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POLITENESS STRATEGIES USED BY MALE AND FEMALE IN COMPLAINT LETTERS SENT TO JAKARTA POST WEBSITE

A THESIS



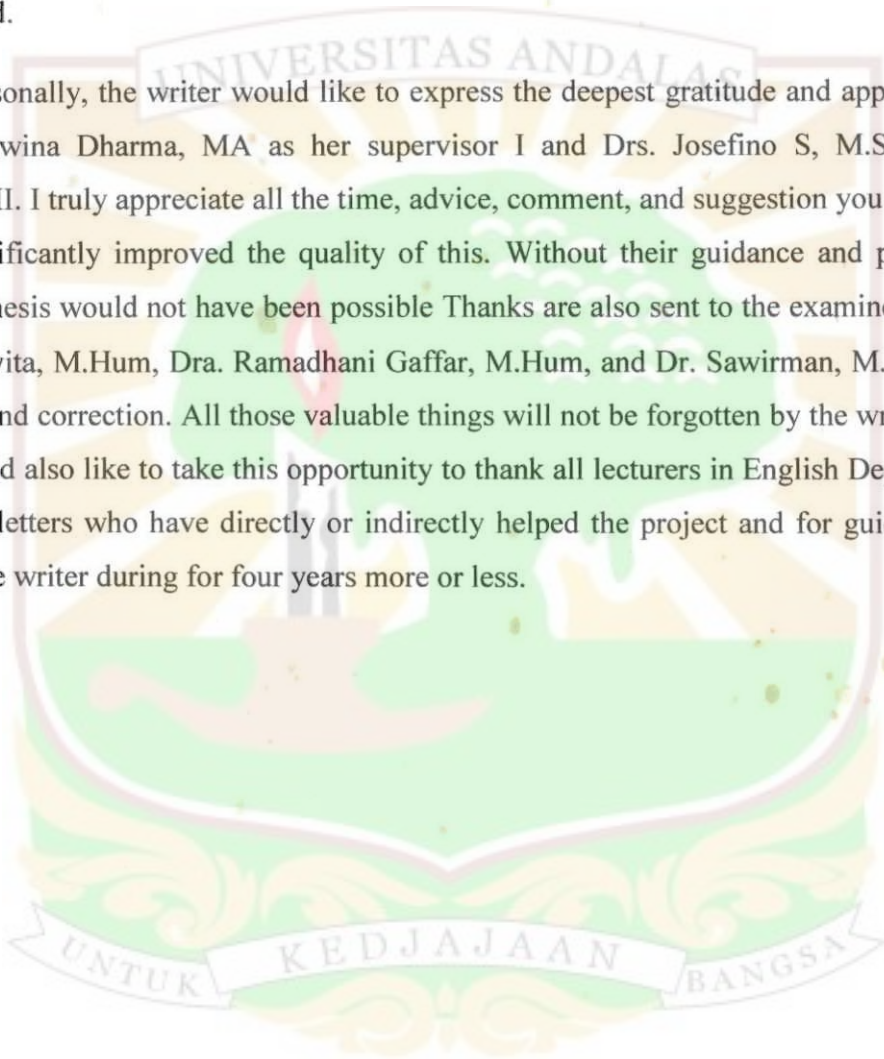
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ABSTRAK

Dalam studi ini dibahas strategi kesopanan yang digunakan oleh pria dan wanita dalam menyampaikan keluhan. Keluhan dikategorikan sebagai suatu tindak ancaman terhadap muka karena ekspresi dari ketidaksenangan atau ketidakpuasan. Strategi kesopanan dibutuhkan dengan tujuan untuk memperkecil ancaman terhadap muka. Studi ini menggunakan pendekatan kualitatif. Data diambil dari *website* Jakarta Post, yaitu 16 surat yang mengandung keluhan. Delapan yang ditulis laki-laki dan delapan pula yang ditulis oleh perempuan. Data tersebut akan dianalisis dengan teori Brown and Levinson tentang empat strategi kesopanan, yaitu kesopanan tindak tutur langsung (*bald-on record*), kesopanan positif (*positive politeness*), kesopanan negatif (*negative politeness*), dan kesopanan tindak tutur tidak langsung (*off record*). Penulisan ini bertujuan untuk menginvestigasi strategi kesopanan yang paling sering digunakan oleh pria dan wanita dalam mengekspresikan keluhan dan untuk melihat persamaan dan perbedaan strategi kesopanan antara pria dan wanita dalam mengekspresikan keluhan.

Dari hasil analisis terhadap surat yang dikirim oleh pria, terdapat 18 kalimat yang mengandung keluhan. Strategi kesopanan negatif menjadi strategi yang paling sering digunakan, yaitu sebanyak 8 kali (44.5%), 7 kemunculan (38.9%) ditemukan menggunakan strategi kesopanan positif, kemudian strategi kesopanan tindak tutur langsung sebanyak 2 kemunculan (11.1%) dan strategi kesopanan tindak tutur tidak langsung menjadi strategi yang paling jarang digunakan dengan frekuensi hanya 1 (5.5%).

Sedangkan pada wanita, ditemukan 19 kalimat yang mengandung keluhan dengan penggunaan strategi kesopanan tindak tutur tidak langsung menjadi strategi yang paling sering digunakan, yaitu sebanyak 9 kali (47.4%), strategi tindak tutur langsung dengan frekuensi 5 kemunculan (26.3%), kemudian ditemukan penggunaan strategi kesopanan positif sebanyak 3 kali (15.8%) dan strategi kesopanan negatif menjadi strategi yang paling jarang digunakan yaitu hanya 2 frekuensi (10.5%). Hasil analisis ini menunjukkan bahwa pria dan wanita menggunakan strategi kesopanan dengan tujuan untuk menjaga muka walaupun dengan persentase yang berbeda.

LIST OF ABBREVIATIONS

C.S	(Customer Service)
D	(Distance)
DPS	(Denpasar)
FSA	(Face Saving Act)
FTA	(Face Threatening Act)
H	(Hearer)
HBO	(Home Box Office)
HP	(Hewlett-Packard)
HSBC	(Hongkong and Shanghai Bank Corporation)
KB	(Kilo Byte)
KBPS	(Kilo Byte per Second)
P	(Power)
R	(Relation)
S	(Speaker)
SUA	(Socially Unacceptable Act)



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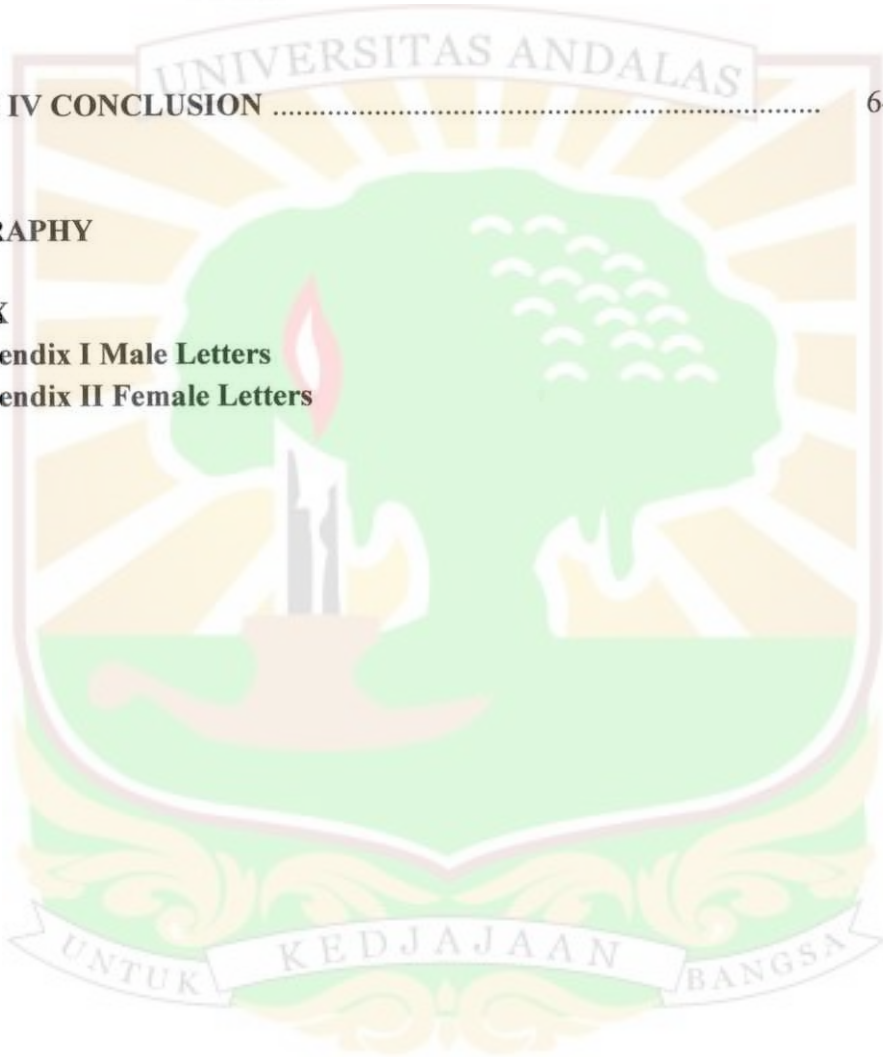
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CHAPTER I

INTRODUCTION

1.1 Background of The Study

There are a lot of things that we could complain about every hour of every day to everything. Many people think that it is a normal behaviour that experienced in their daily life. Complaint is defined as one of communication form used by people in order to inform and express their feeling about dissatisfaction of services (Palmer, 1988). A complaint also means as an expression of "displeasure or annoyance" in response to an action that is seen by the speaker as unfavourable (Olshtain & Weinbach, 1993). Complaint occurs because there is something's or someone's fault that can not be received and he or she does not feel satisfied. Every person in this world has a right to make a complaint in order to get what they should get.

Complaining is not always something that has a negative side as the result of emotional reaction, but complaining is something which has positive side to show that people are setting to give an intention and an attention which is needed by the complaine. Complaint is needed in order to reach the customers' expectations, in the others side, complaint is needed in order to make better the products, services and companies. According to Olshtain & Weinbach (1985), the function of complaint is to hold the hearer accountable for the offensive action and possibly give a suggestion or request a repair. In some places, they put a box to accept any letter of complaints, critics, and suggestions. And in some media such as magazine or newspaper, they provide a column to accommodate the reader's complaints, suggestions, questions, or requests. There is a complaint example sent to a magazine, "*What a useless article. It contains virtually no new hard information,*" in this statement, the complainer complain to the magazine that

the article has no new hard information and he thought that the article is not useful to be read. He used bald on record where he sent his complaint in direct way. There are ethic codes in giving or sending complaint, and one of them is make a complaint as polite as possible. Thus, people may have different politeness in expressing their complaints.

In this study, politeness means the act that people do to please someone else's feeling or save somebody else face through many ways. In order to save the face, people should apply politeness strategies which are defined as a strategy used to avoid or minimize the Face Threatening Act (FTA) of the hearer that speaker's make (Brown and Levinson, 1987). Many things can influence someone's politeness because it's involved the understanding of the social and cultural values of the community. Different people have different ways to talk, and according to Trudgill (1984), the differences of the way people talk are due to sex, class, age, personality, state of health and emotional state. Social context influences the way people talk in what they are talking. Language and sex, in many societies the speech of men and women are differs and the differences probably in the same way as different gestures or facial expression (Trudgill, 1984). The condition of being male and female has affects to the use of language to their politeness strategies.

Based on the explanation above, the writer tends to analyze the politeness strategies in complaint letters sent by male and female. The data are complaint letters sent to *Jakarta Post* website. *Jakarta Post* is one of national newspaper in this country that used an English language and it contains the issues in Indonesia.

1.2 Identification of The Problem

Based on the background study, the writer wants to know about politeness strategies used in complaint letters based on gender differences. For the investigations, the writer uses some research questions that are formulated as follow:

1. What is the dominant type of politeness strategies that male and female use in writing their complaint?
2. What are the similarities and the differences of politeness strategies between male and female in writing a complaint letter?

1.3 Objective of The Study

There are many ways to go about expressing a complaint through the feelings and thought to the dissatisfaction or resentment. Politeness strategies are used to save someone's face or to avoid embarrassing the other people and to make them feel comfortable. This study has two primary purposes in investigating the politeness strategies in complaint. They are:

1. To investigate the dominant type of politeness strategies that male and female use in writing a complaint
2. To see the similarities and the differences of the politeness strategies between male and female in writing a complaint letter

The findings of this study are expected to be useful to show the politeness strategies used by male and female in writing a complaint. Furthermore, the findings would be worth to understand and to give contribution to have better communication in social life by using politeness strategies appropriately.

1.4 Scope

This study is focused on the politeness strategies (pragmatic scope). The writer uses the theory of politeness strategies proposed by Brown and Levinson (1987) and does not close the possibility of using the other theories which are related and compatible to this case. In Brown and Levinson politeness strategies theory, there are four types of

strategy: bald on record, positive politeness, negative politeness, and off record. These four types are used in analyzing the politeness strategies in writing a complaint.

1.5 Methods of The Research

In conducting this research, the writer uses qualitative approach as the method to collect the data since they are in the form of words so the writer makes an attempt to describe systematically the situation of interest which is related to the data as accurately as possible. This research uses non participant observational method. Here, the writer will be the one who conducts the research from collecting to analyzing the data until presenting the result of the analysis.

1.5.1 Collecting Data

The data are in the form of complaint letters taken from *Jakarta Post* website (www.thejakartapost.com) published on November 2008 until October 2010. The data are taken in the column of Reader's Forum, a column for readers to share anything. The letters can be addressed either to the *Jakarta Post* website's readers or to the complaine.

Table 1. Complaint Letters Taken from Jakarta Post Website

No.	Complaint Letters	Date of sent	Time of Taken
Male / 1.	Why Was I Deported?	3/ 25/ 2010	4/ 12/ 2010 7:18 PM
2.	Internet Connection	9/ 10/ 2009	4/ 9/ 2010 7:44 PM
3.	Speedy, Beware!	10/ 6/ 2009	4/ 9/ 2010 7: 45 PM
4.	Indovision Services	2/ 3/ 2009	8/ 11/ 2010 10:31 AM
5.	Indosat's Service	2/ 28/ 2009	4/ 12/ 2010 7:18 PM
6.	HSBC Service	9/ 6/ 2009	10/ 15/ 2010 8:18 AM
7.	HP's Service in Indonesia	10/ 9/ 2010	10/ 15/ 2010 8:20 AM
8.	Arjuna Parabola Service	10/ 5/ 2010	10/ 15/ 2010 8:22 AM
Female / 1.	Smelly Cheese	3/ 29/ 2010	4/ 9/ 2010 7:10 PM
2.	Lion Air Service	2/ 23/ 2010	10/ 15/ 2010 8:17 AM
3.	Telkom Flash's Service	1/ 21/ 2009	4/ 12/ 2010 7:15 PM
4.	Similar Speedy Experience	12/ 3/ 2009	4/ 9/ 2010 7:42 PM
5.	Customer Service or Customer Abuse	2/ 4/ 2010	4/ 9/ 2010 5:16 PM
6.	Indovision Service	6/ 5/ 2009	10/ 28/ 2010 8:18 PM
7.	Sex Abuse by Educators	11/ 22/ 2008	10/ 1/ 2010 8:19 AM
8.	Dissappointed by Food Event	9/ 2/ 2009	10/ 1/ 2010 8:00 AM

Source: <http://www.thejakartapost.com>

This edition is chosen because they contain complaint to the hot and common issues that the reader may know. The letters would be limited by the topic of services and products complaint only, because complaint may occur for any lack of the services and lack of quality of the products.

The process of collecting the data occurred manually because not all the letters sent to *Jakarta Post* website contain complaints from readers, so the writer reads the reader's letter one by one and takes the letters which contain complaint to the services and products, then copies as a reference. Sixteen letters containing complaint are analyzed in this research and the writer thinks that sixteen is adequate number to do the research. The letters were written by eight males and eight females.

1.5.2 Analyzing Data

In the process of analyzing data, the writer uses pragmatic identity method, proposed by (Sudaryanto, 1993) which is related to politeness strategy. The data analyzes by identifying the context. In analyzing the data from the letters, firstly classifies the data through male and female letters. Secondly, analyzes the contexts of the letters. After analyzing the context, the writer identifies the statements that contain a complaint by selecting the sentence by sentence of each letter which is related to the criteria of complaint. After that, the complaint sentences are ready to be analyzed and the writer would clarify what the speakers' means in his or her sentence. More over, this complaint sentences are categorizes into four types of politeness strategies. In the process of analyzing this, the writer uses the theory of politeness strategy by Brown and Levinson (1987). Brown and Levinson proposed four types of politeness strategies into *bald on record*, *positive politeness*, *negative politeness*, and *off record*. The same method used in classifying the data for all letters that had been gathered. Then, the writer puts the entire

complaint sentences into one table to make it clearly and easy to be counted the percentage. The writer counts the frequency (percentage) to finds out the dominant types that had been used by putting all the numbers into a table and then counts the occurrences. A table of calculation of politeness strategies are made to show the similarities and differences among male and female.

1.5.3 Presenting the Result of the Analysis

In presenting the result, the writer uses two techniques, there are formal and informal (Sudaryanto: 1993). Formal technique is used to present the result by using table and give the percentage, where the informal is used verbal and natural language in order to present the result of the analysis in form of sentences. All the process of analyzing are used the informal technique where uses verbal and natural language. After analyzing the context and the strategy, the complaint statement are put on the table. The tables are divided into male and female tables. In the bottom of table, there are percentages uses to comprehend the percentage of politeness strategies used by male and female, this table is used to show the similarities and the differences of male and female in using the types of politeness strategies in writing their complaint.

CHAPTER II

REVIEW ON RELATED STUDIES

2.1 Review on Previous Studies

As the review of related studies, the writer takes from the journal of services marketing by Dawn Lerman (2006). His research's title is *Consumer Politeness and Complaining Behavior*. This research introduces a sociolinguistic construct to help explain propensity to engage in complaining behavior. As such, it serves to identify and isolate one of the challenges managers face in addressing consumer's complaints across a variety of service industries. This study used the politeness theory conducted by Brown and Levinson (1987). The aim is to examine consumer's politeness, an interaction style that may prevent dissatisfied customer from complaining about a negative service encounter, and seeks to determine the relationship between politeness and the propensity to engage in various types of complaining behavior.

As the data for this research, Lerman has 49 undergraduate students (45, 8 % male, 54, 2% female) of two international business classes as his respondents to a survey. The respondents are controlled by the age range from 19 to 46 years old. Lerman, in his study used two surveys served to develop and validate a scale for measuring politeness and tested the relationship between consumer politeness and complaining behavior. The politeness scale is developed by using two types of politeness theory between positive politeness and negative politeness. As the results, he suggests an inverse relationship between politeness and complaining behavior and he also finds out that polite and impolite consumers do not necessarily engage in the same type of complaining behavior.

In another research, the writer takes Ibno Santoso's research (2007). He observes the politeness strategy of complaint letters to *Newsweek Magazine*. He used the theory by

Brown and Levinson (1987) about four types of politeness strategies, there are bald on record, positive politeness, negative politeness, and off record. In conducting his research, he used descriptive qualitative and quantitative approach that deals with the politeness strategy which is used and occurred in complaint letters and the most type of politeness strategies. As seen in his research questions, he investigate the type of politeness strategies which is used in expressing a complaint and finds out the most type of politeness strategies that frequently used in complaint letters. The data were taken from 20 complaint letters which published in a letter column of *Newsweek Magazine* in July 2005 to December 2005 then to be analyzed.

The findings of the research are four strategies of politeness are used by the complainer. The complainers used baldly without regressive actions, the complainers also used positive politeness to show their close relationship with the interlocutor, and negative politeness in order to show their respect to the interlocutor, and the last is off record which uttered indirectly. As the most type that frequently occurred is positive politeness in stating their complaint by giving or asking reason to support their complaint.

These two research are different from the point of research that the writer going to do. The theory is the same which are talking politeness strategies which proposed by Brown and Levinson. The first research is about consumer politeness and complaining behavior and the second is about politeness strategy in complaining in letters column of *Newsweek Magazine* and by doing this research, the writer tends to analyze the politeness strategies used by male and female in complaint letters sent to *Jakarta Post* website.

2.2 Definition of Key Terms

Complaint is creative act of expression to express feeling discontent or displeasure and dissatisfaction to something or someone (Palmer, 1988)

Complaint letter is a letter to a retailer or service provider. Most people will need to complain about unsatisfactory goods or bad service at some point in their life (Olshtain & Weinbach, 1993).

Gender is any of the categories such as masculine, feminine, neuter or common within such a set (Collins, 1995). It is the social differentiation of individuals that state of being

Politeness strategy is developed in order to formulate message in order to save the hearer's face when face threatening acts are inevitable or desired. This means that the speaker avoids embarrassing or making the listener feel uncomfortable (Locher, 2004). According to Brown and Levinson (1987), politeness strategies are divided into four strategies, there are bald on record, positive politeness, negative politeness and off record.

2.3 Theoretical Frameworks

2.3.1 Speech Acts

Speech act is an act that a speaker performs when making an utterance (give a complaint, greet someone, make a request, make a suggestion, ask a question, give an order, give thanks, offer an apology, and so on). According to Searle (1976), there are 5 categories of speech acts: directives, expressive, representative, commissives and declaration. According to speech act categories, complaint is placed under the category of expressive which refers to the act intended to express feeling or attitude about something.

2.3.2 Complaint

Complaint belongs to one of the five speech act categories proposed by Searle (1976), i.e. expressive speech act. Complaint is an action which is done when someone feels unhappy, annoyed or dissatisfied of something. According to Olshtain and Weinbach

(1993), “in the speech act of complaints, the speaker (S) expresses displeasure or annoyance as a reaction to past or going action, the consequences of which are perceived by S as unfavourably”.

Olshtain and Weinbach (1993) listed certain necessary preconditions for the speech act of complaining to take place, these preconditions is used as the criteria of complaints:

- 1) S expected something but the action results are contrary to the expectation of S
- 2) Hearer (H) performs a socially unacceptable act (SUA) that is contrary to a social code of behavioural norms shared by S and H.
- 3) S perceives the SUA as having unfavourable consequences of her, and/or for the general public. It means that S views the action as having unfavourable consequences of him/ her so what happened to him as an offensive act.
- 4) S expresses his/ her frustration and disappointment verbally and S views that H is responsible for the action
- 5) S perceives the SUA as giving S the legitimate right to ask for repair in order to undo the SUA, either for her benefit or for the public benefit

The main goal of such instrumental complaint is to ensure that H performs some actions of repair as a result of the complaint, the other side it means, by complaining; the customer is giving the company a chance to develop and improve their quality. The functions of complaints can be listed as follows:

- To express displeasure, disapproval, an unhappy feeling, disturbed feeling, warning, reprimanding annoyance, censure, threats, or reprimand as a reaction to a perceived offence/ violation of social rules (Olshtain & Weinbach,1993)
- To hold the hearer accountable for the offensive action and possibly suggest/request a repair (Olshtain & Weinbach, 1993),

- To involve the complainee because of his/her unpleasant actions and to ask a remedial action (Olshtain & Weinbach, 1993)
- To confront a problem with an intention to improve the situation better (Brown & Levinson, 1987),
- To share a specific negative evaluation, obtain agreement, and establish a common bond between the speaker and addressee.

In a complaint, the complainer shown his/ her doubt on the complainee's ability in something, or perhaps the complainer is blaming something on the complainee. This act (complaining), certainly may threaten the face of the complainee. It means that complaint may involve a face threatening acts (FTA). Thus, complaining is an act which has to be careful to do by being polite. In order to be polite, the complainers must use some politeness strategies in giving his/ her complaint. The complainers need to be respect whether his/ her complaint would threaten the face of the complainee's (as the interlocutor) face or not. The complainers need to lessen the possible threat to the hearer by doing face saving act (FSA) to avoid face threatening acts (FTA).

2.3.3 Language and Gender

The term 'gender' was used first by Greek sophist in fifty century BC to describe the threefold classification of the names of things as masculine, feminine, and intermediate (neither). "Gender is not something we are born with, and not something we have, but something we do" (West and Zimmerman, 1987). It is different between gender and sex. Sex is a biological phenomenon and gender is social phenomenon. So, gender is not about the biological sex but about system of social classification based on the binary terms female and male. Gender, like ethnicity and class and indeed age, is a social construction and may enter into any of variety of interactions with other social

phenomena. Men and women compete to establish their social status in different ways. “Gender roles and ideologies create different ways for men and women to experience life, culture, and society” (Eckert, 1989). Eckert argued that language was used to create social identity specifically because self-definition through action.

Language and gender is the relation between gender and language use. Women and men may use language in a different way. According to Holmes (1995) the differences of gender may influence and affect to the linguistic politeness. Women and men use language in a different way because they have different perceptions of what language is for. In the usage of the same language, men and women may have a different concept of speaking. In other words, male and female may have different concepts in making a complaint.

Holmes (1995) argues that women tends to be more (linguistically) polite than men. According to Holmes (1995), there are some linguistic behaviour of men and women:

1. Most women enjoy talking and regard talking as a means of keep in touch. Whereas men tends to use language as a tool to give and obtain information
2. Women express more appreciation towards the other in their discourse (positive politeness) whereas males show consideration and respect (negative politeness).
3. Women’s utterances show evidence of concern for the feelings of the people they are talking to more often and more explicitly than men’s do
4. Women used more facilitative tags, inviting the addressee to contribute to the conversation. According to Holmes (1995), Facilitative tags serves as a positive politeness device used to encourage another’s participation into the conversation. Facilitative tags usually have a falling tone e.g. ‘you’ve got a new car, Bill. Haven’t you? Men, on the other hand, used more epistemic modal tags, expressing

uncertainty about the information conveyed e.g. 'Math subject is at eight isn't it?' Still according to Holmes (1995), epistemic modal tags are those which are used for expressing uncertainty and generally have a rising tone.

Tannen (1990) also has five contrasts of male's and female's linguistic behavior.

There are:

1. Women tend to talk too much where men prefer to get more air time than talk
2. Women like to speak in private contexts than men who like speak in public
3. Women talk in order to build relation than men who just talk to negotiate the status or avoid failure
4. Women tend to speak overlap than need and men just speak one at a time
5. Women speak symmetrically than men speak asymmetrically.

2.3.4 Politeness

According to *Oxford Advanced Learners' Dictionary*, politeness is a common word that means 'having or showing the possession of good manner and consideration for other people', in the other one, politeness means as the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003). Politeness also means as fixed concept, as in the idea of polite social behaviour, or etiquette, within a culture (Yule (1996).

According to Brown (2001), Politeness is one characteristic of language use and essence consideration of others and showing concern about how to behave with others appropriately to their social status and social norms. Brown (2001) state that politeness is necessary for building and keeping social relationship and there are three factors influence the degree of politeness:

- a. People tend to be more polite to social superiors
- b. People tend to be more polite to others that they do not know
- c. People tend to be more polite when making higher impositions

In daily life of everyday conversation (informal situations), people can do, speak, act to get the things they want. But in certain surrounding circumstance, people can allow themselves to have different ways to act or speaks to different situation. For example, when some people are in a group of friends, they may say to them “shut-up!”, “go-out!”, but when they are in a group of adult’s people, they may use the word “please” to request something. For example, “could you please lend me your dictionary”, if you don’t mind, I want to go to your home”

A polite person makes others feel comfortable. Being linguistically polite involves speaking to people appropriately in the light of their relationship. Being polite is a complicated business in any language. It is difficult to learn because it involves understanding not just the language, but also the social and cultural values of the community, therefore involves assessing social relationships along the dimensions of social distance or solidarity, and relative power or status.

2.3.5 Concept of Face

Brown and Levinson (1987), there are two central of politeness theory: the concept of face and face threatening acts (FTA). They defined ‘face’ as a ‘self-image’ which involves an individual’s emotions. In communication, this ‘self-image’ is maintained protected or lost. In politeness theory, there are face that can be threatened and face that can be protected by the acts or speech acts. They also defined speech acts parameters. First is ‘face’ that can be divided into positive and negative (Brown and Levinson, 1987):

- Positive face is the desire to have the approval or agreement of others

For example: A: *I have headache. I cannot join the class. Could you let permission for me?*
 B: *It is alright.*

- Negative is the desire not to be imposed upon. The second distinction is whether face threatening acts is to a speaker or to a listener.

For example: A: *You've got bad mark. You were not allowed to play outside and should study hard everyday*
 B: *yes*

The possibility of FTA or ultimate weight is influenced by the factors 'distance' and 'power'. Brown and Levinson (1987) explain that people choose strategy in doing FTA because of three factor: social distance (D) between speaker and hearer, relative power (P) of speaker and hearer and absolute ranking (R) of imposition in the particular culture.

2.3.6 Politeness strategy

Politeness strategies are strategies that are used to minimize or avoid the face threatening acts that a speaker makes. According to Brown and Levinson (1987), there four types of politeness strategies: bald on record, positive politeness, negative politeness and off record.

2.3.6.1 Bald on Record

The strategy of bald on record is mostly direct, unambiguous, and clearly. Because of its directness and concision, it is possibility that the audience may shock and embarrassed by the strategy. For example: "*you have lots of grammar mistakes*" this statement is bald because it is on record and explicitly stated. In this strategy, Brown and Levinson (1987) believe that S mainly wants to do the FTA in its maximum efficiency

rather than concerning about H's face. Brown and Levinson (1987) divided the strategy into two cases,

a. Case of non minimization of the face ground threat

If speaker and hearer both known that maximum efficiency is very important, no face redress is necessary. Speaker is powerful and does not fear cooperation from hearer. It is occurs when doing FTS is in H's interest or S wants to satisfy H's is small.

For example: *Watch out!*
Bring me wine, Jeeves (Brown and Levinson, 1987)

b. Case of FTA-oriented bald on record usage

The oriented is the face of the hearer. It is usually used in welcoming or post greetings, farewells, offers. It is included invitation, offer, welcoming, leave talking, imperative.

For example: *Come in. I'm not busy*
Don't worry about me (Brown and Levinson, 1987)

2.3.6.2 Positive Politeness

Positive politeness is redress directed to the hearer's positive face, his recurrent desire that his wants should be thought of as desirable (Brown and Levinson, 1987). Positive politeness is used in the communication which is framed so all the parties maintain a positive image. Positive politeness is solidarity oriented. It emphasizes shared attitudes and value, minimizing status differences and expressing solidarity. The speaker attempts to satisfy the hearer's desire to be liked and appreciated and avoid conflict. This strategy is being sub-categorized by Brown and Levinson (1987) into 15 strategies:

a) *Notice, attend to hearer (his interest, wants, needs, goods)*. Speaker should takes notice of aspect of hearer's condition; noticeable changes, remarkable position, anything which look as though hearer would want speaker to notice and approve

- b) *Exaggerate*. This is done with exaggerate intonation, stress, and other aspects of prosodies & intensifier modifier (really, exactly, and sure)
- c) *Intensify interest to hearer*. The speakers intensify the interest by making a good story and use question tag and use directly quoted speech.
- d) *Use in-group identity marker*. Use address from language/ dialect, jargon/ slang and ellipsis. For example: *Come here, Honey*
- e) *Seek agreement*. Speaker seeks way in which it is possible to agree with hearer. It may be stressed by repeating of part/ all of what speaker has said before.
- f) *Avoid disagreement*. Speaker pretends to agree by twisting his/ her utterance in order to hide disagreement. Speaker may choose to be vague about his own opinion, so as not to be seen to disagree.
- g) *Presuppose/ Raise/ Assert command ground*. Speaker talks about unrelated topic to show that speaker is interested in hearer and does not come only imposed him.
- h) *Joke*. It may be used to stress that shared environment or the shared principles. It is basic positive politeness strategy technique.
- i) *Assert or presuppose S's knowledge of and concern for H's wants*. It is indicate that speaker and hearer are co-operators
- j) *Offer, promise*. Speaker claims that whatever hearer wants, speaker wants for him and will help to obtain. For example: *I'll meet here tomorrow at noon*
- k) *Be Optimistic*. Speaker is presumptuous as to assume hearer will cooperate with him because it will be in there mutual shared interest.
- l) *Include both S and H in the activity*. Speaker uses an inclusive 'we' form when speaker means 'you' or 'me'.
- m) *Give (ask for reason)*. S gives reason as to why he wants he wants.

- n) *Assume or assert reciprocity.* Speaker asks hearer to cooperate with him by giving evidence of reciprocal right of obligation between S and H. For example: I'
- o) *Give hints to hearer.* S satisfies H's positive face want by giving gifts including human relation wants. For example: *You're amazing. I am proud of you*

2.3.6.3 Negative Politeness

Negative politeness is redressive action addressee's negative face, his want to have his freedom of action unimpeded and his attention unimpeded (Brown and Levinson: 1987). Negative politeness presumes that the speaker will be imposing on the listener. The potential for awkwardness or embarrassment is greater than in bald on record strategies and positive politeness strategies. Negative politeness is designed to save one's negative face by avoiding face threatening acts. This strategy called as a freedom of action and freedom of imposition. One has his own right and territory which is not wants to be interfered and disturbed by others. Negative politeness contains 10 strategies (Brown and Levinson, 1987):

- a) *Be conventionally indirect.* S gives H an 'out' by being indirect and some times S wants go on record. For example: *Can you pass the sugar?*
- b) *Question hedge.* It used hedge (participle, word, or phrase) that modifies the degree of membership of a predicate of noun phrase in a set.
- c) *Be pessimistic.* S explicitly expressed doubt that the condition for the appropriateness of S's speech act obtain.
- d) *Minimize the imposition.* S indicates that the imposition is not it self great, thus may pay H deference. For example: *Could I have a taste (slice a cake)*
- e) *Give deference.* S humbles himself or S raises H to satisfy H's wants to be treated as superior.

- f) *Apologize*. S indicates his reluctant to impinge on H's negative face and thereby partially redresses that impingement and S may beg H's forgiveness.
- g) *Impersonalize S and H*. S phrases the FTA as if the agent were other than S or at least possibly not S or not S alone.
- h) *State the FTA as a general rule*. State that FTA as an instant of some general social rule, regulation or obligation.
- i) *Nominalised*. Degree of negative and positive.
- j) *Go on record*. S explicitly claims his indebtedness to H or disclaims any indebtedness

2.3.6.4 Off Record

Off record is done in such an approach that it is not possible to trait only one clear communicative intention to the act (Brown and Levinson, 1987). This strategy uses indirect language which has different meaning on it and needed context to get the meaning what the speakers said and removes the speaker from the potential to being imposing that it is not possible to trait only one clear communicative intention to the act. This strategy also used to convey one's (speaker) wants in such an indirect and ambiguous way.

- a) *Gift hints*. S says something that is not explicitly relevant
- b) *Give association clues*. S mentions something associated with the act required of H
- c) *Presuppose*. S makes H to search for the presupposed prior event by implicating something
- d) *Understate*. S understates what he actually wants to say. In the criticism case, S avoids the lower points of the scale.
- e) *Overstate*. S exaggerate or chooses a point on a scale which is higher than the actual state of affair

- f) *Use tautologies.* S utters potent and necessary truth and S encourages H look for an informative interpretation of the non-informative utterance
- g) *Use contradiction.* S state two things that contradict to each other and makes it appear that he can not tell the truth
- h) *Be ironic.* S says that the opposite of what he means or indirectly convey his intended meaning.
- i) *Use metaphors.* S uses metaphor and leaves it to H to interpret the real meaning. The use of metaphor is perhaps usually on record, but it is possible that exactly which of the connotations of metaphor speaker intends may be off record.
- j) *Use rhetorical questions.* S asks question without intention of obtaining an answer. Words that help to force the rhetorical interpretation of questions include *just, even.*
- k) *Be ambiguous.* S makes purposeful ambiguity and lets H to get what he means.
- l) *Be vagues.* S being vague about the object of the FTA is or what the offence is.
- m) *Over generalized.* S utters a rule of instantiation which may leave the FTA vaguely off record
- n) *Displace H.* S goes off record as to who the target for hid FTA. Speaker may go off record as to who the target for his FTA, or he may pretend to address the FTA to someone whom it wouldn't threaten.
- o) *Be incomplete use ellipsis.* S purposely does not finish his utterance and leaves the FTA half undone.

2.3.7 Context

In Pragmatic, context is the key to find the meaning. Levinson (1983) stated that, “pragmatics is the study relations between language and context that are grammaticalized or encoded in the structure of language.” Language in pragmatic without context does not

mean a thing. Context is the important thing to explain the situations of the text. Context is influenced in identifying the politeness strategies in the complaint letter. Context is important in identifying the politeness strategies used in giving a complaint. In describing context, Hymes (in Thomas, 1995) makes a framework namely SPEAKING, this is used to describe some factors which effect to the communicative events, there are:

- Situation is “Setting refers to the time and place of a speech act and, in general, to the physical circumstances” (Gumperz & Hymes, 1972).
- Participant means in a conversation involve speakers and hearers identity including personal characteristics such as age and sex, social status, relationship with each other
- End means everyone has different goal or aim to do a conversation. The end must be different in every occasion
- Act Sequence is the acts include the form and the content of the conversation. It can be the dictions, how the words are used, and the relationship of what is said to the actual topic.
- Key refers to the tone, manner, or spirit in which are included as keys are behavior, gesture, eye contact, and etc.
- Instrumentalities are about the choice of channel, such as oral, written, telegraphic, phone, and others. Then, it shows how the language, dialect, code, or register are chosen.
- Norms depends on the place, the culture, and the participants’ social groups. Every place has different norms in communicating toward each other.
- Genre refers to type of utterance in communication, for instance, poems, prayers, lecturers, classmates, proverbs, and so on.

CHAPTER III

POLITENESS STRATEGIES USED BY MALE AND FEMALE IN COMPLAINT LETTERS

In this chapter, the writer analyzes complaint sentences by classifying them into four politeness strategies proposed by Brown and Levinson (1987) by seeing the theory of SPEAKING's context proposed by Hymes (in Thomas, 1995). The analysis is aimed to find the politeness strategies used by male and female in writing his or her complaint and find the similarities and the differences between them. In the process of analyzing the data, firstly, the complaint sentence is classified into the four types of politeness strategies; it is followed by the explanation of the context, and then calculates the percentage of each type. The results i.e. the number of percentage are shown in the table to figure out the strategies used by male and female. These processes are aimed to see the similarities and the differences between male and female in their politeness strategies.

3.1 Politeness strategies used in Complaint letters sent to *Jakarta Post* website

The politeness strategies focus on four main types of politeness strategies that are bald on record, positive politeness, negative politeness, and off record. The data are taken from the *Jakarta Post* website which specifically located in the Reader's forum page. The letters were chosen by the topic which only talks about services and products produced by the company in Indonesia. This topic is chosen because this topic produced many complaints. People will complaint about the services that they think are unfavourable or dissatisfied. Things complained include those cases in which the complainer says his/her moral judgement to the complaine (people who being complained by someone) who is failed of doing something or in the midst of doing something. Sixteen letters has been

collect as the data, ten are by men and ten are by women. The analysis of this letter will be followed by theory of Brown and Levinson about four types of politeness strategy and context theory proposed by Hymes.

3.1.1 Male Applying Politeness Strategies

Letter 1

The complainer's name is Mehmet. He is a Turkish citizen. He was deported when he re-entered Iskandar Muda Airport, Banda Aceh, after he has renewed his visa at Indonesia Embassy in Kuala Lumpur. He is a lecturer and married to Indonesian lady with a baby. He did voluntary work after earthquake and tsunami in Aceh without any salary or insurance. He thinks that it is enough to bind him to this country. Now, he is complaining about the deportation. He asked for the reason why he was deported from Indonesia. By this letter, Mehmet wants to get people to know about his problem. In the letter, he said, "*I wish to stress all....*" It means that Mehmet wants everybody knows his problem. He sent his complaint to the related institutions that manage this problem. This is his complaint:

Complaint 1

It is my right to ask all related institutions to prove what kind of rules I have broken in Indonesia.

This complaint letter is going to the criteria of complaint which S expected something but the action result is contrary to the expectation of S. Mehmet expected that he will not get deportation after renewing his visa. He also did voluntary work as a lecturer and married to Indonesian lady, he thinks that it is enough to bind him self to this country. In his letter, Mehmet also stressed that he never ever broke any regulation or law in Indonesia. So, what he got is out of his expectation. He feels disappointed. He sent this complaint to get a better solution.

The complaint sentence above is the act that Mehmet wants do to get his right, to ask to the related institutions why he was deported though he was renewed his visa, had done voluntary works, married with Indonesian lady and has never broke any regulation or law. The statement of, *“what kinds of rules I have broken in Indonesia”*, which represented his curiosity. Because he is sure that he never ever broke any rule. The end of this complaint is stated, *“to ask all related institutions to prove what kinds of rules I have broken”*. According to Hymes, *end* means that everyone has different goal or aim to do a conversation. By his statement above, Mehmet’s aim is asking all related institutions to prove what kinds of rules that he has broken since he is sure he has never broken any regulation and laws in Indonesia. The whole complaint sentence, *“it is my right to ask all related institutions to prove what kinds of rule I have broken in Indonesia”*, means that Mehmet wants related institutions can prove his guilty. This complaint is challenging the related institutions to prove Mehmet mistakes.

From the complaint sentence above, Mehmet feels so optimistic that he never broke any regulations, so that’s why he is daring to challenge the related institutions to prove his guilty. The type of this sentence is being optimistic. Brown and Levinson (1987) stated that *be optimistic* expressions seems to work by minimizing the size of the face threat, implying that it is nothing to ask or offer that the cooperation between S and H means that such small things can taken for granted. S to be presumptuous as to assume H will cooperate with him because it will be in there mutual shared interest. It is proved in the sentence that Mehmet just wants to do something to get his right. He just stated that he wants to ask to all related institutions to get the answer why he was deported. Be optimistic is delivered positively politeness strategy. According to Brown and Levinson (1987), positive politeness is used to maintain a person’s positive face.

Letter 2

The letter came from Banten, written by Mohamad Yusuf. This complaint letter is sent to Speedy internet provider services. It means that the complainees are Speedy Telkom Plaza which is located in BSD. He complained about the speeds that he got which is different with the speed that Speedy has promised before. In this letter, Yusuf also wants to get other people involved in this case, by saying, *“their download speeds, believe me, are much worse than Speedy”*. *Believe me* means that Yusuf wants the other people to trust him. It is a way to make the reader agree with him. Yusuf has complained about internet connection. He wrote this letter after getting someone who has the same experience. Yusuf sent the letter and told that he never ever gets the speeds that were promised by Speedy. There is one complaint sentence:

Complaint 1

I myself have never experienced download speeds of more than 40Kbps; the average speed is normally between 14Kbps to 22kbps, although I too was promised a minimum download speed of 100Kbps when I signed up

The criteria of this complaint sentence are: first, S expected something but the action results are contrary to the expectations of S. Yusuf as the complainer expected the promise of high speed given by provider, but the fact, he got very-very low of speed. Second, this sentence under of the criteria of H performs a socially unacceptable act (SUA). It showed that Speedy as the complainees (in this case as the hearer) do not hold their promises to give high speed as promised before. This act is categorized as socially unacceptable act to Yusuf as the speaker whom being the complainer here.

Mohamad Yusuf, in his complaint told that he did not get what should he got. Yusuf stressed himself as stated, *“I myself...”* was aimed to stress that the user of Speedy connection is Yusuf. And then, it followed by, *“have never experience download speeds of more than 40Kbps.”* It means that Yusuf just get speeds under 40 Kbps. Next, *“although I*

too was promised the minimum download speed of 100Kbps” means that Speedy promises to give minimum download 100Kbps. By the statement above means that Yusuf never get the speed that were promised by the provider. Based on the context, Yusuf used one of the negative politeness strategies that are *being conventionally indirect*. According to Brown and Levinson (1987), this strategy has desire to give H an out by being indirect and desire to go on record. In this way, the utterance goes on record, and the speaker indicates his desire to have gone off record. The writer sees that what Yusuf wants to complain is Speedy never keeping their promises. But, this desire is gone off record. The meaning of his sentence literally is different from the implicit meaning.

As the result of this complaint sentence, Yusuf used negative politeness that is *being conventionally indirect* to send his complaint goes on record but he indicates his desire to have gone off record. Yusuf minimized his imposition to hearer as the character of negative politeness which aimed to avoid a FTA to the hearer.

Letter 3

It is also about Speedy’s services. The complainer’s name Suharto from Banten. He also complained about the connection that not compatible with the speed that were promised. He told his experienced to the readers, in the others one is a trick to send his complain to Speedy. Suharto signed up for a package that promised up to 1000Kbps, but he got no speed near that during the whole time until the letter was sent. Someday, Suharto got a phone call from Telkom and was told that his previous package would discontinue and change to the new package. There are four sentences contain complaints that are found here:

Complaint 1

A public company can easily disregard its promise on paper in less than two years?

A complaint sentence above is under the criteria of complaint where hearer (H) performs a socially unacceptable act (SUA) that is contrary to social code of behavioral norms shared by S and H (Olshtain and Weinbach, 1993). The SUA that Suharto got is stated on, "*a public company can easily disregard its promises...*" A public company refers to Speedy which the SUA is Speedy disregard their promises. Because of this SUA, Suharto felt dissatisfaction and disappointed to the promises that have been disregarded by a public company.

Suharto used negative politeness strategy that is *state the FTA as a general rule*. This is one of way of dissociating S and H from the particular imposition in the FTA and a way of communicating that S does not want to impinge, but it is only forced by circumstances to state the FTA as an instance of the rule or regulation (Brown and Levinson, 1987). The ways of this strategy is getting pronoun avoidance. Although the goals of this complaint is *Speedy* as the internet service provider, but the using of '*public company*' in delivering the rules is one effective way in performing that it is an important rule for all public companies. Thus, all public companies should obey the rules that they can not regard their promises to their customer.

The whole complaint sentence was aimed to involve the complainees because of their unpleasant action which disregard their promises and ask a remedial action. The question marker in the end of the sentence is due to complete Suharto disappointment about the service. It is not used to ask such a question, but it is used to express unbelievable. Suharto can not believe that public company can easily disregard their promises.

The writer conclude that Suharto used negative politeness that is *stated FTA as the general rule* by avoiding pronoun. He is changing the pronoun into public company which refers to Speedy. By using this ways, Suharto can minimize a FTA on Speedy and can persuade all public companies to follow and obey the general rule.

Complaint 2

Discontinued? (4)

Speedy discontinued the previous service and change to the new one. This sentence is classified as a complaint because it contains the dissatisfaction of the complainers. The speaker is disapproved to the Speedy's action whom discontinued Suharto's package and change into the new one without any confirmation first. He cannot accept that his package has discontinued by the provider. Suharto still uses the same strategy of negative politeness which is named *minimize the imposition*. According to Brown and Levinson (1987), it occurred when S indicates that the imposition is not it self great, thus may pay H deference. Suharto tries to minimize his imposition to get his right by saying a question which represents his unbelievable.

Complaint 3

*Hating such promotion phone calls and being preoccupied with other things and anyway sore about so-called speedy services, I felt forced to accept "ape elu kate d*h!" (Whatever you say)*

The sentence above is a complaint sentence under the criteria which H performs a SUA, and S expresses his/ her frustration and disappointment verbally. In this sentence, Suharto feels so angry, as sees in the beginning of the sentence, "*hating such promotion phone calls*". It represents of how angry Suharto to the phone calls promotion. Back to the letter, Suharto got a phone call which told that his previous service will be discontinued and will be changed to the new package. It's made Suharto disappointed to the service of

phone calls promotion. *"Being preoccupied with other things"*, refers to the new package that Speedy promoted to him as the substitution of his previous package. It explains that Suharto was very-very annoyed to Speedy's service. And he said, *"ape alu kate d*h"* which in English means whatever you want to say to express his dissatisfaction. Suharto does not want to accept this promotions, he stated, *"I felt forced to accept"* but there is no choice for him after his previous package has been discontinued.

This complaint may threaten the face of the complaine. It means that the complaine may involve a FTA. However, how disappointed someone, they need to lessen the possible threat of the complaine's face. Suharto used *bald on record strategy* where he did not minimize the face threat, so the potential of face threat is big. According to Brown and Levinson (1987), whenever S wants to do FTA with maximum efficiency more than he wants to satisfy H's face, even to any degree, he will choose the bald on record strategy. It seems in Suharto's complaint sentence where he wants to express his feeling without minimize the face threat of the complaine.

Complaint 4

I do need not "unlimited", since I am not a surfer

The criteria of this complaint sentence is S perceives the SUA as having the unfavourable consequences of him so what happened to him is an offensive action. The SUA performed by H is Speedy has discontinued his previous package and change into the new unlimited one without any agreement from Suharto. The consequence of Speedy's SUA is Suharto does not need this new package "unlimited". Suharto complains to the new package of connection "unlimited" after his last connection has been discontinued by the provider. After new package has been signed in, Suharto tried to check the speed, that it was so low and make him could not send an email. He do not need unlimited package since he is not a surfer as what he said. What he needs is a speed connection. Suharto

made a quotation for “unlimited”, perhaps he wants to emphasize on the word *unlimited* that the usage of connection is unlimited, but the speed connection was so low.

Suharto used negative politeness strategy that is *being conventionally indirect*. As stated before, it is still according to Brown and Levinson (1987), it is the desire to give H an ‘out’ by being indirect, and the desire to go on record. In this way, Suharto uttered his complaint on record, but he indicated his desire to go off record. It sees clearly Suharto said that he did not need unlimited package since he is not a surfer. But, from the context, what he wants to say is the new unlimited package is not useful. He could not even send an email. The speed connection of this unlimited package is lower than his previous package. So, his desire to say is that he needs his previous package is gone off record. From the context, he wanted to his old Abo to be returned back. By referring to the context of the letter, the goal of the utterance is requesting his old package back indirectly.

So, in order to deliver his desire without threat the face of the hearer, Suharto used the strategy of being conventionally indirect where his desire has gone off record. It is one of negative politeness strategy.

Letter 4

This letters come from Denpasar written by Wallace. Wallace’s letter talks about Indovision services. In the beginning, Wallace told that he has installed Indovision for about two months for two decorders, one that has been used for a year. The new decorder worked well, but not the old one. Until he call the DPS office.

Complaint 1

Even after I told them my membership number, and they verified it, still they want to ask again for my phone number, address, and what sorts of problem, even before that, I was being kept waited after their C.S picked up the phone, maybe they are too busy!

The criteria of this complaint sentence is the hearer (H) whom in this case is Indovision services provider performs such and socially unacceptable act (SUA) that is contrary to a social code of behavioral norms which is shared by S and H. From the sentence above, the writer sees the SUA performs by H (Indovision) as stated, "*even after I told them my membership number, still they want to ask again my phone number, address, and what sort of problem.*" This statement is feels as SUA for Wallace whom has been used their product for years and surely has been registered the statement above seems like the C.S do not trust Wallace as their member even Wallace has already told their membership number.

Referring to the context, this complaint sentence occurred as the result of telephone conversations with Indovision DPS office. Wallace stressed many words such *even, still, again, too* as aimed to represent his unfavorable. Wallace called the DPS office to solve his decoder problems. As the introduction of their phone calls, the C.S asks for Wallace identity and something that made Wallace annoyed is that he has already told his membership number, but they still ask their phone number, address, etc. Usually, to get a membership number, people need to fulfill the form which contain about their identity. It is means that when people has subscribe, they will get a membership number. Here, the C.S still want to ask his address, phone number even he has told his membership number.

After he told about his identity, Wallace explained the sort of his problems after being kept waited for the C.S who picked up the phone for a while. Wallace thinks positively that the C.S is too busy so that they picked up his phone. The statement of "*maybe they are too busy*" is ambiguous. It can be meant that Wallace satirized the C.S. The second one, it means that Wallace minimized his imposition to the Indovision as the hearer by thinking positively.

The points of this complaint sentence which represent the using of politeness strategies is, *"maybe they are too busy"* Wallace minimize the imposition of the hearer which classified to the negative politeness strategy. Wallace minimize his imposition on Indovision even though he was so sulky by SUA of Indovision. Minimize imposition is occurred whenever S indicates that the imposition is not it self great, thus may pay H deference. Wallace kept H deference by keeping positive thinking even he is so disappointed to the services.

Complaint 2

She said may be the problem is my old decorder, so that we can not receive some channels, if that is the case, why did they say so before we pay the money, and what is the point to service my own decorder

The criteria of this complaint still about hearer (H) performs a socially unacceptable act (SUA) that is contrary to a social code of behavioral norms shared by S and H. This SUA perceives by S as unfavorable (Olshtain and Weinbach, 1993). Sees from the context and the sentence, the SUA produced by Indovision as the complaine is that they take important for the money more than improve their services. As Wallace stated, *"why did they say so before we pay the money and what is the point to service my own decorder"*. Wallace viewed that the SUA produced by Indovision as having unfavorable for him. Wallace felt so dissatisfied about this service. He disappointed to the DPS and asked for the reason of why they just accept the money without fulfills their services first.

Wallace has a right to send his complaint and asks for some explanations to get what he should get, that is why Wallace asked for the reasons and answers of services for his own decorder. This *asking for reason* is strategy of *positive politeness*. Brown and Levinson (1987), it occurred whenever H is thereby led to see reasonableness of S's FTA.

Sometimes speaker wants to avoid a FTA to hearer, because he or she do not want to threat the face of hearer. One of the ways is asking for reason without judge them or censures them.

Complaint 3

End up she said their technicians will visit us 3 days after the day we called and when I asked for her name, I got hanged up impolitely.

This complaint sentence is the continuation of the complaint sentence 2, still occurred when the phone conversations was taking place. As the solution, the C.S would send the technicians to solve Wallace's decoder. Before end up the phone, Wallace asked for the technician's names and the SUA are occurred here. The customer service hanged up Wallace impolitely without answering Wallace question. As stated before, no matter how, the consumer is the king, so that the company should service them as polite as possible. This complaint sentence is produced by the SUA of hearer performed.

C.S stands for customer service who will service the customer as good as possible. So, they are not allowed to do such an impolite action that may hurt customer. But, Wallace got impolitely action by the C.S services who hanged up his phone when he asked for the technician's names. Wallace told this complain by using *bald on record* strategy. With the maximum efficiency, Wallace told his dissatisfaction directly. Without minimize the face threat of the hearer, Wallace told his experience during the call with the C.S. This is the type of case of non-minimization of the face threat. It means that Wallace told what is really happen without decrease or increase the situation and without minimize the face threat of Indovision.

Letter 5

The letter's topic is about Indosat's service sent by William from Jakarta. William, in his letter told that he has been used Indosat as internet service provider since a

year ago. But as time goes, the connection was far from fast and become expensive. William has enquired many times to complain to Indosat management and call center personnel but there is no alternative that is offered to him. William was promised that Indosat 3G would be guaranteed a high-speed download, and William agreed to take it, but the fact is not realized. This is his disappointment

Complaint 1

I would be "guaranteed a high-speed download and interruption-free connection", but when this package was connected to the Indosat network (via their supplied SIM card – and my modem) the speed was less than 5KB/ second

This complaint sentence is related to the criteria where S expected something but the action results are contrary to the expectations of S. S expected that the connection is like what they promised, high-speed download and interruption-free connection. But, it contrary to their promises, it far from fast and become expensive. The writer judges that this is a complain sentence from the criteria above. As Indosat has promised before, the provider guaranteed a high-speed download, but the fact, it is so slow less than 5KB/ second. It is clearly that William has tricked by promised given by Indosat. The statement, "interruption-free connection" is contrary to the realization. William has been interrupted when the first time he connected this package to the Indosat network. All of their promises are lies

In sending his complaint, William repeated some words that contain promises from Indosat and fact that happened to him. The guarantee of interruption-free and the speed less is the two contradictory things. William told the true condition that happened to him. There are two politeness strategies here, first is *seek for agreement* where it is marked by the repetitions of some part of what H has said before. As stated, *I would be "guaranteed a high-speed download and interruption-free connection"*. This quotation is quoted from

the Indosat promotion. William agreed to take this package because of it guaranteed promotion. And the second one, he uses the strategy notice to hearer, where the criterion of this strategy is the speaker takes *notice of aspect of hearer's condition*. William told that the connection do not work as like as the promotion. The hearer is Indosat as the internet service provider who being judged by the customers (William), does not keep their guarantee. Both of these strategies are included into positive politeness strategies.

Complaint 2

To date, I have received no call with respect to my Indosat 3G accounts complaints!

Complaining about the speed connection above, William has visit the Indosat Galery, and he got news that the wrong package had been registered by the sales person. To solve this, William sent a text message and phone calls to the sales executive consultant, but there is no solution. More over, he sent a formal complaint to the Indosat's head office to which he get no response until that time. About two months he spent his time to visit that gallery and called Indosat services center 111 where the almost robotic answer to each complaint is they will check and call him within 48 hours. But, until this letter was sent back, he has receive no response to his complaint.

Now, William stated his disappointment to Indosat services where William told the truth conditions that he is not respected for his complaint by Indosat even it was too long since his first complaint. William feels so disappointed, because until this time as he stated, "*to date*", he never received any respect of his complaint. William told what is really happen. But, William presupposed his statement to Indosat to make them become consciousness and take an action quickly. Because it was too long since he sent his first complaint.

This is an off record strategy that is *presuppose*. As Brown and Levinson (1987) stated, S makes H to search for the presupposed prior event by implicating something. That is what William did, he implicates that he has receive no respect, but what he really wants to warn to Indosat is to take an action quickly. He hopes that Indosat can catch this meaning presupposition and help to solve William problem as soon as possible.

Letter 6

This letter is come from Himawan, Jakarta. In this letter, Himawan told his disappointment to HSBC service. It is began when Himawan is visited Plaza Indonesia, and there was a HSBC Promotion. Himawan is asking about investing hundred of millions rupiah for the three months or less. The female attendant said to try Manulife's Flex Invest because it is so competitive in giving returns. Himawan agreed to invest. After arrived at home, Himawan checked his account. He got surprised that if he were invested, he would lose funds in a short-term time.

Complaint 1

If I were to invest in the fund, I would lose if compared to a short-term bank time deposit, even though the woman at the HSBC both said I would earn more through the fund than with a time deposit

This complaint sentence is related to the criteria of H performs a SUA that is contrary to a social code of behavioral norms shared by S and H (Olshtain and Weinbach, 1993). It is seen from the context that HSBC was promoted and William agreed to take it with the norms that they has been shared, where HSBC will give the competitive returns compared with the bank interest rates and William agreed to invest. But, what really happen is the promotion is not suitable with the fact. The writer sees that the complainees do not consistent to what they said. This unfavorable action is categorized as SUA.

performs by HSBC Bank. Himawan feels that he has been tricked by that bank but Himawan do not say it directly. The speaker makes his complaint by giving in *if clause* forms. Speaker tries to be indirect but sometime go on record. The writer concludes that Himawan will not invest his fund through this bank, but Himawan change his word by expressing in another form. His complaint directly understandable by the readers and the complaine, even he makes in form of *if clause* sentence. The name of this strategy is *being conventionally indirect*, which is a strategy of negative politeness proposed by Brown and Levinson. In this strategy a speaker is faced with opposing stresses the desire to give hearer an 'out' by being indirect and desire to go on record.

The writer sees that Himawan does not want to invest his money because they have lie to him, but his desire is gone off record. He just stated the possibility that will be happened if he still wants to invest his money here. So, what Himawan stated explicitly stated has the difference to what his desire implicitly. Himawan did this to minimize the face threat of HSBC Bank.

Complaint 2

Perhaps over two or three years that would be correct, but not over three months.

This statement is related to the HSBC bank promote that they will give competitive returns with the bank interest rates in three months or less. Here, Himawan expected that the bank would gave the competitive returns as their promotion in three months, but in fact, it will be returned over than three years not three months where is out of his expectations. Himawan has checked, he would lose some funds if he takes this promotion. Luckily, Himawan have not transfer any funds to this bank. If not, he may lose some funds and the promise is not over three months which they have promoted. This strategy names seek for agreements. By repeating some words, "*over three months*" speakers stressed his

emotional agreements. Himawan repeated part of the promotion promises to show that he is understand and catches that promises. What Himawan wants to say is, he wants the hearer heard his complain and agreed that he is correct. More over, they can reshuffle and rechecked their programs. *Seeks agreement* is a strategy of positive politeness.

Letter 7

The letter written by Ouwens who lives in Jakarta, he complains about HP's service. Ouwens told that he has buy one of HP printer product but the printer developed problems related to manufacturing issues. He brought the printer to the Hp service center, and the technicians told that the problems are caused by the instable electricity in Jakarta. If Ouwens wants the replacement, he needs to pay additional money. This answer has made Ouwens feels disappointed. And he complained,

Complaint 1

The question is why HP still sells products in Indonesia if their products cannot handle the electricity fluctuations?

This complaint occurred because H (HP) performs a SUA that is contrary to a social code of behavioral norms shared by S and H and Ouwens perceives this SUA as having unfavorable for him and for general public. The SUA performs by HP is they still sells product which cannot handle the electricity fluctuations. It means that the product can not be used in this country. Ouwens has buy an expensive multifunctional printer and now it cannot work properly through the electricity fluctuation. To solve this, Ouwens brought to HP service center and they said that if Ouwens want a replacement, Ouwens need to pay additional money to get it.

HP's response is seems as unfavorable for Ouwens. It is necessary that they do not sell the product which is not suitable with the electricity condition in this country. In this

complaint, Ouwens asked for the reasons why HP still sold the product which is not compatible with the electricity fluctuations. It is a category of positive politeness that is *asking for reason*. HP should not sell this product but they still. That is why Ouwen's complaint asked for this reason. Asking for reason is positive politeness strategy where the speaker do not have explanation of why hearer do this, the speaker has right to ask.

Complaint 2

They asked me to leave the printer behind and they informed me that in two or three weeks I will get a replacement for the mentioned additional amount but that they could not guaranty that it would work

This complaint still occur by the SUA performs by H (HP). As service centre, HP should guarantee their product in order to get the customer's trust. But, according to the complaint sentence above, HP could not guarantee that the product would work functionally. This situation is categorized as SUA and Ouwens perceives the SUA as having unfavorable consequences for him. Ouwens leave his printer and will get a replacement for a mentioned additional amount; they still could not guarantee that it would be work. No one will not get angry when they are in this situation, brought something can not be use functionally, need to pay for the replacement, and not guaranteed for the new one. This complaint is used negative politeness strategy that is *be pessimistic*. Ouwens explicitly expressed doubt that the condition for the appropriateness of S's speech act obtain. According to Brown and Levinson (1987), this strategy gives redress to H's negative face by explicitly expressing doubt. Ouwens, in his complaint are doubt that his printer could work.

Complaint 3

HP, I think it's time to raise your quality of service in Indonesia to normal international service standards and not just try to get money out of your

customers' pockets when manufacturer-related problems with your products in Indonesia occur.

Ouwen gives some advices to HP in order to send his complaint. This complaint is under the criteria as stated by Olshtain and Weinbach (1993) that S perceives the SUA as giving S the legitimate right to ask for repairing in order to undo the SUA, either for his benefit or for the public benefit. This complaint functions is to hold the hearer accountable for the offensive action and possibly suggest and request a repair. From the sentence, Ouwens give such advices to HP to raise their quality of service in Indonesia to normal international service standards. In this way, Ouwens use the strategy of positive politeness, where he satisfies H's positive face want by giving gifts including human relation. The gifts were given by Ouwens is advice which needed in order to improve HP service in the future. This strategy name is *gift hints to hearer*.

Letter 8

This letter was sent by Cornelius from Denpasar. In the beginning of his letters, Cornelius stated that he is writing to pretest poor service from Arjuna Parabola and Top TV. He has signed up an application at Arjuna Parabola in Denpasar for Installation of Top TV, but he was not given any documents which were promised to be delivered at the time of installation. A week after the installation, the transmission had ceased. In the next day, Cornelius received a phone call from Top TV to check the service had been installed and paid for, and to confirm his personal details and they also inform that Cornelius would receive a second month free as bonus. In that phone call, he also protests that the service was dead, and the operator could not provide any help, they just told to wait for the registration. On the next day, Cornelius phone Arjuna Parabola and had a long conversation with a rude and witless young girl who refused to listen his complaint. He

attempted to phone the Jakarta number but the call was not answered and he calls Arjuna Parabola for several times but was not answered. Three weeks later, he phone Arjuna Parabola and their promised that the documents would be delivered to his home the next day. But the promise was not kept.

Complaint 1

I did not receive any documents and I was not contacted at all

The sentence above is containing to the criteria of complaints occur stated by Olshtain and Weinbach (1993) which are S expected something but the result action is out of what S had expected. Cornelius expected that he would receive those documents which were promised by them that they would send it the next day after he had a phone call, but until he send this letter to *Jakarta Post* website he has not received any documents and was not contacted at all.

In order to send his dissatisfaction to Arjuna Parabola, Cornelius minimizes the imposition on Arjuna Parabola. It prove in his statement that he stated, "*I did not receive any documents and I was not contacted at all*", if he did not want to minimize the face threat he may say directly where is my document, *why don't you send it on the day you promised?*. Minimize the imposition is one of negative politeness strategy where it performs the function of minimizing the particular imposition that the FTA unavoidably effects (Brown and Levinson, 1987). Although this FTA would not send directly, it still has a potential to threat the hearer's face.

3.1.2. Female Applying Politeness Strategies

Letter 1

The letter comes from Bogor, West Java which written by Soetami. It talks about smelly cheese. Soetami has been consumed Edam Cheese product made by PT Dairygold Indonesia for two years and found no problem. It means that most of the time she finds out it to be satisfactory. But since last year, Soetami has been discovered the Cheesy Keju Olahan has become more unpleasant, mainly to the Rasa Keju Edam product. It had disgusting smell even the product had not reached its expiration date. At that time, Soetami thought it was just an accident, and thought no more of it. One day, she bought one bar of Cheesy Keju Olahan, and finds out that the cheese had a very unpleasant stench. These are her complaints

Complaint 1

So what happened to me last year has unfortunately happened again

This complaint is under the criteria of S whom expected something but the action results are contrary to the expectations of S. Soetami expected that his last year experience when she got unpleasant stench of Keju Edam was just an accident and would not happened again. But now, after a year, she bought and finds out it stench. Soetami thought that the company did not take care to their product or they just intend their product sells in the market. The act of this company is categorized as SUA for Soetami whom being the customer.

This sentence contain complaint, because complaint may occur whenever S expected something but the result is out of what she had expected. That is what happens to Soetami. This complaint also caused by SUA were did by the company. This sentence has ambiguous meanings, where Soetami sent her disappointed directly, as stated "*what*

happened to me last year has happened again”, this statement explicitly stated. Implicitly, this sentence contains a complaint that Soetami wants to say are why this can happen again, and why they do not check their product. Brown and Levinson stated that whenever S has desire to give H an out by being indirect, and the desire to go on record, they use the strategy of *be conventionally indirect*. It is solved by the use of sentence that has contextually unambiguous meanings which are different from their literal meanings. In this way, the utterance goes on record, but the desires have gone off record.

Be conventionally indirect is one of negative politeness strategy which redressive action addressed to the addressee’s negative face. As stated before negative politeness is an independent strategy, the speaker wants his freedom of action unimpeded by others.

Complaint 2

I have given the manufacturers sufficient time to receive my complaint and answer it, so I sent it to them at cheesy@dairygold.co.id, stating that, if within a week after I had sent my complaint on April 17 I hadn’t heard from them, I would air the whole stinking matter publicly as a warning to other users of this particular brand of cheese.

The criteria of this complaint is S expresses her frustration and disappointment verbally and S views that H is responsible for the action. Soetami has bought many Cheesy Keju products, but the entire product is very unpleasant. She has sent the complaint to the company but there is no reply until she sent her complaints to media (*Jakarta Post* website)

In the sentence, Soetami said that she wants publish this complaint into public if the company still not heard her. The reality is the company had not heard her. Soetami expresses her frustration and disappointment, as stated *“I would air the whole stinking matter publicly”* this statement is full of Soetami disappointment. What Soetami means by the *whole stinking matter* is unpleasant stench of the cheese. The words of *whole stinking*

matter would create the negative side of the company. Soetami do not minimize the face threat of hearer, because she was so bored to wait the answer from the company through her first complaint. The words of *whole stinking matter* would have a big potential of embarrassment of the company's face. In the case of non-minimization the face threat of the hearer is categorized into the bald on record strategy, where speaker has sent her complaint with the maximum efficiency to threaten the face of the hearer.

Complaint 3

Until now I have received no reply from PT Dairygold Indonesia which shows that those working for this company apparently seldom open its emails, or chose to ignored letters containing complaints

Soetami expected that the company, PT Dairygold Indonesia would reply her complaint, but until she sent this complaint into *Jakarta Post* website, she has receive no reply. So, this complaint is under the criteria proposed by Olshtain and Weinbach (1993) where S expected something but the action results are contrary to the expectation of S. This precondition makes the complaining take place. This statement is sending clearly directly, *baldly on record*. With the maximum efficiency, S wants to do FTA without concerning about H's face. Because Soetami had tried to send her complaint first and there is no answer, now she would like to stress her imposition on the company. Soetami has a reason why she is do the FTA in full efficiency, because she has sent an email of complaint but until the time this letter sent to *Jakarta Post* website, there is no reply from the PT Dairygold Indonesia. Without minimize the face threat of the H's face, Soetami said that "*those working for this company apparently seldom open its emails, or chose to ignored letters containing complaints*" this statement shows the negative sides of H, that will embarrasses H's company. Soetami uses bald on record strategy in the case of non-minimization of the face threat.

Letter 2

The letter written by Zharah from Jakarta. Zharah complaint about Lion Air Service means that Lion Air is the complaine. Zharah has a flight with her family to Palembang. She and her family arrived to check in counter half an hour before the schedule flight to leave. But they told that they had closed. She tries to move to another counter and joined a queue there. She was ignored by the person behind the counter. The officer do not services Zharah and her family; she is just given the tickets and quickly said to comeback at 7 p.m. It means that Zharah need to wait another flight. It will be too late, if she takes that flight. Zharah has to take the flight to Palembang on that day. After waiting for the time to back to counter, the officer still looking busy and ignored her. Back again to the counter, they said that she should pay an additional amount for new tickets. Zharah rushed to the ticket counter and got information that the planed had taken off already. How disappointed Zharah on that night, she has cancelled two flight though she need to flights to Palembang on that day. She did not make it to Palembang and back to her home, and she had her money refunded minus a certain percentage.

Complaint 1

The person behind the counter was very busy, all the while looking down while people queued in line waiting for help, we were almost completely ignored.

Based on the sentence above, the complaint take place as the result of H which performs a socially unacceptable act (SUA) that is contrary to a social code of behavioral norms shared by S and H. The behavioral norm in this case is the company should service their customer. The SUA which is performed by H (Lion Air) that they did not serve their customer though the customers has queued in line waiting need for help, but the officers ignored them. Zharah wants to avoid FTA of Lion Air that is being the complaine in this case. She chooses to go off record by giving an association clues. Zharah as the speaker

mentions something associated with the act required of Lion Air. From the context, Zharah become disappointed by this problem. As the customer, she did not get any services by them. They ignored Zharah while she needs to wait for help. “*Completely ignored*” as Zharah stated means that she felt so frustration to this services but she also has stated that *the person behind the counter was very busy*. So, she thinks that it is deal why do they ignored her. If Zharah wants to do FTA, maybe she can say, “*The officers do not service the passanger properly*” not by saying “*we were almost completely ignored by the officer who was very busy*”. Her desire is going off record because she did not want to threat the face of H.

Based on Brown and Levinson (1987), in going off record, the speaker wants to do a FTA, but she still wants to avoid the responsibility for doing it. She can do it off record, and leave it up to the addressee to decide how to interpret it. The criterion in giving association clues is by precedent in S-H’s experience of their interaction before.

Complaint 2

Normally, the motto of many businesses is “customer is king”, but the way we were treated it seemed like the Lion Air motto is “customer is beggar”.

Zharah said that Lion air does not have a motto of “customer is king”, because of they do not services the customer properly. What they just need is people bought their tickets. They do not care what will be happened to the customers. Zharah judges that Lion air motto is customer is beggar. It seems after she were treated like that by Lion Air officers who is looking very busy when there is a queue line waiting for help. In the aim to express her bad moments and her dissatisfaction to the officers by sending this complaint letter, Zharah does not minimize the face threat of Lion Air. Whenever the speakers did not minimize the face threat and did with maximum efficiency without any doubt, it is categorized into *bald on record strategy*. “Customer is beggar”, as Zharah stated was

aimed to make Lion Air become embarrassment. Because many business companies would serve the customer as like the customer is king, but for Lion Air is seems that the customer is beggar, because they were not success in order to serve their customer as good as possible.

The changing of Lion Air motto into "*customer is beggar*" would make the reputation of this company become low. Zharah told this because she was experienced in this case, that Lion Air made their customer just like the beggar. Surely, this statement would threat Lion Air face and will decrease their reputation in the public life.

Letter 3

Yonita from Bogor as the complainers sent her complaints to Telkom Flash service provider. Yonita takes Telkom Flash as her network connection. The contracts is valid for 12 months with no termination allowed, but their network coverage as her only consideration. It is means that she could not controlled her usage. She tries to call this internet service provider. And now, the complaints are

Complaint 1

I called the call centre to ask for a record of my ongoing internet usage, but Telkom Flash had no trace of it.

From the statement, Yonita asks for a record, but the provider had no trace of it. Yonita said that *the provider had no trace of it*; this result action which is performed by TelkomFlash service center is accepted as SUA for Yonita who is their customer. This complaint takes place because Yonita expected something but the result actions is out of what she had expected. Yonita hopes that she will get the record of her ongoing usage, but TelkomFlash as the provider had no trace of it. That is why Yonita sent this complaint. Yonita cannot believe that public services or it can say as an internet provider services can

not provide the customer wants to record the ongoing usage. It is unbelievable. Yonita can not accept it. How can the provider could not able to do it? If Telkom Flash can not record it, this means that Yonita will not able to control her limits. Yonita sent her complaints indirectly. She did not state how the provider could not handle the customer problem. She just told that the company had no trace of what Yonita needs. Yonita uses the off record strategy that is *understate*.

An understatement is one way of generating implicatures by saying less (providing less information) than required. As Yonita stated, “the provider had no trace of it” has a meaning that *I can not believe that the provider had no trace of it, how can?*. This is what Yonita wants to say in fact, but she did not want to do a FTA, that is why she chooses to use understatement off record strategy.

Complaint 2

Telkomsel does not have any system or records on ongoing internet usage so that it does not allow its customers to control their usage

After called the call center to ask for a record of Yonita’s ongoing internet usage, and they had no trace of it, Yonita still continue to use this services but she will not able to control the volume to avoid over usage. Telkomsel will give charge for the over usage. In the last month, she checked the connection log and showed a total volume usage over than her limits. She got a horrible surprise that she found the Telkom Flash bill and had gone over limit different with her connection log. A big different number and she had to pay amount of much money. She went to Grapari Telkomsel and explained the problem and put her complaint.

In this complaint sentence still occur by the precondition that S expected something but the action result is out of what S had expected. The purposed of this complaint sentence is to share a specific negative evaluation (Olshtain and Weinbach,

1993). As stated above, the negative evaluation shared by Yonita is “*Telkomsel does not allow its customer to control their usage*”. Yonita shared this negative evaluation because it was happen to her and Telkomsel can not handle her problem. By giving negative evaluation of Telkomsel, Yonita wants to Notice to Telkomsel about the aspect of Telkomsel itself conditions. This noticement is use to request such a repair in the future. This complaint sentence used positive politeness strategies under the criteria of notice; attend to H. Yonita told about the condition of H, where Telkom Flash did not have any system or records on ongoing internet usage. By saying this Yonita wants to notice that Telkom Flash needs to have a system or record to control the customer’s usage.

Complain 3

How can I trust Telkomsel if they treat customers this way?

The write put this sentence as the complaint is under the criterion of complaint proposed by Olshtain and Weinbach (1993) where S expresses her frustration and disappointment verbally. This sentence means that Yonita can not trust Telkomsel because they treat customer on that way. In her complaint sentence Yonita use a form like a question though what she wants to say is not for asking such a question but it is aimed to express her frustration. Although she asked a question, she did not need the answer for that question.

Brown and Levinson (1987) stated that whenever someone wants to ask a question with no intention of obtaining an answer is to break a sincerity conditions on question means that he or she tends to use rhetorical question. Yonita used an off record under the strategy *use rhetorical questions*. According to the main theory were proposed, the criteria of this strategy is S ask questions without intention of obtaining an answer. The writer thinks that Yonita’s question did need no answer. In order to send a complaint, there is a potential to threat the face of the complaine. So, speaker may involve a FTA but she

chooses to do it indirectly as like Yonita's do. This action will save Telkomsel's face. By using a rhetorical questions, Yonita hopes that Telkomsel will interpret what she really means to say and repair their services.

Letter 4

This letter comes from Jakarta written by Deni Hooping. It is similar Speedy experience with the others letters. Actually many others are not wholly satisfied to this services. Deni Hooping told her experience in using Speedy as internet connection.

Complaint 1

Speedy service is truly unsatisfactory

This complaint is containing Deni's expression about her frustration and disappointed verbally. The writer sees that "*truly unsatisfactory*" is describes how frustrated Deni on this services. It marked by the word "*truly*" which means how maximal Deni disappointed to this service. *Baldly on record* is clearly sees by this sentence. With the maximum emotionality and maximum efficiency, Deni uttered this sentence in her letter and there is indoubtness in this sentence. Deni expressed what she really feels. Perhaps, because it was truly unsatisfactory, Deni did not minimize the face threat of hearer. There is a potential that FTA may involve to hearer because it directness and concision.

Complaint 2

The connection is extremely slow and unreliable

The writer sees that this sentence is used the same method in expressing complaint with the first complaint sentence. The difference is just the topic where the first is talked about the services and the second is about the connection. Both of these are the expression

of Deni's disappointment. The word "extremely" is describing the maximum value. "*The connection is extremely slow and unreliable*" Deni has expressed her frustration. The politeness strategy is still the same with the complaint 1 that is *bald on record* strategy is used to explain directly her feelings without minimize the face threat. Brown and Levinson (1987) stated that bald on record strategy is mostly direct, unambiguous and clearly. All of those characters were included in Denis' complaint. Thus, this strategy has a possibility that the hearer may embarrass by the strategy bald on record.

Complaint 3

I have given up calling their help line, it gets me nowhere and it is really frustrating

Deni called the services line of Speedy to report about his connection which are extremely slow and unreliable, but it is really frustrating. She did not get any way to solve her problems. This complaint occurs as the result of SUA which performs by H and S thinks that it is contrary to the code of behavioral and norms. Deni calls that line in order to get help from their but Speedy did not anything to solve this. This sentence is using positive politeness exaggeration. Brown and Levinson (1987) stated that this is often done with exaggerated intonation, stress and other aspects of prosodics, as well as with intensifying modifiers. It is done exaggerate intonation, stress by the modifier of "*really*" to intensify the complaint. This complaint states because Deni has given up calling the help line services but it is really not success. This situation makes Deni feels so frustrating. She said,"*it is really frustrating*" which means that she feels deeply so frustrating.

Complaint 4

The representatives are polite enough, but the support ends there (6)

After has a phone call with speedy services, Deni complained that the support just end there although she thinks that the representatives are polite enough. Deni chooses to go off record by giving to things which contradict each other. The strategy names use contradiction, where S states two things that contradict to each other. First thing is the positive sides of the services that Deni said it were polite enough, the second one which contradict is Deni got stuck to her problems where the support has ends there without any ideas for solving this case. The writer need to clarify again that in using the strategy of off record, the speaker may have a different desire with what she has explicitly stated. It aimed to do an FTA but do it indirectly. Deni stated "*the representative are polite enough*" may has an implicit desire which is different with the explicitly one. The writer interpret that this sentence was aimed as the comprehension for Speedy to do like this one. It may means that Deni wants to give an interest to the Speedy that they need to do the same thing not just increase the polite action but also increase their supports too.

Letter 5

The letter was written by Rosiana Budiman. She stayed at Bogor. This letter entitled *Customer Service or Customer Abuse?* Rosiana complain about Bank services. The story begin when Rosiana's husband demise (passed away). Rosiana has account in one of the bank in Bandung. After she has deposite the money, she asks to the C.S how to change the name of the joint account. She also said that her husband has passed away. The C.S cut off her words and will block that account. Rosiana was very angry at her attitude.

Complaint 1

Is there no sympathy at all from customer services?

In this complaint, Rosiana expected that the customer service of that bank would give such sympathy for her because she was still mourning her husband who had passed

away but she got an unpleasant action by the C.S whom cut off her words. That statement is due to the criteria of complaint proposed by Olshtain and Weinbach (1993), which complaint may occurred whenever S expected something but the result actions is out of what S expected. Rosiana expressed her unbelievable that there is no sympathy at all from customer services. In expressing this, Rosiana used a *rhetorical question*. This strategy is going to off record strategy. Rosiana actually asks questions without an intention of obtaining the answer. She did not need the answer truly, what she need is just the sympathy from the C.S.

Complaint 2

Why did she not at least say some words of sympathy or provide a solution to the problem?

This complaint occurs as the result of SUA performs by the bank. Rosiana categorized the action of the bank which not at least say some words of sympathy or provide a solution as socially unacceptable acts (SUA). Rosiana still express her unsatisfied feelings with the customer services. In this case, Rosiana used the positive politeness strategy. She used the thirteenth strategy of positive politeness, *asking for reasons*. Rosiana asked for the reason why the C.S not at least say some words of sympathy and the important one is provide a solution to the problem.

Letter 6

The complainer name is Jessica Beer, from Bali. In this letter, she complains about Indovision services. Jessica said in her letter that Indovision promotes HBO signature. Many Channels are being promoted, but this promotions just deceptive information. After has stated several times, Indovision peotential subscribers are led to believe this, in fact deceptive information.

Complaint 1

We pay a lot of money for a product we do not get

People make a complaint as a way to express his/ her dissatisfaction. Complain also a way to get what should people get. In order to send this complaint, Jessica expressed her disappointment as a reaction to perceives offense or violation of rules. The violation rules here means that Jessica had paid a lot of money but she dif not get anything. She should get many channel of HBO which were promoted by Indovision. As Jessica stated, Indovision potential subscribers are led to believe this, in fact, it just a deceptive information including Jessica who is being laid by this promotion.

Jessica used to minimize her imposition on Indovison. She might say *I have paid a lot of money, and I need the product*. But she minimized this because it will threat directed to Indovison's face. And she changes her sentence into " *We pay a lot of money for a product we do not get* ".

Letter 7

This letter sent by Evi Luciana from Jakarta. In this letter, Evi expressed her bad feeling and disappointment to the food event in Bandung. While arrive at location, Evi need to pay an entrance ticket with amount number for each. The great disappointment is occurring when she was not able to buy some foods that she really wants and she also not given the booklet of event. The organizer said that they had run out of stock. Ended up, Evi decided to buying some food that she thinks is the most expensive since she ever brought.

Complaint 1

To my great disappointment, not only was I not able to buy 'es putri mayang', I was also not given the booklet that accompanied the event because they had run out of stock.

Evi has paid much money for the entrance ticket, but she did not get the booklet of event that may guide her in the area. She feels very disappointed on that time. One more is, she cannot buy *es putri mayang* that she thinks it would be able. Evi overstate her disappointment, it seen from, "*to my great disappointment*". From the beginning of the sentence, she overstate that she what wants to declare is about her disappointment not anything. *Overstate* is under the strategy of off record. Based on Brown and Levinson (1987), overstate criteria is a speaker exaggerate or chooses a point on a scale which is higher than the actual state of affair. She may do this by the inverse of the understatement principles. It marked by exaggerating or choosing a point on a scale which higher than the fact.

Complaint 2

I think the next time the event organizer decides to hold a one-day event, they should be prepared to accommodate more people than anticipated.

At the last of her letter of complaint, Evi give some advice or suggestion to the event organizer whom manage this event. Brown and Levinson (1987) stated that whenever S says something that is explicitly not relevant it is a *gift hints* a strategy of going off records. She invites H to search for an interpretation of the possible relevance. This suggestion is to hold Evi's disappointment. Evi do not wants this case may happen again to her or to many people whom visited this event. This suggestion is aimed to minimize or to avoid the problem such happen to Evi during the event.

Letter 8

This letter is talking about education services. It was written by Septiyan Rahmawati from Central Java. She said about sexual abuse. She invite all members of civilized society would be able to condemn and deplore lectures and teachers whom are

involved in sexual abuse. Basically, this letter is going to educators who are being the sexual abuse actors. This letters refers to her disappointment to the educators who are supposed to be the role models instead have disrupted the student's futures. Septiyan said that government has tried to improve the quality of the educators by giving them a proper salary so they can better guide the student. But the fact is out of the plans.

Complaint 1

Unfortunately, this good intention has been misused by some immoral educators.

This sentence is required the act of H, H whom in this case is the educators whom has performs SUA that is contrary to the social code of behavioral and norms. The function of educators is being the roles models for the student. The speaker said about something required to the H has done. She said that the good intention given by the government (the good salary) has been misused by some immoral educators. The educators do not manage this privilege as well as properly. Unfortunately, they misused this privilege to do an immoral thing. This sentence is going to use off record strategy. It is namely give an association clues. She decided to use this strategy indirectly by telling her perception about her assessment. Brown and Levinson (1987) stated by mentioning something associated with the act requires of H. This statement may be used to convey that educators whom did some immoral action would not give any good intention. This is what Septiyan wants to share.

Complaint 2

They even use their power to force their students to do immoral things.

This sentence is using the same strategy with the first one, off record strategy. Septiyan said about something required to the act of the complaine. She said that educators sometime even use their power to force their student to do immoral things.

Septiyan prefer to choose this strategy perhaps in order to minimize the FTA of educators. Septiyan do not want to tell it directly to the educators. She just told about the act that the educators were done in the purpose to express his disappointment to the educators' performance. Implicitly, Septiyan feel unpleasant to educators that are why she gives such an association clues to give negative evaluation.

3.2 The occurrence of politeness strategies used by male in writing a complaint

The percentage of the using politeness strategies by male are shown in the table below. There were eighteen complaint sentences from the eight letters. In general, the writer finds out that man as the complainer whom frequently used negative politeness strategy in the way to express their complaints. It can be seen in the table above that 44.5 % complaints sentence are expressed in negative politeness. As complaint is define as an expression of unsatisfactory things or the complainer's disappointment, the complainers wants his freedom of action being unimpeded by others. The aim of this strategy is to assume that speaker may be imposed something on the hearer, introducing their space. Therefore, this automatically assumes that there might be some social distances and awkwardness in the situation. Holmes (1995) argued that men tend to use negative politeness because they show their consideration than respect. As seen in the analysis, men shows that they have many considerations in saying something such as using being *conventionally indirect* strategy to send his desire go off record and *minimize the imposition strategy* to keep H deference

Then, the rank followed by bald on record strategy after positive politeness. The number is about 38.9 % of complaints stated to the complaine. This strategy is redress directed to the hearer's positive face that his recurrent desire should be thought of as desirable. The speakers attempts to satisfy the hearer's desire to be liked and appreciated.

They try to minimize the FTA between them. The strategies of asking for reason and seek for agreement are often used in this positive politeness strategy.

Based on the findings, the writer found that bald on record has a percentage of usage about 11.1 %. The writer sees that they did not want to threaten the face of the complaine directly because one of bald on record criteria is not minimize the face threat. And the smallest number is gone *off record*. It is about 5.5 % complaint sentences using this strategy. As Holmes (1995) stated, males avoid speaking overlap, they just speak one at time that is why they avoid using off record strategy.



Table 3 : The percentages of politeness strategies used by female in complaining letters sent to *Jakarta Post* website

Letter	Complaint Sentence	Politeness strategies				Total
		Bald on Record	Positive Politeness	Negative Politeness	Off record	
1	So what happened to me last year has unfortunately happened again			Being conventionally indirect		3
	I have given the manufacturers sufficient time to receive my complaint and answer it, so I sent it to them at cheesy@dairygold.co.id, stating that, if within a week after I had sent my complaint on April 17 I hadn't heard from them, I would air the whole stinking matter publicly as a warning to other users of this particular brand of cheese.	Case of non minimize the face threat				
	Until now I have received no reply from PT Dairygold Indonesia which shows that those working for this company apparently seldom open its emails, or chose to ignored letters containing complaints	Case of non minimize the face threat				
2	The person behind the counter was very busy, all the while looking down while people queued in line waiting for help, we were almost completely ignored.				Give an association clues	2
	Normally, the motto of many businesses is "customer is king", but the way we were treated it seemed like the Lion Air motto is "customer is beggar".	Case of non minimize the face threat				
3	I called the call centre to ask for a record of my ongoing internet usage, but Telkom Flash had no trace of it.				Understate	4
	Telkomsel does not have any system or records on ongoing internet usage so that it does not allow its customers to control their usage		Notice of aspects of hearer's condition			
	How can I trust Telkomsel if they treat customers this way?				Use rhetorical questions	
4	Speedy service is truly unsatisfactory	Case of non minimize the face threat				3
	The connection is extremely slow and unreliable	Case of non minimize the face threat				
	I have given up calling their help line, it gets me nowhere and it is really frustrating		Exaggeration			
	The representatives are polite enough, but the support ends there				Use contradiction	
5	Is there no sympathy at all from customer services?				Use rhetorical questions	2
	Why did she not at least say some words of sympathy or provide a solution to the problem?		Asking for reason			
6	We pay a lot of money for a product we do not get			Minimize the imposition		1
7	To my great disappointment, not only was I not able to buy 'es putri mayang', I was also not given the booklet that accompanied the event because they had run out of stock.				Overstate	2
	I think the next time the event organizer decides to hold a one-day event, they should be prepared to accommodate more people than anticipated.				Gift hints	
8	Unfortunately, this good intention has been misused by some immoral educators.				Give an association clues	2
	They even use their power to force their students to do immoral things.				Give an association clues	
Total		5	3	2	9	19
Percentages		26.3 %	15.8 %	10.5 %	47.4 %	100 %

Source: Processed from the analysis of complaint letters sent to *Jakarta Post* website

3.3 The occurrence of politeness strategies used by female in writing a complaint

After analyzing all the data of complaint letters, the percentages of politeness strategies used by female are shown in the table below. This table shows the nineteen complaint sentences from the eight letters. From the table below, the writer finds out that the most dominant type of politeness strategies used by female is off record strategy. Female tends to use off record, by sending her complaint in indirect way in order to express her dissatisfaction or her disappointment. This is seen in the table, about 47.4 % the complaint sentences uses off record strategy. As Tannen (1990) argued, female prefers to be indirect by talking too much and speaking overlap so they can hide the words that can threaten the face of the complaine. Female tend to use *rhetorical question*, *understate* and *give an association clues* frequently then the other strategies.

The second rank is bald on record strategy. About 26.3 % female's sentences prefers to used bald on record strategy. Being baldly on record means that female talk in direct ways where they uttered an evidence of concern for the feelings of the people they are talking and Holmes (1995) stated that female tends to be more explicitly. All of the bald on record strategy used is in the case of non minimizing the face threat. Female wants their desire being unimpeded by others, so they prefer to use direct way to express the complaint.

Next is positive politeness. It is about 15.8 % sentences uses positive politeness. Female redress directed to hearer's positive face. Female wants to maintain positive image of the complainer by using positive politeness. They try to minimize the FTA between them (speaker and hearer) by expressed more appreciation towards the other in their discourse.

The last is negative politeness. It becomes the smallest number. It means that female avoid using negative politeness because of the potential of FTA is greater than the other strategy. The percentages is about 10.5 % complaint sentences used negative politeness.



Table 2 : The percentages of politeness strategies used by male in complaining letters sent to *Jakarta Post* website

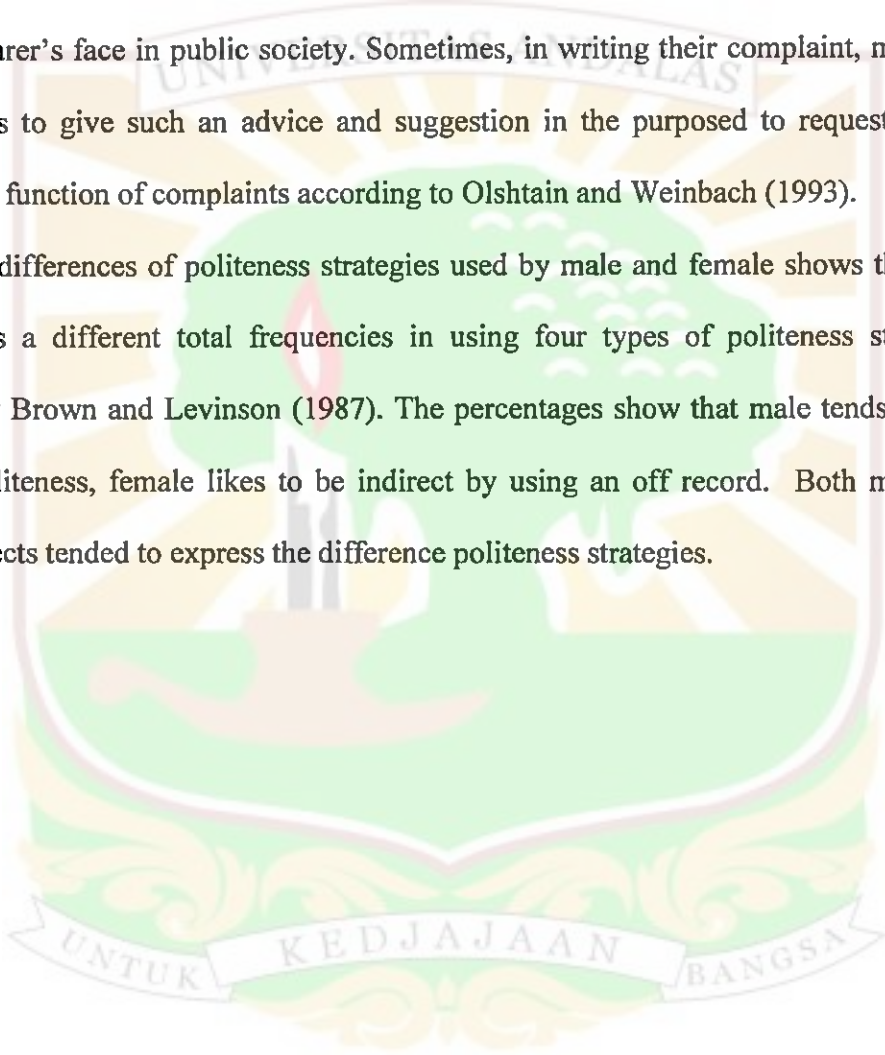
Letter	Complaint Sentences	Politeness Strategies				Total
		Bald on Record	Positive Politeness	Negative Politeness	Off record	
1	It is my right to ask all related institutions to prove what kind of rules I have broken in Indonesia		Be optimistic			1
2	I myself have never experienced download speeds of more than 40Kbps, the average speed is normally between 14Kbps to 22Kbs, although I to was promised a minimum download speed of 100Kbs when I signed up			Being conventionally indirect		1
3	A public company can easily disregard its promise on paper in less than two years?			State the FTA as a general rule		4
	Discontinued?			Minimize the imposition		
	Hating such promotion phone calls and being preoccupied with other things and anyway sore about so-called speedy services, I felt forced to accept "ape elu kate d*h!" (Whatever you say)	Case of non minimize the face threat				
	I do need not "unlimited", since I am not a surfer			Being conventionally indirect		
4	Even after I told them my membership number, and they verified it, still they want to ask again for my phone number, address, and what sorts of problem, even before that, I was being kept waited after their C.S picked up the phone, maybe they are too busy!			Minimize the imposition		3
	She said may be the problem is my old decoder, so that we can not receive some channels, if that is the case, why did they say so before we pay the money, and what is the point to service my own decoder.		Asking for reason			
	End up she said their technicians will visit us 3 days after the day we called and when I asked for her name, I got hanged up impolitely	Case of non minimize the face threat				
5	I would be "guaranteed a high-speed download and interruption-free connection" but when this package was connected to the Indosat network (via their supplied SIM card – and my modem) the speed was less than 5KB/ second		Seek for agreement Notice of aspects of hearer's condition			2
	To date, I have received no call with respect to my Indosat 3G accounts complaints			Presuppose		
6	If I were to invest in the fund, I would lose if compared to a short-term bank time deposit, even though the woman at the HSBC both said I would earn more through the fund than with a time deposit			Being conventionally indirect		2
	Perhaps over two or three years that would be correct, but not over three months.		Seek for agreement			
7	The question is why HP still sells products in Indonesia if their products cannot handle the electricity fluctuations?		Asking for reason			3
	They asked me to leave the printer behind and they informed me that in two or three weeks I will get a replacement for the mentioned additional amount but that they could not guaranty that it would work			Be pessimistic		
	HP, I think it's time to raise your quality of service in Indonesia to normal international service standards and not just try to get money out of your customers' pockets when manufacturer-related problems with your products in Indonesia occur		Gift hints to hearer			
8	I did not receive any documents and I was not contacted at all		Minimize the imposition			1
TOTAL		2	7	8	1	18
Percentage		11.1%	38.9 %	44.5 %	5.5%	100%

Source: Processed from the analysis of complaint letters sent to *Jakarta Post* website

3.4 The similarities and the differences of politeness strategies used by male and female in giving a complaint

As the result of the findings, the writer finds out the similarities that, male and female has strategies in using their politeness. Both male and females sometimes tries to satisfy the face of the hearer by being indirect. They do this in order to minimize the face threat of hearer's face in public society. Sometimes, in writing their complaint, male and female tends to give such an advice and suggestion in the purposed to request such a repair as the function of complaints according to Olshtain and Weinbach (1993).

The differences of politeness strategies used by male and female shows that both of them has a different total frequencies in using four types of politeness strategies proposed by Brown and Levinson (1987). The percentages show that male tends to uses negative politeness, female likes to be indirect by using an off record. Both male and female subjects tended to express the difference politeness strategies.



CHAPTER IV

CONCLUSION

After analyzing the complaint letters taken from *Jakarta Post* website, the writer concludes that four types of politeness strategies are used by male and female but in different numbers of frequency. In this chapter the writer presents the conclusion of the findings in complaint letter sent to *Jakarta Post* website.

From the eight of male's complaint letters, the writer finds out sixteen sentences contain complaints. From this total, about 44.5 % male tends to use *negative politeness*. The strategy of being conventionally indirect and minimize the imposition becomes is mostly used in this *negative politeness strategy*.

Positive Politeness is the next strategy which is used by male. For about six complaint sentences (38.9 %) are used this strategy. Beside negative and *positive politeness*, the writer also finds out that the use of *bald on record* amounts to 11.1 % and *off record* amounts to 5.5 %.

The writer finds out nineteen complaint sentences from the eight female's complaint letters. The dominant strategy used by female is *off record*. It is about nine sentences tended to go *off record*. It is followed by *bald on record* strategy as the second level. It is amount to 26.3 % female tends to use *bald on record*. In the next level, there is *positive politeness* strategy with the frequency is about 15.8 % and the last is *negative politeness* (10.5%).

From the result of the analysis, the writer finds out the similarities between male and female in expressing their complaint in the use of politeness strategies. Both of them do not want to threat the face of the complainees so that is why they use politeness strategies in order to avoid doing an FTA. Most of the functions of those complaint

sentences are the same that they want to share such as bad feelings and wants to request a repair. The difference of male and female in using their politeness strategies can be seen in the frequency of the four types of politeness strategies. Both of them have different contrast numbers of frequency for each type. Male have high frequencies in using negative politeness strategy, it is contrast to the female who have the smallest number of *negative politeness* strategy usage. In the other one, female dominantly used *off record* in order to express their complaints but male has the smallest number to use an off record strategy. *Off record* is the most polite strategy, in this study, female tends to use *off record* more than the other strategy. It can say that, female tends to be more linguistically polite than male in giving their complaint sentence to Jakarta Post.

These conclusions can answer the two research questions in the sub-chapter 1.2. The most dominant type occurred in both complaint letters of male and female. Besides this, there are similarities and differences in the using of politeness strategies for male and female. Finally, it is important to note that studying complaint is something interesting because from learning the politeness strategies in sending complaint, we can more aware and understand how to make a polite complaint. We can also know that male and female have different ways of how they write. The writers hopes that this research would give a contribution in understanding the way of using politeness strategies of complaining made by male and female whether it is directly or indirectly and polite or impolitely.

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APPENDIX I

Male Letters

(Taken from *Jakarta Post Website* November 2008-October 2010)

1. Why was I deported?

Mehmet | Ozay Kuala Lumpur | Thu, 03/25/2010 10:00 AM

I am a Turkish citizen who was deported on March 12 when I reentered Iskandar Muda Airport, Banda Aceh, after renewing my visa at the Indonesian Embassy in Kuala Lumpur.

I am a lecturer and have taught at the state-owned Islamic Institute of IAIN Ar-Raniry and at the University of Syah Kuala in Banda Aceh. I wish to stress all that I did in Indonesia after the earthquake and tsunami, totally voluntarily and from my heart, for the benefit of the young generation of Indonesia.

I have never, ever received any salary or insurance from the institutions mentioned above. In addition, I am married to an Indonesian lady with a baby; this means that I am binding myself to your country.

All the related institutions, the Immigration Office and the Manpower Office in Banda Aceh, have said it was not my mistake. Nobody has called me guilty.

I have never ever broken any of the regulations or laws of Indonesia. But it seems some have received incorrect information or have been misled by certain circles behind me. It is my right to ask all related institutions to prove what kind of rules I have broken in Indonesia

2. Internet connection

Mohamad Yusuf | BSD City, Banten | Thu, 09/10/2009 1:01 PM

It was interesting to read Ursula Suharto-Abmeier article on Speedy's Internet connection promises (the Post, Sept. 9). I also subscribe to Speedy through Telkom Plasa/BSD. I myself have never experienced download speeds of more than 40Kbps, the average speed is normally between 14Kbps to 22kbs, although I to was promised a minimum download speed of 100Kbs when I signed up. I would be very happy if I was able to get download speeds of between 100Kbps to 300 Kbps.

Complaining that you are not getting speeds of between 600 Kbps to 1,000Kbps as you were promised is a waste of time. Why? Because all the Internet providers in Indonesia are generally oversubscribed and don't have sufficient bandwidth to support their subscriber base, this includes other major providers such as Telkomsel Flash and Indosat IM2. Their download speeds, believe me, are much worse than Speedy, even with their so called 3G Broadband Technology.

Internet access overall in Indonesia can only be described as being pathetic and much more expensive compared to other countries. And until the Indonesian government passes legislation stating that the ISP's subscription base shall be limited to the bandwidth available to each ISP nothing is going to change. Without this legislation the ISP's will continue signing up new subscribers and raking in the monthly subscription fees without any kind of accountability or having to deliver on their marketing promises.

Therefore I would like say to the writer, if your speeds are truly between 100Kbps and 300 Kbps you are extremely lucky, as the majority of subscribers not only to Speedy but to other ISP's that I have spoken to are getting nowhere near these kinds of speeds.

3. Speedy, beware!

Suharto | Tangerang, Banten | Tue, 10/06/2009 1:31 PM

After I signed for a package that promised me "up to" 1000 Kbps in Feb. 2008, I got no speed near that during the whole time until now (mostly only 200-300Kbps); except after complaining to 147 that I could get more for a half-day at the most and then it was back to usual.

Several days ago I got a phone call from Telkom and was told that the previous service would discontinue and there was a new "unlimited" one for about the same price. A public company can that easily disregard its promise on paper in less than two years? Discontinued? Hating such promotion phone calls and being preoccupied with other things and anyway sore about so-called speedy services, I felt forced to accept "ape elu kate d*h!" (whatever you say).

Next day I checked my speed because I could not even send email and it was 96Kbps down and 9.28 up! Complaining to 147 I was told: Well, the most you can get now (with the new package) is down 384Kbps and up 96, however, it is "unlimited"! I do need not "unlimited", since I am not a surfer. I feel tricked. I wanted my old Abo back (where I mostly get at least above 200Kbps) and was told "You cannot change status twice in the same month. Contact us again next month". Instead of upgrading the service to the promised level, the "baited to take the offer" user is forced to downgrade! This really calls for a class action of Internet users so that the private sector can enter the field and give us reliable and honorable service in line with advertisements and promises made.

4. Indovision service

Wallace | Denpasar | Tue, 02/03/2009 3:38 PM

We have installed the Indovision for about two months already, there are two decoders, one that has been used for years, then we borrowed a new one from Indovision because we have two separate TVs.

The new decoder is working well, but not the old one, some channels lost the signals so Indovision kindly lend us a replacement, and took the old one for service (it has been taken for more than two weeks); same problem raised even with the replaced decoder, so we tried to inform their Denpasar office that the decoder may not be the real problem.

This is what I encountered during the telephone conversation with their DPS office. Even after I told them my membership number, and they verified it, still they want to ask again for my phone number, address and what sorts of problem, even before that, I was being kept waited after their C.S picked up the phone, maybe they are too busy!

She said maybe the problem is my old decoder, so that we can not receive some channels, if that is the case, why did they say so before we pay the money, and what is the point to service my own decoder. End up she said their technicians will visit us 3 days after the day we called and when I asked for her name, I got hanged up impolitely.

In fact, my wife called once, there was problem right after the installation, the DPS office said we have to wait for two days, then we called their Jakarta office, the technicians paid the visit in that afternoon; when we tried to tell the Denpasar office this experience, they said it is chargeable for that kind of special service. Maybe Indovision is thinking they are the sole player now, but with this kind of service, it forces us consider not to continue the contract.

5. Indosat's service

Leslie H. Williams | Jakarta | Sat, 02/28/2009 2:23 PM

When seated last year on a flight between Manado and Makassar with the regional manager for Indosat, who expounded about - and convinced me of - the many advantages in changing from my existing carrier.

When I moved to live in Jakarta on Oct. 1, 2008, I was without an Internet service provider so I decided to use my Nokia E90 cell phone as a modem to access Indosat's GPRS Internet service, which I had been assured to be "fast and very economical".

I quickly learned that the connection was far from fast - or consistent (with complaints to the Indosat 111 Call Centre on an almost daily basis) but definitely expensive, with more than Rp 1 million (US\$86) per month showing on my account as GPRS Internet. I enquired many times both with call center personnel and by email to Indosat management in North Sulawesi (where my account was based) but no alternative was offered to me.

I had looked at possible alternatives to Indosat GPRS but there always seemed to be the potential for slow connection/downloads after an "allotment" had been reached, which was unacceptable for my business purposes. My location in West Jakarta also inhibited my choice of Internet service provider.

I was promised that, should I take an Indosat 3G broadband "allotment package", I would be "guaranteed a high-speed download and interruption-free connection". I agreed to take a 3GB/month package (after which additional fees would apply but without variations to connection or download speed) which would fulfill my requirements. When this package was connected to the Indosat network (via their supplied SIM card - and my modem) the speed was less than 5KB/second. On my initial enquiry at Indosat's Sarinah gallery, it was found that the "wrong package had been registered by the sales person".

I may add that calls and text messages to both the sales executive and consultant (whose cell phone numbers had been given to me) regarding this problem, were not returned. I registered a formal complaint about this with Indosat's head office to which I have received no response to date. In the ensuing period - now close to two months, I have spent an aggregate total of more than 17 hours (spread over some 8 visits) at Indosat locations, Sarinah and the head office, in an effort to secure an adequate and reliable connection. In addition to the visits, there have been more than 20 telephone calls to Indosat's 111 call center where the almost robotic response to each complaint is "we will check and call you within 48 hours". To date, I have received no call with respect to my Indosat 3G account complaints!

6. HSBC service

HIMAWAN D. SUSASTRA, Jakarta | Tue, 09/06/2005 10:19 AM |

On Sunday, July 31, I was in Plaza Indonesia's Coffee Bean and Tea Leaf cafe. In front of the cafe there was a HSBC promotion booth offering the chance for Premier clients to win a Jaguar.

I approached and was referred to a female attendant. I asked her about investing hundreds of millions of rupiah for three months or less. She advised that I try Manulife's FlexInvest, a money market fund that she said offered competitive returns compared with bank interest rates. I agreed to invest and she asked me to fill out an application form. She also gave me some gifts.

In the evening I opened up and researched the fund on the website, which stated that the fund's total performance was 4.55 percent and had a monthly rate of 0.61 percent, but there was a management fee of up to 1.5 percent and a custodian fee of 0.25 percent. For my investment it is 1.25 percent. If I were to invest in the fund, I would lose if compared to a short-term bank time deposit, even though the woman at the HSBC booth said I would earn more through the fund than with a time deposit. Perhaps over two or three years that would be correct, but not over three months. I have not transferred any funds to the HSBC.

HSBC lures prospective clients with expensive gifts but forgets to make money for them. What is important is commissions for banks. I wonder with an investment of Rp 1.269 trillion, how many people were lured into investing, and how much in commissions do the bank and fund manager make?

7. Letter: HP's service in Indonesia

S.W. Ouwens, Jakarta | Sat, 10/09/2010 11:02 AM |

Fifteen months ago I bought a HP multifunctional printer for Rp. 3.5 million (US\$320). The printer developed problems related to manufacturing issues. I brought the printer to the HP service center in Jakarta and they told me that the problems were the result of the instable electricity in Jakarta. The question is why HP still sells products in Indonesia if their products cannot handle the electricity fluctuations? HP told me I could get a replacement but needed to pay an additional Rp 2 million

However, I will get the same problems again with this same type of printer because I keep on using electricity from state-owned electricity company PLN. Also HP informed me that it is not able to repair this product in Indonesia, which surprised me. They asked me to leave the printer behind and they informed me that in two or three weeks I will get a replacement for the mentioned additional amount but that they could not guaranty that it would work? In the end, I bought the printer because I needed it.

When I sought to send a formal complaint about this to HP, I found it impossible to find information about where to send it.

HP, I think it's time to raise your quality of service in Indonesia to normal international service standards and not just try to get money out of your customers' pockets when manufacturer-related problems with your products in Indonesia occur.

8. Letter: Arjuna Parabola's service

Cornelius van Alkemade, Denpasar | Tue, 10/05/2010 11:01 AM |

I am writing to protest poor service from Arjuna Parabola and Top TV. I signed an application at Arjuna Parabola in Denpasar for installation of Top TV on Aug. 16. I was not given any documents, which were promised to be delivered at the time of installation.

On Aug. 18 Top TV was installed and paid for at my cottage in Pancasari, Bedugul, 60 kilometers north of Denpasar. The Arjuna staff did not provide any documents other than an invoice. I tipped them generously for their cheerful, although rather slap-dash work. Then on Aug. 22 the transmission ceased. On Aug. 23 I received a phone call from Top TV to check if the service had been installed and paid for, and to confirm my personal details. I was informed that I would receive a second month free as a bonus.

I thanked the operator, but also protested that the service was dead and I had not been given any reference number or instructions on how to proceed. The operator could not provide any help, but only told me to wait for my registration. On Tuesday, Aug. 24 I phoned Arjuna Parabola and had a long conversation with a rude and witless young girl who refused to listen to my complaints by simply talking around them and reassuring me that the relevant documents would be issued after registration. She acknowledge negligence because I was not given a "green copy" of the application.

I attempted to phone the Jakarta number but the call was not answered. I attempted to call Arjuna Parabola several more times but the phone was never answered. Transmission of Top TV signal resumed late Tuesday afternoon.

On Friday, Sept. 17 I phoned Arjuna Parabola, where a woman answered and promised that the documents would be delivered to Pancasari the next day when Arjuna staff were scheduled to be working in Bedugul. The promise was not kept. I did not receive any documents and I was not contacted at all. It is bad enough that I have wasted an enormous amount of time and energy and am forced to write this email, but it is also astounding to me that an agent like Arjuna Parabola, which has a reputation in Bali for arrogance and careless "service" is allowed to continue to represent your company.

Please provide the registration details and instructions for payment that I need so that I can meet my obligations when due.

UNTUK KEDJAJAAN BANGSA

APPENDIX II

Female Letters

(Taken from *Jakarta Post Website* November 2008-October 2010)

1. Smelly cheese

R. Soetami / Bogor, West Java / Thu, 03/29/2010 9:43 AM

For about two years now, I have sometimes used the Edam cheese product made by PT Dairygold Indonesia, and most of the time I have found it to be satisfactory. If I want to use genuine Dutch old Edam cheese in my macaroni or lasagna dishes, I have to obtain it in Jakarta or in a local food-mart which is quite a distance from where I live. So, if I don't want to go through the hassle of getting stuck for hours in traffic jam, I make use of the local surrogate Edam cheese product, which is readily available in Bogor, and this used to be quite acceptable for me and my macaroni-loving friends.

But ever since last year I have discovered the Cheesy Keju Olahan has become more unpleasant, mainly the Rasa Keju Edam product. The one I bought mid-year at the grand supermarket in Bogor had a disgusting smell, even though the product had not reached its expiration date. At that time, I thought it was just an accident, and thought no more of it.

On April 15, 2010, I bought, among others, one bar of Cheesy Keju Olahan, Rasa Keju Edam at a local supermarket on Jl. Pajajaran, Bogor. Upon arriving at home, I found out that the cheese had a very unpleasant stench. So what happened to me last year has unfortunately happened again.

I have given the manufacturers sufficient time to receive my complaint and answer it, so I sent it to them at cheesy@dairygold.co.id, stating that, if within a week after I had sent my complaint on April 17 I hadn't heard from them, I would air the whole stinking matter publicly as a warning to other users of this particular brand of cheese. Until now I have received no reply from PT Dairygold Indonesia, which shows that those working for this company apparently seldom open its emails, or chose to ignore letters containing complaints.

2. Letters: Lion Air service

Zharah lumsden, Jakarta | Tue, 02/23/2010 11:26 AM

On Feb. 12, my family and I were at Terminal 2 of Soekarno Hatta International Airport. We planned to take a Lion Air flight to Palembang. The flight was scheduled to leave at 5:05 p.m. We arrived at the check in counter at 4:30, and were told that they had closed at this time. We were then directed to get assistance at counter 12, where we joined a queue. The person behind the counter was very busy, all the while looking down while people queued in line waiting for help. We were almost completely ignored.

Finally I got her attention and quickly asked for help in order to try to get on the flight or the next one. The response was abrupt, and gave me the feeling that she didn't have the time to even find out what I needed. She took my tickets and quickly said to come back at 7 p.m.

I said to her "If I am going to get on the 7:30 o'clock flight, it will be too late. She didn't

answer, but just told me to come back at 7. We came back to counter no. 12 at 6:30 p.m. and I stood there in front of the same person. She was still looking busy, ignoring me. By this time it was 7.05 p.m. Finally she said we had to pay an additional amount for new tickets. We rushed to the ticket counter etc, but by the time we got through customs the plane had taken off already. We didn't make it to Palembang that night, but had our money refunded minus a certain percentage and arrived home in Kemang at around 10 p.m.

Our experience with Lion Air's customer service was a nightmare. Normally, the motto of many businesses is "customer is king", but the way we were treated it seemed like the Lion Air motto is "customer is beggar".

3. TelkomselFlash's service

Yonita | Bogor, West Java | Wed, 01/21/2009 10:09 AM

I subscribed to TelkomselFlash last November with a contract valid for 12 months with no termination allowed. Their network coverage was my only consideration. I called the call centre to ask for a record of my ongoing internet usage, but TelkomselFlash had no trace of it.

This means I (the customer) will not be able to control my volume limit of 500 MB to avoid overusage. TelkomselFlash charge Rp 1/Kb for overusage. I found a "connection log" in the Settings menu of the TelkomselFlash modem, which automatically records the volume usage every time I connect or disconnect to the internet, so I started to use it as a point of reference to check and control the ongoing and the total volume I had used.

On Dec. 29, the connection log showed a total volume usage of 502.71 MB so I stopped using the internet during December. But what I found in the TelkomselFlash bill came as a horrible surprise. I had gone over my limit by 100.972 KB, which meant I had to pay more than Rp 100.972 (US\$9.12) over and above the principal sum!

I went to GraPari Telkomsel on Jl. Pajajaran No. 3, Bogor on Jan. 13, 2009. I met Lita, the supervisor and Erwin, her staff member. Since Lita told me I would need an appointment to see her two minutes after she met me, I explained the problem and put in a formal complaint to Erwin. Telkomsel does not have any system or records on ongoing internet usage so that it does not allow its customers to control their usage. And now Telkomsel has recorded my bill as different to the one in the connection log. How can I trust Telkomsel if they treat customers this way?

I doubt Erwin's presumption that the connection log record might have been reset unintentionally while my notebook was being reinstalled by its authorized service and repair center on December 2-17. According to Erwin, Telkomsel will refer to point 13 of the subscription agreement/contract which states that "... any difference of identity, package, or statement billing between Telkomsel data and customer data, the parties hereby agreed that Telkomsel data shall be prevail." Does Telkomsel set up all of its customers with this?

I only agreed to pay based on my volume usage (502.71 MB). I refused Lita's (who appeared again at the end of the meeting) request to pay in full for the overusage as shown on the bill. It is a win-lose solution for me as the customer, who loses because I have to pay for the overusage that I have not used.

My suggestion to other TelkomselFlash customers is to be very careful with your bills and for those who are considering to getting TelkomselFlash with kartuHALO, think hard before

agreeing the contract with them. It seems customers almost always bear the loss, but I am still hoping it will not happen to me with Telkomsel. Let's just wait and see. I am still hoping for a win-win solution.

4. Similar Speedy experience

Denni Hooping | Jakarta | Thu, 12/3/2009 10:50 AM

I have had a similar experience with Speedy as Michael Johnsey (The Jakarta Post, Dec. 26) and I know many others who are not wholly satisfied. Speedy's service is truly unsatisfactory. The name itself almost constitutes a deliberate misrepresentation. The connection is extremely slow and unreliable.

I have given up calling their help line, it gets me nowhere and it is really frustrating. The representatives are polite enough, but the support ends there. In Indonesia, we pay a very high price for an Internet service that lags far behind most of the world. The Internet speed here is just a fraction of what is deemed barely adequate in most other countries. Like most large companies in Indonesia, Speedy has no incentive to improve their service, because they know, and feel secure in the fact, that there is very little the consumer can do.

As we are all well aware, complain at your peril in Indonesia. An efficient Internet service is vital in this day and age: it is very important for business and education, and is a major source of entertainment. Suppliers like Speedy are holding the country back in the Dark Ages. The Post should make an issue of the performance of Internet service providers and see just what the general public opinion is, and maybe, jolt them into this millennium.

5. Customer service or customer abuse?

Rosiana Budiman | Bogor Thu, 02/04/2010 11:04 AM

A few days after my husband's demise, I went to Bandung to introduce my daughter-in-law, who came from the US, to my sister. I was still mourning my husband, who had passed away despite all the family's efforts to get him well.

I had never been to a bank in Bandung, but I knew that my bank had a branch in Bandung. So I took the money we received from relatives and friends for the funeral, and deposited it in the bank. I thought the money would be safer in the bank, since my late husband and I had been clients of the bank in Jakarta for more than a decade.

After I deposited the money, I asked customer services who had helped me deposit the money, how to change the name of the joint account. I said: "Excuse me, Bapak has passed away." She cut off my words by saying: "I think we have to block your account, Ma'am! Your husband's name came first.

There is a regulation in our bank that we have to block an account as soon as we know that a client is deceased." "But this is a joint account, and I have been managing the account for more than a year, since my husband got sick," I said. "We have to block our customer's account the minute we hear of his/her death, either from the newspaper or whatever the source is."

I was very angry at her attitude. Is there no sympathy at all from customer services? No words of condolence, instead just harsh punishment? Am I to be punished for my husband's death? "Sit down, Bu", she said, condescendingly, and she went to hand me a bundle of

forms, but I was too angry to listen to her anymore. "This is the first and the last time I come to this bank of yours," I said. "Go ahead," she said.

The above was just an example of how a customer services executive, who should provide assistance and service to customers, failed in her duty. Why did she not at least say some words of sympathy or provide a solution to the problem?

I had similar bank problems when I went to another bank to transfer some money. Some companies are aware that their customer services executives are their representatives to the customers. They are the spearheads for their marketing efforts. They should recruit friendly, intelligent and knowledgeable people for the position. Customer service staff should have sufficient training to know the regulations for general cases and the way to handle specific cases. He/she should not look down on any customer and try to read, along with the customer, every detail of a regulation because he/she is not familiar with it. He/she should place himself/herself in the customer's position. And after listening to the customer, give the best solution for the customer and for her own company.

At our village head office, the secretary knew us after one or two visits. When I reported my husband's passing, she typed the death statement from the office, asked the village head to sign it, made 10 photocopies of the death statement and validated them. She said this was what most people required after the death of their spouse. She gave me the phone number of the office, in case I needed their services again.

The next time I came to her, she noticed me while she was with another customer. As soon as she finished with the customer, she greeted me and said: "What can I do for you this time?" She collected all the documents I gave her and said: "I will call you when it is ready." And she called me the next day, I went to the office and the document I needed was ready. So friendly and effective.

6. Sex abuses by educators

| Sat, 11/22/2008 12:50 PM | Opinion

All members of civilized society will and must condemn and deplore lecturers and teachers who are involved in sexual abuse as widely reported in the media . It also creates anxiety in society. How can we not be anxious when this incident involves educators who are supposed to be role models for the students. Instead of being role models for their students' futures, they instead have disrupted their futures.

This uncivilized deed is obviously hampering our education sector as an institution which plays a vital role in developing morals in our nation's citizens. Moreover, the government has been believing and greatly expecting that the educators will create qualified human resources. That's why the government has then tried to improve the quality of the educators by giving them a proper salary so they can better guide the student.

Unfortunately, this good intention has been misused by some immoral educators. They even use their power to force their students to do immoral things. It may happen again someday when the government does not enforce the law against these educators. Yet the most important issue is that the government not only look for those who are academically qualified, but also those who are morally qualified.

It cannot be denied that because the government has now dignified teachers financially, more people want to become teachers -- even if it was not an interesting job for them previously.

The problem is that those teachers sadly are not concerned about the quality of education; they are merely teaching in order to fulfill their obligations and burdens as educators and they forget their responsibility to educate their students morally to be a good individual. I believe that education builds the nation. Whether a nation will be qualified or not depends on its teachers in educating the students. You will achieve in the future from what you have created in the past. If you have not given the best to the younger generation, do not expect the best from them in the future.

SEPTIYAN RAHMAWATI Surakarta, Central Java

7. Indovision service

Jessica Beer | Amlapura, Bali | Fri, 06/05/2009 1:40 PM

On its website, Indovision promotes HBO Signature (Channel 6) - ". latest movies .", HBO (Channel 7) - ". for every movie-lover.", Cinemax (Channel 8) - ". non-stop movies." and Star Movies (Channel 11) - ". 24-hour movie channel.". But, as I have stated several times, Indovision potential subscribers are led to believe this, in fact, deceptive information. We pay a lot of money for a product we do not get.

This May, for example, Indovision really broke its own (negative) record: Three movies on Star Movies in French (Next!, The Singer, Tell No One) with Indonesian and English subtitles that sometimes covered more than half the screen. Cartoons on Star Movies which belong on one of the seven cartoon channels we also pay for (Titan A.E.) and 16 (!) hours of HBO Boxing on Cinemax.

When we complain, the friendly customer services agent tries to get us to believe that Indovision has to take what it gets from the big entertainment companies. Shame on you, for not keeping your promises!

8. Disappointed by food event

The Jakarta Post, Jakarta | Thu, 09/02/2004 2:54 PM | Opinion

I just returned from a company outing in Bandung and was looking forward to going to ""Heritage Food in Heritage City"" at Gedung Arsip Nasional, which was a one-day event (Aug. 29, from 10 a.m. to 9:30 p.m.).

My husband and I arrived at 6 p.m. and had to pay an entrance fee of Rp 30,000 each. To my great disappointment, not only was I not able to buy *es putri mayang*, I was also not given the booklet that accompanied the event because they had run out of stock. We ended up buying one *nasi ulam* (a rice specialty) and one *sekoteng* (ginger-flavored hot drink). It was the most expensive *nasi ulam* and *sekoteng* I ever bought.

To my astonishment, when we left at 6:20 p.m. people just arriving were no longer charged an entrance fee. I think the next time the event organizer decides to hold a one-day event, they should be prepared to accommodate more people than anticipated.

EVY LUCIANA PRAWIRO, Jakarta