

Complaints Strategies used by Guest and Employees at Kashantee Village Hotel

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Abstrak—Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif yang sumber datanya berasal dari percakapan antara tamu hotel dan karyawan di Kashantee Village Hotel. Dimana data dianalisis menggunakan teori dari Austin (1962) untuk menganalisis Locutionary, Illocutionary dan Perlocutionary Act dari strategi keluhan yang ditemukan. Penulis menemukan ada empat strategi keluhan yang ditemukan di Kashantee Village Hotel yaitu No Explicit Blame, Blame, Repair Request, Threat. dan penulis berharap pembaca dapat memahami bagaimana strategi penyelesaian keluhan tamu hotel berdasarkan tindak tutur.

Kata Kunci: Strategi Keluhan, Tindak Tutur Keluhan, Keluhan Tamu Hotel.

Abstract—This research was conducted using a qualitative descriptive method whose data source came from conversations between hotel guests and employees at the Kashantee Village Hotel. Where the data were analyzed using theory from Austin (1962) to analyze the Locutionary, Illocutionary and Perlocutionary Act from the complaint strategy found. The author found that there were four complaint strategies found in Kashantee Village Hotel, namely No Explicit Blame, Blame, Repair Request, Threat. and the writer hopes that the readers can understand how the strategy for resolving hotel guest complaints is based on speech acts.

Keywords: Complaints Strategies, Complaints Speech Act, Hotel Guest Complaints.

1. INTRODUCTION

Pragmatics is the study of the speaker's meaning, contextual meaning, how to communicate more effectively than just speaking, and how to indicate relative distances (Yule, 1996). One additional pragmatic component relates to speech acts. Austin (1962) first mentioned speech acts in his book "How to reach Things with Word?" His book divides speech acts into three categories: locutionary acts, illocutionary acts, and perlocutionary acts, all of which are performed by those who pronounce the sentence. Locutionary acts are speech acts that are used to convey information, illocutionary acts are speech acts that are used to perform actual actions, and perlocutionary acts are the impact of speech on listeners.

According to Searle (1977:18) speech acts or actions performed during the delivery of a phrase are often a function of the meaning of the sentence. Although a speaker may want to say something different from what he is saying, it is theoretically always conceivable for him to express exactly what he means. Therefore, the meaning of a phrase does not necessarily predict what speech actions are performed in certain utterances of the sentence. Schmidt and Richards (1980:129) state that speech act theory has to deal with the function and use of language. According to Bonvillain (2003:92), the phrase "the act of speaking" alludes to the idea that one achieves goals by speaking. Speakers make expression decisions depending on their goals, or what they want the listener to think, accept, or do. Referring to the background of the problems described above, this paper will provide views on the importance of community participation in public strategy through complaint management. We can also find out the government's strategy in developing the handling of guest and community Service complaints . And useful in opening up insight that the government has made many efforts to change the paradigm of public services through the development of an integrated complaint management system in order to increase public participation for the improvement of public services.

Hornby (1995:1142), Speech refers to the ability or process of speaking, A style or method of speaking. According to Richards et al. (1985:265), speech act is speech that is used as a functional communication unit. Speech acts come in many forms, including requests, instructions, demands, complaints, and promises. Speech acts that convey information or the intent of the complaint are known as complaints speech acts.

Thomas (1995:2) claims that there are three categories into which utterance meanings can be broken down: the first is abstract meaning, or conceptual meaning; the second is the meaning of speech or intentional meaning. In other words, this is a special meaning used in the context of a unique speech situation or event and is not a conceptual meaning or the meaning of such an utterance. We must be able to identify the semantic components of a conversation or speech in order to fully understand the meaning behind the statements made depending on the circumstances in which the speech is delivered. In this paper, however, we will focus more on the pragmatic features of speech acts.

Austin (1962) is described as the author of Speech Act Theory. He divides the three parts of the Speech Act which can be in the form of Locutionary Act, Illocutionary Act, and Perlocutionary Act. Several studies have been carried out such as previous studies. The first is taken from I Nengah Suryawan (2016) entitled Acts of Complaints from Hotel and Restaurant Guests. The findings show that complaints submitted by hotel and restaurant customers are carried out to get a satisfactory response from the server. According to the type of speech act, the customer uses expressive and declarative speech acts to convey concerns, while the server responds to complaints using expressive and commissive speech acts. This study uses a documentation approach, in which information is collected through the recording method and then examined qualitatively.

The second study related to speech acts was taken from Zulfa Tuturima (2018) with a thesis entitled Analysis of Crimes Used in the Film London Has Fallen. This study uses observation and recording as well as descriptive qualitative research. The findings reveal that there are 76 speech acts used in the film London Has Fallen, with illocutionary acts is the majority with 37 utterances. The illocutionary categorization includes 99 utterances, with the directive and expressive categories accounting for 32 and 23 of the total, respectively.

The third study was taken from Amanda maharani (2021) with the title Analysis of Speech Acts and Expressive Speech Functions in Sarah Sechan Dinet TV Shows. The results of this study are data in the form of types of speech acts which will be classified into locutions, illocutions, and perlocutions. with data collection methods are listening, recording, and note-taking techniques. From this research , the results are taken into consideration by the authors to use them as a source of previous research in making this journal.

2. METODOLOGY

2.1 Metodology

This research was conducted using a qualitative descriptive method whose data source came from conversations between hotel guests and employees at Kashantee Village. methods and techniques used to collect data are documentation methods and note-taking techniques. To find out the speech acts of guest complaints with hotel employees in Kashantee Village, data collection was carried out by referring to data sources, and guest dialogues with hotel employees were recorded and read carefully. The speech acts of hotel guest complaints in the dialogue are analyzed carefully to describe how the speech acts of complaints are carried out based on the categories of speech acts and how the speech acts of complaints are carried out based on the locutionary, illocutionary, and perlocutionary acts. The data is analyzed by presenting two parts, namely the first part which presents a complete dialogue about hotel guest complaints. And in the second part, the section presents each dialogue analysis by describing the speech act of the complaint in terms of how the speech act of the complaint is carried out based on the category of speech act and based on the aspects of locutionary, illocutionary, and perlocutionary.

3. RESULT AND DISCUSSION

3.1 Result

This study used theory of speech act proposed by Austin (1962). After analyzing the data in kashantee village hotel, the researchers found 4 data on the complaint strategies. That is:

1. No Explicit Blame
2. Blame
3. Repair Request
4. Threat

3.2 Discussion

The data found were analyzed using theory of speech Act by Austin (1962) based on locutionary, illocutionary, and perlocutionary Act.

Data 1

No Explicit Blame

There is no Explicit Reproach strategy used by the complainant to submit his complaint without mentioning a particular case, but indirectly questioning the responsibility of the reporter. An example of this strategy is presented in a hotel in the following example.

" Sorry. I came late to clean this room ". Says Mr. Sam."

" It will take 20 minutes and it should be fast " . Ngurah said.

The dialogue shows that to complain to a reporter it is not necessary to always mention the exact problem in the complaint. Manifestations of complaints can be shown in utterances that contain expressions of complaint. In the data, the complainant did not state publicly what the problem was or what he could complain about. In addition, he did not directly mention the perpetrator or the reporter. However, in the speech, there are no words that indicate what object he is complaining about. By carefully examining the first dialogue, three aspects of action can be described as follows:

Locutionary : It will take 20 minutes and should be fast. Illocutionary : Mr. Sam (guest) wants the staff to clean the room very quickly : Mr. Sam (guest) wants the staff to understand that he does not want him to come late. Perlocutionary act: Yuni will clean the room quickly.

Data 2

Blame

Another complaint action strategy is to blame. The blame strategy presupposes that the defendant is guilty of the offence. In some cases, this strategy often uses swear words. An example of this strategy is presented below :

" You have to refill the water in the bottle every time you clean the room ". Say Nick

" Sorry sir! You can refill yourself whenever you need water ". Dwik said.

The complainant uses the pronoun 'you' to emphasize the directness of the complaint. The complainant denounced the complainant against the previous statement of the complainant. This indicates that the complainant directly blamed the complainant for the violation. In addition, the function of the speech act of complaint is an act of complaint that functions as a request for improvement, an act of complaint that functions as a threat, and an act of complaint that functions as a request for patience. By looking at the first dialogue, three aspects of action can be described as follows:

Locutionary act : You have to refill the water in the bottle every time you Clean the room. Illocutionary act: Nick wants the staff (Dwik) to refill the water in the bottle Nick wanted the staff (Dwik) to refill water every time he did clean room . Perlocutionary act: Dwik (staff) wan him (Nick) to refill water himself.

Data 3

Repair request

The first function implemented in Kashantee Village Hotel is repair requests. This function is implemented by complainants to provide listeners with requests in which they should stop making complaints or revise them. An example of this function is presented in a hotel as follows.

" I didn't know he was an influencer ," said Trisna .

" Yes, you did. he's an influencer and you just took a picture with him the other day, you just don't remember Kata". Eka.

The complainant, Eka, wanted Trisna to revise her statement stating that she did not know that Kiky was an influencer. He corrected his remarks saying that Trisna just couldn't remember well. This shows that by issuing a complaint, its function is as a request for Trisna to revise her previous statement. By looking at the first dialogue, three aspects of action can be described as follows: Locutionary act: Yes, you did. he is an influencer and you just took a picture with him the other day, you just don't remember. Illocutionary: Eka wants Trisna to remember about her guest. Perlocutionary act: Eka reminded Trisna about a guest she had met.

Data 4

Threat

Another function is that complaints act as threats. In this function, the complainant directly accuses the complainant of committing the alleged crime. The way in which the complainant submits his or her complaint is intimidating and sometimes leads to immediate consequences later on. An example of this function is presented as follows: .

" All right sir! I will check your room later ." wahyu said.
" Fuck it! Impossible! You go check my room now " . Mr Stefano said

This shows the complaint uttered by Mr. Stefano who added swear words. The swear words showed his attempt to threaten Wahyu. It means he wants to scare Wahyu with his complaints on purpose. By looking at the first dialogue, three aspects of action can be described as follows: Locutionary act : To hell with you! Impossible! You go check my room now. Illocutionary : Mr. Stefano wants Wahyu to check his room. Perlocutionary act: Wahyu will check his room later.

4. CONCLUSION

In this study, 4 types of complaint strategies were found, namely; No Explicit Blame, Blame, Repair Request, Threat. in the data obtained from the Kashnatee Village Hotel. The four are analyzed based on Locutionary, Illocutionary, and Perlocutionary Act. it is to show how workers can respond or find solutions to what guests complain about. The purpose of this article is to explain that there are strategies used to resolve hotel guest complaints. and the writer hopes that the readers can understand how the strategy for resolving hotel guest complaints is based on speech acts.

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