



AN ANALYSIS OF CONVERSATIONAL STRUCTURE BETWEEN CUSTOMER SERVICE AND CUSTOMER AT BANK KESEJAHTERAAN PADANG

Vika Fitri¹, Hamzah², Delvi Wahyuni³

English Department

FBS Universitas Negeri Padang

E-mail: vikafitri02@gmail.com

ABSTRACT

Penelitian ini bertujuan untuk mengetahui unsur-unsur dari struktur percakapan yang terjadi antara customer service dan pelanggan di Bank Kesejahteraan Padang. Metode yang digunakan dalam penelitian ini adalah metode deskriptif. Data penelitian ini adalah percakapan antara customer service dan pelanggan di Bank Kesejahteraan Padang yang berjumlah 20 percakapan. 20 percakapan tersebut terdiri dari empat percakapan membuat buku tabungan, tujuh percakapan tentang keluhan, lima percakapan mengganti buku tabungan dan empat percakapan mengganti pin ATM.

Data ini dianalisis berdasarkan teori Nanthakanok (2013). Temuan ini menunjukkan bahwa struktur percakapan dapat dibagi menjadi tiga bagian, yaitu pembuka (*opening*), isi (*body*) dan penutup (*closing*). Di dalam pembuka terdapat dua unsur, yaitu 1) sambutan atau sapaan (*greeting*) dan 2) bertanya (*asking question*), di bagian isi juga terdapat dua unsur, yaitu 1) menyatakan tujuan berkunjung atau datang (*stating the purpose of visiting*) dan 2) menjelaskan dan menggambarkan proses dan prosedurnya (*explaining and describing the process and procedure*) dan di bagian penutup terdapat dua unsur, yaitu 1) membuat janji untuk pertemuan selanjutnya (*making an appointment for the next meeting*) dan 2) mengucapkan terima kasih (*saying Thanking*). Di samping itu, temuan ini juga menunjukkan bahwa ungkapan yang digunakan peserta dalam percakapan tersebut adalah formal seperti selamat pagi (*good morning*), selamat siang (*good afternoon*), ada yang bisa saya bantu (*can I help you*), terima kasih (*thank you*) dan terima kasih sudah datang (*thank you for the visiting*). Dengan demikian percakapan antara customer service dan pelanggan di Bank Kesejahteraan Padang terstruktur karena hampir semua percakapan memiliki unsur-unsur yang sama.

Kata kunci: percakapan, analisis percakapan, struktur percakapan

¹ English ELLSP of English Department of FBS Universitas Negeri Padang graduated on March 2017

² Lecturer of English Department of FBS Universitas Negeri Padang

³ Lecturer of English Department of FBS Universitas Negeri Padang



A. INTRODUCTION

A conversation is an everyday activity that happens all the time. A conversation can be practiced by every member of society in anywhere, whether it is in institutional contexts or daily life. According to Yang (2009:108), when people visit a doctor, hold meetings at their workplaces and negotiation business deals, they are constructing a conversation in institutional contexts. It means that, when patient talk to doctor and agent talk to their client, they are having a conversation in institutional context.

A bank is one of institutional contexts where the conversation can happen. A bank is one of financial institution which is involved borrowing, saving and lending money. In other words, a bank is a business that provides a service for people to save, lend and borrow money. The bank has to attract people to be their customers because the customers play an important role in order to run a success bank. As a result, there is a face to face interaction between customer service and customer which is called a conversation. The conversation happens between customer service and customer. Thus, this conversation constructs in institutional context.

According to Heritage (2013:4), a conversation that constructs in institutional contexts is distinctive with an ordinary conversation. An ordinary conversation has predominant form of talk. However, the structure of interaction in institutional contexts is more restricted in niche environments. In addition, the structures of talk in institutional contexts are organized based on the system of participation right and the obligation. For example, opening, request, interrogative series, response and closing are the structure of conversation in emergency call. In this case, people should be awarded that conversation is not just a talk. Every conversation has some structure and form such as opening, turn-taking, adjacency pairs, closing and etc.

According to Dorney and Thurrell (1994:42), every conversation has some structures that make the conversations are organized. In other words, the conversational structure is used to avoid the worst conversation. Dorney and Thurrell divided the conversational structure into six: opening, turn-taking, adjacency pair, overlapping, interrupting, topic shift and closing. However, Nanthakanok (2013), Conversational structure can be divided into three sections: opening section, body section and closing section. Opening section is the beginning of the conversation which has some elements such as greeting, getting attention, asking question, and calling out the name. People can use the expressions of "*hi, hallo and good morning*" to express the greeting. Commonly, the expression of "*hi and hallo*" are used in informal conversation and the expression "*good morning and good afternoon*" are used in formal conversation. The body is the next section which consisted of two elements: stating the purpose of visiting and explaining and describing the process and procedure. The last section is closing which contained four elements: concluding or reviewing, making an appointment for the next meeting, thanking and goodbye.

Moreover, Goutsos (2005:5) found different elements of conversational structure in each part of the conversation. The opening contained of some

elements such as greeting, asking question and self identification. Then, the body consisted of two elements: introduction and development. The last section is closing which consisted of pre-closing and saying goodbye. In this case, the elements of conversational structure might have different. It is because the conversations take place in different cases and situations. Febrian (2012) studied Persuasive Discourse Produced by Telkomsel Personal Representatives in offering Products to Customers. He found out that the generic structure of persuasive discourse and the lexicogrammatical features produced by Telkomsel Personal Representative in offering products to customer using sales persuasion expression. Therefore, the present study is going to analyze the conversational structure between customer service and customer at Bank.

Thus, the study of conversational structure between customer service and customer at Bank is necessary to conduct for several reasons. First, a bank is one of institutional context where the conversation can take place. According to heritage (2013), the structures of conversation that constructs in institutional context are distinctive with an ordinary conversation. An ordinary conversation has predominant form of talk. However, the structure of conversation in institutional contexts is more restricted in niche environments. Second, a conversation is not just a talk. According to Dorney and Thurell (1994:42) every conversation has some structure that make the conversations are organized. the conversational structure is used to keep the worst conversation. This research takes place at Bank Kesejahteraan Padang. Bank Kesejahteraan Padang is one of private bank that provides a service to save, borrow and lend money. This research is going to analyze the conversational structure between customer service and customer at Bank Kesejahteraan Padang. The researcher analyzed and identified the elements of the conversational structure and the expressions used in each elements of the conversational structure.

B. RESEARCH METHODOLOGY

This study can be categorized into descriptive research because the researcher collected the data naturally in order to answer the research questions. According to Kothari (2004:2), the function of descriptive research is to describe and report all events and phenomena relate to what is being observed and happened. This method also deals with events that happen in the field, transcription and record. In this particular work, the researcher collected the data from the record of conversation between the customer service and customer at Bank Kesejahteraan Padang. The researcher analyzed and described the elements of conversational structure between customer service and customer at Bank Kesejahteraan Padang. Beside that, the researcher also analyzed the expressions used by participants in each elements of the conversational structure. The data of the research were the transcription of conversation records that occurred between the customer service and the customer at Bank Kesejahteraan Padang.

C. FINDINGS AND DISCUSSION

The data were contained 20 conversations: four conversations were making an account, seven conversations were a complaint, five conversations

were changing an account book and four conversations were changing of ATM password. The data were analyzed based on the theory of conversational structure that proposed by Nanthakanok (2013). The conversational structure can be divided into three sections: opening, body and closing.

a. The Elements of Conversational Structure between Customer service and Customer at Bank Kesejahteraan Padang.

Table 3 Percentage of elements of the conversational structure between customer service and customer at Bank kesejahteraan Padang

Elements of conversational structure		Freq	(%)
Opening	Greeting	20	100%
	Getting attention	-	-
	Calling out the name	-	-
	Asking question	20	100%
Body	Stating the purpose of visiting	20	100%
	Describing and explaining the process and procedure	20	100%
Closing	Concluding and reviewing	-	-
	Making an appointment for the next meeting	2	10%
	Thanking	20	100%
	Goodbye	-	-

Table above showed that the conversational structure can be divided into three sections: Opening, body and closing. There were two elements in the opening of the conversations: greeting and asking question. However, two elements such as getting attention and calling out the name were not found in the opening of the conversations. From the 20 conversations, it was found that all conversations (20) found greeting (100%) and asking question (100%) in the opening. The next section was body. The finding revealed that the body of the conversations consisted of two elements: stating the purpose of visiting and describing and explaining the process or procedure. From the data analysis, it was found that all bodies of the conversations (20) contained of stating the purpose of

visiting (100%) and describing and explaining the process and procedure (100%). The last section was closing. The result of the study showed that the closing of conversation contained two elements: making an appointment for the next meeting and saying thanking. However, concluding or reviewing and goodbye were not found in the closing of the conversation between customer service and customer at Bank Kesejahteraan Padang. From the 20 conversations, it was found that 2 conversations (10%) used making an appointment for the next meeting in the closing. And also, all conversations (20) used thanking (100%) at the closing. In other words, 2 conversations consisted of two elements at the closing (making an appointment for the next meeting and saying thanking) and 18 conversations contained one element (saying thanking).

b. Expressions used in each elements of the Conversational Structure

From the data analysis, it was found that there were some expression used in each elements of the conversational structure such as expression of greeting, expression of asking question and expression of thanking.

Table 4 Expression used in each elements of the Conversational

Elements of conversational structure	Expressions	Freq	(%)
Greeting	Good morning	13	65%
	Good afternoon	7	35%
Asking question	Offering help	20	100%
Stating the purpose of visiting	-	-	-
Describing and explaining the process and procedure	-	-	-
Making an appointment for the next meeting	-	-	-
Thanking	Thank you	20	100%

The table 4 showed that there were three elements used expressions: greeting, asking question and thanking. The first element was greeting. The finding showed that there were two expressions used in the greeting: good morning and good afternoon. The percentage of *good afternoon* was 73%. However, the expression of good morning was 35%. The expression of *good morning* mostly used in greeting than good morning. The second element was

asking question. The expression of offering help was used to ask the question. The table above showed that all conversations (20) used offering help (100%) to ask the question. The last element was thanking. All conversation used *thank you* (100%) to say thanking.

From the study of conversation between customer service and customer at Bank Kesejahteraan Padang, it was found that the conversations were formal. The finding also revealed that the conversations between customer service and customer at Bank kesejahteraan Padang were structured and organized. All conversations had similar elements of the conversational structure. For the opening section, it was revealed that the participants started the conversation by greeting and asking question. The customer service started to talk with customer by greeting to greet the customers. In the greeting, the customer service used the expressions of good morning and good afternoon. These expressions were usually used in formal conversation. After that, the customer service immediately asked a question by offering help. These opening sections were found to be in contrast with the study of Nanthakanok (2013) which found four elements in the opening such as calling out the name, getting attention, greeting and asking question. He found calling out the name and getting attention in the conversation in which the participants know each other.

In addition, the second section was body. The body occurred immediately after the opening section was done. For the body section, it was found that the participants continued the conversation by stating the purpose of visiting and describing and explaining the process and procedure. The customers firstly took turn to continue the conversation by stating the purpose of visiting. Then, the next turn was the task of customer service to give a service by explaining and describing the process and procedure to their customers. This body section was found to be similar with the study of Nanthakanok (2013). He also found similar elements in the body of conversation between local government and ethnic local in Thai.

The last section was closing. The result of the study showed that the participants closed the conversation by making an appointment for the next meeting and saying thanking. Making an appointment for the next meeting was found in the conversation of making an account book. The customer did not bring the requirements. Beside that, the participants also said thanking at the closing of the conversation. In the conversations, the customer said thanking to thank with the services. However, the customer service said thanking to show their appreciation to the customers. This closing section was different with the pervious study which found concluding and goodbye at the closing section.

C. CONCLUSION AND SUGGESTION

The Related to the finding, it can be concluded that the conversation between customer service and customer at Bank Kesejahteraan Padang were structured and organized. Most of conversations have similar elements of conversational structure. However, the finding showed that there were some

elements of conversational structure were not found in each section of conversational structure between customer service and customer at Bank Kesejahteraan Padang. The result of this research showed that there were just two elements in the opening of the conversations: greeting and asking question. On the other hand, there should be four elements in the opening such as greeting, asking question, calling out the name and getting attention. Calling out the name and getting attention were not included because these elements were usually found in the conversation in which the participants know each other. The customer service just used greeting and asking question to open the conversation.

However, all elements were found in the body section of the conversation such as stating the purpose of visiting and describing and explaining the process and procedure. At the closing section of the conversation, there were two elements such as making an appointment for the next meeting and saying thanking. In contrast, there were four elements at the closing section. The participants just used making an appointment for the next meeting and saying thanking.

Moreover, the customer service used formal expressions to open and close the conversation. In the opening, the customer used the expressions of good morning and good afternoon to greet the customer. In addition, the customer service also asked question by using modal expression such as “*can I help you?*”. At the closing, the participants said “*thank you*” to show the thanking.

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