CHAPTER II

REVIEW OF LITERATURE

This chapter deals with the theoretical review which consist of conversation analysis, application of content analysis, component of content analysis, complaint and radio.

2.1 Content Analysis

The communication process is an intrinsic of all social interaction from the interpersonal to the international level. It is thus axiomatic that the study of the processes and content of communication is basic to all social sciences. Content analysis is multipurpose research method developed specifically for investigating a broad spectrum of problems in which the content of communication serves as the basic of inferences (Holsti, 1969). Content analysis is indigenous to communication research and it is potentially one of the most important research techniques in the social sciences (Krippendorff, 1989). A prominent form of content analysis is media analysis because media are generally acknowledged to play a key role in interpreting ideas about public policy (Saraisky, 2015).

Studies of media content it is the most wide spread use of content analysis is to infer the importance writers, producers, media or even whole culture. The attention paid to particular phenomena, ideas, or attitudes is the

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target of many social research efforts. An early content analysis showed how the image of popular heroes in *"magazine"* fiction had changed over a forty-year period from merchant entrepreneurs to entertainers. A worldwide content analysis of the *"political symbol"* in the prestige papers of several countries attempted to discern structural changes in governments and to predict revolutions. Content analyses of news sources and references to foreigner countries in various national media have demonstrated considerable imbalances in international news flow and attention.

2.1.1 Components of Content Analysis

Content analysis has six types of components according to (Kripendorff, 2004):

a. ***Unitizing***, is the systematic distinguishing of segments of text (images, voices, and other observables) that are of interest to an analysis. Content analysis must justify their methods of unitizing, and to do so, must show that the information they need for their analyses is represented in the collection of units, not in relationship between the units, which unitizing discards.

b. ***Sampling***, is the process of drawing representative samples is not indigenous to content analysis.

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c. ***Recording/coding***, is the steps of record and describing the recording units or classifying them in terms of the categories of the analytical construct chosen. Content analysis need to transform unedited texts, original images, and unstructured sounds into analysable representations.

d. ***Reducing*** data to manageable representation, is relaying on established statistical techniques or other methods for summarizing or simplifying data.

e. Abductive ***inferring*** contextual phenomena, is relying on analytical constructs or models of the chosen context as warrants.

f. ***Narrating*** the answer to the research question, is relying on narrative traditions or discursive conventions established within the discipline of the content analyst. Narrating the results of a content analysis is a process informed by traditions that analyst believe they share with their audiences or the beneficiaries of their research.

2.2 Complaint

Complaint is a feedback mechanism that can help organizations rapidly and inexpensively shift products, service style or market focus to meet the needs of their customers –who, after all, pay the bills. In this way, complaints are gifts customers give to businesses (Janelle and Barlow, 2008). While (LaForest, 2002) explains that complaint is an expressions of

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dissatisfaction addressed by an individual A to an individual, concerning behaviour on the part of B that A feels is unsatisfactory. Whereas (Brown & Lenvison, 1987 cited in Van, 2008) has also been classified as a particular speech act –in reaction to a social unacceptable act- to imply severity or directness of complaints. Complaints is by its very nature designed to cause offence and it is. The highly threatening to the social relationship between speaker and hearer (Van, 2008).

There are two types speech act of complaints; direct complaints and indirect complaints. A direct complaints are face-threatening acts through which speakers make complaints about someone or something (Ghaznavi, 2017). A direct complaint explicitly expresses dissatisfaction to the interlocutor while an indirect complaint is expressed implicitly (Maria Elias, 2013). While, an indirect complaint is also expresses displeasure and annoyance (Boxer, 1993a cited in Kozlova, 2004). An indirect complaint may also be referred to as 'griping' and 'grumbling'.

Handling complaint of customer complaints is one of the major determines of customer satisfaction as well as their decision to stay with an organization (Metwally, 2013). Complaint handling is an important role in an organisation and should be recognised as such as by management (Ombudsman, 2017). Ombudsman Western Australia is one of organization of Western Australia's government to solving the complaints of society.

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2.3 Radio

Radio is a device communication to communicate with other people and sharing information with electromagnetic waves. Radio talk is a type of radio or media broadcast in which topical issues are discussed by the presenter and by listening by phone. In radio talk there is talk shows. Radio talk is probably the oldest format on radio. Radio talk have to go through a process of being changed into radio's spoken word style. With radio talk it can listen only in public service broadcasting stations. The anchor it can also chatting with an unfamiliar person, through the phone. The listeners expect to interesting and informative talks. Radio talk shows is one of the program in radio talk. There is needed a competence radio host with the necessary skills to handle the interactive nature of such programs.

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