

Complaining Strategies Used by Indonesian Online Shoppers: A Pragmatics Study

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ARTICLE INFORMATION

Received: 15 September 2021

Accepted: 01 October 2021

Published: 30 October 2021

DOI: 10.32996/ijllt.2021.4.10.14

KEYWORDS

Complaint strategies, Indonesian online shoppers, fashion products, shoppe shopping applications, comment section

ABSTRACT

This study is aimed at describing the complaint strategies used by Indonesian male and female online shoppers towards fashion products found in comment sections in the Shopee shopping application. This study is qualitative research. The data are complaint utterances used by male and female online shoppers found in the comment section of fashion products in the Shopee shopping application. The data sources are the comment from the male and female online shoppers posted from August to September 2021. In collecting the data, the researcher used documentation and observation methods. The technique used by the researcher in analyzing data is the distributional technique. The data are analyzed by using the theory of Trosborg (1995). The result of the research revealed that there are 6 complaint strategies used by male online shoppers and 5 complaint strategies used by female online shoppers.

1. Introduction

In this era, everyone uses technology in every aspect of life. Technology helps people to seek knowledges, to share information, to develop new skills, and also to create a new business in order to make money and fulfill their daily needs. The kind of technology that is often used by people is a gadget. Madalamaya in Harfianto et al. (2015) explains that a gadget is a device that has more specific functions, more practice, and is designed with advanced technology. Nurmalsari & Wulandari (2018) explain that gadgets are not just communication tools. Times have become a trend or lifestyle. There are several various types of gadgets such as cell phones, laptops, computers, notebooks, etc. The activity of buying and selling goods and services also can be done by using social media and e-commerce apps by using the internet. According to Clarke (2008), electronic commerce is defined as the conduct of commerce in goods and services with the assistance of telecommunication and telecommunication-based tools. Khurana (2007) defines e-commerce as using the power of the computer, the internet, and shared software to send and receive product specifications and drawings; bids, purchase orders and invoices; and any other type of data that needs to be communicated to customers, suppliers, employees or the public. One of the famous e-commerce apps in Indonesia is Shopee.

Shopee was first launched in Singapore in 2015 and keeps developing in Asia, such as Malaysia, Vietnam, Thailand, and also in Indonesia. Through this app, everyone is able to create their own page to sell and offer their products without meeting the consumers, so it is not a face-to-face business. They can buy the goods from the other sellers without meeting them in person. The process of choosing, ordering, or delivering the products also can be observed by the consumers. Every consumer has their own level of satisfaction towards the product and sometimes they also complain about it because of several reasons. Through the pragmatic perspective, the expression of dissatisfaction or annoyance about something is known as the complaining speech act and it is part of the expressive speech act.

According to Traveso (2008), the complaint is the expression of negative feelings relating to what speakers present as a complainable matter. Trosborg (1995) defines a complaint as an illocutionary act in which the speaker expressed his or her disapproval, negative feelings, etc., towards the state affairs described in the proposition and for which he/she held the hearer responsible, either directly or indirectly. Kraft & Geluykens (2002) explain that complaint is an expression that threatens the addressee's negative face and it might contain an implicit or explicit demand to rectify the aforementioned situation. Yule (1996) also defines that expressive can be a statement of pleasure, pain, like, dislike, joy, or sorrow.

It means that expression to tell about speaker's feeling and it has the function of expressing. There are several previous studies about complaint strategies used by the consumers while expressing their dissatisfaction towards the services or products. The first study is Kakolaki et al (2016) entitled "*Gender Differences in Complaint Strategies among Iranian Upper-Intermediate EFL Students*". There are two indicators in this research as gender & age of the consumers. The second study is Nimako's (2012) yang entitled "*Customer Dissatisfaction and Complaining Responses Towards Mobile Telephony Services*". The purpose of this study is to describe the complaint strategies used by the consumers and their responses. There are several demographic indicators in this research such as gender, age, education level, income, and marital status of the consumers. The next study Nguyen (2017) entitled "*The Association between Gender and Vietnamese Complaint Strategies*". There are several demographic indicators in this research such as gender, social distance, age, and profession of the consumers. On the other hand, the main indicator in this research is the male and female online shoppers and also the complaint strategies used by them while expressing their complaints toward fashion products in the Shopee shopping application.

The male and female online shoppers used complaint strategies to express their dissatisfaction towards the products or services and it becomes a unique phenomenon to be learned and observed. The purpose of this research is to describe complaining strategies used by male and female online shoppers towards the fashion products in the Shopee shopping application. The data in this research are in the form of complaining utterances. The theory used by the researcher is the complaint theory by Trosborg (1995). Trosborg (1995) defines that there are several complaining strategies such as non-explicit reapproach with a sub-strategy called hints, expression of disapproval with two sub-strategies such as annoyance and ill consequences, accusation with two sub-strategies such as indirect accusation and direct accusation, and also blame with three sub-strategies such as modified blame, explicit blame (behavior), and explicit blame (person).

2. Methodology

The writer used descriptive qualitative as the research design in this research to describe the complaint strategies used by male and female online shoppers while expressing their dissatisfaction towards the fashion product in the Shopee shopping application. The researcher used a qualitative approach because the data were analyzed in a descriptive phenomenon. The data and complaint utterances found in the comment section of fashion products in the Shopee shopping application were posted from April to May 2021. The researcher used documents and they were the comment sections of fashion products in the Shopee shopping application as the sources of data. Krippendorff (1991, in Tanzeh 2011:79) defines data as the information of indication that has to be written in the whole of the writing process. According to Arikunto (2010:129), the source of data in the study is the subjects from which the data can be collected. The researcher used the content analysis method to collect the data.

The methods of collecting data used by the researcher were observation and documentation. In collecting the data, the researcher followed several steps such as; 1) Reading the comments to find the complaint utterances expressed by the male and female online shoppers, 2) gathering and printing out the comments in order to find and describe the complaint strategies used by the online shoppers, 3) Underlining the data in order to analyze it easily, 4) giving a code to all the complaint utterances expressed by the online shoppers meanwhile, the method used by the researcher to analyze the data was the distributional method and it was done by using the parts of the data such as words, clauses, phrases, etc. In this research, the researcher analyzed the use of complaint strategies by male and female online shoppers while expressing their dissatisfaction towards the fashion product in the Shopee shopping application.

3. Results and Discussion

3.1 Results

In this part, the researcher presents the discussion of finding in order to give a clear explanation related to the complaint strategies used by male and female online shoppers in Shopee shopping applications as the answer to the problem statement of the research. According to the data, there are six complaint strategies used by male online shoppers such as Explicit Blame (Behavior), Direct Accusation, Indirect Accusation, Modified Blame, Hints, and Annoyance and there are five complaint strategies used by female online shoppers such as Explicit Blame (Behavior), Direct Accusation, Explicit Blame (Person), Hints, and Modified Blame. It could be understood that the complaint strategy used by male online shoppers is more varied than female shoppers to express their dissatisfaction towards fashion products directly or indirectly. The result and discussion are elaborated below:

Table 1. Complaint strategies used by male online shoppers

No.	Data code	Utterances	Complaint Strategies
1.	001/ SHP / CS / LK / FSHN	"Pengirimanya terlambat banget..." "The delivery was so late"	Explicit blame (behavior)
2.	002/ SHP / CS / LK / FSHN	"Saya langsung komplain karena baju nya ada bolongnya" "I directly complain because there is a hole in the cloth"	Direct Accusation
3.	003/ SHP / CS / LK / FSHN	"Sellernya salah kirim barang, hmm" "The seller delivers the wrong product, hmm"	Explicit blame
4.	004/ SHP / CS / LK / FSHN	"Pengirimanya lama banget huft. ya Allah, sabar lagi puasa...." "The delivery was so late. Ya Allah, please give me sabr im fasting"	Explicit blame (behavior)
5.	005/ SHP / CS / LK / FSHN	"Pesen dari minggu lalu dan belum Aku terima" "The delivery was from last week and I haven't received it yet..."	Indirect Accusation
6.	006/ SHP / CS / LK / FSHN	"Bisa ga punyaku dikirim lebih cepet???" "Can you speed up my order???"	Modified blame
7.	007/ SHP/ CS/ LK / FSHN	"Ga sesuai ekspektasiku ini "hmhhh" "it is not like my expectation, hmhhh"	Hints
8.	008/ SHP / CS / LK / FSHN	"Terdapat noda pada bajunya" "There is a stain the cloth"	Direct accusation
9.	009/ SHP / CS/ LK / FSHN	"Ada bercak-bercak dibajunya, jadi kelihatan kotor bajunya" "there is a stain in the cloth, it makes it look dirty"	Direct accusation
10.	010/ SHP / CS / LK / FSHN	"Bahanya tipis banget" "the fabric is too thin"	Direct Accusation
11.	011/ SHP /CS / LK / FSHN	"Sellernya Salah kirim barang, ga sesuai orderanku" "The seller delivers the wrong product, it is not like my order"	Explicit blame (behavior)
12.	012/ SHP / CS / LK / FSHN	"Barang aslinya beda sama gambar". "The real product is different from the picture"	Direct Accusation
13.	013/ SHP / CS/ LK / FSHN	"Barang nggak dikirim sama sellernya, pelayanannya ga bagus" "The seller doesn't deliver the product, the service is not good"	Explicit blame (behavior)
14.	014/ SHP /CS / TTM/ LK / FSHN	"pesen kaos yang dikirim jaket, pelayanannya ga bagus ni" "I order a t-shirt but the seller sends me a jacket,	Explicit blame (behavior)

		<i>the service is not good</i>	
15.	015/ SHP / CS / LK / FSHN	<i>"kualitas bajunya ga bagus aslinya, seperti B aju harganya murahan huft". "The real quality of the product is not good, just like a cheap cloth"</i>	Annoyance
16.	016/ SHP /CS / / LK / FSHN	<i>"Bajunya kok seperti itu ya warnanya?" "Why the color of the cloth just like this?"</i>	Indirect Accusation
17.	017/ SHP / CS/ LK / FSHN	<i>"gak sesuai angan-angan" "This is so different from my expectation"</i>	Hints
18.	018/ SHP / CS/ LK / FSHN	<i>"Kualitas bajunya apa memang seperti ini?" "is the quality of the cloth just like this?"</i>	Indirect Accusation
19.	019/ SHP / CS/ LK / FSHN	<i>"Pengemasan dan pengirimanya super Lama.gila memang!!!" "The delivery and packaging process was so late, this is crazy!!!"</i>	Explicit Blame (Behavior)
20.	020/ SHP / CS/ LK / FSHN	<i>" Penjualnya Dichat ga pernah bales, pelanyananya ga bagus ini" "The seller never answer my message, the service is not good"</i>	Explicit Blame (Behavior)

Table II. Complaint strategies used by female online shoppers

No.	Data code	Utterances	Complaint strategies
1.	001/ SHP / CS / PR / FSHN	<i>"Penjual galak banget" "The seller is so fierce"</i>	Explicit blame (person)
2.	002/ SHP / CS/ PR / FSHN	<i>"Baju aslinya bernoda huft" "There is a stain in the cloth"</i>	Direct Accusation
3.	003/ SHP / CS / PR / FSHN	<i>"Ukuranya kebesaran banget lah ini!! "The size is too big!!!!"</i>	Direct accusation
4.	004/ SHP / CS / PR / FSHN	<i>"Kain nya jelek puool kualitasnya" "The fabric has a bad quality"</i>	Direct Accusation
5.	0005/ SHP /CS/ PR / FSHN	<i>"Ya Allah Butuh berapa lama sih pengirimanya??telat banget masa!!!!" "Ya Allah, how long does the delivery take???? It's too late"</i>	Explicit blame (behavior)
6.	006/ SHP / CS/ PR / FSHN	<i>"mba nya suombonggg minta ampun !!" "The seller is so arrogant"</i>	Explicit blame (person)
7.	007/ SHP /CS / PR / FSHN	<i>"Amit- amit sellernya balesin chatku kata-katanya kasar banget, bikinkesel parah " "The seller replies to my messages with rude words, it annoys me"</i>	Explicit blame (person)
8.	008/ SHP /CS/ PR / FSHN	<i>"Pengemasanya telat uda gitu pengirimanya lama banget Ya Tuhaaaan "</i>	Explicit blame (behavior)

		"Oh god, The packaging and delivery process was too late"	
9.	009/ SHP /CS / PR / FSHN	"Pesen warna putih broken white yang abis liat yang asli bikin aku broken heart, bikin kesel banget" "I order broke white color but after seeing the real product, it makes me broken heart. It annoys me so much"	Direct Accusation
10.	010/ SHP / CS / PR / FSHN	"Warnanya cantik banget tapi menurutku terlalu cerah warnanya jadi norak," "The color is so beautiful but it's too bright, so it looks tacky"	Direct Accusation
11.	11/ SHP /CS / PR / FSHN	"Sellernya kasar uda gitu sombongggg waktu jawabin chat atau ngasi info. Bikin muntab!!!!" "The seller so rude and arrogant while answering the messages or giving information, it makes me mad"	Explicit blame (person)
12.	012/ SHP /CS/ PR / FSHN	"Sellernya salah kirim barang tapi aku gabisa minta tuker, pelayanannya ancur ngeselin abis!!!!" "The seller delivers the wrong product but I can't return it. The service is not good and it is so annoying"	Explicit blame (behavior)
13.	013/ SHP /CS/ PR / FSHN	"P" Pengiriman & pengemasan terlambat buanget 10 hari stelah bayar baru dikemas, pelayanannya huft" "The delivery and packaging process was so late, it takes 10 days after the payment process is done"	Explicit blame (behavior)
14.	014/ SHP /CS/ PR / FSHN	"Ngomong sama konsumen parah banget kata kotor masa astaghfirullah!!" "The way the seller speaks with the consumer is so bad, he used swear words. Atstaghfirullah"	Explicit blame (person)
15.	015/ SHP /CS/ PR/ SHN	"Di komplain tentang bajunya malah ga trima terus aku di block mbak nya, sejelek ini pelayanannya " "I complain about the product but the seller did not accept my complaint and she blocks me. The service is totally not good"	Explicit blame (behavior)
16.	016/ SHP /CS/ PR / FSHN	"Jauh dari ekspektasiku Allahu" "It's too far from my expectation, Allahu"	Hints
17.	017/ SHP /CS/ PR / FSHN	"Kain bajunya tipis beud, ngecewain aku hufttttt " "The fabric is too thin, it disappoints me"	Direct accusation
18.	018/ SHP / TTM/ PR / FSHN	"Pengiriman orderanku bisa lebih cepet ga yaaaaa??pengen tak dipake pas lebaran hmmm" "Hallo, can you delivery my order quickly? I want to wear it on eid"	Modified blame
19.	019/ SHP /CS/ PR / FSHN	"Penjualnya ga sopan, masa ngomong misuh pas balesin chatku!!" "The seller is so impolite, he used swear words while answering my messages"	Explicit blame (person)

20.	020/ SHP /CS/ PR / FSHN	<i>"Gue bayar tapi mba nya sombong banget waktu jawabain chatku kaya aku belum bayar aja!!!"</i> <i>"I Pay the bills but the seller is so arrogant while answering my messages, it seems like I haven't paid it yet!!!"</i>	Explicit blame (person)
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3.2 Discussion

According to the data, There several complaint strategies used by male online shoppers such as 8 explicit blame (behavior) strategy, 5 direct accusation strategy, 3 indirect accusation strategy, 1 modified blame strategy, 2 hints strategy, and 1 annoyance strategy, and there several complaint strategies used by female online shoppers such as 7 explicit blame (behavior) strategy, 6 direct accusation strategy, 6 explicit blame (person) strategy, 1 hints strategy, and 1 modified blame strategy.

There are several reasons for using explicit blame (behavior) strategy by male and female online shoppers such as a complaint about the late packaging and delivery process of the product. The other reason for using this strategy is to complain to the seller because he or she doesn't deliver the product to the consumer or doesn't reply to the messages from the consumer while asking for more information about the fashion product. The reason for using a direct accusation strategy by the male and female online shoppers is to let the seller know that the quality of the product is not excellent because there is a hole or stain in the fashion product and the quality of the shirt printing in the fashion product is not good. The other reason for using this strategy is to let the seller know that the fabric of the fashion product is too thin. The reasons for using indirect accusation strategy to complain to the seller about the color and the quality of the product.

On the other hand, the reason for using modified blame strategy is to ask the seller to deliver the product by using a fast product delivery service in order to get the product quickly and the reason for using annoyance strategy is to tell the seller that the quality of the fashion product delivered by the seller is like a cheap product which means that quality of this product is not good. And the reason for using hints strategy is to let the seller know that the consumer does not satisfy with the fashion product and the reason for using explicit blame (person) strategy is to complain about the personality of the seller because he or she used is not friendly with the consumers and also used rude words while answering the messages. According to the data, it could be understood that the complaint strategy used by male online shoppers is more variative than female shoppers to express their dissatisfaction towards fashion products directly or indirectly. The difference between complaint strategies used by male and female online shoppers is male online shoppers do not criticize or complain about the personality of the sellers and they tend to complain about the condition of the product and the process of packaging or delivering the product. Meanwhile, female online shoppers also complain their bad personality while answering their messages or giving more information related to the product and it proves that female tends more sensitive and more intensely to share their emotion more openly with others.

4. Conclusion

In general, it could be understood that females are more intuitive. They are very concerned about issues relating to feeling, emotions, and personal expression and males are tend to be more logical, rational, and they have a much more difficult time relating to their own feelings which means that they don't really like to express their feeling or make everything to be a big deal to them when they face a problem, so they want improvement and solution towards their problem rather than complain about something. In this case, female online shoppers tend to be more sensitive and more attention how the sellers provide services toward them and how they answer their messages with a long and short text, how they control their emotions, and provide great information to them related to fashion product, how they behave, and how they used proper language to answer their messages or every question asked by them.

On the other hand, it could be understood that the consumers will not be satisfied if the sellers fail to fulfill their needs or provide bad services toward them and they tend to express their dissatisfaction by giving negative messages in the comment section that exist and it will give a serious impact toward their business and decrease their profitability, so the sellers should take every complaint or negative comment from the consumers as a chance to increase their business. Since e-commerce is the buying and selling of goods and services over an electronic devices and network and not face to face business, the sellers need to pay attention and understand that it is important to build good communication and provide good services toward the consumers since they are only able to understand and assess the services provided by the sellers through online. If the sellers could be more sensitive, more friendly, and more polite, the consumers would appreciate everything they do to them and more understand them while making a mistake.

Acknowledgments: A special thanks to my amazing lectures, Prof. Dr. Djatmika, M.A, and Prof. Wakit Abdullah, M.Hum. for helping and guiding me to conduct this research.

Conflicts of Interest: The authors declare no conflict of interest

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