

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

After analyzing the data, the conclusions were stated as follow:

1. There were seven politeness that were found, they are, greeting, self-introduction, question, command, request, declaration and offer.
2. The customer service staff used positive politeness strategy such as Strategy 1- Notice, attend to H, Strategy 2- Exaggerate (interest, approval, sympathy with hearer), strategy 3 - intensify interest to hearer, Strategy 5 - seek agreement, Strategy 8 - joke, Strategy 11 - be optimistic and Strategy 15 - give gifts to hearer (goods, sympathy, understanding, cooperation). Strategy 1 is the most often one that had been used by customer service staff in interacting to customer. The staff also used negative strategy, they are Strategy 1 – be conventionally indirect and Strategy 6 – Joke. These findings based on Brown and Levinson politeness strategies theory.
3. Give hints and be vague are parts of off record strategy that are less found on this data. Whereas task oriented, welcomes and offer are the most strategies that used by customer service staff in interacting to customer. A customer service staff must deliver information clearly; therefore those sub strategies are often used.

4. Based on data, the seven findings, greeting, self-introduction, question, command, request, declaration and offer are also parts of Brown and Levinson politeness strategies.
5. The customer service staff used politeness strategies because politeness promotes the mutual understanding and harmonious relationship between customer service and customer. It also contributes to the effective interaction and friendly, lively atmosphere in banking service.

5.2 Suggestion

In connection with the conclusions made, some suggestions are presented as follows:

1. The customer service staff suggested considering the importance of politeness strategies involving the use of terms of address related to local cultural values in their interaction with customers. The importance of conveying messages correctly using the proper terms of address has a direct influence on the success of solving problems or selling new products.
2. It is suggested to the next front-line staff to have good communication skill in order to give excellent service to the customers related to politeness in communication.
3. It is suggested to other researchers to research the politeness strategy by other scientists in classifying politeness since it can be found in any other context.

5.3 Implication

To conclude, in order to optimize customer service staff interaction, the management of an organization (especially Mandiri Bank) has to be aware of the pushing and pulling that a front-line employee experiences in customer service situations. The knowledge from this research could be implemented in current training programs to create more in depth training, focused on intercultural communication that is relevant to front-line staff. In order to enhance customer experience, the findings 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. An organization should also ensure that their staff understand why certain rules have been implemented and provide employees with ways to negotiate common situations that could be potentially face-threatening not only for the guest but for the company as well.