

**PRAGMATIC ANALYSIS OF COMPLAINING STRATEGIES USED BY
SOCIAL MEDIA USERS IN RESPONDING *DEAL OF THE CENTURY***

RESEARCH PAPER



**Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree of English Education**

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2020

APPROVAL

**A PRAGMATIC ANALYSIS OF COMPLAINING STRATEGIES
USED BY SOCIAL MEDIA USERS IN RESPONDING TO
*DEAL OF THE CENTURY***

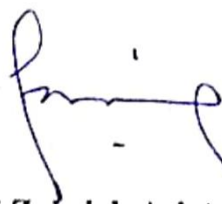
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Approved to be examined by Consultant

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Dra. Siti Zuhriah Ariatmi, M.Hum.

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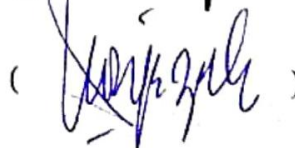
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Herewith, I testify that there is no plagiarism of the previous study which has been raised to obtain bachelor degree in this research paper, except those which are referred and mentioned in the literature review and bibliography. If it is proved that those are some untrue statements in this testimony, I will hold full responsibility.

Surakarta, August 18th, 2020



The researcher

Ika Eriyana Hariyanti
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MOTTO

Just Do It!

“If you are grateful, I will surely increase you [in favor].”

Surah Ibrahim [14:7]

DEDICATION

This study is dedicated to:

1. Allah *Subhanahu wa ta'ala*.
2. My parents.
3. My big family.
4. My friends.
5. All good people around me.

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Assalamu'alaikum warahmatullahi wabarakatuh

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The Researcher

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ABSTRACT

Ika Eriyana Hariyanti/A320160163. **PRAGMATIC ANALYSIS OF COMPLAINING STRATEGIES USED BY SOCIAL MEDIA USERS IN RESPONDING *DEAL OF THE CENTURY***. Research Paper. School of Teacher Training and Education, Muhammadiyah University of Surakarta, August, 2020.

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This study aims to analyze the complaining strategies and the implicature of the complaining utterances used by social media users in responding *Deal of the Century*. This study is a qualitative study. The data of this study are 36 complaining utterances in the comment column of Washington Post Youtube channel. The data source of this study is taken from in the comment column of Washington Post Youtube channel with the news entitled *Unpacking Trump's 'Deal of the Century for the Middle East*. In collecting the data, the writer uses documentation and observation. The data are analyzed by using the theory of complaint proposed by Trosborg (1995) and the theory of implicature proposed by Grice (1975). The result of this study shows that there are 12 data (33.34%) of Hints strategy, 5 data (13.89%) of Annoyance strategy, 4 data (11.11%) of Modified Blame strategy, 4 data (11.11%) of Explicit Condemnation of the Accused's Action (Behavior) strategy, 4 data (11.11%) of Explicit Condemnation of the Accused as a Person (Person)) strategy, 3 data (8.33%) of Ill Consequences strategy, 3 data (8.33%) of Indirect Accusation strategy, and 1 datum (2.78%) of Direct Accusation strategy. Hints strategy is the most dominant strategy of complaint used by social media users. The complainers indirectly state that *Deal of the Century* is not a deal because it does not use appropriate rules in conducting a deal to end the conflict. Next, the writer finds that there are 5 data (13.89%) of conventional implicature, 30 data (83.33%) of particularized conversational implicature, and 1 datum (2.78%) of generalized conversational implicature. Particularized conversational implicature is the most dominant implicature of complaining utterances by social media users. In order to understand the meaning of the complaining utterances, it requires specific context regarding *Deal of the Century*.

Keywords: *complaint, social media, Deal of the Century.*

ABSTRAK

Ika Eriyana Hariyanti/A320160163. **ANALISIS PRAGAMTIK DALAM STRATEGI KELUHAN OLEH PENGGUNA SOSIAL MEDIA DALAM MENANGGAPI *DEAL OF THE CENTURY***. Skripsi. Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muhammadiyah Surakarta, Agustus, 2020.

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Penelitian ini bertujuan untuk menganalisis strategi dalam mengungkapkan keluhan dan implikasi dari ucapan keluhan yang digunakan oleh pengguna media sosial dalam menanggapi *Deal of the Century*. Penelitian ini merupakan penelitian kualitatif. Data dari penelitian ini adalah 36 ungkapan keluhan pada kolom komentar dari kanal *Youtube Washington Post*. Sumber data penelitian ini diambil dari kolom komentar pada kanal *Youtube Washington Post* dengan berita berjudul *Unpacking Trump's 'Deal of the Century' for The Middle East*. Dalam pengumpulan data, penulis menggunakan dokumentasi dan observasi. Data tersebut dianalisis menggunakan teori tentang keluhan yang dikemukakan oleh Trosborg (1995) dan teori implikatur yang dikemukakan oleh Grice (1975). Hasil penelitian ini menunjukkan bahwa terdapat 12 data (33,34%) dari strategi kiasan, 5 data (13,89%) dari strategi kekesalan, 4 data (11,11%) dari strategi modifikasi kecaman, 4 data (11,11%) dari strategi kecaman terhadap tindakan, 4 data (11,11%) dari strategi kecaman terhadap pelaku, 3 data (8,33%) dari strategi konsekuensi buruk, 3 data (8,33%) dari strategi tuduhan tidak langsung, dan 1 datum (2,78%) dari strategi tuduhan langsung. Strategi kiasan merupakan strategi mengeluh yang paling dominan digunakan oleh pengguna media sosial. Para pengeluh secara tidak langsung menyatakan bahwa *Deal of the Century* bukanlah sebuah kesepakatan karena tidak menerapkan aturan yang tepat dalam melakukan kesepakatan untuk mengakhiri konflik. Selanjutnya penulis menemukan bahwa terdapat 5 data (13,89%) implikatur konvensional, 30 data (83,33%) implikatur percakapan khusus, dan 1 data (2,78%) implikatur percakapan umum. Implikatur percakapan yang terpartikularisasi merupakan implikatur yang paling dominan dari ucapan keluhan oleh pengguna media sosial. Untuk memahami makna ucapan pengaduan tersebut, diperlukan konteks khusus terkait *Deal of the Century*.

Kata kunci: *keluhan, media sosial, Deal of the Century.*

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