CHAPTER V

CONCLUSION AND SUGGESTION

This chapter outlines the conclusion of the findings and the suggestion for the future researcher.

5.1 Conclusion

The writer conducts a research about a content analysis. The present study is about complaints in radio in the dialogues between the announcers and the callers yields the following results. The aims of this research are examining types of classifying the complaints and the responses in handling complaints. There are two research result, (1) complaint that are expressed, and (2) handling complaints by the announcer.

The first research results shows that complaint classify into seven parts (1) broken road, (2) traffic jam, (3) breaking the rule of traffic, (4) cutting the line of train, (5) light off, (6) traffic light off, and (7) airport queue. Broken road has a highest percentage in classifying of complaints with 64%. Indicate that finding eight problems of broken road classification.

The results of the second research question are about the responses of the announcer. There two kinds of responses that is used by the announcer. There are active response and passive response. Based on the findings of the second research question, the highest frequencies of the kinds of handling complaints that is used by the announcer is passive response. The writer finds six data of passive response which shows as the highest percentage of all data. There are broken road of deeper hole, breaking the rule of

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train about cutting the traffic light and against the traffic flow, traffic light of, cutting the line of traffic and light off. While the active response is the lowest percentage of handling complaints by the announcer. That founds four data of active response. There are broken road in the middle of railway, traffic jam, breaking the rule of traffic about doesn't wear a helm and airport queue.

5.2 Suggestion

The present study focuses on the complaint conversation in radio. Knowing that this research has in complaint section, the next researcher should do a research in other case of problem it may in suggestive content analysis in magazine, newspapers or news interview. Because as far as the writer knows that rare of researcher do a research in this case of problem.

The writer also suggest that in one day the next researcher do the same research with this research, the researcher must know exactly about the data and how to observe it. Never mind how hard to get permission to collects the data, the future research must do the best to their research. And do not forget if do the field research. The future researcher must observe before to make sure that the data is exist.

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