

INTISARI

Penelitian ini berada dalam ruang lingkup kajian pragmatik dan bertujuan untuk mendeskripsikan jenis tindak tutur dan pelaksanaan prinsip kerja sama yang terdapat dalam wacana penanganan keluhan pelanggan jasa ekspedisi JNE melalui Twitter. Data yang diteliti berupa percakapan pelanggan dan admin Twitter @JNECare yang diperoleh dari akun Twitter @JNECare. Dalam menganalisis data, digunakan metode padan referensial untuk mendeskripsikan bentuk bahasa dalam tuturan dan metode padan pragmatis untuk menentukan jenis tindak tutur dan menguraikan pelaksanaan prinsip kerja sama dalam wacana. Data kemudian disajikan dengan metode formal dan informal. Hasil dari penelitian ini terbagi menjadi dua. Pertama, wacana penanganan keluhan pelanggan ekspedisi JNE melalui Twitter terdiri atas tuturan keluhan pelanggan dan tanggapan admin. Tindak tutur keluhan pelanggan berfungsi menilai, menunjukkan kekecewaan, meminta informasi, menyuruh, dan melarang. Sementara itu, tindak tutur tanggapan pelanggan berfungsi untuk meminta maaf, berharap, memberi informasi, memberi klarifikasi, menolak, meminta informasi, melakukan verifikasi, menyuruh menunggu, dan berjanji. Kedua, dalam menyampaikan keluhan, terdapat pelanggaran maksim kuantitas, kualitas, dan pelaksanaan yang dilakukan oleh pelanggan. Sementara dalam memberi tanggapan, terdapat pelanggaran maksim kuantitas, relevansi, dan pelaksanaan yang dilakukan oleh admin. Namun demikian, baik pelanggan maupun admin lebih banyak menerapkan daripada melanggar prinsip kerja sama.

Kata kunci: Pragmatik, Tindak Tutur, Prinsip Kerja Sama, Keluhan

ABSTRACT

This research is within the scope of pragmatic studies and aims to describe speech acts and the implementation of the work principles involved in handling complaints from JNE Shipping Service via Twitter. The data being investigated were conversations between the customers and Twitter admins of @JNECare obtained from the Twitter account of @JNECare. In analyzing the data, the referential identity method was used to describe the form of language in the speech and the pragmatic identity method to determine the types of speech acts and to describe the implementation of cooperative principle in the discourse. Then the data were presented using formal and informal methods. The results of this study were divided into two. The first was the discourse on handling complaints from the customers of JNE shipping service via Twitter which consisted of customer complaints and admin responses. Customer complaint speech acts were served in order to rate, show disappointment, ask for information, order, and prohibit. Meanwhile, customer response speech acts were served in order to apologize, hope, provide information, provide clarification, refuse, ask for information, verify, order to wait, and promise. Second, in conveying complaints, there were violations of the maxim of quantity, quality, and implementation committed by the customers. Whilst, in giving responses, there were violations of the maxim of quantity, relevance, and implementation committed by the admins. However, both customers and admins had been applying the cooperative principle more than violating it.

Keywords: Pragmatic, Speech act, Cooperative Principle, Complaints