

Belfas, Nadia Narulita. 2014. *A Study of Apology Strategies used by Customer Service Officers in Telkomsel Surabaya*. A thesis submitted as partial fulfillment of the requirements for the Sarjana degree of English Department Faculty of Humanities Airlangga University Surabaya.

### **ABSTRACT**

Apology is necessary in the public service. Commonly, in the public service, there are customer service officers that have a duty to solve a customer's complaint. Therefore, apology strategies are needed in the public services to face a customer's complaint. This study attempts to analyze the most common type of apology strategies that used by customer service officers of Telkomsel. The objective of this study is to reveal what type of apology strategies that mostly occurs in conversation. This study can contribute further knowledge about apology strategies in public services. This study applies qualitative research method approach. In analyzing the data, the writer uses apology strategies theory that proposed by Trosborg (1995). From the analysis, it was found that the customer service officers in Telkomsel mostly use explanation or account with occurrences 50% in responding customer's complaints. The customer service officers frequently use explanation or account because explanation or account could satisfy the customers and to soften the customer's feelings.

*Keywords: Apology strategies, customer service officers, politeness strategies*