

## CHAPTER IV

### DATA ANALYSIS

In this chapter the writer analyzed the transcripts. The writer divided the process of data analysis into two. The first is the kind of request strategies are employed by insurance customers when conversing with their agents and the second is the factors that has influenced the strategies used by insurance customers or the heirs when conversing with their agents. To analyze the data, the writer used Trosborg's theory (1994).

#### 4.1 The Kind of Request Strategies Employed by Insurance Customers

The data got through direct conversation with customer 1 and customer 2, while the data got from customer 2 and 2 are from BBM. The following table shows the statement and the classification of the request strategies.

Table 4.1

Request Strategies by Insurance Customers

customer	Statement	Classification
C1	- Lingguh kene mas, dewan? Sit here please.	- imperative - permission
	- Mas bisa gak narik tabungan pake rekening saya untuk tutup polis masnya? Can I withdraw from my saving to pay the policy?	- imperative

	- kei payunge lho mas (give me an umbrella)	
<b>C2</b>	<ul style="list-style-type: none"> <li>- <i>Mosok bapak dapat jam saya belum pernah dapat apa-apa dari prudential sudah hampir 5 tahun?</i> You got a watch but I have never got anything from prudential in these five years.</li> <li>- <i>Jenengan jadi mau kesini sekarang tidak?</i> Would you come here?</li> <li>- <i>Bisa bawain Souvenir dari prudential?</i> (can you bring me souvenir from Prudential?)</li> <li>- <i>Nanti sore ketemuan di masjid simpanglima, bisa?</i> meet me at Simpang lima mosque this afternoon. Could you?</li> <li>- <i>Yang kemarin pak han yang ngurusi, saya sudah sms pak han katanya lagi luar kota, di suruh mas yang ngurus.</i> I have sent Mr Han and he said he was out of town. You must take care of it.</li> <li>- <i>Mas saya mau tanya andai suamiku ikut Prudential tapi memakai kartu keluarga yang lama bisa tidak? Maksudnya KTP yang masih belum nikah</i> I would like to ask whether my husband can join prudential using old identity card.</li> </ul>	<ul style="list-style-type: none"> <li>- strong hint</li> <li>- willing</li> <li>- ability</li> <li>- reasonableness and obligation</li> <li>- Permission</li> </ul>
<b>C3</b>	- <i>Tadi dapat SMS dari Pru, pembayaran 2 juta sudah masuk tapi polis belum aktif. Cek ya !</i>	- imperative

	<p>I got a message from Pru. I have paid 2 million but the policy has not been active. Please check!</p> <ul style="list-style-type: none"> <li>- aku mau kamu bantu aku pulihkan polis untuk ibunya Maya</li> </ul> <p>I would like you to help me reactive the Policy of Maya's mother?</p>	<ul style="list-style-type: none"> <li>- performative</li> </ul>
<b>C4</b>	<ul style="list-style-type: none"> <li>- <i>Pagi, frey hr ini tante sdh blh plg.</i> (I can go home now) Frey ini tante kan sdh blh plg ( I have been home)</li> <li>- Lama banget ya. It has taken along time .</li> <li>- Frey hari ini bs ke rmh? (can you come to my house today?)</li> <li>- uangnya tlg ditalangi aja dulu ,jd tante tinggal ganti aja jd ga bolak balik.t' ksh. (pay with you money. So I don't need to go back and forth .</li> <li>- Frey,kok belum masuk. katanya ga noleh lwt 60 hari ya. It has not been sent. While it cannot be more than 60 days).</li> <li>- Bisa pakai sim? Can I use driving licence</li> </ul>	<ul style="list-style-type: none"> <li>- Mild hint</li> <li>- strong hint</li> <li>- ability</li> <li>- imperative</li> <li>- Strong hint</li> <li>- Permission</li> </ul>
<b>C5</b>	<ul style="list-style-type: none"> <li>- Jangan lupa policinya (Don't forget the policy)</li> <li>- Aris Hadinata: Ak mau pergi bro. Ada acara keluarga I will go. I have a family matter.</li> <li>- Up aja deh ya (top it up)</li> </ul>	<ul style="list-style-type: none"> <li>- Imperative</li> <li>- Mild hint and reasonableness</li> <li>- Imperative</li> </ul>

## 4.1.1 Indirect Requests

What include in indirect requests are hints (mild), hints (strong), reasonableness, availability and obviousness. Among these five, there are no availability and obviousness found from the collected data.

### 4.1.1.1 Hint (Mild)

The following part discusses the indirect request which uses mild hint.

### 4.1.1.2 Hint (Strong)

The following are the 3 strong hints that can be collected.

- *C2 Mosok bapak dapat jam saya belum pernah dapat apa-apa dari prudential sudah hampir 5 tahun?*

(You got a watch but I have never got anything from prudential in these five years.)

This includes as a strong hint as the client strongly stated that she has got anything. He actually requested Prudential through the agent to give her some presents. She mentioned about the watch to give hint that she also wanted to get present as she has been the client of the company for five years. Mentioning 'Five years' is also a strong hint to request the agent to consider the time.

The next is another strong hint.

- *Lama banget ya.*

It has taken along time.

The context of this statement is the client asked for a claim that needs 24 hours to process it. Through this strong hint, the client asked the agent to make it shorter. Indirectly, she asked the agent to process the claim faster so that she could get the claim less than 24 hours.

- *Frey, kok belum masuk. Katanya ga boleh lwt 60 hari ya.*

(It has not been sent. While it cannot be more than 60 days).

The same client gave another strong hint when she wanted to get the policy because she had sent it more than sixty days ago. That's why she gave the strong hint to request.

#### **4.1.2 Conventionally Indirect (Hearer-Oriented Conditions)**

The second type of request strategy is conventionally indirect with four sub categories: ability, willing, permission, suggestory formula. However, there is no suggestory formula found.

##### **4.1.2.1 Ability**

Some data on request strategy that belongs to ability is presented below.

- *Bisa bawain Souvenir dari prudential?*

Can you bring me the souvenir from prudential ?

The client asked the agent to bring her souvenir by using the word 'Bisa' (can). That's why it is an ability request strategy.

- *Frey hari ini bs ke rml?*  
(can you come to my house today?)

Here the client asked the agent to come to the client's house.

It belongs to ability because of the use of word "Bs (bisa)?" By using 'Bisa' the client did not directly request the agent to come to her house.

#### 4.1.2.2 Willingness

There is only one data on willingness found

- *C2 Jenengan jadi mau kesini sekarang tidak?*  
Would you come here?

The client asked the agent whether the agent would come to her house. The use of "mau" is the characteristic of willingness.

#### 4.1.2.3 Permission

The following is the data on request strategies that belong to permission.

- Mas bisa gak narik tabungan pake rekening saya untuk tutup polis masnya ?
- Can I withdraw from my saving to pay the policy?

The use of “can” makes this request fall on the classification of permission. The client asked permission whether she can draw from the saving. She asked the agent because she did not know the rule. Actually all clients should understand as the information she requested can be found in the insurance agreement.

- *Mas saya mau tanya andai suamiku ikut Prudential tapi memakai kartu keluarga yang lama bisa tidak? Maksudnya KTP yang masih belum nikah*
- I would like to ask whether my husband can join prudential using old identity card.

Before asking permission using the word “bisa”. So she asked the agent permission to use the old identity card when her husband was still single.

- Bisa pakai sim?
- Can I use driving licence

The use of can here is asking the client to give information. Actually, the client did not ask permission to the client but to the company. She asked whether she could use driving licence as the document to substitute the identity card in Prudential.

#### **4.1.3 Direct Request**

In direct request, there are four request strategies namely obligation, performative hedges, imperative and elliptical. Here is the discussion on

the data found.

#### 4.1.3.1 Obligation

*C2 Yang kemarin pak han yang ngurusi, saya sudah sms pak han katanya lagi luar kota, di suruh mas yang ngurus.*

I have sent Mr Han and he said he was out of town. You must take care of it.

The client used “disuruh mas yang ngurus” . Here, the writer includes it as obligation because “disuruh” means that someone else who has higher position ask him to do. Therefore, the writer translated into “must”. Before the client make an obligation request strategy, she gave some reasons. The reasons are made to show that it is a must.

#### 4.1.3.2 Imperative

The following are the analysis of imperative found from the transcript.

- *Lingguh kene mas, dewean?*

Sit here please .

The client used imperative “lingguh” (sit) to request the agent to sit next to her. As a client, she asked the agent directly by ordering the agent to sit next to her. The foolowing is another imperative used by the same client.

- *kei payunge lho mas (give me an umbrella)*

Here the client used imperative by ellminating the subject “you”. The complete statement should be ‘You give me an umbrella’

- *Tadi dapat SMS dari Pru, pembayaran 2 juta sudah masuk tapi*



*polis belum aktif. Cek ya !*

I got a message from Pru. I have paid 2 million but the policy has not been active. Please check!

After explaining the condition, the client asked the agent to check the policy.

- *Nanti sore ketemuan di masjid simpanglima, bisa?*

meet me at Simpang lima mosque this afternoon. Could you?

The client used imperative to request the agent to see the client in a mosque in Simpanglima directly. However, she used 'bisa' which is used in ability. The client also used ability request strategy which is a conventionally indirect which is on hearer condition.

- *uangnya tlg ditalangi aja dulu ,jd tante tinggal ganti aja jd ga bolak balik.t' ksh.*

- (pay with you money. So I don't need to go back and forth .

This belongs to imperative because of "Talangi" (asking the agent to lend him some money to pay for the insurance. To get the request accepted, she also used tolong and explained that she would pay later and why she wanted him to lend her money.

- *Up aja deh ya* (top it up)

In this data, the client requested the agent to top up the insurance. He requested directly using negative imperative.

- *Jangan lupa policynya*

(Don't forget the policy)

This is negative imperative. The client requested the agent to bring

the client the policy

## 4.2 General Discussion of the Request Strategies

In this part, the writer tries to see the complete data of the clients and see how it may influence the request strategies applied by the participants.

The following are data of the clients.

**Table 4.3**

**The social background of the Clients**

	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>C4</b>	<b>C5</b>
<b>Sex</b>	female	female	Male	Female	Male
<b>Age</b>	34	32	35	62	30
<b>Ethnic</b>	Javanese	Javanese	Javanese	Chinese	Chinese
<b>Income</b>	20 millions	20 millions	15 millions	50 millions	30 millions
	2 imperative permission	strong hint willing ability reasonableness and obligation Permission	Imperative Performati ve	Mild hint strong hint ability imperative Strong hint Permission	Imperativ e Mild hint and reasonabl eness Imperativ e

The above data shows that all the clients belong to high social class as the income of the clients is fifteen millions rupiah or higher. As they have the same social class background, it will not be discussed. Another social factor that does not really contributes to the option of request strategy is the ethnic. The writer found out that the difference of ethnic (Javanese and Chinese) are reflected in addressing.

### **Client 1**

The client has become prudential customer for five years with the same

agent. This makes the relation between the client and agent was close. It can be seen on the way the client asked the writer to sit next to him ( appendix 1). Besides, she also asked directly to the agent to give her an umbrella, the souvenir from Prudential.

The difference age between the client and the agent is not so big. They are nearly at the same age.

#### **Client 2**

This client is almost the same age with the agent. However, she is a new client so the relationship between them is not close yet. They just met each other few times. All the request strategies applied by the client are indirect request and conventionally indirect request (hearer oriented condition). She applied strong hint, willing, ability, reasonableness and obligation, Permission.

#### **Client 3**

This client is 35 years old. The client is the agent's relative and they are almost the same age. They often meet each other. This condition makes them very close. Thus, the writer assumes that the client used direct request (imperative and performative) because of these social factors.

#### **Client 4**

The request strategies applied by this client is various. She is a sixty two year old woman. The client has known the agent for around five years. They are close enough. Sometimes, they meet each other in the client's

house. Mostly , the client used indirect request (hints), conventionally indirec (hearer oriented condition) and one time imperative. This may be caused by the big differnt range of age. The client is an old lady who was called 'Tanten" (aunty) by the agent

#### **Client 5**

This client is a male and he is two years older than the agent. They are very close as they often go out together almost every week. The client calls the agent 'bro', showing that they are close friends. In requesting things related to insurance, he used imperative ( direct request) and Mild hint and reasonableness (indirect request).

The analysis above shows that social factors such as the age and clonesseness between the client and agents influence the choice of request strategies applied.

