

TABLE OF CONTENTS

Abstract	i
Acknowledgement	ii
Table of Contents	iv
List of Table	vi
List of Figure	vii
CHAPTER I : INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problems of the Study	7
1.3 Objectives of the Study	8
1.4 Scope of the Study	8
1.5 Significances of the Study	9
CHAPTER II : REVIEW OF LITERATURE	10
2.1 Politeness Strategies	10
2.2. Brown and Levinson's Politeness Theory	12
2.2.1 Face and face threatening acts	13
2.2.2 On record strategy without redressive action	14
2.2.3 Off record strategy	16
2.2.4 Negative politeness strategies	16
2.2.5 Positive politeness strategies	20
2.3 Process of Using Politeness Strategies	25
2.4 Reason of Using Politeness Strategies	30
2.5 Customer Service Staffs at Mandiri Bank	33
2.6 Relevant Studies	37
CHAPTER III : METHODOLOGY	42
3.1 Research Setting	42
3.2 Subjects	43
3.3 Instruments of Collecting the Data	43
3.4 Technique of Collecting the Data	43
3.5 Technique of Analyzing the Data	44
3.6 Trustworthiness of Study	45

CHAPTER IV : DATA ANALYSIS, FINDINGS AND DISCUSSIONS	47
4.1 Data Analysis	47
4.1.1 The Used of Politeness Strategies in Banking Service	48
4.1.1.1 Positive Politeness	48
4.1.1.2 Negative Politeness	55
4.1.1.3 On Record Strategy	56
4.1.1.4 Off Record Strategy	58
4.2 Research Findings	60
4.3 Discussions	62
CHAPTER V : CONCLUSIONS AND SUGGESTIONS	71
5.1 Conclusions	71
5.2 Suggestions	72
5.3 Implication	72
REFERENCE	74
APPENDIX	76

