Complaint Strategies Used on Instagram Account Kereta Api Indonesia

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Abstract

This study aims to describe complaining strategies used on Instagram Account Kereta Api Indonesia (KAI) @kai121_. This study used descriptive qualitative method. The data source for the study was an Instagram application. The data complaints in the Instagram account comment column were posted from June 2022 to December 2022. The researcher used several techniques when gathering the data, including reading the comments to identify the complaints made by both male and female customers, gathering, and printing out the comments to identify and describe the customers complaint strategies, underlining the data to make it easier to analyze, and so on. Assigning a code to each customer complaint expressed. The result showed that there are eight complaint strategies that used by male KAI's customers such as Ill Consequence, Modified Blame, Annoyance, Direct Accusation, Indirect Accusation, Hints, Explicit Blame (Behavior), and Explicit Blame (Person), meanwhile there are seven complaint strategies that used by female KAI's customers such as Hints, Indirect Accusation, Modified Blame, Ill Consequence, Direct Accusation, Annoyance, and Explicit Blame (Behavior).

Keywords: *Complaint Strategies; Instagram; Male and Female Customers*

Introduction

In this era, people use social media in every aspect of life. Social media is about finding new friends and being used for business. Corporations could advertise their goods to users of the Instagram application. Otherwise, the corporation might need to offer customer support to handle a customer's complaint. Trosborg (1995) mentions that a complaint is an utterance from the speaker when they disagree with something. The phenomenon of complaints on social media is one of the things that makes it easier for netizens to complain about something. At the time, one complaining phenomenon occurred on the Instagram account Kereta Api Indonesia @kai121. On the Instagram account, @kai121_ netizens complain about the facilities and departure schedules because the costs have increased drastically.

Complaints received by customers who complain through writing on social media pages, especially on Instagram, not only provide complaint information but are also customer actions that can make other people, general readers, and the company act. KAI management who are responsive and want to maintain the company's good name will usually respond to complaints and fix deficiencies that

customers convey. Reviewers can take two actions to use the transportation or replace it with other transportation. Thus, complaints from customers who use transportation found on the homepage of the Instagram account @kai121_ are included in speech acts. Customers, as speakers who convey their complaints through Instagram accounts, must be able to choose and use very appropriate language. This can be interpreted that his speech can be understood by his speech partners, namely the transportation company, namely @kai121_.

There are several studies related to this research. First, Puski (2016) wrote research entitled "*Speak Act of Complaints on Four Hotel Review Providers' Pages*" This study used a qualitative descriptive method. The results obtained are that the contents of the complaints that appear the most are Room features and Consumer service. For the complaining speech act strategy, there were 180 complaining speech act strategies, with Direct Accusation and Annoyances as the complaining strategy with the most occurrences. Non-star hotels have the highest frequency of occurrence of complaint content compared to hotels with a class above it. Second, Patoni (2016), entitled "*Analysis of Speech Acts of Complaining In Letters To Readers At Kaskus. Co.Id*". Researchers used a qualitative descriptive method.

Viewed from the complaining speech strategy, five strategies are used: distraction, Ill consequences, indirect accusations, direct accusations, and explicit errors (behavior). The most frequently used strategy is the annoyance strategy. Then seen from politeness, the frequent appearance of the opening stage and the orientation step indicates the contributor's awareness of politeness. The next researcher, Mohammad Naghavi et al. (2014), with the title "*Complaint Behaviors among Native Speakers of Canadian English, Iranian EFL Learners, and Native Speakers of Persian (Contrastive Pragmatic Study)*. The result showed differences when carrying out speech acts of the complaint. Types of speech acts of indirect complaints and requests are very often found against these two citizens and EFL students. In addition, sex, social strength, and social distance determine this study's determining factors when carrying out the complaint speech act strategy.

Next is "*Customer Dissatisfaction and Complaining Responses Towards Mobile Telephony Service,*" written by Nimako (2012). This study aims to describe the complaint strategies consumers utilize and their reactions. Indicators of consumer demographics like gender, age, education, income, and marital status are included in this study. Fifth Auliya (2023), entitled. "*Complaining Strategies Used by Indonesian Online Shoppers: A Pragmatics Study.*" The result showed six complaint strategies used by male online shoppers and five by female online shoppers. Last Marpurdianto's (2022) analysis of "*Complaint Strategies Found on Instagram Account @Indihome from Indonesia and @Tmobile from USA: Cross-Cultural Pragmatics.*". The result shows differences and similarities between Indonesian and American netizens expressing complaints on the Instagram accounts of @indihome and @tmobile. The similarities between the Indonesian and American netizens are using the linguistics features to express complaints such as abbreviation, capitalization, and informal language. While the differences are that American netizen never uses code-switching to express complaint because this country is included in a monolingual country. Thus, Indonesian netizen tends to use code-switching to express their complaint because this country is included in a multilingualism-based country.

Many studies on complaining speech acts have been carried out. Still, this scope is usually studied only focusing on students from different countries. At the same time, researchers use the Instagram account @kai121_ because there are many violation issues related to complaints on the timeline of the three accounts. The price is relatively expensive and not in accordance with the quality obtained. Nowadays, many people use this transportation to travel long or short distances. Both male and female customers use the complaint method to communicate their displeasure with the service, a peculiar phenomenon that should be researched and examined. This study aims to describe how men and women have complained about using Indonesian Railroad transportation. A complaint statement served as the source of the data for this study. According to Trosborg (1995), there are several complaining strategies, such as non-explicit reapproach with a sub-strategy called hints, expression of disapproval with two sub-

strategies such as annoyance and ill consequences, accusations with two sub-strategies such as indirect accusation and direct accusation, and also blame with three sub-strategies such as modified blame, explicit blame (behavior), and explicit blame (person).

Methodology

This study used descriptive qualitative research to analyze the data because the researcher described and found the result of the complaint strategy based on the comment column of male and female customers on the Instagram account @kai121_. The researcher used a qualitative approach because the data were analyzed in a descriptive phenomenon. Boghdan (1975) mentions that the researcher will produce descriptive data such as speech, writing, and specific people they observe when using a descriptive qualitative approach. Additionally, the data source for the study was an Instagram application. The data complaints in the Instagram account comment column were posted from June 2022 to December 2022. Data are the details of an indication that must be written down during the entire writing process, according to Krippondorf (1991, in Tanzeh 2011). The people from whom the data can be gathered, per Arikunto (2010), are the study's data source. Data collection was done by the researcher using the content analysis technique.

The researcher employed observation and documentation as his primary means of data collection. The researcher used several techniques when gathering the data, including reading the comments to identify the complaints made by both male and female customers, gathering and printing out the comments to identify and describe the customers complaint strategies, underlining the data to make it easier to analyze, and so on. Assigning a code to each customer complaint expressed. Moving forward, the researcher employed the distributional approach to evaluate the data by analyzing the various components of the data, such as words, clauses, phrases, etc. In this study, the researchers examined the complaint tactics used by male and female clients to communicate their displeasure with a price that is comparatively high and out of proportion to the quality received. These days, many individuals use this mode of transportation for both short and long distances.

Result and Discussion

In this section, the researcher presents the finding of the discussion to give an explanation related to the complaint strategies used by male and female KAI's customers as the answer to research question on this research. Based on the data, there are eight complaint strategies that used by male KAI's customers such as Ill Consequence, Modified Blame, Annoyance, Direct Accusation, Indirect Accusation, Hints, Explicit Blame (Behavior), and Explicit Blame (Person), also there are seven complaint strategies that used by female KAI's customers such as Hints, Indirect Accusation, Modified Blame, Ill Consequence, Direct Accusation, Annoyance, and Explicit Blame (Behavior).

Table 1. Types of Complaint Strategies Used by Male and Female Found on @kai121 Instagram Account

No	Complaint Strategies	Male	Female
1	Hints	3	9
2	Annoyance	6	2
3	Ill Consequence	15	3
4	Indirect Accusation	4	8
5	Direct Accusation	5	33
6	Modified Blame	14	4
7	Explicit Blame Behavior	1	1
8	Explicit Blame Person	1	-
	Total	50	30

Based on the table above, the researcher found several data in male KAI's customers with 50 data and in female KAI's customers the researcher found 30 data. The total of all data found by the researcher is 80. The data can be seen below:

a. Hints
Data 1

Male: "CC204 jadi anak tiri? Kok gak dianggep?"

Female: "Mengenai email laporan aplikasi KAI access kok belum di tindak lanjuti ya KAI."

Based on data above the male and female KAI's customers used complaining strategies hints. This shows that male consumers are disappointed with KAI regarding the CC204 train not being considered so they think that the CC204 train is considered a stepchild. Male consumer gives a hint in utterance "***CC204 jadi anak tiri? Kok gak dianggep?".*** This is an innuendo that male consumers complain about to KAI. The same is the case with the utterance by female consumers that female consumers are disappointed because the report emails that were made were not followed up. Female customers give a hint in utterances "***Mengenai email laporan aplikasi KAI access kok belum di tindak lanjuti ya KAI."***

b. Annoyance
Data 2

Male: "Ini saya udah kepotong saldo, tapi gak dapet kode booking. Tolong cek dm"

Female: "Jangan pernah pesen dari aplikasi lg yaaaa!! Kapok nyeselll, server yg salah dimintain solusi malah mau kenain potongan, taktik kecurangan, trs skrng nyalain kita yg ga screen shoot, nlp cs cumin minta maaf, makin ga ngerti sama kai"

`Based on data above the male and female KAI's customer used complaining strategies annoyance. It indicates that male customers are disappointed with KAI regarding the ordered a ticket and the balance was deducted but did not get a booking code. Male customers give a annoyance in utterance ***"Ini saya udah kepotong saldo, tapi gak dapet kode booking. Tolong cek dm".*** The same is the case with the utterance by female consumers that female consumers are disappointed because**.** there were problems when ordering tickets through the application because the server had an error, and the customer service was asked for a solution, but the response was only to apologize and blame the customer for not taking screenshots and being subject to deductions. Female customers give an annoyance in utterances ***"Jangan pernah pesen dari aplikasi lg yaaaa!! Kapok nyeselll, server yg salah dimintain solusi malah mau kenain potongan, taktik kecurangan, trs skrng nyalain kita yg ga screen shoot, nlp cs cumin minta maaf, makin ga ngerti sama kai"***

c. Ill Consequence
Data 3

Male: "Min, KAI Access benerin dong, buggy banget gila mau pesen tiket selalu crash"

Female: "Min app KAI Access kok setiap mau pesen tiket lgsung not responding ya min keluar sendiri dr appnya? Udh dr 4 hri yg lalu min"

The data indicated that the produced by the male customer was motivated by the KAI Access application which always bugs and when ordering tickets, it always crashes. This utterance is included in complaining strategies Ill consequence that appear in his utterance ***"Min, KAI Access benerin dong, buggy banget gila mau pesen tiket selalu crash".*** Meanwhile the utterances generated by female customers were also caused by the KAI application not responding and every time I wanted to order

tickets through the application it always exited the application itself. It showed that female customers utterances *"Min app KAI Access kok setiap mau pesen tiket lgsung not responding ya min keluar sendiri dr appnya? Udh dr 4 hri yg lalu min"*

d. Indirect Accusation
Data 4

> Male: "Kapan KAI access di perbaikin?? Sering force close mulu"

> Female: "KAI pelayanannya gmn ya? Td mlm jur malang bdg terlantar 9 jam tp penumpang tdk dikasih makanan berat cm roti saja, pelayanannya gmn yaa??? Sy kecewa, anak sy sampai maagnya kumat lg krn tdk ada makanan di KAI"

The above data is a speech act of complaint. This can be seen in the speech of the KAI male customer "*Kapan KAI access di perbaikin?? Sering force close mulu ".* In the speech above, it happened because the speaker was annoyed with the KAI application, which often kept force closing. Indirectly, the speaker expresses his disappointment. Meanwhile, the story produced by KAI's female customers was caused by poor service because the Malang-Bandung train was delayed for 9 hours. This can be seen in the speech of the KAI female customer *"KAI pelayanannya gmn ya? Td mlm jur malang bdg terlantar 9 jam tp penumpang tdk dikasih makanan berat cm roti saja, pelayanannya gmn yaa???"*

The types of strategies produced by KAI's male and female customers are included in the indirect accusation strategy. This can be seen in the utterances of each of them who asked KAI about the situation experienced by KAI's male and female customers and indirectly KAI should be responsible.

e. Direct Accusation
Data 5

> Male: "Tolong dong di tingkatkan infrastructure dan fasilitas nya di stasiun dan kereta!!!"

> Female: "Dana pembatalan tiket saya kok belum masuk yaa min? Dari awal puasa kmrn lhoo"

Based on data above the male and female KAI's customers used complaining strategies direct accusation. From the utterances male and female KAI's customers openly making accusations against KAI because of the lack of infrastructure and facilities at the station and on the train and the cancellation of train tickets from the beginning of fasting until now has not been entered. It indicates from male utterance *"Tolong dong di tingkatkan infrastructure dan fasilitas nya di stasiun dan kereta!!!"* and from female utterance *"Dana pembatalan tiket saya kok belum masuk yaa min? Dari awal puasa kmrn lhoo"*

f. Modified Blame

Data 6

> Male: "Dear @kai121 please bangun eskalator di setiap stasiun di Jakarta dan sekitarnya. Kasihan yang bawa koper gede harus naik turun ratusan anak tangga"

> Female: "Coba dicek keluhan saya... Sya bbrapa kali ada hal yg terlewat batas oleh KAI, tp mau ga mau ttep naik karena emang pulang pergi kerja naik ini"

The data indicated that the male KAI's customer speakers who wanted to convey about asking KAI to build escalators at every station in Jakarta and its surroundings. This can be seen in his speech *"*

Dear @kai121 please bangun eskalator di setiap stasiun di Jakarta dan sekitarnya.". Meanwhile, the from female KAI customer utterances who wanted to convey their complaints because KAI overstepped its bounds. This can be seen in the speech " *Coba dicek keluhan saya... Sya bbrapa kali ada hal yg terlewat batas oleh KAI*."

This utterance is included in complaining strategies Modified Blame. This is evident in the speech of each person who must be responsible for what the utterances complain about. However, to avoid conflict with the speech partner, the speaker provides an alternative action that the speech partner should be able to do. The intended alternative action is in the speech of the KAI customer, the male partner said he had to build an escalator at the station in Jakarta so that passengers carrying large suitcases would not feel overwhelmed or have difficulty carrying large suitcases because they had to go up and down hundreds of stairs. Meanwhile, the utterances produced by female KAI customers ask that the speech partners should be responsive and check periodically regarding complaints generated by customers so that they are not missed.

g. Explicit Blame Behavior

Data 7

Male: "Info Call Center bisa ke IG tetapi di cuekin parahhhh"

Female: "KAI gmana si system sllu sibuk trs kalo mau pesen tiket…"

From the data above, the utterances produced by male KAI customer utterances are feelings of dissatisfaction with the treatment from KAI's customer service which does not respond to complaints complained of by customers. This is seen in the utterances *"Info Call Center bisa ke IG tetapi di cuekin parahhhh* ". Meanwhile, from female KAI customer utterance is that the system is always busy when ordering tickets through the KAI Access application. This is seen in the utterances *"KAI gmana si system sllu sibuk trs kalo mau pesen tiket…"*

The types of strategies conveyed by male and female utterances are included in the strategy of complaining Explicit Blame (behavior). This can be seen in speakers who directly blame the actions taken by KAI which can harm customers.

h. Explicit Blame Person

Data 8

Male: "Dear @kai121 dan @ericthohir ini pelayannya kok jelek selaki. Jalur amblas dari jam 1 pagi, sampai hampir jam 12 siang ini harus terus diam di kereta. Kompensasinya Cuma air mineral. Padahal berdasarkan Undang-Undang harusnya kalua tertahan diatas 3 jam kami siudah harus segera ditangani dan dapat kompensasi makanan berat. Bagaimana ini?!!!"

From the data above, the utterances produced by KAI customers, male speakers, are annoyed with KAI and Eric Thohir due to poor service and track was broken from 1 am to 12 pm This can be seen in the speech *"Dear @kai121 dan @ericthohir ini pelayannya kok jelek selaki. Jalur amblas dari jam 1 pagi, sampai hampir jam 12 siang ini harus terus diam di kereta."*

The above utterance is included in the speech act strategy of complaining Explicit Blame (Person). the speaker blamed KAI and Eric Thohir directly for being irresponsible and asking for responsibility for providing heavy food compensation.

Conclusion

Based on the result of this research above, it can be concluded that from data were found 80 from male with 50 data and female 30 data utterances. There are 50 data which is divided into 8 types of complaining strategies such as Hints with 3 times utterances, Annoyance with 6 times utterances, Ill Consequence with 15 times utterances, 4 times utterances by Indirect Accusation, Direct Accusation with 5 times utterances. Modified Blame with 14 times utterances, Explicit Blame (Behavior) with 1 utterance, and Explicit Blame (Person) with 1 utterance. Meanwhile in female with 30 data utterances, there are divided into 7 types of complaining strategies such as Hints with 9 times utterances, Annoyance with 2 times utterances, Ill Consequence with 3 times utterances, 8 times utterances by Indirect Accusation, Direct Accusation with 3 times utterances. Modified Blame with 4 times utterances, Explicit Blame (Behavior) with 1 utterance.

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