

4. FINDINGS AND DISCUSSIONS

In this chapter the components of complaint in Metropolis Watch article are discussed. The next finding is to answer whether the seriousness of the problem will influence the use of several components like: Justification of the addressee, Remedy, Closing, and Valuation.

4.1 The components used in written complaint in Metropolis Watch

In written complaint there are seven out of nine components used in the letters. They are Orientation, Act statement, Justification of the speaker, Justification of the addressee, Remedy, Closing, and Valuation

The following table will show the used of the components:

Table 1. The use of components of complaint

Letters →	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Frequency	Percentage
Opener	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0	0 %
Orientation	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	15	100 %
Act statement	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	15	100 %
Justification of the Speaker	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	15	100 %
Justification of the Addressee	√	-	√	-	-	√	-	√	-	√	√	-	√	-	√	8	53,3 %
Remedy	-	-	-	√	√	√	-	√	√	-	-	√	√	√	√	9	60 %
Threat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0	0 %
Closing	-	-	-	-	-	√	-	-	-	-	-	√	-	-	-	2	13,3 %
Valuation	√	√	√	√	-	-	√	-	√	-	√	√	√	√	√	11	73,3 %

Across all fifteen letters the most frequent components found were Orientation, Act Statement, and Justification of the Speaker. These three components were always existed in each letters and it appeared to be the major components in written letters. After the three components above, the used of Valuation (73,3 %) was the second most frequently used. The occurrence of Remedy was found 60 %. While for Justification of the Addressee, there were eight out of fifteen complainers used this component. The less frequent component was Closing (13,3 %). In addition the used of Opener and Threat was not found.

From the above table, it can be seen that none of the letters used all of the nine components; the most maximum components used are six out of nine components. In addition, the used of four components are considered enough for some complainer in doing complaint.

4.2 The most frequent components found in Metropolis Watch article

4.2.1 Orientation

Orientation as a component, which identifies the complainer and it can also be as a start to begin the complaint, has a significance role. A person cannot directly stated what has gone wrong without identifying him/ herself except the complainer and the addressee had close relationship and already knew what has gone wrong. Written complaint is different from oral complaint since there is no face to face communication in written complaint. In oral complaint complainer is able to identify him/ herself through facial appearance. However, in some situations it is not enough. The complainer still needs orientation to initiate the complaint. Thus the used of Orientation component is significance in written complaint since complainer cannot directly state the problem because it will confuse the addressee. Besides, in written complaint the addressee cannot give respond whether the addressee know the complainer or not. Thus, identification is needed to give explanation to who the addressee deals with. Some complainers used this component to refresh the memory of the addressee by stating things which related to the complainer and the addressee, as in example 1.

The letter is about a person who had applied for a credit card in December 2002 and his application was agreed by the bank. However he never received the card but received the bill in January. He also stated that he had tried to make several calls to the bank.

Example 1 (L2):

Komplain Mandiri Visa Card
Orientation Kami benar-benar kecewa dengan cara kerja Mandiri Visa Card.
Pada pertengahan Desember 2002 kami pernah mengisi aplikasi Mandiri Visa Card di Mall Galaxy.

(In December 2002, we have filled an application for Mandiri Visa Card in Mall Galaxy.)

Setelah itu kami dihubungi via telepon untuk konfirmasi. Ternyata aplikasi kami disetujui.

Selanjutnya, pada Januari 2003 kami mendapat kiriman nomor pin dan tagihan iuran bulanan. Anehnya, kartu tidak pernah dikirimkan. Kami sudah menghubungi Card Center Mandiri berulang kali. Tapi kami malah diminta mengabaikan tagihan itu. Tiap bulan kami selalu dapat iuran tagihan yang terus membengkak. Saat ini, tagihan kami per Mei 2004 sudah menjadi Rp 476.872.

Apakah cara semacam ini sudah menjadi komitmen Mandiri Visa? Asalkan nomor pin dan boneka souvenir sudah terima, tagihan iuran bulanan harus bayar, biarpun kartu kreditnya tak diterima.

ANTONIO HENKY HARYONO, Kendangsari YKP M-15, Surabaya

In data two the complainer stated the relationship between the complainer with the addressee (Mandiri Bank). The complainer stated the time and place where he or she begun the relationship. However, still it never mentions the problem. Most of the complainers used this kind of Orientation.

There are some complainers who used Orientation to identify him/ herself like in example 3. The letter complained about the construction of a foundation. The complainer said that the foundation pillar disturbed him since it was put in the middle of his shop. He also stated that the construction chief was very arrogant in dealing with his opinion.

Example 3 (L12):

Protes Tiang Pancang di Ampel (Minggu 6 Juni 2004)
Orientation **Sebagai warga yang tinggal di Ampel Suci 21,**

(As the citizen of Ampel Suci 21,)

saya merasa keberatan dengan pemasangan tiang pancang di tengah-tengah toko. Sebab, hal itu sangat mengganggu aktivitas kerja saya sehari-hari. Saya minta dengan sangat perhatian Bapak Walikota. Saya hanya minta agar tiang pancang tersebut digeser sedikit saja kok tidak ditanggapi. Malah polisi pamong praja bernama Munir, dengan sewenag-wenang dan arogan menyatakan bahwa pembangunan harus dilaksanakan saat itu juga tanpa mendengarkan keluhan rakyat kecil seperti saya. Sebelumnya saya ucapkan terima kasih kepada Bapak Walikota. Buktikan kalau Negara ini adalah Negara yang demokratis.

Said Saleh , Ampel, Surabaya

The complainer stated his/ her address to the addressee to identify him/ herself however it still had relationship with the problem (not with the addressee). The complainer used orientation components by telling his/ her address because in this context the address of the complainer has an important role. The address which the complainer stated it's where the problem happened.

In example 4, the complainer felt disappointed since he was not able to take the flight he has ordered, with a reason the complainer has not reconfirmed.

Example 4 (L1):

Kecewa Lion Air
Kami membeli tiket Lion Air return Surabaya-
Orientation **Jakarta dari trevel.**

(We bought Lion Air ticket return Surabaya-Jakarta from travel agency.)

Kami kecewa, sewaktu kami hendak balik ke Surabaya pada 4 Mei 2004 pukul 10.45, tiket kami ditolak dengan alasan belum reconfirm (pihak Lion Air mengatakan apabila membeli tiket return harus reconfirm kalau tidak akan ditolak). Sedangkan kami tidak diberitahu oleh pihak trevel untuk reconfirm. Kami tanya ke pihak travel mereka mengatakan seharusnya kalau penumpang lupa untuk reconfirm pihak Lion Air yang menelepon kami, karena nomor HP kami sudah tercantum. Kami disuruh waiting list dan ternyata tidak dapat. Kami tanya lagi pada petugas Lion Air di tempat check in.

Dia bilang kalau mau pasti, langsung tanyakan ke bagian penjual tiket. Tapi pada 4 Mei 2004 seluruh pesawat sudah full, dan hanya tinggal business class. Lalu akhirnya kami dapat untuk yang keesokan harinya pada 5 Mei pukul 10.45 JT 574 dengan menambah yang Rp 40.000/orang.

Pada saat itu kami Tanya apa perlu reconfirm atau tidak? Petugas bilang tidak perlu kalau beli dari Jakarta. Akhirnya kami tidur satu malam lagi di hotel. Ternyata, pada 5 Mei pun kami hampir tidak dapat berangkat dengan alasan belum reconfirm lagi. Di pesawat pun tempat duduk masih ada yang kosong. Padahal pihak Lion Air mengatakan sudah full. Dan di pesawat pun kami kecewa karena kami seperti naik bus saja. Penumpang sudah naik semua bahkan pesawat sudah take off, AC tidak dinyalakan. Setelah di atas, baru dinyalakan. Mungkin itu salah satu cara Lion Air menekan biaya.

In example 4, the component of Orientation did not identify the complainer nor explain the relationship between the complainer and the addressee. The statement is a way of the complainer to initiate the complaint by telling the first thing which start all the problem. However, still the orientation told a very brief thing about the problem that is the lion Air ticket.

There are two Orientation in data 9. The first Orientation is a statement to initiate the complaint but in the second Orientation the complainer identify him/herself. The identification had relationship with the addressee, since it's the problem which should be fixed. As in example 5, the complainer told his complaint to Telkom Company about his/ her phone.

Example 5 (L9):

Lapor Cuma Dicatat

Orientation 1
and valuation 1

Sebelumnya saya menganggap remeh keluhan masyarakat di rubric ini, atas jeleknya kualitas layanan publik dari perusahaan-perusahaan besar. "Gitu aja kok dimasukin koran. Labrak langsung aja kenapa sih", gitu pikir saya.

(Before, I underestimate the public complaint in this column of the bad service of big companies.)

Orientation 2

Ternyata memang luar biasa rusaknya pelayanan publik di perusahaan yang katanya top itu, seperti yang saya alami sekarang dengan Telkom. **Telepon saya, 031-7417941,**

(My phone number is 031-7417941)

mati total mulai hari minggu (30/5). Senin-nya saya lapor 147 berkali-kali, Cuma dicatat dan tidak ada tindak lanjut. Selasa telepon 147 lagi, Rabu juga telepon lagi. Akhirnya Rabu siang pukul 11.00 saya marah dan membentak 147, siapapun operatornya, saya bentak dan saya bilang "saya minta anda datang sebelum pukul 12 siang". Seketika saja, Cuma 10 menit dari saya marah, petugasnya datang mengutak-atik dan beres. Tapi sayang, beresnya Cuma 2 jam, lalu mati lagi, total.

Pembaca tahu jengkelnya saya melihat kejadian itu. Saya telepon lagi berkali-kali. Tiap hari bisa 3-5 kali saya hubungi 147, lalu saya kirim faks ke Kantor Telkom Kandangan. Mau tahu hasilnya? Hingga hari ini (Minggu, 6 Juni, Red) tidak ada tanggapan. Tidak ada petugas yang datang, pokoknya full cuek.

EMIL SL, Jl Manukan Lor 2/21, Surabaya

4.2.2 Act Statement

Act statement is statement of the problem. According to Hatch (1983), Act statement is an obligatory in a complaint. Thus, it will always exist in every complaint. However, in Schaefer's research, Act statement didn't always exist in every complaint event. According to Schaefer, the occurrence of Act statement depends on the situations. In situation where the problem doesn't need to be explained, Act statement was found in low frequency. In Metropolis watch, complainers always used the Act statement since they need to explain the problem as clear as possible. Clear explanation is needed since it would avoid misunderstanding about the problem.

The occurrence of Act statement can be seen more than once. Sometimes it's just a repetition of the first Act statement and it can be also a statement of another problem. Most of the letters have more than one Act Statement, only two out of fifteen letters have one Act Statement component only. From the sample three, example 1 (L14) and 2 (L6), it can be seen that the length of a letter doesn't affect the number of Act Statement component.

Example 1(L14):

Act Statement **Dicurangi SPBU Marmoyo(12 Mei 2004)**
 Pada 5 Mei 2004saya mengisi premium 3 liter di SPBU 54 jl Marmoyo (petugas Joko W). **Ternyata baru terisi Rp 4500 sudah dinolkan. Pada tanggal 8 Mei 2004 saya mengisi lagi Rp 6000. Saat itu angka meteran masih Rp 2000 tidak dinolkan, tapi dilangsungkan oleh petugasnya bernama Sahir.**

(It has just filled Rp 4500, it was already zero. On 8 May 2004, I filled again Rp 6000. At that time the point was not zero, it was still Rp 2000, but the employee kept filling it.)

Berarti karyawan SPBU Jl. Marmoyo curang. Mohon pihak SPBU bertindak tegas pada anak buahnya.
 Suryanto, Dupak 96,Surabaya

The letter is addressed to one of Gas station in Surabaya. The complainer felt that he's been cheated when he bought gasoline there. He stated the problem in a very clear way. This complaint letter is considered short however there are

five components used in this letter. This letter is different with the other letters. The complainer stated the complaint in an organized way first he gave introduction then he stated the problem, gave evaluation about the addressee and he gave the solution. Orientation is placed in the first part like the other letters and remedy is placed in the last since it is considered important.

In example 2, the finishing of the complainer's identification card was questioned since it has taken very long time. The complainer of this letter used other components to complain. He/ she stated more in justifying him/ herself, by stating the importance of ID card and the long time he/ she has waited.

Example2 (L6):

Lima Bulan KTP Belum Beres

Melalui rubrik Metropolis Watch, kami ingin menanyakan tentang pembuatan Kartu Tanda Penduduk (KTP) untuk wilayah RT 39 RW 09 Desa Pagerwojo, Kecamatan Buduran, Sidoarjo.

Act Statement

Kami mengikuti program KTP masal untuk RT 39 RW 09 dan telah melengkapi syarat-syarat administrasi termasuk foto bersama (masal) di Balai RW 09 pada 24 Desember 2003. **Namun sampai surat ini ditulis, belum ada kejelasan mengenai kapan KTP kami akan selesai?**

(Until the day we wrote the letter, there was no news of when will our identity card finish?)

Padahal, KTP lama kami sudah habis masa berlakunya sejak Januari 2004 lalu. Menurut salah satu pengurus desa (bpk. Farkhan), pembuatan KTP mengalami kelambatan di tingkat kecamatan. Menurut beliau, keterlambatan terjadi hampir merata di seluruh wilayah Kecamatan Buduran.

Mengingat pentingnya KTP untuk mengurus berbagai keperluan, sudilah bapak-bapak, baik di tingkat kecamatan maupun tingkat desa untuk memberi kepastian kapan KTP yang baru bisa kami peroleh? Atas perhatiannya, kami ucapkan terimah kasih.

ERWAN SETIAWAN, Pondok Jati BD-01 RT 39 RW 09 Pagerwojo, Buduran, Sidoarjo

In data the other data, there is more than one act statement for example:

Example 3 (L13):

Act statement 1

Kecewa Kartu Kredit Standarchart (15 Mei 2004)

Saya pemegang *credit card* Standarchart 4511960003642567 sangat kecewa pada pelayanan Bank Standarchart.

(I am a Standard Chartered Bank credit card holder

4511960003642567 felt very disappointed of Standard Chartered Bank service.)

Act statement 2

Januari lalu, saya mengajukan tukar point reward ddi Standarchart Basuki Rahmat Surabaya. Saya mengisi nota tukar 3000 poin dengan Annual fee Basic Card. Februari saya ditelpon Pak Apin dari Jakarta dan tukar poin itu disetujui. Maret saya konfirmasi lagi di Standarchart Surabaya (karena Jakarta tidak bisa dihubungi).

Saya diberitahu kalau tagihan saya sudah tercetak dan Annual fee Basic Card sudah terlanjur ditagihkan.Tapi saya tidak perlu membayarnya karena poin sudah ditukar.**Namun tagihan April yang saya terima tetap muncul tagihan Annual fee Basic Card Rp 150 ribu ditambah bunga Rp 19.063.**

(However, my April bill still showed the annual basic card fee Rp 150,000 plus interest Rp 19,063.)

Sekarang saya bingung harus komplain kemana karena baik Standarchart Jakarta maupun Surabaya sudah tidak dapat dipercaya lagi. Saya menunggu pihak Standarchart menghubungi saya untuk menyelesaikan kasus ini.

Sebagai Bank asing pelayanan anda amat sangat mengecewakan dan kurang bonafide.

Shierly T, Surabaya

This letter is a complaint to Standard Chartered Bank because the complainer has exchanged her points however the bank still billing the Annual Fee Basic Card. The first Act statement tells about the general problem, that she felt disappointed with the service given by the Bank. In the second Act statement, the complainer stated the specific problem, in another word which service which the complainer felt disappointment.

In example 3 the use of the Act statement is different with example 4. Act statement in example 4 in general is telling the same problem that is about the service of the Bank. However in example 4, the Act statement is not about one problem only, so there are three problems. The second problem is considered worsen the situation which is faced by the complainer.

Example 4 (L1):

Kecewa Lion Air

Act Statement 1

Kami membeli tiket Lion Air return Surabaya-Jakarta dari trevel. **Kami kecewa, sewaktu kami hendak balik ke Surabaya pada 4 Mei 2004 pukul 10.45, tiket kami ditolak dengan alasan belum reconfirm**

(We felt disappointed, when we wanted to return to Surabaya on 4 May 2004 at 10.45, our ticket was rejected because of a reason we have not reconfirm.)

(pihak Lion Air mengatakan apabila membeli tiket return harus reconfirm kalau tidak akan ditolak). Sedangkan kami tidak diberitahu oleh pihak trevel untuk reconfirm. Kami tanya ke pihak travel mereka mengatakan seharusnya kalau penumpang lupa untuk reconfirm pihak Lion Air yang menelepon kami, karena nomor HP kami sudah tercantum. Kami disuruh waiting list dan ternyata tidak dapat. Kami tanya lagi pada petugas Lion Air di tempat check in.

Dia bilang kalau mau pasti, langsung tanyakan ke bagian penjual tiket. Tapi pada 4 Mei 2004 seluruh pesawat sudah full, dan hanya tinggal business class. Lalu akhirnya kami dapat untuk yang keesokan harinya pada 5 Mei pukul 10.45 JT 574 dengan menambah yang Rp 40.000/orang.

Act Statement 2

Pada saat itu kami Tanya apa perlu reconfirm atau tidak? Petugas bilang tidak perlu kalau beli dari Jakarta. Akhirnya kami tidur satu malam lagi di hotel. **Ternyata, pada 5 Mei pun kami hampir tidak dapat berangkat dengan alasan belum reconfirm lagi. Di pesawat pun tempat duduk masih ada yang kosong. Padahal pihak Lion Air mengatakan sudah full.**

(On 5 May we almost could not take off with a reason we have not reconfirm again. In the plane there were empty seats. But, Lion Air said that it was already full.)

Dan di pesawat pun kami kecewa karena kami seperti naik bus saja. Penumpang sudah naik semua bahkan pesawat sudah take off, AC tidak dinyalakan. Setelah di atas, baru dinyalakan. Mungkin itu salah satu cara Lion Air menekan biaya.

ARI, Darmo Permai Timur III/26,Surabaya

The first problem is that the complainer could not ride the plane with reason because the complainer has not reconfirmed. While the second Act statement is about the same problem however the complainer adds with something else. The complainer told that Lion Air was not telling the truth. The last Act statement stated that lion Air did not give satisfying service since the air conditioner of the plane was not on until the plane took off.

4.2.3 Justification of The Speaker

Justification of the speaker has the function to tell the addressee that the complainer's reason in doing the complaint. In this component the complainer tried to defend him/ herself and tried to show that the complainer suffered the

most. Most of the complaint in Metropolis Watch article used more than one Justification of the Speaker. Some of the complaint in Metropolis Watch are not the first complaint did by the complainer. Some of them have complained, perhaps there were no respond or even unsatisfying respond made them do the written complaint. It can be seen in Example 1 where the complainer had tried to call the Mandiri Bank for several times and the respond he/ she got was to ignore the bill without getting the credit card. While, in the second Justification stated the number of the bill which the complainer received.

Example 1 (L2):

Komplain Mandiri Visa Card

Justification of the speaker 1 Kami benar-benar kecewa dengan cara kerja Mandiri Visa Card. Pada pertengahan Desember 2002 kami pernah mengisi aplikasi Mandiri Visa Card di Mall Galaxy. Setelah itu **kami dihubungi via telepon untuk konfirmasi. Ternyata aplikasi kami disetujui.**

(After being confirmend by phone. Our appication was agreed.)

Justification of the speaker 2 Selanjutnya, pada Januari 2003 kami mendapat kiriman nomor pin dan tagihan iuran bulanan. Anehnya, kartu tidak pernah dikirmkan. **Kami sudah menghubungi Card Center Mandiri berulang kali.**

(We have contacted the card center for several times.)

Justification of the Speaker 3 Tapi kami malah diminta mengabaikan tagihan itu. Tiap bulan kami selalu dapat iuran tagihan yang terus membengkak. **Saat ini, tagihan kami per Mei 2004 sudah menjadi Rp 476.872.**

(until now, our bill per May has become Rp 476.872,-)

Apakah cara semacam ini sudah menjadi komitmen Mandiri Visa? Asalkan nomor pin dan boneka souvenir sudah terima, tagihan iuran bulanan harus bayar, biarpun kartu kreditnya tak diterima.
ANTONIO HENKY HARYONO, Kendangsari YKP M-15, Surabaya

Here the complainer has made an effort by calling the addressee for several times. The fact that the complainer did those action still he/ she decided to do the written complaint, those action will strengthen his/ her reason to complain.

Another Justification states the things which the complainer felt caused by the problem. The complainer stated some troubles, first he/ she had to go to the bank for several times to take care of the “Key BCA”. The next thing is it affected

his/ her business. The disadvantages he/ she felt will strengthen the complainer's position. The complainer also gave justification by telling that he/ she only changed the password and the key card couldn't be used anymore.

Example 2 (L5):

Key BCA Berumur Empat Hari

Saya adalah nasabah Tapres Bank BCA Rungkut yang menggunakan fasilitas Internet Banking. Yang hendak saya keluhkan adalah Key BCA yang sering sekali rusak. Key BCA yang pertama ada indikator baterai low, terus rusak, diganti baru. Key BCA yang kedua, setelah beberapa bulan, tiba-tiba blank, tidak bisa nyala sama sekali. Key BCA yang ketiga juga sama, beberapa bulan blank, tidak nyala sama sekali. Dan yang terakhir, saya ambil Key BCA yang baru (keempat kalinya) hari Selasa, 25 Mei di BCA Rungkut. **Di sana saya hanya melakukan penggantian password.**

Justification of the Speaker 1

(There I had changed my password.)

Setelah itu saya letakkan di rumah. Hari Jumat, 28 Mei waktu saya coba nyalakan, ternyata Key BCA tidak nyala sama sekali. Berarti Key BCA ini hanya berumur 4 hari. **Jadi dalam beberapa bulan, saya harus mengganti Key BCA sebanyak empat kali. Hal ini sangat merepotkan saya karena harus bolak-balik ke BCA mengurus Key BCA yang baru. Dan ini mengganggu bisnis saya, karena harus bolak-balik ke BCA hanya untuk transfer dana ke rekening lain, karena batas limit per hari hanya 15 juta.**

Justification of the speaker 2

(In several months, I had to change my password for four times. This really disturbed me since I had to return to BCA to get the new key BCA. And it really disturbed my business, since I had to go back to BCA for several times just to transfer my money to another account, since the limit per day is only fifteen million rupiah.)

Mohon perhatian dan tanggapan dari BCA.

PETER JULIAN, Nginden Intan Utara E1/19, Surabaya
HP 0818329001

4.2 The less frequent components found in Metropolis Watch article

There are two components which can't be found in the letters. Those components are Opener and Threat. Opener as a component which open a conversation and doesn't give information about the problem, the complainer, or the addressee, cannot be found in written complaint. Whilst, according to Schaefer, who studied oral complaint, stated that the used of Opener reached 75%

of the respondents. This fact is the opposite of the written complaint in Metropolis Watch article. None of the letters used the Opener. Opener in letters is in the form of greeting such as, good morning, dear, or hello, more likely used in the formal letters.

Threat is considered as a strong way to complain. However, none of the complainer used Threat as a way to complain. This shows that Indonesian people avoid using the harsh way to complain. Metropolis Watch Column are published everyday, thus the letters are read by many people. Perhaps the fact that the letters are open letter (read by public), thus the complainers avoid using the harsh way. Further more the use of Threat will worsen his/ her public image and will only show the bad side. The absent of Threat support Hatch's statement (1983), she said that in written complaint, complainer tends to prove that the addressee is guilty, while the complainer is the right side. The complainers prefer to use other components to show the addressee is guilty such as valuation or justification of the speaker. However, according DeCapua who investigated oral complaint, Threat was used in a serious problem. Perhaps, the contradiction is caused by the form of complaint. In oral complaint, the complainer and the addressee do face to face communication and only both sides involve in it. While in written complaint, especially in Metropolis Watch Column, there are many people know the problem.

4.3 The relationship between Justification of the addressee, Remedy, Closing, and valuation with the problem.

The used of Justification of the Addressee, Remedy, and Valuation is not affected by the problem of complaint. The complainers themselves decided the use of those components. Thus, the occurrences of the components are random. Below there are Example 1 where the seriousness of the problem are very different, in data 4 the problem can be classified as light, since it's related with Rp 300,00. However, in Example 2 the problem is very serious since it's related with pride and dignity. The seriousness of the two problems is very different but still the complainer gave Justification of the Addressee in the most serious problem.

Example 1 (L4):

BNI Bedakan Nasabah?

Ada kejadian yang agak aneh waktu istri saya mengurus transaksi perbankan di BNI Kutisari. Pada waktu itu petugas meminjam KTP istri saya untuk di-foto copy. Ternyata untuk foto copy dikenakan biaya Rp 300. Memang nilainya tidak besar, tetapi setahu saya, di bank lain tidak ada satu pun yang menarik biaya foto copy seperti itu. Apalagi foto copy di luar paling mahal Rp 100. Yang lebih aneh lagi, dua hari berikutnya istri saya kembali lagi, dan lagi-lagi KTP dipinjam untuk di-foto copy, tetapi tidak dipungut biaya. **Katanya, lihat-lihat nasabahnya, kalau dananya besar, tidak dipungut.**

Justification of the Addressee

(He/ she said, " it depends on the customer, if the fund is big, there is no charge")

Ini apa-apaan sih? Mestinya, jusru kalau nasabah kecil yang digratiskan.
FRANCIS FERRY ARIFIN, Kutisari Indah Selatan 2/ 20, Surabaya

Example 2 (L8):

Dituduh Mencuri di Carrefour

Selasa, 1 Juni 2004, untuk ketiga kalinya kami sekeluarga ke Carrefour. Pukul 21.10 kami ke tempat barang elektronik untuk mencoba dan membeli tape room theater. Kami sama sekali tidak ke tempat pakaian dll, karena pukul 22.00 Carrefour tutup.

Setelah bayar di kasir, kami langsung dihadang dan dibawa ke gudang kecil ukuran sekitar 1,5 x 1,5 meter oleh security (anak dan istri saya dimasukkan ke gudang tersebut). Hampir setengah jam saya dan keluarga lainnya menunggu di luar gudang dan tidak tahu apa kesalahan anak dan istri saya kok ditangkap. Saya berkali-kali Tanya ke security tersebut tapi sama sekali tidak dijawab.

Setelah setengah jam menunggu, baru datang kepala security sambil membawa label harga barang. Ternyata anak saya dituduh mencuri sapu tangan handuk seharga Rp 5.000 yang dibawa dari rumah tersebut.

Justification of the Addressee

Menurut intel toko, anak saya merobek / melepas label harga dan sensor alarm.

(According to the shop employee, my son tore/ took off the price label and the sensor alarm.)

Di dalam gudang muka anak saya dituding-tuding dan dibentak-bentak disuruh mengaku mencuri barang tersebut oleh kepala security Carrefour. Jelas anak saya tidak terima dengan tuduhan tersebut (anak saya tidak punya penyakit mencuri) dan kami minta supaya kamera di Carrefour diputar ulang, tapi pihak security tidak bersedia. Pertanyaan saya:

1. Kalau memang intel toko tahu anak saya merobek / melepas label harga dan sensor alarm, kenapa tidak ditangkap saat itu juga? Karena setahu saya semua mall, kalau security-nya memergoki pengunjung berbuat seperti itu akan langsung ditangkap, karena itu sudah jelas niatnya mencuri, tidak perlu menunggu sampai keluar kasir.
2. Saya dan anak saya belanja di Carrefour itu sudah habis jutaan rupiah (kurang lebih Rp 6 juta), apakah mungkin anak saya mau

mengorbankan harga diri, kehormatan, dan menerima rasa malu dilihat orang banyak, hanya untuk mencuri barang berupa sapu tangan handuk Rp 5.000? Padahal pada saat itu anak saya mampu membeli tape seharga Rp 1,6 juta.

NDARU IRAWAN, Jl. Ikan Lumba-Lumba 22 Perak, Surabaya

The Justification of the Addressee of the two data is the quotation of the addressee's statement (e.g. "he/ she said..." and "according to..."). All the Justification of the Addressee is quotation of the addressee's statement, thus it is clear that the complainer has made an effort to overcome the problem. As seen in Example 3, where the complainer has done complaint before.

Example 3 (L10):

Sebulan, TV Baru Rusak

Pada 17 Februari 2004, saya membeli TV merek Sony Vega 25 inch layar datar type KV-XR25 M50 seharga Rp 3.599.000 di UFO HQ Jl Kertajaya 149 Surabaya. Pada saat saya membeli, TV tersebut berada di display, dan ketika saya minta yang baru, ternyata tidak ada. Tetapi begitu saya diyakinkan oleh penjual bahwa TV tersebut baru, maka saya jadi membelinya.

Justification of the Addressee 1

Pada 17 Maret 2004, TV tersebut rusak (tidak mau menyala sama sekali). Saya komplain ke UFO HQ. **Tapi ternyata TV tersebut tidak bisa diganti karena waktu pemakaian sudah 1 bulan.**

(However, the television could not be exchange since it has been used for over then a month.)

Dan sialnya lagi, kartu garansi saya hilang bersama kardusnya yang dibuang oleh pembantu saya. Oleh pihak UFO HQ saya disarankan menghubungi BGS servis resmi SONY Jl Klampis Jaya No. 21 C Surabaya.

Justification of the Addressee 2

Pada 19 Maret 2004, TV saya diambil oleh saudara Yudi N dari pihak BGS untuk diservis, dan sudah saya jelaskan kondisinya seperti cerita di atas, dan karena saya tidak mempunyai kartu garansi, maka saya bersedia mengganti biaya servis plus spare part. Seminggu kemudian (26 Maret 2004), saya menelepon BGS menanyakan kondisi TV saya, dan diberitahu bahwa TV saya sudah dalam keadaan baik dengan ongkos kerja Rp 175.000, tinggal tunggu jadwal pengirimannya. Tetapi ternyata sampai 14 April 2004 TV tersebut belum selesai, sehingga saya datang ke BGS dan melihat TV saya masih dalam tahap perbaikan IC-nya dan masih menunggu spare part dari Singapura. **Pihak BGS akan mengusahakan secepatnya.**

(BGS will try as soon as possible)

Tapi sampai sekarang (17 Mei 2004), belum ada kabar sama sekali dari BGS.

JONI KURNIANTO, ST, MMT, Delta Harmoni No. 21 Kompleks Delta

Sari Baru. Waru, Sidoarjo.

In letter 10, complainer stated the defense of the addressee by stating that the addressee would do something as soon as possible. The sentence showed that the addressee has promised something to overcome the problem. Even though, the problem still could not be solved, still it defended the addressee.

The component of Remedy in Metropolis Watch column has random occurrence like Justification of the Addressee and Valuation. There are some complainers which stated the solutions that he/ she want in direct way. Even though some complainers used direct way, the choice of words was not the same. Some used “we asked...” or the polite way “please...”.

Example 4 (L4):

BNI Bedakan Nasabah?

Ada kejadian yang agak aneh waktu istri saya mengurus transaksi perbankan di BNI Kutisari. Pada waktu itu petugas meminjam KTP istri saya untuk di-foto copy. Ternyata untuk foto copy dikenakan biaya Rp 300. Memang nilainya tidak besar, tetapi setahu saya, di bank lain tidak ada satu pun yang menarik biaya foto copy seperti itu. Apalagi foto copy di luar paling mahal Rp 100. Yang lebih aneh lagi, dua hari berikutnya istri saya kembali lagi, dan lagi-lagi KTP dipinjam untuk di-foto copy, tetapi tidak dipungut biaya. Katanya, lihat-lihat nasabahnya, kalau dananya besar, tidak dipungut. Ini apa-apaan sih? **Mestinya, justru kalau nasabah kecil yang digratiskan.**

Remedy

(Small customer should be free.)

FRANCIS FERRY ARIFIN, Kutisari Indah Selatan 2/ 20, Surabaya

The complainer in example four stated his/ her solution in a very clear way. He/ she wanted BNI to free the small fund transaction from the copy charge. While in example five, the complainer only wanted respond from BCA about his problem without giving a specific solution like in example four.

Example 5 (L5):

Key BCA Berumur Empat Hari

Saya adalah nasabah Tapres Bank BCA Rungkut yang menggunakan fasilitas Internet Banking. Yang hendak saya keluhkan adalah Key BCA yang sering sekali rusak. Key BCA yang pertama ada indikator baterai low, terus rusak, diganti baru. Key BCA yang kedua, setelah beberapa bulan, tiba-tiba blank, tidak bias nyala sama sekali. Key BCA yang ketiga juga sama, beberapa bulan blank, tidak nyala sama sekali. Dan yang terakhir, saya ambil Key BCA yang baru (keempat kalinya) hari Selasa, 25 Mei di BCA Rungkut. Di sana saya hanya melakukan penggantian password. Setelah itu saya letakkan di

Remedy

rumah. Hari Jumat, 28 Mei waktu saya coba nyalakan, ternyata Key BCA tidak nyala sama sekali. Berarti Key BCA ini hanya berumur 4 hari. Jadi dalam beberapa bulan, saya harus mengganti Key BCA sebanyak empat kali. Hal ini sangat merepotkan saya karena harus bolak-balik ke BCA mengurus Key BCA yang baru. Dan ini mengganggu bisnis saya, karena harus bolak-balik ke BCA hanya untuk transfer dana ke rekening lain, karena batas limit per hari hanya 15 juta. **Mohon perhatian dan tanggapan dari BCA.**

(Please my I have attention and respond from BCA.)

PETER JULIAN, Nginden Intan Utara E1/19, Surabaya
HP 0818329001

Example 6 (L8):

Dituduh Mencuri di Carrefour

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Setelah bayar di kasir, kami langsung dihadang dan dibawa ke gudang kecil ukuran sekitar 1,5 x 1,5 meter oleh security (anak dan istri saya dimasukkan ke gudang tersebut). Hampir setengah jam saya dan keluarga lainnya menunggu di luar gudang dan tidak tahu apa kesalahan anak dan istri saya kok ditangkap. Saya berkali-kali Tanya ke security tersebut tapi sama sekali tidak dijawab.

Setelah setengah jam menunggu, baru datang kepala security sambil membawa label harga barang. Ternyata anak saya dituduh mencuri sapu tangan handuk seharga Rp 5.000 yang dibawa dari rumah tersebut.

Menurut intel toko, anak saya merobek / melepas label harga dan sensor alarm. Di dalam gudang muka anak saya dituding-tuding dan dibentak-bentak disuruh mengaku mencuri barang tersebut oleh kepala security Carrefour. Jelas anak saya tidak terima dengan tuduhan tersebut (anak saya tidak punya penyakit mencuri) dan **kami minta supaya kamera di Carrefour diputar ulang, tapi pihak security tidak bersedia.**

Remedy

(...we asked for replaying the camera surveillance in Carrefour, but the security refused it.)

Pertanyaan saya:

1. Kalau memang intel toko tahu anak saya merobek / melepas label harga dan sensor alarm, kenapa tidak ditangkap saat itu juga? Karena setahu saya semua mall, kalau security-nya memergoki pengunjung berbuat seperti itu akan langsung ditangkap, karena itu sudah jelas niatnya mencuri, tidak perlu menunggu sampai keluar kasir.
2. Saya dan anak saya belanja di Carrefour itu sudah habis jutaan rupiah (kurang lebih Rp 6 juta), apakah mungkin anak saya mau mengorbankan harga diri, kehormatan, dan menerima rasa malu dilihat orang banyak, hanya untuk mencuri barang berupa sapu tangan handuk Rp 5.000? Padahal pada saat itu anak saya mampu membeli tape seharga Rp 1,6 juta.

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The next is the used of Closing in Metropolis Watch article. Component of closing is used to close the complaint and as bridge to another topic. In Metropolis Watch column, there are only two letters which used the Closing. The function of Closing component in those letters is to end the complaint, by saying thank you. Complainers who used this component faced problem with the government.

Example 8 (L6):

Lima Bulan KTP Belum Beres

Melalui rubrik Metropolis Watch, kami ingin menanyakan tentang pembuatan Kartu Tanda Penduduk (KTP) untuk wilayah RT 39 RW 09 Desa Pagerwojo, Kecamatan Buduran, Sidoarjo.

Kami mengikuti program KTP masal untuk RT 39 RW 09 dan telah melengkapi syarat-syarat administrasi termasuk foto bersama (masal) di Balai RW 09 pada 24 Desember 2003. Namun sampai surat ini ditulis, belum ada kejelasan mengenai kapan KTP kami akan selesai? Padahal, KTP lama kami sudah habis masa berlakunya sejak Januari 2004 lalu. Menurut salah satu pengurus desa (bpk. Farkhan), pembuatan KTP mengalami kelambatan di tingkat kecamatan. Menurut beliau, keterlambatan terjadi hampir merata di seluruh wilayah Kecamatan Buduran.

Closing

Mengingat pentingnya KTP untuk mengurus berbagai keperluan, sudilah bapak-bapak, baik di tingkat kecamatan maupun tingkat desa untuk memberi kepastian kapan KTP yang baru bisa kami peroleh? **Atas perhatiannya, kami ucapkan terimh kasih.**

(Thank you for your attention.)

ERWAN SETIAWAN, Pondok Jati BD-01 RT 39 RW 09.

In this letter the addressee is one of the Government Departments. While in the data 12 the closing of the letter is addressed to the mayor of Surabaya. Both letters are addressed to the government institution. The other letters are not addressed to government institution; most were addressed to the private companies and Banks. In the other letters which are not addressed to the government institution, the components of Closing could not be found.

Example 9 (L12):

Protes Tiang Pancang di Ampel (Minggu 6 Juni 2004)

Sebagai warga yang tinggal di Ampel Suci 21, saya merasa keberatan dengan pemasangan tiang pancang di tengah-tengah toko. Sebab, hal itu sangat mengganggu aktivitas kerja saya sehari-hari. Saya minta dengan sangat perhatian Bapak Walikota. Saya hanya minta agar tiang pancang tersebut digeser sedikit saja kok tidak ditanggapi. Malah polisi pamong praja bernama Munir, dengan sewenag-wenang dan arogan menyatakan bahwa pembangunan harus dilaksanakan saat itu juga tanpa mendengarkan keluhan rakyat kecil

Closing seperti saya. **Sebelumnya saya ucapkan terima kasih kepada Bapak Walikota.**

(Before that I said thank you for the Mayor.)

Buktikan kalau Negara ini adalah Negara yang demokratis.
Said Saleh , Ampel, Surabaya

The seriousness of a problem does not affect the use of Valuation. Even in the most serious problem in Data 8, Appendix 2, where the complainer's son was being accused as a thief, the writer cannot find valuation about the wrong action nor the addressee. While, in other letters where the problem are less serious than data 8, Valuation is not used also. This can be seen in Data 5 and 6. Data five complain about BCA key which has already broke down for the fourth times and data six is about the unfinished ID card. While in the other letters, the used of Valuation is depend on the complainers themselves.

In summary, there are seven components which can be found in Metropolis Watch article. There are three dominant components; they are Orientation, Act Statement, and Justification of The speaker. In addition, there is no influence to the four components; Justification of the Addressee, Remedy, Closing, and Valuation caused by the seriousness of the problem.