. The thing is because they may not be confident to say what they think for doing communication or answering the question, or they want to hide something, thus, we assume that they are not truthful enough. Furthermore, the pictures following below are the example of eye contact's actions which are the part of upper face action units in Facial Action Coding System (FACS).

*AU 41	*AU 42	*AU 43	AU 44	AU 45	AU 46
0.6	00	00	30	00	
Lid Droop	Slit	Eyes Closed	Squint	Blink	Wink

Figure 2.3 Eye Contact

# **2.1.2.1.3 Body Language**

Body language is also called gesture. Homby (cited in Farlianti, Roslina and Hariadi, 2017) stated that body language is the process of communicating what people are feeling or thinking by the way they place and move their body rather than by words. In a speech, the speakers often use the gesture in the form of hand gesture for supporting their speech to convey the message. As Krauss et al.

(cited in Ciuffani, 2017) said that there was a lack of hand gestures used during speech it could have an impact on the intended message being communicated correctly. Hence, hand gestures have a really important way for people being communication. Then, the listeners who only hear to the words of the speakers rather than paying attention of the voice tone and also seeing the body language and facial expressions of the speakers may give a different message (Ciuffani, 2017). Some following pictures below are the samples of hand gesture:



Figure 2.4
Upward Palm Hand



Figure 2.5. Downward Palm Hand



Figure 2.6
Mixed Palm Hand

In Ciuffani's journal article, upward palm hand gesture with the shrug hand means I do not know (Warner, 2012). However, some researches (Kendon, 2004; Fradet, 2017) proved that the upward palm hand gesture is used to convey the truth of communication and the confidence that have a positive impact for the listener to receive the information. In the other case, Kendon (2004) indicated that downward palm hand gesture can aid the speaker in directing the attention of the listener to an object which helps to understand the information or the message implied. While, the mixed palm hand gesture is frequently showed as the associated power with the intimidation to the listener (Luca, 2005).

# 2.1.2.2 Paralanguage

Paralanguage includes tone and intonation, stress, and pause which may affect the meaning what the words are said.

#### 2.1.2.2.1 Tone and Intonation

According to Fasold and Coonor-Linton (2006), the word 'tone' relates to the use of pitch to deliver the meaning at the word level, while 'intonation' relates to the use of pitch to deliver meaning at the sentence or discourse level. A pitch is rise and fall of voice when people speak. The pitch of voice carries the meaning and information to the listener. There are five patterns of pitch described in the following statements below:

- a. **High pitch** is marked with the diacritic (—).
- b. **Mid pitch** is marked with the diacritic (—).
- c. Low pitch is marked with the diacritic (\( \sigma \)).
- d. **Fall-rise pitch** means the movement sound of the low frequency to the high frequency. It is marked with the diacritic (\_\_\_\_\_).
- e. **Rise-fall pitch** means the movement sound of the high frequency to the low frequency. It is marked with the diacritic ( \_\_\_\_\_).

Moreover, there are four levels for the quality of pitch which are described in the following statements below:

- a. **Highest level** is identified by number 4.
- b. **Most common level** is identified by number 3.
- c. **Neutral level** is identified by number 2.
- d. Lowest level is identified by number 1.

4-pitch is used to the speaker who wants to emphasize something, make a contrast or show a strong feeling. 3-pitch is used to the primary of word's stressed syllable. 2-pitch is usually used at the beginning of the thought, and 1-pitch is the speaker's pitch which often falls at the end of the thought.

#### 2.1.2.2.2 Stress

Many languages have the distinctions of stress which a syllable is pronounced. Hayes (2009) stated that IPA (International Phonetic Alphabet) provides the symbol ['] to indicate strong stress and [,] to indicate a relatively weak (secondary stress). Those marks are placed before syllable, not the vowel ['eksp3:t], [ig'zæm], [rɪˌsponsə'biləti].

# 2.1.2.2.3 Pause

Pause means a temporary rest or stop in an action or a speech. The speakers cannot say a long sentence in one breath so that a pause can help them to say a group of words, then stop and continuing another group of words. Pause boundaries can be marked by a single vertical line (I) to show a shorter pause and double vertical lines (II) to show a longer pause, usually at the end of the sentence (Roach, 2009).

# 2.2 Communication Style

Communication style refers to the personal style of communication. Panisoara et al (2015) claimed that it is defined as the set of speech characteristics used by a person in the act of communication. Ibrahim and Ismail (2007) also stated that communication style concern on the style applied by a communicator

while being interaction which is as a representative of the individual. Identifying the communication style of the individual helps us to understand the individual background, the way of thinking and perception to the social reality. Moreover, it is important to avoid less effective communication ways. All styles have a certain place and use. The different way of communication is used depending on the situation and the people. In the case of the concepts, Hermes (cited in Peskova, 2011) stated that there are four types of communication styles: passive, aggressive, passive-aggressive and assertive.

#### 2.2.1 Passive

Passive communication style focuses on pleasing other people and avoiding conflict with them. People who display a passive communication style are defined as sacrificing their own right. They tend to agree to do the things that they do not want to do without negotiating. Simply, they do not stand up for themselves. The verbal components of passive communication style are difficult to say "no" and often used statements "maybe", "probably", "I do not know" or "I suppose". While the non-verbal components of passive communication style are lack of gesture, eye contact and speak quietly.

# 2.2.2 Aggressive

Aggressive communication style tends to ignore the right of the others. People who use the aggressive communication style focus on pleasing themselves at the expense of others. The behavior of this style includes intimidation, accusation, and domination. In this case, they look at the situation as a battle, so

they want to win. The aggressive communicators generally use a loud voice, unfriendly tone and pronoun "you" statement to blame others. The eye contact and gesture are overused to intimidate the others. The body posture also tends to be stiff and rigid.

# 2.2.3 Passive-Aggressive

Passive-aggressive communication style is a combination both the passive and the aggressive style. Passive-aggressive communicators tend to avoid direct conflict, but they still need to manipulate the situation by violating the rights of the others. They conduct passive behavior to face the people, then act aggressively behind the people's backs or when the people are not around. The sarcastic voice is usually used for the interaction in this type. Moreover, the communicators leave the other people by feeling confused about what the real message is.

# 2.2.4 Assertive

Assertive communication style is defined as the communicators who understand when they need to respect and listen the others, but also voice their own opinions. Lange and Jacubowski (cited in Kirst, 2011) also claimed that assertiveness includes personal rights and expressing thoughts, feelings and beliefs directly, honesty and appropriately without ignoring the rights of the others. This style is a balance between passive and aggressive communication styles. It requires power and fairness. It is best suited for a good long term relationship. As Alberti and Emmons (cited in Peskova, 2011) said that assertiveness is meant to promote equality in human relationships, allowing us to

act our best interests, to stand up for ourselves without anxiety, to express honest feelings easily and to exercise personal rights without denying the rights of others. Being assertive communicator aims to communicate with respect, to understand each other and to find a solution to the problem. In this case, there are verbal and non-verbal characteristics of assertive communication style. Firstly, the sub-point below presents the kinds of assertive communication style in order to classify the verbal characteristics. Secondly, the next sub-point serves the characteristics of verbal and non-verbal behavior of assertive communication style.

# 2.2.4.1 Kinds of Assertive

According to Michel, Fursland and Nathan (2008) in Module Four: How to Behave More Assertively, there are six kinds of assertive communication style:

- a. **Basic Assertion** includes a simple expression of standing up for personal rights, beliefs, feelings or opinions (**for example:** I feel pleased because the issue has been resolved). We can also use this type to give appreciation or praise or compliment (**for example:** I thought <u>your question was very good</u>), request (**for example:** I am sorry, <u>kindly allow me</u> to finish what I am saying), and refusal (**for example:** I have not thought about that before, so <u>I need time</u> to think about your idea).
- b. **Emphatic Assertion** means that we attempt to understand another feeling or need of the person. In this case, emphatic assertion contains the element of recognition of other person's situation in the feeling or need that followed by a statement about the rights of the speaker. This type can be used when the other person is involved in a situation that may not fit with the speaker's need and

the speaker wants to indicate the awareness and the sensitivity of the other person's position.

**For example:** I know you are frustrated while you wait for a response. But, the best way that I can do is giving you to estimate how long it will take.

Based on the example above, the sentence "I know you are frustrated while you wait a response" shows the understanding of the speaker to the other person's situation. Then, the following sentence "But, the best way that I can do is giving you to estimate how long it will take" is indicated as the rights of the speaker.

c. Escalating Assertion involves a consequence for the other person. The thing is defined when the person ignores or has not been considering the rights of the speaker and the speaker wants to change the behavior of person without becoming aggressively. The speaker needs to be careful of the non-verbal signals used because this type can be seen as aggressive. Thus, the speaker has to keep the calm voice included the tone and volume, good eye contact, relaxing facial expression and body language.

**For example:** I understand what you have said is important, but I really want to finish what I was saying before you begin to speak.

According to the example above, the sentences "I understand what you have said is important" is used to avoid aggressively. At the next sentence of "I really want to finish what I was saying before you begin to speak" present that a person interrupts what the speaker says that indicated the person has not the same idea with the speaker. In order to pass the situation, the speaker attempts

to soothe the self of the speaker and assert the person for changing the behavior.

d. **Confrontive Assertion** works by pointing out a discrepancy between what has previously been agreed and what actually happens. In this case, there is a contradiction which the person's behavior does not match with the words.

**For example:** At the time, you are saying that you want to improve cooperation between our relations and I agree that we can improve the situation. However, on the other hand, you state that it is difficult for us being cooperation. So, I would like to talk about that.

From the example above, the sentence "at the time, you are saying that you want to improve cooperation between our relations" points out the person's word. Then, "I agree that we can improve the situation" shows the agreement between the person and the speaker and the sentence "however, on the other hand, you state that it is difficult for us being cooperation" presents the action of the person which is not suitable with the words before.

e. **I-Language Assertion** refers to express negative feelings but in a controlled and calm way. In this case, the speaker objectively describes the other person's behavior, how it affects the speaker's life or feeling and the reason for changing the behavior of the other person.

**For example:** When you continually interrupt me when I am working on the balance sheets, it means I have to start all over again. I am feeling irritated by this, so I would prefer you to wait until I have finished.

By looking the example above, the sentence "When you continually interrupt me when I am working on the balance sheets" is indicated as describing the person's behavior and "it means I have to start all over again" is defined as the affecting of person's behavior to the speaker life. Then, the sentence "I am feeling irritated by this" is the speaker feeling from the person's behavior and the last "I would prefer you to wait until I have finished" is the desire of the speaker to change the other's behavior.

f. **Broken Record** concerns to the repetition what the speaker wants to say. It is being worked as often as necessary in the calm and relaxed behavior. This type helps the speaker to maintain a steady comment, avoid argumentative bait or irrelevant logic. Broken record is a technique which is used to get the attention of the person or asking the same question until the person answer it.

**For example,** Excuse me, I would like to finish what I am saying. Excuse me, is there anyone who can hear my voice? Excuse me...

The example above shows that there is the word "Excuse me" which is said repeatedly by the speaker in order to get attention to the other persons.

#### 2.2.4.2 Verbal and Non-Verbal Characteristics of Assertive

Peskova (2011) said that ssertive style is an effective communication that is not only focused on what the right words say, but also how those words are said. In this case, the verbal characteristics can be seen from the words used by the speaker when delivering the message to the other person. While, the non-verbal characteristics are indicated from facial expression, eye contact, body language, tone and intonation used by the speaker in order to support what the words are said and express the emotion.

From the sub-point above, the verbal characteristic of assertive communication style is using "I" statement to show a point briefly and take personal responsibility. Moreover, based on Michel, Fursland and Nathan (2008)

in Module Two: How to Recognize Assertive Behavior, they said that verbal characteristic of giving suggestion in assertive communication style is by asking or offering the solution without using the word "should" or "must". Besides that, the speaker is able to say no for the others, but it is with the respect way. Whereas, the non-verbal characteristics of assertive communication are using the direct eye contact without staring, confident and clear voice tone, appropriate body language and the suitability between facial expressions and what the words are said (Peskova, 2011).

#### **CHAPTER III**

#### RESEARCH METHODS

This chapter explains very important procedures for doing the research.

They are the research design, the research instrument, the data collection and the data analysis that had been conducted by the researcher.

# 3.1 Research Design

In this research, the researcher applied descriptive-qualitative method. Descriptive method is used to determine, identify or describe the situation on current issues or problems through a process of data collection (Fox and Bayat, 2007). The process of data collection is found by some questions, such as what the way is to establish the problems, why or how the problems come to be, then describe all of them. Then, qualitative approach generally uses the words rather than the numbers or quantified so that this approach riches of description. By those explanations, the researcher used the descriptive and the qualitative methods because the data analysis was presented by interpreting and describing the detail information of assertive communication style in Dr. Zakir Naik speech.

#### 3.2 Data Collection

#### 3.2.1 Data and Data Source

The researcher used two data forms which contained an assertive communication style to conduct this research. The first one was the data in the form of words, phrases, and sentences. The last one was of picture's record of the non-verbal behavior in Dr. Zakir Naik speech about *The Purpose of Creation*. The speech was taken from the video in Dr. Zakir Naik Official youtube channel (<a href="https://youtu.be/ZwUa-czeBj4">https://youtu.be/ZwUa-czeBj4</a>) that published on September 27, 2014, with 2:28:26 as the duration of the video. Then, the subtitle of the video was taken through <a href="http://lilsubs.com">http://lilsubs.com</a>

#### 3.2.2 Instruments

In this research, the researcher is the main role of the research instrument. Bogdan and Biklen (2007) said that the human investigator was the primary instrument for the gathering and analyzing data in qualitative research. Thus, the researcher used self-opinion as the writer to process the data that is supported by some theories needed. Moreover, the researcher used the laptop as the tool of the research instrument to download video and transcript of Dr. Zakir Naik speech, then collecting and analyzing the data.

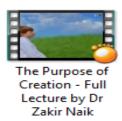
# 3.2.3 Data Collection Techniques

Collecting the data means gathering the information that aims to help the researcher to find the answer to the research problems. In this research, there are some following steps for collecting the data:

1. The researcher opened youtube.com, then typed Dr. Zakir Naik in the searching column to look for Dr. Zakir Naik's youtube channel.



2. The researcher downloaded the video which had been considered based on the criteria of the data source.



3. The researcher opened lilsubs.com to download the English subtitle of the video chosen.



4. The researcher opened the video of Dr. Zakir Naik speech: *The Purpose of Creation* and its transcript which had been obtained and downloaded to check the transcript at the same time. Moreover, the researcher deleted the transcript of the moderator's speech and only chose the transcript of Dr. Zakir Naik speech included the question-answer section with his audiences.



- 5. The researcher saved the transcript which had been edited, then printed into the transcription paper to make easy for collecting the data so that the data had been in the form of hard copy.
- 6. The researcher read and comprehended the transcription of Dr. Zakir Naik speech: *The Purpose of Creation* for several times in order to know how many assertive style of verbal characteristics that are used in the speech.
- 7. The researcher detected the assertive style in Dr. Zakir Naik speech: *The Purpose of Creation* by underlining the words, phrases, and sentences that indicated the style.
- 8. The researcher classified the data by giving some codes based on the characteristics of assertive style that were identified from the kinds of assertive style. The way of coding is used to ease the researcher for collecting the data systematically and effectively.

No.	Kinds of Assertive Style	Code	Minutes
1.	Basic Assertion	BA	*time*
2.	<b>Emphatic Assertion</b>	EM	*time*
3.	<b>Escalating Assertion</b>	ES	*time*
4.	<b>Confrontive Assertion</b>	CA	*time*
5.	I-language Assertion	IA	*time*
6.	Broken Record	BR	*time*

9. The researcher checked the minutes of the speaker said in the video that indicated the assertive style. Then, collected the non-verbal behavior used by capturing the pictures in order to be able to know the suitability between verbal and non-verbal characteristics of assertive communication style.

# 3.3 Data Analysis

After collecting the data needed, the researcher analyzed the data in the following steps to answer the research questions:

# 1. Classifying the data

The researcher classified the verbal data of assertive style that had been collected in each type and counted the total.

Verbal Data of Assertive Style in Dr. Zakir Naik speech: The Purpose of Creation

No.	Kinds of Assertive Style	Code	Total
1.	Basic Assertion	BA	
	(opinion, compliment, request, refusal)		
2.	Emphatic Assertion	EM	
	(understanding another feeling or need of		
	the person)		
3.	<b>Escalating Assertion</b>	ES	
	(the person ignores the rights of the speaker		
	and the speaker wants to change the		
	behavior of the person without being		
	aggressive)		
4.	Confrontive Assertion	CA	
	(pointing out a discrepancy between what		
	has previously been agreed then what		
	actually happens)		

5.	I-language Assertion	IA	
	(expressing negative feelings)		
6.	Broken Record	BR	
	(the repetition of what the speaker wants to		
	say)		

Then, the researcher also classified the pictures that had been captured by identifying them as non-verbal behavior data.

# Non-Verbal Data of Assertive Style in Dr. Zakir Naik speech: *The Purpose* of Creation

Data	Minutes	Physical Non-Verbal	Paralanguage
1.	*time*	*identifying facial	*identifying tone, stress
		expression, eye contact,	and pause*
		and body language*	

# 2. Describing the data

The researcher described the classification of verbal data and the identification of the non-verbal data used by the speaker that related to each other.

# 3. Analyzing the data

The researcher analyzed the data that had been classified and described for answering the research problems of this research.

In order to answer the research problem number one about the verbal characteristics of assertive communication style used in Dr. Zakir Naik speech:

The Purpose of Creation, the researcher used the theory from Michel, Fursland and Nathan (2008) which is about the kinds of assertive style: basic assertion, emphatic assertion, escalating assertion, confrontive assertion, i-language assertion and broken record. Furthermore, the researcher indicated the verbal characteristics by getting conclusion from the result of analyzing the kinds of assertive communication style.

Whereas, in order to answer the research question of number two about the characteristics of non-verbal assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*, the researcher identified and described the physical non-verbal based on theory of non-verbal communication in speech and analyzed paralanguage based on the hearing capability of the researcher then dealt with the theory chosen. On the other hand, the researcher wanted to know the suitability between what the speaker said and how it is said.

# 4. Drawing Conclusion

The researcher drew the conclusion based on the finding of the research.

#### **CHAPTER IV**

# FINDINGS AND DISCUSSIONS

In this chapter, the researcher serves the research findings of assertive communication style used in Dr. Zakir Naik speech: The Purpose of Creation. There are two explanations of the research findings. They are about the verbal data that analyze the verbal and non-verbal characteristics of assertive communication style.

# 4.1 Findings

The researcher divides the research findings into two parts to answer the research problems in this research. In the first part, the researcher describes the verbal characteristics by formerly analyzing the kinds of assertive communication used in Dr. Zakir Naik speech: *The Purpose of Creation*. There are six kinds of assertive communication used in the speech such as basic assertion, emphatic assertion, escalating assertion, confrontive assertion, I-language assertion, and broken record. Then, in the second part, the researcher explains the characteristics of non-verbal assertive communication style used in the speech.

# **4.1.1** The Kinds of Assertive Communication Style

This study conducts an analyzing verbal data of assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*. There are six kinds of assertive communication style. They are a basic assertion, emphatic assertion, escalating assertion, confrontive assertion, I-language assertion, and broken record. In the part of the basic assertion, it includes an opinion, compliment,

request, and refusal. Thus, the researcher finds 26 data which contains all kinds of assertive communication style used by Dr. Zakir Naik in his speech. Twenty-six data include two opinions, seven complements, one request, one refusal, three emphatic assertions, two escalating assertions, one confrontive assertion, two I-language assertions, and seven broken records. The summary formed in the table is put by the researcher in the appendixes page. Then, the detail explanation of those data is presented in the below:

## 4.1.1.1 Basic Assertion

The first kind of assertive communication style is the basic assertion. This kind includes the opinion that expresses personal rights, beliefs or feelings of the speaker, compliment that is used to appreciate someone, request for asking someone to do something and refusal for rejecting offer or opinion. The various data of basic assertion that is used by Dr. Zakir Naik in his speech are presented below.

# a. Opinion

An opinion is a personal thought or belief about something or someone. Usually, it is indicated by expression 'I feel', 'I think', 'I say', 'in my opinion or point of view' and so on. The data related to opinion is given below.

# Data 1

Audience: (giving a statement about creating the universe in the Bible and Quran). I think the content in the Bible and the Quran are against science. Please explain.

Dr. Zakir Naik: Brother asked the question. He said he has read the Bible, he quoted a few verses of the Bible and the Quran and did not give the reference. He said that the Bible says that Almighty God created day and

the night in the faulty. What is quoting is the first book of the Bible the book of Genesis chapter number one verse number three, it says that Almighty God created the day and the night and on the first day and further if you read in Genesis chapter number one verse number thirteen to nineteen, it says Almighty God created the Sun on the fourth day. I am giving the references also. So does not this go against science and I do agree with you it goes against science. And I had a debate with Dr. William Campbell in USA, Dr. William Campbell is a missionary and American doctor and got a Ph.D. writing a book against the Quran and in that debate on the Quran and the Bible and read the science even I posted this question even he could not answer, so I do agree there is the problem in the Bible. Now, coming to the question that the Quran says that Almighty God controls the universe, you did not say that Sun rotates...

Those utterances above were told by Dr. Zakir Naik as the speaker when he answered the question from the audience. This data is categorized in opinion as one of the parts of the basic assertion. It can be seen that Dr. Zakir Naik replied to the audience's question by repeating the audience's statement, then continuing by his knowledge to give more details and accurate information regarding the audience's statement. After that, at the end of every statement he told, he gave his opinion "I do agree with you" that shows the agreement or the similarity of the idea between Dr. Zakir Naik and his audience. From the data above, Dr. Zakir Naik agrees that there is the problem in the Bible's saying which goes against science about creating the day, the night and the sun. Another data indicated an opinion is shown in the next data.

### Data 2

Audience: ...so is it required that we should follow the commandment mentioned in the Quran?

Dr. Zakir Naik: It is a requirement... **I say** that if you want to follow the real commander of Allah Subhanallahu Wata'ala, follow this (the Quran). And if you being a Hindu, if you ask me how do I prove it, you have to come for my talk on the 18<sup>th</sup> of January on Sunday for similarities between Hinduism and Islam.

The sentence in data 2 was uttered by Dr. Zakir Naik when he was giving his opinion about following the commandment mentioned in the Quran. He replied the question from the audience that following the commandment mention in the Quran is a requirement then explaining the reason. The bold sentence "I say" is the personal characteristic for expressing an opinion which is the part of the kinds of assertive communication style that is a basic assertion.

From the data, Dr. Zakir Naik gives the opinion to the audience to follow the Quran if the audience wants following the real commander of Allah. After giving an opinion, Dr. Zakir Naik also gives the suggestion to his audience to come to his speech on Sunday, January 18<sup>th</sup> if the audience wants to know the detail of the similarities between Hinduism and Islam.

# b. Compliment

A compliment is an expression that we say to express or give praise to someone else. Then, some example data of compliment are presented below.

## Data 3

Audience: Good evening Dr. Zakir. My name is Roberto... As Dr. Zakir said God is a unique creator, there is only one. Second thing, you said God created human by out of love. Third, God has created wealth, poor, healthy and weakness is all because of a test. Similarly, in Christian, they believe God is one. The second point, God created human out of love. The third point is the same thing, all these things are because of tests by God. So, I just want to have an answer from you. Don't mistake, I'm not a Christian.

Dr. Zakir Naik: Brother has a question that even in Christianity like Islam. God is one and God loves the creation and he further said, what is the difference between Islam and Christianity?

Audience: It's not the difference. What is the most convincing you think that you say that other than Islam any other type of worship is not acceptable?

# Dr. Zakir Naik: That's a very good question brother...

The conversation above happened between Dr. Zakir Naik and the audience. The audience greeted and introduced his name. Then, he gave a statement about Dr. Zakir Naik said when he explained God in Islam. He also gave the statement that Dr. Zakir Naik said is the same in Christian. In this case, Dr. Zakir Naik concluded the audience's statement in the form of question what is the difference between Islam and Christianity. However, the audience clarified that he does not ask the difference both of Islam and Christianity. He just wants to know what is the most convincing that Dr. Zakir Naik thinks when he said that any other type of worship except Islam is not received. Then, Dr. Zakir Naik replied the question with good response.

The good response is indicated in the utterance which is marked in bold "That's a very good question brother". The utterance "That's a very good question brother" shows that Dr. Zakir Naik applies assertive communication style. The kind of assertive communication style is the basic assertion with compliment strategy. The strategy is used to appreciate the question that has been asked by the audience. The next data of basic assertion in the form of compliment is given below.

# Data 4

Dr. Zakir Naik: He has a Christian name if I heard it is correctly, but he said he is not a Christian. He says he believes in God. If there is a cellphone and it has a creator, so that is why he believes in God, **very good, Alhamdulillah, congratulations**.

The sentence in data 4 was uttered by Dr. Zakir Naik when he would reply to the audience's question. Before he gave the answer and the explanation concerning the question, he responded to the audience's statement. Firstly, Dr. Zakir Naik described the audience's name that heard as a Christian name, but the audience is not Christian. Secondly, Dr. Zakir Naik repeated the audience's statement that the audience believes in God. In the end, Dr. Zakir Naik appreciated the audience's belief by saying "very good, Alhamdulillah, congratulations". The utterance proves a compliment which is one of the other parts of basic assertion in assertive communication style used by Dr. Zakir Naik. Another compliment data in the basic assertion of assertive communication style is presented below.

# Data 5

Audience: ...So do you think it is wrong to kill an animal just for sake of satisfying taste bud?

Dr. Zakir Naik: The person has asked a very good question, very relevant question to the topic.

The sentence of Dr. Zakir Naik above is the response to the audience's question. The response is indicated as a compliment which is the part of basic assertion in assertive communication style. It is proved in the sentence "The person has asked a very good question, very relevant question to the topic". The phrases 'very good question' and 'very relevant question' are the expression of Dr. Zakir Naik in order to praise his audience who has asked the question. The next compliment data as the part of basic assertion in assertive communication style is given below.

#### Data 6

Audience: May peace and mercy of God be upon you all. My name is Arun Kumar... If God exists in everything means, why we do not worship in the ideal. There is also God no, then if no, where God exists? Please explain, thank you.

Dr. Zakir Naik: **Brother asked a very good question**. Peace is on you to brother, waalaikumsalam warahmatullahi wabarakatuh. Peace mercy and blessing of Allah Subhanallah wata'ala be on you, brother.

The dialogue above occurred between the audience and Dr. Zakir Naik. The audience asked a question about the existence of God. Then, Dr. Zakir Naik replied the question with the appreciation. It is showed in the utterance "Brother asked a very good question". In this case, the utterance presents one of the parts of basic assertion in an assertive communication style that is a compliment. After giving the appreciation of the audience's question, Dr. Zakir Naik replied the greeting from the audience. Then, another compliment data of basic assertion in assertive communication style is given below.

## Data 7

Audience: ...But a person brought up in some part of the world telling that okay this Lord Shiva Lord Vishnu or Jesus whatever he is led into believing that okay that is only God. Why you see also committing a sin?

Dr. Zakir Naik: It is a very good question he has asked.

The sentence which is marked in bold is uttered by Dr. Zakir Naik in order to respond to the question from the audience about the reason why Dr. Zakir Naik sees that believing God in any other God except Allah is committing a sin. The sentence "It is a very good question he has asked" is indicated as a compliment for the question which is asked by the audience. Furthermore, it includes the part of basic assertion in assertive communication style used by Dr. Zakir Naik in his

speech. The sentence is applied to appreciate what the audience has been done.

The next compliment data as the part of basic assertion in assertive communication style is presented below.

## Data 8

Audience: My question is why should God create us? Why should he keep that test? Why should he send us to hell?

Dr. Zakir Naik: Brother asked the question of why should God Creator, why should he send you here. The whole talk was based on that why God should create to test us, etc...

Audience: No. Why should he create us? What is the need for him?

Dr. Zakir Naik: Okay fine, why should he create other human beings okay that's a very good question that why should he create as a human being I will give a different angle to it.

The conversation above happened between the audience and Dr. Zakir Naik as the speaker. The audience asked a question about the reason God should create us, then Dr. Zakir Naik attempted to repeat the audience's question and gave the answer. However, in the middle of Dr. Zakir Naik answer, the audience said no and repeating his question. Finally, Dr. Zakir Naik responded the attitude with a good response 'okay fine' and giving a compliment to the audience by saying 'why should he create other human beings, okay that's a very good question'. The sentence "that's a very good question" is used in order to praise the question has been asked by the audience. It shows that is the part of basic assertion in assertive communication style. The last compliment data is given below.

#### Data 9

Audience: Regarding the lecture, you told in one place that angels do not have free will, but somewhere in the Quran I read in Al-Baqarah. I read that a place was not willing to bow down to Adam when Allah told so that this is free will and he took it like that.

Dr. Zakir Naik: MashaAllah, oh brother, you learn the Quran, MashaAllah...

The utterance marked in bold is what Dr. Zakir Naik said when he responded to his audience's question about the angel and the story of Adam. The utterance "MashaAllah, oh brother, you learn the Quran, MashaAllah" is indicated as the part of basic assertion in an assertive communication style that is a compliment. It is proved by the expression of MashaAllah that is an Arabic phrase used to appreciate and respect a person or something happening. From the data above, the audience wants to clarify what Dr. Zakir Naik said in his lecture at a place and what he has read in the Quran surah Al-Baqarah. Then, Dr. Zakir Naik responded to the audience's question by expressing the phrase MashaAllah in order to praise his audience who has learned the Quran.

# c. Request

A request is an act of asking for something. The expression of request can be in the form of statement and question. In the form of a statement, the word used is 'request' (I request you to...). While request question is a polite way to ask someone to do something. The expression of request usually uses modal verb 'can, could, will, would'. Then, the data of request is given below.

#### Data 10

Dr. Zakir Naik: But **can I have your name** and **can you repeat** what is about the Quran that you heard correctly? Your name first and what is the mention in the Quran.

The sentence in data 10 was uttered by Dr. Zakir Naik after he heard the question from the audience who did not introduce himself (audience). The sentence includes the part of basic assertion in an assertive communication style that is a request for asking someone to do something. It is proved in the bold sentence "can I have your name and can you repeat what is about the Quran that you heard correctly?". Based on the data, before Dr. Zakir Naik would answer the question, he asked the audience to mention his name and repeated the statement about the Quran that he heard. In this case, the request sentence used by Dr. Zakir Naik is in the form of a question.

#### d. Refusal

A refusal is an act of refusing or denying something. The data of refusal is proved below.

#### Data 11

Dr. Zakir Naik: He gave reference to chapter 21 verse 22, **the reference is wrong**.

Audience: (interrupted the disagreement)

Dr. Zakir Naik: The reference is cited references in Surah Al-Anbiya' chapter 21 verse 33, not 22, verse 33 that Sun rotates...

The utterance above is what Dr. Zakir Naik said to correct the opinion's statement from the audience. The utterance "the reference is wrong" shows that Dr. Zakir Naik refused the reference given by the audience about the Quran

chapter twenty-one verse number twenty-two. However, the audience did not agree with Dr. Zakir Naik said. Then, Dr. Zakir Naik still attempted to give the explanation of the right that the Sun rotates is not in the Quran chapter twenty-one verse number two, but in verse number thirty-three. So, from the data, the sentence "the reference is wrong" is the refusal data in the part of basic assertion in an assertive communication style that is used to reject the opinion's statement from the audience because it is actually wrong.

# 4.1.1.2 Emphatic Assertion

The second kind of assertive communication style is an emphatic assertion. The emphatic assertion is the strategy used to understand the feeling or need of someone. In this case, the speaker recognizes the situation of the other person's feeling or need. Then, it is followed by a statement about the right of the speaker. Some examples of assertive communication style with emphatic assertion characteristic are presented below.

## Data 12

Dr. Zakir Naik: Today you know and even I know that plants have got a life. So now the logic exchange, they say, ok brother Zakir, we agree plants have got a life, but plants cannot feel pain. They are for killing a plant to the left us in than killing an animal...

The sentence in data 12 was uttered by Dr. Zakir Naik when he replied to the question from the audience. He stated to the audience that "Today you know and even I know" plants have got a life. Then, Dr. Zakir Naik gave the statement by telling the right "So now the logic exchange". He continued his statement by

retelling what the people say to him "They say, ok brother Zakir" and he gave the detail explanation.

The data above is classified as emphatic assertion characteristic. It can be seen in the sentence "Today you know and even I know" that is uttered by Dr. Zakir Naik. The sentence shows that Dr. Zakir Naik attempts to understand what the audience needs to know, then it is followed by the statement "So now the logic exchange" in order to state the right. Moreover, Dr. Zakir Naik as the speaker also takes a position on the other person situation that had agreed with a statement. It is indicated in the sentence "They say, ok brother Zakir, we agree..." In the next data of emphatic assertion characteristic in assertive communication style is given below.

## Data 13

Dr. Zakir Naik: If you say it is torturing, never one person argued to me and told me. Dr. Zakir, I agree with you, plants have a good life, plants can feel pain. But the plants have got only two or three senses, animals have got five senses, they are for killing a plant as compared to killing an animal.

The utterance above was what Dr. Zakir Naik said when he replied the statement from the audience. In this case, Dr. Zakir Naik tried to understand the audience's need by giving the explanation that there is no person who argued plants can feel pain as the audience said. When Dr. Zakir Naik gave the explanation, he took the other person's position. It is proved in the utterance "Dr. Zakir, I agree with you, plants have good life, plants can feel pain". Then, he continued his explanation by telling the right that it can be seen in the utterance "But the plants have got only two or three senses..." From the data above, the

utterance with marked in bold are categorized as emphatic assertion characteristic which the speaker can understand what the audience needs and telling the right.

#### Data 14

Audience: I am not trying to contradict you that are putting in a doubt. This is my want to know your point of view.

Dr. Zakir Naik: **You are welcome to ask any questions**. I do not feel hurt at all. I know I am not contradicting, even if you contradict no problem. It is my job, I am a dai, it is my profession. You can criticize me, you can criticize the Quran. I am young, but I can take it along, Alhamdulillah. No problem with it, I do not get agitated that **you can ask any questions, no problem brother**.

The dialogue above happened between the audience and Dr. Zakir Naik. The audience attempted to state his feeling and what he needed to the speaker. Dr. Zakir Naik understood the situation of his audience's feeling, then he kindly replied by saying "You are welcome to ask any questions". He also explained that he did not feel hurt with the statement from the audience and stated the right that the audience can criticize him and others. Dr. Zakir Naik did not feel disturbed and it is no problem for him because it is his job and profession as dai to explain and correct straighten something contradicted. At the end of his talk before answering the question from the audience, he stated again to his audience that "you can ask any questions, no problem brother". Those bold sentences from the data above are indicated as the emphatic assertion characteristic used by Dr. Zakir Naik in order to understand the situation of the audience's feeling and need.

# 4.1.1.3 Escalating Assertion

The third kind of assertive communication style is an escalating assertion. In this strategy, the speaker wants to change the behavior of a person who refuses

46

the right of the speaker without becoming aggressively. The various examples that

are indicated as the escalating assertion are served on the next page.

Data 15

Dr. Zakir Naik: Quran says that the sun runs...

Audience: Surah number six I think.

Dr. Zakir Naik: In Quran surah number six the sun rotates? You said

twenty-one twenty-two, chapter twenty-one verse twenty-two...

Audience: Chapter number twenty-one verse twenty-two

Dr. Zakir Naik: That is the sun rotates?

Audience: No. In surah number six I think but interrupted twenty-one

verse twenty-two, God controls the universe.

Dr. Zakir Naik: So that was a deal science? Brothers asked a question, he said that he has read the Bible. He quoted a few verses of the Bible

and of the Quran and did not give a certain reference.

The conversation above occurred between Dr. Zakir Naik and his

audience. Based on the conversation, Dr. Zakir Naik attempted to explain the

question from the audience. However, when he had just explained, the audience

interrupted that it is in surah number six. Dr. Zakir Naik listened and he began to

clarify the statement from the audience by asking the question that is in Quran

surah number six the sun rotates. Then, he stated what the audience said that is

chapter twenty-one verse twenty-two. The audience agreed with Dr. Zakir Naik

that is in chapter number twenty-one verse twenty-two. After that, Dr. Zakir Naik

attempted to clarify again by asking that the Quran says the sun rotates in the

surah chapter number-twenty one verse twenty-two and the audience angrily

replied "No". In this case, Dr. Zakir Naik as the speaker wanted to be angry also,

47

but he still kept calm and ensured the question that is actually asked by asking a

question to the audience "So that was a deal science?". Then, the audience nodded

and Dr. Zakir Naik began to give the explanation to the audience.

The sentences marked in bold above are categorized as an escalating

assertion. Firstly, the sentence "No" that is uttered by the audience shows that the

audience ignores the right delivered by Dr. Zakir Naik. Secondly, the sentence

"So that was a deal science?" is the way used by Dr. Zakir Naik to change the

attitude of the audience and control himself in order to not be aggressive when he

answers the question from the audience. Now, the other data of assertive

communication style with emphatic assertion characteristic is given below.

Data 16

Dr. Zakir Naik: Do you have another question? If you have any

question, we are a welcome brother. We love you.

Audience: I'm not sure the chapter number.

Dr. Zakir Naik: No problem, I never criticize if I just lie to you. But I

just tell the right thing if you have given something wrong reference. But

someone woke me that correct to do...

Audience: Thank you.

The dialogue in the data 16 happened between Dr. Zakir Naik and the

audience. The bold utterances are indicated as an escalating assertion. The

utterance "Do you have another question? If you have any question, we are a

welcome brother. We love you". The speaker replied to the audience and gave an

offer to ask the question again. However, the audience is strongly not sure with

the chapter number surah in the Quran that Dr. Zakir Naik mentioned. It can be

seen that the audience has not been considering to the right. Then, Dr. Zakir Naik

replied the statement from the audience without becoming aggressively that is shown in the utterance "No problem, I never criticize if I just lie to you. But I just tell the right thing." In this case, Dr. Zakir Naik attempted to calm down himself in order to change the behavior of the audience who was being aggressive with his (audience) opinion, but he (audience) did not check what had been corrected by Dr. Zakir Naik.

## **4.1.1.4 Confrontive assertion**

The fourth kind of assertive communication style is confrontive assertion. The characteristic of confrontive assertion is the existence of the contradiction between what has been agreed and what actually happens. The example data of confrontive assertion is presented below.

#### Data 17

Audience: ... I believe in God, but I do not have a religion...

Dr. Zakir Naik: If you believe in God that he is there and you do not believe in religion, what is the definition of religion? Religion means believing in God, so if you believe in God and said do not believe in religion, you are contradicting.

The conversation in data 17 occurred between the audience and Dr. Zakir Naik that told about God and religion. The audience stated to Dr. Zakir Naik that he believes in God, but he does not have a religion. Then, Dr. Zakir Naik explained that religion means believing in God. It means that if the audience believes in God, he should have a religion. However, between what the audience has been agreed by himself and the reality are discrepant. It can be seen in the bold sentence "so if you believe in God and said do not believe in religion, you

49

are contradicting." In this case, the characteristic explained before is indicated as

confrontive assertion because the speaker found something that does not match

concerning what the audience says and what actually happens to him.

4.1.1.5 I-language Assertion

The fifth kind of assertive communication style is I-language assertion. I-

language assertion detects the expression of negative feeling in a controlled way.

The controlled way is realized by describing the behavior of the person, how the

behavior can give the effect for the feeling of the speaker or giving the reason why

the other person needs to change the behavior. Some data of I-language assertion

are served below.

Data 18

Dr. Zakir Naik: Regarding a question that Quran says Almighty God

controls the universe, you did not say that Sun rotates...

Audience: (interrupted)

Dr. Zakir Naik: Yeah, that is what I heard and I am not asked you to

repeat. Why you are repeating. I heard that.

From data 18, it can be seen that Dr. Zakir Naik attempted to answer the

question from the audience. However, when Dr. Zakir Naik did not yet finish his

explanation, the audience interrupted angrily because he did not agree what Dr.

Zakir Naik said that he did not say the sun rotates concerning what the Quran

says. In this case, Dr. Zakir Naik expressed a negative feeling when he looked at

the behavior of the audience, but he was still in a calm way.

So, the data above includes the I-language assertion. It is proved in the

sentence marked in bold "Yeah, that is what I heard and I am not asked you to

repeat, why you are repeating. I heard that." The sentence "Yeah, that is what I heard" shows that Dr. Zakir Naik described the behavior of the audience who repeated the statement by interrupted angrily when Dr. Zakir Naik did not yet finish his explanation. Then, Dr. Zakir Naik said assertively "I am not asked you to repeat". It is detected that he showed his negative feeling concerning the audience's behavior. After that, Dr. Zakir Naik continued his statement by saying "Why you are repeating. I heard that". The sentence presents what the speaker wants to change the behavior of the audience. The next data of I-language assertion is given below.

#### Data 19

Dr. Zakir Naik: I will give the reply, brother. After I reply whatever querying you, you have no problem rather you asked the question, brother. Let me reply after I finish my reply, you can ask another 20 questions. But when you asked the question, I was listening carefully. Now, you listen to my answer. And after I finish my answer, if you have any query, you can ask, I will give you enough time.

The sentences in data 19 were uttered by Dr. Zakir Naik when he replied to the audience who always interrupted him before his talk finished. Those are classified as the characteristic of I-language assertion in assertive communication style. Firstly, Dr. Zakir Naik described the behavior of the audience who interrupted his reply. It can be seen in the sentence "I will give the reply, brother. After I reply whatever querying you, you have no problem rather you asked the question, brother".

Secondly, Dr. Zakir Naik expressed how the audience's behavior can give a disturbing effect on his feeling. It is showed in the sentence "Let me reply after I finish my reply, you can ask another 20 questions. But when you asked the question, I was listening carefully". In this case, Dr. Zakir Naik felt disturbed because the audience could not be patient to listen to what Dr. Zakir Naik said when he replied. Then, Dr. Zakir Naik gave the reason that he had also listened to what the audience said, so he asked the audience to allow him finishing his reply.

Thirdly, in order to change the behavior of the audience, Dr. Zakir Naik used the sentence "Now, you listen to my answer. And after I finish my answer, if you have any query, you can ask, I will give you enough time" that was delivered to his audience.

# 4.1.1.6 Broken Record

The last kind of assertive communication style is a broken record. Broken record means the repetition what the speaker wants to say. The speaker uses a broken record in order to hold a strong statement and irrelevant logic. Besides that, this kind is also used to get the other person's attention, asking the question until getting the answer.

## Data 20

Dr. Zakir Naik: Now, I'm asking you a question. Can the student who failed? Can you object to the teacher that because you predicted I am going to fail or I have failed? **Who's to blame**, the teacher or the student? **Who's to blame?** 

The utterance above is told by Dr. Zakir Naik when he explained an example of the problem. Then he gave some question to the audience and there is a question which is repeated by him. The question is "Who's to blame, the teacher or the student? Who's to blame?" So, the question "Who's to blame?" is classified as a broken record. Dr. Zakir Naik repeated the question in order to get the

attention of the audiences until they answered the question. Besides that, it is also used to make sure that his audiences have understood the explanation. Another example of broken record characteristic is presented below.

#### Data 21

Dr. Zakir Naik: So many Christians say that Jesus Christ peace is upon him, he claimed divinity. So when they say God is one, they say Jesus Christ peace be upon him, he is God. Which we Muslims take opposition, there is not a single unequivocal statement in the complete Bible with Jesus Christ peace be upon him, he says that I am God or where he says worship me. So the form of worship for the normal Christian is worshipping Jesus Christ peace be upon him and I repeat my statement, there is not a single unequivocal statement in the complete Bible with Jesus Christ peace be upon him, he says that I am God or where he says worship me.

The sentences which are marked in bold are categorized as a broken record. The speaker explained the opinion of Christians about Jesus. He said that "there is not a single unequivocal statement in the complete Bible with Jesus Christ peace be upon him, he says that I am God or where he says worship me." The sentence repeated after he gave the conclusion that the form of worship for the normal Christian is worshipping Jesus Christ peace be upon him. Before repeating, Dr. Zakir Naik gave the statement 'I repeat my statement'. After that, he repeated the bold sentence above. In this case, Dr. Zakir Naik attempted to keep up his strong comment to the audiences about the right. The next data of broken record characteristic in assertive communication style is given below.

## Data 22

Dr.Zakir Naik: If any Christian can show me any unequivocal statements in the Bible where Jesus Christ peace be upon him, he says I am God where he says worship me. I am Dr. Zakir Naik, I am ready to accept Christianity today. I am ready to put my head on the guillotine.

Based on the data 22, there are repeating sentences that ware uttered by Dr. Zakir Naik when he gave the explanation. Those repeating sentences are included in broken record characteristic. It can be seen in the sentence "I am ready to accept Christianity today. I am ready to put my head on the guillotine." The sentence "I am ready" is repeated twice and after the sentence is followed by the strong statement. Dr. Zakir Naik used this strategy in order to convince the audience that what he said is right because he has also learned the Bible. Another example of a broken record as one of the kinds of assertive communication is presented below.

#### Data 23

Dr. Zakir Naik: The best is Islamic schools. Unfortunately, unfortunately, there are very few Islamic schools. But Alhamdulillah tsumma Alhamdulillah, now, throughout the world including India, there are many Islamic schools bringing up, some of the good quality, some medium quality, some low quality.

Based on data 23, Dr. Zakir Naik explained about Islamic school. He told that are a few Islamic schools in the past, but now, the existence of the Islamic school is growing rapidly included in India. In this case, when Dr. Zakir Naik told what happened in the past concerning Islamic schools, he said the word "unfortunately" in order to express his sad feeling when he remembered the situation. He repeated the word "unfortunately" twice in order to get the attention of the audiences and invite them to feel and understand the situation. So, the repeating word "unfortunately" that is marked in bold is the characteristic of a broken record. The next example of data of broken record in assertive communication style is given below.

#### Data 24

Dr. Zakir Naik: If you read the bhagavad-gita, **Bhagavad-Gita** says in **chapter number 7 verse number 20**, all those whose intelligence is ignored on, brother. **Bhagavad-Gita chapter number 7 verse number 20**, all those whose intelligence has been stolen by material desires.

The sentence above was uttered by Dr. Zakir Naik when he explained about the holy book of Hinduism. It is indicated as broken record characteristic because Dr. Zakir Naik repeated his statement what the holy book of Hinduism says. It can be seen in the utterance "Bhagavad-gita chapter number 7 verse number 20". Dr. Zakir Naik mentioned twice in order to convince the audiences. Besides that, Dr. Zakir Naik attempted to get the attention from the audiences so that they could receive the message that is delivered by him. Then, another data with broken record characteristic is served below.

#### Data 25

Dr. Zakir Naik: If you are eating good things as long as you are not wasting. **If you waste food, it is wrong. If you waste food, it is wrong.** So if you kill for eating for sustenance even if it is tasty, no problem, it is permitted.

The utterance marked in bold is classified as broken record characteristic in assertive communication style. It is delivered by Dr. Zakir Naik when he gave the explanation concerning the question from the audience. Based on the data above, Dr. Zakir Naik repeated his statement twice in order to maintain a steady comment and deliver a message that should be understood by the audience. In the statement, he told that wasting food is the wrong thing. It can be seen in the utterance "If you waste food, it is wrong. If you waste food, it is wrong". The last example of broken record characteristic is presented in the next page.

#### Data 26

Dr. Zakir Naik: ...If a Christian worship Jesus Christ please be upon him. The Bible says he should not be worship. Your way that says it should not be worship. So the quantity of Vedas, **you will be a sinner**. According to Bhagavad-Gita, **you will be a sinner**. According to the open assured, **you will be a sinner**. According to the Bible, **you will be a sinner**.

The sentence was uttered by Dr. Zakir Naik when he gave the reply to the question from the audience. From the data above, Dr. Zakir Naik gave the example of a statement that is written in some the holy books of religion. He said that someone will be a sinner if he/she should not be worship. It is proved in the sentence "So the quantity of Vedas, you will be a sinner. According to Bhagavad-Gita, you will be a sinner. According to the open assured, you will be a sinner. According to the Quran, you will be a sinner. According to the Bible, you will be a sinner". Dr. Zakir Naik repeated the sentence "you will be a sinner" after mentioned the holy book of the religion. It is used to deliver the right and convince the audience that the statement is mentioned in the holy book of any religions. So, the speaker can also get the attention from the audiences and the message can be delivered to them.

Thus, from the detail explanation about the kinds of assertive style used in Dr. Zakir Naik speech: *The Purpose of Creation*, the researcher indicates the verbal characteristics are often using 'I' statement, praising statement, suggestion without should or ought to, requesting in the form of question, emphatic statement, constructive criticism without blame, and seeing others opinions.

# 4.1.2 Non-Verbal Assertive Communication Style

Non-verbal behavior means the way to say the words included facial expression, eye contact, body language or gesture and tone and intonation. After identifying non-verbal characteristics of assertive communication style used by Dr. Zakir Naik in his speech *The Purpose of Creation*, the researcher summarized the result in the form of a table. The table is put by the researcher in the appendixes page. From the data, the researcher found that the speaker often used relax facial expression, good eye contact, confident voice tone in the mid-pitch and some types of body language included nod, hand on the chest, pointed to the ear, pointed in the air, ok sign, open hand, downward palm hand, steeple hands, raising hand to the ear and pointed down.

Then, in this point, the researcher attempts to show the picture of body language used by Dr. Zakir Naik in his speech *The Purpose of Creation*. Furthermore, the researcher also gives the detail explanation concerning the body language itself and other non-verbal characteristics included facial expression, eye contact and tone or intonation used by Dr. Zakir Naik. The various example data of non-verbal characteristics in assertive communication style are presented below.



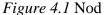




Figure 4.2 Hand on the Chest

Figure 4.1, the nod body language is used to show the agreement and express the praise to the statement and the question from the audience. This body language is often supported by smiling and relaxing facial expression and blinking eye contact. Moreover, the tone of voice is clear and in the middle frequency or called mid-pitch. In this case, those non-verbal characteristics show the pleasant feeling of the speaker.

Figure 4.2, the hand on the chest body language shows the self of the speaker. In this case, the speaker used this body language when he stated his opinion using 'I' statement. The way aims to present the brief point so that the audiences are able to pay attention and trust what the speaker says. The facial expressions that can support this body language are raising eyebrow to give stressing what the word says without being aggressive and sometimes smiling to show kinder expression. Then, using direct eye contact by looking at the audiences and taking the mid-pitch of voice tone can also increase the possibility for the speaker to be believed. The characteristics indicate the assertiveness of the speaker.



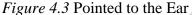




Figure 4.4 Pointed to the Air

Figure 4.3, pointed to ear body language is used by the speaker when he requested to the audience to repeat what he said about the Quran that the audience heard correctly. The speaker pointed to the ear when he stated the word 'heard'. The way aims to help the speaker delivering his request to the audience and to ensure what the speaker heard about the statement from the audience is not wrong. Relax facial expression, directly looking to the audience and keeping up the voice tone in the mid-pitch are indicated to respect the audience yet although the speaker knows that the statement is wrong. Moreover, the speakers sometimes used this body language to express negative feeling (I-language assertion) in a certain context. Although he also used the fall-rise pitch of voice tone, his facial expression was smiling followed by blinking eye contact.

**Figure 4.4**, pointed to the air body language is presented to emphasize and give the power what the words say. It can be appeared in a serious situation by looking at the audience. On the other hand, it looks like for being aggressive, but the speaker is still controlled the voice tone in the mid-pitch so that the audiences do not feel to be judged. Besides that, the speaker can still convey the message to the audiences.



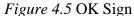




Figure 4.6 Open Hand

Figure 4.5, OK sign body language is meeting between thumb and index finger while three other fingers spread apart. This body language is used in the broken record technique of assertive communication style. In this case, the speaker attempted to emphasize the important point by repeating it and using the raising or lower eyebrow and upward head slightly in his facial expression, looking eye contact or sometimes blinking to the audience and controlling the high or rise-fall or fall-rise pitch in the mid-pitch.

Figure 4.6, Open hand body language is showed by opening arms. This body language is detected having the function to make the speaker to be trusted while understanding the feeling (emphatic assertion) from the audience and welcoming included changing the audience's behavior who ignores the right of the speaker (escalating assertion). The smiling and relaxing facial expression and looking at the audience or sometimes using blink eye contact are the way to respect the audience without hurting. Then, the voice tone is occasionally fall-rise pitch but constantly controlled in the mid-pitch. So, the speaker actually wanted to be angry, but it is covered by applying an assertive way.







Figure 4.8 Steeple Hands

Figure 4.7, downward palm hand body language is presented to help the speaker to get attention from the audiences so that the audiences can receive the information. The speaker did this body language when he stated a strong statement in the emphatic assertion and broken record technique because he wanted to deliver the specific message to the audiences. In order to get attention, the speaker raised the voice tone in the high frequency, then he moved to the low frequency. On the other hand, it is called as raise-fall pitch. Besides that, he looked directly to the audiences and used very serious facial expression with a lower-raising eyebrow. However, At the end of his talk, he smiled for keeping up the relax situation between the speaker and the audiences.

**Figure 4.8**, steeple hands body language happens when the fingertips touch each other. This body language aims to show the personal confidence when giving the emphasis to the words said. In this case, the speaker applied steeple hands body language in confrontive assertion and broken record technique. In confrontive technique, the speaker told the contradictory thing that the audience did. While in the broken record, the speaker emphasized the specific word to the audiences. Thus, the context is also detected to convince the audience concerning

the speaker belief. Then, the voice tone used to emphasize what the words are said was the high or fall-rise pitch. However, it did not decrease the respect of the speaker to his audiences because he maintained his facial expression with lower eyebrow while smiling. Furthermore, using good eye contact by looking to the audience showed the important thing he said and sometimes closing eyes presented a relaxing situation.





Figure 4.9 Raising Hand to the Ear

Figure 4.10 Pointed down

**Figure 4.9**, raising hand to the ear body language is used by the speaker in order to wait for the answer from the audience concerning the repeating question given in the mid-pitch. Based on the picture, the speaker seemed in relax facial expression and held direct looking to his audiences.

Figure 4.10, pointed down body language indicated that the speaker really emphasized his statement. From the picture, the speaker used this body language when he said 'I repeat my statement'. Besides that, the facial expression of the speaker with lower-raising eyebrow showed he was serious what he said. His looking eye contact straightened to the audience followed by controlling the voice tone from the high frequency to the low frequency and contrarily.

## 4.2 Discussions

The report of this research addresses two objectives of research question related to assertive communication style used in Dr. Zakir NAik speech: *The Purpose of Creation*. The point of this discussion is arranged based on these two research questions. These are verbal characteristics by analyzing the kinds of assertive communication style and non-verbal characteristics included the facial expression, eye contact, the body language, and the tone or intonation.

Assertive communication style is expressing the personal right without hurting others. According to Michel, Fursland and Nathan (2008), assertive communication style is divided into six kinds. They are basic assertion, emphatic assertion, escalating assertion, confrontive assertion, I-language assertion, and broken record. Thus, the theory is applied by the researcher to answer the first research question. In this present research, the researcher found 26 data related to kinds of assertive communication style that are used by Dr. Zakir Naik in his speech *The Purpose of Creation*. The researcher found 11 data of basic assertion (2 opinions, 7 compliments, 1 request and 1 refusal), 3 emphatic assertions, 2 escalating assertions, 1 confrontive assertion, 2 I-language assertions, and 7 broken records. Then, from the result of the kinds of assertive style used in Dr. Zakir Naik speech: *The Purpose of Creation*, the researcher indicated the verbal characteristics are often using 'I' statement, praising statement, suggestion without should or ought to, requesting in the form of question, emphatic statement, constructive criticism without blame, and seeing others opinions.

The next discussion is about non-verbal characteristics of assertive communication. Non-verbal characteristics include the facial expression, eye contact, the body language and tone or intonation. Non-verbal behavior plays an important part in doing communication which aims to support what the words are said or have own meaning. It depends on the speaker and the way that is used. In this present research, the researcher found some non-verbal characteristics of assertive communication style used in Dr. Zakir Naik speech: *The Purpose of Creation*. Non-verbal characteristics that are often used by the speaker are relax facial expression, good eye contact, confident voice tone in the mid-pitch and some types of body language included nod, hand on the chest, pointed to the ear, pointed in the air, ok sign, open hand, downward palm hand, steeple hands, raising hand to the ear and pointed down.

Based on the finding above, the researcher tends to discuss this present research with these two previous researches. The first is the research from Ignasia Yuyun (2014) that reports a study on the analysis verbal characteristics of assertiveness in a debate setting. The result of her research is same with this present research that verbal characteristics of assertiveness are often using 'I' statement and emphatic statement and giving argument without 'should'. In this case, the previous research supports this present study in the field study of assertiveness although they use the different object and theory. Then, the second research comes from Barbara Kelley (2015) that analyzes non-verbal behavior of assertiveness in professional women. The result of the research has a little difference with this present research. The research of Kelley shows that the

women presents assertiveness as respectful and effective communication through how they act assertively. However, the researcher does not mention what the certain non-verbal behavior of assertiveness used. The researcher only explains the skills used by women to be assertive while passing a case given. While in this present research, the researcher attempts to mention certain non-verbal behavior assertiveness relating verbal characteristic such as, the speaker nods to express an agreement, put hand on the chest to show himself while expressing his opinion. Regarding those two previous researches, they assist this present research to combine both topics of verbal and non-verbal characteristics of assertiveness so that this research can fill incompleteness one another both of the researches and attempt to deliver the new finding.

In short, in order to complete this discussion, the researcher hopes that the finding of this present research has a good contribution in the society, especially someone who is doing communication with the other people in a certain place and event. He/she can practice how the way to act assertively both of verbal and non-verbal characteristics so that he/she becomes a good communicator. Besides that, the researcher also hopes that this present research can help the reader to develop their knowledge for understanding the field study of assertive communication style.

#### **CHAPTER V**

# **CONCLUSION AND SUGGESTION**

In this final chapter, the researcher presents the conclusion of the study and the suggestion for the next researchers who conduct their research related to this study.

## 5.1 Conclusion

The objectives of this research are about the verbal data that has got by analyzing the kinds of assertive communication style and non-verbal characteristics of assertive communication style. Then, after analyzing the data, the researcher presents the conclusion on some points as following:

- a. For the kinds of assertive communication style data in Dr. Zakir Naik speech: *The Purpose of Creation*, the researcher finds 26 data contains all kinds of assertive communication style including basic assertions, emphatic assertion, escalating assertion, confrontive assertion, I-language assertions, and broken records. Then, the researcher indicates the verbal characteristics often used are 'I' statement, praising statement, suggestion without should or ought to, requesting in the form of question, emphatic statement, constructive criticism without blame, and seeing others opinions.
- b. For the characteristics of non-verbal data of assertive communication style in Dr. Zakir Naik speech: *The Purpose of Creation*, the researcher finds that the speaker often uses relax facial expression, good eye contact, confident voice tone in the mid-pitch and some types of body language included nod, hand on

the chest, pointed to the ear, pointed in the air, ok sign, open hand, downward palm hand, steeple hands, raising hand to the ear, and pointed down.

Therefore, by looking at the findings of this research, the researcher has proven that assertive communication style can be analyzed in Dr. Zakir Naik speech: *The Purpose of Creation*. This research also can prove that verbal and verbal behaviors have to play an important rule while doing communication. Furthermore, it is for the speaker who gives a speech in front of many people. The speaker needs to understand and practice assertive style which is as an effective way of doing communication. So, the listeners can get the information or the message from the speaker clearly.

# 5.2 Suggestion

Relating to the findings of this research, the researcher has some suggestions for the future researchers who conduct their research on communication style, especially assertive style. Firstly, the researcher suggests to the next researcher to analyze the assertive communication style in some videos of the speaker chosen. Secondly, the future researcher can compare the assertive style theory that focuses on speech act and communication style. Thus, the researcher hopes that the suggestions of this research can contribute as a good reference for the future researchers who interest to take assertive communication style as their focus.

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