

ABSTRACT

Wicahyanti, Renny. A Conversation Analysis between the Customer and Customer Service in Opening New Account Transaction. A thesis submitted as partial fulfillment requirement for Sarjana Degree of the English Department, Faculty of Letter, Airlangga University, 2007.

This study is about turn taking in opening new account conversation. The aims of this study are to find out the technical differences between the general turn taking proposed by Sacks et.al and the modified turn taking in opening new account and the significant feature of those modified turn taking rules. This study uses conversation Analysis (CA) as the methodology because for analysis, among other interaction, institutional talks like banking transaction talks. The participant of this study is the customer service who is interacting with the customers. The use of this opening new account transaction talk is due to the consideration that this banking transaction provides the relevance data of this study that is the occurrence of turn taking rules in a kind of opening new account transaction. The procedures of data collection are taking the data recording from the opening new account transaction and making the data transcription comparing the modified turn taking rules with the general turn taking rules proposed by Sacks et.al to find the differences and significant features of the modified. Based on the data analysis, the finding that have been found are that there are the differences between the general turn taking rules and modified turn taking rules concerning the different participant and setting. In the opening of new account there are differences in speech exchanges between the male and female conversation. This is because the customer service does not have an authority controlling the turn taking. The significant features among the participants are various.

Keywords: Turn Taking Organization, Conversation Analysis, Turn, Corporate Discourse, Gender Differences in conversation