

**COMPLAINT STRATEGIES AND IMPOLITENESS ON
T-MOBILE'S INSTAGRAM ACCOUNT**

THESIS



BY:

VERONIQUE ZHAFIRA ZHAFARINA

REG. NUMBER 03020320083

ENGLISH LITERATURE DEPARTMENT

FACULTY OF ADAB AND HUMANITIES

UNIEVERSITAS ISLAM NEGERI SUNAN AMPEL

SURABAYA

2024

DECLARATION

I am the undersigned below:

Name : Veronique Zhafira Zhafarina
NIM : 03020320083
Department : English Literature
Faculty : Adab and Humanities
University : UIN Sunan Ampel

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Who makes the statement



Veronique Zhafira Zhafarina

Reg. Number. 03020320083

APPROVAL SHEET

COMPLAINT STRATEGIES AND IMPOLITENESS ON T-MOBILE'S
INSTAGRAM ACCOUNT

by

Veronique Zhafira Zhafarina
Reg. Number 03020320083

approved to be examined by the board of examiners of English Literature
Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya

Surabaya, 21 May 2024

Advisor 1



Raudhotul Jannah, M. App. Ling
NIP. 197810062005012004

Advisor 2



Murni Fidiyanti, MA
NIP. 198305302011012011

Acknowledged by
The Head of the English Literature Department



Endratno Pili Swasono, M.Pd.
NIP. 19710672003121001

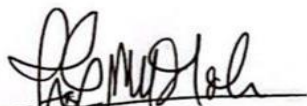
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This is to certify that the *Sarjana* thesis of Veronique Zhafira Zhafarina (Reg. Number 03020320083) entitled **Complaint Strategies and Impoliteness on T-Mobile's Instagram Account** has been approved and accepted by the board of examiners for the degree of *Sarjana Sastra (S.S.)*, English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya.

Surabaya, June 25th 2024

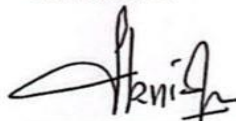
Board of Examiners:

Examiner 1



Raudlotul Jannah, M. App. Ling
NIP. 197810062005012004

Examiner 2



Murni Fidiyanti, M. A
NIP. 198305302011012011

Examiner 3



Endratno Pili Swasono, M. Pd.
NIP. 19710672003121001

Examiner 4



Prof. Dr. H. Mohammad Kurjum, M.Ag
NIP. 196909251994031002

Acknowledged by:

The Dean of Faculty of Adab and Humanities
UIN Sunan Ampel Surabaya



Prof. Dr. H. Achmad Laili, M.A.
NIP. 197005121995031002

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KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Veronique Zhafira Zhafarina

NIM : 03020320083

Fakultas/Jurusan : Adab dan Humaniora / Sastra Inggris

E-mail address : verozhafira@gmail.com

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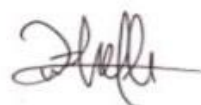
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ABSTRACT

Zhafarina, V. Z. (2024). Complaint Strategies and Impoliteness on T-Mobile's Instagram Account. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Raudlotul Jannah, M. App. Ling (II) Murni Fidiyanti, MA.

This research aims to analyze the complaint strategies and impoliteness used by customers on the T-Mobile's Instagram account. The telecommunications company, which has the Instagram account with the username of @tmobile, had many complaints from its customers. Some of the complaints used by the customers contain impolite language. This research aims to answer the two research problems: (1) what types of complaint strategies are used by customers on the T-Mobile's Instagram account based on Trosborg's complaint strategies?, and (2) how are the impoliteness found in the complaint strategies used by T-Mobile's customers?

This research uses a qualitative descriptive approach to investigate the phenomenon of customer complaints and the use of complaint strategies contained in the comments column of the T-Mobile Instagram account. Data was collected from the comments column containing customer complaints to analyze customer complaint strategies and impoliteness towards @tmobile. The researcher then discussed and concluded by focusing on customer's impolite complaints.

This research reveals the eight types of complaint strategies; hints, annoyance, ill consequences, indirect accusation, direct accusation, modified blame, explicit condemnation of the accused's action and explicit condemnation of the accused as a person. Most of the customer used direct accusations against T-Mobile because of the many problems they experienced when using T-Mobile's services and accused them of being irresponsible. Apart from that, many customer comments directed at T-Mobile are impolite. The negative impoliteness strategy is the most frequently used of impolite behaviour. Customers' impolite comments about T-Mobile always offend, scare, and vilify T-Mobile directly. The purpose of complaints and impolite language used by T-Mobile's customers is to express their displeasure or anger regarding the circumstances or quality of service they are receiving from T-Mobile. So, it is only fitting that most T-Mobile customers who complain use less polite language because they do not meet directly with the party concerned, only via social media. They are free to express their disappointment or annoyance through comments on the T-Mobile Instagram account.

Keywords: complaint strategy, impoliteness strategy, tmobile

ABSTRAK

Zhafarina,V. Z. (2024). Strategi Pengaduan dan Ketidaksopanan pada Akun Instagram T-Mobile. Sastra Inggris, Fakultas Adab dan Humaniora, UIN Sunan Ampel Surabaya. Pembimbing: (I) Raudlotul Jannah, M. App. Ling (II) Murni Fidiyanti, MA.

Penelitian ini bertujuan untuk menganalisis strategi komplain dan ketidaksopanan yang digunakan pelanggan pada akun Instagram T-Mobile. Perusahaan telekomunikasi dengan nama akun @tmobile di Instagram ini banyak mendapat keluhan dari pelanggannya. Beberapa keluhan yang digunakan para pelanggan mengandung bahasa yang tidak santun. Penelitian ini bertujuan untuk menjawab dua permasalahan penelitian: (1) jenis strategi pengaduan apa yang digunakan pelanggan pada akun Instagram T-Mobile berdasarkan strategi pengaduan oleh Trosborg?, dan (2) bagaimana ketidaksopanan ditemukan dalam strategi pengaduan yang digunakan oleh pelanggan T-Mobile?

Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk menyelidiki fenomena keluhan pelanggan dalam penggunaan strategi keluhan yang terdapat pada kolom komentar akun Instagram T-Mobile. Data dikumpulkan dari kolom komentar yang berisi keluhan pelanggan untuk menganalisis strategi keluhan pelanggan dan ketidaksopanan terhadap @tmobile. Peneliti kemudian membahas dan menyimpulkan dengan fokus pada cakupan keluhan yang tidak sopan yang digunakan oleh pelanggan.

Penelitian ini mengungkap delapan jenis strategi pengaduan; isyarat, kekesalan, konsekuensi buruk, tuduhan tidak langsung, tuduhan langsung, kesalahan yang dimodifikasi, kecaman yang jelas atas tindakan terdakwa dan kecaman yang jelas terhadap terdakwa sebagai pribadi. Sebagian besar pelanggan menggunakan tuduhan langsung terhadap T-Mobile karena banyaknya masalah yang mereka alami saat menggunakan layanan T-Mobile dan menuduh mereka tidak bertanggung jawab. Selain itu, banyak komentar pelanggan yang ditujukan kepada T-Mobile tidak sopan. Strategi ketidaksopanan negatif adalah strategi perilaku tidak sopan yang paling sering digunakan. Komentar tidak sopan pelanggan terhadap T-Mobile selalu menyinggung, menakut-nakuti, dan menjelek-jelekkan T-Mobile secara langsung. Tujuan dari keluhan dan bahasa tidak sopan yang digunakan oleh pelanggan T-Mobile adalah untuk mengungkapkan ketidaksenangan atau kemarahan mereka mengenai keadaan atau kualitas layanan yang mereka terima dari T-Mobile. Jadi, sudah sepantasnya sebagian besar pelanggan T-Mobile yang menyampaikan keluhan menggunakan bahasa yang kurang sopan karena tidak bertemu langsung dengan pihak yang bersangkutan, hanya melalui media sosial. Mereka bebas mengungkapkan kekecewaan atau kekesalannya melalui komentar di akun Instagram T-Mobile.

Kata kunci: strategi keluhan, strategi ketidaksopanan, tmobile

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