

**KOMUNIKASI ANTARA PETUGAS LAYANAN PELANGGAN DAN NASABAH
DI LEMBAGA KEUANGAN NONBANK: SEBUAH ANALISIS PERCAKAPAN**

TESIS

Diajukan sebagai syarat memperoleh Gelar Magister pada Program Studi Linguistik
Sekolah Pascasarjana Universitas Pendidikan Indonesia



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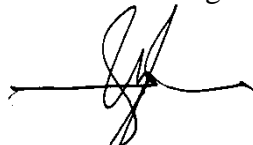
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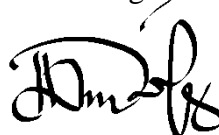
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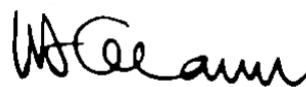
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ABSTRAK

Tujuan penelitian ini adalah untuk mengkaji strategi komunikasi dalam lingkup institusi melalui aspek-aspek analisis percakapan. Penelitian difokuskan pada mekanisme perbaikan, strategi penggunaan umpan balik, dan realisasi alih tutur. Penelitian ini mengacu pada teori analisis percakapan Sacks, Schegloff, & Jefferson (1974). Desain penelitian yang digunakan adalah kualitatif deskriptif dengan metode rekam audio. Didapat 24 data percakapan yang ditranskripsikan menggunakan notasi Jefferson (2004). Hasil penelitian menemukan empat mekanisme perbaikan, yaitu 1) perbaikan yang diinisiasi dan diperbaiki oleh penutur sendiri, 2) perbaikan yang diinisiasi oleh penutur sendiri tetapi diperbaiki oleh partisipan lain, 3) perbaikan yang diinisiasi oleh partisipan lain tetapi diperbaiki oleh penutur sendiri, dan 4) perbaikan yang diinisiasi dan diperbaiki oleh partisipan lain. Sementara itu, strategi penggunaan umpan balik difokuskan pada cara petugas layanan pelanggan memberikan respon dengan temuan empat strategi, yaitu 1) menggunakan token respon, 2) melakukan pengulangan tuturan, 3) memberikan evaluasi berupa saran dan pendapat, dan 4) menawarkan bantuan. Alih tutur dilakukan dengan tiga strategi, yaitu strategi *direct* dengan persentase 74,30%, *early* sebanyak 10,38%, dan *late* sebanyak 15,32%. Strategi tersebut dialokasikan dengan cara penutur menunjuk pembicara selanjutnya, penutur memilih dirinya sebagai pembicara selanjutnya, dan pembicara selanjutnya melanjutkan gilirannya. Masing-masing penutur mendominasi alokasi alih tutur dalam cara yang berbeda. Petugas layanan pelanggan mendominasi dalam penutur memilih dirinya sebagai pembicara selanjutnya sebanyak 24,57% dan pembicara selanjutnya melanjutkan gilirannya sebanyak 9,81%. Sedangkan nasabah mendominasi dalam penutur menunjuk pembicara selanjutnya sebanyak 29,69%. Strategi yang dilakukan memberikan pengaruh pada keteraturan percakapan, kejelasan informasi yang disampaikan, serta menunjukkan sikap positif dari seorang petugas layanan pelanggan. Sebagai rekomendasi untuk penelitian selanjutnya, akan lebih baik jika dilakukan pengukuran tingkat kepuasan nasabah melalui strategi komunikasi yang digunakan.

Kata kunci: alih tutur, analisis percakapan, umpan balik, mekanisme perbaikan

ABSTRACT

This research aims to examine communication strategies within the institution through analysis of conversational aspects. Research focuses on improvement mechanisms, strategies for using feedback, and turn-taking realization. This research refers to the conversation analysis theory of Sacks, Schegloff, & Jefferson (1974). The research design is descriptive qualitative with an audio recording method. Obtained 24 conversation data which were transcribed using Jefferson's (2004) notation. The research results found four repair mechanisms, namely 1) self-initiated self-repair, 2) self-initiated other-repair, 3) self-initiated other-repair, and 4) other-initiated other-repair. Meanwhile, the strategy for using feedback is specific to the way customer service officers respond with the findings of four strategies, namely 1) using response tokens, 2) repeating, 3) providing evaluations in the form of suggestions and opinions, and 4) offering help. Turn-taking was carried out using three strategies, namely the direct strategy with a percentage of 74.30%, the early strategy with a percentage of 10.38%, and the late strategy with a percentage of 15.32%. The strategy includes current speaker selects next speaker, next speaker self-select, and current speaker continue. Each speaker dominates the turn-taking allocation in different ways. Customer service officers dominate the next speaker self-select as much as 24.57% and current speakers continue as much as 9.81%. Meanwhile, consumers who dominate the current speaker choose the next speaker as much as 29.69%. The strategy carried out has an influence on the regularity of the conversation, and clarity of the information conveyed, and shows a positive attitude from a customer service officer. As a recommendation for further research, it would be better if the level of consumer satisfaction was measured through the communication strategy used.

Keywords: *conversation analysis, feedback, repair mechanism, turn-taking*

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