

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

The study concerned on politeness strategies used by male and female customer services of Mandiri bank and why the politeness strategies differently used by different gender and imply in customer services of Mandiri Bank.

After deliberately analyzing the data, the conclusions are stated as follows:

1. All types of politeness strategies based on Brown and Levinson were used by male and female customer services. The strategies used were bald-on record strategy, positive politeness strategy, negative politeness strategy and off record strategy.
2. Politeness strategies were applied differently by male and female customer services. Male customer services tend to used bald on record strategy while female customer services tend to used positive politeness in expressing their intention.
3. Male and female customer services used different politeness strategies. Male customer services tended to use bald-on record strategy because they wanted to make short conversation and to make the information sent clearly, they wanted the customers get the point of what they talked about directly, so that there was no misunderstanding among them and use negative politeness because of company regulation. In contrast, the female customer services tend to use positive politeness strategy because female customer services want to make the customers feel much respected, avoid conflict, or to maintain

social harmony and solidarity by establishing rapport to the customers and getting customer satisfaction is goal of using this strategy.

5.2 Suggestions

Based on the conclusions stated above, this study has some suggestions as the followings:

- (1) To students who are studying language to enrich and develop the students' knowledge of pragmatics particularly with the politeness strategies as subtopic.
- (2) To other researchers who want to conduct the same topic with different social interaction and different topic in different social interaction to see the role of politeness strategies used by for speaker and hearer whether they obey the politeness strategies during having communication or not.
- (3) To the common readers, the pattern of politeness strategies used by customer services and the variety of language style used by different gender trigger us to be adaptable and communicative people, avoiding conflict by minimizing face threatening acts in communication as the standard of customer services in serving are highly expected to be adopted by people in daily life.