Abstract

Low cost airlines are currently the popular transportation modes for budget travelers. It is because affordable cost reaches all members of any class in society. However the negative aspects of low cost airline influence the customers’ satisfaction. The aim of this study is to reveal the impoliteness Strategies applied by complaining customers of AirAsia toward the customers service in November 2016 to February 2017. There were 101 data obtained from 1st November 2016 to 25th February 2017. The researcher used the impoliteness theory proposed by Culpeper (1996) which is the development of politeness theory suggested by Brown and Levinson (1987). In conducting the research method, the researcher applied qualitative approach. The results of the study show that complaining customers of AirAsia apply all strategies of impoliteness strategies. The findings show there are 42.57% for Bald on Record Impoliteness, 6.93% for positive Impoliteness, 19.80% for Negative Impoliteness, 25.74% for Sarcasm or Mock Politeness, and 4.96% for Withhold Politeness. Bald on Record Impoliteness is the most frequent strategy because the passengers had to deal with the flight schedule. In addition, the passengers of AirAsia are dominated by Asians wherein Asian culture prefers to deliver their complaints clearly, directly in a flowery manner. Indeed, for Asians, keeping the harmonization between each individual is highly considered.

Keywords: impoliteness, politeness, tweets, social media, customers’ complaint.