

**ASSERTIVE OPINION STRATEGIES OF KDM: A CONVERSATION BETWEEN
DEDDY CORBUZIER AND KANG DEDI MULYADI IN THE
CLOSE THE DOOR PODCAST**

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ABSTRACT

The development of digital media has created new forms of communication that enable people to openly convey information, ideas, and opinions through various platforms, one of which is podcasts. Opinions in digital media serve as a means of expressing perspectives, criticism, and evaluations of social phenomena, thereby influencing public perceptions. This study aims to describe the forms of illocutionary speech acts and the functions of opinions in the *Close The Door* podcast featuring Deddy Corbuzier and Dedi Mulyadi. The research employed a qualitative approach using content analysis methods. The data consisted of utterances in the podcast, which were transcribed into written form. Data collection techniques included observation, documentation, and note-taking, while data analysis was conducted through data reduction, classification, interpretation, and conclusion drawing. The findings revealed 70 illocutionary speech act data consisting of assertive, directive, commissive, and expressive acts, while declarative acts were not found. Assertive speech acts were the most dominant type, with 45 data points or 64.3%. This dominance indicates that conversations in the podcast are primarily used to express opinions, social criticism, arguments, and perspectives on various social phenomena. Speakers' opinions are manifested through assertive speech acts aimed at convincing the audience of the views and beliefs conveyed. The findings show that language in podcasts functions not only as a communication tool but also as a medium for shaping public opinion and influencing people's ways of thinking.

Keywords: *opinion, assertive speech acts, podcast.*

ABSTRAK

Perkembangan media digital telah menciptakan bentuk-bentuk komunikasi baru yang memungkinkan masyarakat menyampaikan informasi, gagasan, dan pendapat secara terbuka melalui berbagai platform, salah satunya podcast. Pendapat dalam media digital berfungsi sebagai sarana untuk mengekspresikan sudut pandang, kritik, dan evaluasi terhadap berbagai fenomena sosial sehingga dapat memengaruhi persepsi publik. Penelitian ini bertujuan untuk mendeskripsikan bentuk tindak tutur ilokusi dan fungsi pendapat dalam podcast *Close The Door* yang menghadirkan Deddy Corbuzier dan Dedi Mulyadi. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis isi. Data penelitian berupa tuturan dalam podcast yang ditranskripsikan ke dalam bentuk teks. Teknik pengumpulan data dilakukan melalui observasi, dokumentasi, dan pencatatan, sedangkan analisis data dilakukan melalui reduksi data, klasifikasi, interpretasi, dan penarikan

kesimpulan. Hasil penelitian menunjukkan terdapat 70 data tindak tutur ilokusi yang terdiri atas tindak tutur asertif, direktif, komisif, dan ekspresif, sedangkan tindak tutur deklaratif tidak ditemukan. Tindak tutur asertif merupakan jenis yang paling dominan dengan jumlah 45 data atau sebesar 64,3%. Dominasi tersebut menunjukkan bahwa percakapan dalam podcast lebih banyak digunakan untuk menyampaikan pendapat, kritik sosial, argumen, dan pandangan terhadap berbagai fenomena sosial. Pendapat para penutur diwujudkan melalui tindak tutur asertif yang bertujuan meyakinkan audiens terhadap pandangan dan keyakinan yang disampaikan. Temuan ini menunjukkan bahwa bahasa dalam podcast tidak hanya berfungsi sebagai alat komunikasi, tetapi juga sebagai media pembentukan opini publik dan memengaruhi cara berpikir masyarakat.

Kata Kunci: pendapat, tindak tutur asertif, podcast.

A. INTRODUCTION

The development of communication technology in the digital era has brought significant changes to the way humans interact, exchange information, and build social relationships. In this condition, communication plays a crucial role as one of the fundamental forms of fulfilling human needs (Wiryany et al., 2022). The presence of the internet and various digital media platforms has enabled communication to occur more quickly, broadly, and be accessible to anyone without limitations of space and time. Modern society now lives in a highly open communication environment, where individuals are no longer merely recipients of information but also act as producers of messages. This phenomenon has transformed communication patterns that were previously conventional into digital and interactive forms. Language, as the primary communication tool of human beings, has also experienced significant development alongside these changes.

In the past, communication was mostly carried out through direct face-to-face interaction or through one-way mass media such as television, radio, and newspapers. Communication is a fundamental element of human interaction that continues to evolve along with social changes (Rustandi et al., 2025). However, the development of digital media has introduced new forms of communication that are more dynamic and participatory. Platforms such as YouTube, Instagram, TikTok, and podcasts have become new spaces where people can speak, discuss, express opinions, and even shape public views regarding particular issues. Social media has formed new communication patterns that allow people to express opinions and build interaction openly in digital spaces (Engelhardt et al., 2012). Podcasts create an intimate communication space capable of increasing audience engagement and strengthening persuasive communication (Berry, 2016).

Within digital media, opinion has become one of the most dominant

forms of communication. Public figures often convey perspectives, judgments, and criticisms regarding social phenomena through persuasive and argumentative language. Speech acts in public communication are frequently used as argumentative strategies to build conviction and influence audiences (Rodríguez, 2020). Opinions expressed through digital media do not merely function as a means of conveying ideas but also influence public perspectives toward an issue. Opinion refers to a person's view, thought, assumption, or judgment regarding something (Lestari et al., 2019). Opinion is a statement of perspective delivered by individuals or groups whose validity remains subjective and open to debate (Fitriani et al., 2022). In pragmatic contexts, opinions are often realized through assertive speech acts because speakers attempt to state something they believe to be true while convincing audiences of their viewpoint. Therefore, the study of assertive opinion becomes important in understanding how language is used to construct social influence in digital communication.

Language plays a vital role in human life (Moh et al., 2022). It allows individuals to fulfill their needs while expressing feelings and thoughts (Siregar et al., 2025). Language is a complex system encompassing various dimensions of human thought. The transformation of digital communication patterns has created new phenomena in language use. Digital communication demonstrates

that language no longer merely functions as a tool for delivering information, but also as a means to influence, construct image, criticize, insinuate, and create emotional closeness with audiences. The language used in digital media tends to be more spontaneous, flexible, informal, and often detached from formal grammatical structures. Communication through digital media also demonstrates increasingly diverse pragmatic strategies through symbols, emojis, and informal language forms (Li & Yang, 2018).

In digital media, particularly podcasts, a unique form of communication emerges. Podcasts are digital audio broadcasts that can be accessed through internet networks (Dewi et al., 2023). Speakers communicate directly with their interlocutors while simultaneously realizing that the conversation is being watched by thousands or even millions of audiences. The accessibility and practicality of podcasts allow anyone to create or consume content simply through smartphones (Dewi et al., 2022). This creates a communication environment distinct from ordinary conversations, as speakers not only consider their immediate interlocutors but also the responses of passive digital audiences. Consequently, language use in podcasts is often designed to be engaging, provocative, entertaining, and capable of sustaining audience attention for long durations.

Pragmatics is a branch of linguistics that studies the relationship between language and its contextual use. Digital communication frequently contains implicit meanings, making pragmatic analysis essential in understanding speakers' intentions in online interaction (Stasaski & Hearst, 2023). In philosophy of language, pragmatics examines speech acts and conversational implicatures (Abdurrahman, 2011). Pragmatics does not merely discuss literal meaning but also studies intentions, objectives, and effects generated by utterances in particular contexts. Thus, deeper understanding of pragmatic approaches is necessary to interpret meaning, implicature, context, and presupposition accurately (Tressyalina & Ningrum, 2025).

Among pragmatic theories, one of the most influential is Speech Act Theory proposed by J.L. Austin and later developed by John R. Searle. Austin argues that when a person speaks, they are not only saying something but also doing something through their utterances. Speech acts are understood as communicative actions performed by speakers to achieve certain purposes in social interaction (Kabalmay & Susanto, 2025). Austin introduced the concept of *doing things with words*, proposing that every utterance contains three dimensions: locutionary acts, illocutionary acts, and perlocutionary acts. Illocutionary acts are particularly important because they directly relate

to speakers' intentions (Ghaemi, 2026).

In everyday life, illocutionary speech acts appear in various formal and informal communication contexts. However, illocutionary phenomena become increasingly interesting when appearing within digital media such as podcasts. This is because podcast conversations usually occur spontaneously with minimal editing, reflecting more natural language use. Podcasts demonstrate authentic digital interaction combining verbal and nonverbal elements such as intonation, facial expressions, and humor that strengthen pragmatic communication effectiveness (Ali et al., 2024). Speakers frequently employ language strategies to shape public opinion, create dramatic atmospheres, or attract audience attention. These conditions make podcasts rich objects for studying illocutionary speech acts.

One of Indonesia's most popular podcasts is the YouTube podcast *Close The Door*, hosted by Deddy Corbuzier. This podcast is widely recognized for featuring public figures from diverse backgrounds, including politicians, artists, academics, religious leaders, and government officials. Topics discussed range from social issues, politics, education, culture, to viral public phenomena. Its communication style tends to be direct, critical, and argumentative, often sparking public debate.

Several episodes feature Dedi Mulyadi as a guest speaker. His presence attracts public attention because of his distinctive communication style. As a public figure closely associated with Sundanese culture and grassroots communities, Dedi Mulyadi frequently uses simple, metaphorical language rich in local wisdom values. His utterances contain not only information but also social criticism, moral advice, satire, and subtle humor. Meanwhile, Deddy Corbuzier tends to communicate in a more direct, assertive, and critical manner, creating highly dynamic interactions worth analyzing pragmatically.

According to Searle, illocutionary speech acts are classified into five categories: assertive, directive, commissive, expressive, and declarative. Assertive speech acts express propositions believed to be true by speakers, such as stating, explaining, reporting, or concluding. In *Close The Door*, assertive speech acts frequently emerge when speakers provide opinions or explain social phenomena. Directive speech acts aim to influence interlocutors into performing certain actions, often appearing as commands, requests, suggestions, or questions (Mada et al., 2023). Commissive acts reflect commitment toward future actions such as promises or declarations of willingness (Setyarini, 2025). Expressive speech acts reveal speakers' psychological states, including criticism, appreciation, humor, or disappointment (Sari et al.,

2024). Declarative acts directly alter social status or conditions, though they appear less frequently in podcast discourse (Black, 2006).

Previous studies have examined illocutionary speech acts in podcast communication. Ristiawati (2022) explored illocutionary aspects within Deddy Corbuzier's podcast and its implications for language learning. Nugraha and Sujatna (2020) analyzed directive speech acts in talk shows as teaching material, while Dewi Suharnanik and Andik Yulianto (2022) investigated assertive and directive speech acts on YouTube to identify implied meanings. Fitriani and Nurhayani (2021) demonstrated podcast effectiveness as oral learning media.

Unlike previous studies, this research offers novelty by not only identifying illocutionary speech act types but also examining how assertive opinion strategies are employed within digital communication through podcasts. This study specifically positions Dedi Mulyadi's communication style as a representation of assertive opinion delivered persuasively, critically, politely, and culturally grounded. Furthermore, this study focuses on dialogical interaction in *Close The Door*, revealing communication dynamics between interviewer and guest speaker in constructing public opinion regarding social issues. Another novelty lies in utilizing podcasts as contemporary pragmatic

research objects relevant to current digital communication development.

Through the study entitled *Illocutionary Speech Acts in the Close The Door Podcast: Deddy Corbuzier and Dedi Mulyadi*, the researcher seeks to reveal the forms, functions, and meanings of illocutionary speech acts emerging within the conversation. This research is expected to provide insights into how language functions as a tool to influence, criticize, construct image, and communicate ideology within digital spaces. Ultimately, this study contributes both academically and practically by enriching pragmatic studies while helping society become more critical in understanding digital communication, recognizing hidden intentions, strategies, and interests embedded behind language use in increasingly complex digital environments.

B. METHODS

This study employed a qualitative approach using content analysis as the research design. A qualitative approach was selected because the study focuses on understanding the meaning of utterances in depth within the context of natural communication. Content analysis was applied to identify and describe the illocutionary speech acts found in the *Close The Door* podcast hosted by Deddy Corbuzier. The research specifically emphasizes the analysis of speakers' intended meanings based on the

conversational context presented in the podcast.

The data source consisted of audio-visual recordings from an episode of the *Close The Door* podcast entitled "*Mahfud MD, Nah Ini Baru Info A1.. Hukuman M4ti!? OK, Noel Ya.. DPR Mau Juga Mas Ded!?*" accessed through the official YouTube channel. The episode was selected using purposive sampling, based on specific criteria relevant to the objectives of the study. The selected episode contains a high intensity of dialogue, diverse forms of illocutionary speech acts, and communication rich in contextual elements, allowing in-depth pragmatic analysis.

The research data consisted of spoken utterances containing illocutionary speech acts within conversations between speakers and interlocutors in the podcast. These utterances were then transcribed into written form to facilitate the process of data identification and classification. The focus of the study was directed toward the types of illocutionary speech acts based on John Searle's classification, namely assertive, directive, commissive, expressive, and declarative speech acts.

Data collection was conducted through several stages. First, the observation technique was applied by repeatedly listening to and observing the podcast in order to understand the overall communication context. Second, documentation techniques were carried out by transcribing spoken utterances into written data.

Third, note-taking techniques were used to record and categorize utterances containing illocutionary speech acts according to predetermined categories.

Data validity was tested through theoretical triangulation. The collected data were analyzed using J. L. Austin's speech act theory and subsequently classified according to John Searle's taxonomy of illocutionary speech acts. The use of multiple theoretical perspectives aimed to improve the accuracy of data interpretation so that the research findings would become more credible.

Data analysis employed a qualitative content analysis model conducted through several stages, namely data reduction, data classification, data interpretation, and conclusion drawing. During the data reduction stage, the researcher selected utterances relevant to the research focus. The data were then classified according to the types of illocutionary speech acts. Afterward, interpretation was conducted to determine the intended meaning of the utterances by considering the conversational context underlying each utterance. The final stage involved drawing conclusions regarding the forms and functions of illocutionary speech acts identified in the *Close The Door* podcast.

C. FINDINGS AND DISCUSSION

This study analyzed illocutionary speech acts found in the *Close The Door* podcast featuring

Deddy Corbuzier and Dedi Mulyadi. The analysis was conducted based on John Rogers Searle's classification of illocutionary speech acts, which includes assertive, directive, commissive, expressive, and declarative acts. The research data consisted of utterances obtained from the transcription of podcast conversations. Based on the analysis, a total of 70 illocutionary speech act data were identified, consisting of four categories: assertive, directive, commissive, and expressive speech acts. Meanwhile, declarative speech acts were not found in the research data.

Table 1. Results of Illocutionary Speech Act Analysis

No.	Type of Speech Act	Frequency	Percentage
1	Assertive	45	64.3%
2	Directive	15	21.4%
3	Commissive	6	8.6%
4	Expressive	4	5.7%
5	Declarative	0	0%
Total		70	100%

Based on the table above, assertive speech acts were the most

dominant type, with 45 utterances or 64.3% of the total data. The dominance of assertive speech acts indicates that conversations within the podcast primarily consisted of information delivery, opinions, arguments, and explanations regarding social phenomena discussed during the interaction. The utterances tended to be informative and argumentative, demonstrating the speakers' efforts to build audience understanding and conviction regarding the discussed topics. These findings indicate that communication within podcasts functions not only as entertainment but also as a medium for conveying critical ideas concerning social life.

Assertive speech acts refer to utterances used by speakers to express information, opinions, beliefs, or evaluations regarding particular situations. In this research, assertive speech acts appeared most dominantly because the speakers frequently delivered social criticism, explanations, and personal perspectives on various phenomena. For example, the utterance *"Today the situation is reversed; parents are under the control of children"* (Data 3) is categorized as assertive because the speaker conveys a perspective regarding changes in parent-child relationships in modern life. Similarly, *"Leadership is not about being liked"* (Data 4) and *"A leader is not a follower"* (Data 5) are assertive because they contain opinions regarding leadership concepts. Other utterances such as *"Society has*

become an object of exploitation" (Data 6), *"Radical action is necessary"* (Data 8), and *"School children have become an economic burden"* (Data 9) also represent assertive speech acts since they communicate social criticism and evaluations regarding economic issues. Numerous additional utterances throughout the conversation similarly reflected assertive acts used to explain social conditions, criticize public policy, clarify controversial issues, and reinforce beliefs regarding leadership, education, politics, and social order.

The dominance of assertive speech acts demonstrates that communication between Deddy Corbuzier and Dedi Mulyadi is constructed through the exchange of ideas and argumentation. This finding supports the research of Ristiawati (2022), which states that Deddy Corbuzier's podcast frequently contains argumentative and critical utterances in discussions of social issues. Pragmatically, assertive speech acts function to strengthen speakers' positions in establishing credibility while influencing audience understanding regarding particular issues.

The second category identified was directive speech acts, with 15 data points or 21.4% of the total findings. Directive speech acts are used by speakers to request, suggest, command, or direct interlocutors to perform certain actions. Examples include the utterance *"Kang, I want to report... people at the gym are stupid"*

(Data 1), categorized as directive because the speaker intends to report a situation in order to receive a response. Likewise, *"What I prohibit is study tours"* (Data 15) reflects a directive in the form of prohibition. Utterances such as *"Teachers' authority must be protected"* (Data 23), *"Don't always leave it to the wife"* (Data 28), and *"There must be strict regulations"* (Data 61) similarly demonstrate directive functions because the speaker attempts to influence audience attitudes, behavior, or ways of thinking. The use of directive speech acts indicates efforts by speakers to shape audience behavior while making podcast communication more interactive. This finding supports George Yule's argument that directive speech acts are intended to generate specific actions from listeners through language.

Commissive speech acts were found in 6 utterances or 8.6% of the total data. Commissive acts indicate the speaker's commitment toward future actions. Examples include *"If people report it to me, I will bring them to the barracks"* (Data 2), categorized as commissive because the speaker expresses willingness to take action under specific circumstances. Likewise, *"Through my social media, I want to build a new paradigm"* (Data 7) demonstrates commitment toward using digital platforms to influence public thinking. Other utterances such as *"I am ready to be interviewed"* (Data 52), *"I am confident I will succeed"* (Data 67), and *"My life principle is*

believing in success" (Data 70) also reflect commissive acts because they reveal commitment and determination toward future goals. The presence of commissive speech acts shows that speakers not only communicate ideas but also project responsibility and commitment, which are essential for building public trust and credibility.

Expressive speech acts were identified in 4 utterances or 5.7% of the total data. Expressive acts are used to convey emotional states, personal attitudes, or psychological responses toward certain conditions. For instance, the utterance *"Why go so far away?"* (Data 17) is categorized as expressive because it reflects surprise and disapproval regarding an activity considered unnecessary. Similarly, *"Imagine a family without a home"* (Data 35) aims to evoke empathy toward people lacking housing. The utterance *"Many children bring much fortune?"* (Data 38) contains irony and skepticism regarding traditional beliefs about family size, while *"I enjoy being insulted by people"* (Data 41) expresses the speaker's personal emotional response toward criticism received. The relatively small number of expressive speech acts indicates that podcast communication is more oriented toward argumentation and information delivery rather than personal emotional expression. Nevertheless, expressive acts remain important because they strengthen interpersonal connection through emotional engagement.

Meanwhile, declarative speech acts were not found in this research. The absence of declarative speech acts indicates that speakers did not possess institutional authority to directly alter social status, official decisions, or objective conditions through utterances. This finding corresponds with John Searle's explanation that declarative speech acts generally emerge in formal and institutional contexts, such as legal decisions, official appointments, or formal declarations.

Based on the analysis, it can be concluded that illocutionary speech acts within the *Close The Door* podcast are dominated by assertive speech acts functioning to communicate information, opinions, social criticism, and arguments regarding social issues. The dominance of assertive acts indicates that interactions between Deddy Corbuzier and Dedi Mulyadi emphasize the exchange of ideas and viewpoints concerning contemporary societal problems. In addition, the presence of directive, commissive, and expressive speech acts demonstrates that language within podcasts functions not only as a communication tool but also as a medium for influencing thought patterns, building commitment, and expressing attitudes and emotions. The absence of declarative speech acts further suggests that podcast communication tends to be discursive and argumentative rather than institutional. Therefore, the findings confirm that communication in digital

media, particularly podcasts, possesses a high degree of pragmatic complexity because every utterance contains not only literal meaning but also specific intentions and communicative functions shaped by conversational context.

D. CONCLUSION

Based on the findings of this study concerning illocutionary speech acts in the *Close The Door* podcast featuring Deddy Corbuzier and Dedi Mulyadi, it can be concluded that conversations within the podcast contain various forms of illocutionary speech acts used to convey ideas, influence interlocutors, and construct public opinion. Based on the analysis of 70 utterance data, four types of illocutionary speech acts were identified, namely assertive, directive, commissive, and expressive speech acts, while declarative speech acts were not found in this study. Assertive speech acts emerged as the most dominant category, with 45 data points or 64.3% of the total findings, indicating that conversations in the podcast primarily consist of information delivery, opinions, social criticism, explanations, and arguments concerning various social phenomena. The dominance of assertive speech acts demonstrates that opinion plays a significant role in digital communication, as speakers attempt to convey perspectives, beliefs, and personal evaluations regarding particular issues in order to influence audience perceptions. Speakers tend to employ assertive

utterances to communicate viewpoints while convincing listeners regarding the discussed topics.

In addition, directive speech acts were identified in 15 data points or 21.4%, functioning to command, direct, suggest, or encourage interlocutors to perform certain actions. The use of directive speech acts in podcasts indicates speakers' attempts to influence audience thinking patterns and responses toward the issues being discussed. Furthermore, commissive speech acts were found in 6 data points or 8.6%, reflecting commitment, readiness, or promises regarding actions that will be carried out in the future. Within podcast communication, commissive forms function to demonstrate responsibility and speakers' confidence toward the ideas being conveyed. Meanwhile, expressive speech acts were identified in 4 data points or 5.7%, functioning to express feelings, attitudes, satire, and emotional responses toward particular situations. The relatively small number of expressive speech acts indicates that podcast conversations are more oriented toward argumentation and opinion delivery rather than emotional expression.

The absence of declarative speech acts indicates that podcast conversations do not occur within institutional contexts that allow speakers to officially alter status or conditions through utterances. Therefore, the findings demonstrate that language use in digital media,

particularly podcasts, functions not only as a communication tool but also as a medium for shaping public opinion, influencing social perspectives, criticizing social conditions, constructing public image, and conveying ideology to audiences. This study is expected to contribute to the development of pragmatic studies, particularly research on illocutionary speech acts in digital media, while also increasing public awareness so that society can become more critical in understanding meanings, opinions, and hidden intentions behind utterances in digital communication.

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