



Complaints Speech Acts between Customer and Staff at Western Cafe

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Abstract

A complaint is an expression of dissatisfaction about an act, omission, decision, or service that expects of the feedback given by the user. This study focuses on an interaction between customer and server: Western Café In Canggu strongly conveys the interaction using speech act categories. The objective of this study is to ascertain the many classifications of speech acts employed within the context of interactions between restaurant customers and servers. The method and technique used to capture data for this study were qualitative analysis and note-taking. Furthermore, the data were analyzed by using theory: Searle's theory of speech act (1969) and Austin (1962) is used to define and classify the categories of speech act used by the server and customer. The findings show from every interaction that guest and server made and expressing of directive and expressive. Directive point is the most common illocutionary act used in conversation that how make easier the hearer to understand what the speaker mean.

INTRODUCTION

The tourism sector is the most popular social cultural that has the connection of languages, and tourism hospitality an important points in providing service. Language is the power to inspire and motivate. The right words, delivered with passion and conviction, have the ability to move hearts, ignite enthusiasm, and incite action. Language serves as a means of communication, facilitating interaction and interdependence among persons. It is an essential tool for conveying ideas and information, and expressing oneself, whether in one-on-one interactions or within larger social groups. According to Oktavianus (2006), the absence of language poses challenges for individuals in engaging in social interactions. This phenomenon occurs mostly due to the significant impact and potency of language in the realm of communication, hence enabling humans to differentiate themselves from other species (Bloomfield, 1995).

Language has their function while it used by the speaker for several action to express themselves. Austin (1962) in his book "How to Do Things With Word" states that besides uttering, people can also act something. Point of view by Searle (1979) stated that there is a speech act in every communication. The subject of the pragmatic question of languages is particularly addressed by language act theory. It refers to the

use of a language instead of its form by humans. The concept of pragmatics pertains to the examination of language usage and its associated concerns (Pedersen, 2002:5). Speakers employ various linguistic strategies to express their intended message, taking into consideration their desired outcome in terms of the beliefs, acceptance, or actions they wish to elicit from their audience. Speech refers to the ability or act of verbal communication. Language can alternatively be described as the manner in which it is spoken (Hornby, 1995). According to Richards *et al.* (1985:265) say that a speech act is a single statement that serves a purpose in the framework of communication. There's a wide variety of kinds of speech; request, order, command, complaint, and promise. Alicke, *et al.* (1992) noted that the expression of complaints is a common feature of everyday interactions. Although it can be conveyed to meet the complainer's good consequences, such as relieving irritation and hearing the complaint, it can be disagreeable. Furthermore, the act of complaining can impede the conflict of the interpersonal relationship.

According to the Longman Dictionary of Contemporary English, a complaint can be defined as an expression of annoyance or dissatisfaction over something or someone. Hence, this can be interpreted as a disregard on the part of the speaker towards the recipient's facial expressions and emotional state. According to Trosborg (1995), complaints can be understood as a form of expressive function, wherein the speaker expresses their discontent and annoyance either directly or indirectly through the illocutionary act. According to House and Kasper (1981), the complaint is characterized by directness and the use of modality markers. According to Marty Larforest (2002), complaints can be defined as expressions of displeasure made by individual A over the behavior of individual B, which is perceived as unacceptable. Olshtain and Weinbach (1993:108) have formulated a widely accepted concept that pertains to grievances. The speaker's unhappiness or censure is emphasized as a reasonable reaction to previous or ongoing actions and their unfavorable effects on the speaker.

Thomas (1995:2) posits that utterances can be categorized into three distinct types of meaning: abstract meaning, which refers to conceptual meaning; intentional meaning, which pertains to the meaning intended by the speaker; and verbal meaning, which encompasses the meaning conveyed by the utterance itself. In essence, the term refers to a specific interpretation employed inside the framework of a speech event, as opposed to its intellectual or verbal meaning. According to Lyons (1978:1), the generic definition of semantics pertains to the study of meaning.

The identification of specific meanings or senses can be achieved by replacing words within a given context and assessing whether the new sentences maintain equivalence. However, the focus of this study is not on semantics; instead, we shall delve into the pragmatic component of speech acts. Pragmatics is a field of study that focuses on the examination of language usage within certain contexts, as well as the recognition of the contextual reliance of different linguistic elements and the process of interpreting language. According to Lycan (1995:58),... This may lead to a deterioration in both communication and interpersonal connections with the remaining individuals involved. In practice, individuals who are not native speakers often have difficulties while attempting to effectively communicate in a language that is not their first language.

Searle (1979) says that there are a few different types of illocutionary acts. These groups include:

1. Assertive, which is a statement that claims to be true

2. Directive, which is a statement that wants the listener to do something
3. Commissive, which is a word or phrase that shows how committed the speaker is to doing something in the future
4. Expressive: A word or phrase that shows how someone feels or how they feel about something.

Due to the fact that a text is typically composed of a string of sentences, each of which includes an introduction, main body, and conclusion, multiple forms of illocutionary acts are regularly performed together in order to achieve particular results.

Austin (1962:94-101) identified three types of acts that are done concurrently in terms of their aim and consequence when language is used:

1. Locutionary act is a "saying something" act. It includes where the speaker's spoken message.
2. Illocutionary act specifies the speaker's intention stating anything, indicating how she or he is utilizing the locution.
3. Perlocutionary act has a series of impacts on the feelings, ideas, or behaviours of those who hear it.

The problem of the study there are in several aspects are follow: What are the type of speech act found in restaurant interaction? What the most dominant of speech act found in restaurant interaction? The discussion will focus on recognizing the complaint restaurant visitors in terms of the speech act and through act kinds used. This studie is predicted to have both in restaurant interactions is an exciting and significant field of research because it gives insights into how language works in a given setting to transmit meaning and achieve social goals. These researchers can find out what kinds of communication and strategies work best to make customers happy and improve the level of service in general.

METHOD AND THEORY

The data for this study on pragmatics analysis of restaurant interactions were collected from a Western Cafe located in Canggu, Badung regency. The method used to collect data was descriptive qualitative in nature. The interactions were documented through the technique of note-taking and recordings. The researchers carefully read and analysed each dialogue to find interaction speech acts. For data analysis, the researchers utilized the speech acts based on functions proposed by Searle in 1977, along with the concepts of speech acts by Austin in 1962. These frameworks were applied to categorize and interpret the speech acts observed during the restaurant interactions this research presenting in informal.

Alit (2018) wrote an essay with the title Direct and Indirect Directive Illocutionary Acts in the Movie Penguin of Madagascar, which was reviewed in this part. This was the other piece of research that was associated with this topic. Finding a system that can categorize directed illocutionary activities is the purpose of this research. The findings of the study indicate that there were ten pieces of data presented in the article. (1) record was found for requestives, (1) record was found for questions, (1) record was found for requirements, (1) record was found for permissives, (0) records were found for prohibitives, and (1) record was found for advisories. Acts that fall under the category of indirect directives include requestives (1 data), queries (0 data), requirements (1 data), permissives (1 data), prohibitives (1 data), and advisories (1 data). It was

discovered that there were two points of concordance; the first one concerned the objective, and the second one concerned the data source. Both the most current research and the prior research both focused on determining the different types of commands act and used movie as their primary data source. The Bach and Harnish (1997) theory was utilized in the first study, whereas the Kreidler (1998) theory was utilized in the second study. The primary difference between these two studies is the theory that was utilized.

RESULT & DISSCUSION

While handling guests, it is necessary to effectively communicate information in order to ensure that the guest feels understood throughout the interaction. Halliday and Hasan (1985:9) state that the genre plays a significant role in speech events, alongside other factors Such as the form and content of the message, the surroundings, the people involved, and the goal and effect of communication. Searle's theory of speech act (1969) and Austin's theory (1962) are employed to delineate and categorize the specific type of speech act employed by the server and customer. The research locations are in the most crowded places for a foreigner to stay, where the number of tourists visiting both local and foreign is high to enjoy western food in western restaurants. Even though they are not in their country, the service that give different from the hospitality in their country. The following are language speech acts found in the dialogue between guest and server. The conversations shows about some interactions made by the customers to the servers. There are divided into three dialogues will analyzed from the theory. The analysis is what the types and the most dominant of speech act found based on the restaurant interactions.

Data 1

Customer : Excuse me
 Waitress : Yes mam can I help you?
 Customer : I'm a bit hurry do you
 know when my food is
 coming?
 Waitress : I'm sorry about that mam
 I'll check to kitchen for
 you order
 Customer : Please, it's been an hour
 I'm waiting.
 Waitress : Yes, right away mam.

Dialogue on Data 1 shows a discussion between a customer and a waitress in which the guest asks the waitress a question. In this interaction, the visitor communicated her dissatisfaction with The customer notified the server about the delayed arrival of her order by vocalising her concern. The waitress responds to the information provided with expressive and compassionate emotions, apologizing and offering to check with the cook about the guest's concern. To voice her displeasure, the consumer employs a directed speech act in the form of a question. She also does an expressive speaking act that sounds a little difficult to convey her dissatisfaction.

The directive speech act of the guest is "*I'm a bit hurry. Do you know when my food is coming?*" and her expressive speech act is "*please it's been an hour*" The direct speech act in the section of a question is not an issue that the customer wants to ask; it is

the customer's way of telling the service what's wrong. The expressive speech act of the waiter is *"I'm sorry about that mam."* followed by the commissive speech act *"I'll check to the kitchen for your order"*.

By closely observing the initial discussion, three features of actions of complaint may be summarized as follows:

Locutionary : I'm a bit hurry. Do you

know when my food coming

Illocutionary : - The customer wants

the waitress to make sure her food is already on the kitchen order

- The customer expects the waitress to understand that she in hurry for waiting her food

- The customer wants to tell the waitress know that the customer didn't get her food

Perlocutionary : The waitress will check her food to the kitchen and make sure she get her food

The locutionary act I am currently pressed for time. Do you possess knowledge regarding the anticipated arrival time of my food? Nevertheless, the aforementioned statement was delivered by the guest as a rehearsed discussion to express her discontentment with the delayed provision of the midday meal. The individual's dissatisfaction is shown by the elapsed time of one hour since placing the order, despite the arrival of the requested item. The visitor has experienced an excessive wait for their midday meal. In the first dialogue, the illocutionary act performed by the speaker is a conventional request made to the waitress in order to confirm the details of the meal that was previously requested. Additionally, it might be interpreted as a subtle psychological tactic employed by the customer to subtly influence the server to expedite the delivery of her meal. The perlocutionary act observed in dialogue 1 involves the waiter's intention to confirm the status of the ordered lunch, namely whether it has been prepared or not, in addition to ensuring that the guest's meal is prepared and available for consumption.

Data 2

Customer : Sorry to bother you, is the air conditioner on?

Waitress : Yes, sir it's on. There is something wrong?

Customer : Yea it's feels hot here (used his hand as a fan show that he feel uncomfortable)

Waitress : Alright sir, I'll make it cooler

Customer : Yes, please thank you

Dialogue on Data 2 shows a discussion between a customer and a waitress where the guest shows the reaction his question to the waitress. During the conversation, the waitress should pay close attention to the guest's question so that she may respond appropriately. To communicate her feelings, the client employs an expressive speech act in the form of a question. She also responds to the input with expressive voice. When answering to the customer's query, the server's expressive and compassionate expression is considerably softer while delivering help by (making it cooler).

The expressive speech act of that show by the guest is *"sorry to bother you, is the air conditioner on?"* and his directive speech act is *"yea its feels hot here"* Apologies

for any confusion in my previous response. After reevaluating the sentence, “*yes, sir, it's on*” it seems to represent a directive speech act. In this context, the speaker is responding to a command or request, possibly made by someone in authority (the “*sir*” indicates a level of respect or formality). The response “*yes*” indicates compliance with the instruction, and “*it's on*” suggests that the action or task is being carried out as requested followed by the commissive speech act “*Alright sir, I'll make it cooler*”.

By closely observing the initial discussion, three features of actions of complaint may be summarized as follows:

Locutionary : Yea it's feels hot here

Illocutionary : - The customer shows
Uncomfortable feeling - The customer wants the
waitress to make the
room cooler

Perlocutionary : The waitress will make
the temperature of the
Air Condition lower

The locutionary act *yes, it's feels hot here*. The reference of her question is that her asking the air-condition doesn't work. The illocutionary act in dialogue 2 is an indirect request to the waitress to make sure the temperature is the lower. The expression of the waitress of the customer request are direct. The perlocutionary act in dialogue 2 is that the waitress right away turn down the temperature.

Data 3

Waitress : One ice matcha with
almond milk

Customer : Sorry I ask with oat milk not almond, I have allergic with almond.

Waitress : I apologize mam, I will
bring you the new one with
oat milk.

Customer : You need to carefully with
someone order, it's not
okay cause I have allergic. You save cause I didn't drink yet

Waitress : Yes mam, I will bring you right away the new one.

Dialogue on Data 3 shows a discussion between a customer and a waitress where The customer conveys her dissatisfaction to the staff. During the conversation, the waitress should pay close attention to the guest's criticism so that she may respond appropriately. The consumer expresses her dissatisfaction through expressive speech acts that seem clear. “*You need to carefully with someone order, it's not okay cause I have allergic. You save cause I didn't drink yet*” The Waitress use the expressive and commissive speech act to respond the complaint of the customer is “*I apologize mam, I will bring you the new one with oat milk.*”

By closely observing the initial discussion, three features of actions of complaint may be summarized as follows:

Locutionary : I ask with oat milk not
almond, I have allergic
with almond.

Illocutionary : - The customer show that

she upset cause the
order is what she
allergic of the milk.

- The customer wants the waitress more carefully of the customer order notice

Perlocutionary: The waitress immediately
brings another ice matcha with oat milk as the customer order.

The concept of the locutionary act I kindly request oat milk instead of almond milk due to my almond allergy. The complainant expressed dissatisfaction over her request for ice matcha with oat milk, as it was fulfilled with almond milk instead. The illocutionary conduct observed in dialogue 3 might be interpreted as a direct request made by the customer to the waitress, urging her to exercise greater care and attention when handling the customer's order.

CONCLUSION

The purpose of this research is to evaluate the interactions that take place in restaurants and to determine the different speech acts that are utilized by customers and staff. The objective is to guarantee positive replies from the person in charge regarding the services or amenities that are made available to the guests. When guests want to criticize or ask for anything, they will utilize both expressive and directive speech acts. There are also instances of illocutionary carry out within these conversations. The author came to the conclusion that both customers and employees use declarative and expressive language, with directive statements constituting the majority of the time. In order to explain the phenomena that are noticed in the interactions that take place between customers and servers in western restaurants, the theory of speech acts plays a significant role.

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