

# POLITENESS STRATEGIES OF MALE AND FEMALE DIFFERENCES IN CUSTOMER SERVICES *MANDIRI BANK*

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## **Abstract**

*This study deals with how politeness strategy is realized in interaction of male and female customer services of the Mandiri Bank. The objective of the study was to find out kinds of politeness strategies expressed by male and female customer services of Mandiri Bank who have some different strategies in expressing politeness. The approach used in this study are based on politeness theory of Brown & Levinson namely bald on record, positive politeness, negative politeness and off record strategy. This was conducted by using descriptive qualitative design. The data of this study were the utterances of male and female customer services of Mandiri Bank that taken by recorded observation and interview directly to male and female customer services of Mandiri Bank in Medan namely USU Mandiri Bank at Dr.Mansyur No.68 street Medan, Iskandar Muda Mandiri Bank at Iskandar Muda street and Balaikota Mandiri Bank at Balaikota No.8-10 street. The findings indicate that all kinds of politeness strategies used by male and female customer services and that female and male have some different strategies in expressing politeness. Two out of three males tend to use bald on record strategy, the other male customer service and all female customer services have the same tendency in using politeness strategy namely use positive politeness strategies. The realization of these politeness strategies by the speakers were aimed at minimizing face threatening acts and simultaneously endeavoring a harmony in social interaction.*

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*Keywords: politeness strategies, male and female differences, male and female customer services*

## **I. INTRODUCTION**

Basically, a bank is a financial institution that serves needs of the community, both to save money, borrow money and payment traffic services both domestically and overseas. According to Law No. 10 of 1998 on banking, stipulates that " the bank is a business entity which collects funds from the public in the form of deposits and distribute in the form of loans or other forms in order to improve the lives of the people " ( Law No. 10/1998 on Amendment Act RI 7 / 1992 on Banking , article 1, verse 1 ). Further, Kasmir (2002 : 2) in his book explains the basics of banking that the bank is a financial institution whose operations is collecting funds from the public and distributes the funds back to the community as well as providing other services.

Bank is a financial company where the quality of service becomes an absolute term in getting customers interest. Therefore, human resources become the vital requirement in service offerings. Human resources involved in the process of service delivery very important role in determining the services produced and in determining customers' perception of the services concerned. The company is required to further optimize services quality of all staff especially customer services because customer services are bank staff who has longer time in facing customers. The challenge for the management of services such as bank today is how integrating all elements that exist in the customer service in order to in accordance with the strategy and operations of the company which has been established.

To maintain and improve the trust of customers, bank needs to maintain a positive image in the eyes of society. This image is built through service quality, product quality, safety and quality. Without a positive image of the beliefs that are being and will be built is not will be effective. Therefore, the bank offers security, convenience, attractive interest rate that is almost possessed by all banks exist today. For banks excellence and quality service owned pull factor prospective customers to want to become a customer.

Customer service at a bank provides services to customers in particular and society in general with regard to the activities business and daily operations of the bank. In the midst of competitive conditions the growing service sector, banking companies should continue to improve customer service. To achieve excellent performance should be able to hold personal communication with good quality considering that the unit Customer Service is the leading unit that directly deals with customers. Customer services must be in good communication.

Communication is the transfer of information and understanding from one person to another. It involves three elements; a speaker, a listener, and signaling system or the language itself (Clark & Clark, 1987:23). It is a way of reaching others by transmitting ideas, facts, thought, feeling and values. Being able to communicate effectively in English does not only mean to be proficient in the various language skills involved in the communication progress, but it is also means to be able to use it effectively. The goal of communication often affects our behavior. One's behavior during communication also affects others behavior and human relations. Communication is the structure on which human relations are built. People who communicate politely following the guidelines for human relations tend to have good human relations, while those who do

not, have poor relations. In doing communication with the customers, customer services must have good skill by using language.

Language acquired by everyone in a way that is almost same; language and language learning has universal characteristics (Brown,1980:5 in Tarigan 1986:3). Language is an essential tool of communication in human life in doing an interaction with others. It means that language as a communication is central to all human existence and social process. Language absolutely needed for communication to convey one's intention to each other in their social interactions. In conveying the intention, customer services use strategies in their communication as it is part of language user's communicative competence. The use of good language and also words choice will make customers comfort.

Competition among banks tighter this time not only in the field of pricing and types products / services offered, but also on the issue of service given to customers because basically all customers eager to get the best service from the bank through the ease of dealing with banks, fast service and friendliness and good communication of bank officer.

In dealing with friendliness good communication, politeness becomes an inseparable term. The more polite a customer service, the more customer comfort. Politeness is how people speak and with whom.

Politeness strategies are very important to investigate as it is used by people in their social interactions and in specific contexts, knowing what to say, how to say, when to say, and how to be with other people. Politeness strategies are ways to convey the utterance as polite as possible. To achieve that, there are some strategies that can be applied in specific contexts used by an individual in certain society. It also relates to the speakers/ hearers age, status, and power.

Politeness has close relations with bank institution. One of banking institutions in Indonesia is The Mandiri Bank where Mandiri bank is the biggest government bank in Indonesia that has got appreciation The Banking Service Excellent consistently since 2007 until now from Marketing Research Indonesia (MRI) and Bank Services Excellent Monitoring. Certainly in getting this predicate, the staffs of Mandiri Bank do their best in service. One aspect that influences service is politeness.

This is one example of conversation between customer services and customers:

CS : *Antrian satu, silahkan..*  
(*first queue please..*)

C : *ya*  
 ( *Yes*)

CS : *Ibu Silahkan.. Dengan saya Anggi, Customer service. Maaf dengan ibu?*  
 (*Yes mam, coming please. I am Anggi, Customer service, sorry with mam?*)

C : *Margareth*

CS : *Silahkan duduk Ibu Margareth. Ada yang bisa saya bantu Ibu Margareth?*  
 (*Sit down please Mam Margareth. What can I do for you Mam Margareth?*)

The use of words and politeness strategy in a banking communication depends on the customer services. From the conversation above, the customer service use politeness strategies in helping customer. The customer service also explains all customer needs patiently and politely that makes customer comfort. That's why the customer service should be informed the importance of politeness in communicating to the customers in avoiding unsatisfying service.

As the time passes and the world is developing people tend to communicate with others of different languages, cultural background and gender. Gender and language are very interesting to be discussed because male and female acclaimed as having differences in cultures, power, and status. Basow and and Rubenfeld (2003:34) state that male and female exist in different cultural words which mean that male and female belong to different culture of communication.

Gender differences in expressing politeness has great role in making interaction runs successfully. Most of female can deceive other an expression for respect person when they want to describe in terms of respect and deference for example, when a female is critic of her work. It will raise her emotional by modeling correct behavior in the community. It means criticism is addressed to a woman. Woman will give some reasons which sometimes the reasons are uttered impolitely such as, "it is not your business." The utterance is sounded by the female to protect her face. Therefore, it can raise a conflict over the meanings of politeness itself. In short, politeness must involve a sense of what is said in interaction to make the communication run well between male and female.

Furthermore, there is a general agreement that women are more likely to use politeness patterns than men in their speech. Lakoff, one of the most significant pioneers in this issue, distinguishes women's speech from men's speech in these striking features including the use of words related to their interests, empty adjectives, question intonation, hedges, hypercorrect grammar and super polite forms (1975, p. 53-55). Based on Lakoff's common senses beliefs and stereotypes about differences in the way of being polite between men and women in daily conversations, Montgomery concludes that "women's speech is more polite than men's" (1995, p. 151). This claim is supported by a great number of well-known empirical works.

Customer services are not only female but also male. Politeness becomes one of important issues in banking field. That is why this study takes Mandiri Bank as the place of politeness research.

In a banking environment, the frontliner interacts the most with customers which means that have to ensure not only that information is transmitted, but also that this due in a way that complies with courtesy expectation of different culture This study focuses in one element of Mandiri Bank namely Customer service because a customer service is the one that has longer time in doing interaction with the customers. To make clear, here are the simple examples based on researcher experience as customer that show male and female differences of customer services Mandiri Bank in serving the customers:

(1) CS1 (M) : *boleh saya lihat KTP nya Pak?*  
(*may I see your identity card Sir?*)  
C : *ohh...boleh*  
(*yes, you may*)

(2) CS2 (F) : *Bapak mohon maaf, jika Bapak tidak keberatan, boleh saya lihat KTP Bapak?*  
(*Sorry Sir, If you not mind, may I see your identity card?*)  
C : *ohh...boleh*  
(*yes, you may*)

The examples above are the conversation of two different customer services with customers. Actually, both of customer services are polite but use different politeness strategies. The examples show how two customer services with different gender in the same company have different way to express politeness. Therefore, the researcher realizes

that politeness strategies are really different between male and female customer services which inspire the researcher to conduct a research on politeness strategies. In line with the examples above, the researcher will observe politeness strategies of male and female differences in customer services of Mandiri Bank and find out the reason why male and female customer services has different politeness strategies.

## II. REVIEW OF LITERATURE

Most of people are fairly sure someone knows what someone else mean when people describe someone's behavior as 'polite'. To define the criteria with which someone applies that description, however, is not quite as easy as someone might think. In an effort to find some kind of consensus someone may of course take refuge in very general statements, but people usual way out of the dilemma is to resort to giving examples of behavior which someone, personally, would consider 'polite'. Someone might make statements like 'He always shows a lot of respect towards his superiors', or 'She's always very helpful and obliging', or 'She speaks really well', or 'He always opens doors for the ladies or helps them on with their coats', etc. Some people feel that polite behavior is equivalent to socially 'correct' or appropriate behavior; others consider it to be the hallmark of the cultivated man or woman. Some might characterize a polite person as always being considerate towards other people; others might suggest that a polite person is self-effacing.

Moving from evaluations of polite behavior in general to the more specific case of polite language usage, i.e. 'polite' language, someone encounter the same types of problem. To characterize polite language usage, someone might resort to expressions like 'the language a person uses to avoid being too direct', or 'language which displays respect towards or consideration for others' (Ehlich, K,1992). Once again, people might give examples such as 'language which contains respectful forms of address like *sir* or *madam*', language that displays certain "polite" formulaic utterances like *please*, *thank you*, *excuse me* or *sorry*', or even 'elegantly expressed language'.

Firstly, politeness theory is formulated by Brown and Levinson in 1978. They state that politeness theory is the theory that accounts for the redressing of the affronts to face posed by face threatening acts to addressees. It is possible to treat politeness as a fixed concept, as in the idea of polite social behavior, or etiquette, within a culture. It is also possible to specify a number of different general principles for being polite in social interaction within a particular culture'. It is also possible to specify a number of different general principles for being polite in social interaction within a particular culture. Some

of these might include being tactful, generous, modest, and sympathetic toward others. Let us assume that participants in an interaction are generally aware that such norms and principles exist in the society at large. Within an interaction, however, there is a more narrowly specified type of politeness at work. In order to describe it, we need the concept of face. Mills (2003:6) state that politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another. Otherwise, politeness is "a battery" of social skills whose goal is to ensure everyone feels affirmed in a social interaction, or being polite therefore consists of attempting to save face for another.

The goal of politeness is to make all the parties relaxed and comfortable with one another. Wardhaugh (1986) stated that politeness itself is socially prescribed. Although it is important to be polite to a certain person or occasion, it does not mean it becomes impolite to another occasion. Thus, if someone says something politely, at the same time comfortable situation occurred.

As Brown and Levinson (1987), conveying the utterances as polite as possible is the goal of politeness strategy. The main point of the theory is a term called "face". All the participants are supposed to maintain two types of face during the interaction: 'positive and negative face'. Brown & Levinson state that every individual has two types of face, positive and negative. They define positive face as the individual's desire that her/his wants be appreciated in social interaction, and negative face as the individual's desire for freedom of action and freedom from imposition. The theory assumes that most speech acts, for example requests, offers and compliments, inherently threaten either the hearer's or the speaker's face-wants, and that politeness is involved in redressing those face threatening acts (FTA).

Brown and Levinson's Politeness Model is founded on the notions of "face" offered by Goffman and 'conversational logic' proposed by Grice. The face-saving view of politeness places emphasis on the wants of the participants involved in a given interaction rather than on the interaction itself or the norms operating in society. Face is "something that is emotionally invested, and can be lost, maintained, or enhanced, and must be constantly attended to in interaction" (Brown & Levinson, 1987, p. 66). That is to say, all interactants have an interest in maintaining two types of 'face' during interaction: 'positive face' and 'negative face'. Brown and Levinson define 'positive face' as the positive and consistent image people have of themselves, and their desire for approval.

On the other hand, ‘negative face’ is “the basic claim to territories, personal preserves, and rights to non-distraction” (p. 61).

Utilizing this notion of ‘face’, ‘politeness’ is regarded as having a dual nature: ‘positive politeness’ and ‘negative politeness’.

‘Positive politeness’ is expressed by satisfying ‘positive face’ in two ways:

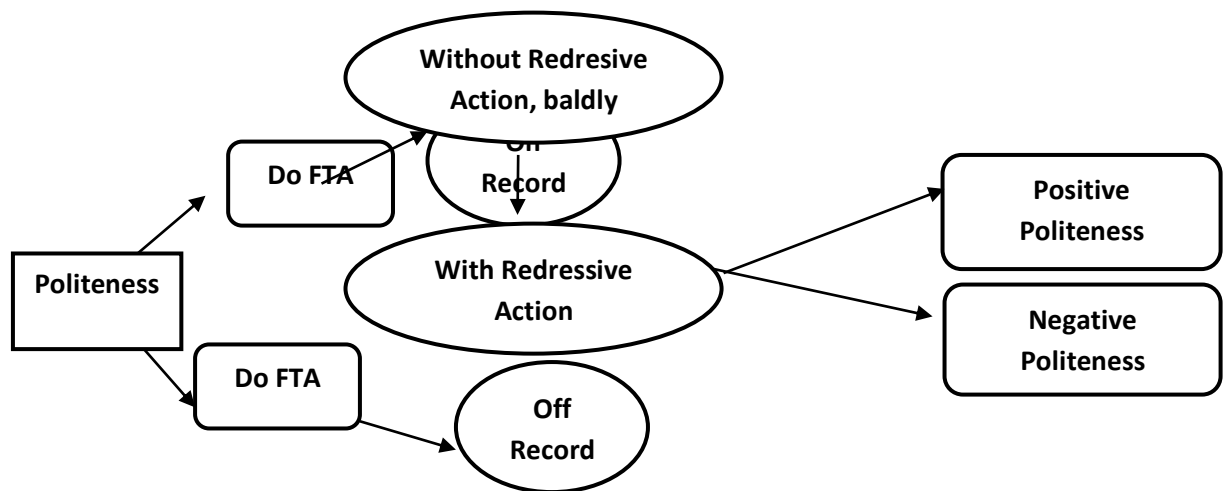
- 1) by indicating similarities amongst interactants; or
- 2) by expressing an appreciation of the interlocutor’s self-image.

‘Negative politeness’ can also be expressed in two ways:

- 1) by saving the interlocutor’s ‘face’ (either ‘negative’ or ‘positive’) by mitigating face threatening acts (here after FTAs), such as advice-giving and disapproval; or
- 2) by satisfying ‘negative face’ by indicating respect for the addressee’s right not to be imposed on.

In short, ‘politeness’ is expressed not only to minimize FTAs, but also to satisfy the interactants’ face regardless of whether an FTA occurs or not.

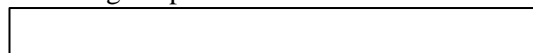
Even though FTAs cannot be sometimes avoided, there are certain strategies to minimize the treat, thus Brown and Levinson (1987) suggest possible strategies for doing face threatening acts. As follows:



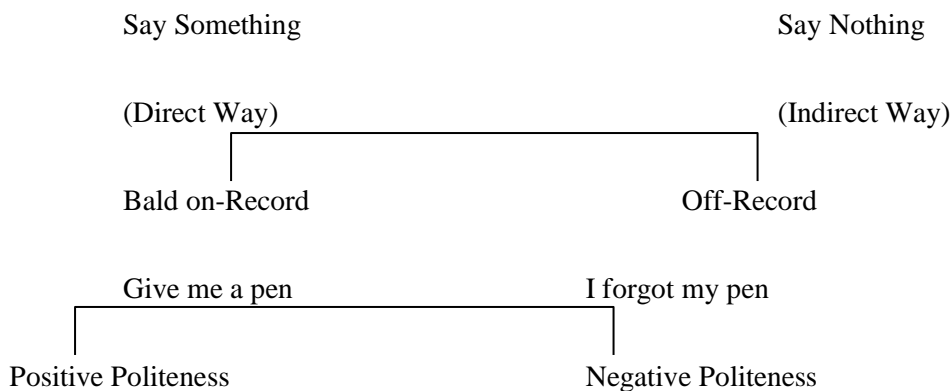
**Figure 1. Possible Strategies for Doing FTAs (Brown & Levinson, 1987: 69)**

This figure is easier to understand as it enclosed with an example

How to get a pen from someone else







(How about letting me use your pen?)    (Could you lend me your pen?)

**Figure 2. Politeness strategy adapted from Brown and Levinson in Yule (1996:66)**

In figure 2, it can be found “say something and “say nothing”. In say something, if a person wants to borrow the pen from someone else, the person can directly say something to get his wants. Meanwhile, in say nothing, happens when a person does not say anything, yet he does something to get the other person’s attention and understands what he wants. The figure above shows how to get a pen from someone else. When the speaker uses say nothing strategy, then he will not say a word but try to look for it in his bag.

Further, an actor goes on record in doing an act, if it is clear to participants what communicative intention led the actor to do that act. For instance, *if you say “I promise to come earlier tomorrow”* and if participants would concur that, in saying that, you unambiguously express the intention of committing yourself to that future act, it means you goes ‘on record’ as promising to do so. In contrast, an actor goes off record in doing an act, if there is more than one unambiguously attributable intention so that the actor cannot be held to have committed himself to a particular intent. For instance, if you say to your friend *“Oh my God, I forgot to do my homework, our teacher will be angry with me”*, you may be intending to cheat his work, but you cannot be held to have committed yourself to that intent.

According to Brown and Levinson (1987:60), redressive action is the action that ‘give face’ to the addressee. It attempts to counteract the potential face damage of the FTA by doing it in such a way, or with such modifications or additions, which indicate clearly that no such face treat is intended or desired, and that speaker recognizes listener’s

face wants and he also wants them to be achieved. Such redressive action takes one of two forms, depending on which aspect of face (positive and negative) is being stressed.

### **Gender and Politeness**

Gender is also a major factor that led to the diversity of languages. Malmkjær (2002: 302) explains that the gender-related study of language is often focused on the distinction between speech that used women and men. The survey conducted by Coates (in Malmkjær, 2002: 302) on the various studies on the effect of gender on the variation of language speakers showed utterances which exclusively preferably women and other utterances which exclusively preferably male. For example, the interaction between gender, women generally ask more questions, use the more polite speech, and less interrupting than men. Moreover, contrary to the myth that women talk more than men, the findings of some studies show that men hear less and talk more than women (Catalan, 2003: 55).

- (1) Brown and Levinson in Rahardi (2002) state gender is one factor that due to the level of someone politeness. They also have the same opinion about the level politeness of male and female. Brown and Levinson said that female usually has a higher level of politeness than male. Thus it is due to the fact that women tend to be more with regard to something that is aesthetically pleasing in everyday life. In contrast, men tend to be away from it because male usually with regard to work and the use of logic in his daily activities.
- (2) Gender and Politeness challenges the notion that women are necessarily always more polite than men as much of the language and gender literature claims. Sara Mills discusses the complex relations between gender and politeness and argues that although there are circumstances when women speakers, drawing on stereotypes of femininity to guide their behaviour, will appear to be acting in a more polite way than men, there are many circumstances where women will act just as impolitely as men. Politeness and impoliteness are in essence judgments about another's interventions in an interaction and about that person as whole, and are not simple classifications of particular types of speech. Drawing on the notion of community of practice, Mills examines the way that speakers negotiate with what they perceive to be gendered stereotypes circulating within their particular group.

### **III. RESEARCH METHOD**

The approach used in this research was descriptive qualitative approach in order to describe politeness strategies of male and female differences in customer services Mandiri Bank. Descriptive research method is a type of educational research in which the researcher relies on the views of participants; ask broad, general questions, collecting data consisting largely of words or text from participants, describe and analyzes these words for themes; and conducts the inquiry in subjective, biased manner (Creswell, 2007:46). The data on these result form of explanation or description of the data of the actual research without using statistical techniques or numbers, then analyzed with qualitative techniques.

Descriptive method is used considering the purpose of this study is to explain the linguistic the politeness strategies of gender differences by male and female customer services of Mandiri Bank in facing the customers in interacting with customers. This is in line with the opinions Moleong (2007 : 6 ) who explains that " Qualitative research is research that is used to understand the phenomenon of what is experienced by research subjects holistically in a descriptive way in the form of words and language in a context , in particular the natural by utilizing various natural methods ". Qualitative design attempts to describe what is going on and what data shows. Therefore, in order to understand the phenomena, the writer elaborated the study, make a list and present it descriptively.

The written results contained quotations from data to illustrate and substantiate the presentation. The data included (1) observation and (2) interview.

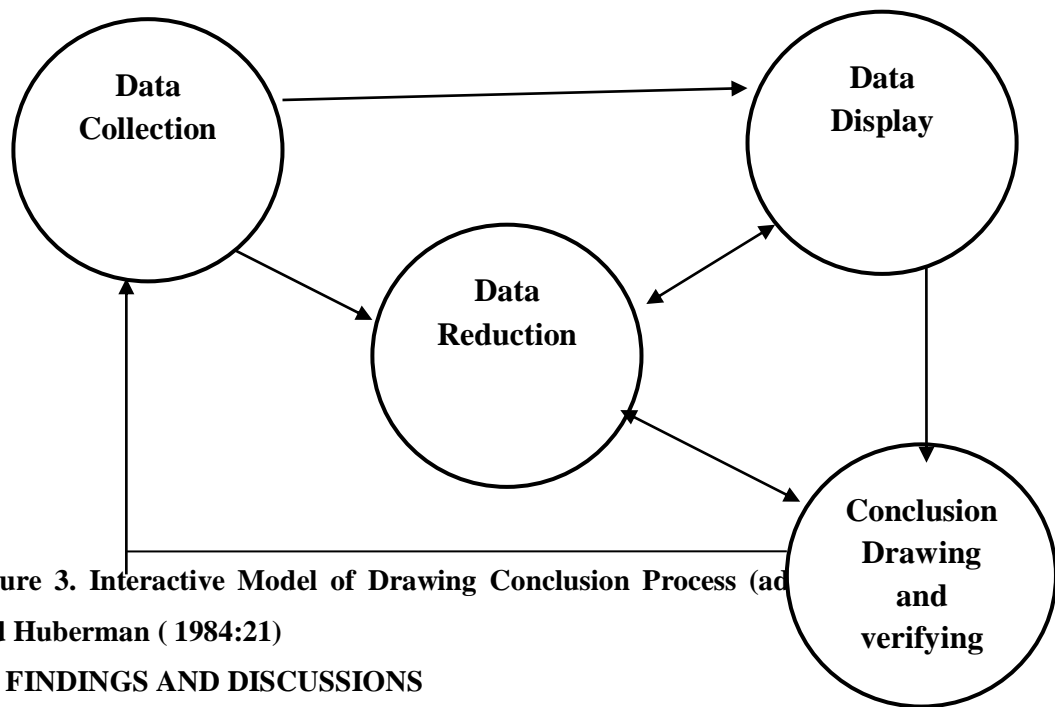
Researchers choose this type of research because examines the spoken language of politeness strategies by male and female customer services of Mandiri Bank where the researcher observed the subject naturally when they communicated to customers.

The subjects of this study were individuals working as customer services. Person becoming the source of data can give such as oral responses and through interview or in this research called informant. Research informants were customer services whose duty is to serve customers satisfactorily in Mandiri Bank Medan. In this study, there were six informants, three males and three females where the six informants placed in different branches of Mandiri Bank.

The data of this study were the utterances in male and female customer services of Mandiri Bank. In qualitative research, the instrument of the research was researcher

herself because she collecting, analyzing the data, and interpreting her findings (Bogdan & Biklen, 1992:29).

Miles & Huberman way will be used as the procedure of analyzing the data. Based on Miles and Huberman (1984:21), in collecting the data, there were three current flows of activity will be applied namely data reduction, data display and conclusion drawing/ verification.



**Figure 3. Interactive Model of Drawing Conclusion Process (adapted from Miles and Huberman (1984:21))**

**IV. FINDINGS AND DISCUSSIONS**

Having checked the types of politeness strategies used by customer services, then the research findings were found to answer the research questions, such as: the types of politeness strategies used and the different ways of performing politeness strategies used.

In order to make the analysis clear, the following data analysis presented to answer the research problems presented in the background of the study. The second analysis was about elaboration of politeness strategies which were differently used by male and female customer services Mandiri Bank.

**Types of Politeness Strategies Used by Male and Female Customer Services**

No.	Types of Politeness Strategies	Male CS	Female CS
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1.	Positive Politeness Strategy	60	87
2.	Bald on Record Strategy	36	5
3.	Negative Politeness Strategy	39	64
4.	Off Record Strategy	1	3
<b>Total</b>		<b>136</b>	<b>159</b>

### **The Differences of Politeness Strategies Used by Male and Female Customer Services Mandiri Bank**

There are two ways interaction in the classroom that use politeness strategies namely (1) politeness strategies used by male customer services to customers and (2) politeness strategies used by female customer services to customers.

#### **The Percentage of Politeness Strategy used by Male Customer Services**

No.	Types of Politeness	MCS 1	%	MCS2	%	MCS3	%
1.	Bald-On record	5	6.95	15	39.4	14	48.5
2.	Positive Politeness	43	59.8	9	23.6	6	20.7
3.	Negative Politeness	24	33.25	11	37	8	27.55
4.	Off-Record	0	0	0	0	1	3.25
<b>Total</b>		<b>72</b>	<b>100</b>	<b>35</b>	<b>100</b>	<b>29</b>	<b>100</b>

The tables above show that two male tend to speak less but one of the male tend to speak more. The two male tend to used bald on record when serving the customer. They used bald on record to make the information to be clearly and unambiguous and used negative politeness strategies for formality.

#### **The Percentage of Politeness Strategy used by Female Customer Services**

No.	Types of Politeness	FCS 1	%	FCS2	%	FCS3	%
1.	Bald-On record	2	3.31	3	4.62	1	3.03
2.	Positive Politeness	37	60.56	38	58.44	17	51.52
3.	Negative Politeness	21	34.4	23	35.4	15	45.45
4.	Off-Record	1	1.73	1	1.54	0	0
<b>Total</b>		<b>61</b>	<b>100</b>	<b>65</b>	<b>100</b>	<b>33</b>	<b>100</b>

The table above shows that female customer services tend to use positive politeness strategy in serving the customers.

### **Findings**

After analyzing the use of politeness strategies and gender differences in customer services, the findings are as follows:

1. All kinds of politeness strategies based on Brown and Levinson theory, namely positive politeness strategy, bald on record strategy, negative politeness strategy, and off record strategy are used by male and female customer services when serving the customer.
2. Male and female customer services used types of politeness strategy differently when serving customers. Two of the three male customer services tend to use bald on record strategy while one of them tends to use positive politeness as female customer services. Female customer services tend to use positive politeness strategy in serving customers.
3. After interviewing male and female customer services, the reason two male customer services dominantly used bald-on record strategy is because they wanted to make short conversation and to make the information sent clearly. They wanted the customer to get the point of what they talked about directly, so there was no misunderstanding among them, while the reason female customer services used positive politeness strategy is to make the customer feel much respected, avoid conflict, or to maintain social harmony and solidarity by establishing rapport to the customers as Brown and Levinson stated (1987).

### **Discussion**

After analyzing the data, there were several points that were considered as the important things to be discussed. Banking is one formal service institution that related to politeness. Bank requires all the staff to be polite when facing the customers. That is why it is not surprising if all types of politeness strategy based on Brown and Levinson theory used by male and female customer services in banking hall when serving the customers. The use of politeness strategies itself is different one to another. All the strategies used by male and female customer service were also influenced by some scale of politeness as Brown and Levinson (1987) states, they are social distance between speaker and hearer, the speaker and hearer relative power (power rating), and the degree of imposition associated with the required expenditure of goods or services.

1. Social distance between speaker and hearer is determined by the parameters differences in age, gender and socio-cultural background. Based on the interview to one of female customer service, she mentioned that most of the customers who came to the bank are familiar because they often come there. That is why the customer services become closer to the customers. There was just a little bit social distance between female customer services and the customers who often came there and the frequency of the interaction was quite high, so the use of positive politeness strategy was a way to show deference each others.
2. Based on gender scale, from this research found the differences of using politeness strategies between male and female customer services *Mandiri Bank* where male tend to used bald on-record strategy while female tend to used positive politeness strategies. Montgomery concluded that women's speech is more polite than men's (1995, p.151). The research finding showed that female tended to be friendly and talk more while male tended to speak less and not beat around the bush when communicating.
3. The most important findings that is contrary to the theories is not all male customer services tended to use bald on record strategy and not all male customer services speak less when serving the customers. One of them is different. The male customer services namely ABD who tended to use male positive politeness as female customer services. Based on interview to ABD, ABD tended to use it because some reason, one is his background education as applied linguistics student where unconsciously or consciously ABD applied his knowledge in language in his working atmosphere. The main point is because his background education affects his language ability. ABD is a former student of Applied Linguistics major (2006-2010) in University of North Sumatera. Another reason of ABD is ABD want to make the customer feel much respected, avoid conflict, or to maintain social harmony and solidarity by establishing rapport to the customers and according to the result of interview to ABD, ABD really realizes about his responsibility as customer services to serve the customer as well as possible. ABD wanted to give his best to the customers.
4. The second scale is the speaker and hearer relative power (power rating). In bank, a banker has a higher power rating than the customer. Based on the interview to the male customer services that used bald on record strategy, they tend to used bald on record strategy because they wanted to make short conversation and to

make the information sent clearly. They used their power as the banker because the customer need. They said that they tend to be polite even when facing complaining just because their company rules. But in other side, they used their power to say no to customers want especially if the customer wishes are not in accordance with the rules of the company.

5. The third is the degree of imposition associated with the required expenditure of goods or services. These are internal factors which are negotiated during an interaction. Compared to male and female customer services rarely did joke and had small talks as the signs of great friendliness. The degree of friendliness owned by male customer services was low and this was the reason of male customer services to use bald-on record strategy. This factor was also strengthened by Holmes (1995), compares gender differences in language to cultural differences. Comparing conversational goals, Holmes argued that men tend to use a “report style”, aiming to communicate factual information, whereas women more often use “rapport style” which is more concerned with building and maintaining relationships.

## **V. CONCLUSIONS**

The study concerned on politeness strategies used by male and female customer services of Mandiri bank and why the politeness strategies differently used by different gender and imply in customer services of Mandiri Bank.

After deliberately analyzing the data, the conclusions are stated as follows:

1. All types of politeness strategies based on Brown and Levinson were used by male and female customer services. The strategies used were bald-on record strategy, positive politeness strategy, negative politeness strategy and off record strategy.
2. Politeness strategies were applied differently by male and female customer services. Male customer services tend to used bald on record strategy while female customer services tend to used positive politeness in expressing their intention.
3. Male and female customer services used different politeness strategies. Male customer services tended to use bald-on record strategy because they wanted to make short conversation and to make the information sent clearly, they wanted the customers get the point of what they talked about directly, so that there was no misunderstanding among them and use negative politeness because of



company regulation. In contrast, the female customer services tend to use positive politeness strategy because female customer services want to make the customers feel much respected, avoid conflict, or to maintain social harmony and solidarity by establishing rapport to the customers and getting customer satisfaction is goal of using this strategy.

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