

Cross-Cultural Pragmatic Study of Complaint Strategies in Banjarese and Javanese

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A cross-cultural pragmatics exploration, particularly in multicultural and multilingual settings like Indonesia, is important for understanding language used within a cultural framework. In the comparative study, Banjarese and Javanese languages are particularly underrepresented. Thus, the research investigates and compares complaint strategies that the Banjarese and Javanese use. The current study used a qualitative approach and the Discourse Completion Task (DCT), consisting of eight scenarios, to gather the data. The study consists of 50 participants, 25 Banjarese and 25 Javanese participants, ranging in age from 18 to 60 years old. The findings of the study found that Banjarese and Javanese participants utilise mostly the same strategy, namely dissatisfaction (DS) and request for repair (RR), and prefer to avoid conflict with the interlocutors. However, Banjarese participants typically prioritise immediate resolution, whereas Javanese participants prioritise expressing their dissatisfaction first. The research highlights the significant influence that cultural context has on complaint strategies and communication.

INTRODUCTION

In a globalised world, it is crucial to comprehend the use of language that is culturally embedded (House & Kádár, 2021). This is especially true in Indonesia, where various languages are spoken depending on the region. This includes Banjarese and Javanese. These two languages are among the most widely spoken on their respective islands, Kalimantan and Java. Banjarese and Javanese people engage in frequent interactions, which is partly due to the Banjarese people's preference for migration (Salim, 1996). Despite the numerous interactions between Banjarese and Javanese, there have been few comparative studies between these two tribes, particularly in terms of language use. This emphasises the necessity of conducting research on the manner in which these two communities employ their languages to communicate.

Comparative language research can be viewed from the perspective of cross-cultural pragmatics. It is crucial to analyse data from various language cultures in various locations that are impacted by migration and related multilingualism in cross-cultural pragmatics (House & Kádár, 2021). Speech acts are one of the studies that can be conducted in cross-cultural research. In pragmatics, speech acts study the meanings that speakers' utterances produce and how their speech partners interpret them (Yule, 1996). The act of complaining is one of the speech acts. The utterance of a complaint is a complex speech act to comprehend, as it is contingent upon the context of the interlocutor's position and its significance in relation to the subject of the complaint (Rodriguez, 2022). In examining the speech act of complaining, it is also crucial to consider the cultural influence, which is why it is crucial to compare the respective complaint speech acts of two cultures.

Edmondson & House (1981) define “complaint” as a form of verbal communication in which the speaker conveys a negative perspective on the listener's past actions. Additionally, complaint entails the act of challenging and interrogating the listener's competence. Within the framework of politeness theory, expressing a complaint is considered a face-threatening act (Brown & Levinson, 1987). Consequently, speakers are more likely to endanger the interlocutor's face

when they explicitly express their complaints, which could potentially result in emotional distress and damage their relationship (Moon, 2002). Subsequently, speakers implement strategies to mitigate the offence to the hearer. The various strategies employed by speakers from various cultures when expressing complaints can be analysed through cross-cultural pragmatics studies.

Complaining strategy research has been extensively conducted in a variety of cultural and linguistic contexts. In the field of cross-cultural pragmatics, there are numerous studies that identify similarities and differences (e.g. Al-Khawaldeh, 2016; Chen et al., 2011; El-Dakhs & Ahmed, 2021; Kaharuddin, 2020; Prykarpatska, 2008; Yang, 2016). Chen et al. (2011) conducted a comparison of American and Chinese complaining strategies and discovered that the strategies employed were similar, but there were distinctions in semantic content and linguistic form. Al-Khawaldeh (2016), in the same manner compared Jordanian and English speakers. This investigation revealed that the linguistic expressions employed by the two speakers varied. English speakers employed more direct expressions, while Jordanian speakers employed more indirect expressions, contingent upon the social status of the interlocutor.

This study will examine complaint strategies in both Banjarese and Javanese. Currently, there is a lack of research that specifically focuses on the Banjarese language and the strategies they use for complaining. Furthermore, a comparison with Javanese is necessary to understand the cultural differences. The present study focuses on Banjarese speakers in South Kalimantan and Javanese speakers in East Java.

LITERATURE REVIEW

Speech Act of Complaint

Speech acts are actions that are performed verbally or with the use of words. In real interaction, individuals not only express themselves but also take action (Austin, 1975). Austin (1975) classifies speech acts into three distinct categories: 1) locutionary acts, 2) an illocutionary act, and 3) a perlocutionary act. In

pragmatics research, the term "speech act" generally refers to illocutionary acts (Huang, 2014). A complaint is one type of speech act; specifically, it falls into the category of expressive speech acts. According to Trosborg (2011), expressive speech acts are employed to convey the speaker's psychological state in terms of the preceding action. Moreover, the term "complain" denotes a negative reaction to an individual's conduct, a previous error, or a circumstance that fails to meet the speaker's expectations (Rodriguez, 2022). Additionally, the scope of this speech act may encompass complaints submitted by third parties (House & Kádár, 2021). The act of complaining may also be accompanied by a request for compensation, improvement, or the prevention of the recurrence of the reprehensible action, resulting in the presence of multiple illocutionary acts (Trosborg, 2011).

Olshtain & Weinbach (1993) established four conditions for the complaint speech act to occur. Specifically, 1) The speaker anticipates that a positive event will occur (appointment, debt payback, promise fulfilment, etc.) or that an unfavourable event will not occur because it enables or fails to prevent the occurrence of the damaging event. 2) The speaker holds the belief that certain actions will negatively affect their situation. Therefore, the action is considered offensive. 3) The speaker is of the opinion that the recipient is responsible for the action. 4) The speaker elects to vocalise their dissatisfaction and discontent. Consequently, Brown & Levinson (1987) posit that complaining is a behaviour that is perceived as face-threatening. This is because it is intended to challenge the interlocutor's social competence and characterise their behaviour as socially unacceptable, thereby endangering the social relationship between the speaker and recipient and inflicting emotional distress on the interlocutor.

As a result, speakers use a variety of strategies when complaining. The classification of complaint strategies has been done in previous studies. Olshtain & Weinbach (1993) categorise complaint strategies into five categories: below the level of reproach, expression of annoyance or disapproval, explicit complaint, accusation and warning, and immediate threat. Furthermore, Trosborg (2011) categorised a variety of complaint strategies, such as no explicit

reproach, expression of annoyance or disapproval, accusation, and blame. Following that, Chen et al. (2011) developed Trosborg's strategies by organising them from direct to indirect levels determined by the presence or absence of propositional content (the complained about), the person complaining, and the person being accused (the complained about) (Trosborg, 2011). Chen et al. (2011) strategies include opting out, dissatisfaction, interrogation, accusation, repair request, and threat.

Cross-cultural Pragmatics

Cross-cultural pragmatics is a field of study that investigates the ways in which communication norms and practices differ among different cultures. This study contrasts the languages used by various cultures and analyses the distinctions. Cross-cultural pragmatics investigates the patterns and variations that occur when speakers of different languages and cultures utilise the languages they speak (Kecskes, 2016). Wierzbicka (2003) stressed the importance of recognising and respecting the diverse cultural conventions that shape human relationships, questioning the idea of universal norms for etiquette and communication. Furthermore, Wierzbicka (2003) summarised the key ideas in cross-cultural pragmatics. These concepts include (1) the use of distinct languages by individuals, societies, or communities, (2) the existence of profound and systematic disparities in speech patterns, (3) the existence of distinct value hierarchies, and (4) communication styles that can be ascribed to established cultural values.

Numerous studies have been conducted in the field of cross-cultural pragmatics. The Cross-Cultural Speech Act Realisation Project (CCSARP) is potentially the most influential research in the field of cross-cultural pragmatics (Blum-Kulka et al., 1989). A large-scale initiative, CCSARP concentrates on two speech acts, request and apology, which sourced the data from seven lingua-cultures (Blum-Kulka et al., 1989). The speech acts request and apology were particularly relevant for the development of a cross-cultural pragmatic framework because they frequently adhered to customs that differed between linguistic cultures (House & Kádár, 2021). This research also established a methodological design that is

currently in widespread use in cross-cultural pragmatics research, which is called the Discourse Completion Task (DCT).

Since the founding of the CCSARP, cross-cultural pragmatics has been a rich field of study, with many recent studies exploring various aspects through diverse linguistic approaches. For example, Guillot (2019) focused on subtitles in a study of linguistic and cultural representations in audiovisual translation (AVT) between Romance and German languages. In their study of the translation of second-person persona pronominal T-forms in IKEA catalogues across several languages, House & Kádár (2020) pointed out the need to examine translation in global communication for pragmatics research. Matsukawa (2024) examined invitations between English and Japanese speakers, and the results showed that different approaches were taken to deal with ambiguity in situations where invitations were sent with an introduction. This study emphasises the importance of examining speech acts in context-specific interactions. Overall, these studies highlight the importance of understanding how cultural variations affect language use and communication practices, as well as the wide range of subjects and approaches within the field of cross-cultural pragmatics.

METHOD

Research design

A qualitative approach, specifically the descriptive method, was employed to investigate the complaint strategies of the Banjarese and Javanese people. The descriptive method is an analytical technique in qualitative research that involves the researcher maintaining a close relationship with the data, organising the material into themes, and employing constrained frameworks and interpretations to elucidate the data (Creswell & Creswell, 2023). The rationale behind the implementation of this method is that qualitative descriptive research aims to describe rather than explain, making it a good fit for research topics that seek to shed light on relatively unexplored research fields (Kim et al., 2017).

Participant

The participants in this study were selected using criteria that aligned with the study's objectives. Therefore, the participants must be Javanese or Banjarese. Javanese participants were taken from participants who lived in the East Java area (e.g. Surabaya, Gresik, Sidoarjo, Malang and Mojokerto). Furthermore, Banjarese participants were taken from participants who lived in the South Kalimantan area (e.g. Banjarmasin, Banjarbaru, and Martapura). To ensure data diversity, the participants ranged from 18 to 60 years old. The number of participants from each tribe was 25 people, so the total number of participants in this study was 50 people. This figure is consistent with Creswell & Creswell (2023) notion that descriptive research should have at least 20 participants.

Data Collection

Data collection in this study was carried out by filling out a questionnaire. According to Iwaniec (2020), one of the most appealing aspects of questionnaires is their adaptability and ability to measure abstract constructs that are difficult to test in other ways. The questionnaire in this study was in the form of a Discourse Completion Task (DCT), which was distributed to participants. Discourse Completion Task is one of the most widely used questionnaire types in pragmatic research (Kasper, 2008). Discourse Completion Task is a suitable choice in research that aims to represent the sociopragmatic and pragmalinguistic understanding of a speech act owned by a speech community (Chen et al., 2011). Discourse Completion Task has two parts, namely, a description of the situation and a short conversation with an open slot for one person. The situation in the scenario is intended to limit the open turn so that it leads to the desired communication act (Kasper, 2008).

In this study, participants were asked to complete the Discourse Completion Task, which was distributed via Google Forms. The Discourse Completion Task used in this study consists of eight written scenarios. These scenarios followed the framework proposed by Chen et al. (2011) and were adapted to the Indonesian language. In order to prevent data writing errors, participants were provided with

examples of how to compose responses that were consistent with the language they employed. Participants were requested to envision themselves in genuine scenarios and write down their responses.

Data Analysis

The data obtained from completing the DCT will be organised in a spreadsheet and stored before analysis. The data that has been organised in the spreadsheet will then be reviewed and coded using the scheme created by Chen et al. (2011). This coding scheme includes strategies such as opting out, dissatisfaction, interrogation, accusation, request for repair, and threat. The classifications are from least direct to most direct. Data that has been encoded will be used to determine the prevalence of each strategy. Subsequently, the findings of the complaint strategies from Banjarese and Javanese will be compared and analysed to identify discrepancies and similarities. Lastly, the findings will be discussed within the context of each language's social and cultural background.

Table 1. Chen et al. (2011) complaint strategies

Strategies	Explanation
Opting Out (OP)	Participant ignores the offence
Dissatisfaction (DS)	Participant expresses their displeasure but refrain from naming the complainee directly.
Interrogation (IN)	Participant questions the complainee about the offence, assuming that the complainee is guilty of the act.
Accusation (AC)	The participant accuses the complainee of committing the transgression.
Request for Repair (RR)	Participant expects the complainee to compensate for the offence and adjust their conduct to avoid it from happening again.
Threat (TH)	Participant attempts to attack the complainee by emphasising probable offense repercussions.

FINDINGS AND DISCUSSIONS

This section comprises three parts. Two parts comprised the result of Banjarese complaint strategies and Javanese complaint strategies, as well as the examples of these strategies. After that, the next section will comprise an analysis

of the comparison of Banjarese and Javanese complaint strategies. The following table displays the situations from the DCT scenario and their social power variable:

Table 2. DCT Scenario

Situation	Topic	Social Variable
1	Waitress spilling a drink on you	+D, +R
2	Complaining about working overtime to superior	-D, -R
3	Little brother being loud while you are on a phone call	-D, +R
4	You get cut in line when queuing by an old man	+D, -R
5	Returning a shirt you have bought because there is a hole in it	+D, +R
6	The child you are tutoring is ignoring you	-D, +R
7	Waiting over an hour for your superiors	+D, -R
8	Your mom went through your phone when you were not around	-D, -R

Banjarese Complaint Strategies

The data that was gathered in the discourse completion task from Banjarese participants were calculated together to achieve the overall strategies that were used. Table 3 displays the frequencies and percentage of complaint strategies that were used by Banjarese participants. From Table 1, it is seen that there is a significant variation in the use of complaint strategies in accordance with the situation that the participant faces.

Table 3. Banjarese Complaint Strategies

Strategies	Situation								
	1	2	3	4	5	6	7		
OP	F	0	2	0	3	0	0	1	2
	P	0%	8%	0%	12%	0%	0%	4%	8%
DS	F	20	1	4	6	1	6	16	1
	P	80%	4%	16%	24%	4%	24%	64%	4%
IN	F	0	5	0	3	0	4	6	10
	P	0%	20%	0%	12%	0%	16%	24%	40%
AC	F	0	6	0	8	0	9	1	8
	P	0%	24%	0%	32%	0%	36%	4%	32%
RR	F	5	10	20	5	24	4	1	4
	P	20%	40%	80%	20%	96%	16%	4%	16%
TH	F	0	1	1	0	0	2	0	0
	P	0%	4%	4%	0%	0%	8%	0%	0%

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Situation 1

In situation 1, dissatisfaction (DS) was the most used strategy (80%), with participant expressing their complaint without blaming the waitress explicitly. Request for repair (RR) was used in 20% of the data, with expressing for compensation or solution from the waitress or the restaurant. There is no opting out (OP), interrogation (IR), accusation (AC), or threat (TH) strategy used by the Banjarese participant in this situation.

“inggih kadapapa, kena-kena hati-hati lagi pian lah”. [it’s okay, next time be more careful.] (DS)

“Ay... kenapa mas? Kyp ne baju ulun jadi basah nah?” [Hey...what’s wrong with you? What to do? My clothes are now wet.] (RR)

Situation 2

Request for repair (RR) strategy was used the most in this situation (40%), with participant wanting a reduction in their working hour. Accusation (AC) was used in 24% of the data, with blaming the boss for their working situation. Interrogation (IR) and opting out (OP), respectively, were used in 20% and 8% of the data, while dissatisfaction (DS) was used in 4% of the data. Lastly, threat (TH) was also rarely used (4%).

“Jadi kaya ini pa ai, Kawakah jam kerja tepat haja buliknya? Lapah jua mun bulik jam 1 tarus.” [So how it’s going to be sir? Can I go home on time? It’s exhausting to always go home at 1 am.] (RR)

“Ulun kada kawa sampai jam 1 pa.” [Sir, I can’t work till 1 am.] (AC)

Situation 3

In this situation, a request for repair (RR) was the most common (80%) strategy found, suggesting a wish to end the disturbance. Dissatisfaction (DS) was utilised in 16% of cases. Threat was used one time (4%), whereas accusation (AC) and interrogation (IR) were not employed at all. Opting Out (OP) was also not observed in this situation.

“Kawa kah jangan ribut, ini lagi betelponan nah.” [Can you not be so loud, I’m on the phone right now] (RR)

“Oyyyy, Badiam pang ikm jngn kuriak-kuriak aku nih brtelponan nah lwan kwan ku kd kadangan lagi suaranya aur mandangar ikm ha kuriak-kuriak Kada jelas kd supan lah di dangar ka subalah rumah.” [hey, can you shut up? Don’t be so loud, I’m on the phone right now, and I can’t hear anything but your shouting nonsense. Are you not embarrassed being heard by the neighbour.] (RR)

Situation 4

Accusation (AC) strategy was used the most (32%), demonstrating a preference to explicitly accuse the offender. Dissatisfaction (DS) was utilised in 24% of cases, followed by request for repair (RR) in 20%. Meanwhile, interrogation (IR) and opting out (OP) were both used in 12% of the cases. Threat (TH) was not utilised at all in this situation.

“Antri Paman ae, yang lain lawas jua dah mehadang, kada pian haja.” [You have to queue, Sir; others have been waiting for a long time too, not just you.] (AC)

“Kayanya pian harus baantri dahulu di belakang.” [it seems like you have to queue from the back.] (DS)

Situation 5

Request for repair (RR) strategy was highly prevalent in this situation, accounting for 96% of all data, and it indicated a strong desire to either repair or replace objects that were damaged. In this particular circumstance, there is no evidence of the use of interrogation (IR), accusation (AC), or opting out (OP) strategy. In 4% of cases, dissatisfaction (DS) is used, but threat (TH) is not seen under any circumstances.

“Mas kawakah behurup, soalnya bajunya nih balubang. ulun masih ada pang nah struk nya”. [Sir, can I trade this shirt, there is a hole in it, I still have the receipt] (RR)

“Semalam bajunya kada taitihi ternyata ada luwang dikainnya. Kaya apa baiknya?”. [yesterday I didn’t check the shirt and turns out there is a hole in it. What should be done?] (RR)

Situation 6

The most common strategy used (36%) was accusation (AC), suggesting a propensity to place the responsibility on the child. Interrogation (IR) was employed

in 16% of cases, and dissatisfaction (DS) was employed in 24% of cases. Opting out (OP) was not observed in any situations; Request for repair (RR) and threat (TH) were utilised in 16% and 8% of cases, respectively.

“Nah loooo, makanya am mun diajari tu liati, nih asik sorang, lagi ja.”
[See...this is why when you are being taught you have to concentrate, now you are just having fun by yourself] (AC)

“Ayo perhatikan, kena dapat nol dimamai kuitan ikam pulang hakun lah?”
[hey focus...you are going to get zero on your test and get yelled at by your mom, do you want that?] (TH)

Situation 7

Dissatisfaction (DS) strategy was used most frequently (64%), indicating dissatisfaction without direct blame. Interrogation (IR) and Accusation (AC) were used in 24% and 4% of cases, respectively, while Request for repair (RR) and opting out (OP) were used in 4%. Threat (TH) was not used.

“maaf sebelumnya pa lah, ulun sudah ada janji betamuan lawan pian mungkin pian kada ingat”. [I’m sorry sir, I have an appointment with you maybe you don’t remember] (DS)

“Karena ulun ada jadwal lain dan sudah cukup lama menunggu pian, kita jadwalkan lain kali aja kak ya, besok atau lusa”. [because I have another appointment and waited for you long enough, can we reschedule tomorrow or the day after tomorrow] (RR)

Situation 8

Interrogation (IR) was used most frequently (40%), indicating a desire to know the reason behind the offence. Accusation (AC) and request for repair (RR) were used in 32% and 16% of cases, respectively, while dissatisfaction (DS) was used in 4% of cases. Opting out (OP) was also used in 8% of cases, and threat (TH) was not seen.

“Ma maka sudah ulun padahi semalam hp ulun jangan pian buka-buka, anak ni ganal dah ulun beisi privasi jua kada mau lalu pian nih mendangarakan apa jar ulun”. [Mom, I already told you don’t open my phone, I’m already an adult, I have privacy and you don’t listen what I am saying to you] (AC)

“Mama nih napa membuka hp ulun, urang bila handak membuka bepadah ja kadapapa ai, jangan asal buka ja ulun gin bisi privasi”. [Mom, what are

you doing with my phone? If you want to see it you can just asked me, don't just open it...I also have privacy] (IR)

Overall, the complaint strategies that the Banjarese participants utilised the most were request for repair (RR) and dissatisfaction (DS). This indicates the preference of the speakers for finding a solution or stating their dissatisfaction without directly blaming or threatening the other person. Accusation (AC) and interrogation (IR) were also used frequently, especially in situations where it was more confrontative. In contrast, opting out (OP) and threat (TH) were rarely used, which shows that Banjarese participants tend to avoid strategies that are too passive or aggressive.

Javanese Complaint Strategies

The result from the Discourse Completion Task of the Javanese participants yielded multiple strategies that were utilised. Table 4 shows the result in terms of the frequency and percentage of strategies used in every situation. After that, the result from every situation was elaborated.

Table 4. Javanese Complaint Strategies

Strategies	Situation								
		1	2	3	4	5	6	7	8
OP	F	1	2	0	0	3	0	1	1
	P	4%	8%	0%	0%	12%	0%	4%	4%
DS	F	15	8	1	7	1	5	15	1
	P	60%	32%	4%	28%	4%	20%	60%	4%
IN	F	4	2	1	2	1	3	8	13
	P	16%	8%	4%	8%	4%	12%	32%	52%
AC	F	1	5	0	8	3	7	1	7
	P	4%	20%	0%	32%	12%	28%	4%	28%
RR	F	3	8	22	8	17	4	0	3
	P	12%	32%	88%	32%	68%	16%	0%	12%
TH	F	1	0	1	0	0	6	0	0
	P	4%	0%	4%	0%	0%	24%	0%	0%

Situation 1

In the first situation, it was identified that 25 participants from Javanese speakers utilise more diverse strategies. With 15 participants (60%) used dissatisfaction (DS) strategy, meanwhile the rest were scattered with 4 participants

(16%) using interrogation (IN), 3 participants (12%) using request for repair (RR), and 1 participant (4%) each used opting out (OP), accusation (AC), and threat (TH).

“YaAllah mbak/mas pie seh, ati-ati to, teles kan iki aku dadi e”. [Oh my God, what are you doing, be careful, now I’m drenched] (DS)

“Hee mbok njalok tolong matamu loh gaween, ojok mbok delek dengkul. Ngene Iki terus yaopo, teles kebles, lengket kabeh, sapa seng tanggung jawab” [Please use your eyes, don't put them on your knees. If it's like this, it's soaked, it's all sticky, who's responsible.] (AC)

Situation 2

Dissatisfaction (DS) and request for repair (RR) strategies were both used in 32% of the cases for the Javanese participants in situation 2, showing a desire to express discontent and seek a solution. Meanwhile, accusation (AC) strategy was used in 20% of the cases, interrogation (IN) and opting out (OP) each were used two times (8%). Threat (TH) was not utilised at all in this situation.

“Ngapunten pak, mulai mbenjing kulo nedhi wangsul jam 10 dalu nggih sesuai kesepakatan” [I apologize sir, starting tomorrow I want to go home at 10 pm as agreed.] (DS)

“Iki o Pak, masalah jam mulehku. Awakdhewe kan sak iyo ne ki muleh jam 10 mbengi. Nanging mbendino agek iso muleh ki jam siji pak. Pripun menurut Panjenengan solusi ne pak?” [This, you know, Sir, is the problem with my home time. We're supposed to go home at 10 pm. But every day we can only go home at 1 o'clock, Sir. What do you think is the solution, Sir?] (RR)

Situation 3

In this situation, the request for repair (RR) strategy was predominately used (88%), indicating a strong desire to end the distraction. Dissatisfaction (DS) and interrogation (IN) were used in 4% of the cases. Threat (TH) was also found in 4% of the cases. There was no application of opting out (OP) or accusation (AC) strategy in this situation.

Dek ra sero sero le omongan rasah bengok bengok alon alon wae”. [Brother/sister, don't speak loudly, don't shout, take it easy.] (RR)

“Heee mulutmu isa diem nggak, bengak-bengok ae koyok gak tonggone gak onok kupinge ae”. [Hey, can you keep your mouth shut keep shouting like the neighbour has no ears.] (TH)

Situation 4

Accusation (AC) and request for repair (RR) were both used most frequently, with eight times (32%) indicating a tendency to directly accuse the offence and for them to fix the offence. Dissatisfaction (DS) was used in 28% of the cases. Interrogation (IN) was used in 8% of cases, while Opting Out (OP) and Threat (TH) were not seen.

“Pak, ngapunten, kula wis antri mriki dhisik. Bapak tulung antri nggih, merga kulo dhisik an.” [Sir, I’m sorry, but I’ve queued first. Sir, please queue up because I went first.] (RR)

“loh pak, ngantri pak. yeknopo njenengan niki nyalip2”. [hey sir, queue sir. why are you barging around.] (IN)

Situation 5

Request for Repair (RR) was highly dominant in this situation (68%), indicating a strong desire to return or replace the damaged item. Accusation (AC) and opting out (OP) were used in 12% of cases each. Dissatisfaction (DS) and interrogation (IN) were in 4% of cases each, and threat (TH) was not seen.

“Mbak/mas, wingi aku tuku klambi tapi kok bolong mburine, iso diijolke ora mbak/mas?” [ma’am/sir, yesterday I bought clothes but how come there is a hole in the back, can you exchange them?] (RR)

“Mbak/mas iki wingi aku tuku klambi nak kene, pas sampe omah tak delok lah kok onok bolongan e ngene” [Ma’am/sir yesterday I bought clothes here when I got home, I saw there was a hole like this.] (AC)

Situation 6

Accusation (AC) was used most frequently (28%), suggesting a tendency to blame the child. Dissatisfaction (DS) and request for repair (RR) were used in 20% and 16% of cases, respectively. Interrogation (IN) was used in 12% of cases while opting out (OP) was not seen. Threat (TH) was used in 24% of cases, which is quite significant compared to other situations.

“Dek nek sinau ki sing fokus ora disambi garap liyane ben cepet isoh gek ben rampung ben pinter juga” [Dek, if you study, focus on it, don't do other things while doing it so that you can finish quickly and get smarter too.] (AC)

“Mesti arek Iki rek mbuencekno, terusno kelakuanmu, suwe-suwe aku ngajari maneh, jarno cek mamamu ngomel, urusono dewekan” [This child...keep acting up, it's useless to keep teaching you, if your mom yelled at you, that's your problem.] (TH)

Situation 7

Dissatisfaction (DS) was predominantly utilised in situation 6 (60%), denoting dissatisfaction without direct blame. Interrogation (IN) was used in 32% of cases while opting out (OP) and accusation (AC) in 4% of cases each. There was no use of request for repair (RR) or Threat (TH) strategy.

“sepurane pak sampean neng dalan macet opo mampir sek kok suwe men wes tak tunggu sak jam an ee hahaha”. [I's sorry sir, is there a traffic or do you stop by first, it's taking so long, I've been waiting for an hour hahaha.] (AC)

“Mas/Mbak, aku wingi sudah menghubungi sampean. Ora iling ta mas/mbak? aku ngenteni ndek kene wis 1 jam gawe ketemu karo sampean” [Sir/ma'am, I contacted you yesterday. Don't you remember? I've been waiting here for an hour to meet you.] (IN)

Situation 8

Interrogation (IN) was used most frequently (52%), which demonstrates the desire to know the reason behind the violation. Accusation (AC) and request for repair (RR) were used in 28% and 12% of cases, respectively. Dissatisfaction (DS) and opting out (OP) were used in 4% of cases each. There was no application of threat (TH) in this situation.

“Bu, kulo iki wes gedhe. Kulo yo ora gelem yen Ibu buka buka hp ku. Aku wis ngomong karo ibu kan lek aku iki ora seneng. Ojo maneh yo Bu” [BMom, I'm an adult. I don't want you to go through my cell phone. I already told you that I don't like it. Don't do it again mom.] (AC)

“Nyapo buk? Kui kan hp ku, privasi. Ojo dibuka” [Why mom? It's my phone, it's private. Don't open it.] (IN)

The result from the DCT by Javanese speakers suggests that, for the most part, Javanese speakers employed request for repair (RR) and dissatisfaction (DS) strategy in conveying their complaint. Accusation (AC) and interrogation (IN) were also regularly used; while opting out (OP) and threat (TH) were seldom utilised.

Similarities and Differences between Banjarese and Javanese Complaint Strategies

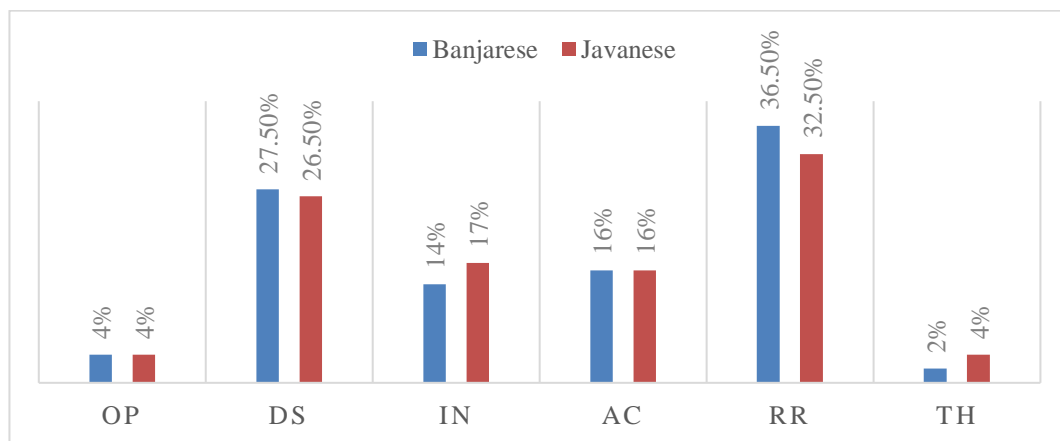


Figure 1. Overall Distribution of Complaint Strategies

The overall result revealed both similarities and differences in how Banjarese and Javanese participants use the complaint strategy. Each group shows the same tendency toward frequently used strategies, with requests for repair (RR) and dissatisfaction (DS) dominating. These strategies were utilised by Banjarese participants, who used RR in 36% of cases and DS in 27%, while Javanese participants used RR in 32.5% of cases and DS in 26.5% of cases. This demonstrates that both groups have a tendency to find solutions or state their dissatisfaction without directly blaming the offender, which shows an approach that is more diplomatic and solution-driven.

In contrast, the threat (TH) strategy was implemented in only 2% and 4% of cases among Banjarese and Javanese participants, respectively. This is due to the fact that both cultures prioritise harmony and prefer to prevent direct conflicts. While opting out (OP), strategy was employed in 4% of the cases. This result is in a similar line to previous research where there is substantial utilisation reduction at

both extremes of the scale and a noticeable curve in the middle, which were found in similar results of the most and least strategy that was employed from other cultures and languages (Chen et al., 2011; Olshtain & Weinbach, 1987).

The accusation (AC) strategy was employed by both groups in approximately equal quantities (16%), which was indicative of their similarity. This suggests that the Banjarese and Javanese participants will only attribute direct blame to the other party when it is deemed necessary. The following are illustrated: situation 4, where an individual cuts in line; situation 6, where the efforts of participants are disregarded; and situation 8, where their privacy is violated. All of these situations are direct slights to the participant, prompting them to explicitly complain.

Nevertheless, Banjarese possesses their own distinctive complaint strategies that are indicative of their cultural heritage and social status, in contrast to Javanese. This is evident in situation 3, in which the participant is disturbed by the little sister during a phone call. The Banjarese employ the RR strategy at a percentage of 88%, while the Javanese employ the DS strategy at a percentage of 60%. As a result, it is evident that Banjarese typically requests immediate action, in contrast to Javanese, who initially convey their dissatisfaction.

In essence, despite the fact that Banjarese and Javanese participants employed complaint strategies in similar manners, there are significant differences in certain situations. While Javanese participants usually voice their displeasure or ask for explanations first, Banjarese participants are usually more forthright in their questions. Therefore, it highlights the unique social and cultural norms that guide the way that each group settles conflicts and grievances.

CONCLUSIONS AND SUGGESTIONS

The results of this research indicate that Banjarese and Javanese individuals typically employ the same complaint strategies, namely dissatisfaction (DS) and request for repair (RR). The extensive utilisation of this strategy demonstrates the inclination to identify solutions and grievances that will not provoke the individual

with whom one is conversing, a behaviour that is indicative of the diplomatic and polite societal norms of the Banjarese and Javanese. In particular, Banjarese participants utilised 36% RR and 27% DS, while Javanese participants utilised 32.5% RR and 26.5% DS. Both groups exhibit a low utilisation of threat (TH) strategy, with Banjarese employing 2% and Javanese employing 4%. This also suggests a desire to preserve harmony. Furthermore, accusation (AC) was applied only in cases whereby the complainee clearly offended the participant. The research highlighted differences among Javanese and Banjarese participants. When slighted, the Banjarese participant would typically seek rapid reparations or recompense, while the Javanese participant would prefer to express their annoyance first. The results of the research demonstrate how profoundly cultural context shapes communication and complaint strategies.

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