

Assertive Speech Acts between Telecommunication Call Center with Customers: Study of Pragmatic

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Abstract

The objective of this research is to describe the use of Assertive Speech acts form, which contained in a conversation between call center Telkom with customers. In the other hand, this research also describes the study of pragmatic into indirect speech conversation. This research is descriptive qualitative research. The data was collected by a recorded method, noted technique, a free and involved technique (SBLC). Analysis contextual technique and analysis heuristic technique is used as the data analysis on this research. The data resource that took is the speech act of call center Telkom with the customers were recorded by phone and live chat, on a piece of speech between call center Telkom with the customers. The subject of this research is the assertive speech acts between call center Telkom with the customers in the study of pragmatic. The results of this research are in the form of assertive speech acts, the function of assertive speech acts, and the cause factor of assertive speech acts used in a conversation between call center Telkom with customers. The assertive speech acts that found in a conversation between call center Telkom with customers are the speech of propose, brag, mention, and report.

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INTRODUCTION

Language is a communication tool that very important and cannot be separated from peoples life. Language is a reflection of the nation's culture to interact with people in society. Through language, someone can express everything that they want to say so that the interlocutor will understand the meaning of the expression expressed by the speaker. Then the speaker will also express what they want to say through language. This opinion is in line with Chaer, and Agustina (2010) language is used by speakers to work together, communicate, and identify themselves.

Humans are rarely free from communication events. This statement is supported by the use of language as a daily communication tool. From the communication process will produce a product in the form of speech or writing. Acts said are activities that take action that utter utterances (Rustono, 1999). So, speech acts are utterances that have a function as a functional unit in communication.

In communication, a speaker is free to use language that develops in the community and is free to choose the vocabulary to be used in communication.

The purpose of this election is so that the speech partner can easily interpret the intentions that will be conveyed by the speaker. All communications, according to Searle (1969) have speech acts. Communication is not just a symbol, word, or sentence, but it would be more appropriate if it is called a product or result of symbols, words, or sentences that are tangible speech acts. More specifically, speech acts are the product or result of a sentence under certain conditions and constitute the smallest unity of linguistic communication that can take the form of a statement, order, or the other.

There are two means of communication, namely verbal communication and nonverbal communication. Verbal communication is of two kinds, namely a means of communication in the form of oral language and a means of communication in the form of written language, whereas nonverbal communication is usually

shaped like sign language, facial expressions, passwords, uniform symbols, colors, and voice intonation. In the study of illocutionary speech acts in Telecommunications call center conversations with customers; this includes verbal communication, both oral and written communication. The call center has a conversation with the customer via telephone, while the written conversation is done via live chat.

Factors in communication, including speakers, speech partners, the situation, the purpose of the conversation, context, path, media, and events. The existence of these factors causes the understanding of the speech partner how the language is used in communication and how the pragmatic phenomenon investigates speech that looks context, not abstract in communication. In other words, pragmatics examines the intent of the speaker (Rohmadi, 2004).

Pragmatically, Rustono (1999) states that the purpose of speech is what the speaker wants to achieve by speaking. Several opinions divide speech acts into various types, namely locus speech acts, illocutionary speech acts, and speech acts of persecution (Chaer, and Agustina, 2010). Searle (Chaer, and Agustina, 2010; Widiyanto, and Zulaeha, 2017) does not stop at classifying speech acts into three but also classifies illocutionary speech acts into five types of speech acts, namely assertive, directive, expressive, commissive, and declaration.

Call center, according to Anugrah (2014) is a long-distance service center that is done through telephone communication media, where customers can communicate directly with officers. Usually, the service needed in communication is to provide information or an explanation of a product, submit a complaint about the problem of the product being used. Along with the times, the call center is used for ordering goods or reservations.

As a unit that deals directly with customers, call centers play an important role in providing convenience to customers. This convenience can be achieved if the demands and needs of customers can be met quickly and

precisely. Therefore, the acceptability and quality of call center services need to be considered. The call center must be able to apply vocabulary standards that are easily understood by the other person (customer). Sometimes call center services are carried out in two languages. The call center must be able to master simple and important sentences or utterances using terms that are easily understood by customers, including various types of speech acts and pragmatic functions.

Assertive speech acts, according to Rustono (1999) are speech acts that bind the speaker to the truth of what is expressed. These speech acts are also called representative speech acts, such as proposing, boasting, acknowledging, demanding, stating, stating, giving testimony, and reporting, including assertive speech acts.

Assertive speech act function Rustono (2000) states that the representative or assertive function referred to by the purpose of speech in its use to suggest truth. With this pragmatic function, the speaker intends to state the truth of something spoken. Including the pragmatic function that states, reports, claim, and brag.

METHODS

The approach used in this research is a qualitative descriptive approach. The data of this research are in the form of an explanation or description of the actual research data without using statistical techniques or numbers, then analyzed with qualitative techniques.

Data collection techniques in this study used the recording method, note-taking technique, and listening technique. The method of listening is a way of collecting data by listening to the use of the Sudaryanto language (1993). The method of listening in this study is by listening to the written language in the conversation between Telkom's call center and the customer by telephone. This is done to determine speech that can be used as data in this study.

The instruments used to collect data in this study were instruments recording tools, guidelines for listening to types of illocutionary speech acts in speeches written by Telkom call centers and customers in the form of live chat,

guidelines for listening to functions and a pattern built from illocutionary speech acts.

The listening guide is used to record Telkom call center utterances with customers copied from the company's typing media and in the form of written chats copied in Microsoft Word.

RESULTS AND DISCUSSION

Assertive Speech Acts Illocutionary

Speech acts in Telkom call center conversations with customers in the form of assertive speeches, namely proposing, boasting, acknowledging, demanding, stating, stating, giving testimony, and reporting. Assertive speech acts occur at the call center speech to customers. The form of the use of assertive speech acts in call center conversations with customers who are reporting can be seen in the following fragment of the speech.

Context	On the day the customers under name Mrs ana reporting an issue problem with her internet received by call center Niken.
Customer	: I want to report an issue, and the internet is unconnected.
Call Center	: For the number itself, is the number that you used right now or a different number?

Speech fragment occurs between the customer (speaker) and Telkom's call center (speech partner). The fragment of the speech occurred at noon when the customer contacted the call center to report the internet interruption. Customers report that the internet cannot be connected and the call center asks for the Indihome number they want to report to the customer.

Speech acts used in conversations between Telkom call centers and customers above are conversations in the form of assertive speech reporting. Speech 'I want the interruption report; the internet cannot be connected. 'Delivered by the customer (speaker) to the call center (speech partner). The word "report" is the desire of the customer (speaker) so that the call center helps to

guide or make a report related to internet disruption.

Assertive speech acts are used well by customers to the call center because the customer asks for empathy from the Call Center staff to understand the problems they are experiencing and then hopes to provide a solution to the problem. As a good customer, he said assertive speech politely (Ariyanti, and Zulaeha, 2017). The call center responds to the customer when the customer reports an internet disturbance. The call center tries to guide customers so that the internet can be reused immediately.

Assertive Speech Function

The assertive speech act function referred to by the intention of speech in its use to suggest truth. With this pragmatic function, the speaker intends to state the truth of something he said included in the pragmatic function of stating, reporting, claiming, and bragging.

The function of the state is a statement which binds the speaker of what he is saying and contains one utterance which contains a statement, as contained in fragments.

Context: The call center explains to customers the terms of the new pairs of Indihome products

Call center : For the store itself, is it still yours?

Customer : I rent it.

Call center : **Alright, if the status is rent you can bring your original identity card and the owner, the copy of rent letter, and a letter of permission to rented the store.**

Customer : It's ok. Does it mean that I have to go to the plaza? So, I have to go there?

Call center : Yes, then you can use my indihome application, then you will get some confirmation by our team.

Customer : Oke, I'll try it first.

The piece of speech occurs at noon when the customer contacts the call center to make a new install. The fragment of the speech occurs between the customer (the speaker) and the call center (the speech partner). The customer will make a new install in the shop whose building status is leased, and then the call center explains

the conditions that must be completed for the new installation. The use of speech acts that are explained can be seen in the following utterances. 'OK, here if you have a rental status, you can bring your original KTP, then the original KTP of the rental owner, photocopy of the lease, permit of the lease owner.' The piece of speech occurs at noon when the customer contacts the call center to make a new install. The fragment of the speech occurs between the customer (the speaker) and the call center (the speech partner). The customer will make a new install in the shop whose building status is leased; then the call center will mention the conditions that must be completed for the new installation. The use of speech acts that are mentioned can be seen in the following utterances. 'OK, here if you have a rental status, you can bring your original KTP, then the original KTP of the rental owner, photocopy of the lease, permit of the lease owner.'

The use of speech acts that occur in the above fragment of speech is the use of speech acts that have the function of mentioning (Safrihady, and Mardikantoro, 2017).

Cause Factors of the Use of Assertive Speech Act

Assertive speech acts in Telkom's call center conversations with customers include speakers, speech partners, speech topics, media, message. Assertive speech that occurs due to these factors can be seen in the fragment of speech.

Context: In the morning Mr. Wawan calling call center Telkom. He requested to move the odp to the nearest location from him to make the internet not trouble anymore.

Call center : **Telkom Nuri Speaking, how may I help you?**

Customer : Good morning miss.

Call Center : **Yes, good morning sir, whom am I speaking with?**

Customer : Please check My indihome username Mutia with the number 131157120xxx

Call center : **Ok, Let me check your number first 131157120xxx. Is the internet has trouble?**

Customer : No, I think that I took the internet form the long place. What is the name? ODF or what is it? The one that usually tries to patch?

Call center : ODP Sir

Customer : ODP, at my house it was set in front of my house among four until 5 meters. I see that there is a new ODP. Base on that, I want to request to move the line into that ODP.

Call center : **It's okay, for the request to move your line we can try to ask our technician first because we have to check first is the status already active or not Mr. Wawan.**

Customer : Ok thank you miss

Piece of speech that occurs on *call center* Telkom (speakers) with customers. *Call center* offering help to the customers when customer calling call center in the morning. On that piece of speech, speech that *call center* used is illocution speech that has an offering nature is offering help to the customer when they call the call center through the phone. This point can be seen in the piece of the speech below. *'Telkom dengan Nuri bisa dibantu?'*. On the Next piece of speech *call center* also used illocutionary speech acts that have a function of asking for something. That point can be seen in the part below. *'Good morning sir, Whom am I speaking with?'*, on the speech acts below *'Well Mr. Wawan, what can I do for you?'* And on the part below *'Well let me check your number 131157120xxx, is the unconnected internet sir?'* on that part, the *call center* always using illocutionary speech act in communication with customers to gain the good conversation between the call center and customers. In the other side, *call center* used speech acts also for giving help, that point can be seen in a piece of the speech below. *'It's okay, for the request to move your line we can try to ask our technician first because we have to check first is the status already active or not Mr. Wawan. Next, we will propose first'*.

CONCLUSION

Based on the finding on this research, we can describe the conclusion below. First, Kinds of Assertive Speech Acts in a conversation between *call center* Telkom with the customers are Propose, brag, acknowledge, demand, mention, declare, testify, and report. The use of Assertive speech acts appears in a conversation between Call center Telkom with customers because of the existence of the speaker on the part of conversation with the listener. (Lestari, and Indiatmoko, 2017). In conclusion, there are found some Assertive speech acts in the conversation between *call center* Telkom with the customers.

Second, the function of Assertive Speech acts in a conversation between *call center* Telkom with customers speech act on propose, brag, acknowledge, demand, mention, declare, give, testify, and report. The use of assertive speech acts can be seen in Telkom's call center conversations with customers. The use of speech acts in terms of their functions has different meanings. Third, assertive speech acts in Telkom call center conversations with customers are influenced by internal and external factors. Internal factors in the form of background use of speech acts of speakers/participant illocution. Meanwhile, external factors that influence the use of assertive speech acts in Telkom's call center conversations with customers are speakers, speech partners, speech topics, media, messages, or messages. These factors are the reasons for the use of assertive speech acts in Telkom's call center conversations with customers.

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