POSITIVE POLITENESS USED BY STAFF AND CUSTOMER IN BCA KCP CIKUPA, BANTEN

THESIS

KALARA
20200600021

ENGLISH STUDIES
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
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Presented as a partial fulfilment of the requirement for the Undergraduate Program

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FINAL PROJECT APPROVAL

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Final Project Title : Positive Politeness Used by Staff and Customer in BCA
KCP Cikupa, Banten

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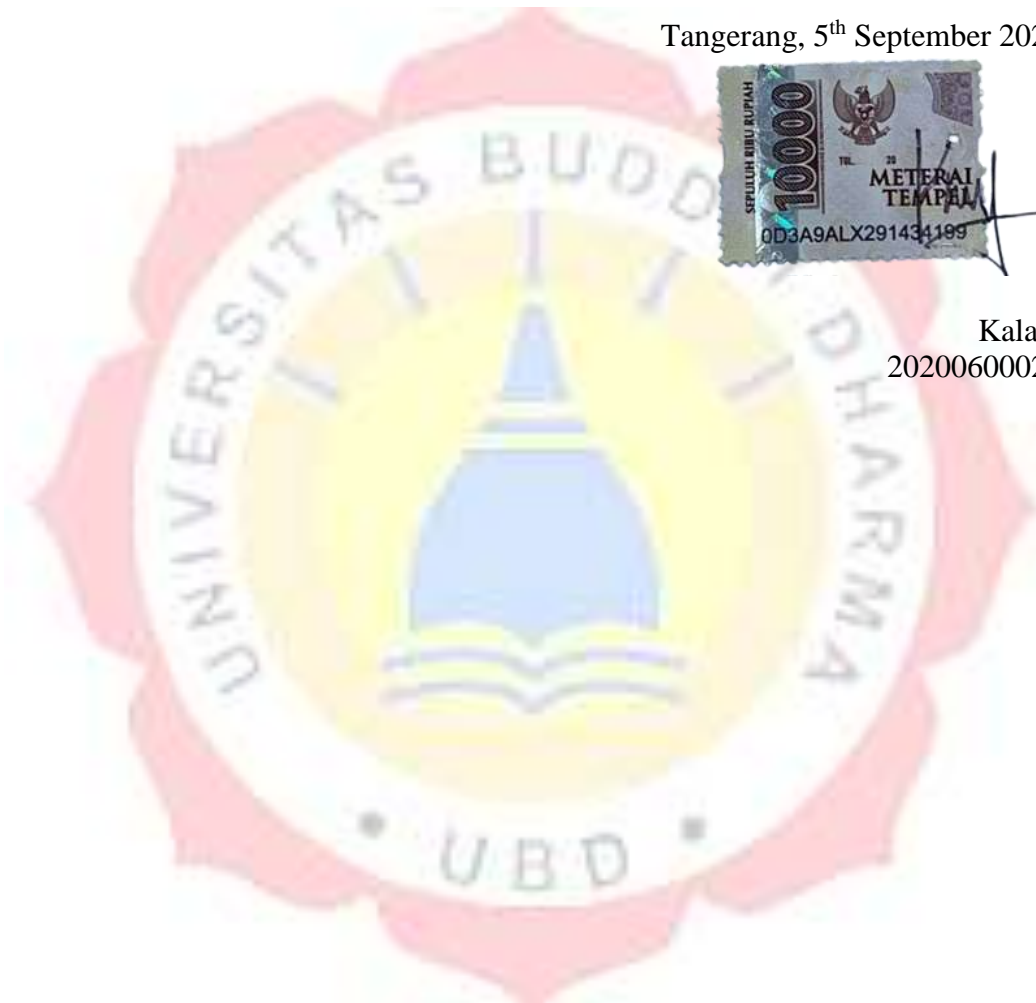Dr. Sonya Ayu Kumala S.Hum.,M.Hum
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STATEMENT OF AUTHENTICITY

I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from other dishonestly. All the citied works are quote in accordance with ethical code academic writing.

Tangerang, 5th September 2024

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ABSTRACT

This research aims to determine the positive politeness strategies used by staff at Bank BCA KCP Cikupa in interacting with customers. Data was collected using a qualitative descriptive method through questionnaires given to 30 customers and analyzed using Brown and Levinson's (1987) theory. The analysis only examined positive politeness, like courteous language, offering assistance, and expressing compliments. Analysis reveals positive politeness that Bank BCA KCP Cikupa staff aim to create a friendly manner and an informative customer experience. The majority of staff (93.3%) consistently use greetings, a small portion (6.7%) only sometimes uses greetings. An overwhelming majority (76.7%) of respondents have never been complimented by staff during their interactions. Over half (53.3%) of respondents feel that staff always offer assistance. However, a significant portion (33.3%) had mixed or negative perceptions of staff's ability to understand their needs. While 50% of respondents feel happy when staff praise them, 46.7% felt that praise was sometimes sincere. However, this is a significant finding that most customers did not receive compliments. Furthermore, suggest that staff show positive recognition to customers. Therefore, this research recommends training to improve positive recognition and increase customer awareness through friendlier and more polite interactions to produce customer satisfaction

Keywords: positive politeness, courteous language, offering assistance, express compliments, customer satisfaction.

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CHAPTER I
INTRODUCTION

1.1 Background of the Study

In the intricate tapestry of human interaction, language serves as the vibrant thread that weaves our social fabric. Beyond the mere transmission of information, words possess a subtle power to shape relationships, convey emotions, and navigate delicate social situations. It is within this realm that pragmatics, the study of language in context, finds its significance. Levinson's seminal work, "Pragmatics and Human Communication" delves into the principles that govern the use of language for communication. At its core, pragmatics seeks to unravel the complexities of speaker meaning, exploring how intentions are conveyed and interpreted. This understanding is paramount, as it provides the foundation for the theory of politeness developed by Brown and Levinson.

In Latifah, N (2017, page 36) journal, Brown and Levinson (1987), politeness is behaving in a way that attempts to take into account the feeling of the people being addressed. Brown and Levinson's (1987) theory of politeness is one of the most widely used theories to analyze how language is used in social contexts. This theory shows that humans have a "face" that needs to be maintained in social interactions. Politeness is a strategy used to maintain the face of oneself and others in interaction. Brown and Levinson's (1987) theory covers social interactions between humans. The concept of 'face' refers to the image that individuals project to others and the desire to protect and enhance this image. This includes factors such as social status, behavior, and judgment that can influence interactions between people.

Politeness strategies are speech acts that express concern for others and minimize threats to self-esteem "face" in particular social contexts. This is done to prevent conflicts or differences that can arise in interactions. This politeness can be explained through various factors. Brown and Levinson's (1987) influential theory proposes universal principles governing politeness strategies in language usage, contributing significantly to the understanding of politeness

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across cultures. "Brown and Levinson's (1978/1987) theory of politeness distinguishes between positive and negative politeness. Positive politeness involves maintaining or redressing threats to the addressee's positive face, which is their 'perennial desire that their wants . . . should be thought of as desirable' (p. 101). Negative politeness, on the other hand, focuses on maintaining or redressing threats to the addressee's negative face, which is their 'want to have their freedom of action unhindered and their attention unimpeded' (p. 129)." (Thoughtco.com/politeness- strategies-conversation-1691516).

The writer here conducted research on politeness that focuses on positive politeness about customer interactions and how BCA KCP Cikupa staff treat their customers well, such as providing polite words, offering help and compliments in order to realize customer service satisfaction at BCA KCP Cikupa. 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. Scollon and Scollon (2001) in Samianto's Thesis proposes a social interaction modal that relies on face relationships in communication and presents two tables listing linguistic politeness strategies, one for 'involvement' strategies or positive politeness strategies to create positive relations with others. Another one is the 'independence' strategies or negative politeness strategies to lessen and decrease impositions to others.

Politeness strategy is one of the important aspects of customer service. Courtesy can be defined as behavior that shows respect and appreciation to others. In the context of customer service, courtesy can be realized in various ways, such as: using polite words, offering help, and giving compliments. Courtesy can have a positive influence on customer satisfaction. Customers who feel valued and respected will be more satisfied with the service provided. High customer satisfaction will increase customer loyalty and encourage them to continue using bank services. In Indonesia, the culture of politeness is highly valued, and this is reflected in the interactions between staff and customers in various service sectors, including banking.

The writer decided to conduct this research because Bank Central Asia (BCA) is one of the largest private banks in Indonesia with an extensive network throughout the country, where BCA KCP Cikupa is one of BCA's sub-branch offices located in Tangerang Regency, Banten. In providing services to customers, BCA KCP Cikupa employees are expected to use polite language and in accordance with the norms prevailing in society. Many people say that the service at BCA is very good and friendly starting from the welcoming team (security and cleaners) to the serving staff, therefore the writer is interested in examining what is done by the staff, especially at BCA KCP Cikupa, which makes customers feel satisfied with the service using the theory of Brown and Levinson (1987). There are two main politeness strategies proposed by Brown and Levinson (1987), namely positive strategies and negative strategies.

1.2 Statement of the Problem

In the customer service industry, politeness strategies play a crucial role in shaping customer interactions. In the context of Bank Central Asia (BCA), understanding the politeness strategies employed by staff is essential to enhance customer satisfaction and reduce conflict in customer interactions. The service at BCA is generally considered to be good and friendly, but it is unclear what specific strategies the staff employs to maintain politeness and ensure customer satisfaction.

In the case of BCA KCP Cikupa, the staff employed a variety of politeness strategies to maintain a friendly and professional atmosphere. For example, they might use polite speech-act formulae, such as "thank you" or "please," to show respect and appreciation for the customer. They might also use polite requests, apologies, and respect markers to ensure a positive interaction. Effective use of politeness strategies can significantly influence customer satisfaction. It can make customers feel valued and respected, leading to positive word of mouth and long-term loyalty. Conversely, impolite interactions can damage customer relationships and negatively impact a company's reputation.

1.3 Research Question

Based on the statement of the problem above, the writer would like to find

the answers to the following questions as follows:

1. How do the staff at BCA KCP Cikupa employ politeness strategies in their customer interactions?
2. How do these strategies affect customer satisfaction?

1.4 Goal and Function

Through this study, the writer hopes this research can enrich the knowledge of Pragmatics especially on Politeness Strategies.

1.4.1 Goal

Based on the research, the goals are:

1. Identifying Politeness Strategies Used by BCA KCP Cikupa Staff

2. Providing Recommendations to Improve Customer Service Quality

1.4.2 Function

This research of "Politeness Strategies Used by Staff at BCA KCP Cikupa in Customer Interactions by Brown and Levinson (1987) Theory" was expected to give the function for:

1. For the Students. The results of the study is to provide linguistic students from FSH Buddhi Dharma University with an understanding of politeness strategies by Brown and Levinson (1987). This research focuses on the field of Pragmatics and focuses on exploring politeness strategies and their application in everyday communication.

2. For the Writer

   The results of this study are expected to address the questions asked by the author as stated in the problem statement. The aim is to find new insights related to politeness strategies in the context of pragmatics.

3. For the Lectures

   The results can be useful for lecturers at Buddhi Dharma University who teach pragmatics. Because they can use these results to provide advice and guidance to students in exploring politeness strategies. Additionally, you can do further research on the topic.

1.5 Scope and Limitation of Discussion

The scope of the research is pragmatics studies on politeness strategies using the theory by Brown and Levinson's (1987). This research focuses on analyzing

politeness strategies used by BCA KCP Cikupa staff in interactions with customers. This research will only be conducted at BCA KCP Cikupa, and the results of this research may not be generalizable to other BCA branches or to other banks because this research was only conducted at one location. This research will collect data on politeness strategies used by the writer through observation (such as conducting questionnaires to customers)

1.6 Conceptual Framework
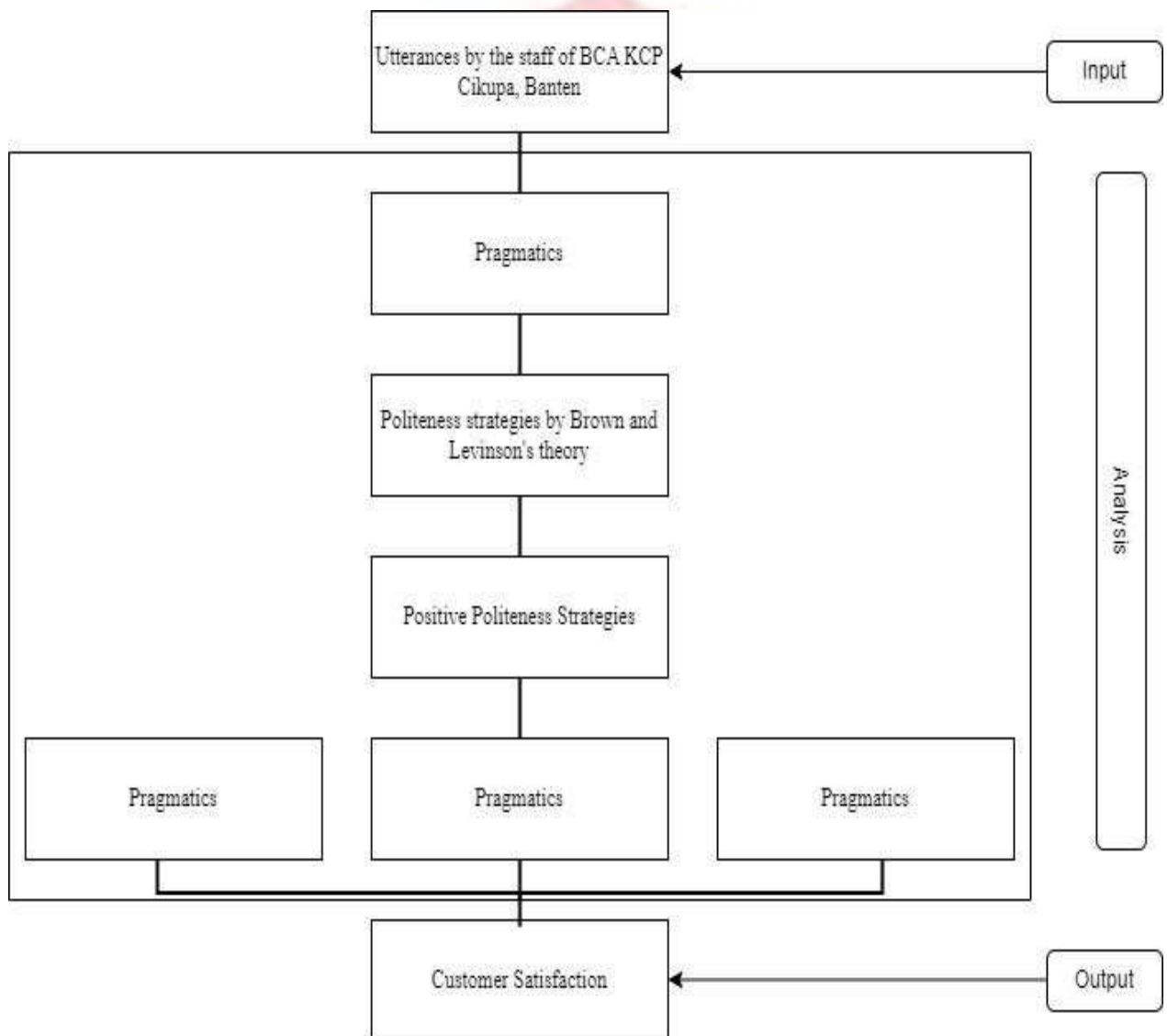
The conceptual framework of this research is as follow:

The writer first collected questionnaires from customers. Second, the writer started with data input. Third, the writer examined the data using the politeness strategy theory by Brown and Levinson (1987). The results of customer questionnaires were analyzed to find out which ones contain polite words, offering help and compliments. Finally, the writer discussed the conclusions about the politeness strategies found in the data and how they contribute to achieving customer satisfaction.

CHAPTER II
THEORETICAL FRAMEWORK

This chapter discusses Brown and Levinson's theory of politeness strategies (1987) and other related references to support analysis to find answers regarding the types of politeness strategies and their functions.

2.1 Review of Previous Studies

The writer found five previous studies related to research on politeness strategies. The first previous research was by Nurul Lathifah (2017) from Balikpapan University, entitled "Politeness Strategy Given by Customer Services at Pawnshop Places' analyzing various politeness strategies used by customer service, including concrete examples from conversations at pawn shops. This research uses Brown and Levinson's politeness theory as a framework for analyzing politeness strategies used by customer service. In its analysis, this research identified several types of politeness strategies used by customer service at pawn shops. Some strategies found include avoiding disputes, giving gifts to customers, and assuming or stating customer service knowledge and attention to customer needs.

The data in this research consists of direct observation, interviews, and document analysis. Conversations between customer service and customers at the pawn shop are used as the main data to analyze politeness strategies. There are advantages and disadvantages to this research. To its strengths, the research uses an in-depth qualitative approach, including direct observation, interviews, and document analysis. This allowed the researcher to gain a comprehensive understanding of the politeness strategies used by customer service at pawn shops. Meanwhile, the disadvantages of this research is the lack of comparison of politeness strategies used in pawnshops with other industries or customer service contexts. Such a comparison could provide a deeper understanding of the uniqueness of politeness strategies in the pawn context. The second previous research was by Kuldip Kaur, et all (2022) from Mara University of Technology, who analyzed politeness and negotiation strategies in handling customers: conflict resolution. This research uses the conceptual framework of Wijayanto et al. (2013)

and Acuff (2008) to understand the politeness and negotiation strategies used by customers and organizations in resolving customer problems. This research uses qualitative methods with document analysis.

The data analyzed comes from 20 customer complaints posted on discussions.apple.com and responses from Apple Inc. Community staff in their official online discussion room. There are advantages and disadvantages to this research. The advantage is that researchers found that the politeness strategy most often used by customers is positive politeness, while the negotiation strategy most often used by organizations is the use of simple and easy to understand language. Meanwhile, the weakness of this research is that the researcher did not explicitly mention the theory of politeness and negotiation used because it only used a small data sample, which are 20 customer complaints and a limited online platform (discussions.apple.com).

The third previous study was by Samianto and Kuntjara (2016) from Petra Christian University of Surabaya, in their research entitled "The Politeness Strategies Used by The Baristas of "Starbucks Coffee" In Communicating with The Customers". This research uses the political strategy theory proposed by Scollon and Scollon (2001). They proposed a model of social interaction based on facial relationships in communication.

The method used in this research is a descriptive approach supported by quantitative data. Researchers used data collected from conversations between Starbucks Coffee baristas in Petra Square and their customers. Researchers collected
30 conversations containing political strategies in three types of interactions: greetings, offers, and questions. Data was analyzed to find out the policy strategies used by baristas in interacting with customers, as well as to find out which policy strategies were most commonly used in each type of interaction. Data were collected on September 22, 2015, between 08:00 am and 14:00 pm, when Starbucks Coffee offered a 50% discount to any customer who owned a tumbler sold at Starbucks coffee stores.

The strength of this research is that the researcher uses a clear and structured theory to analyze the policy strategies used by baristas. The descriptive method used

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allows researchers to provide a detailed description of each political strategy found. The weakness of this research is that the researchers only collected data from one location, Starbucks Coffee in Petra Square, so the results may not be generalizable to other locations. In addition, the researchers did not consider non-verbal aspects such as intonation, voice, movements, and facial expressions in their analysis, which might provide broader information about the politeness strategies used by baristas.

The fourth previous research is "Read This, Please? The Role of Politeness in Customer Service Engagement on Social Media" by Yuheng Hu, Ali Tafti, David Gal (2019) from University of Illinois at Chicago. This research uses the theory of politeness proposed by Brown and Levinson (1978) to explain how polite behavior in communication influences the dynamics of social interaction. The data used in this research are tweets sent by customers to more than 220 companies on Twitter. This data includes information about tweets, such as number of followers, number of followers following, number of tweets, number of likes, and whether the customer's Twitter account has been verified. This data was collected to understand how customers' polite behavior and social status influence a company's customer service strategy.

The strength of this research is that it offers a deeper explanation of how polite behavior influences a company's customer service strategy on social media. This research also uses extensive data and sophisticated analytical methods to predict polite behavior. A drawback of this research is that it focuses only on tweets and does not consider other channels that customers use to contact the company. In addition, this research also does not consider how polite behavior affects the overall zuality of customer service, but only how it influences the company's response to customer complaints.

The last previous research was by Tiara Widyaiswara, et all (2023) from Islam Lamongan University, entitled "The Politeness Strategies Used by Students in Islam Lamongan University". The research uses the politeness theory proposed by Brown and Levinson (1987). This research uses Brown and Levinson's (1987) theory about political strategy. This theory is used to explain that political strategy can be influenced by factors such as payoffs, social distance, relative power, and

imposition ranking.

The data used in this research are the results of interviews and transcriptions of conversations in literary appreciation classes. This data was collected through recording and transcription techniques, as well as selecting data that was relevant to the police strategy. The research method used is a descriptive qualitative method. Researchers use the phenomenological method to explain the meaning of concepts or phenomena that occur in everyday life.

This method allows researchers to understand the psychological meaning of individual experiences of the phenomena being studied. The advantage of this research is that it provides a clearer picture of the political strategies used by students in communication. Meanwhile, the weakness of this research is that it only focuses on political strategies used by students in literary appreciation classes, so it does not provide a broad picture of political strategies in a wider context.

From the previous studies above, there are four previous studies which are the same as the writer's research which used Brown and Levinson (1987) theory. The four studies are in the first, second, fourth and fifth studies. In the third study, researchers used the theory of Scollon and Scollon (2001). The objects and data used from the five studies above are almost the same as what the writer will carry out, but the places that will be researched will be different.

2.2 Pragmatics

Pragmatics is a branch of linguistics that studies how context affects the meaning we derive from language. It is concerned with the relationship between the speaker, the listener, and the context in which the language is used. This field of study examines how the meaning of a sentence or utterance is shaped by factors beyond the words themselves, such as the situation where the sentence is used, the social rules in place at the time, and the assumed attitude of the person using the sentence. Based on Horn and Ward (2004:198) state that a theory of the language structures (syntactic, morphological, and prosodic) of an utterance is necessary for a pragmatic theory that strives for the rigor and predictive capacity of formal semantics. According to Kharthin (2013), pragmatics is a methodical approach to elucidating language use within context. Each context has a unique meaning, and meaning is determined by the

context. Therefore, the relative quality of the language employed and the speaker's intention toward the listener decide the meaning.

Pragmatics is often distinguished from semantics, which focuses on the literal or straightforward meaning of words and phrases. Pragmatics, on the other hand, looks at how language is used in context to convey meaning that may not be explicitly stated. This can include the use of implicate, where the speaker implies something without directly stating it, and the listener infers the intended meaning based on the context.

Pragmatics is a subfield of linguistics that studies communication, focusing on how people interact when using language. It explains language use in context, including the effect that context has on an utterance and the goals the speakers intend to reach through the choice of means of expression. The study of pragmatics has its roots in the work of philosophers such as J.L. Austin and H. P. Grice, who developed theories about how language is used to convey meaning beyond the literal interpretation of words. These theories have been further developed and refined by linguists and communication scholars, leading to a deeper understanding of how context influences the meaning we derive from language. Levinson (1983:7) defines pragmatics as the study of language from a functional perspective, which aims to explain aspects of linguistic structures by considering non-linguistic influences and symptoms. This perspective is part of a broader understanding of pragmatics that encompasses various branches of study, including:

1. Speech Acts: This branch examines the ways in which language is used to perform specific actions, such as making requests, giving commands, or expressing opinions.

2. Principles of Cooperation: This area of study focuses on the cooperative nature of communication, where participants work together to achieve mutual understanding by following certain rules and norms.

3. Presumption: This branch of pragmatics investigates how speakers and listeners make inferences about the context and meaning of a message based on the information provided and the background knowledge shared.

4. Impoliteness and Politeness: These categories explore the ways in which language is used to convey respect, respectfulness, or any other social nuance that affects communication.

The concept of presupposition in linguistics refers to the conditions that must be met for the intended meaning of a sentence to be accepted. This idea is crucial in understanding how language is used in social interactions, particularly in the context of politeness theories. Politeness, as a multifaceted concept, draws on insights from various disciplines, including pragmatics, sociolinguistics, and anthropology.

2.3 Politeness

Brown & Levinson (1987) defined politeness as redressive action taken to counterbalance the disruptive effect of face-threatening acts (FTAs), (Komang Trisna Dewi, 2021:329). The "face-saving politeness theory" to describe their theory of linguistic politeness. This theory is multifaceted, comprising various segments and ramifications, all of which revolve around the central concept of "face" the social value attributed to oneself and others. Social interactions necessitate the collaborative effort of all participants to uphold and safeguard everyone's sense of face, encompassing the desire to be liked and to maintain independence while appearing self-sufficient. Consequently, politeness strategies emerge as indispensable tools for navigating these interactions and steering them towards the most favorable outcomes.

The theory underscores the inherent tension between the desire to be liked and the desire to maintain independence. In social interactions, individuals strive to strike a balance between these seemingly conflicting desires, employing various politeness strategies to navigate this delicate terrain. These strategies are categorized into four main types: (1) Bald on Record (2) Positive Politeness (3) Negative Politeness (4) Off Record. Each of these strategies serves a distinct purpose in managing social interactions and ensuring that the speaker's message is conveyed effectively while maintaining a positive relationship with the listener.

Furthermore, they highlight the role of culture in shaping politeness norms and practices. Different cultures may exhibit distinct preferences for certain

politeness strategies, influenced by cultural values, social norms, and historical contexts. Consequently, effective communication across cultures necessitates an understanding of these cultural nuances and an adaptive approach to politeness.

There are several actions that are intrinsically face-threatening and therefore require filtering (softening) through politeness strategies. Positive politeness strategies include praise, seeking approval, joking, affirming reflexivity of goals, affirming reciprocity, as well as expressions of sympathy, understanding, and cooperation (Brown, 1998). These 'approach' strategies treat the target person as someone who is liked or appreciated.

In the context of interpersonal communication, it is important to pay attention to how we convey messages so as not to indirectly hurt other people's feelings or threaten their self-image. This is especially true in situations where our actions or statements could be perceived as an insult or threat to others. Therefore, Brown and Levinson (1987) suggest using politeness strategies as a way to 'soften' these messages. One form of politeness strategy is a positive politeness strategy, which is designed to approach the person you are talking to in a way that is respectful and considerate of their feelings (thoughtco.com). For example, giving praise or seeking approval can help create a friendlier and more open atmosphere in the conversation. Likewise, by joking or showing understanding and sympathy for the other person's situation, this can help build a more harmonious and respectful relationship.

The use of these politeness strategies also reflects a positive attitude towards the recipient of the message, indicating that we consider them to be important and valuable individuals in communicative interactions. Thus, understanding and implementing these politeness strategies can help improve the quality of interpersonal communication and build stronger and more harmonious relationships between individuals.

Based on Elvi Syahrin's journal entitled "Strategi Kesantunan Sebagai Kompetensi Pragmatik Dalam Tindak Tutur Direktif Bahasa Prancis". Brown and Levinson's politeness theory (1987) is a significant contribution to the study of politeness. They proposed that individuals use a variety of politeness strategies to minimize threats to others' faces and maintain respect. These strategies include: (1)

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Bald on Record (2) Positive Politeness (3) Negative Politeness (4) Off Record. These strategies are employed to manage social interactions and maintain social relationships, which is a fundamental aspect of human communication.

2.4 Politeness Strategies

Politeness strategies are strategies developed to save the listener's face (Brown and Levinson, 1987). Face refers to the respect one has for oneself, and maintaining that self-esteem in public or in private situations. Brown and Levinson (1987) proposed five politeness strategies as follows:

1. Bald on Record: This strategy is used to express information directly and clearly without using indirect words. An example of this strategy is speaking clearly and without being complicated about a topic. Usually we try to avoid embarrassing others, or making them feel uncomfortable. Face Threatening Actions (FTAs) are actions that violate the listener's need to maintain their self-esteem, and to be respected.

2. Positive Politeness Strategies: This strategy is used to show familiarity and is usually used with unknown interlocutors or people who are not yet known. An example of this strategy is speaking more politely to customers you don't know than to customers you already know. In this situation we recognize that the other person also desires to be respected. It also confirms that the relationship is friendly and expresses group reciprocity.

3. Negative Politeness Strategies: This strategy is used to avoid discomfort or conflict with the person you are speaking to. For example, speaking in a lower tone or using softer words to avoid conflict. Which is similar to Positive Politeness, in that we recognize that they want to be respected, but we also assume that we are imposing in some way. Some other examples are saying, "I don't want to bother you, but." or "I wonder if."

4. Off Record: This strategy is used to express information indirectly or using indirect words. An example of this strategy is using allusions or indirect words to express information. The main goal is to remove some of our presence. For example, we try not to force it directly by asking

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customers to buy BCA products that they don't need. Instead we would rather have it offered to us after someone realizes that we need it, and that we are looking for it.

2.5 Positive Politeness Strategies

Brown and Levinson (1987) explain positive politeness is a positive face that reflects the desire to have possessions, goals, and achievements desired by socially or situationally relevant groups of others (thoughtco.com). Thus, positive politeness expresses a general appreciation of the interlocutor's wishes, or the similarity between the speaker's and interlocutor's wishes. As such, it reproduces the characteristics of conversational interactions among close people, where expressions of interest and agreement, shared knowledge and desires, and reciprocal obligations are routinely exchanged.

Brown and Levinson (1987:171) say that positive politeness attempts to minimize the threat to the hearer's face. This strategy is commonly used in situations where the audience knows each other fairly well. Positive politeness is face saving acts which concern the person's positive face, they tend to show solidarity, emphasize that both speakers and hearers want the same thing, and they have a common goal (Yule, 1996:62), (Imanuel, 2017:3). However, positive politeness is face work that is aimed at a positive face.

In positive politeness, the speaker's goal is to address the positive face needs of the hearer, thus enhancing the hearer's positive face. Positive politeness strategies highlight friendliness and camaraderie between the speaker and hearer. Positive politeness strategies are intended to avoid giving offense by highlighting friendliness. These strategies include juxtaposing criticism with compliments, establishing common ground, and using jokes, nicknames, honorifics, tag questions, special discourse markers (please), and in group jargon and slang.

In this data, however, positive politeness strategies such as, polite words, offering help and compliments should be used in daily activities.

1. Polite words: This includes the use of terms such as "please", "thank you", and "excuse me". This recognizes the listener's time and consideration, thus making the request more respectful. Offering

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help: This shows that the speaker is aware of the listener's needs and wants to provide support. It builds rapport and makes the speaker seem approachable.

2. Compliments: Compliments flatter the listener and highlight positive aspects of their character or abilities. This can make them feel good and more receptive to the speaker's message.

2.5.1 Polite Words

Leech's (1983:109) conceptualization of politeness as an attitude that mitigates impolite elements in social interactions provides a foundational understanding of this complex linguistic phenomenon (Ignasextepanus, 2016:2). His assertion that politeness is asymmetrical underscores the importance of considering the power dynamics and social relationships between interlocutors. Politeness, in essence, is a strategy employed to maintain harmonious social interactions by minimizing potential face threats. Face, as defined by Goffman (1967), refers to an individual's public self-image or desired social identity. Politeness strategies are deployed to protect both the speaker's and the listener's face, ensuring that neither party feels insulted or humiliated.

One of the most common manifestations of politeness is the polite request. By employing polite language and mitigating directness, speakers can soften their requests and make them more acceptable to the listener. This involves using strategies such as:

1. Indirectness: Expressing requests in a roundabout way, such as using questions or conditional statements.

2. Hedging: Using words or phrases that soften the force of a request, such as "could you" or "I wonder if."

3. Modals: Using polite modal verbs like "could," "would," or "might."

4. Apologies: Expressing apologies or regret for making a request.

In Western cultures, such as in English, politeness often consists of simple expressions such as "please," "thank you," and "sorry." Politeness is usually demonstrated through polite acknowledgments and requests. A study by Holmes (1995) showed that in Western cultures, politeness often revolves around an emphasis on individual rights and personal freedoms.

Politeness plays an important role in maintaining social relationships and creating a harmonious communication atmosphere. Politeness helps reduce conflict and increases cooperation in social interactions. A study by Mills (2003) showed that the use of politeness can increase interpersonal satisfaction and help build trust. Psychologically, the use of polite language can reduce stress and anxiety in communication. This is because the respect shown through politeness can strengthen positive relationships and increase emotional satisfaction.

A study by Holmes (1995) examined how politeness is used in business and educational communication, emphasizing that in formal contexts, politeness serves to facilitate effective and professional interactions. Meanwhile, research by Yule (1996) focused on the use of polite words in everyday situations and how it affects social relationships in the personal sphere. The findings showed that although informal contexts may seem more relaxed, politeness still plays an important role in building and maintaining harmonious relationships. With the advancement of technology, a study by Thurlow (2003) explored how politeness is adapted in digital communication, showing that despite the shift in the way of communication, polite words remain relevant and applicable in more informal contexts such as social media.

2.5.2 Offering Help

In everyday social interactions, offering help is one of the most valuable actions. Not only does it serve to help others directly, but it also strengthens social relationships and builds solidarity within the community. This action plays an important role in shaping social structures, influencing psychological well-being, and developing social norms that support cooperation and empathy. The importance of offering help can be seen from various perspectives. In a social context, this action helps strengthen social bonds and build a sense of togetherness. In a psychological context, offering help can increase feelings of satisfaction and meaning in life.

Giving or showing attention is a powerful positive politeness strategy that involves providing help, support, or simply acknowledging the presence and needs of others. This strategy is deeply rooted in human psychology and plays a crucial role in maintaining harmonious social interactions. Research by Decety, J., & Jackson, P. L. (2012) shows that empathy plays a significant role in encouraging altruistic actions. They explain how empathy influences prosocial behavior and helps individuals feel connected to others in need.

Key Aspects of Giving Attention as a Politeness Strategy:

1. Empathy: Understanding and sharing the feelings of others is fundamental to this strategy. By demonstrating empathy, individuals show that they care about the well-being of others and are willing to offer assistance.

2. Support: Providing practical or emotional support can be a tangible manifestation of attention. This can involve offering advice, lending a listening ear, or providing physical assistance.

3. Acknowledgment: Simply acknowledging the presence of others, whether through a greeting, a nod, or a direct conversation, can be a significant act of politeness. This shows that individuals are valued and recognized as part of the social group.

Benefits of Giving Attention:

1. Strengthened Social Relations: By showing attention, individuals can foster stronger bonds with others. This can lead to increased trust, cooperation, and mutual support.

2. Increased Solidarity: Giving attention contributes to a sense of community and solidarity. When people feel valued and cared for, they are more likely to be loyal and supportive of each other.

3. Positive Self-Image: Offering help and support to others can boost an individual's self-esteem and sense of purpose.

2.5.3 Compliments

Compliments are a common form of communication and are often used in everyday social interactions. In the context of interpersonal communication, compliments can be interpreted as an expression of appreciation or recognition of a person's qualities, achievements, or character. Studies on compliments have shown that compliments can have a significant impact on interpersonal relationships, motivation, and self-perception of individuals. Compliments not only serve as a tool to strengthen social relationships, but also as a mechanism to motivate and improve performance.

As the understanding of social psychology and communication develops, it is

important to explore how compliments are received and affect individuals in various contexts. In the work environment, for example, compliments can serve as an effective motivational tool and influence job satisfaction. In educational settings, compliments can increase student motivation and academic achievement. In personal relationships, compliments can strengthen emotional bonds and improve individual well-being.

Compliments are a common form of social interaction that serve to express appreciation and enhance the value of others. They are typically used to convey positive feelings or emotions, such as admiration, respect, or gratitude. By offering compliments, individuals can create a more positive and supportive environment. Djatmika (2016) provides a valuable perspective on compliments by categorizing them as expressive speech acts. Expressive speech acts are utterances that express the speaker's emotional state or attitude towards the world. In the case of compliments, the speaker expresses their positive feelings or admiration for the recipient (Clara, 2020:1).

CHAPTER III

RESEARCH METHODOLOGY

The writer here explained the methodology of this research. It includes research approach, data type, data source, and data collection method and data analysis.

3.1 Research Approach

The writer used a qualitative descriptive method which is based on a politeness strategy used by staff at BCA KCP Cikupa in customer interactions by Brown and Levinson (1987) theory. Descriptive qualitative research is a direct source of data, and the researcher is the primary instrument, according to Bogdan and Biklen (1992) in Imanuel Thesis. Qualitative research aims to determine how a theory functions in various phenomena for which data are gathered in the form of words rather than numbers. In order to learn more about specific phenomena that occurred during research, it is descriptive. This research discusses positive politeness in giving polite words, offering help and praise to every consumer who comes to the branch.

3.2 Data Types and Sources

The most crucial component of the research analysis is the data. Oluwatosin's thesis uses a variety of research techniques to collect data, which is then split into two categories: primary and secondary data (Douglas, 2015). Primary data is exactly what it sounds like information that the researcher gathers first. Original, true data makes up primary data. 18 The purpose of gathering primary data is to solve the current problem. Surveys, observations, experiments, questionnaires, in-person interviews, and other methods are examples of primary data sources.

On the other hand, secondary data are those that have previously been gathered or produced by other people. Simply put, secondary data are the main data's analysis and interpretation. Secondary data are acquired for different purposes. A variety of sources, including books, journals, and websites, can be

used to gather secondary data. The main distinction between primary and secondary data is that the former refers to information created originally by the researcher, while the latter is related to information already obtained by organizations and agencies conducting study. In this research, the writer used primary for the data.

The writer took data from the results of the questionnaire that the writer gave to 30 customers directly via a link that the writer provided. The questionnaire contains several questions related to what the writer is researching.

3.3. Data Collection Method

Data collection is carried out through:

Description: Distribution of questionnaires to BCA KCP Cikupa customers. This method ensures that feedback is gathered from actual service recipients, providing authentic insights into their interactions with the bank's staff.

Objective: Collecting data on experiences and views on the use of positive politeness. The primary goal is to gather comprehensive data on customer experiences and perceptions regarding the use of positive politeness by the staff at BCA KCP Cikupa. This involves understanding how often customers feel they are treated with politeness, identifying specific positive expressions they recall, and assessing the significance of positive attitudes in their overall banking experience Method: Create a questionnaire with relevant questions, such as how often they   feel they are treated politely, examples of positive expressions they remember, and how important positive attitudes are in their experiences.

Steps for Data Collection:

1.   Questionnaire Design:

- Objective Setting: Define clear objectives for what the questionnaire aims to achieve, focusing on the aspects of positive politeness in customer service.

- Question Development: Formulate questions that cover a range of topics relevant to positive politeness, including: frequency of greetings, how often do (please, thank you, and sorry words) are used staff, politeness in serving customers, how often do staff compliment customers, customer feelings when

receiving staff compliments, genuine staff appreciation, how often do staff offer assistance to customers, staff timeliness in offering assistance, understanding customer needs.

2. Sampling

- Selection Criteria: Determine a representative sample of customers who have recently or frequently interacted with BCA KCP Cikupa. Age ranges from 20 to 50 years. Ensure diversity in the sample to capture a variety of experiences.

- Sample Size: Decide on an appropriate sample size to achieve statistically significant results, taking into account the bank's customer base size and desired confidence level.

3. Distribution:

- Method of Distribution: Distribute the questionnaires directly to customers at BCA KCP Cikupa through via link google form.

- Timing: Choose optimal times for distribution, such as during customer service hours, to maximize response rates.

4. Data Collection:

- Administration: Oversee the distribution and collection of questionnaires, ensuring that customers understand the purpose of the survey and how their feedback will be used.

5. Data Analysis:

- Compilation: Gather and compile responses from all collected questionnaires.

- Analysis: Analyze the data to identify trends, patterns, and key insights regarding customer perceptions of positive politeness. Use a qualitative analysis method.

- Reporting: Prepare a comprehensive report summarizing the findings, highlighting areas of strength and opportunities for improvement in the use of positive politeness.

6. Feedback Integration:

- Review Findings: Share the results with relevant stakeholders, including customer service teams.

- Action Plan: Develop an action plan based on the feedback to enhance positive

politeness practices and improve overall customer satisfaction.

3.4 Data Analysis

The writer took steps in the analyses of the data which were collected as follows:

1. First, research data was analyzed using Brown and Levinson's (1987) theory.

2. Second, the writer classifies the types of politeness contained in positive strategies (polite words, offering help, and compliments) based on the results of customer questionnaires.

3. Then the writer put all the data into tables. The writer explains the percentage (% results directly obtained from Google form) to find out how many contain polite words, offering help, and compliments.

4. The final step is the writer provides conclusions about the politeness strategies found in the review to achieve customer satisfaction.