

CHAPTER I

INTRODUCTION

In this chapter, the researcher explains the background of the study which contains the previous studies, the reason why the researcher chooses this title and the statement of the problem. And research problems, research objectives, significant of the study, scope and limitations and the key of terms.

1.1 Background of the Study

Content analysis is one approach of discourse analysis. Discourse analysis focuses on the relation between text and context whereas, content analysis focuses on the text abstracted from its contexts, Hardy, Harley, Phillips (2004). Content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication, Barelson (1952). Content analysis literally description of communications content, Krippendorff (1989). Content analysis refers to a general set of techniques for analyzing collections of communications, Saraisky (2015). Most content analysis is textual document analysis; newspaper, magazines, letters, books, so on. And other sources such as films, radio broadcasts, television programming and so on.

Radio broadcast is media broadcast in which topical issues are discussed by the presenter and by listener by phone. This research is conducted to investigate content analysis of complaints in radio. The writer focuses on the complaints sections and handling complaints in dialogues between the announcers and the caller complaints in radio. Conversation in radio is the place to share their opinion, information, suggestion and may share about their complaint. For example: the callers give the information about traffic jam, the caller complaint about broken way.

Complaint is an expression of dissatisfaction addressed by an individual A to an individual B, concerning behavior on the part of B that A feels is unsatisfactory (LaForest, 2002). Complaint research has been done by many researchers in various genres: research article (Veronique Traverso 2008; Bikmen and Marti 2013; Tabatabaei 2015; Iryna Kozlova 2014; Yuan-Shen Chen et al. 2011; Tanju Deveci 2015), academic research (Maria Elias 2013; De Zhang 2001). Most of the studies about complaint research are done holistically, where kinds of complaint research are examined in general way.

Complaint research has been done by Veronique Traverso (2008). Traverso examined complaint that happen in conversation between close friends during visits with using recording data when visits among friends which are analyzed in an interactional perspective.

Complaint research has been done by Ahmet Bikmen and Leyla Marti (2013). Their research investigates the complaining behavior of Turkish learners of English with comparing them into native speakers of Turkish and native speakers of English. The result of their research indicated that highest percentage of Turkish learners of English (TLE) is the strategies of *annoyance, hints* and *request* with 69,3%.

The other complaint research has been done by Soudabeh Tabatabaei (2015). He analyzed complaint strategies by English and Persian native speakers. From his analysis, there are significant differences between English and Persian native speakers in complaints situations. English native speakers used significantly more apology, candidate's solutions: request and complaint strategies than Persian native speakers did in complaint situations. While, Persian native speakers EFL learners used significantly more criticism that English native speakers did in their responses. The significant differences between two speech communities, that cross-cultural differences between English and Persians in terms using complaint strategies is when people from this country interact together and they might encounter a great chance of miscommunication.

Iryna Kozlova (2014) investigates the structures and cultural style of indirect complaints in Russian and American English and politeness strategies used by native speakers of these languages when complaining. Kozlova

compared the structure and style of direct complaint between Russians and American English. The differences between Russian and American complaints are the lack of problem solution component in some Russian complaints. While, politeness strategies used by native speakers of American prefer in negative politeness strategies, whereas Russian more prefer in positive politeness.

In 2011, Yuan-Shen Chen et al., discusses about complaints in the point of view strategies cross cultural in perspective of American-Chinese complaint. The complaints was collected from the forty university students. 20 Americans in USA and 20 Chinese in Taiwan. The results from this study showed that Chinese more polite with general public. Whereas, American politeness is not subject to external pressure from the general public.

In another study, Tanju Deveci (2015) conducted research to investigate the complaint speech acts produced by University students speaking English as a foreign language. The results of this research shows that only 66% participant produced a complaint and not all the components of the complaint speech acts set were employed by the students. And gender in this research played a role in students using of the complaint speech acts. The female students better at using the complaint speech acts than male students. They produced the components of complaint, justification and request more often than their male counterparts.

The study of complaint research has been done in the academic field. There have been several researchers from Arizona State University such as Maria Elias (2013). Elias has conducted a research of complaint strategies by second-generation Mexican and American Bilinguals. The results shows that strategies in making a complaint in Spanish and English is rarely same. Spanish often use reason/explanation/justification strategies to complaint whereas, English often use suggesting/requesting/commanding strategies to complaint. And for gender that play the role of complaint strategies in this research shows that no difference between males and females in making a complaint strategies in both of Spanish and English.

From Iowa State University such as De Zhang (2001) she conducted a research of speech acts of complaining a cross-cultural comparative study of Chinese and American English speakers. The results shows that American and Chinese students has differently. Chinese students complained more indirectly than American students.

From the previous studies above, the writer can conclude all the previous studies that focus on complaints, but they had different data sources and methods. Most of these previous study is study about comparing complaint from one place with another place. The present study is analysis complaints in radio. This study only focuses on the complaint section,

especially, in the classification of complaints and handling of complaints in dialogues between the announcers and the callers complaints in radio.

1.2 Problems of the Study

Based on the background of the study, the researcher tries to observe:

1. What are the complaints expressed by the callers in the dialogues between the announcers and the callers complaints in radio?
2. How is way the announcers handle the complaints from the callers in the dialogues between the announcers and the callers complaints in radio?

1.3 Objectives of the Study

To answer the question above, the objectives of the study are started below:

1. To know the complaint that are expressed by the callers in the dialogues between the announcers and the callers complaints in radio.
2. To find the way of the announcers handle complaints from the callers in the dialogues between the announcers and the callers complaints in radio.

1.4 Significance of the Study

The results of this study present the complaints that are expressed by the callers and handling complaints by the announcers that occur in the dialogues between the announcers and the callers complaints in radio.

