

POLITENESS STRATEGY GIVEN BY COSTUMER SERVICES AT PAWNSHOP PLACES

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Abstract

This paper purpose to analyze the politeness strategies by costumer service the pawnshop and cash collateral. Following this research, the researchers want to analyze politeness strategies are dictated by customer services in the places of pawning in Balikpapan. It is focused to observe grammar and courtesy of employees of that places that will serve its customers. Since over here it can be said the customer service has the thoughtful characteristic to serve the consumer such as their reaction about strategies to pull of consumer to join and believing. In the pawning place which is we are the researchers to looking for they are have the different threatening to convey the strategies and they have the method to expressive their threats like giving the brochure and straight to many ways about question.

Keywords: Politeness Strategy, Customer Services, Pragmatics

Introduction

This paper purpose to analyze the politeness strategies by costumer service the pawnshop and cash collateral. Therefore, about places have the same object like pawn serving and need to identify the politeness strategies in every customer services which is to serve the consumer to find out of something about ragdoll. Before the researchers want to in detail, the first time want to explain the meaning of language, according to *Cambridge English Dictionary* Language is a system of communication consisting of sounds, words, and grammar, or the system of communication used by people. In a particular country or type of work and language too is a human system of communication that uses arbitrary signals, such as voice sounds, gestures, and or written symbols the study of language is called linguistics.

Following this research, the researchers want to analyze about politeness strategies are dictated by customer services in the places of pawning in Balikpapan. It is focused to observe grammar and courtesy of employees of that places that will serve its customers. Since over here it can be said the customer service has the thoughtful characteristic to serve the consumer such as their reaction about strategies to pull of consumer to join and believing. In the pawning place which is we are the researchers to looking for they are have the different threatening to convey the strategies and they have the method to expressive their threats like giving the brochure and straight to many ways about question. For the example, one of them straight to give the brochure without word to saying to consumer, immediately the consumer feels surprising. For the example:

C: Permissi mas, mautanya, kalau mau gadaikan BPKB itu, syaratnya apaya?

CS: (langsung memberikan brosur, tanpa ada kata-kata yang diucapkan).

In these reaction complete how the customer service want to explain about their effort. On the other hand of place, have the different manner to ask the costumer which would their wants.

Previously, the researchers want to describe in detail about politeness in many have rules about the explanation of language. Language itself was developed in any systems to communication, especially in human structure. Language has the relationship about pragmatic techniques, pragmatics itself is a philosophical movement that includes those who claim that an ideology or proposition is true if it works satisfactorily, that the meaning of a proposition is to be found in the practical consequences of accepting it, and that unpractical ideas are to be rejected. Pragmatism originated in the *United States* during the latter quarter of the nineteenth century.

The single word of pragmatic has a connection with utterance meaning. Utterances itself are the raw data of linguistics. Each utterance is unique having been produced by a particular sender in a specific situation. (Though it may seem a bit strange, we will use the term utterance to cover not only spoken utterances but also individual stretches of written language up to sentence size, done by a particular time). In Bakhtin's view, an *expression* in a living context of exchange--termed a "word" or "utterance"--is the main unit of meaning (not abstract sentences out of context), and is formed through a speaker's relation to Otherness (other people, others' words and expressions, and the lived cultural world in time and place). A "word" is therefore always already embedded in a history of expressions by others in a chain of ongoing cultural and political moments.

According to Brown and Levinson (1987), politeness strategies are developed in order to

save the hearer's "face". Face refers to the respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Usually you try to avoid embarrassing the other person, or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearer's need to maintain his/her self-esteem, and to be respected. There are four types of politeness strategies, described by Brown and Levinson that sum up human "politeness" behavior: Bald On Record, Negative Politeness, Positive Politeness, and Off-Record-indirect strategy.

There are types of politeness strategies are Bald On-Record strategy, which provides no effort to minimize threats to your teachers' "face". And then Positive Politeness strategy in this situation you recognize that your teacher has a desire to be respected. It also confirms that the relationship is friendly and expresses group reciprocity. Then Negative Politeness strategy, which similar to the Positive Politeness in that you recognize that they want to be respected however, you also assume that you are in some way imposing on them. Some other examples would be to say, "I don't want to bother you but." or "I was wondering if." Then the Off-Record indirect strategies the main purpose is to take some of the presence off of you. You are trying not to directly impose by asking for a pen. Instead you would rather it be offered to you once the teacher realizes you need one, and you are looking to find one.

After the researchers looking for the data, actually the researchers want to analyze about the difference of method by serving of costumer services. Beside of the research, many things of the data in appropriate to help the researchers to find out the characteristic of costumer services. Consequently, in this research talk about the strategy of behavior by costumer services in pawnshop places.

In this study to analyze the researchers focus on politeness strategies to express by the customer services and it also explains how the differences thing of serving by costumer services to the visitor. This research also counts the convenience of the reader wants to make it easier to identify about this research.

After find out the data the researchers get the theory by politeness strategy which is in details are talking about theory of Brown and Levinson.

Problem Formulation and Research Objective

This study want to identify about politeness strategies which is this case only describe of customer service to serve the consumer and this research seek to answer the following as stated below: What are politeness strategies used by costumer services in Pawnshop places?

This paper research is limited to discussing about the politeness strategies, and this research reflected by politeness at pawnshops was given by costumer services. The researchers consider the attendance have the difference skill in their job. This paper aims to help the reader to understand and get the easier of meaning of the data. Furthermore, these case going to input of the data by pragmatics and politeness usually in politeness strategy.

Methodology of Research

This research is qualitative research, because the researchers use the natural environment as a source of data. Researchers went to that location, to understand and study the situation. The study was conducted at the time of the interaction takes place on the scene. And from the research data obtained as the result of observation, interviews, captured, document analysis. This research has two sources of data: The primary data and the secondary data. The primary data sources from the record. And the secondary data is acquired from some e-book, journal and internet which are available and relevant to this research.

Previous Study

According to Brown and Levinson, politeness is behaving in a way that attempts to take into account the feeling of the people being addressed. Politeness strategies are developed for the main purpose of dealing with the FTAs in order to save the hearers' face and

usually it is used to avoid embarrassing the others. Brown and Levinson interpret politeness precisely in relation to FTAs – they define it as face-saving behavior, the employment of threat minimizing strategies (1987: 68). According to Brown and Levinson, there are four strategies for doing FTAs: Bald on record strategy, positive politeness strategy, negative politeness strategy, bald off record strategy.

In this research, the researchers use the Politeness Theory (Brown and Levinson, 1978). The aims of this research are to explain the kind of Politeness Strategies used in interview at pawn shop. The reason for choosing Politeness strategy is to know their politeness toward customer. Politeness is used to satisfy the positive face of the hearer by approving or including him as a friend or as a member of an in-group. According to Yule (1996: 64), a politeness strategy “leads the requester to inquire for a common goal, and even friendship”. The tendency to use politeness is to emphasize closeness between speaker and hearer. It can be seen as a “solidarity strategy”. This strategy is usually used by people who have known one another in order to indicate common ground and solidarity in which speaker shares hearer’s wants. Thus, the usage of politeness is not only to redress the FTA, but also to indicate that speaker wants to come closer to hearer. Politeness contains fifteen strategies (Brown and Levinson, 1987: 101-129) they are: Notice/attend to hearer, Exaggerate, Intensify interest, Use in-group markers, Seek agreement, Avoid disagreement,

Presuppose/raise/assert common ground, Joke, Assert/presuppose knowledge of/concern for hearer’s wants, Offer/promise, Be optimistic, Include both speaker and hearer, Give (or ask for) reasons, Assume/assert reciprocity, Give gifts (goods/sympathy/understanding/cooperation)

Afterwards, the term face may be defined as the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact. Face is an image of self-delineated in terms of approved social attributes. Goffman (1955: 213) Face is something that is emotionally invested, and that can be lost, maintained, or

enhanced, and must be constantly attended to in interaction. In general, people cooperate (and assume each other's cooperation) in maintaining face in interaction, such cooperation being based on the mutual vulnerability of face. Brown and Levinson (1978: 66) People strive to maintain the face they have created in social situations. They are emotionally attached to their faces, so they feel good when their faces are maintained; loss of face results in emotional pain, so in social interactions people cooperate by using politeness strategies to maintain each other's faces.

Data Collecting Procedures

The processes of this study use the library of the data to complete this paper. The researchers use the webpage, book journal, book, and pdf application to collecting the data and using the application of recording to get the voices of costumer services.

in this paper, the researchers carefully to read about the theory of politeness strategy in the book of Politeness "Some universals in language usage". Following this statement, the researchers find out the positive politeness in pawnshops in Balikpapan. Through to come to the place and recording the voice of costumer services.

Following this statement, the researchers find out the kind of politeness in pawnshops in Balikpapan. Through to come to the place and recording the voice of costumer services.

Theory of the data selected in Brown and Levinson book was choices, and this research use the politeness strategies.

Finding and Discussion

The analysis in this paper shows us the varieties of strategies politeness to complete the data. The researchers find out the data to adjust of the theory by Brown and Levinson. The first step are using positive politeness strategy to analyze the first record in Pegadaian (pawnshop) which is talk about politeness strategy in chooses by the researchers to find out their doing. The first happen become to Pegadaian which is the researchers want analyze the conversation

between Cs (customer service) and C (customer) the researchers use politeness strategy in detail is positive politeness which applied into some strategy:

Strategy 1 - Avoid disagreement

There are four ways to avoid disagreement namely by means of token agreement, pseudo-agreement, white lies, and hedging opinion. Those actions are the way to pretend to agree or to hide disagreement in order to avoid face-damaging of heater.

- a. Token' agreements are the desire to agree or appear to agree with the hearer leads also to mechanism for pretending to agree (Brown and Levinson, 1987:113). The remarkable degree to which speakers may go in twisting their utterances so as to appear to agree or to hide disagreement-to respond to a preceding utterances with 'Yes, but...' in effect, rather than 'No'.

Cs: *didaerah Teritip tidak ada pegadaian terdekat? (Is there a pawn shop nearby in teritip?)*

C: adasih, cuman...(There is, but....)

The sentence above shows that C avoids disagreement. In this case, "there is" has the same meaning of yes. C disagrees with the Cs's opinion. In order to minimize FTA, C chooses to say 'yes' rather than 'no'. Therefore, the Cs's positive face is fulfilled because she feels that her opinion is not wrong.

- b. Hedging opinion occurs when the speaker may choose to be vague about his own opinions, so as not to be seen to disagree (Brown and Levinson, 1987:116). Normally hedges are a feature of negative politeness, but some hedges are a feature of positive politeness function as well.

Cs: *ga pernah kesitu? (Never to over there?)*

C: belum (not yet)

Cs: *sudah pernah tanya? (Ever been asked?)*

C: belum (not yet)

In this strategy "not yet" has the same meaning of yes where this statement use to

hide disagreement in order to avoid face-damaging of hearer. In order to save Cs's positive face, C responds Cs's question by hedging his opinion. C chooses to be vague about her own opinion so that it is not seen that C disagrees with Cs.

Strategy 2: Presuppose / rise / assert common ground

This strategy includes three ways among them are gossip or small talk, point of view operations and presupposition manipulation. And in this strategy the researchers only use the point of view operation.

- a. Point of view operations by means of deixis. It is used for reducing the distance between the speaker and the hearer's point of view.
- a) Personal-center switch: the speaker to the hearer. This where the speaker speaks as if the hearer were the speaker, or the hearer's knowledge were equal to the speaker's knowledge (Brown and Levinson, 1987:119).

For example, when the speaker gives directions to a stranger, unfamiliar with the town "It's at the far end of the street, the last house on the left, isn't it".

- b) Place switch, the use proximal rather than distal demonstrative (*here, this*, rather than *that, there*), where either proximal or distance would be acceptable, seems to convey increased involvement or empathy (Brown and Levinson, 1987:121).

Cs: *coba tanya kesana, ini yang saya ajukan, soalnya kalau disini pencairannya kejauhan. (try to ask there, this is what I ask, because if here disbursement distance.)*

From the example of personal-center switch because if here disbursement distance is indicating that speaker give direction to hearer and the word here indicates about place – switch.

The second conversation in pawnshop places, usually the researchers describing about attitude of the consumer services and need to know about strategies was given by CS to serving the consumer when come that place.

The Used of Politeness Strategy given by costumer services script in pawnshop place. Many have the kinds of strategies to adjust the data such as bald on record (Cases of FTA-oriented bald-on record usage), avoid disagreement (token agreement), give gift to C (goods, sympathy, understand, cooperation), Assert or presuppose CS's knowledge of and concern for C's wants.

In using bald on record type 1 in pawnshop place to indicate costumer services serves:

Strategy 1: Cases of FTA-oriented bald-on record usage.

C: *permisi mas, mau tanya (Permission mas, can I ask.)*

CS: *iya. (yes)*

From the perspective of the researchers, it can be seen that the first meeting of the CS to serve have a negative view, because CS is only laconically that the researchers provide. The answer of (**iya/yes**) have the meaning to contact to C and in the sense of C have the brief speak and uncomfortable. The second step the researchers are using bald on record strategy. Following the theory bald on record to intuitive characterization of communication between C and CS. The prime reason for bald on record usage may be stated simply in general, whenever C wants do the FTA with maximum efficiency *more than* he wants to satisfy C face.

Thereafter tell about Cases of FTA-oriented bald on record usage, this nicely illustrated the way in which respect for face involves mutual orientation so that each participant attempts to foresee what the other participant in attempting for foresee. Welcoming (or post greeting) where CS that C may not with to receive such invitations.

In using positive politeness type 2 in pawnshop place to describe opinion by costumer services:

Strategy 1: Avoid disagreement

Description: token-agreement

C: *kalau mau gadaikan BPKB itu syaratnya apa ya? (If want to pawning of BPKB, what is the requisite?)*

CS: (langsung memberikan brosur, tanpa ada kata-kata). Motor apa? (Straight to the brochure without words). What the vehicle?)

C: motor, motor Beat gitu mas. (Motor, like Beat (Honda))

CS: mau mengajukan berapa? (How much do you want?)

The C has the sense meaning to get the utterance so as to appear to agree or to hide disagreement. Following that context, the utterance of hearers is sympathy thing to get the give question to enact the true condition. And the text above, we will see if the CS explain and tell in detail about the question of C. According to Sacks (1973), a parallel strategy is involved in the "Rule of Contiguity" which states that answer should follow question.

Strategy 2: Give gift to C (goods, sympathy, understand, cooperation)

C: belum tahu sih, Cuma pernah ditawarkan saja, kalau butuh uang gadaikan saja. (Not yet. Just in offered, if need to the money only to pawning.)

CS: teman yang kasih tahu?

(Friends who is telling you?)

C: iya. Syaratnya apa saja? Misalkan pakai KTP atau apa gitu?

(What the requisite? Such as use the identity or something else?)

CS: ya, syaratnya ya fotokopiannya KTP suami istri. Kalau belum berkeluarga ya pakai KTP orang tua atau pakai saudara kandung. (Yes, the requisite is the identity photocopy husband-wife. If not-married uses the parent identity or use the sibling identity.)

Thus this the CS then give a brief explanation of solid and clearly, and it gives easier to all researchers to understand. And from that word to say by CS understood and can provide the clarity assumption and give the suggestion if want to do this must fulfill that requisite. Give gift to C (goods, sympathy,

understand, cooperation), hence we have the classic positive politeness action of gift giving not only tangible gifts, the wants to be liked, admire, cared, understood, listened to and so on.

Strategy 4: Assert or presuppose CS's knowledge of and concern for C's wants.

Description: Request

C: saya bawa (brosurnya) mas, terimakasih.

(I bring this (brochure) mas, thank you.

CS: iya sama-sama. (Your welcome)

Finally, the last record above tell about assert or presuppose CS's knowledge of and concern for C's wants in detail have the sense about request. Exactly, the C wants to take the brochure to get the dealing and cooperate with conversation. Presuppose / rise / assert common ground, to put pressure on C to cooperate with CS is to assert or simply knowledge of C's wants and willingness to fit one and get the own wants in with them (request).

Conclusion

In conclusion, basically every customer services have the different strategies to handle guests or customers. From of data that the researchers describe about costumer services that have been recorded for retrieval of data, that researchers acquire some of politeness theory to describe and analyze the strategies to the consumer to confront. From both almost have the same character that in little indifferent but can explain the questions the researcher is quite clear and understandable. And from their demeanor and attitudes reflect their attitude and public opinionn.

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