

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

A THESIS

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By:

**Novri Wahyu Ningsih
06185064**



**ENGLISH DEPARTMENT – FACULTY OF LETTERS
ANDALAS UNIVERSITY
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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.

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:

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 complainece 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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