

**ASSERTIVE SPEECH ACTS USED BY EVY
POUMPOURAS'S MOTIVATIONAL SPEECH IN TEDX
TALKS**

THESIS



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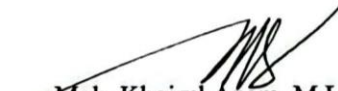
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ABSTRACT

‘Ainurrohmah, L. (2026). *Assertive Speech Act used by Evy Poumpouras's Motivational Speech in TEDx Talks*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Dr. Endratno Pilih Swasono, M.Pd., (II) Moh. Khoirul Anam, M.Li.

This study aims to investigate the use of assertive speech acts in Evy Poumpouras's motivational speech entitled *How to Succeed Without Confidence, Motivation, or Healing* in TEDx Talks. The study addresses two research problems: (1) what types of assertive speech acts are used by Evy Poumpouras in her motivational TEDx Talk, and (2) how assertive speech acts function in supporting her motivational communication goals. The study is conducted to fill the research gap in previous studies, which mainly focus on identifying speech act types and frequencies without examining the specific role of assertive speech acts in constructing credibility and enhancing persuasive impact in motivational discourse.

This study employs a qualitative descriptive approach. The data consist of utterances containing assertive speech acts found in Evy Poumpouras's TEDx Talk. The data were collected through documentation techniques by watching the video, obtaining and reviewing the transcript, and identifying utterances containing assertive speech acts. The data were then analyzed using Searle's theory of assertive speech acts through several procedures, namely organizing and preparing the data, reading the transcript repeatedly, coding the data, developing descriptions and themes, and interpreting the findings.

The findings reveal that six types of assertive speech acts are used in the speech, namely stating, claiming, informing, predicting, reporting, and concluding. A total of 133 assertive speech acts were identified, with reporting as the most dominant type (47 occurrences), followed by claiming (34), concluding (28), informing (17), predicting (5), and stating (2). The dominance of reporting indicates that Evy Poumpouras frequently relies on personal experiences and factual narratives to deliver her motivational message. Furthermore, the study shows that assertive speech acts function not only to convey information but also to construct credibility, authority, and trustworthiness. Through reporting and informing, the speaker establishes professional credibility, while claiming, concluding, and predicting serve persuasive functions by challenging audience assumptions, encouraging reflection, and motivating positive behavioral change. These findings demonstrate that assertive speech acts play a significant role in enhancing the persuasive power of motivational speeches and contribute to a deeper understanding of assertive speech acts in motivational discourse.

Keywords: Pragmatics, Speech acts, Assertive speech acts, Motivational speech, TEDx Talks, Evy Poumpouras.

ABSTRAK

‘Ainurrohmah, L. 2026. *Tindak Tutur Asertif yang Digunakan dalam Pidato Motivasi Evy Poumpouras di TEDx Talks*. Program Studi Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Dr. Endratno Pili Swasono, M.Pd., (II) Moh. Khoirul Anam, M.Li.

Penelitian ini bertujuan untuk menyelidiki penggunaan tindak tutur asertif dalam pidato motivasi Evy Poumpouras yang berjudul *How to Succeed Without Confidence, Motivation, or Healing* dalam TEDx Talks. Penelitian ini membahas dua permasalahan penelitian: (1) Jenis tindak tutur asertif apa saja yang digunakan oleh Evy Poumpouras dalam pidato motivasi TEDx Talk-nya, dan (2) Bagaimana tindak tutur asertif berfungsi dalam mendukung tujuan komunikasi motivasinya. Penelitian ini dilakukan untuk mengisi kesenjangan penelitian dalam studi-studi sebelumnya, yang sebagian besar berfokus pada identifikasi jenis dan frekuensi tindak tutur tanpa mengkaji peran spesifik tindakan wacana asertif dalam membangun kredibilitas dan meningkatkan dampak persuasif dalam pidato motivasi.

Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data terdiri dari ucapan yang mengandung tindak tutur asertif yang ditemukan dalam TEDx Talk Evy Poumpouras. Data dikumpulkan melalui teknik dokumentasi dengan menonton video, memperoleh dan meninjau transkrip, serta mengidentifikasi ucapan yang mengandung tindakan wacana asertif. Data kemudian dianalisis menggunakan teori tindak tutur asertif Searle melalui beberapa prosedur, yaitu mengorganisir dan mempersiapkan data, membaca transkrip berulang kali, mengkode data, mengembangkan deskripsi dan tema, serta menafsirkan temuan.

Temuan penelitian menunjukkan bahwa terdapat enam jenis tindakan wacana asertif yang digunakan dalam teks tersebut, yaitu menyatakan, mengklaim, memberi informasi, memprediksi, melaporkan, dan menyimpulkan. Sebanyak 133 tindak tutur asertif teridentifikasi, dengan melaporkan sebagai jenis yang paling dominan (47 kali), diikuti oleh mengklaim (34), menyimpulkan (28), memberi informasi (17), memprediksi (5), dan menyatakan (2). Dominasi pelaporan menunjukkan bahwa Evy Poumpouras sering mengandalkan pengalaman pribadi dan narasi faktual untuk menyampaikan pesan motivasinya. Selain itu, penelitian ini menunjukkan bahwa tindak tutur asertif berfungsi tidak hanya untuk menyampaikan informasi, tetapi juga untuk membangun kredibilitas, otoritas, dan kepercayaan. Melalui pelaporan dan pemberitahuan, pembicara membangun kredibilitas profesional, sementara klaim, kesimpulan, dan prediksi berfungsi sebagai alat persuasi dengan menantang asumsi audiens, mendorong refleksi, dan memotivasi perubahan perilaku positif. Temuan ini menunjukkan bahwa tindak tutur asertif memainkan peran penting dalam meningkatkan daya persuasi pidato motivasi dan berkontribusi pada pemahaman yang lebih mendalam tentang tindak tutur asertif dalam pidato motivasi.

Kata Kunci: Pragmatik, Tindak tutur, Tindak tutur asertif, Pidato motivasi, TEDx Talks, Evy Poumpouras.

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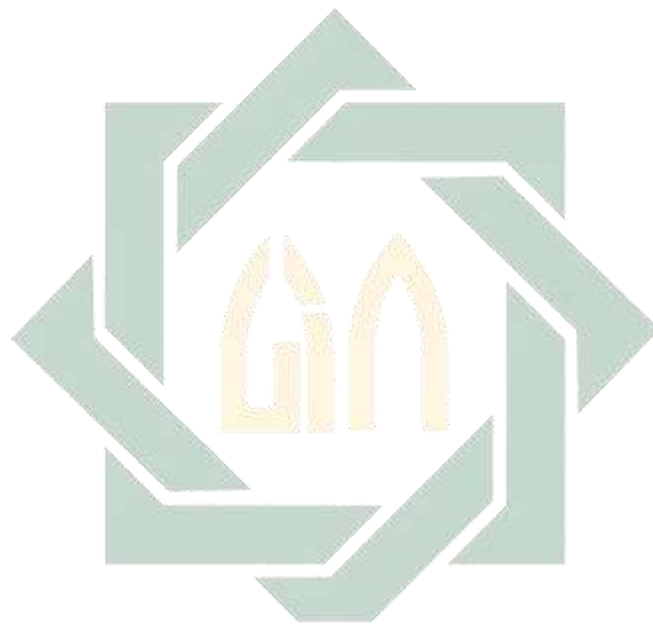
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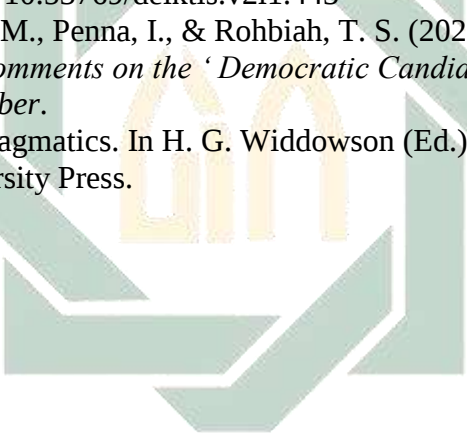


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