

**ASSERTIVE ACTS IN JOHN HERDMAN'S
STATEMENTS AS THE NEW HEAD COACH OF
INDONESIAN NATIONAL FOOTBALL TEAM
THESIS**



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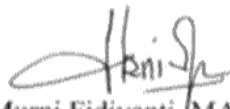
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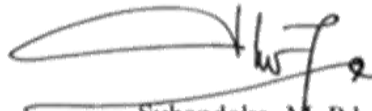
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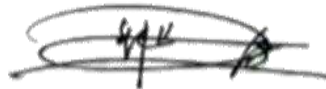
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ABSTRACT

Nurrerynta, I. N. (2026). *Assertive Acts in John Herdman's Statements as the New Head Coach of Indonesian National Football Team*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Murni Fidiyanti, M.A., (II) Suhandoko, M.Pd.

The study is aimed in discovering the assertive acts in the John Herdman's statements as the new head coach of Indonesian national team on press conferences video, which shows the communicative language and its function. There are two questions to be answered in this study, namely: (1) What types of assertive speech acts are used in John Herdman's statements in his press conferences as the head coach of the Indonesian National Team?; (2) What are the functions of assertive acts used by John Herdman's statements in his press conferences as the head coach of the Indonesian National Team?.

This study uses qualitative approach in relation to the use of clear and systematic description about the utterances of John Herdman being studied. Descriptive study in textual analysis was applied in this study to analyze the assertive acts in his statements. The data were collected by first transcribing the video on PSSI YouTube official. The transcription was then analyzed by identifying the types of assertive acts by applying suitable codes in the appropriate text. The analysis was continued by identifying the function of assertive acts applied by the John Herdman's statements during the press conferences.

This study reveals that all assertive acts types (asserting, predicting, stating, and concluding) and all the functions (giving information, reporting the events, describing situations, expressing belief, explaining or clarifying, evaluating, and predicting future events) are applied in the video. From the occurrence of all assertive, John Herdman, tends to use asserting types which belong to expressing belief, especially when he talked about Indonesian national team career. He applied it because he maintains the confidence, commitment, and leadership in public communication that he expressed and to clearer communication between sports figures and the public. Overall, the way of communication interpreted as the findings helps to show the communicative techniques of the coach in front of national media during the first press conferences.

Keywords: types of assertive acts, function of assertive acts, communicative technique

ABSTRAK

Nurrerynta, I. N. 2026. *Tindak Asertif dalam Pernyataan John Herdman sebagai Pelatih Kepala Baru Tim Nasional Sepak Bola Indonesia*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Murni Fidiyanti, M.A., (II) Suhandoko, M.Pd.

Penelitian ini bertujuan untuk mengidentifikasi tindakan asertif dalam pernyataan John Herdman sebagai pelatih kepala baru Tim Nasional Indonesia pada video konferensi pers, yang menggambarkan bahasa komunikatif dan fungsinya. Ada dua pertanyaan yang akan dijawab dalam penelitian ini, yaitu: (1) Jenis tindak tutur asertif apa saja yang digunakan dalam pernyataan John Herdman pada konferensi persnya sebagai pelatih kepala Tim Nasional Indonesia? (2) Apa saja fungsi tindak tutur asertif yang digunakan dalam pernyataan John Herdman pada konferensi persnya sebagai pelatih kepala Tim Nasional Indonesia?

Penelitian ini menggunakan pendekatan kualitatif terkait penggunaan deskripsi yang jelas dan sistematis mengenai ucapan-ucapan John Herdman yang menjadi objek studi. Analisis deskriptif dalam analisis tekstual diterapkan dalam penelitian ini untuk menganalisis tindak tutur asertif dalam pernyataannya. Data dikumpulkan dengan terlebih dahulu mentranskripsikan video dari kanal YouTube resmi PSSI. Transkrip tersebut kemudian dianalisis dengan mengidentifikasi jenis-jenis tindakan asertif melalui penerapan kode-kode yang sesuai pada teks yang relevan. Analisis dilanjutkan dengan mengidentifikasi fungsi tindak tutur asertif yang diterapkan dalam pernyataan John Herdman selama konferensi pers.

Hasil studi ini menunjukkan bahwa semua jenis tindak tutur asertif (menyampaikan pendapat, meramalkan, menyatakan, dan menyimpulkan) serta semua fungsi (memberikan informasi, melaporkan peristiwa, menggambarkan situasi, mengungkapkan keyakinan, menjelaskan atau mengklarifikasi, mengevaluasi, dan meramalkan peristiwa di masa depan) diterapkan dalam video tersebut. Dari semua bentuk asertif yang muncul, John Herdman cenderung menggunakan jenis asertif yang termasuk dalam mengekspresikan keyakinan, terutama ketika ia berbicara tentang karier tim nasional Indonesia. Ia menerapkannya karena ia mempertahankan kepercayaan diri, komitmen, dan kepemimpinan dalam komunikasi publik yang ia ungkapkan serta untuk komunikasi yang lebih jelas antara tokoh olahraga dan masyarakat. Secara keseluruhan, cara berkomunikasi yang diinterpretasikan dari temuan-temuan tersebut membantu menggambarkan teknik-teknik komunikasi yang digunakan pelatih di hadapan media nasional selama konferensi pers pertama.

Kata Kunci: jenis-jenis tindak tutur asertif, fungsi tindak tutur asertif, teknik komunikasi

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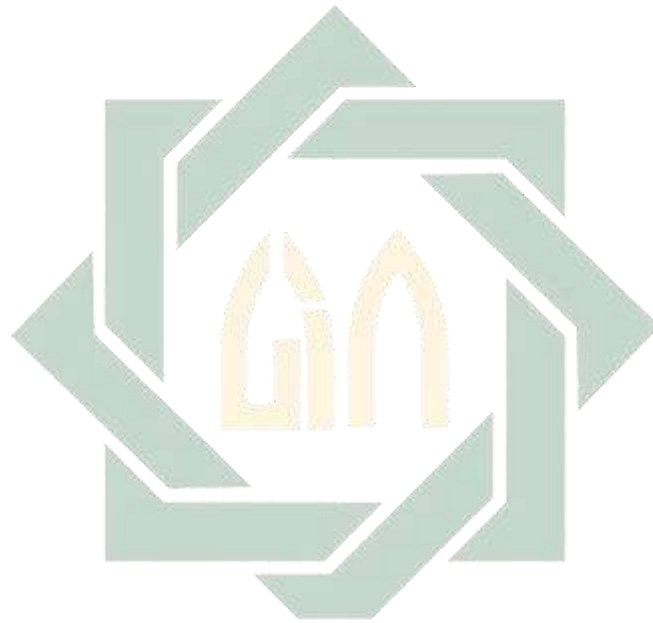
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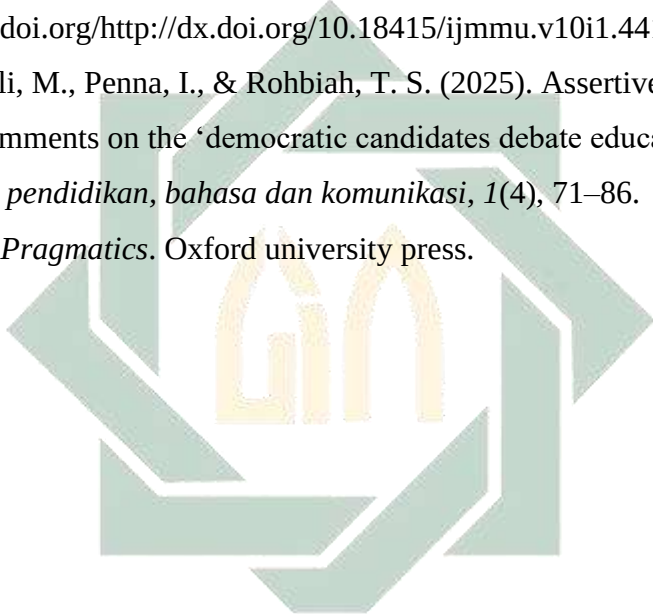
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CURRICULUM VITAE



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