

ABSTRAK

Penelitian yang berjudul “Penerapan Prinsip Kerja Sama dalam Pelayanan Pegawai *Customer Service* di PDAM Surabaya” ini bertujuan untuk (1) Mendeskripsikan bagaimana pematuhan prinsip kerja sama dalam tuturan antara pegawai *customer service* dan *customer*. (2) Mendeskripsikan bagaimana pelanggaran prinsip kerja sama dalam tuturan antara pegawai *customer service* dan *customer*. (3) Untuk mengetahui bagaimana konteks pragmatik dibalik pematuhan dan pelanggaran prinsip kerja sama tuturan antara pegawai *customer service* dan *customer*. Secara umum pegawai *customer service* berperan penting, karena wajib memberikan pelayanan semaksimal mungkin kepada *customer* yang datang ke kantor PDAM Surabaya. Penelitian ini menggunakan metode deskriptif kualitatif, sumber data didapatkan dari tuturan antara pegawai *customer service* dan *customer* dengan teknik sadap dan catat. Hasil penelitian antara *customer* dengan pegawai *customer service* lebih banyak pematuhannya dibandingkan pelanggarannya menunjukkan bahwa prinsip kerja sama Grice sudah diterapkan melalui tuturan antara pegawai *customer service* dan *customer* PDAM Surabaya. Berdasarkan seluruh data tuturan yang didapat, pegawai *customer service* dan *customer* PDAM Surabaya sudah menerapkan prinsip kerja sama Grice dengan baik.

Kata kunci : Penerapan Prinsip kerja sama, *Customer Service*, PDAM Surabaya, Pragmatik.

ABSTRACT

The study, entitled “Penerapan Prinsip Kerja Sama dalam Pelayanan Pegawai *Customer Service* di PDAM Surabaya” aims to (1) describe how to comply with the principles of cooperation in speech between customer service employees and customers. (2) Describe how the breach of the principle of cooperation in speeches between customer service employees and customers. (3) This is to determine the pragmatic context behind the obedience and violation of the principle of speech cooperation between customer service employees and customers. In general, customer service employees play an important role, because they are required to provide the maximum possible service to customers who come to the Surabaya PDAM office. This study used a qualitative descriptive method, data sources were obtained from speeches between customer service employees and customers using tapping and note-taking techniques. The results of research between customers and customer service employees are more obedient than violations. It shows that the Grice cooperation principle has been applied through speeches between customer service employees and customers of PDAM Surabaya. Based on all the speech data obtained, PDAM Surabaya customer service and customer service employees have implemented Grice's cooperation principles well.

Keywords: Application of cooperation principles, Customer Service, PDAM Surabaya, Pragmatic.