

**AN ANALYSIS OF CONVERSATIONAL STRUCTURE BETWEEN
CUSTOMER SERVICE AND CUSTOMER AT BANK KESEJAHTERAAN
PADANG**

THESIS

*Submitted as a Partial Fulfillment of the Requirements
to Obtain Strata One (S1) Degree*



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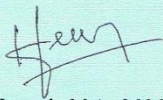
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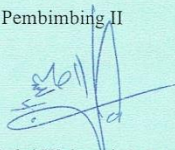
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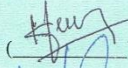
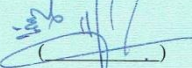
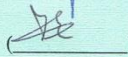
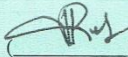
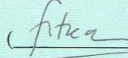
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ABSTRAK

Fitri, Vika. 2017. The Analysis of Conversational Structure between Customer Service and Customer at Bank Kesejahteraan Padang. Skripsi, Jurusan Bahasa dan Sastra Inggris Fakultas Bahasa dan Seni Universitas Negeri Padang.

Penelitian ini bertujuan untuk mengetahui unsur-unsur dari struktur percakapan yang terjadi antara customer service dan pelanggan di Bank Kesejahteraan Padang. Metode yang digunakan dalam penelitian ini adalah metode deskriptif. Data penelitian ini adalah percakapan antara customer service dan pelanggan di Bank Kesejahteraan Padang yang berjumlah 20 percakapan. 20 percakapan tersebut terdiri dari empat percakapan membuat buku tabungan, tujuh percakapan tentang keluhan, lima percakapan mengganti buku tabungan dan empat percakapan mengganti pin ATM.

Data ini dianalisis berdasarkan teori Nanthakanok (2013). Temuan ini menunjukkan bahwa struktur percakapan dapat dibagi menjadi tiga bagian, yaitu pembuka (*opening*), isi (*body*) dan penutup (*closing*). Di dalam pembuka terdapat dua unsur, yaitu 1) sambutan atau sapaan (*greeting*) dan 2) bertanya (*asking question*), di bagian isi juga terdapat dua unsur, yaitu 1) menyatakan tujuan berkunjung atau datang (*stating the purpose of visiting*) dan 2) menjelaskan dan menggambarkan proses dan prosedurnya (*explaining and describing the process and procedure*) dan di bagian penutup terdapat dua unsur, yaitu 1) membuat janji untuk pertemuan selanjutnya (*making an appointment for the next meeting*) dan 2) mengucapkan terima kasih (*saying Thanking*). Di samping itu, temuan ini juga menunjukkan bahwa ungkapan yang digunakan peserta dalam percakapan tersebut adalah formal seperti selamat pagi (*good morning*), selamat siang (*good afternoon*), ada yang bisa saya bantu (*can I help you*), terima kasih (*thank you*) dan terima kasih sudah datang (*thank you for the visiting*). Dengan demikian percakapan antara customer service dan pelanggan di Bank Kesejahteraan Padang terstruktur karena hampir semua percakapan memiliki unsur-unsur yang sama.

Kata kunci: percakapan, analisis percakapan, struktur percakapan

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Finally, thousands thanks for everyone that the writer knows and she does not know who have given sympathy, pray, and whatever for her, believe that if we love each other because of Allah, Allah will collect all of us in the *Jannah*. May Allah bless us.

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CHAPTER I

INTRODUCTION

1.1 Background of the Research Problem

A conversation is an everyday activity that happens all the time. A conversation can be practiced by every member of society in anywhere, whether it is in institutional contexts or daily life. According to Yang (2009:108), when people visit a doctor, hold meetings at their workplaces and negotiation business deals, they are constructing a conversation in institutional contexts. It means that, when patients talk to doctor and agent talk to their client, they are having a conversation in institutional context.

A bank is one of institutional contexts where the conversation can happen. A bank is one of financial institution which is involved borrowing, saving and lending money. In other words, a bank is a business that provides a service for people to save, lend and borrow money. The bank has to attract people to be their customers because the customers play an important role in order to run a success bank. As a result, there is a face to face interaction between customer service and customer which is called a conversation. The conversation happens between customer service and customer. Thus, this conversation constructs in institutional context.

According to Heritage (2013:4), a conversation that constructs in institutional contexts is distinctive with an ordinary conversation. An ordinary conversation has predominant form of talk. However, the structure of interaction in institutional contexts is more restricted in niche environments. In addition, the structures of talk in institutional contexts are organized based on the system of

participation right and the obligation. For example, opening, request, interrogative series, response and closing are the structure of conversation in emergency call. In this case, people should be aware that conversation is not just a talk. Every conversation has some structure and form such as opening, turn-taking, adjacency pairs, closing and etc.

According to Dorney and Thurrell (1994:42), every conversation has some structures that make the conversations are organized. In other words, the conversational structure is used to avoid the worst conversation. Dorney and Thurell divided the conversational structure into six: opening, turn-taking, adjacency pair, overlapping, interrupting, topic shift and closing. However, Nanthakanok (2013), Conversational structure can be divided into three sections: opening section, body section and closing section. Opening section is the beginning of the conversation which has some elements such as greeting, getting attention, asking question, and calling out the name. People can use the expressions of “*hi, hallo and good morning*” to express the greeting. Commonly, the expressions of “hi and hallo” are used in informal conversation and the expressions “*good morning and good afternoon*” are used in formal conversation. The body is the next section which consisted of two elements: stating the purpose of visiting and explaining and describing the process and procedure. The last section is closing which contained four elements: concluding or reviewing, making an appointment for the next meeting, thanking and goodbye.

Moreover, Goutsos (2005:5) found different elements of conversational structure in each part of the conversation. The opening contained of some elements

such as greeting, asking question and self identification. Then, the body consisted of two elements: introduction and development. The last section is closing which consisted of pre-closing and saying goodbye. In this case, the elements of conversational structure might have different. It is because the conversations take place in different cases and situations. Therefore, the present study is going to analyze the conversational structure between customer service and customer at Bank.

Thus, the study of conversational structure between customer service and customer at Bank is necessary to conduct for several reasons. First, a bank is one of institutional context where the conversation can take place. According to Heritage (2013), the structures of conversation that constructs in institutional context are distinctive with an ordinary conversation. An ordinary conversation has predominant form of talk. However, the structure of conversation in institutional contexts is more restricted in niche environments. Second, a conversation is not just a talk. According to Dorney and Thurell (1994:42) every conversation has some structure that make the conversations are organized. The conversational structure is used to keep the worst conversation.

This research takes place at Bank Kesejahteraan Padang. Bank Kesejahteraan Padang is one of private bank that provides a service to save, borrow and lend money. The conversations occur between customer service and customer. The customers visit the bank to use the services that have been provided by the bank. This research is going to analyze the conversational structure between customer service and customer at Bank Kesejahteraan Padang. The researcher

analyzed and identified the elements of the conversational structure and the expressions used in each elements of the conversational structure.

1.2 Identification of the Problem

Based on the background of the research problem, the conversational structure is a part of linguistic study which belongs to discourse analysis in which describes spoken language or conversation. Based on point of view of discourse analysis, conversational structure is a part of conversational analysis (CA) in which explains and describes the structure and the pattern of conversation, whether it is institutional conversation and daily conversation. Specifically, this research analyzed conversational structure in institutional context such as a bank.

This research analyzed and identified the elements of conversational structure between customer service and customer at Bank Kesejahteraan Padang. This research was not only to identify the elements of the conversational structure, but it was also to identify and describe the expressions were used by participants in each element of the conversational structure.

1.3 Limitation of the Scope Study

The emphasis of this current research was on conversation between customer service and customer at Bank Kesejahteraan Padang. This research focused to analyze and identify the elements of conversational structure between customer service and the customer at Bank Kesejahteraan Padang. In addititon, this research also focused to analyze the expressions used by participants in each element of conversational structure.

1.4 Formulation of the Research Problem

The problem of this research can be formulated as follows: “what are the elements of conversational structure between customer service and customer at Bank Kesejahteraan Padang?”

1.5 Research Questions

In order to do the research in operational ways, the main research problem then can be elaborated as the following research questions:

1. What are the elements of conversational structure between customer service and customer at Bank Kesejahteraan Padang?
2. What are the expressions used by participants in each element of the conversational structure at Bank Kesejahteraan Padang?

1.6 Purpose of the Research

The main purposes of this research were to find out and identify the elements of conversational structure between customer service and customer at Bank Kesejahteraan Padang and also to identify and describe the expressions were used by participants each element of conversational structure between customer service and customer at Bank Kesejahteraan padang.

1.7 Significance of the Research

Theoretically, this research gives contribution for linguistics science especially in conversational analysis (CA). This research can be a reference for next research which is related to this subject especially for conversational structure analysis in institutional context. How the structured of the conversation in institutional context. Practically, this research gives information about the elements

of the conversational structure. In hope, by knowing the structures and the organization of the conversation can help people to achieve an effective communication in the conversation.

1.8 Definition of Key Term

- **Conversation:** An act of talk involves two people or a small group of people to express and share their thought, feeling and information.
- **Conversational structure:** the form of talk relate to opening, body, turn-taking, adjacency pairs, closing, etc.
- **Bank:** a financial institutional which involves borrowing and saving money
- **Customer service:** a person who has a job to serve people in a company.
- **Customer:** a person who uses a service and product that provide by a company.