

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui tindak tutur mengeluh pada empat laman penyedia review hotel. Penelitian ini berusaha untuk mengidentifikasi isi keluhan, strategi tindak tutur mengeluh, perbandingan tindak tutur mengeluh berdasarkan tingkat bintang hotel, dan kaitan yang muncul antara isi keluhan dan strategi tindak tutur mengeluh. Metode yang digunakan adalah deskriptif kualitatif. 160 pernyataan dipilih guna mewakili keseluruhan data. Dari 160 pernyataan, terdapat 391 isi keluhan tamu secara *online* yang terbagi menjadi 9 isi keluhan. Data menunjukkan bahwa isi keluhan yang paling banyak muncul adalah *Room features* dan *Consumer service*. Untuk strategi tindak tutur mengeluh didapatkan sebanyak 180 strategi tindak tutur mengeluh dengan *Direct Accusation* dan *Annoyances* sebagai strategi mengeluh dengan kemunculan terbanyak. Hotel non-bintang memiliki frekuensi kemunculan isi keluhan yang tertinggi dibandingkan hotel dengan kelas di atasnya. Namun demikian, tingkat bintang hotel tidak menentukan sedikit atau banyaknya strategi mengeluh yang diterima hotel melalui laman penyedia review hotel. *Direct Accusation* (untuk *Room features*, *Consumer service*, dan *Tour company*) dan *Annoyances* (untuk *Food or beverage*, *Location*, dan *Ambience*) menjadi strategi yang paling banyak digunakan dalam isi keluhan.

**Kata kunci:** tindak tutur, mengeluh, laman penyedia review hotel.

## ABSTRACT

*This research was conducted to identify speech act of complaining in four hotel reviewer websites. This research tried to identify online guest' complaint forms, speech act of complaining strategy, speech act of complaining comparison based on star levels, and relation between complaint forms and speech act of complaining strategy. Method that was used in this this research is descriptive qualitative. 160 statements were gathered to represent whole data. From 160 statements, there are 391 sentences of online guest complaint that classified into 9 online guests' complaint forms. Data indicated that Room features and Consumer service appear the most than other forms. Regarding speech act of complaining realization, 180 realizations were identified with Direct Accusation and Annoyances have the highest frequency of appearances. Non-star hotels have highest online guest' complaint forms of appearances compared to other star hotels. However, hotel star levels do not determine the amount of speech act of complaining realization for hotels in hotel reviewer websites. Direct Accusation (with Room features, Consumer service, and Tour company) and Annoyances (with Food or beverage, Location, dan Ambience) become the most used strategy to be deployed in complaint forms.*

**Keywords:** *speech act, complaining, hotel reviewer websites*