

ABSTRAK

REZEKY ANA ASHAL, NIM : 8126112026. Politeness Strategies Used by Customer Service Staff at Mandiri Bank. Program Studi Linguistik Terapan Bahasa Inggris, Program Pascasarjana, Universitas Negeri Medan 2014.

Kesantunan adalah aspek utama dari kepuasan nasabah. Penelitian ini bertujuan untuk mengetahui apa dan bagaimana strategi kesantunan yang digunakan customer service staff dan mengapa mereka menggunakannya ketika berinteraksi dengan nasabah dengan menggunakan teori dari Brown dan Levinson. Penelitian ini adalah penelitian kualitatif dengan metode deskripsi. Subjek dari penelitian ini adalah petugas customer service di Bank Mandiri cabang Lapangan Merdeka di kota Medan. Data dikumpulkan dengan menggunakan *tape recorder* untuk menemukan penggunaan strategi kesantunan oleh mereka. Berdasarkan analisis data, ditemukan bahwa ada strategi *Positive Politeness*, *Negative Politeness*, *Bald on Record* dan *Off the record* walaupun tidak semua sub-strategi ditemukan. *Positive politeness* strategi adalah strategi yang paling banyak ditemukan dan *off the record* adalah strategi yang paling sedikit.

Kata Kunci: Strategi Kesantunan, Petugas Customer Service, Layanan Perbankan



ABSTRACT

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Politeness is an essential aspect of customer satisfaction. This study aims to find out what and how to use politeness strategies by customer service staff and why they use it when interact with the customers by using Brown and Levinson theory. This research is a qualitative study. The data source of this study were three customer service staff of Mandiri Bank Lapangan Merdeka branch in Medan city. The data were gathered by using tape recorder in order to find the usage of politeness strategies by them. Based on data analysis, it is found that there are Positive Politeness, Negative Politeness, Bald on Record and Off the record strategies though not all the sub-strategies were found. The Positive Politeness strategy is the most strategy used by the customer service staff and the off record strategy is the least one on this research. This implies the finding from this study suggest that an organization should invest into teaching their front-line staff on specific core values of the organization and highlight behavior requirements for competent intercultural polite behavior.

Keywords: Politeness Strategies, Customer Service Staff, Banking Service