

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

**THESIS**



**BY:  
DESY PERMATASARI  
REG. NUMBER: A73215036**

**ENGLISH DEPARTMENT  
FACULTY OF ARTS AND HUMANITIES  
UIN SUNAN AMPEL SURABAYA**

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Name : Desy Permatasari  
Reg. Number : A73215036  
Department : English Department  
Faculty : Arts and Humanities

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SPEECH: *THE PURPOSE OF CREATION*

by


Desy Permatasari

Reg. Number: A73215036

Approved to be examined by the Board of Examiners, English Department,  
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, July 10<sup>th</sup>, 2019

Thesis Advisor



**Dr. Mohammad Kurjum, M.Ag.**

**NIP: 196909251994031002**

Acknowledged by:

The Head of English Department



**Dr. Wahyu Kusumajanti, M.Hum.**

**NIP: 197002051999032002**

## EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, State Islamic University Sunan Ampel Surabaya, on July 16<sup>th</sup>, 2019

The Board of Examiners are:

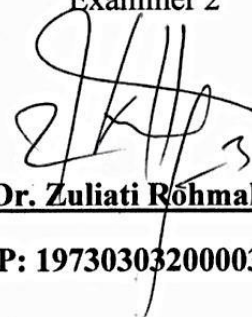
Examiner 1



**Dr. Mohammad Kurjum, M.Ag.**

**NIP: 196909251994031002**

Examiner 2



**Prof. Dr. Zuliati Rohmah, M. Pd.**

**NIP: 197303032000032001**

Examiner 3



**Dr. A. Dzo'ul Milal, M. Pd.**

**NIP: 196005152000031002**

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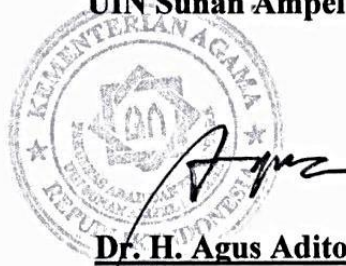
**Murni Fidiyanti, M.A.**

**NIP: 198305302011012011**

**Acknowledged by:**

**The Dean of Faculty Arts and Humanities**

**UIN Sunan Ampel Surabaya**



**Dr. H. Agus Aditoni, M.Ag.**

**NIP: 196210021992031001**



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**UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA**  
**PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300  
E-Mail: perpus@uinsby.ac.id

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Nama : DESY PERMATASARI  
NIM : A73215036  
Fakultas/Jurusan : ADAB DAN HUMANIORA / SASTRA INGGRIS  
E-mail address : pertamadesy@gmail.com

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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 non-verbal 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.









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



































































































#### 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.











## 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.







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