ABSTRACT

Agustin, A.N.W.I. 2017. *Dialogues between the Announcers and the Callers Complaints in Radio.* English Department, Faculty of Arts and Humanities, State Islamic University of Sunan Ampel, Surabaya.

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Keywords   : dialogues, radio, complaint, handling complaint, content analysis.

This study is about dialogues between the announcers and the callers complaints in radio. In this research, the writer uses theory of Krippendorff (1980) about content analysis. The aim of this study is to find out the complaints that are expressed by the callers and way the announcers handled the complaints. The writer focuses on the complaints sections.

Based on the data analysis, the classification of complaint is broken road, traffic jam, breaking the rule of traffic, cutting the line of train, light off, traffic light off and airport queue. From the classification above, the highest percentage of complaints is broken road as many as 64%. Mostly, the callers complain about broken road. And the last finding is about the handling of complaints by the announcers. There are two kinds of response found in the data: active response and passive response in handling the complaints. Active response is indicated with long feedback or answering the question from the callers. And passive response is indicated with *"hmm, yeah, yes, hu.uh, OK"*.

INTISARI

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Kata Kunci   : percakapan, radio, keluhan, menangani keluhan, analisis isi.

Penelitian ini tentang percakapan keluhan antara penyiar radio dan penelpon di radio. Dalam penelitian ini, penulis menggunakan teori dari Krippendorff (1980) tentang analisis isi. Tunjuan dari penelitian ialah untuk menemukan keluhan yang sering dikeluhkan oleh penelpon dan tanggapan penyiar radio dalam menanggapi keluhan. Penulis fokus pada bagian keluhan.

Berdasarkan pada data analisis, pengklasifikasian keluhan ialah jalan rusak, macet, melanggar aturan lalu lintas, menyerobot palang kereta api, lampu mati, lampu lalu lintas mati dan antrian di bandara. Dari pengklasifikasian diatas, presentase tertinggi dari keluhan ialah jalan rusak dengan jumlah 64% presentase. Kebanyakan penelpon mengeluh tentang jalan rusak. Dan penemuan selanjutnya ialah tentang tanggapan penyiar radio terhadap keluhan. Dimana terdapat dua macam tanggapan dalam data: tanggapan aktif dan tanggapan pasif dalam menanggapi keluhan. Tanggapan aktif ditandai dengan adanya feedback panjang atau menjawab pertanyaan dari penelpon. Tanggapan pasif ditandai dengan jawaban *"hmm, yeah, yes, hu.uh, OK"*.