

**Code Switching in Electronic Store Conversations:
a case study at Electronic City Be-Mall Bandung**

A Research Paper

**Submitted in Partial Fulfillment of the Requirements
For Sarjana Sastra Degree**



**by:
Issusanti Ningtyas
Std. No. 011314**

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGE AND ARTS EDUCATION
INDONESIA UNIVERSITY OF EDUCATION**

2007

Page of approval

**Code Switching in Electronic Store Conversations:
a case study at Electronic City Be-Mall Bandung**

A Research Paper

by:
Issusanti Ningtyas
Std. No. 011314

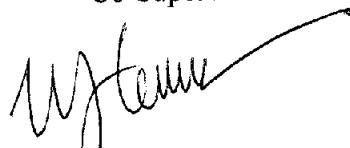
Approved by:

Main Supervisor



Iwa Lukmana, M.A., Ph.D.
NIP. 132 052 372

Co-Supervisor



Wawan Gunawan, S.Pd., M.EdSt
NIP. 132 262 150

Head of English Department



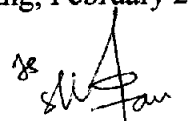
Iwa Lukmana, M.A., Ph.D.
NIP. 132 052 372



DECLARATION

I hereby certify that the paper entitled **Code Switching in Electronic Store Conversations: a case study at Electronic city Be-Mall Bandung** and its content is all my original work and I do not make quotation in improper way based on scholarly ethics. Accordingly, I am prepared to account for the content in case there is something inappropriate found in this paper. This paper has not been submitted for a higher degree to another university or institution.

Bandung, February 2007



Issusanti Ningtyas



PREFACE

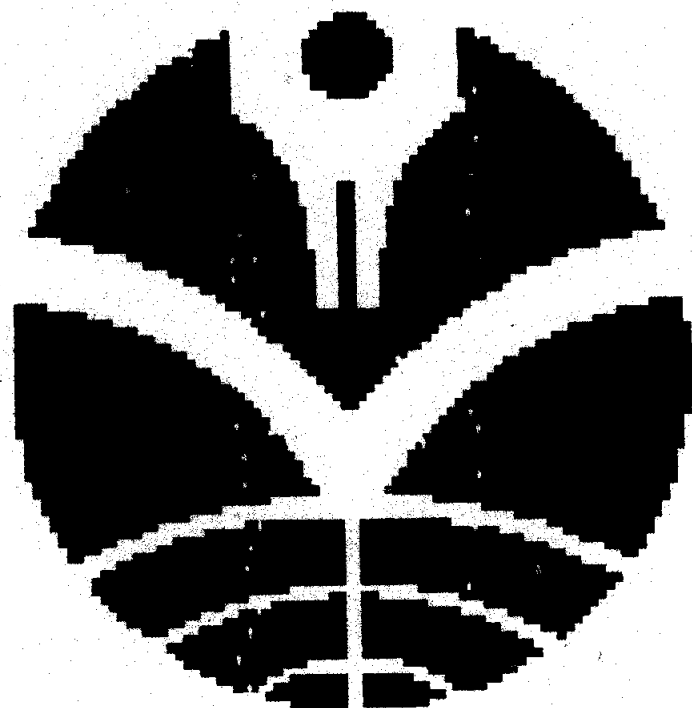
Alhamdulillahil ‘alamin, by the Grace of Allah SWT, that the paper entitled **Code Switching in Electronic Store Conversations: a case study at Electronic city Be-Mall Bandung** is finally completed.

This paper is presented as partial fulfillment of the requirements for Sarjana Sastra Degree of English Department, The Faculty of Arts and Language Education, Indonesia University of Education.

Realizing that this paper is far from perfect, constructive suggestions and encouraging criticisms will be highly appreciated. Hopefully, this research paper would be useful for the readers.

Bandung, February 2007

Issusanti Ningtyas



ABSTRACT

The present study examines the realization of code switching in electronic store conversations at Electronic City Bandung. This paper elaborates three major problems. First, it investigates the languages involved in the switching. Second, it discusses the types of code switching. Third, it explores the reasons underlying the use of code switching.

The present study is largely qualitative. Some quantification, however, is involved to deal with occurrences of code switching. The data were gathered through tape recording and interviews. The recorded data were transcribed for identification and classification of code switching. A descriptive-quantitative analysis was employed to examine tendencies in the realization of code switching. Finally, data from the interview were examined to explore reasons behind the use of code switching.

The results show that there were five languages involved in the switching, namely Indonesian, English, Sundanese, Japanese, and Cantonese, and Indonesian appeared to be the base in most contexts. The study also shows that all the three types of code switching proposed by Poplack (i.e. tag, intersentential, and intrasentential switchings) were evidenced in the conversations. Intrasentential switching occurred most frequently and tag switching appeared least. Finally, the study finds several reasons for the occurrences of code switching in Electronic City conversations, i.e. expressing technical terms, calling names, and difficulties in finding Indonesian counterparts for English terms.



ACKNOWLEDGEMENT

Alhamdulillahirobbil'aalamin, by the Grace of Allah, I have finally accomplished this research paper. I would like to express my sincere gratitude to them who have supported and helped me in completing this paper.

- My supervisors, Dr. Iwa Lukmana, M.A. and Wawan Gunawan, S.Pd., M.EdSt, for the attentive guidance, helpful moments, ideas and supports.
- All the lecturer of English Department of UPI and all administration staff (Pak Engkus, Kang Farhan, Kang Irvan, and Pak Yadi).
- My beloved parents, for the endless love, support and prayer. I'm sorry that I need a long time to finish my study. This paper is dedicated to you. I love u two... my guide in my life.
- My husband to be, Mas Agus. Thanks for all your love, spirit, and patience during our time together. And Muarasari's family, thanks for being my new family.
- Drs. Pely Mulyono and Electronic City friends, thanks for the supports and helps for all this time.
- My best friends, Eka Elfiani, Yuliana Sukmawati. Thanks for the good and bad time that we had shared together.
- For all the people that I know and help me through the time with wonderful memories together, thank you for being the part of my story. Sorry if I can't mention all of you one by one.

May God bless you all



Table of Contents

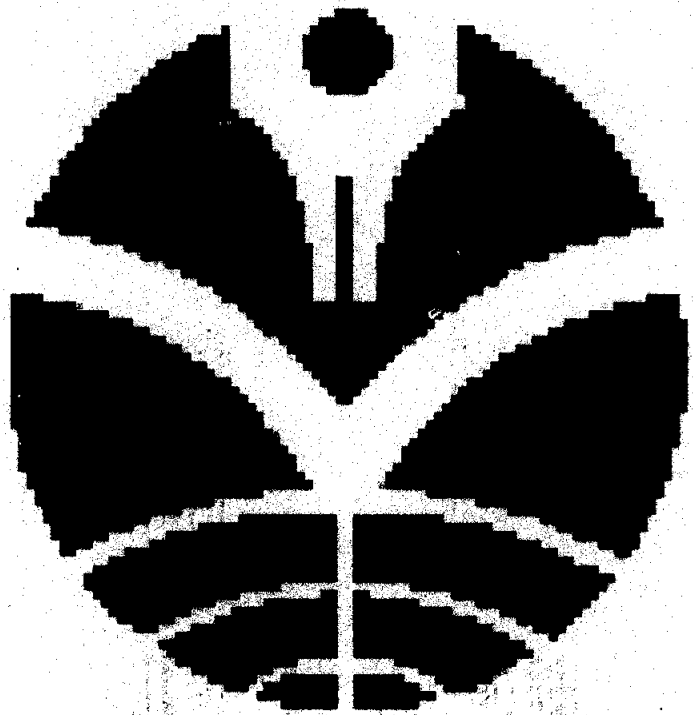
Preface.....	i
Abstract.....	ii
Acknowledgement.....	iii
Table of Contents.....	iv
List of Tables.....	vi
Chapter One: Introduction.....	1
1.1 Background.....	1
1.2 Statements of the problem.....	2
1.3 Aims of the study.....	3
1.4 Methodology.....	3
1.5 Organization of the paper.....	4
Chapter Two: Related Literature Review.....	5
2.1 Language and Communication.....	5
2.2 Bilingualism.....	7
2.3 Code Switching.....	8
2.4 Previous Research on Code Switching.....	19
Chapter Three: Research Methodology.....	22
3.1 Statements of the problem.....	22
3.2 Research Method.....	23
3.3 Data Collection.....	24
3.3.1 Reasons for Choosing Electronic City.....	24
3.3.2 Respondents.....	25
3.3.3 Procedure.....	25
3.3.3.1 Tape Recording.....	25
3.3.3.2 Interviews.....	26
3.4 Data Analysis.....	26
3.4.1 Data from Recorded Tape.....	26
3.4.2 Data from Interviews.....	27
Chapter Four: Findings and Discussions.....	28
4.1 The languages Involved in the Switching.....	28
4.2 Types of Code Switching.....	31
4.2.1 Tag Switching.....	32
4.2.2 Intersentential Switching.....	33
4.2.3 Intrasentential Switching.....	35
4.2.3.1 Base Words.....	36
4.2.3.2 Compound Words.....	36
4.2.3.3 Affixed Words.....	37
4.2.4 Occurrences of Code Switching.....	37

4.3 Reason of Code Switching Occurrences	38
4.3.1 Expressing Technical Terms	38
4.3.2 Calling Names	40
4.3.3 Having Difficulties in finding the Indonesian words	41
4.4 Discussion	43
Chapter Five: Conclusions and Suggestions	46
5.1 Conclusions	46
5.2 Suggestions	47
References	48
List of Appendices	51
Appendix A: Transcription of the Recorded Data	52
Appendix B: Classification of the Recorded Data	63
Appendix C : Tables	78



List of Tables

4.1 The languages involved in the switching.....	31
A.2 Base words in the conversations.....	79
A.3 Compound words in the conversations.....	81
A4 Affixes words in the conversations.....	83
4.5 The occurrences of code switching types.....	37
4.6 Expressing technical terms.....	39
4.7 calling names.....	41
4.8 having difficulties in finding the Indonesian words.....	42



APPENDICES

**APPENDIX A:
TRANSCRIPTION OF
RECORDED DATA**

TRANSCRIPTION OF THE RECORDED DATA

14 Oct 2006

1. A1 as one of the Customer care staff was having conversation in the phone with the customer who asked for the information about delivery schedule.

A1 : untuk nomor invoice nya ibu berapa, maaf? 0020. SA. 06 Iya. 692. Paling nanti kita konfirmasi ke bagian home delivery. Kalo ada apa-apa nanti kita confirm balik ke ibu ya. Maaf no telfon yang bisa dihubungi bu? Bapak Andes 081125554. iya maaf oh 0811222254. Iya bu. Tapi nanti kita confirm lagi. Iya. Selamat siang

14 Oct 2006

2. A2 was giving an explanation to B1 about the condition of his DVD's.

A2 : Bapak, ini untuk barangnya reject.

B1 : Iya

A2 : Kita tukar sama yang baru. Silahkan di sign disini. (Pointing to the form that have to be signed by the customer)

B1 : Ini Ya

A2 : Iya betul. Untuk claim in-claim outnya hari ini. Boleh ditunggu disebelah sana bapak. (Pointing to the waiting area)

B1 : Makasih ya

A2 : sama-sama. Selamat siang

14 Oct 2006

3. A2 was confirming the status of electronic error.

A3 : Intermittent aja

A2 : Jadi rusaknya yang S-Video sama VGA nya no function ya bu.

A3 : Iya

A2 : Jadi bukan intermittent nya?

A3 : Bukan

A2 : Thank you ya

A3 : udah gitu aja ya

14 Oct 2006

4. A2 was giving an explanation to A4 about the use of Work Order (WO) and its function.

A2 : Yang tadi yang WO itu, itu kan extended warranty. Jadi kalo itu perpanjangan garansi EC lewat Electronic City. Nah tekhnisinya itu biasanya Pak Irwan.

A4 : Tekhnisinya ya. Jadi kalo misalkan bukan yang extended warranty itu yang mana WO nya?

A2 : WO yang 01. soalnya kan kalo bukan extended warranty berarti itu masih garansi dari brand. Itu kan brand nya Philips

14 Oct 2006

5. A5 was asking about address of Philip's Service Center

A5 : Tahu service center Philips?

A2 : Service center Philips. Bentar. (Searching on service file) Ini haji Kurdi No 93.

A5 : Haji Kurdi No 93. nomer telfon nya ada nggak?

A2 : 9118869. Yang Kurdi biasanya audio-video. Yang home App, home appliances itu jalan Pasir Koja 28A. nomer telfonnya 7206094. itu untuk home appliancesnya ya.

A5 : Makasih

14 Oct 2006

6. A6 was handling the customer who was filling lucky draw form, and asking about the souvenir that she can get.

A6 : Ini souvenir ibu ya. Undiannya nanti ada grand prize nya kok.

B2 : Ini ya

A6 : Siapa tahu beruntung ya pak

- B2 : isinya apa aja ini?
 A6 : ada souvenir, mouse pad, note pad, mug, pin, tupperware. Macem-macem ibu
 B2 : 2 Voucher nonton Denias dapetnya mbak

14 Oct 2006

7. B3 wanted to talk with Mr. Edi as the human Resource department to confirm about one of the employee who is working there.

- A2 : iya, saya bagian customer care ibu. Iya bagian personalianya gak ada ditempat ibu ya dari tadi siang.
 B3 : kalo bagian human resource nya?
 A2 : sama ibu, nyatu sama bagian personalia.
 B3 : Kalo Wibisono apa bekerja disana?
 A2 : Iya sebagai SPM, Sales Promotion Male.
 B3 : Sudah berapa lama ya?
 A2 : Berapa lama ya, saya kurang tahu.

14 Oct 2006

8. B4, a customer in the phone who was asking about the Electronic City paying system. She asked the clarification of credit system.

- A7 : Kredit ibu ya?
 B4 : Iya mbak.
 A7 : Oh ibu gak ada credit card ya bu. Bisa kok. Kebetulan disini kita bisa cash. Kalau seandainya ibu mau kredit disini ada jasa financing, ada Adira sama Kredit Plus, itu sama bunganya 0%. Jadi bisa cicilan 6 atau 12 bulan tenornya.
 B4 : Itu persyaratannya gimana mbak. Bayar DP lagi atau ada syarat khusus
 A7 : Iya, bisa langsung konfirmasi sama Adira aja ibu. Atau saya langsung kasih nomer telfon Adira biar informasinya lebih detail.
 B4 : Itu bayarnya gimana, langsung ke Adira atau gimana?
 A7 : Bisa melalui cabang BCA ibu. Bisa transfer juga ibu.
 B4 : Itu barangnya dikirim
 A7 : Untuk pengiriman dalam kota ibu. Kalo seandainya ibu belinya di Electronic City Bandung terus home delivery nya nggak di Bandung, itu paling kena charge ibu.

14 Oct 2006

9. A6 was searching the place of electronic product.

- A8 : Jadi gimana barangnya?
 A6 : Ini barangnya kemana ya? Gak tahu dibelakang atau memang masuk ke Service Center. Soalnya waktu itu lagi stock take.

14 Oct 2006

10. A9, as the supervisor store was announcing about the schedule of stock take program.

- A9 : Besok wajib stock take internal pulang kerja
 A10 : Semuanya dateng kok
 A9 : Principal juga harus ada
 A10 : Ada lagi?

14 Oct 2006

11. A11, as the assistant manager, was confirming about the use of discount voucher.

- A11 : satu lembar voucher bisa digunakan sebagai potongan harga minimal lima ratus ribu.
 A12 : iya ngerti pak
 A11 : yang berikutnya kelipatan berapa?
 A12 : Gopek pak

14 Oct 2006

12. B5 was asking about the member card facility.

B5 : Selamat sore mbak

A2 : Selamat sore pak. Silahkan duduk. Ada yang bisa saya Bantu?

B5 : Iya nih mbak. Saya mau tahu. Kalo belanja disini harus jadi member dulu nggak?

A2 : Oh, nggak pak. Siapapun bisa kok.

B5 : Harus pake member card?

A2 : Oh enggak juga pak. Kita saat ini belum ada fasilitas member card. Tapi kita akan ada program tersebut segera. Ditunggu aja pak.

B5 : Oh gitu ya mbak. Makasih ya mbak.

A2 : Sama-sama. Terima kasih kembali, selamat sore.

14 Oct 2006

13. A11 was asking about electronic gift

A11 : Sekarang yang ikut 0% dan diiklankan, maksudnya yang agak berat, tolong siap-siap barangnya, ada tidak gift nya

A13 : Tidak ada pak

A11 : Tidak ada jadi ngutang

15 Oct 2006

14. A11 was confirming about gift availability to one of Sales Promotion Male (SPM)

A11 : Philips 29PT50 ada, itu berhadiah DVD karaoke, terus Samsung sama 40M61 berhadiah rak Samsung, ketiga Sharp LC37BX5M, ada Din?

A13 : Ada

A11 : Berhadiah voucher 3 juta Din, plus trolley bag

A13 : Wah kirain trolley

A11 : MA ada MA? Clarity 459 berhadiah free voucher discount 500 ribu, kalo gak salah vouchernya 450 an. Atur aja jadi 500 ya

A13 : Digunting ya

A11 : Untuk Canon, free memory card 128

A13 : Iya

A11 : Sanyo SRLR. Voucher 180 ama T-shirt. Tidak dapat digabungkan dengan promo lainnya

A13 : ada voucher brand gak pak?

15 Oct 2006

15. A2 was asking to the customer whether he brought the invoice or not.

A2 : Barangnya dibawa?

B6 : Dibawa

A2 : Boleh saya lihat invoice nya

B6 : Oh dibawah sama barangnya

A2 : Oh, nggak apa-apa. Nanti dicheck dulu ya pak

15 Oct 2006

16. B7 was asking about repair service on Electronic city.

A2 : Selamat malam pak

B7 : Malam mbak. Mbak, saya mau nanya. Saya kan punya handycam belinya disini, kebetulan handycamnya rusak. Bisa diperbaiki disini gak mbak?

A2 : Oh diservice ya. Iya bisa.

B7 : berapa hari ya?

A2 : biasa estimasi waktunya 45 hari untuk repair service pak

15 Oct 2006

17. B8 was asking about the promotion that he read on the newspaper.

B8 : Selamat malam mbak.

A3 : Oh malam pak

B8 : Mbak saya ini pengen belanja elektronik bisa dapet discount gak sich mbak?

A3 : Oh ada tergantung brandnya
B8 : Oh gitu ya
A3 : bapak bisa Tanya sama SPG
B8 : Saya tadi udah bilang sama pihak LG yang di plasma corner, katanya dapat 0% ya. Berapa bulan?
A3 : itu tenornya 6 sampai dengan 12 bulan
B8 : tapi saya lihat di Koran tenornya 0% dengan cicilan 18 bulan

15 Oct 2006

18. A14 was phoning her supervisor to confirm about the product installing.

A14 : Bapak, ini Irene. Mau indent built in oven yang 2650. Rene liat stock yang tiap hari Senin ada Satu. Tapi ada stocknya ya? Sama check yang 9050. oke makasih ya pak

15 Oct 2006

19. A2 and A11 were talking about their job.

A2 : Ngerjain apa?
A11 : Absensi
A2 : Kirain incentive
A11 : Bukan, kenapa?
A2 : Itu ngerjain sales value juga kan.

15 Oct 2006

20. A2 was asking about the clarification of electronic terms.

A2 : Consignment barang gimana?
A11 : Barangnya punya brand
A2 : Jadi?
A11 : Barang yang dititipkan di toko hanya untuk display
A2 : Kalo yang untuk own product
A11 : Own product itu barang display yang sudah dibeli oleh Electronic City, jadi statusnya udah punya EC

15 Oct 2006

21. A2 and A14 were talking about customer complaints

A2 : customernya complaint?
A14 : iya. Rewel pisan.
A2 : kenapa emangnya?
A14 : udah order tapi gak jadi take away harus buat schedule ulang buat home delivery

15 Oct 2006

22. A14 was phoning her customer to confirm the installing schedule.

A14 : Bisa dengan pak Sabana? Ini dari SPG Modena. Tadi kan ada pengiriman barang kompor. Tadi bapak nya minta dikirim besok jam 1an. Paling ibu, diinstallnya kalo nggak Selasa ya Rabu. Iya nanti saya usahain bilang ke orang servicenya secepatnya. Mudah-mudahan besok . kalo nggak ambil pahitnya Selasa kalo nggak Rabu. Soalnya fast moving bu, jadi agak lama installnya.

15 Oct 2006

23. A9 and A13 were talking about discount product.

A9 : Yang discount itu ya?
A13 : Iya pak
A9 : 40%
A13 : Iya bener kan pak?
A9 : Buka aja PO nya, ready stock kan?

15 Oct 2006

24. A9 and A11 were talking about complaint customer's. Who feel disappointed with quality of one product.

A9 : Jadi rewel customernya. Sudah loyal dengan brand Sony, tapi sekarang barangnya reject.

A11 : Udah 14 hari?

A9 : Bukan. Belinya udah setahun. Cuma untuk product Sony yang ini ada masalah, padahal dia mau beli yang 17 juta.

A11 : Barangnya ada?

A9 : Ada sih, cuman dia agak complaint aja. Kecewanya, dia kan dulu sering beli Sony. Tapi kenapa setelah sekarang barangnya gak oke

A11 : Yang di complaint kan apa?

A9 : Dia sampe dalam dua bulan bisa 2 kali rusak

A11 : Udah pernah service?

A9 : Udah

A11 : Ke Sony?

A9 : Ke service center Sony, Agis

15 Oct 2006

25. A14 was asking to count the amount of travel bag

A14 : Itu tolong travel bag kamu itung ada berapa, untuk customer yang dikasih yang udah, kalo gak salah ada 3 bisi ada yang belum keitung atau bagaimana. Besok kan aku ke kantor buat report. Bisa lah diusahain

A6 : Aku mau dong

A14 : Mau dong mau dong bagaimana?

15 Oct 2006

26. A15 was asking a gift for the customer.

A15 : Ngajuin ke Adiranya kan pas ada hadiah. Tapi sekarang hadiahnya udah gak berlaku. Udah ditarik sama supplier. Gimana pak? Pas ngajuin yang itu ada hadiah microphone ama discman

A11 : Tar di check dulu

A15 : Pas ada hadiah itu lagi promo Adira

A11 : Apa tipe nya, gift nya apa namanya?

A15 : SL... SL... gitu pak, yang Panasonic

A11 : SL apa? Harus tahu satu-satu. Ini untuk pembelian Samsung Micro, betul?

A15 : Samsung Hifi

A11 : Max DJ 730 kasiin aja ini. Bikin Reserved Order

A15 : gak apa-apa pak?

A11 : Ya udah lah, sebenarnya ini untuk Micro MMD10, tapi stock nya kosong. Bikin reserved order aja

15 Oct 2006

27. A2 was asking about the use of complementary letter.

A2 : Yang ini complementary letter?

A6 : Bukan, kalo ini berita acara. Jadi kalo kita mau ngajuin apa-apa ya buat ini dulu.

A2 : Trus kalo complementary letter?

A6 : Dibuatnya sama orang Jakarta. Kita cuman buat berita acaranya aja.

A2 : Tapi ini statusnya on warranty. Jadi masih dalam garansi kita,.

15 Oct 2006

28. A6 was reporting her job to A9, concerning with A9 approval.

A6 : Nomor invoicenya kan gak ketemu pak disini

A9 : Bukan IO. Itu kan indent order. WO harusnya kan work order.

A6 : Oh iya pak, salah ya

A9 : Kalo pengen tahu bisa aja sich. Tanya ke file cashier indent.

A6 : Yang 2004 kan

A9 : Iya

A6 : Gini pak kata-katanya. Ini buatnya pak Yadi aja ya
A9 : Saya bukan assistant manager. Pak Pely aja
A6 : Ini nya (pointing to LCD monitor)
A9 : Nggak apa-apa
A6 : Tar tanda tangan Pak Cahyo manager nya pak
A9 : Iya harus di approved dulu
A6 : Ini gini aja, atau ada yang kurang pak
A9 : Udah gini aja.

15 Oct 2006

29. A9 was asking about the guarantee status of one electronic goods.
A9 : Ini garansinya gimana?
A6 : On warranty pak. Kan kalo In warranty masih discover EC
A9 : Oh, iya ya

15 Oct 2006

30. A6 was asking A2 to find some missing file .
A6 : Ini sama Sonya aja. Tadi udah bilang ke Sonya, tapi dia lagi istirahat. Nanti kalo udah ada data dari Sonya, ini ganti ya (pointing at the paper which lies on the desk) . Trus minta tanda tangan Pak Yadi ama Pak Pely ya. Terus besok telfon service center trus bilang ke suppliernya Pak Jimmy, trus di fax ya.
A2 : Ya bu
A9 : Ini supplier Sony ya. Ditelfon ya, jangan di fax.

16 Oct 2006

31. A16 needs approval from logistic.
A16 : Minta diapproved
A2 : Yang discount 15% itu?
A16 : Iya, minta nya ke logistic ya, bilangnya ke goods pick up aja.

16 Oct 2006

32. A11 was explaining the use of monthly report.
A2 : Posting buat apa?
A11 : Buat monthly report
A2 : Trus?
A11 : Iya nanti buat prediksi omset

16 Oct 2006

33. A17 was asking about the paying system to cashier (A18)
A17 : Kekurangannya dibayarnya gimana?
A18 : Enggak apa-apa, pake cash aja
A17 : Gak usah pake cicilan ke finance ya.

16 Oct 2006

34. A11 was explaining about indent concerning with store profit.
A2 : Yang indent gimana? Cuman yang indent aja ya?
A11 : Tiap minggu indent terus. Diitung untuk kalkulasi profit
A2 : Profit store ya? Itu report yang pas closing kemaren malem ya.

16 Oct 2006

35. A9 was motivating all of the employees to work harder in achieving target.
A9 : Achieve kita udah lumayan ya. Terima kasih. Dan untuk average person pencapaian rekan-rekan baru... (I cant catch the word). Tolong dijaga kestabilannya jangan sampai bagus turun lagi, bagus lagi turun lagi. Tolong barang slow moving diperhatikan ya.

16 Oct 2006

36. A19 was asking A2 to sign his form and also to call the leader.

A19 : Ini form untuk ke kantor, tolong dicap ya

A2 : Oke siap

A19 : Ini kudu dilaporin nich. Eh tolong sekalian panggilin leader dong ke handphone corner.

16 Oct 2006

37. A6 was confirming to logistic (A20) about retur process.

A6 : Barangnya memang apa aja?

A20 : Ada handycam, camera digital juga

A6 : Jadi mau di retur aja

A20 : Iya, tar confirm dulu ama supervisor store ya.

A6 : Oh, ok terima kasih

16 Oct 2006

38. B9 was asking about his paying status.

A6 : Udah sih pak. Kalo dari Electronic City kita udah ada proses 6 bulan

B9 : Jadi lanjutannya gimana mbak. Jadi sales return gitu?

A6 : Tagihannya udah datang ke bapak?

16 Oct 2006

39. A6 was reporting her conversation with her customer who was complaint about the paying system to her supervisor (A21)

A6 : Dari kita tar proses ke financingnya dulu, baru tar proses ke bankingnya. Harusnya gitu. Tadi saya sudah telfon ke Standard Chartered gimana prosesnya, tapi call centernya bilang kemaren transaksinya pake bunga regular. Jadi nggak ikut cicilan yang biasa, bilanganya gitu.

A21 : Jadi nggak ikut installment yang 0%?

A6 : Iya. Jadi nggak ikut yang 0% kata Standard Charternya

A21 : Tapi kan kita dapat internal memonya yang 0%

A6 : Ya, itu kesalahan proses di Standar Charterednya , jadi kalo kasusnya kayak gini, Ayu bilang aja "Bapak, tangguhkan dulu tagihannya satu bulan. Baru nanti kita proses"

A21 : Trus, kamu confirm apa lagi?

A6 : Ya itu terserah bapak, jadi misalkan , ya satu-satu dulu aja pak masalahnya. bapak mau cancel atau mau pilih barang lain. Jadi sekalian diurusinnya dan nggak ada charge atau cancel fee

A21 : Jadi belum ada keputusan

A6 : Belum

A21 : Jadi dia ketagihnya bunga regular. Mungkin keburu billing tagihannya kecetak, padahal masih dalam proses.

16 Oct 2006

40. A21 was confirming the goods status to A9

A21 : Ready stock apa display?

A9 : Iya ditanyain dulu, takutnya reject barangnya

A21 : Oh tinggal ganti produk aja

16 Oct 2006

41. A2 and A22 were talking about the customer order.

A2 : Bikin reserved order lagi ya

A22 : Atas nama siapa?

A2 :Bapak Nihat. Mau sales return. Gantinya fan lagi kok.

16 Oct 2006

42. A2 was approaching A23 to confirm about the late of one important form, because she have to copied it first.

- A2 : Bu Uce, form sales return nya nyusul ya, mau di copy dulu
A23 : Oke jangan lama-lama
A2 : Siap bu

16 Oct 2006

43. A6 was asking a help from tester (A3) to check the customer goods.

- A6 : Ini tolong dong dicheck
A3 : Kenapa emangnya?
A6 : No disc gitu, check all aja ya
A3 : Statusnya apa? Mau diservice apa baru selesai diservice?
A6 : Mau diservice, tapi ini barang clearance sale

16 Oct 2006

44. A24 was asking to use a phone in the front desk because the phone in the office needs a queue.

- A24 : Ikut telfon bentar ya
A2 : Kenapa nggak di office?
A24 : Penuh nih, sini aja ya
A2 : Oke, tapi line 1 lagi online. Bentar lagi aja ya. Kenapa emangnya?
A24 : Mau telfon call center. Soalnya credit card bapak ini di decline. Takut udah keburu settlement

16 Oct 2006

45. A8 was asking about the status of the discman.

- A8 : Eh discman aiwa ER800 udah discontinue ya?
A21 : Iya distributor gak kirim lagi
A8 : Wah, kalo rusak cari spare part nya gimana dong?
A21 : Cari aja di service center
A8 : Ah bayar
A21 : Atau ikutan trade in aja
A8 : Ah harganya jatoh

16 Oct 2006

46. A25 was getting a phone call from his customer.

- A6 : Eh Muna ada telfon nih nanyain product specification
A25 : Apaan?
A6 : LCD ama plasma
A25 : Wah asik insentive nich, ah stock kosong, paling indent
A6 : Eh, jangan lupa down payment nya.

16 Oct 2006

47. A2 was asking about the term buffer stock.

- A13 : Kenapa?
A2 : Tadi ada yang nanyain buffer stock. Kayak gimana buffer stock itu?
A13 : Buffer stock. Jadi kalo konsumen ada yang mau, jadi kan ada stock, nah stock itu di keep dulu, jadi disimpenn dulu
A2 : Tapi gak bayar DP? Sampe berapa hari?
A13 : Oh enggak. Itu sih bisa lama. Itu kalo emang bener-bener atau takut konsumen loyalnya kecewa pas kesini, jadi disimpenn aja.
A2 : Tapi gak usah dibuatin reserved ordernya
A13 : Gak usah. Paling nanti kalo gak jadi tinggal cancel.
A2 : oh gitu, gak usah juga buat receipt form.

16 Oct 2006

48. B9 (A Japanese customer) was asking about his product that was still in service center

- A6 : Selamat siang, ada yang bisa dibantu?
B9 : Takashima. My DVD Toshiba (Speaking with a lot of hedge)
A6 : Oh. DVD ya pak. Masih belum beres. Unfinished.
B9 : When?
A6 : I'll confirm immediately
B9 : yes... hai. Arihato gozaimasu
A6 : Hai. Konnichiwa

16 Oct 2006

49. A2 was calling A26 to answer the customer on the phone who asking about Air Conditioner.

- A2 : Ada customer yang nanyain AC Panasonic ½ ama ¾ PK
A26 : Belinya tipe apa?
A2 : Gak tau tipenya. Gak complaint, gak indent juga. Cuman nanyain spek. Dia mau beli kayaknya.
Nanyain inquiry product

16 Oct 2006

50. B10 was complaint about his fan to customer care.

- A6 : good evening sir, is there anything that I can help you?
B10 : Yes, I have a problem with my fan. The blow is too strong. I can't sleep. It's disturbed me.
A6 was asking tester to check the fan and find out that the fan is has a trouble.
A6 : Sir, your fan is having a trouble, so we will change it to the new one. You can wait on Goods pick up over there (pointing to the goods pick up area)
B10 : thank you. Terima kasih banyak
A6 : sama-sama pak.

17 Oct 2006

51. B10 was asking about the grand prize

- A8 : Buat apa ini
A14 : Laporan selling product
A8 : Oh selling product report
A14 : Iya tar buat laporan penjualan ke kantor
A8 : Tiap minggu harus
A14 : Per 2 minggu sekali

17 Oct 2006

52. A2 and a27 were talking about the customer who was delayed his order.

- A2 : Customer yang tadi kenapa?
A27 : Yang mana? Yang barusan?
A2 : Cancel gak?
A27 : Pending dulu ceunah
A2 : Kalo pending gitu ada cancel fee gak?
A27 : Enggak, gak ada

17 Oct 2006

53. B11 was complaint that his electronic stuff was having a problem.

- B11 : Saya mau nyetel DVD atau VCD. Begitu saya pencet dari DVD atau dari remotanya langsung muncul CFGHRGHK. Trus nggak jalan.
A8 : Open-close nya mau buka?
B11 : Gak mau buka ininya (pointing to the open close button)
A8 : Dites dulu ya pak. Ini tolong ya (speaking to tester who's the job is to test the product). No disc bukan ya? Kayaknya disc error

17 Oct 2006

54. A2 and A3 were talking about the problem of one the electronic stuff.

A2 : Berarti volumenya error kalo gitu?

A3 : Iya bener

A2 : Jadi yang rusak yang mana. Volume error apa intermittent?

A3 : Intermitten. Soalnya track jump. Sekalian catetin serial number ama internal code

17 Oct 2006

55. A11 was asking about amount of visitor.

A11 : Bu, visitor berapa hari ini?

A2 : 216 pak

A11 : Lumayan ya

A2 : Soalnya lagi EC anniversary kan pak

17 Oct 2006

56. A2 was giving an explanation to her customer about the procedure of 15% discount.

B12 : Ini yang discount 15% untung barang apa aja?

A2 : All product dengan cicilan 6 bulan bu. Tapi tidak berlaku untuk pembelian accessories.

B12 : Sampe kapan berlakunya mbak?

A2 : Sampe 30 november bu.

