

ABSTRACT

This study aims to analyze the type of assertive speech acts and how they are performed by the main characters in the TV series *Loki* (2021). Many previous studies have analyzed assertive speech acts from various sources such as speeches, movies, and novels. However, a few studies have analyzed the illocutionary scheme of assertive speech acts to understand the meaning of the utterances. To tackle this gap, the data in this study is classified according to type using the theory by Searle (1979) and according to the illocutionary scheme using the theory by Bach and Harnish (1979). The data of this study were taken from the utterances that contained assertive speech acts used by the main characters of the TV series *Loki*. The results show five types of assertive speech acts in the data, which are stating, suggesting, complaining, boasting, and claiming. Meanwhile, three illocutionary schemes in the data are literal and direct, nonliteral and indirect. Stating is the most assertive speech act frequently used, with 64 occurrences (44.7%). The main characters in *Loki* most frequently performed assertive speech acts in a literal and direct way, with 107 occurrences (74.8%).

Keywords: illocutionary act, assertive speech acts, illocutionary scheme, *Loki*, TV series.

INTISARI

Penelitian ini bertujuan untuk menganalisis jenis tindak tutur asertif dan cara penyampaian yang dilakukan oleh tokoh utama dalam serial TV *Loki* (2021). Banyak penelitian terdahulu yang menganalisis tindak tutur asertif dari berbagai sumber seperti pidato, film, dan novel. Namun, belum banyak penelitian yang menganalisis skema ilokusi tindak tutur asertif untuk memahami makna ujaran. Untuk mengatasi kesenjangan tersebut, data dalam penelitian ini diklasifikasikan menurut jenisnya dengan menggunakan teori Searle (1979) dan menurut skema ilokusi dengan menggunakan teori Bach dan Harnish (1979). Hasil penelitian menunjukkan lima jenis tindak tutur asertif dalam data, yaitu menyatakan, menyarankan, mengeluh, membual, dan mengklaim. Sementara itu, tiga skema ilokusi dalam data tersebut adalah literal dan langsung, nonliteral dan tidak langsung. Menyatakan merupakan tindak tutur asertif yang paling sering digunakan, dengan 64 kemunculan (44,7%). Tokoh utama dalam *Loki* paling sering melakukan tindak tutur asertif secara literal dan langsung, dengan 107 kemunculan (74,8%).

Kata kunci: tindak tutur ilokusi, tindak tutur asertif, skema ilokusi, *Loki*, series TV.