

Chapter III

METHODS OF THE STUDY

The purpose of this study is to identify the types of apology strategies which are applied by the male travel agents and the female travel agents. In order to achieve this, the writer asks some travel agents to respond to a complaint in a role play from a situation made by the writer. She is going to explain the details of the approach of the study, the subject, the instrument, the data collection, and the data analysis.

III.1. APPROACH OF THE STUDY

The writer uses a qualitative approach because she wants to describe the kinds of apology strategies which are used by the respondents (the travel agents). She also uses a

sociolinguistic approach because it deals with social behaviour where travel agent is a part of professions that is available in the society. In order to gain proper data to answer her statement of the problem, the writer uses a role play situation in which the participants are asked to put themselves to act as close as possible to the real situation. In this study, the writer chooses to use a role-play to collect data because by using a role-play situation, it is easier and more possible for the writer to control the conversational interchange to a certain extent.

III.2. SUBJECT

As her subjects, the writer chooses 6 male travel agents and 6 female travel agents from 10 travel agencies in Surabaya. Unintentionally, the writer gathers travel agents whose ages are about 22 - 26 years old and almost all of them are tourism department graduates.

Three of the female travel agents are Chinese-Indonesians who come from Jakarta and Ambon. The others are Javanese and come from Surabaya. Their working experiences are almost the same; between one up to two years. Their position are various but all are almost the same. Two of them are as reservation officers, the other three people are as ticketing officers, and one of them is as ticketing supervisor. Then, three of the males are Chinese-Indonesians who come from Mojokerto and Surabaya. All of them have one

up to three years working experience. They are coming from outbound tour department and ticketing department. The other males are Javanese. They come from Surabaya. One of them is a high-school graduate. They have a quite long period of working as ticketing officers; that is about two up to four years.

III.3. INSTRUMENT

As her instruments, the writer uses a role-play situation which consists of 4 steps of semantic units of each to take the conversational control.

The situation is :

Nona Stella membeli tiga tiket dengan tujuan Melbourne, Australia kepada Anda. Sesuai dengan perjanjian, Nona Stella membereskan pembayaran ketiga tiket tersebut seminggu yang lalu dan Anda berjanji bahwa tiga hari sebelum berangkat ketiga tiket akan dikirim ke rumahnya. Ternyata hingga hari keberangkatan tiket-tiket tersebut belum diterima, padahal dia harus berangkat hari ini. Akhirnya Nona Stella datang ke kantor Anda dan mengeluhkan tentang hal ini. (*Miss Stella bought three airplane tickets to Australia. The deal was Miss Stella had to pay the charges a week in advance and the tickets would be delivered to her house three days before the departing day. While she has finished her obligation, she does not receive them, yet, until the day she must leave. Finally, she meets you in your office and makes a complaint*).

The situation above is made in order to know how the travel agents give a response to a complaint done by the client / complainer.

The semantic units are:

1. Questioning about the tickets.

When the complainer comes into the agency, she shows her purpose of coming, that is asking about her tickets. She is really concerned of how the tickets are not received.

Client : Saya mau ambil tiket saya! Mana ini kok sampai hari ini saya belum terima! (*I want to take my tickets! I haven't received it from you until today*)

Travel Agent :

It is intended to know the types of apology strategies used by male travel agents and female travel agents.

2. Blaming for unkept promises.

After the answer is given, she reminds the agent of their promise. It was said that tickets would be delivered to the complainer's house three days before the departing day.

Client : Lho! Anda sendiri yang janji akan kirim tiket-tiket itu ke rumah saya tiga hari yang lalu?! Kenapa anda nggak ngirimkannya sampai hari ini! (*How could that be? You've promised me that you would send the tickets to my house three days ago. Why haven't you send them until today?*)

Travel Agent :

It is intended to know the types of apology strategies used by male travel agents and female travel agents.

3. Asking for responsibility.

Whether the answer is satisfying or not, the complainer asks for more explanation and responsibility from the

agent.

Client : Lho! Saya harus berangkat hari ini! Sore ini! Lalu bagaimana ini?! (*I have to go this evening, then how should I depart this afternoon?*)

Travel Agent :

It is intended to know the types of apology strategies used by male travel agents and female travel agents.

4. After the agent answer the complaint, the complainer's response may be satisfied or dissatisfied.

a. Showing dissatisfaction by rejecting the offer.

If the complainer is not satisfied with the agent's responses, she shows her dissatisfaction by rejecting the offer/response given by the agent. If it happens, thus, the complainer will give an extended response.

Client : Lho! Ya nggak bisa seperti ini dong! Nggak! Nggak! Yang penting saya cuma mau berangkat hari ini! Kan saya sudah bereskan semuanya. Saya nggak mau tahu yang lain! Pokoknya hari ini saya harus berangkat! (*You can't do this to me! The most important thing is that I must leave today! I've completed everything! I don't care about the other! I must leave today!*)

Travel Agent :

It is intended to know the types of apology strategies used by male travel agents and female travel agents.

b. Showing satisfaction by accepting the offer.

If the complainer is satisfied with the agent's responses, she shows her satisfaction by accepting the offer/response given by the agent. This unit is also

following unit 4.a. It is only used if the travel agent has given a satisfactory answer or solution. This unit is put to use to complete the conversation, that is why the writer does not analyze it.

Client : Oke kalo gitu! Tapi jangan begini lagi lho, ya! (*All right, then! However, don't do this again*)

Travel Agent :

III.4. DATA COLLECTION

To collect the data, firstly, the writer meets her friend who is a travel agent of P.T. Raptim Tours and Travels. Secondly, she asks her friend to introduce her to his colleagues who work as travel agents in some travel agencies in Surabaya. From nine other agencies, then, the writer chooses one or two agents from each agency those who are willing to help her to become her respondents. In collecting the data, the writer tells the travel agents honestly that the conversation will be recorded.

At the time of collecting data, the writer puts the recording tape on the table and covers it with something like thick books or something else to make the situation seems real. To make the conversation actualized, the writer tells the respondents that she is going to complain and asks them to give a response toward the problem as natural as in the real situation of complaining. Then, the writer will act as a complainer and the agent will become herself or

himself. Here, she never mentions the topic or the data that are needed (the words "sorry" or "apology" are never mentioned) until the conversation done, merely to satisfy their curiosity.

When the writer finishes collecting all of the data, she listens to the conversations many times, transcribes the responses of each respondent, categorizes the strategies, makes table of findings and analyzes the data.

III.5. DATA ANALYSIS

In analyzing the data, previously, the writer listens to the recording of the conversation of the role play for several times. Then she transcribes the responses, identifies, and classifies them into the categories of apology strategies formulated by Anna Trosborg.

Furthermore, to clarify the analysis of the strategies, the writer will make a measurement of the possible responsibility degrees. The lower the order, it seems that the more responsible the apologizer and the more satisfied the complainer.

One example of how someone responds to a complaint is given below to explain the use of apology strategies:

Complainer: I have to go this evening, then how should I depart this afternoon?

Response 1: Ya! Kita akan bertemu di airport, saya akan bantu Ibu check-in, bagasi akan saya bantu, kemudian fiskal, airport tax semua akan saya bantu, imigrasi juga, Ibu akan saya bantu.
Itu saya benar-benar minta maaf.

Yeah! We will meet in the airport. I'll help your check-in, luggage, fiscal, airport-tax, and also the immigration. I will help all your need. *I'm really sorry!*
(Str. 5.1./Expression of regretful)

Response 2: *Jangan kuatir ya Bu. Ibu pasti berangkat!*

Don't worry, ma'am. You are boarding today!
(Str.6/Expressing concern for hearer)

The examples above are examples of responses given by different respondents. It can be seen that from one situation people can give different ideas in responding to a complaint.

In response 1, the apologizer is a male travel agent. Here, he would like to show how regretful he is for the unpleasant situation. He shows his responsibility by expressing his sorry by offering help to make everything easy for the client.

The second response is given to passify the client. It seems that the apologizer tries not to take the happening as a big matter to worry because everything has been set up already. On this response, the apologizer realizes that the complainer is very upset and confused. One way to solve is soothing the situation.