

TABLE OF CONTENTS

	Pages
ACKNOWLEDGEMENTS	i
ABSTRACT	iii
ABSTRAK	iv
TABLE OF CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF APPENDIX	ix
 CHAPTER I. INTRODUCTION	
1.1 The Background of Study	1
1.2 The Problems of Study	6
1.3 The Objectives of Study	6
1.4 The Scope of Study	6
1.5 The Significance of Study.....	7
 CHAPTER II. REVIEW OF RELATED LITERATURE	
2.1 Politeness	8
2.2 Types of Politeness Strategy	12
2.2.1 Bald on-Record Strategy	12
2.2.2 Positive Politeness Strategy.....	13
2.2.3 Negative Politeness Strategy	21
2.2.4 Off Record.....	26
2.3 Reason of Politeness Strategies Usage	29
2.4 Customer Service in Bank	31
2.4.1 Customer Service Standard	33
2.4.2 Customer Satisfaction	35
2.5 Politeness Strategies on Bank Customer Service Officer.....	37
2.6 Previous Researches	40

2.6 Conceptual Framework.....	43
CHAPTER III. RESEARCH METHOD	
3.1 Research Design.....	47
3.2 The Data and The Data Source	47
3.3 Technique of Data Collection	48
3.4 Technique of Data Analysis	48
3.5 The Trustworthiness of the Study	50
CHAPTER IV. DATA ANALYSIS AND FINDINGS	
4.1 The Data Analysis	52
4.1.1 The Types of Politeness Strategies Used by.....	
Bank Customer Service Officers	55
4.1.2 The Politeness Strategies Used by Customer Service	
Officers in Customer Need Identification Process.....	59
4.1.3 The Reason of Using Politeness Strategies by	
Customer Service Officers in BRI Banks	66
4.2 Findings	69
4.3 Discussion	70
CHAPTER V. CONCLUSIONS DAN SUGGESTIONS	
5.1. Conclusions	74
5.2. Suggestions	75
REFERENCES	77
APPENDIX	81