CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

The study concerned on politeness strategies used by customer service officers of BRI banks and why the politeness strategies used and implied in customer needs identification process by customer service officers of BRI Banks.

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

1. Not all types of politeness strategies based on Brown and Levinson were used by customer service officers, male and female. The strategies used were bald on record strategy, positive politeness strategy, and negative politeness strategy.

2. Male and female customer service officers used the same politeness strategies. Both of them, male and female customer service officers tend to used to used positive politeness strategies because they want to make the customer feel respected.

3. The reason of using politeness strategies by bank customer service officers in identifying customer need was triggered by some reason. The reason of using bald on record during transaction was to convey their intention directly in order to avoid misunderstanding. The use of positive politeness strategy mostly was triggered by satisfying hearer positive face. The reason of using negative politeness was triggered by some reasons, namely

to satisfy H's negative face, to pay respect and deference to listener and to maintain social distance and avoid the threat (or potential face lose) of advancing familiarity towards the listener.

1. The customer service officers considered some factors in using politeness strategies in identifying customer need. The factors were Social distance and closeness, relative status of participants, and amount of Imposition or degree of friendliness. By awaring these factors, the officers could safe the herarers face in order to enhance the customer satisfaction.

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 strategy used by for speaker and hearer whether they obey the politeness strategies during having communication or not.

3. To common readers, the pattern of politeness strategies used by customer service officers and the variety of language style trigger us to be adaptable and communicative people, voiding 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.