

**FACE THREATENING ACT IN EMAIL SENT BY PRITA MULYASARI
ABOUT OMNI INTERNATIONAL HOSPITAL HEALTH SERVICE**

THESIS

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University of Brawijaya
in partial fulfillment of the requirements
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ABSTRACT

Kurniasari, Nena. 2011. **Face Threatening Act in Email Sent by Prita Mulyasari about Omni International Hospital Health Service**. Study Program of English, Faculty of Culture Studies, University of Brawijaya. Supervisor: Iis Nur Rodliyah; Co-supervisor: Yana Shanti Manipuspika

Keywords: Face Threatening Act (FTA), politeness strategies, email

People may use language to express various intentions including dissatisfaction which is one kind of Face Threatening Act (FTA). This study discussed FTA in an email of Prita Mulyasari about Omni International Hospital health service. The objectives of this study are to find out: (1) the sentences containing FTA in an email sent by Prita about Omni International Hospital health service; (2) the FTA strategies found in Prita's email about Omni International Hospital health service; and (3) the possible factors causing Prita use those FTA strategies in complaining to Omni International Hospital about the health service in her email.

This study used qualitative approach in relation to the use of clear and systematic description about the phenomenon being discussed. Descriptive study in textual analysis was applied in this study to analyze the sentences in Prita's email.

This study revealed fifty sentences in Prita's email containing FTA in which positive face is the most threatened. The FTA strategies of Brown and Levinson (1988) which are occurred include bald on record, positive politeness (avoid disagreement-hedging opinions and presuppose H' values are the same as S's values), negative politeness (give deference), and off record (be ironic, overstate, be vague, presuppose, and over-generalized) which are mostly occurred in email. Politeness principle (PP) of Leech (1983) occurring in Prita's email includes the approbation maxim and the modesty maxim. The possible factors causing Prita used those strategies are Prita and Omni had no close relationship; mostly Omni had more power than Prita; and she was disappointed in the health service of Omni International Hospital.

From this study, it can be concluded that Prita used more off record strategies because she realized that she threatened big institution such Omni International Hospital. Therefore, she tried to minimize her FTA although she explained all of her complaints to Omni. Afterwards, next researchers are expected to conduct a research about politeness phenomena in other email or use other written text, such as book, journal, brochure, magazine, newspaper, internet, etc that contains FTA.

ABSTRAK

Kurniasari, Nena. 2011. **Tindakan Menyinggung Citra Diri dalam Surat Elektronik Prita Mulyasari perihal Pelayanan Kesehatan di Rumah Sakit Internasional Omni**. Program Studi Sastra Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Iis Nur Rodliyah (II) Yana Shanti Mani Puspika

Kata Kunci: tindakan menyinggung citra diri, strategi kesantunan, surat elektronik.

Setiap orang mungkin menggunakan bahasa untuk mengungkapkan berbagai maksud termasuk ketidakpuasan yang merupakan salah satu wujud Tindakan Menyinggung Citra Diri (TMCD). Penelitian ini membahas TMCD dalam surat elektronik Prita Mulyasari perihal layanan kesehatan di Rumah Sakit Internasional (RSI) Omni. Tujuan penelitian ini adalah menemukan: (1) Kalimat-kalimat TMCD dalam surat elektronik Prita perihal layanan kesehatan RSI Omni; (2) Strategi kesantunan yang digunakan Prita dalam surat elektroniknya perihal layanan kesehatan RSI Omni; (3) Kemungkinan faktor apa saja yang menyebabkan Prita menggunakan strategi kesantunan tersebut dalam mengutarakan komplain perihal layanan kesehatan RSI Omni dalam surat elektroniknya.

Penelitian ini menggunakan pendekatan kualitatif untuk membahas fenomena secara jelas dan deskriptif sistematis. Penelitian deskriptif dalam analisis tekstual digunakan untuk menganalisa kalimat-kalimat dalam surat elektronik Prita.

Penelitian ini menemukan bahwa lima puluh kalimat dalam surat elektronik Prita mengandung TMCD yang mana citra diri positif paling sering diserang. Strategi kesantunan Brown dan Levinson (1988) yang muncul meliputi langsung, kesantunan positif (menghindari pertentangan-pembatasan opini dan mengisyaratkan nilai pendengar sama dengan nilai pembicara), kesantunan negatif (memberi rasa hormat), dan tidak langsung (menjadi ironis, berlebihan dalam berkata, menyamakan, membuat perkiraan dan berlebihan menggeneralisasi) yang paling sering muncul dalam surat elektronik. Prinsip kesantunan (PK) dari Leech (1983) meliputi maksim pujian dan maksim kerendahan hati. Kemungkinan faktor yang menyebabkan Prita menggunakan strategi-strategi tersebut adalah Prita dan Omni tidak memiliki hubungan akrab; kebanyakan Omni memiliki kekuatan lebih daripada Prita; dan karena Prita kecewa terhadap layanan kesehatan RSI Omni.

Dari penelitian ini, bisa disimpulkan bahwa Prita menggunakan lebih banyak strategi tidak langsung karena dia sadar menyerang institusi besar seperti RSI Omni. Oleh sebab itu, Prita berusaha memperkecil TMCD walaupun dia mengutarakan semua komplainnya pada Omni. Kemudian peneliti berikutnya diharapkan melakukan penelitian kesantunan di surat elektronik yang lain atau tulisan lainnya, misal buku, jurnal, brosur, majalah, koran, internet, dan lain-lain yang mengandung FTA.

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Finally, the writer hopes that this thesis will be useful for further researchers and studies.

Malang, 12 April 2011

The writer

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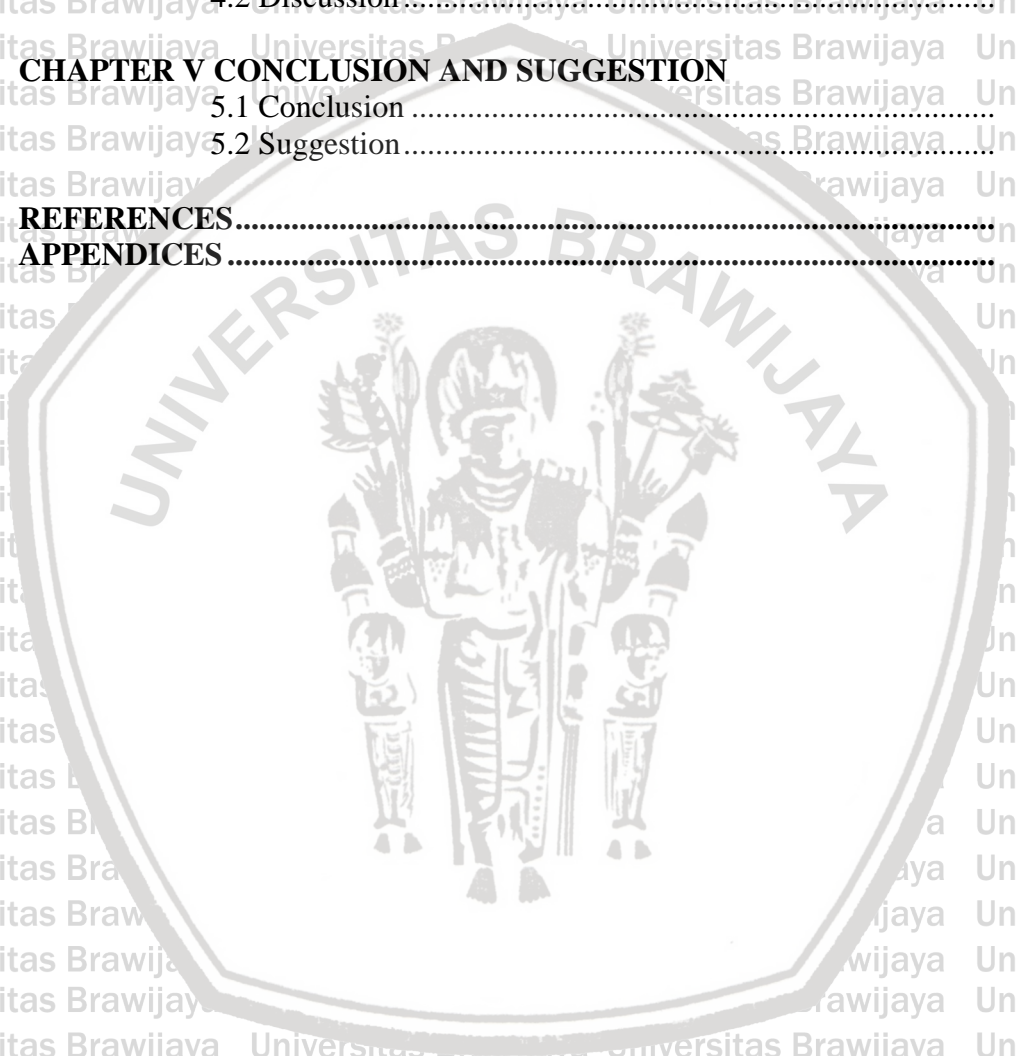
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is always used by human beings to communicate with each other in oral and written. The purpose of the communication is to transfer information or intention of the speaker or writer to the listener or reader.

Sometimes the information or idea delivered by the speaker or writer can cause positive or negative impression to the listener or reader. Then the purpose of this study is to investigate the written form which contains idea delivered by the writer. There are many kinds of written form, such as book, diary, journal, newspaper, magazine and the modern one, blog and email that deliver many kinds of idea which might result in claim of dissatisfaction. Dissatisfaction itself emerged when someone cannot fulfill the other's wants.

According to Brown and Levinson (1988) claim of dissatisfaction is also an action that threatens addressee's positive face because it means the speaker or writer damages the image of the addressee. Brown and Levinson (1988) say that positive face means person's public self image or personality to a want to be desirable. Moreover, Brown and Levinson (1988) add that the strategies to threaten the positive face of the addressee is different for each person depending on the problems occur and the relationship between the speaker and the addressee.

Therefore, some people will use some strategies to avoid the threatening of

positive face; meanwhile, some people will use strategies that frankly show the threatening of positive face.

The internet as a place for people who want to connect with other people in the world often makes information exposed freely to the public. Then sometimes some of the reactions to the information could be positive or negative.

Related to this issue, the writer has chosen a case related to face threatening act in an email. It was done by someone who sent her friend a message about the dissatisfaction of a hospital through email. The content of the email has been talked and discussed by mass media in Indonesia because it was considered ruining the reputation of the hospital and there were pro and contra regarding the issue.

That email came from a woman named Prita Mulyasari who sent her email to her friends to tell her dissatisfaction to Omni International Hospital about the malpractice done by a doctor who took care of her illness. At first, the email was just known by her friends, but then the email was exposed to the society and read by Omni International Hospital. Due to the fact that her email is considered degrading Omni's reputation, Prita was reported to the police for the vilification case. After facing a long trial process in the court, she was fined 250.000.000 rupiahs as the compensation. The court decision raised pro and contra in society.

The people who have their sympathy to Prita's desperation conducted a charity action called "Coin for Prita" to help Prita pay the fine. However, after the money collected reached more than 250.000.000 rupiahs, that is 650.000.000 rupiahs,

Omni International Hospital withdrew the claim and agreed to make a reconciliation with Prita.

For that reason, the writer decides to conduct a research related to Prita Mulyasari's email because the email was such a phenomenon in the public and has been discussed in all mass media in Indonesia, including television, radio, international network, newspaper and magazine. Through the phenomenal email, the writer is certain that the email must consist of sentences that threaten Omni's positive face. Therefore, the writer wants to reveal the strategies used by Prita Mulyasari in telling her dissatisfaction about Omni International Hospital health service.

The writer hopes that this research could be a reference for the reader to know FTA strategies that is used in Prita Mulyasari's email. Besides, the writer hopes that the reader will know how to use the strategies to minimize FTA in telling disagreement or dissatisfaction to someone. In addition, the writer hopes that this study can explain the theories of politeness especially FTA in real application in society which is represented by Prita Mulyasari's email.

1.2 Problems of the Study

In this research, there are three problems that are going to be revealed from Prita Mulyasari's email.

1. What are the sentences containing FTA in an email sent by Prita Mulyasari about Omni International Hospital health service?

2. What are the FTA strategies found in Prita Mulyasari's email about Omni International Hospital health service?
3. What are the possible factors causing Prita Mulyasari use those FTA strategies in complaining to Omni International Hospital about the health service in her email?

1.3 Objectives of the Study

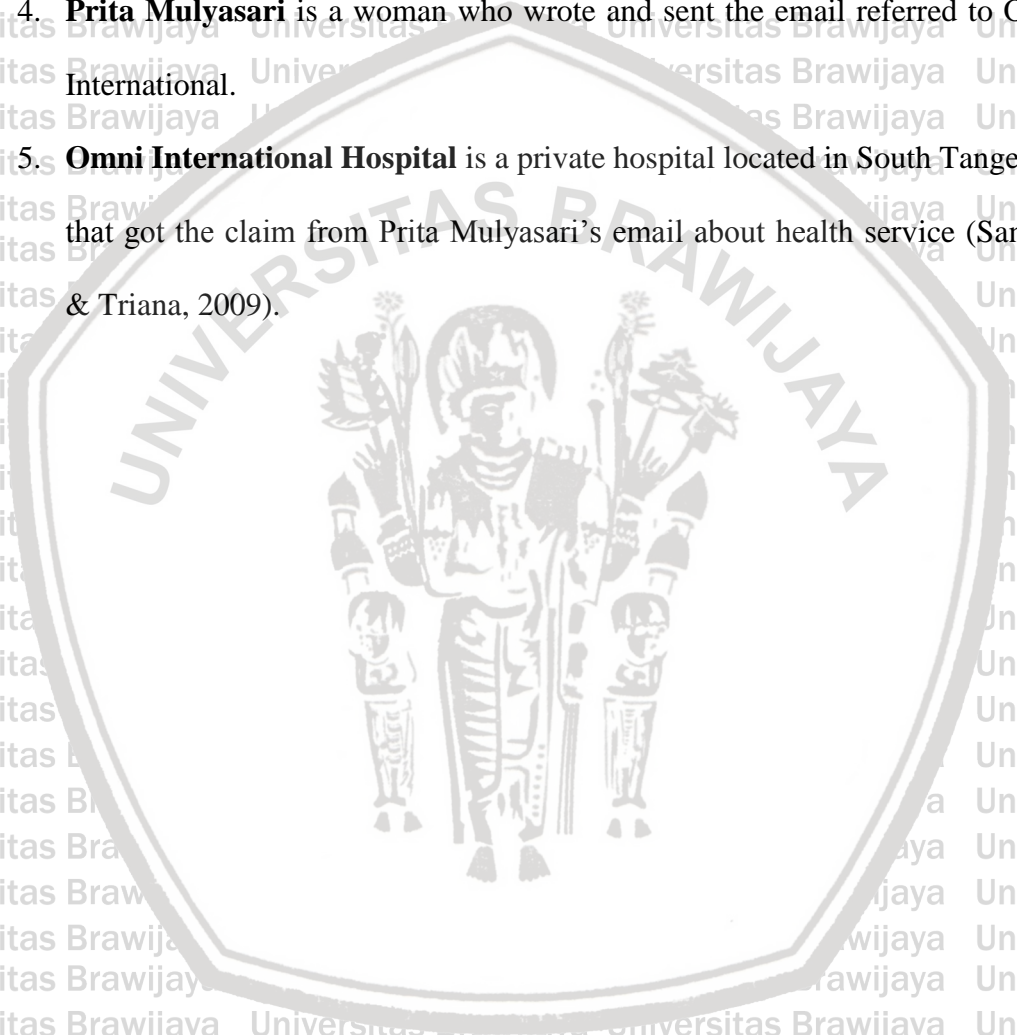
Based on the problems above, there are three objectives of the study:

1. To identify the sentences containing FTA in an email sent by Prita Mulyasari about Omni International Hospital health service.
2. To discover the FTA strategies found in Prita Mulyasari's email about Omni International Hospital health service.
3. To describe the possible factors causing Prita Mulyasari used those FTA strategies in complaining to Omni International Hospital about the health service in her email.

1.4 Definition of Key Terms

1. **Face Threatening Act (FTA)** is something that is said by the speaker that represents a threat to another individual's expectations regarding self image (Yule, 1996).
2. **FTA strategies** are the ways how to minimize the threat by also taking into consideration the relatives weightings (Brown and Levinson, 1988).

3. **E-mail** (electronic mail, also email) is the exchange of computer-stored messages by telecommunication that not only can send text files but also non-text files, such as graphic images and sound files, as attachments sent (<http://searchmobilecomputing.techtarget.com/definition/e-mail>).
4. **Prita Mulyasari** is a woman who wrote and sent the email referred to Omni International.
5. **Omni International Hospital** is a private hospital located in South Tangerang that got the claim from Prita Mulyasari's email about health service (Santosa & Triana, 2009).



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of theories that help the writer in analyzing the data from Prita Mulyasari's email. Besides theories, there are also previous studies related to politeness will be reviewed.

2.1 Theoretical Framework

The theoretical framework consists of the discussion which covers the theories related to the concept of face, Face Threatening Act (FTA), strategies for doing FTA, and factors choosing the strategies which are reviewed from different sources

2.1.1 The Concept of Face

Our notion of face is derived from Goffman (1967, cited in Brown and Levinson, 1988, p.61) and from the English folk term, which ties face up with notions of being embarrassed or humiliated. Brown and Levinson (1988) then develop the definition of face into something that is emotionally invested, and that can be lost, maintained, and must be constantly attended to in interaction.

Furthermore, Brown and Levinson (1988) state that in general, people cooperate in maintaining face in interaction because face is liable to be damaged. To not be lost or humiliated, normally everyone's face depends on everyone else's being maintained. Since people defend their face if threatened and defend their own to threaten other face, generally every participant maintains each other's face by

being heedful of the face given in communication. In other words, if someone wants his face to be maintained by other participants, he should maintain others' face first. It can be concluded that face is a kind of emotion belonging to each person that is hoped to be maintained by each participant when the threatening happens in the middle of communication. Brown and Levinson (1988) comprise two related aspects of face; they are positive face and negative face.

2.1.1.1 Positive Face

According to Brown and Levinson (1988), positive face refers to a person's public self image or personality to a want to be desirable. It means everybody wants his want to be liked or affirmed by others while the communication is going on. Crystal (2003) defines positive face as the desire to show involvement with others. Moreover, according to Grundy (2000), positive face is the desire to have what we admired admired by others, the desire to be understood by others, and the desire to be treated as a friend and confidant. From those definitions of positive face, it means everybody who is in a group wants his want to be liked or affirmed by others and treated as a member of the group.

Brown and Levinson (1988) argue that in interaction, there are expected personalities required from interactants, including the desire to be ratified, understood, approved of, liked or admired. The next step is to represent this desire as the want to have one's goals thought of as desirable. In other words, to wish someone fulfils his positive face, he will assure other interactants that his want is

adorable. For example, when someone shows his painting proudly to other interactants, it is hoped that his painting is adored by others.

2.1.1.2 Negative Face

Negative face is a derivative politeness of non-imposition, personal preserves, and rights to non-distraction (Brown and Levinson, 1988). Later, Crystal (2003) said negative face as the desire not to be offended by others.

Furthermore, Grundy (2000) defines negative face as our wish not to be imposed on by others and to be allowed to go with our business unimpeded with our rights to free and self-determined action intact. In short, it can be stated that negative face is the desire to be allowed to do our business freely. If someone distracts the other's business like asking favor and postponing appointment, it means threatening the negative face. For example, the doctor cannot meet the patients at the time of their appointment.

2.1.2 Face Threatening Act (FTA)

According to Yule (1996), face threatening act is something which is said represents a threat to another person's self image. Brown and Levinson (1988) define Face threatening act (FTA) as the case that certain kinds of acts intrinsically threaten face, i.e. those acts that run contrary to the face wants of the addressee or hearer (H) of the speaker (S). In other words, when the act to threaten face happens, it means the wants of the addressee of the speaker is not fulfilled and it can lose the face. Thus, by 'act' (utterances) we have in mind what is

intended to be done by a verbal or non verbal communication. There are two kinds of face threatened that is differentiated into acts that threaten positive face and acts that threaten negative face.

2.1.2.1 The Acts that Threaten the Positive Want

Brown and Levinson (1988) point out the acts that threaten positive face want are indicated by the potential that the speaker does not care about the addressee’s feeling, wants, and so forth. These acts include:

A. The acts showing that speaker has a negative face evaluation of some aspects of addressee’s positive face:

1. Expressions of disapproval, criticism, disgusted or mock, complaints and warning, accusations, insults (S indicates that he does not like or want one or more of addressee’s wants, acts, personal characteristics, goods, beliefs or values)
2. Contradictions or disagreements, challenges (S indicates that he thinks the addressee is wrong, or misguided or unreasonable about some issue, such wrongness being associated with disapproval)

B. The acts that show that S is indifferent to addressee’s positive face:

1. Expression of violent, emotions (S gives addressee possible reason to fear him or be embarrassed by him)
2. Irreverence, mention of taboo topics, including those that are inappropriate in the context (S indicates that he does not value addressee’s values and does not fear addressee’s fear)

3. Bringing of bad news about addressee, or good news (boasting) about S (S indicates that he is willing to cause distress to addressee and does not care about addressee's feelings)
4. Raising of dangerously emotional or divisive topics, e.g. politics, race, religion, women's liberation (S raises the possibility or likelihood of face threatening acts occurring; i.e., S creates a dangerous to face atmosphere)
5. Blatant non-cooperation in an activity. For example, disruptively interrupting addressee's talk, making non-sequiturs or showing non-attention (S indicates that he does not care about addressee's negative or positive face wants)
6. Use of address terms and other status marked identifications in initial encounters (S may misidentify addressee in an offensive or embarrassing way, intentionally or accidentally).

2.1.2.2 The Acts that Threaten the Negative Want

Brown and Levinson (1988) claim the acts that primarily threaten the addressee's negative face are indicated by the intention of the speaker not to avoid impeding addressee's freedom of action. They divided the acts that threaten negative want into three categories.

A. The acts that ask the hearer (H) to do 'act A' in future and is so doing put some pressures on addressee to do 'the act A', including:

1. orders and requests (S indicates that he wants H to do some act A)
2. suggestions, advice (S indicates that he thinks H ought to do some act A)

- 3. reminders (S indicates that H should remember to do some act A)
- 4. threats, warnings, dares (S indicates that someone will instigate to against H unless he does act A)

B. The acts that S (speaker) will ask some positive future toward H (hearer), and in so doing put some pressure on H to accept or reject them, and possibly to incur a debt, including:

- 1. offers (S indicates that he wants to commit himself to whether or not he wants to do some act for H, with H thereby incurring a possible debt)
- 2. promises (S commits himself to a future act for H's benefit)

C. The acts that S asks some desires toward H or H's goods, giving H reason to think that he may have to take action to protect the object of S's desire, including:

- 1. compliments, expressions of envy or admiration (S indicates that he likes or would like something of H's)
- 2. expressions of strong (negative) emotion toward H, e.g. hatred, anger, lust (S indicates possible motivation for harming H or H's goods)

2.1.3 Strategies for Doing FTAs

Strategies for doing FTA or we usually call it politeness strategies are strategies used in order to lessen the possible threat to another's face (Yule, 1996).

Strategies for doing FTA consist of on record which is divided into two categories, baldly (without redress) and redressive action, then the second category is off record (Brown and Levinson, 1988).

2.1.3.1 On Record

Brown and Levinson (1988, p.68) state, “someone goes on record in doing an act A if it is clear to participants what communicative intention led the actor to do A”. It means that there is just one unambiguously intention will occur. It also can be stated that on record strategy, there is only one intention and no ambiguous meaning when the speaker talks to the hearer. On record strategy of politeness comprises two different actions namely baldly or without redress and redressive action.

2.1.3.1.1 Baldly without Redress

This strategy, according to Brown and Levinson (1988), involves doing it in the most direct, clear, unambiguous and brief way possible. The strategies are metaphorical urgency for emphasis, imperatives in formulaic entreaties, sympathetic advice and warnings, granting permission for permission.

Metaphorical urgency for emphasis is where S speaks as if something delivered were very important. We will find it when someone wants to get attention in conversation, like saying “Listen, I’ve got the idea.”, “Hear me out...”, and “Look, the point is this...”. The next strategy is *imperatives in formulaic entreaties* which means that S speaks to ask something urgent. Since to the thing asked is needed soon, baldly is the right strategy because it is unambiguous. For example, “Open the door! Someone wanna hurt me!”. Another strategy is called *sympathetic advice and warning* which means that S conveys

that he does care about H, so that no redress is required. Since we warn someone about something, it is more effective to use unambiguous statement, e.g. “Your slip is showing.”, “Careful! He’s a dangerous man.” The last strategy is *granting permission for permission*. Granting permission of something that someone has requested may likewise be baldly on record, as in example: “Yes, you may go”

2.1.3.1.2 Redressive Action

Redressive action means action that ‘gives face’ to the addressee, which means to lessen the potential face damage of FTA (Brown and Levinson, 1988). In other words, by doing this strategy, the speaker would like to minimize the face threatening. This redressive action takes one of two forms, depending on which concept of face (positive or negative) is used. The redressive action which concerns positive face is called positive politeness while the one concerning negative face is called negative politeness.

Positive politeness is oriented to the positive face of addressee, the positive self-image that he claims for himself (Brown and Levinson, 1988). Positive politeness is to minimize the potential face threat by assuring addressee that the speaker does not mean a negative evaluation in addressee’s face. As a result, the addressee will feel that the speaker also respects addressee’s face and likes what he likes although it is not as much as he does. Brown and Levinson (1988) suggest fifteen strategies of positive politeness.

1. Notice and attend to H or addressee about his interests, wants, needs, goods.

It means S should take notice of H's condition, like noticeable changes and anything which looks as if H wants S to notice and approve it. For example:

What a beautiful vase this is! Where did it come from?

2. Exaggerate (interest, approval, sympathy with H).

In general, S uses intensifying modifiers to exaggerate, such as fantastic, marvelous, extraordinary, etc. For example: What a fantastic garden you have!

3. Intensify interest to H

In this strategy, S uses the vivid present or switches back and forth between past and present tense to pull H right into the middle of the event being discussed. For example: I come down to the stairs, and what do you think I see? A huge mess all over the place, the phone's off the hook and clothes are scattered all over.

4. Use in-group identify markers

To minimize the FTA to H or addressee, there are many ways to convey in-group membership which S can implicitly claim the common ground with H.

The ways are address forms (e.g. mate, buddy, pal), in-group language or dialect (e.g code switching), jargon or slang (e.g. Lend us two bucks then, wouldja Mac?), contraction and ellipsis (e.g. mind if I smoke?)

5. Seek agreement

a. Safe topics mean to claim common ground with H or addressee in order to seek possible way to agree with H's want. For example, if your neighbour comes home with a new car and you think it hideously huge, you might still be able to say "Isn't your new car a beautiful colour!"

b. Repetition is agreement by stressing part or all of what first speaker has said, like in an example, A: John went to London this weekend,

B: To London!

6. Avoid disagreement

a. Token agreement means S twists his utterances to be seen as agree or to hide disagreement. For example: A: That's where you live, Florida?

B: That's where I was born.

b. Pseudo agreement means S draws conclusion by using 'then' or 'so' in order to be seen cooperative with the addressee. For example: I'll meet in front of the theatre just before 8, then.

c. Hedging opinions means speaker may choose to be vague of his own opinion, so as not to be seen to disagree, for example: It's really beautiful, in a way.

7. Presuppose/raise/assert common ground

a. Personal-centre switch, this is where S speaks as if H's knowledge were equal to S's knowledge. For example: I had a really hard time learning to drive, didn't I?

b. Place switch, this is where S uses 'this' and 'here' rather than 'that' and 'there' in order to express increased participation or empathy. For example: this is a man I could trust.

c. Presuppose H's values are the same as S's values

The use of scalar predicates, such as good, bad, ugly, beautiful, etc to assume that S and H share the criteria for placing people on this scale.

8. Joke

It is a technique for minimizing an FTA of requesting, as in this utterance, OK if I tackle those cookies now?

9. Assert or presuppose S's knowledge of and concern for H's wants

This strategy indicates that S and H are cooperators, and to put pressure on H to cooperate with S. For example: I know you can't bear parties, but this one will really be good – do come!

10. Offer, promise

By this strategy, the speaker claims that whatever hearer wants, he will help to obtain it in order to show his good intention in satisfying hearer's positive face/want. For example: I'll drop by sometime next week.

11. Be optimistic

It means S assumes that H wants S's wants and will help him to obtain them. For example: Look, I'm sure you won't mind if I borrow your computer.

12. Include both S and H in the activity

To lessen the FTA, S includes 'we' form which means 'you' or 'me' to call upon cooperative assumption. The 'we' form is indicated by *let's*, like in an example: Let's stop for a bite.

13. Give or ask for reasons

In order to include H in the activity, S gives reasons as to why he wants what he wants and assumes that there is no good reason why H cannot cooperate.

For example: Why don't I help you with that suitcase.

14. Assume or assert reciprocity

Speaker asks hearer to cooperate with him by giving evidence of obligation obtained between them, thus speaker may say 'I'll do X for you if you do Y for me'. For example: I'll do your homework if you give me some money.

15. Give gift to H (goods, sympathy, understanding, cooperation)

Speaker satisfies hearers' face/want by giving concrete gift and human-relation wants, such as the wants to be liked, admired, cared about, and so on.

For example: Oh, I am sorry to hear that.

Brown and Levinson (1988) explain about *Negative politeness* as redressive action addressed to the addressee's negative face. As explained before, negative face is a want to do the business freely. Negative politeness performs the function of minimizing the particular imposition when the effects of FTA are unavoidable. There are ten strategies suggested by Brown and Levinson (1988) in negative politeness.

1. Be conventionally indirect

This strategy has the definition that speaker uses phrase and sentences that contextually has unambiguous meaning, but actually it is different from their literal meaning. For example: Why are you painting your house purple?

2. Question, hedge

This strategy is used to modify the force of speech act, e.g. Won't you open the door? (I hedgedly request that you open the door)

3. Be pessimistic

Speakers explicitly express doubt that the condition for the appropriateness of his speech act obtained to redress hearer's negative face. For example: Will there be a cigarette on you?

4. Minimize the imposition

Speaker redresses the seriousness of the FTA to pay hearer deference, e.g. I just want to ask you if I can borrow a little bit of money.

5. Give deference

Speaker humbles himself and raises hearer's positive face of a particular kind to satisfy H's want to be treated as superior. For example: We look forward very much to dining with you.

6. Apologize

Speaker indicates his reluctant to impinge on hearer's negative face by apologizing, for example: I'm sorry to bother you, but I need your help to move this table there.

7. Impersonalize S and H

It means avoiding the pronouns 'I' and 'you' to express as if the agent (S) were other than speaker and the addressee were other than hearer. For example: It is necessary to register the number again.

8. State FTA as a general rule

It means state the FTA as an instance of some general social rule, regulation, or obligation, e.g. Passenger will please refrain from flushing toilets on the train.

9. Nominalize

This strategy shows formality which is associated with the noun end of continuum, which begins from verb through adjective to noun. For example:

Your good performance on the examinations impressed us favorably.

10. Go on record as incurring a debt, or as not incurring it

Speaker redresses an FTA by claiming explicitly his indebtedness to hearer, or disclaiming any indebtedness of hearer. For example: I'd be grateful if you would lend me your car.

2.1.3.2 Off Record

Based on Brown and Levinson (1988), by doing this strategy, there will be more than one unambiguously intention, so that the actor cannot be held to commit himself to one particular intention. If a speaker wants to do an FTA, but he does not want to do it blatantly, he can do it off record and leave it up to the addressee to decide how to interpret it. To do off record, Brown and Levinson (1988) offer fifteen kinds of strategies.

1. Give hints

Speaker says something not explicitly relevant and he invites hearer to find the possible relevance. For example: This soup is a bit bland (c.i. Pass the salt)

2. Give association clues

Speaker gives a related kind of implicature by mentioning something associated with the act required of hearer, either by example of their experience or mutual knowledge of their interactional experience. For

example: Are you going to market tomorrow?...there's a market tomorrow, I suppose (c.i. Give me a ride there).

3. Presuppose

Speaker uses 'again' that indicate he has done something before to make hearer realize that he has not done something for speaker, for example: I cleaned the room again today. Another way of presupposing is to use contrastive stress, which it presupposes that someone does or did, for example: It wasn't me that did it.

4. Understate

Speaker says something less than is required which indicates in choosing a point on a scalar predicate (e.g. tall, good, nice). For example: Your haircut is alright (c.i. I don't particularly like it)

5. Overstate

Speaker exaggerates a point on a scale which is higher than the real situation, for example: I tried to call hundred times, but there was never any answer.

6. Use Tautologies

Speaker encourages hearer to find an informative interpretation of the non-informative utterance by uttering patent and necessary truth. For example: business is business.

7. Use contradiction

Speaker states two things that is contradiction because he cannot tell the truth of his utterance, so he leaves it up to hearer to look for an interpretation. For example: Well, John is here and he isn't here.

8. Be ironic

Speaker indirectly conveys his intended meaning by saying opposite of what he means, e.g. Lovely neighborhood, eh? (in a slum)

9. Use metaphors

There is possibility to use metaphors in off record, which is marked by hedging particles, such as: real, regular, sort of as if it were that make their status explicit. For example: Harry's a real fish (c.i. he swims/drinks/is slimy like a fish)

10. Use rhetorical question

It means ask something without any intention to obtain an answer in order to break the sincerity of the question, e.g. How many times I told you? (c.i. Too many)

11. Be ambiguous

Speaker achieves purposeful ambiguity through metaphor, for example: Jim's a pretty sharp cookie (it could be either a compliment or insult)

12. Be vague

Speaker is being vague about who the object of the FTA is or what the offence is, for example: Perhaps someone did something naughty

13. Over-generalize

Speaker utters a rule which may leave the object of the FTA vaguely off record. Then the hearer can decide whether the general rule applies to him. For example: Mature people sometimes help do the dishes.

14. Displace H

Speaker may pretend to do the FTA to someone whom it would not threaten and hope that the real target will realize that the FTA is address to him. For example: a secretary in an office asks another in negative politeness to pass the stapler, in circumstances where professor is much nearer to the stapler than the other secretary.

15. Be incomplete, use ellipsis

Speaker purposely does not finish his utterance and leaves an FTA half undone, thus leaves the implicature 'hanging in the air'. For example: Well, I didn't see you...

Besides Brown and Levinson, Leech (1983, cited in Peccei, 1999, p.63) approaches politeness, namely the politeness principle (PP). PP said that minimize the expression which are unfavorable for the hearer, and maximize the expression which are favorable for the hearer. Alternatively, saying something good about the other person is much more polite than saying something bad. However, when someone wants to tell the disagreement, disgrace or dislike, the speaker can use the indirect route which is more polite. Furthermore, Leech (1983, cited in Peccei, 1999, p.61) also said that the higher the cost of directed act (e.g. request), the more likely for speaker to use an indirect form. In requesting, Leech explains three possible strategies. First strategy from Leech (1983, cited in Peccei, 1999, pp.61-62) is by using an imperative structure as direct directive (i.e. speaker asks someone to do something for him in a direct way), for example: "close the door, please". Secondly is using an interrogative structure, means a question about the hearer's ability to carry out the action for speaker. By this strategy, the speaker

does not ask the favor directly, but asks whether the hearer will mind or not do something for him, e.g. “would you take me home?” The last strategy is indirect directive which technically asks permission to make a request. The speaker in asking something to the hearer uses the way that it might take time to the hearer to understand the statement, e.g. “Maybe you don’t mind to lend me some money, I am broke”.

In further explanation, Leech (1983) explicitly explain PP by dividing it into four maxims for polite behavior, which consist of the tact maxim, the generosity maxim, the approbation maxim, the modesty maxim, the agreement maxim, and the sympathy maxim. The following are the explanation about the maxims proposed by Leech (1983).

1. The tact maxim (minimize the cost to others, maximize the benefit to others)
2. The generosity maxim (minimize the benefit to self, maximize the cost of self)
3. The approbation maxim (minimize dispraise of others, maximize praise of others)
4. The modesty maxim (minimize praise of self, maximize dispraise of self)
5. The agreement maxim (minimize disagreement between self and others, maximize agreement between self and others)
6. The sympathy maxim (minimize antipathy between self and others, maximize sympathy between self and others)

It can be concluded that Leech’s politeness principle is just the same as Brown and Levinson have that speaker always tries to save hearer’s face by giving

face to self minimally and giving face to others maximally; although so, Leech's

PP is simpler than politeness strategies proposed by Brown and Levinson.

2.1.4 Factors in Choosing FTA Strategies

Brown and Levinson (1988) believe that there are factors behind the speaker decision in choosing FTA strategies. They believe it is because the particular strategies afford certain payoffs or advantages and affected by the relevant circumstances. Therefore, they divided the factors in choosing FTA strategies into two categories; they are payoffs as a priori consideration and circumstances in sociological variable.

2.1.4.1 The Payoffs: a Priori Consideration

According to Brown and Levinson (1988) the strategies chosen by the speaker has the payoffs or advantages. Here is the payoffs description for the speaker who chooses to use on record strategy, off record strategy, on record with positive politeness strategy, or on record with negative politeness strategy.

By going *on record*, Brown and Levinson (1988) point out that a speaker can potentially get any of the following advantages: he can get the efficiency to claim something, and enlist public pressure against the addressee or in support of himself; he can get credit for outspokenness, avoid the danger of being seen to be a manipulator; and he can avoid the danger of being misunderstood. Therefore, on record strategy is often used to tell, for example, the urgent information,

clarification about wrong opinion like religion, so that the intention can be understood well by participants involved in communication.

By going *off record*, on the other hand, Brown and Levinson (1988) believe a speaker can profit in the following ways: he can get credit for being tactful or wise, and non-coercive; he can run less risk of his act; and he can avoid responsibility for the potentially face-damaging interpretation. Furthermore, he can give the addressee an opportunity to be seen to care for speaker. In this latter case, if the addressee chooses to pick up and respond to the potentially threatening interpretation of the act, he can give a 'gift' to the original speaker. For example, when the speaker says, "it's cold here", the hearer will answers, "Okay, I'll close the window" and give a gift by closing the window for the first or original speaker.

According to Brown and Levinson (1988), by going *on record with positive politeness*, a speaker can minimize FTA by assuring the addressee that the speaker (S) considers himself that he likes the addressee and wants his wants.

Another possible payoff is that S can avoid or minimize the debt implication of FTAs such as request and offers by referring (indirectly) to the reciprocity and on-going relationship between the addressee and himself. Thus, the speaker is successful to maintain addressee's face and make the relationship still go well although maybe the addressee is not aware that the speaker actually does not like his want.

By going *on record with negative politeness*, Brown and Levinson (1988) gave some possible payoffs to the speaker that he can pay respect, deference to the

addressee in return for the FTA and he can avoid incurring future debt. Besides he can maintain social distance and avoid the threat of advancing familiarity towards the addressee. Another benefit for the speaker is that he can minimize his face loss if H says 'no' by making it as request or an offer to make it clear that he does not really expect H to say 'yes' unless he wants to. Therefore, it can be concluded that the advantage by doing negative politeness is able to avoid imposing someone by making a polite request.

2.1.4.2 The Circumstances: Sociological Variables

It has been argued that the assessment of the seriousness of an FTA involves the three factors in many and perhaps all cultures, they are social distance (D), relatives power (P), and the ranking of imposition (Brown and Levinson, 1988).

a. The 'social distance' (D) of speaker and addressee

Brown and Levinson (1988) define D as similarity or difference within which speaker and addressee stand for the purpose of face threatening act.

Alternatively, it speaks about the closeness relationship between speaker and addressee whether it is a stranger, friend or family. In many cases, it is based on assessment of the amount of the frequency of interaction and the kinds of material or non material goods (including face) exchanged between speaker and addressee.

b. The relatives 'power' (P) of speaker and addressee

P or relatives power, according to Brown and Levinson (1988) is the degree to which addressee can impose his own plans and his own self-evaluation

(face) at the expense of speaker's plans and self-evaluation. In other words, it speaks about the different social equals for those whose status is higher and lower in a given situation. In general, there are two sources of P, they are authorized or unauthorized – material control (over economic distribution and physical force) and metaphysical control (over the action of others, by subscribing to others excellence of metaphysical forces).

c. the 'ranking' (R) of impositions in the particular culture

R is a culturally and situationally defined ranking of imposition to which they are considered to interfere negative and positive face wants (Brown and Levinson, 1988). For FTA on negative face, there are two such ranks: a ranking of impositions *of service* (including the provision of time) and *of goods* (including non-material goods like information, as well as the expression of regard). Some impositions are greater than others. High imposing acts like requests, demand more redress to lessen their increasing of threat level. Then for FTA on positive face, the ranking involves an estimation of the amount of pain given to hearer's face, based on the discrepancy between the self image desired by hearer and the way of FTA presented. Furthermore, the higher imposition on positive face, the more face will be given in order to lessen the threatening of positive face.

2.2 Previous Studies

There have been several related studies about the importance of politeness conducted by some researchers. Below is the review of the previous studies.

Laora (2007) conducted a research entitled “An Analysis on the FTA jokes found in the Political Cartoons of Newsweek Magazine”. In her study, she discussed about the objects of FTA found in the political cartoon of Newsweek Magazine which mostly criticize the public enemy (i.e. the U.S. government including George W. Bush dealing with outsourcing program, Iran nuclear technology, and so on) and found the strategies in doing FTA. The result of analysis is most of the cartoons are threatening hearer’s positive face through the acts of boasting, mentioning taboo topic such as religion, racist, sex, accusation, the use of initial or address terms and criticizing one’s personal characteristics. Most of the strategy used is off record strategy (as proposed by Brown and Levinson, 1987) which employs the strategies such as metaphorical urgency for emphasis, overstate, presuppose, be ironic, use metaphors, be ambiguous, give hints, and ellipsis.

The next study was conducted by Cahyono (2006) who discussed about not only the politeness strategies but also the advantages of using politeness strategies for the main character of “Dr. Jekyll and Mr. Hyde” by Robert Louis Stevenson. The writer found out that the main character used politeness among other things. They are positive politeness, negative politeness, bald on record, and off record. The advantages of using politeness strategies for the main character were when Hyde use negative politeness to Lanyon, so Lanyon gave respect and served him. By using politeness strategies the main character could give instruction in urgent condition without making the hearer disappointed. Besides, the main character could hide their intention by using off record strategy.

Myers (1989) investigated politeness strategies in scientific text, particularly scientific journal articles. His study examined thirty-six journal articles, analyzing the use of politeness strategies on the basis of Brown and Levinson's framework. It was found out that all four groups of politeness strategies listed in Brown and Levinson's framework were used, including bald on record strategies, positive politeness strategies, negative politeness, and Off record strategies.

Although those three studies mentioned above discuss about politeness, each of them uses different object. Laora (2007) conducted a research about FTA jokes in political advertisement; Cahyono (2006) talked about politeness in the novel of Robert. L Stevenson especially in the main character; and Myers (1989) discussed politeness strategies in science journal articles. Unlike Laora (2007) and Cahyono (2006) who discussed politeness in conversational term, Myers (1989) discussed politeness in written genre especially science articles. From those previous studies, it can be noticed which object and problems have not been discussed. The object of this particular study is an email which is written form without dialogue as Cahyono's and Laora's object. Different from Myers, this particular study will discuss politeness in written text whose language is not as formal as that in journal articles. Moreover, this study will also discover the possible factors caused the writer of the email chose the politeness strategies.

Furthermore, these studies are the valuable references to this particular study because all of them are related to the politeness investigation and hopefully to the other relevant analysis.

CHAPTER III

RESEARCH METHOD

This chapter deals with the methodology that is used in this study. It consists of type of research, data source, data collection and data analysis.

3.1 Type of Research

This research is qualitative research; Ary et.al (2002) said that qualitative research deals with data that are in the form of words, rather than numbers and statistic. The data collections are the subject experiences and perspective. The qualitative researcher attempts to arrive at a rich description of the people, objects, events, places, conversations, and so on. Since qualitative research is rich of description, it will explain and answer the problem specifically and deeply.

Since this study is qualitative, the data that was analyzed is rich of descriptions. The description of the analysis is called document analysis because it is from an email sent by Prita Mulyasari about health service of Omni International hospital. The rich description of this study can be seen by giving more and deeper explanation in answering research problem than showing the scale of number.

3.2 Data Source

The data used are sentences from Prita Mulyasari's email about Omni International Hospital health service. The data taken from the email are sentences

containing Face Threatening Acts (FTA) which threaten both positive and negative face of Omni. The email of Prita Mulyasari itself was downloaded from the internet in website: <http://www.sumbawanews.com/berita/nasional/inilah-isi-email-prita-mulyasari-yang-saat-ini-ditahan-di-lp-wanita-tangerang.html>.

3.3 Data Collection

In collecting the data, first, the email was downloaded from the internet. Afterwards, the email was read in order to identify the sentences containing FTA on positive and negative face of Omni International Hospital. Then those were arranged as a list in a table (Table 4.1).

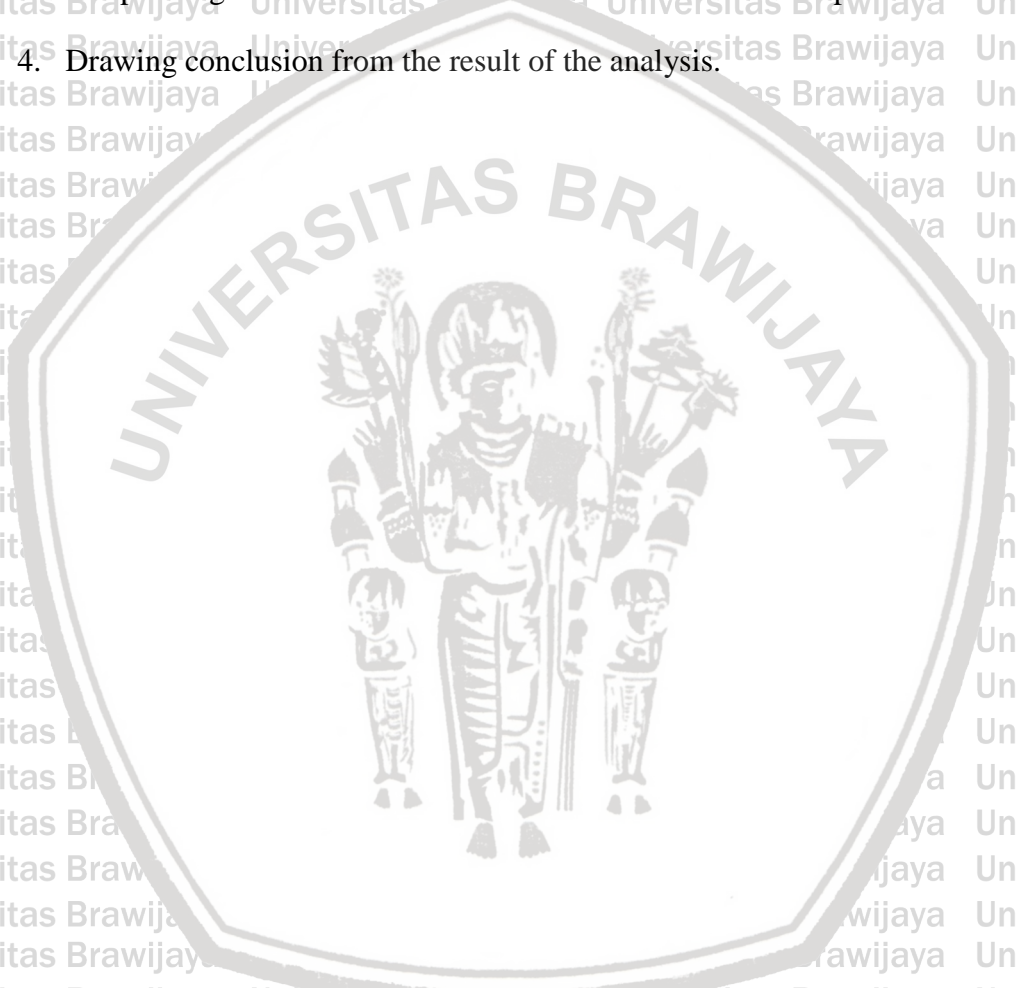
3.4 Data Analysis

The analysis is to answer the research problems, so the data was analyzed based on the order of research problems. Therefore, there are four steps of sequences in analyzing the data.

1. Categorizing the sentences containing FTA into positive and negative face and was continued to find FTA's indicator of the sentences. These analyses were presented in a table (Table 4.2).
2. Finding out the FTA strategies used by Prita Mulyasari in her email which were presented in a table (Table 4.2) according to the theory of FTA strategies in Chapter 2.
3. Explaining the factors which cause Prita used those FTA strategies in complaining about Omni International Hospital health service. In this analysis,

the factors in choosing strategies was not only be reconciled to Chapter 2, but also from an article in mass media, Kompas.com which gave report about Prita Mulyasari's email and her case with Omni International Hospital. The article was used to emphasize the factors she chose the strategies in complaining about health service in Omni International Hospital.

4. Drawing conclusion from the result of the analysis.



CHAPTER IV

FINDING AND DISCUSSION

This chapter consists of finding and discussion. Finding is divided into data description and data analysis based on the problems of the study, while the discussion reveals the result of analysis.

4.1 Finding

4.1.1 Data Description

The data described in this study is taken from Prita Mulyasari's email, which talks about health service in Omni International Hospital. The data are sentences containing Face Threatening Act toward Omni International Hospital health service. The data description also presents the English translation of the data which in Indonesian.

Table 4.1 The Sentences Containing FTA in Prita's Email

No	Indonesian Sentences	English Translation
1.	<i>Bila anda berobat berhati-hatilah dengan kemewahan rumah sakit (RS) dan title internasional karena semakin mewah RS dan semakin pintar dokter maka semakin sering uji coba pasien, penjualan obat, dan suntikan.</i>	If you would like to have medical treatment, please be careful of the hospital luxury and the international title because the more luxurious the hospital is and the smarter the doctors are, the more frequent experiments of patients, drug sales, and injections might take place.
2.	<i>Saya tidak mengatakan semua RS internasional seperti ini tapi saya mengalami kejadian ini di RS Omni International.</i>	I am not saying that all international hospitals are similar, but I experienced this incident at Omni International Hospital.
3.	<i>saya meminta referensi darinya karena saya sama sekali buta dengan RS ini.</i>	I asked for her recommendation because I was utterly blind to this hospital.
4.	<i>Mulai malam itu saya diinfus dan diberi suntikan tanpa penjelasan atau izin pasien atau keluarga pasien suntikan tersebut untuk apa.</i>	Starting from that night, I had been given infusion and injection without explanation or permission from the patient or patient's family regarding what the injection is for.

No	Indonesian Sentences	English Translation
5.	<i>dr H terus memberikan instruksi ke suster perawat supaya diberikan berbagai macam suntikan yang saya tidak tahu dan tanpa izin pasien atau keluarga pasien.</i>	dr. H continued giving instruction to the nurse to give a variety of shots that I did not know and without the consent of the patient or patient's family.
6.	<i>Saya tanya kembali jadi saya sakit apa sebenarnya dan tetap masih sama dengan jawaban semalam bahwa saya kena demam berdarah.</i>	I asked again what my real sickness was, but what remain was still the same as the answer last night that I got dengue fever.
7.	<i>Mulai Jumat tersebut saya diberikan berbagai macam suntikan yang setiap suster tidak ada keterangan apa pun dari suster perawat.</i>	Starting from that Friday, I was given various kinds of injections, but I got no explanation from the nurses.
8.	<i>setiap saya meminta keterangan tidak mendapatkan jawaban yang memuaskan.</i>	Every time I asked for information, I did not get a satisfying answer.
9.	<i>Lebih terkesan suster hanya menjalankan perintah dokter dan pasien harus menerimanya.</i>	It seemed that the nurse just followed the doctor's instruction and the patient had to accept it.
10.	<i>Saya minta dihentikan infus dan suntikan dan minta ketemu dengan dr. H</i>	I requested to quit having the infusion and injection and wanted to meet dr. H.
11.	<i>Namun, dokter tidak datang sampai saya dipindahkan ke ruangan.</i>	However, doctors did not come until I was moved to the room
12.	<i>Saya tanyakan ke dokter tersebut saya sakit apa sebenarnya dan dijelaskan saya kena virus udara.</i>	I asked the doctor what my real sickness was and he told me that it was air virus.
13.	<i>Saya minta dengan paksa untuk diberhentikan infusnya dan menolak dilakukan suntikan dan obat-obatan.</i>	I forced to stop the infusion and refused to have injection and medication any longer.
14.	<i>Esoknya saya dan keluarga menuntut dr H untuk ketemu dengan kami.</i>	On the next day, my family and I urged dr. H to meet us.
15.	<i>Namun, janji selalu diulur-ulur dan baru datang malam hari.</i>	However, the promise was always postponed and the doctor just came at night.
16.	<i>Suami dan kakak-kakak saya menuntut penjelasan dr H mengenai sakit saya, suntikan, hasil lab awal yang 27.000 menjadi revisi 181.000 dan serangan sesak napas yang dalam riwayat hidup saya belum pernah terjadi.</i>	My husband and my brothers demanded dr. H's explanation about my sickness, the injection, the revision of early laboratory result about thrombocyte from 27.000 into 181.000 and the short-winded attack which I had never experienced.
17.	<i>dr H tidak memberikan penjelasan dengan memuaskan.</i>	dr. H did not give satisfying explanation.
18.	<i>Kami berdebat mengenai kondisi saya dan meminta dr H bertanggung jawab mengenai ini dari hasil lab yang pertama yang seharusnya saya bisa rawat jalan saja.</i>	We argued about my health condition and demanded dr. H to be responsible for this, started from the first laboratory's result which I should have been able to be an outpatient.
19.	<i>dr H menyalahkan bagian lab dan tidak bisa memberikan keterangan yang memuaskan.</i>	dr. H blamed laboratory and he could not give satisfactory information.
20.	<i>Namun, saya tetap tidak mau dirawat di RS ini lagi dan mau pindah ke RS lain.</i>	Still, I did not want to be treated longer in this hospital and wanted to move to another hospital.

No	Indonesian Sentences	English Translation
21.	<i>saya membutuhkan data medis yang lengkap dan lagi-lagi saya dipermainkan dengan diberikan data medis yang fiktif.</i>	I needed a complete medical data and once again I was made a fool by being given a fictitious medical data.
22.	<i>Dalam catatan medis diberikan keterangan bahwa bab (buang air besar) saya lancar padahal itu kesulitan saya semenjak dirawat di RS ini tapi tidak ada follow up-nya sama sekali.</i>	In medical record, there was information that I did not have problem in my defecation, whereas it was my problem since I was treated in this hospital, but there was no follow-up about it.
23.	<i>Saya ngotot untuk diberikan data medis hasil lab 27.000 namun sangat dikagetkan bahwa hasil lab 27.000 tersebut tidak dicetak dan yang tercetak adalah 181.000.</i>	I insisted to get the lab report about 27.000 thrombocytes, but I was shocked by the printed data of 181.000 thrombocytes.
24.	<i>setelah saya komplain dan marah-maraha dokter tersebut mengatakan bahwa catatan hasil lab 27.000 tersebut ada di Manajemen Omni.</i>	After I complained and got angry, the doctor said that the note of the 27.000 laboratory's result was in Omni Management.
25.	<i>Maka saya desak untuk bertemu langsung dengan Manajemen yang memegang hasil lab tersebut.</i>	Hence I urged to meet face to face with the management that had the laboratory result.
26.	<i>Saya mengajukan komplain tertulis ke Manajemen Omni dan diterima oleh Og (Customer Service Coordinator) dan saya minta tanda terima.</i>	I submitted a written complaint to Omni Management and it was accepted by Og (Customer Service Coordinator) then I asked for the receipt.
27.	<i>Saya benar-benar dipermainkan oleh Manajemen Omni dengan staff Og yang tidak ada service-nya sama sekali ke customer melainkan seperti mencemooh tindakan saya meminta tanda terima pengajuan komplain tertulis.</i>	I was truly made a fool by the Omni management, with staff Og who did not give good service to the customer, but seemed like scorning my request to have the receipt of submission of a written complaint.
28.	<i>Saya benar-benar habis kesabaran dan saya hanya meminta surat pernyataan dari lab RS ini mengenai hasil lab awal saya adalah 27.000 bukan 181.000.</i>	I really ran out of patience and I only asked a statement about my initial laboratory result of 27.000 thrombocytes.
29.	<i>Makanya saya diwajibkan masuk ke RS ini padahal dengan kondisi trombosit 181.000 saya masih bisa rawat jalan.</i>	Hence it was necessary for me to be hospitalized with the condition (181.000 thrombocytes) when I still could be an outpatient.
30.	<i>Tanggapan dr G yang katanya adalah penanggung jawab masalah komplain saya ini tidak profesional sama sekali.</i>	Response of dr. G who was responsible for my complaint problem was not professional at all.
31.	<i>Tidak menanggapi komplain dengan baik.</i>	Not responding to complaints properly.
32.	<i>Saya minta duduk bareng antara lab, Manajemen, dan dr H.</i>	I demanded to have a meeting with the laboratory staff, the management and dr. H.
33.	<i>Saya lemas mendengarnya dan benar-benar marah dengan RS Omni yang telah membohongi saya dengan analisa sakit demam berdarah dan sudah diberikan suntikan macam-macam dengan dosis tinggi sehingga mengalami sesak napas.</i>	I was limp to hear it and really angry to Omni Hospital who had lied to me with the diagnosis of dengue fever and had given me various injections with high doses that caused me asphyxiated.

No	Indonesian Sentences	English Translation
34.	<i>Suami saya datang kembali ke RS Omni menagih surat hasil lab 27.000 tersebut namun malah dihadapkan ke perundingan yang tidak jelas dan meminta diberikan waktu besok pagi datang langsung ke rumah saya.</i>	My husband came back to Omni to collect the report of 27.000 laboratory result, but was even faced to the obscure negotiation and asked to give time until next morning to come to my house.
35.	<i>Keesokan paginya saya tunggu kabar orang rumah sampai jam 12 siang belum ada orang yang datang dari Omni memberikan surat tersebut.</i>	The next morning I waited for news from my house, but until 12 pm no one from Omni gave the letter.
36.	<i>Namun, sampai jam 4 sore saya tunggu dan ternyata belum ada juga yang datang ke rumah saya.</i>	However, after I waited until 4 p.m, there was still nobody came to my house.
37.	<i>Ini benar-benar kebohongan RS yang keterlaluan sekali.</i>	This was an outrageous lie from the hospital.
38.	<i>Saya minta disebutkan alamat jelas saya dan mencari datanya sulit sekali dan membutuhkan waktu yang lama.</i>	I asked to mention my clear address and it was so difficult to find the data and it consumed much time.
39.	<i>Makanya saya sebut Manajemen Omni pembohong besar semua.</i>	Therefore, I called all Omni management were a liar.
40.	<i>Terutama dr G dan Og, tidak ada sopan santun dan etika mengenai pelayanan customer, tidak sesuai dengan standard international yang RS ini cantum.</i>	Especially dr. G and Og who had no manners and ethics of customer service, not in accordance with international standards of this hospital.
41.	<i>ketika suami saya datang ke Omni hanya dititipkan ke resepsionis saja dan pas dibaca isi suratnya sungguh membuat sakit hati kami.</i>	When my husband came to Omni, the letter was entrusted to the receptionist. Then when we read it, it hurt us.
42.	<i>saya ingin tahu bahwa sebenarnya hasil lab 27.000 itu benar ada atau fiktif saja supaya RS Omni mendapatkan pasien rawat inap.</i>	I wanted to know whether the laboratory result of 27.000 existed or fictitious, only for the hospital to get a hospitalized patient.
43.	<i>Dan setelah beberapa kali kami ditipu dengan janji maka sebenarnya adalah hasil lab saya 27.000 adalah fiktif.</i>	And after several times we were deceived by the promise, actually the 27.000 laboratory result was fictitious.
44.	<i>Saya dirugikan secara kesehatan.</i>	I was harmed for the health care.
45.	<i>Tapi, RS ini tidak memperdulikan efek dari keserakahan ini.</i>	However, this hospital did not consider about the effect of this greed.
46.	<i>Namun, saya dan suami saya sudah terlalu lelah mengikuti permainan kebohongan mereka dengan kondisi saya masih sakit dan dirawat di RS lain.</i>	However, my husband and I were fed up with their game while I was still sick and got treatment in another hospital.
47.	<i>Tapi, apabila nyawa manusia dipermainkan oleh sebuah RS yang dipercaya untuk menyembuhkan malah mempermainkan sungguh mengecewakan.</i>	However, if human lives are being played by a hospital that is trusted to cure, it will be so disappointing.
48.	<i>Semoga Allah memberikan hati nurani ke Manajemen dan dokter RS Omni supaya diingatkan kembali bahwa mereka juga punya keluarga, anak, orang tua yang tentunya suatu saat juga sakit dan membutuhkan medis.</i>	May God give conscience to the Management and doctors of Omni to remind them that they also have families, children, and parents that someday will need medical treatment.

No	Indonesian Sentences	English Translation
49.	<i>jangna sampai pekerjaan mulia kalian sia-sia hanya demi perusahaan Anda.</i>	do not let your noble work for nothing just for the sake of your company.
50.	<i>Saya tidak mengatakan RSCM buruk tapi lebih hati-hati dengan perawatan medis dari dokter ini.</i>	I am not saying that RSCM is bad, but please be more cautious with the medical treatment from this doctor.

4.1.2 Result of Analysis

This part discusses two results of analysis namely the kinds of FTA and the strategies in doing FTA, as well as the possible factors of choosing the strategies. The analysis on the strategy used is presented in table which consists of the sentences containing FTA in the email, the face violated (positive face or negative face), FTA's indicator, and the FTA strategies that were used.

4.1.2.1 Kinds of FTA and Strategies in Doing FTA

Table 4.2 Kinds of FTA and Strategies for Doing FTA in Prita's Email

No.	Sentences	Face threatened		FTA's Indicator	FTA Strategies
		Positive	Negative		
1.	<i>Bila anda berobat berhati-hatilah dengan kemewahan rumah sakit (RS) dan title international karena semakin mewah RS dan semakin pintar dokter maka semakin sering uji coba pasien, penjualan obat, dan suntikan.</i>	√		Accusation	Off record: be ironic
2.	<i>Saya tidak mengatakan semua RS international seperti ini tapi saya mengalami kejadian ini di RS Omni International.</i>	√		Accusation	Bald on record
3.	<i>saya meminta referensi darinya karena saya sama sekali buta dengan RS ini.</i>	√		Disapproval	Off record: overstate
4.	<i>Mulai malam itu saya diinfus dan diberi suntikan tanpa penjelasan atau izin pasien atau keluarga pasien suntikan tersebut untuk apa.</i>	√		Complaint	Bald on record

No.	Sentences	Face threatened		FTA's Indicator	FTA Strategies
		Positive	Negative		
5.	<i>dr H terus memberikan instruksi ke suster perawat supaya <u>diberikan berbagai macam suntikan yang saya tidak tahu dan tanpa izin pasien atau keluarga pasien.</u></i>	√		Complaint	Off record: be vague Off record: overstate
6.	<i>Saya tanya kembali jadi saya sakit apa <u>sebenarnya</u> dan tetap masih sama dengan jawaban semalam bahwa saya kena demam berdarah.</i>	√		Disagreement	Off record: presuppose
7.	<i>Mulai Jumat tersebut saya <u>diberikan berbagai macam suntikan yang setiap suntik tidak ada keterangan apa pun dari suster perawat.</u></i>	√		Complaint	Off record: overstate
8.	<i>setiap saya meminta <u>keterangan tidak mendapatkan jawaban yang memuaskan.</u></i>	√		Complaint	Off record: overstate
9.	<i>Lebih terkesan suster hanya <u>menjalankan perintah dokter dan pasien harus menerimanya.</u></i>	√		Accusation	Positive politeness: Avoid disagreement hedging opinion
10.	<i>Saya minta <u>dihentikan infus dan suntikan dan minta ketemu dengan dr. H</u></i>	√		Disagreement	Bald on record Off record: be vague
11.	<i>Namun, <u>dokter tidak datang sampai saya dipindahkan ke ruangan.</u></i>	√		Complaint	Bald on record
12.	<i>Saya tanyakan ke dokter tersebut saya sakit apa <u>sebenarnya</u> dan dijelaskan saya kena virus udara.</i>	√		Disapproval	Off record: presuppose
13.	<i>Saya minta dengan paksa <u>untuk dihentikan infusnya dan menolak dilakukan suntikan dan obat-obatan.</u></i>	√		Disagreement	Off record: presuppose
14.	<i>Esoknya saya dan keluarga <u>menuntut dr H untuk ketemu dengan kami.</u></i>	√		Challenge	Bald on record Off record: be vague
15.	<i>Namun, <u>janji selalu diulur-ulur dan baru datang malam hari.</u></i>	√		Complaint	Bald on record

No.	Sentences	Face threatened		FTA's Indicator	FTA Strategies
		Positive	Negative		
16.	<u>Suami dan kakak-kakak saya menuntut penjelasan dr H mengenai sakit saya, suntikan, hasil lab awal yang 27.000 menjadi revisi 181.000 dan serangan sesak napas yang dalam riwayat hidup saya belum pernah terjadi.</u>	√		Challenge	Bald on record Off record: be vague
17.	<u>dr H tidak memberikan penjelasan dengan memuaskan.</u>	√		Complaint	Off record: be vague Bald on record
18.	<u>Kami berdebat mengenai kondisi saya dan meminta dr H bertanggung jawab mengenai ini dari hasil lab yang pertama yang seharusnya saya bisa rawat jalan saja.</u>	√		Contradiction	Off record: be vague Bald on record
19.	<u>dr H menyalahkan bagian lab dan tidak bisa memberikan keterangan yang memuaskan.</u>	√		Complaint	Off record: be vague Bald on record
20.	<u>Namun, saya tetap tidak mau dirawat di RS ini lagi dan mau pindah ke RS lain.</u>	√		Disagreement	Bald on record
21.	<u>saya membutuhkan data medis yang lengkap dan lagi-lagi saya dipermainkan dengan diberikan data medis yang fiktif.</u>	√		Complaint	Off record: overstate
22.	<u>Dalam catatan medis diberikan keterangan bahwa bab (buang air besar) saya lancar padahal itu kesulitan saya semenjak dirawat di RS ini tapi tidak ada follow up-nya sama sekali.</u>	√		Complaint	Off record: overstate
23.	<u>Saya ngotot untuk diberikan data medis hasil lab 27.000 namun sangat dikagetkan bahwa hasil lab 27.000 tersebut tidak dicetak dan yang tercetak adalah 181.000.</u>	√		Emotion	Off record: overstate

No.	Sentences	Face threatened		FTA's Indicator	FTA Strategies
		Positive	Negative		
24.	<u>setelah saya komplain dan marah-marah</u> dokter tersebut mengatakan bahwa catatan hasil lab 27.000 tersebut ada di Manajemen Omni.	√		Emotion	Bald on record
25.	<u>Maka saya desak untuk bertemu langsung dengan Manajemen yang memegang hasil lab tersebut.</u>	√		Challenge	Bald on record
26.	<u>Saya mengajukan komplain tertulis ke Manajemen Omni dan diterima oleh Og(Customer Service Coordinator) dan saya minta tanda terima.</u>	√		Challenge	Bald on record
27.	<u>Saya benar-benar dipergunakan oleh Manajemen Omni dengan staff Og yang tidak ada service-nya sama sekali ke customer melainkan seperti mencemooh tindakan saya meminta tanda terima pengajuan komplain tertulis.</u>	√		Emotion	Off record: overstate Off record: be vague
28.	<u>Saya benar-benar habis kesabaran dan saya hanya meminta surat pernyataan dari lab RS ini mengenai hasil lab awal saya adalah 27.000 bukan 181.000.</u>	√		Emotion	Off record: overstate
29.	<u>Makanya saya diwajibkan masuk ke RS ini padahal dengan kondisi thrombosit 181.000 saya masih bisa rawat jalan.</u>	√		Complaint	Off record: over-generalized
30.	<u>Tanggapan dr G yang katanya adalah penanggung jawab masalah komplain saya ini tidak profesional sama sekali.</u>	√		Accusation	Off record: be vague Off record: overstate
31.	<u>Tidak menanggapi komplain dengan baik.</u>	√		Complaint	Bald on record
32.	<u>Saya minta duduk bareng antara lab, Manajemen, dan dr H.</u>	√		Challenge	Bald on record Off record: be vague

No.	Sentences	Face threatened		FTA's Indicator	FTA Strategies
		Positive	Negative		
33.	<u>Saya lemas mendengarnya dan benar-benar marah dengan RS Omni yang telah membohongi saya dengan analisa sakit demam berdarah dan sudah diberikan suntikan macam-macam dengan dosis tinggi sehingga mengalami sesak napas.</u>	√		Emotion	Off record: overstate
34.	<u>Suami saya datang kembali ke RS Omni menagih surat hasil lab 27.000 tersebut namun malah dihadapkan ke perundingan yang tidak jelas dan meminta diberikan waktu besok pagi datang langsung ke rumah saya.</u>	√		Complaint	Bald on record
35.	<u>Keesokan paginya saya tunggu kabar orang rumah sampai jam 12 siang belum ada orang yang datang dari Omni memberikan surat tersebut.</u>	√		Complaint	Bald on record
36.	<u>Namun, sampai jam 4 sore saya tunggu dan ternyata belum ada juga yang datang ke rumah saya.</u>	√		Complaint	Off record: presuppose
37.	<u>Ini benar-benar kebohongan RS yang keterlaluan sekali.</u>	√		Accusation	Off record: overstate
38.	<u>Saya minta disebutkan alamat jelas saya dan mencari datanya sulit sekali dan membutuhkan waktu yang lama.</u>	√		Complaint	Off record: overstate
39.	<u>Makanya saya sebut Manajemen Omni pembohong besar semua.</u>	√		Accusation	Off record: over-generalized
40.	<u>Terutama dr G dan Og, tidak ada sopan santun dan etika mengenai pelayanan customer, tidak sesuai dengan standard internasional yang RS ini cantumkan.</u>	√		Insult	Off record: be vague Bald on record

No.	Sentences	Face threatened		FTA's Indicator	FTA Strategies
		Positive	Negative		
41.	<i>ketika suami saya datang ke Omni hanya dititipkan ke resepsionis saja dan pas dibaca isi suratnya sungguh membuat sakit hati kami.</i>	√		Emotion	Off record: overstate
42.	<i>saya ingin tahu bahwa sebenarnya hasil lab 27.000 itu benar ada atau fiktif saja supaya RS Omni mendapatkan pasien rawat inap.</i>	√		Accusation	Off record: presuppose
43.	<i>Dan setelah beberapa kali kami ditipu dengan janji maka sebenarnya adalah hasil lab saya 27.000 adalah fiktif.</i>	√		Accusation	Off record: presuppose
44.	<i>Saya dirugikan secara kesehatan.</i>	√		Complaint	Bald on record
45.	<i>Tapi, RS ini tidak memperdulikan efek dari keserakahan ini.</i>	√		Accusation	Bald on record
46.	<i>Namun, saya dan suami saya sudah terlalu lelah mengikuti permainan kebohongan mereka dengan kondisi saya masih sakit dan dirawat di RS lain.</i>	√		Emotion	Off record: overstate
47.	<i>Tapi, apabila nyawa manusia dipermainkan oleh sebuah RS yang dipercaya untuk menyembuhkan malah mempermainkan sungguh mengecewakan.</i>	√		Disagreement	Off record: over-generalized
48.	<i>Semoga Allah memberikan hati nurani ke Manajemen dan dokter RS Omni supaya diingatkan kembali bahwa mereka juga punya keluarga, anak, orang tua yang tentunya suatu saat juga sakit dan membutuhkan medis.</i>	√		Challenge	Positive politeness: presuppose H's values are the same as S's values
49.	<i>jangan sampai pekerjaan mulia kalian sia-sia hanya demi perusahaan Anda.</i>		√	Reminding	Negative politeness: give deference

No.	Sentences	Face threatened		FTA's Indicator	FTA Strategies
		Positive	Negative		
50.	<i>Saya tidak mengatakan RSCM buruk tapi <u>lebih hati-hati dengan perawatan medis dari dokter ini.</u></i>	√		Accusation	Off record: be vague

4.1.2.2 The Possible Factors Causing Prita Mulyasari Used the FTA Strategies

1. Sentence: *Bila anda berobat berhati-hatilah dengan kemewahan rumah sakit (RS) dan title international karena semakin mewah RS dan semakin pintar dokter maka semakin sering uji coba pasien, penjualan obat, dan suntikan.*

FTA strategy: Off record – be ironic

Analysis: At the first statement of her email, Prita did strategy off record: be ironic because she would like to criticize the international hospital – which is luxurious and sophisticated – that should have given an appropriate health service instead of doing many experiments to the patients in attempt to sell as much medicine as possible which would harm patient's life. By doing this strategy, she could get credit for being wise because she did not threaten the hospital's image right away. Another factor is in circumstances between Prita and international hospital. Prita did the strategy because she had a distance relationship with the institution and the institution had the more power than Prita, so that she criticized it in non-coercive way. The rank of imposition in this sentence is Prita criticized the health service in international hospital.

2. Sentence: *Saya tidak mengatakan semua RS internasional seperti ini tapi saya mengalami kejadian ini di RS Omni International.*

FTA strategy: Bald on record

Analysis: After criticizing the international hospital, Prita made the next statement to lessen her accusation to the hospital by stating “RS *Omni Internasional*” (Omni International Hospital). She wrote this statement because she would like to say that not all hospitals are similar to Omni International Hospital. By stating “RS *Omni Internasional*” blatantly, without giving redress to Omni, Prita could get the efficiency to claim something. It also implies that Prita was just a common citizen who had no close relationship with anyone in Omni. Besides, she had the power to make the claim because she was a patient who had got the medical treatment in Omni International Hospital. The rank of imposition in this sentence is claiming the intended international hospital which had bad service unambiguously

3. Sentence: *saya meminta referensi darinya karena saya sama sekali buta dengan RS ini.*

FTA strategy: Off record – overstate

Analysis: In her email it was told that Prita must be hospitalized because of her less thrombocyte’s number (27.000 thrombocytes). dr. I who examined Prita asked her to choose the doctor who would take care of her illness. However, Prita did not have any idea about the hospital. In showing her disapproval about the hospital, she chose the word “*buta*” (blind for sight). By doing this strategy, Prita could

avoid responsibility for the potentially face-damaging interpretation.

The circumstances caused Prita used overstate strategy because she was a new patient of this hospital. Furthermore, Omni as the institution had the more power to make Prita stated her disapproval in off record. In addition, the rank of imposition on Omni's positive face is to claim that Omni is not a well known hospital, so that Prita did not have any information about the hospita's profile.

4. Sentence: *Mulai malam itu saya diinfus dan diberi suntikan tanpa penjelasan atau izin pasien atau keluarga pasien suntikan tersebut untuk apa.*

FTA strategy: Bald on record

Analysis: Previously, it was told that Prita took dr. I's recommendation to have dr. H as her specialist doctor. After dr. H examined Prita, his diagnosis for Prita was dengue. In this sentence, Prita used bald on record strategy in showing her disagreement about the injection that had no explanation given to her. Bald on record is used by Prita to avoid the danger of being misunderstood. The circumstances behind her FTA strategy are she was a customer who had no close relationship with Omni and as a customer, she wanted the best service from Omni. In addition, the rank of imposition is to clearly explain the uncomfortable service in Omni.

5. Sentence: *dr H terus memberikan instruksi ke suster perawat supaya diberikan berbagai macam suntikan yang saya tidak tahu dan tanpa izin pasien atau keluarga pasien.*

FTA strategy: Off record – be vague, overstate

Analysis: In her email, it was told that after one night she was hospitalized, she got the laboratory revision of her thrombocyte number (181.000), and that revision startled her. Instead of getting information about that, dr. H kept giving her several injections without her permission.

This sentence which threatens Omni's positive face used off record strategy: be vague and overstate. By using be vague strategy, Prita could run less risk of her act because she preferred to mention only the initial (dr. H) than the complete name of the doctor. Then by using overstate strategy, Prita could avoid responsibility for the potentially face-damaging interpretation about the injections given to her which can be seen in expression "*berbagai macam*" (various kinds). Besides, there are circumstances behind her off record strategies. First, there is no close relationship between Prita and dr. H because she was a new patient in the hospital. Next, there is indication that Prita had the less power than dr. H, so that she did FTA in off record instead of baldly. Third, the rank of imposition on Omni's positive face is criticizing Omni's service, but still saved the face, especially the doctor.

6. Sentence: *Saya tanya kembali jadi saya sakit apa sebenarnya dan tetap masih sama dengan jawaban semalam bahwa saya kena demam berdarah.*

FTA strategy: Off record – presuppose

Analysis: In this sentence, Prita used expression "*tanya kembali*" (asked again) for her illness which indicates off record strategy: presuppose.

Prita used this strategy because she tried to avoid responsibility for the potentially face-damaging interpretation about the correctness of the doctor's diagnosis. Another factor occurred here is the relationship between Prita and dr. H who were just a patient and a doctor which caused distance between them. Next factor caused Prita used off record strategy is because she was just a patient and common person who had less power than dr. H who had the higher position in Omni. The rank of imposition is she did not seem to believe in dr. H's diagnosis of her illness, so that though she has ever asked about it before, she did it again in another time.

7. Sentence: *Mulai Jumat tersebut saya diberikan berbagai macam suntikan yang setiap suntik tidak ada keterangan apa pun dari suster perawat.*

FTA strategy: Off record – overstate

Analysis: Off record strategy: overstate can be seen in two expressions

“*berbagai macam*” (various kinds) and “*tidak ada keterangan apa pun*” (no explanation at all). Prita used this strategy because she tried

to avoid responsibility for the potentially face-damaging interpretation about the injections given to her which had no explanation. The circumstances occurred in this sentence is because

there is distance between Prita who was just a patient and Omni which is an institution. Afterward, it means that Omni had more power than Prita, so that she did FTA to Omni in off record.

Meanwhile, she used this strategy because she was a patient that

should know about the medication she received, so that she overstated her statement. In addition, by using this strategy, Prita would like to criticize the health service in Omni that was always not transparent to the patient in giving explanation about the injections.

8. Sentence: *setiap saya meminta keterangan tidak mendapatkan jawaban yang memuaskan.*

FTA strategy: Off record – overstate

Analysis: In this sentence, Prita used off record strategy: overstate to avoid responsibility for the potentially face-damaging interpretation about her dissatisfaction in getting information from the nurse. The overstate strategy can be seen in word '*setiap*' (everytime). Then the circumstances caused her use off record is because of the distance between Prita (a patient) and Omni (an institution). In Prita's opinion, as a patient, it was her right to get clear information of the medical treatment she had. However, in conveying her complaint about it off recordly indicates that Omni had more power than Prita. Then the rank of imposition in this strategy is the disappointment of Prita in the service given by Omni Hospital that never gave clear information about medical treatment to the patient.

9. Sentence: *Lebih terkesan suster hanya menjalankan perintah dokter dan pasien harus menerimanya.*

FTA strategy: positive politeness – avoid disagreement (hedging opinion)

Analysis: In this sentence, Prita used positive politeness – avoid disagreement (hedging opinion) which is emphasized in the expression "*Lebih*

terkesan” (seem). This expression emerged after she mentioned that the nurse never gave satisfying explanation about the injections. She used this strategy because she wanted to minimize her FTA about the nurse’s service to her. Another factor is the distance between Prita (a patient) and Omni (an institution). Besides, Prita was less power than Omni, so that she hedged her opinion in her criticism. Then the rank of imposition in using positive politeness is giving conclusion of nurse’s service that never gave explanation about the injections.

10. Sentence: *Saya minta dihentikan infus dan suntikan dan minta ketemu dengan dr. H*

FTA strategy: Bald on record, off record – be vague

Analysis: This statement emerged after Prita stated that her left hand was swollen. To express her dissatisfaction of medical treatment, she used bald on record and off record strategy: be vague. By doing bald on record in complaining about infusion and injection, Prita could make her statement unambiguous. Then by being vague in mentioning her doctor’s name (dr. H), she could run less risk of her FTA to Omni’s face, especially dr. H himself. The combination of the strategies emerge another circumstances for Prita did the FTA.

First, the social distance between Prita and dr. H (a patient and a doctor), which means Prita had a lower status than dr. H. Afterwards, the higher status of dr. H caused more power upon Prita that made her minimized the baldly disagreement about the infusion and injection. Therefore, Prita used this combination strategy because she

would like to convey her disagreement baldly about the medication she had without threatening the particular doctor.

11. Sentence: *Namun, dokter tidak datang sampai saya dipindahkan ke ruangan.*

FTA strategy: Bald on record

Analysis: Through this statement, Prita wanted to convey her complaint about

the doctor who did not come to see her when she wanted to stop the infusion and any kind of injections. She conveyed it is by using bald on record strategy that she told her complaint right away. Prita chose bald on record in this sentence in order to get the efficiency to claim something. Furthermore, it is caused by the circumstances behind her FTA strategy. First is the social distance between Prita and the doctor that both of them were just as a patient and a doctor. Next, the use of bald on record indicates that Prita had more power than the doctor, so that she told her complaint without trying to save doctor's face. The last circumstances why Prita did this strategy is because she wanted to tell clearly her complaint to the doctor who could not give the good service for her when she needed his/her presence at that time.

12. Sentence: *Saya tanyakan ke dokter tersebut saya sakit apa sebenarnya dan dijelaskan saya kena virus udara.*

FTA strategy: Off record – presuppose

Analysis: On the next day, the doctor (dr. H) examined Prita and asked the nurse to give her another injection. Because Prita was curious about this injection, she asked again to the doctor about her real illness.

Then it can be analyzed that this sentence contains FTA by using off record strategy: presuppose because Prita confirmed her illness once more to the doctor. Presuppose was used to avoid responsibility for the potentially face-damaging interpretation about Prita's untrust to the doctor's diagnosis. Furthermore, the social distance also affects the choice of Prita's strategy that both Prita and the doctor had no close relationship, just as a patient and a doctor. The use of off record strategy indicates that Prita had less power than the doctor who had higher position in the hospital, so that she disapproved the doctor's diagnosis in non-coercive way. The rank of imposition in this sentence is that Prita wanted to make disapproval to the doctor's diagnosis.

13. Sentence: *Saya minta dengan paksa untuk diberhentikan infusnya dan menolak dilakukan suntikan dan obat-obatan.*

FTA strategy: Off record - presuppose

Analysis: Previously, Prita mentioned that she was still getting infusion and her both hands were swollen. To show her unwillingness about the medication, she used presuppose strategy in this sentence which is indicated by the expression "*dengan paksa*" (act forcibly). That expression actually indicates that Prita had asked the doctor to stop the infusion and any medication in the past. However, the doctor kept giving her infusion and medication. By doing this strategy, Prita could avoid responsibility for the potentially face-damaging interpretation about her disagreement of the medication she got.

Then off record strategy here indicates that Prita (a patient) and Omni (an institution) had no close relationship that caused distance between them. Because Omni was an institution and Prita was just a patient, it caused Omni to have more power than Prita had, so that Prita told her disagreement off recordly. The rank of imposition in this sentence is Prita wanted to tell her disagreement about the medication that seemed always ignored by the doctor.

14. Sentence: *Esoknya saya dan keluarga menuntut dr H untuk ketemu dengan kami.*

FTA strategy: Bald on record, off record – be vague

Analysis: This sentence contains FTA to Omni that Prita strived for meeting dr. H related to her medication. She did the FTA by using bald on record in order to avoid the danger of being misunderstood. However, Prita avoided being responsible for the face-damaging interpretation by doing off record strategy: be vague (naming the doctor as dr. H instead of mentioning the complete name). From here, it indicates that there is social distance between Prita and dr. H—a patient and a doctor—that caused her to also use off record as she did the FTA baldly to dr. H. The combination of the strategies also implies the relative power between them. Prita had more power to offend dr. H when she used bald on record, but it seems dr. H had more power than Prita when Prita also used off record with the baldly one. In addition, Prita did this combination strategy to convey

her challenges unambiguously which implied her disappointment in

Omni, with still saved the doctor's face.

15. Sentence: *Namun, janji selalu diulur-ulur dan baru datang malam hari.*

FTA strategy: Bald on record

Analysis: Obviously, Prita did bald on record strategy in this sentence. By

doing this strategy, Prita could claim efficiently about the bad service

of Omni that often postponed serving the patient's complaint.

Furthermore, it is caused by the circumstances behind her FTA

strategy. First is the social distance between Prita and the doctor that

both of them were just as a patient and a doctor. Next, Prita used bald

on record because she seemed has more power than the doctor, so

that she told her complaint without trying to save doctor's face. The

last is rank of imposition that she would like to tell clearly about the

un-fulfilled promise of dr. H

16. Sentence: *Suami dan kakak-kakak saya menuntut penjelasan dr H mengenai sakit saya, suntikan, hasil lab awal yang 27.000 menjadi revisi 181.000 dan serangan sesak napas yang dalam riwayat hidup saya belum pernah terjadi.*

FTA strategy: Off record – be vague, bald on record

Analysis: Once again Prita used the combination of FTA strategies. Prita did

be vague strategy which is indicated by giving the initial of the

doctor's name. She did this strategy to lessen her FTA to dr. H about

her complaints – which used bald on record – during the period she

was taken care by dr. H. From here, it indicates that there is social

distance between Prita and dr. H—a patient and a doctor—that caused

her to use also off record as she did the FTA baldly to dr. H. The combination of the strategies also implies the relative power between them. Prita had less power to offend dr. H when she used off record, but it seems Prita had more power than dr. H when Prita used the baldly one in conveying her complaints. Moreover, she did a combination of these strategies to tell as specific as possible what complaints she had for the doctor without referring to a particular doctor.

17. Sentence: *dr H tidak memberikan penjelasan dengan memuaskan.*

FTA strategy: Off record – be vague, bald on record

Analysis: Still, in doing FTA to Omni's face, especially the doctor, Prita used off record strategy: be vague and bald on record. Be vague is to hide the real name of the doctor and bald on record is to convey her complaint distinctly. The combination of FTA strategies indicate that there is social distance between Prita and dr. H—a patient and a doctor—that caused her to use also off record as she did the FTA baldly to dr. H. The combination of the strategy also implies the relative power between them. Prita had less power to offend dr. H when she used off record, but it seems Prita had more power than dr. H when Prita used the baldly one in conveying her complaints. Then she did this strategy to show that she was non-coercive in conveying complaint about dr. H.

18. Sentence: *Kami berdebat mengenai kondisi saya dan meminta dr H bertanggung jawab mengenai ini dari hasil lab yang pertama yang seharusnya saya bisa rawat jalan saja.*

FTA strategy: Off record – be vague, bald on record

Analysis: Previously, Prita wanted to have confirmation about her condition that her left neck and eye were swollen; then about the first laboratory result that she could be just an out patient. Although Prita threatened Omni's face baldly, especially the doctor, she softened it by blurring the real name of dr. H with only an initial. By these two strategies, Prita could get the advantages that she was still capable to criticize without being afraid to threaten the doctor. The combination of these strategies emerge another circumstances for Prita did the FTA. First, the social distance between Prita and dr. H (a patient and a doctor). Afterwards, it indicates that dr. H caused more power upon Prita that made her minimized the baldly complaint about dr. H's explanation. By doing this strategy, Prita could convey her disagreement clearly with still saved dr. H's face.

19. Sentence: *dr H menyalahkan bagian lab dan tidak bisa memberikan keterangan yang memuaskan.*

FTA strategy: Off record – be vague, bald on record

Analysis: Still, although Prita threatened Omni's face baldly, especially the doctor, she softened it by blurring the real name of dr. H with only an initial. By these two strategies, Prita could get the advantages that she was still capable to criticize without being afraid to threaten the doctor. The combination of these strategies emerge another

circumstances for Prita did the FTA. First, the social distance between Prita and dr. H (a patient and a doctor), which means Prita had a lower status than dr. H. Afterwards, the higher status of dr. H caused more power upon Prita that made her minimized the baldly complaint about dr. H's explanation. The rank of imposition here is Prita made a complaint to dr. H with still saved the doctor's face.

20. Sentence: *Namun, saya tetap tidak mau dirawat di RS ini lagi dan mau pindah ke RS lain.*

FTA strategy: Bald on record

Analysis: Because of her worse condition, Prita decided to move to another hospital. The way she disapproved Omni's capability was baldly without giving face to Omni. By using this strategy, she could avoid being misunderstood of her claim about bad medical treatment in Omni. Furthermore, it is caused by the circumstances behind her FTA strategy. First is the social distance between Prita and Omni that both of them were just as a patient and an institution. Next, the reason Prita used bald on record is because she had more power than Omni, so that she told her disagreement without trying to save Omni's face. The rank of imposition is she wanted to claim that Omni's hospital could not lessen her illness, but made it worse.

21. Sentence: *saya membutuhkan data medis yang lengkap dan lagi-lagi saya dipermainkan dengan diberikan data medis yang fiktif.*

FTA strategy: Off record – overstate

Analysis: The overstate strategy can be seen in word *'lagi-lagi'* (again and again). Prita used off record strategy: overstate to avoid responsibility for the potentially face-damaging interpretation about her dissatisfaction in getting her complete medical record. Then the circumstances caused her used off record is because of the distance between Prita (a patient) and Omni (an institution). In Prita's opinion, as a patient, it was her right to get the complete medical record from Omni. However, in conveying her complaint about it off recordly indicates that Omni had more power than Prita. Then by doing this strategy, Prita could show her complaint that she had got this bad service many times.

22. Sentence: *Dalam catatan medis diberikan keterangan bahwa bab (buang air besar) saya lancar padahal itu kesulitan saya semenjak dirawat di RS ini tapi tidak ada follow up-nya sama sekali.*

FTA strategy: Off record - overstate

Analysis: In this sentence, Prita mentioned about her constipation that was not taken as a problem by the hospital. In fact, Prita felt that she had that problem since she was in Omni. Prita used off record strategy: overstate to avoid responsibility for the potentially face-damaging interpretation about her dissatisfaction of her medical record she got from Omni. Then the circumstances caused her used off record is because of the social distance between Prita (a patient) and Omni (an institution). In Prita's opinion, as a patient, it was a duty of Omni to give her the true medical record. However, in conveying

her complaint about it off recordly indicates that Omni had more power than Prita. Therefore, she used this strategy because she wanted to tell the falsehood of Omni in giving the medical record to her.

23. Sentence: *Saya ngotot untuk diberikan data medis hasil lab 27.000 namun sangat dikagetkan bahwa hasil lab 27.000 tersebut tidak dicetak dan yang tercetak adalah 181.000.*

FTA strategy: Off record – overstate

Analysis: Overstate strategy was done by using the expression “ngotot”

(insist) and ‘sangat dikagetkan’ (truly shocked). Off record

strategy: overstate was used to avoid responsibility for the

potentially face-damaging interpretation of Prita’s disappointment

about the laboratory result she got. Then the circumstances caused

her used off record is because of the distance between Prita (a

patient) and Omni (an institution). In Prita’s opinion, as a patient, it

was her right to get the first thrombocyte laboratory result

(27.000). However, in conveying her emotion off recordly

indicates that Omni had more power than Prita. The rank of

imposition in this sentence is Prita wanted to tell about her

disappointment in Omni that could not give her the first

thrombocyte laboratory result (27.000).

24. Sentence: *setelah saya komplain dan marah-marrah dokter tersebut mengatakan bahwa catatan hasil lab 27.000 tersebut ada di Manajemen Omni.*

FTA strategy: Bald on record

Analysis: “*dokter tersebut*” (the doctor) here refers to dr. M who was the head of laboratory in Omni Hospital. By using bald on record strategy, she could avoid being misunderstood of her claim about the bad service of Omni in fulfilling the request of 27.000 laboratory result. In other words, Prita wanted to show her emotion to Omni’s service right away. She was emotional because the 27.000 laboratory result that she wanted to get was never fulfilled by Omni. Furthermore, it is caused by the circumstances behind her FTA strategy. First is the social distance between Prita and Omni that both of them were just as a patient and an institution. Next, the reason Prita used bald on record is because she had more power than Omni, so that she told her emotion without saving Omni’s face. Then the bald on record is used to show that Omni did not serve the patient’s complaint well.

25. Sentence: *Maka saya desak untuk bertemu langsung dengan Manajemen yang memegang hasil lab tersebut.*

FTA strategy: Bald on record

Analysis: Once again, Prita did bald on record strategy. This strategy was used to avoid the danger of being misunderstood. Next reason is because of the circumstances behind her FTA strategy. First is the social distance between Prita and Omni that both of them were just as a patient and an institution. Next, the reason Prita used bald on record is because she had more power than Omni, so that she told about her action to Omni clearly. By doing this strategy, Prita would like to tell

that she wanted to finish the problem of 27.000 laboratory result soon which Omni always postponed it.

26. Sentence: *Saya mengajukan komplain tertulis ke Manajemen Omni dan diterima oleh Og (Customer Service Coordinator) dan saya minta tanda terima.*

FTA strategy: Bald on record

Analysis: In doing FTA to Omni, Prita used bald on record strategy in this sentence. It can be seen in how Prita told the reader right away about her action to Omni. She used this strategy because she would like to give clear information in order to avoid misunderstanding. Next reason is because of the circumstances behind her FTA strategy. First is the social distance between Prita and Omni that both of them were just as a patient and an institution. Next, the reason Prita used bald on record is because she had more power than Omni. In addition, this strategy occurred because Prita wanted to tell the readers about her dissatisfaction by making complaint letter.

27. Sentence: *Saya benar-benar dipermainkan oleh Manajemen Omni dengan staff Og yang tidak ada service-nya sama sekali ke customer melainkan seperti mencemooh tindakan saya meminta tanda terima pengajuan komplain tertulis.*

FTA strategy: Off record – overstate, be vague

Analysis: In the receipt of her complaint letter it was said that Prita's letter was an overture not a complaint. Therefore, Prita did FTA through her email to criticize Omni's service by using off record strategy: overstate and be vague. By using overstate strategy, Prita could avoid responsibility for the potentially face-damaging interpretation about

her emotion which can be seen in expression “*benar-benar dipermainkan*” (truly being played). Then by using be vague strategy, Prita could run less risk of her act because she preferred to mention only the initial (Og) than the complete name of the staff.

Besides, there are circumstances behind her off record strategies.

First, there is no close relationship between Prita and Og because that was the first time Prita and Og met in Omni. Next, there is indication that Prita had the less power than Og, so that she did FTA in off record instead of baldly. She used this combination strategy to express her deep dissatisfaction of Omni’s service which underestimated patient’s complaint with still saved face of Omni.

28. Sentence: *Saya benar-benar habis kesabaran dan saya hanya meminta surat pernyataan dari lab RS ini mengenai hasil lab awal saya adalah 27.000 bukan 181.000.*

FTA strategy: Off record - overstate

Analysis: Overstate strategy can be seen in expression ‘*benar-benar habis kesabaran*’ (really ran out of patience). Prita used off record strategy:

overstate to avoid responsibility for the potentially face-damaging interpretation about her emotion to Omni’s service. Then the circumstances caused her used off record is because of the social distance between Prita (a patient) and Omni (an institution).

Furthermore, in conveying her emotion off recordly indicates that

Omni had more power than Prita. The rank of imposition here is

because she wanted to show how Omni has wasted her patience, energy, and time only for requiring the 27.000 laboratory result.

29. Sentence: *Makanya saya diwajibkan masuk ke RS ini padahal dengan kondisi trombosit 181.000 saya masih bisa rawat jalan.*

FTA strategy: Off record – over-generalized

Analysis: In giving statement about her complaint to Omni, Prita used off record strategy: over-generalized, which can be seen in Prita's opinion about a patient with 181.000 thrombocytes. By doing this strategy, Prita could run less risk of her action in complaining Omni's service. Then the first circumstance for Prita used off record is social distance that she and Omni were as a patient and an institution. Another circumstance is the higher status of Omni that caused more power upon Prita and made her convey her complaint off recordly. The rank of imposition is to criticize smoothly that any hospital will do the same thing to the patient who still has 181.000 thrombocytes, that is having the patient as an out patient.

30. Sentences: *Tanggapan dr G yang katanya adalah penanggung jawab masalah komplain saya ini tidak profesional sama sekali.*

FTA strategy: Off record – be vague, overstate

Analysis: This sentence contains two strategies from off record, namely be vague and overstate. By using be vague strategy, Prita could run less risk of her act because she preferred to mention only the initial (dr. G) than the complete name of the doctor. Then by using overstate strategy, Prita could avoid responsibility for the

potentially face-damaging interpretation about the service which can be seen in expression “*tidak professional sama sekali*” (very not professional). Besides, there are circumstances behind her off record strategies. First, there is no close relationship between Prita and dr. G because she was a new patient in the hospital. Next, there is indication that Prita had the less power than dr. G, so that she did FTA in off record instead of baldly. Afterwards, Prita used these strategies to minimize the FTA to dr. G (Customer Service Manager) and to convey criticism about the service which was not professional. In other words, by doing these strategies together, Prita could still give criticism without threatening the real doctor obviously.

31. Sentence: *Tidak menanggapi komplain dengan baik.*

FTA strategy: Bald on record

Analysis: This short sentence is the continuation of the sentence no. 30. Bald on record strategy was used to avoid the danger of being misunderstood. Next reason is because of the circumstances behind her FTA strategy. First is the social distance between Prita and the doctor that were not close to each other because they just met in Omni. Next, the reason Prita used bald on record is because she had more power than Omni, so that she claimed her accusation to Omni clearly. Afterwards, the reason Prita used this strategy through this

sentence is to emphasize the un-professional service in Omni in handling patient's complaint.

32. Sentence: *Saya minta duduk bareng antara lab, Manajemen, dan dr H.*

FTA strategy: Bald on record, off record – be vague

Analysis: Previously, it was told that Prita was made confused by the different

confirmation from three parties of the hospital (laboratory,

management, and dr. H). Therefore, she needed to meet them to gain

the right information about her thrombocyte laboratory result. In

doing FTA, Prita used the combination strategy (bald on record and

be vague), which means, although Prita threatened face of laboratory,

management, and dr. H baldly, she softened it by not mentioning the

real name of those three parties. By these two strategies, Prita could

get the advantages that she was still capable to criticize without

being afraid to threaten laboratory, management, and dr. H. The

combination of these strategies emerge the circumstances for Prita

did the FTA. First, the social distance between Prita and those three

parties that they were just as a patient and a provider. The

combination of the strategies also implies the relative power between

them. Prita had more power to offend laboratory, management, and

dr. H when she used bald on record, but later on, those three parties

had more power than Prita when she also used off record with the

baldly one. The rank of imposition here is Prita minimized her baldly

strategy by being vague about the specific object she meant for laboratory staff, the person in management and dr. H.

33. Sentence: *Saya lemas mendengarnya dan benar-benar marah dengan RS Omni yang telah membohongi saya dengan analisa sakit demam berdarah dan sudah diberikan suntikan macam-macam dengan dosis tinggi sehingga mengalami sesak napas.*

FTA strategy: Off record – overstate

Analysis: This sentence occurred after Prita told the readers about her condition

in the new hospital. It was told that Prita was cured in isolation room

because her virus could contaminate others. In this new hospital,

Prita was diagnosed having goiter (a kind of children virus), but it

was in a serious condition. In conveying her emotion, Prita used off

record strategy: overstate that can be seen in two expressions '*benar-*

benar marah' (truly upset) and '*suntikan macam-macam*' (various

kinds of injections). Prita used this strategy because she tried to

avoid responsibility for the potentially face-damaging interpretation

about the medical treatment she had in Omni. The circumstances

occurred in this sentence is because there is distance between prita

who was just a patient and Omni which is an institution. By this

sentence, Prita wanted to say that as a patient, she should get the

correct diagnosis and good medical treatment instead of the reverse

ones. However, off record strategy indicates that Omni had more

power than Prita. Besides, this strategy used to say that Prita felt

being manipulated by Omni about her illness and the injections.

34. Sentence: *Suami saya datang kembali ke RS Omni menagih surat hasil lab 27.000 tersebut namun malah dihadapkan ke perundingan yang tidak jelas dan meminta diberikan waktu besok pagi datang langsung ke rumah saya.*

FTA strategy: Bald on record

Analysis: Through this sentence, Prita wanted to do FTA to Omni about the service. In doing the FTA, she used bald on record strategy in order to avoid the danger of being misunderstood. Next reason is because of the circumstances behind her FTA strategy. First is the social distance between Prita and Omni (a patient and an institution) that were not close to each other. Next, the reason Prita used bald on record is because she had more power than Omni, so that she claimed her complaint to Omni clearly. The rank of imposition is to claim the bad service in Omni that always made the customer confused in order to avoid being blamed for their fault.

35. Sentence: *Kesokan paginya saya tunggu kabar orang rumah sampai jam 12 siang belum ada orang yang datang dari Omni memberikan surat tersebut.*

FTA strategy: Bald on record

Analysis: Related with the promise of Omni to send the 27,000 laboratory result to Prita's house, Prita waited for the letter until 12 o'clock, but still received nothing. To express her disappointment about Omni's promise, she used bald on record strategy to avoid the danger of being misunderstood. Next reason is because of the circumstances behind her FTA strategy. First is the social distance between Prita and Omni (a patient and an institution) that were not close to each

other. Next, the reason Prita used bald on record is because she had more power than Omni, so that she claimed her complaint to Omni clearly. Then by doing this strategy, she wanted to make Omni realized that they had broken their promise.

36. Sentence: *Namun, sampai jam 4 sore saya tunggu dan ternyata belum ada juga yang datang ke rumah saya.*

FTA strategy: Off record - presuppose

Analysis: Previously, Prita told that she called dr. G (Customer service manager); and dr. G said that the courier was on the way to her house. However, until afternoon, there was still nobody came to her house. Then it can be analyzed that this sentence contains FTA by using off record strategy: presuppose because Prita still waited the letter from Omni until afternoon that should be arrived in the morning. Presuppose was used to avoid responsibility for the potentially face-damaging interpretation about Prita's untrust to the Omni's promise. Furthermore, the social distance also affects the choice of Prita's strategy that both Prita and Omni had no close relationship, just as a patient and an institution. Still, off record strategy was used because Prita had less power than Omni, so that she conveyed her complaint about the late coming of the courier in non-coercive way. Then she used this strategy to claim that Omni still broke the promise to her.

37. Sentence: *Ini benar-benar kebohongan RS yang keterlaluhan sekali.*

FTA strategy: Off record – overstate

Analysis: Overstate strategy can be seen in this utterance that Prita exaggerated her accusation to Omni. Prita used off record strategy: overstate to avoid responsibility for the potentially face-damaging interpretation about her emotion to Omni's service. Then the circumstances caused her used off record is because of the social distance between Prita (a patient) and Omni (an institution). Furthermore, in conveying her emotion off recordly indicates that Omni had more power than Prita. Furthermore, she used this strategy because Omni lied to her about the letter being sent to her house. Omni had lied that they have got the receipt for the letter on behalf of Rukiah; although in fact, there was no one named Rukiah in Prita's house. In conclusion, Prita wanted to make the readers know that Omni was not reliable.

38. Sentence: *Saya minta disebutkan alamat jelas saya dan mencari datanya sulit sekali dan membutuhkan waktu yang lama.*

FTA strategy: Off record - overstate

Analysis: Prita used off record strategy: overstate to avoid responsibility for the potentially face-damaging interpretation about her complaint to Omni's service. Then the circumstances caused her used off record is because of the social distance between Prita (a patient) and Omni (an institution). Furthermore, in conveying her emotion off recordly indicates that Omni had more power than Prita. She used this strategy to criticize Omni because it took so long for Omni to find Prita's address while actually it would not need much time to find it like Omni

did. It is also emphasized by the next statement in her email which said

“Logikanya, dalam tanda terima tentunya ada alamat jelas surat tertujunya ke mana kan?” (Logically, there is a complete address in the receipt, isn't it?)

39. Sentence: *Makanya saya sebut Manajemen Omni pembohong besar semua.*

FTA strategy: Off record – over-generalized

Analysis: Because of the previous statement, Prita made a conclusion about

Omni that everyone in Omni management was a liar. Prita used off record strategy: over-generalized because instead of mentioning the specific people in management Omni, she preferred mentioning “*semua*” (all) even though not everyone in the management was a liar. By doing this strategy, she could avoid responsibility for the potentially face-damaging interpretation about her accusation to Omni’s management. Then the circumstances caused her used off record is because of the social distance between Prita (a patient) and Omni (an institution). Furthermore, in conveying her emotion off recordly indicates that Omni had more power than Prita. The rank of imposition is Prita wanted to accuse Omni without threatening the real person in Omni’s management.

40. Sentence: *Terutama dr G dan Og, tidak ada sopan santun dan etika mengenai pelayanan customer, tidak sesuai dengan standard internasional yang RS ini cantumkan.*

FTA strategy: Off record – be vague, bald on record

Analysis: The combination of the strategy can be seen in giving only initial name of the object and the unambiguous insult for dr. G and Og in servicing customer. By these two strategies, Prita could get the advantages that she was still capable to criticize without being afraid to threaten the the doctor and the staff. The combination of these strategies emerge another circumstances for Prita did the FTA. First, the social distance among Prita, dr. H, and Og (a patient, a doctor, and a staff) which cause them had no close relationship. Afterwards, this combination strategy indicates that the higher status of dr. H and Og made Prita minimized the baldly insult to dr. H and Og. Through this strategy, Prita would like to show her disappointment without pointing the specific person.

41. Sentence: *ketika suami saya datang ke Omni hanya ditiptkan ke resepsionis saja dan pas dibaca isi suratnya sungguh membuat sakit hati kami.*

FTA strategy: Off record – overstate

Analysis: Prita used off record strategy: overstate that can be seen in expression ‘*sungguh membuat sakit hati kami*’ (really hurt us). She used it to avoid responsibility for the potentially face-damaging interpretation about her emotion to Omni’s service. Then the circumstances caused her used off record is because of the social distance between Prita (a patient) and Omni (an institution). Furthermore, in conveying her emotion off recordly indicates that Omni had more power than Prita. In the next statement after this, Prita told about the content of the letter which explains about her

disappointment. In her email, it was told that in the letter, the management just apologized for the hospital service that made her uncomfortable without explaining about the mistake of the first laboratory result (27.000 thrombocytes) which was revised to 181.000 as well as about the injections which made her condition worse while she was hospitalized in Omni. Therefore, the rank of imposition is she wanted to express her deep disappointment in Omni's service reflected to the content of Omni's letter.

42. Sentence: *saya ingin tahu bahwa sebenarnya hasil lab 27.000 itu benar ada atau fiktif saja supaya RS Omni mendapatkan pasien rawat inap.*

FTA strategy: Off record – presuppose

Analysis: This sentence contains FTA by using off record strategy: presuppose because Prita was still curious about the existence of 27.000 laboratory result. Presuppose was used to avoid responsibility for the potentially face-damaging interpretation about Prita's untrust to the existence of 27.000 laboratory result. Furthermore, the social distance also affects the choice of Prita's strategy that both Prita and Omni had no close relationship, just as a patient and an institution. Still, off record strategy was used because Prita had less power than Omni, so that she conveyed her accusation—that Omni tried as could as possible to have hospitalized patients—in non-coercive way. By using this strategy, Prita wanted to accuse that the laboratory result of 27.000

thrombocytes might not exist and actually, she should not have to be hospitalized.

43. Sentence: *Dan setelah beberapa kali kami ditipu dengan janji maka sebenarnya adalah hasil lab saya 27.000 adalah fiktif.*

FTA strategy: Off record – presuppose

Analysis: This sentence contains FTA by using off record strategy: presuppose

that can be seen in expression '*setelah beberapa kali kami ditipu dengan janji*' (After several times we were deceived by the promise) which implies that Omni never fulfilled their promise to provide the laboratory result of 27.000 thrombocytes. Presuppose was used to avoid responsibility for the potentially face-damaging interpretation about Prita's accusation to the fictional existence of 27.000 laboratory result. Furthermore, the social distance also affects the choice of Prita's strategy that both Prita and Omni had no close relationship, just as a patient and an institution. Still, off record strategy was used because Prita had less power than Omni, so that she conveyed her accusation in non-coercive way. By using this strategy, Prita wanted to accuse that Omni has lied to her about the solution of 27.000 thrombocytes result many times that in the end the thrombocytes result was fictious.

44. Sentence: *Saya dirugikan secara kesehatan.*

FTA strategy: Bald on record

Analysis: This sentence is the continuation of sentence no. 43 which could be the conclusion of her medication while in Omni. To express her

disappointment about Omni's health service, she used bald on record strategy to avoid the danger of being misunderstood. Next reason is because of the circumstances behind her FTA strategy. First is the social distance between Prita and Omni (a patient and an institution) that were not close to each other. Next, the reason Prita used bald on record is because she had more power than Omni, so that she claimed her complaint to Omni clearly. The rank of imposition is she wanted to express her disappointment right away without making it ambiguous.

45. Sentence: *Tapi, RS ini tidak memperdulikan efek dari keserakahan ini.*

FTA strategy: Bald on record

Analysis: Previously, it was told that Omni might know about the insurance which paid Prita's medical fee. Prita thought that Omni might try to take the limit of the insurance as much as they could. To state her accusation to Omni, she used bald on record strategy to avoid the danger of being misunderstood. Next reason is because of the circumstances behind her FTA strategy. First is the social distance between Prita and Omni (a patient and an institution) that were not close to each other. Next, the reason Prita used bald on record is because she had more power than Omni, so that she accused Omni clearly. The rank of imposition is she wanted to accuse Omni's greed right away without making it ambiguous.

46. Sentence: *Namun, saya dan suami saya sudah terlalu lelah mengikuti permainan kebohongan mereka dengan kondisi saya masih sakit dan dirawat di RS lain.*

FTA strategy: Off record – overstate

Analysis: Before this sentence occurred, Prita mentioned that she and her husband asked to meet Omni's operational director, dr. B. Although Omni offered another solution to Prita, she refused it as she said in this sentence. Prita used off record strategy: overstate that can be seen in expression '*terlalu lelah*' (too tired). She used it to avoid responsibility for the potentially face-damaging interpretation about her emotion to Omni's service. Then the circumstances caused her used off record is because of the social distance between Prita (a patient) and Omni (an institution). Furthermore, in conveying her emotion off recordly indicates that Omni had more power than Prita. Prita overstated her statement because she was fed up to Omni's game and did not want to have another business with Omni to avoid being fooled again.

47. Sentence: *Tapi, apabila nyawa manusia dipergunakan oleh sebuah RS yang dipercaya untuk menyembuhkan malah mempermainkan sungguh mengecewakan.*

FTA strategy: Off record – over-generalized

Analysis: In this sentence, Prita used Off record – over-generalized that can be seen in how Prita made the object of FTA vaguely off record by mentioning 'RS' instead of Omni International Hospital. Then by doing this strategy, Prita could run less risk of her act. Off record

strategy indicates that Prita and Omni had no close relationship and Prita had less power than Omni. In addition, she used this strategy to tell that 'RS' which means Omni should help the patients to get better; instead of playing with patient's life.

48. Sentence: *Semoga Allah memberikan hati nurani ke Manajemen dan dokter RS Omni supaya diingatkan kembali bahwa mereka juga punya keluarga, anak, orang tua yang tentunya suatu saat juga sakit dan membutuhkan medis.*

FTA strategy: Positive politeness – presuppose H's values are the same as S's values

Analysis: This positive politeness strategy can give the advantages for Prita that she could minimize her FTA to Omni, especially the management and the doctor. The positive politeness indicates that Prita wanted to bring her close to Omni although actually there is no close relationship between them. Still, when Prita minimized her FTA it means she had less power than Omni. Then the rank of imposition is to criticize Omni to do their job aright because someday their family might also need medical treatment like her.

49. Sentence: *jangan sampai pekerjaan mulia kalian sia-sia hanya demi perusahaan Anda.*

FTA strategy: Negative politeness – give deference

Analysis: This strategy can be seen in the expression "*pekerjaan mulia kalian*" (your noble job) which means the job which helps sick people. By doing this strategy, Prita can pay respect to Omni and indicates that she tried to maintain the social distance. Furthermore, by giving deference in her FTA means Prita had less power than

Omni. The rank of imposition is Prita wanted to remind the doctors and the staffs to do their noble job well instead of thinking about the advantages for the company.

50. Sentence: *Saya tidak mengatakan RSCM buruk tapi lebih hati-hati dengan perawatan medis dari dokter ini.*

FTA strategy: Off record – be vague

Analysis: “dokter ini” (this doctor) refers to dr. H. Previously, Prita told the readers that dr. H worked in RSCM. Be vague strategy can be seen in how Prita mentioned only the initial name of the doctor and said implicitly that dr. H was not capable. This strategy indicates that Prita and dr. H had no close relationship and dr. H had more power than Prita, so that she did FTA off recordly. Furthermore, the rank of imposition is made a warning to the readers by using be vague strategy to hide the offence that she actually did to dr. H.

4.2 Discussion

According to the finding presented in data description, there are fifty sentences containing face threatening acts about Omni International Hospital in Prita’s email. Based on Brown and Levinson’s theory (1988) the FTAs occur in those sentences are mostly threatening Omni’s positive face that Prita ruined the public self image of Omni by criticizing its health service. The indicators of FTA on positive face are not only about Prita’s complaints to Omni’s health service, but also accusations, disapprovals, disagreements, challenges, emotions, and insults. Then, the FTA on negative face is only found in one sentence (data no. 49) with the FTA’s indicator is reminding.

In doing face threatening acts about Omni's health service, Prita used several FTA strategies, mostly off record (37 strategies). A number of off record strategies listed in Brown and Levinson framework (1988) were found in Prita's email, including be vague, overstate, presuppose, be ironic, and over-generalized.

Being vague strategy is the frequent strategy occurred in Prita's email (12 strategies). Prita used this strategy when she criticized the service of the doctors or the staff in Omni by mentioning only the initial instead of the complete name.

Prita did this strategy because she would like to criticize only the service not pointing at someone specific in order to run less risk of her FTA. In other words, Prita still wanted to save Omni's face, especially the doctors and the staffs.

There are also many overstate strategies occurred (15 strategies). It is because Prita felt so disappointed in Omni's health service to her, especially the fictitious data of 27.000 thrombocytes from the laboratory. In addition, Prita also felt upset about her condition which became worse instead of better during her stay in Omni International Hospital.

Then another off record strategy, presuppose (6 strategies), occurs when Prita told about the bad services of Omni which comprised the accuracy of the diagnosis of her illness, the injections and medicine without any explanation and permission, and the period of waiting the existence of 27.000 thrombocytes report from the laboratory. She used this strategy to make the readers know that she got dissatisfying service not only once, but many times without mentioning the times clearly to the reader.

Then being ironic (1 strategy) was used by Prita to convey her opinion about an ideal hospital, especially an international hospital. She did this strategy because she would like to convey her opinion about the bad health service without being too coercive. The last off record strategy found in Prita's email is over-generalized (3 strategies). This strategy was used when Prita would like to make a generalization about some conditions, such as her accusation to Omni's management, her opinion about patient with 181.000 thrombocytes, and disappointment to the hospital which plays with patient's life. By using this strategy, Prita could do the generalization in order to avoid responsibility for the potentially face-damaging interpretation.

Therefore, it can be said that off record strategy was used by Prita in order to run less risk of her act and avoid the responsibility for the potentially face-damaging interpretation, so that it can save Omni's face. The advantages of off record strategy can make the readers interpret the FTA by themselves because this strategy has more than one intention (Brown and Levinson, 1988).

Not only off record strategy, based on the analysis, there are 21 bald on record strategies in the sentences of Prita's email. This most unambiguous strategy (Brown and Levinson, 1988) was used when Prita claimed the bad service in Omni distinctly and explained specifically about the bad services she got in Omni. She did this strategy because she would like to criticize Omni's service clearly. In other words, she avoided being misunderstood about her statement because she would like to convey her dissatisfaction being cared in Omni Hospital.

Positive politeness which one of the politeness strategies proposed by Brown and Levinson (1988) also occurs in Prita's email when she criticized the service in Omni without threatening Omni's face forcibly. The strategies include avoid disagreement-hedging opinion (data no. 9) and presuppose H's values are the same as S's values (data no. 48). Avoid disagreement (hedging opinions) occurred when Prita conveyed her opinion about the service of the nurse in Omni, especially in giving the medicine and injections. Then the second strategy was used when Prita hoped Omni could realize their bad service to the patient considering that someday their family could be patients too. All of the positive politeness above was used to minimize the FTA done by Prita to Omni Hospital.

Face threatening act to negative face is found only in one sentence with the strategy called negative politeness: give deference. This strategy occurs when Prita gave a criticism to the doctors and the staffs to do their job for the goodwill instead of enriching the company. Prita did the strategy because she still wanted to give respects to the doctors and the staffs that for her, they had a noble job to do. As brown and Levinson (1988) said that give deference means someone give respects to the addressee by treating him as a superior.

According to principle politeness proposed by Leech (1983), Prita used the approbation maxim and modesty maxim. The approbation maxim used when Prita minimized dispraise to Omni by doing her FTA non-coercively and mentioning only the initial of the staff's name in Omni International Hospital. The modesty maxim can be seen when Prita gave deference as she did FTA to Omni's staff, which means she minimized her praise when threatened Omni's face.

Another discussion is about the circumstances between Prita and Omni including the social distance between them. It can be analyzed that they had no close relationship at all except as a customer and service provider, in this case is the patient and the hospital staff. This kind of circumstance could make Prita convey her FTAs about Omni health service obviously because as a patient, it was her right to make complaint when she felt being harmed in health. However, the social distance also caused Prita hesitate to threaten Omni's face because Prita was just a new patient there. Another circumstance is the relative power. In this case, Prita had the power to make complaints to Omni—which can be seen in her bald on record—because she was a patient who should get the good health service for her illness instead of the bad one; moreover, she had paid her insurance for the medication. Although so, actually, Prita felt that she had less power than Omni when she used off record strategy and the combination strategy (8 datas), bald on record and off record (be vague). It indicates that Prita had realized that she was just a common citizen who imposed a big institution such Omni, so it means Omni had more power than her. Then overall, the mostly off record used by Prita explains the rank of imposition that besides Prita conveyed her complaints to Omni, she still wanted to save Omni's face in public.

According to Kompas.com, Prita made a complaint email about Omni because she did not get the clear information of the medication in Omni. Besides, there is a quotation from Prita about her complaint email. Prita said "*Ada beda informasi mengenai hasil tes laboratorium saat dirawat di sana. Saya malah mengalami bengkak di tangan, muka, dan mata dan tidak sembuh setelah dirawat*

empat hari. Akhirnya keluarga memaksa saya dipindahkan, dirawat di sebuah rumah sakit di Bintaro,” (There was different laboratory result during I was hospitalized. I even experienced swelling in my hand, face and eyes; I was not getting better after four days of medication. Finally, my family recommended me to move to a hospital in Bintaro). From those circumstances, we can see that Prita did FTA to Omni through her email because of the dissatisfaction as a patient to the health service in Omni International Hospital that at first she believed it could heal her illness.

Overall, Prita's politeness strategies is to tell the readers about her complaints to Omni International Hospital health service as clear as possible, but she still wants to save Omni's face in public. It is because Prita is a new patient in Omni and a common citizen who imposed big institution such Omni International Hospital.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

According to the analysis and discussion, it can be concluded that the email sent by Prita about Omni International Hospital health service contains Face Threatening Act (FTA). The FTA is represented by fifty sentences in email which complained Omni's health service to the patient, or in this case is Prita. The complaints are mostly about the uncertain diagnosis, medicine and injection without explanation, the inconvenient service of the doctors and staff, the unclear existence of 27.000 thrombocyte laboratory result, and the worse condition while having treatment in Omni International Hospital.

The face threatened mostly is the positive face; the threatening on negative face is only found in one sentence. The strategies in doing FTA to threaten the positive face from Brown and Levinson's theory (1988) include bald on record, positive politeness and off record. Among those three, the most common strategy used is off record (37) including be vague (12), overstate (15), presuppose (6), be ironic (1), and over-generalized (3). The positive politeness strategies which are figured out from the email are hedging opinions and presuppose H's values are the same as S's values. Besides positive politeness, there are 21 bald on record strategies in the email which threaten Omni's positive face. The FTA strategy in threatening negative face of Omni includes negative politeness: give deference.

Then politeness principle (PP) of Leech (1983) used by Prita include the approbation maxim and modesty maxim.

The possible factors caused Prita used those strategies are Prita and Omni had no close relationship (just as a patient and an institution); Omni had more power than Prita, so that she did FTA mostly in off record; and she was upset to the service of Omni Hospital to her, especially about the medicine and injection without explanation and the difficulties to get the 27.000 thrombocyte result. It is the same as what she told the mass media during her trial about her email that she was made confused about the health service and the worse condition while stayed in Omni. In addition, by doing those strategies, she could convey her complaints clearly, but could still save Omni's face in publics.

5.2 Suggestion

By the end of this study, it is expected that people should lessen the FTA effect by using off record strategy in conveying complaints to institution. It is important because we should be as polite as possible in giving complaints. If the complaints want to be published to public in order to warn society, people should be careful when publish their complaints in media such email. For the next researcher, it is expected to discuss politeness phenomena in other written text not only from email, but also from book, journal, brochure, magazine, newspaper, internet, etc.

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Appendix 1: Email of Prita Mulyasari

Inilah isi lengkap email Prita Mulyasari yang dimuat di surat pembaca detik pada Sabtu, 30/08/2008 11:17 WIB dengan judul RS Omni Dapatkan Pasien dari Hasil Lab Fiktif

Jakarta - Jangan sampai kejadian saya ini akan menimpa ke nyawa manusia lainnya. Terutama anak-anak, lansia, dan bayi. Bila anda berobat berhati-hatilah dengan kemewahan rumah sakit (RS) dan title internasional karena semakin mewah RS dan semakin pintar dokter maka semakin sering uji coba pasien, penjualan obat, dan suntikan.

Saya tidak mengatakan semua RS international seperti ini tapi saya mengalami kejadian ini di RS Omni International. Tepatnya tanggal 7 Agustus 2008 jam 20.30 WIB. Saya dengan kondisi panas tinggi dan pusing kepala datang ke RS OMNI Internasional dengan percaya bahwa RS tersebut berstandard International, yang tentunya pasti mempunyai ahli kedokteran dan manajemen yang bagus.

Saya diminta ke UGD dan mulai diperiksa suhu badan saya dan hasilnya 39 derajat. Setelah itu dilakukan pemeriksaan darah dan hasilnya adalah thrombosit saya 27.000 dengan kondisi normalnya adalah 200.000. Saya diinformasikan dan ditangani oleh dr Indah (umum) dan dinyatakan saya wajib rawat inap. dr I melakukan pemeriksaan lab ulang dengan sample darah saya yang sama dan hasilnya dinyatakan masih sama yaitu thrombosit 27.000.

dr I menanyakan dokter specialist mana yang akan saya gunakan. Tapi, saya meminta referensi darinya karena saya sama sekali buta dengan RS ini. Lalu referensi dr I adalah dr H. dr H memeriksa kondisi saya dan saya menanyakan saya sakit apa dan dijelaskan bahwa ini sudah positif demam berdarah.

Mulai malam itu saya diinfus dan diberi suntikan tanpa penjelasan atau izin pasien atau keluarga pasien suntikan tersebut untuk apa. Keesokan pagi, dr H visit saya dan menginformasikan bahwa ada revisi hasil lab semalam. Bukan 27.000 tapi 181.000 (hasil lab bisa dilakukan revisi?). Saya kaget tapi dr H terus memberikan instruksi ke suster perawat supaya diberikan berbagai macam suntikan yang saya tidak tahu dan tanpa izin pasien atau keluarga pasien.

Saya tanya kembali jadi saya sakit apa sebenarnya dan tetap masih sama dengan jawaban semalam bahwa saya kena demam berdarah. Saya sangat khawatir karena di rumah saya memiliki 2 anak yang masih batita. Jadi saya lebih memilih berpikir positif tentang RS dan dokter ini supaya saya cepat sembuh dan saya percaya saya ditangani oleh dokter profesional standard Internasional.

Mulai Jumat tersebut saya diberikan berbagai macam suntikan yang setiap suntik tidak ada keterangan apa pun dari suster perawat, dan setiap saya meminta keterangan tidak mendapatkan jawaban yang memuaskan. Lebih terkesan suster

hanya menjalankan perintah dokter dan pasien harus menerimanya. Satu boks lemari pasien penuh dengan infus dan suntikan disertai banyak ampul.

Tangan kiri saya mulai membengkak. Saya minta dihentikan infus dan suntikan dan minta ketemu dengan dr H. Namun, dokter tidak datang sampai saya dipindahkan ke ruangan. Lama kelamaan suhu badan saya makin naik kembali ke 39 derajat dan datang dokter pengganti yang saya juga tidak tahu dokter apa. Setelah dicek dokter tersebut hanya mengatakan akan menunggu dr H saja.

Esoknya dr H datang sore hari dengan hanya menjelaskan ke suster untuk memberikan obat berupa suntikan lagi. Saya tanyakan ke dokter tersebut saya sakit apa sebenarnya dan dijelaskan saya kena virus udara. Saya tanyakan berarti bukan kena demam berdarah. Tapi, dr H tetap menjelaskan bahwa demam berdarah tetap virus udara. Saya dipasangkan kembali infus sebelah kanan dan kembali diberikan suntikan yang sakit sekali.

Malamnya saya diberikan suntikan 2 ampul sekaligus dan saya terserang sesak napas selama 15 menit dan diberikan oxygen. Dokter jaga datang namun hanya berkata menunggu dr H saja.

Jadi malam itu saya masih dalam kondisi infus. Padahal tangan kanan saya pun mengalami pembengkakan seperti tangan kiri saya. Saya minta dengan paksa untuk diberhentikan infusnya dan menolak dilakukan suntikan dan obat-obatan.

Esoknya saya dan keluarga menuntut dr H untuk ketemu dengan kami. Namun, janji selalu diulur-ulur dan baru datang malam hari. Suami dan kakak-kakak saya menuntut penjelasan dr H mengenai sakit saya, suntikan, hasil lab awal yang 27.000 menjadi revisi 181.000 dan serangan sesak napas yang dalam riwayat hidup saya belum pernah terjadi. Kondisi saya makin parah dengan membengkaknya leher kiri dan mata kiri.

dr H tidak memberikan penjelasan dengan memuaskan. Dokter tersebut malah mulai memberikan instruksi ke suster untuk diberikan obat-obatan kembali dan menyuruh tidak digunakan infus kembali. Kami berdebat mengenai kondisi saya dan meminta dr H bertanggung jawab mengenai ini dari hasil lab yang pertama yang seharusnya saya bisa rawat jalan saja. dr H menyalahkan bagian lab dan tidak bisa memberikan keterangan yang memuaskan.

Keesokannya kondisi saya makin parah dengan leher kanan saya juga mulai membengkak dan panas kembali menjadi 39 derajat. Namun, saya tetap tidak mau dirawat di RS ini lagi dan mau pindah ke RS lain. Tapi, saya membutuhkan data medis yang lengkap dan lagi-lagi saya dipermainkan dengan diberikan data medis yang fiktif.

Dalam catatan medis diberikan keterangan bahwa bab (buang air besar) saya lancar padahal itu kesulitan saya semenjak dirawat di RS ini tapi tidak ada follow up-nya sama sekali. Lalu hasil lab yang diberikan adalah hasil trombosit saya

yang 181.000 bukan 27.000.

Saya ngotot untuk diberikan data medis hasil lab 27.000 namun sangat dikagetkan bahwa hasil lab 27.000 tersebut tidak dicetak dan yang tercetak adalah 181.000.

Kepala lab saat itu adalah dr M dan setelah saya komplain dan marah-maraha dokter tersebut mengatakan bahwa catatan hasil lab 27.000 tersebut ada di Manajemen Omni. Maka saya desak untuk bertemu langsung dengan Manajemen yang memegang hasil lab tersebut.

Saya mengajukan komplain tertulis ke Manajemen Omni dan diterima oleh Og (Customer Service Coordinator) dan saya minta tanda terima. Dalam tanda terima tersebut hanya ditulis saran bukan komplain. Saya benar-benar dipermainkan oleh Manajemen Omni dengan staff Og yang tidak ada service-nya sama sekali ke customer melainkan seperti mencemooh tindakan saya meminta tanda terima pengajuan komplain tertulis.

Dalam kondisi sakit saya dan suami saya ketemu dengan Manajemen. Atas nama Og (Customer Service Coordinator) dan dr G (Customer Service Manager) dan diminta memberikan keterangan kembali mengenai kejadian yang terjadi dengan saya.

Saya benar-benar habis kesabaran dan saya hanya meminta surat pernyataan dari lab RS ini mengenai hasil lab awal saya adalah 27.000 bukan 181.000. Makanya saya diwajibkan masuk ke RS ini padahal dengan kondisi trombosit 181.000 saya masih bisa rawat jalan.

Tanggapan dr G yang katanya adalah penanggung jawab masalah komplain saya ini tidak profesional sama sekali. Tidak menanggapi komplain dengan baik. Dia mengelak bahwa lab telah memberikan hasil lab 27.000 sesuai dr M informasikan ke saya. Saya minta duduk bareng antara lab, Manajemen, dan dr H. Namun, tidak bisa dilakukan dengan alasan akan dirundingkan ke atas (Manajemen) dan berjanji akan memberikan surat tersebut jam 4 sore.

Setelah itu saya ke RS lain dan masuk ke perawatan dalam kondisi saya dimasukkan dalam ruangan isolasi karena virus saya ini menular. Menurut analisa ini adalah sakitnya anak-anak yaitu sakit gondongan namun sudah parah karena sudah membengkak. Kalau kena orang dewasa laki-laki bisa terjadi impoten dan perempuan ke pankreas dan kista.

Saya lemas mendengarnya dan benar-benar marah dengan RS Omni yang telah membohongi saya dengan analisa sakit demam berdarah dan sudah diberikan suntikan macam-macam dengan dosis tinggi sehingga mengalami sesak napas. Saya tanyakan mengenai suntikan tersebut ke RS yang baru ini dan memang saya tidak kuat dengan suntikan dosis tinggi sehingga terjadi sesak napas.

Suami saya datang kembali ke RS Omni menagih surat hasil lab 27.000 tersebut namun malah dihadapkan ke perundingan yang tidak jelas dan meminta diberikan waktu besok pagi datang langsung ke rumah saya. Keesokan paginya saya tunggu

kabar orang rumah sampai jam 12 siang belum ada orang yang datang dari Omni memberikan surat tersebut.

Saya telepon dr G sebagai penanggung jawab komplain dan diberikan keterangan bahwa kurirnya baru mau jalan ke rumah saya. Namun, sampai jam 4 sore saya tunggu dan ternyata belum ada juga yang datang ke rumah saya. Kembali saya telepon dr G dan dia mengatakan bahwa sudah dikirim dan ada tanda terima atas nama Rukiah.

Ini benar-benar kebohongan RS yang keterlaluan sekali. Di rumah saya tidak ada nama Rukiah. Saya minta disebutkan alamat jelas saya dan mencari datanya sulit sekali dan membutuhkan waktu yang lama. LOGkanya dalam tanda terima tentunya ada alamat jelas surat tertujunya ke mana kan? Makanya saya sebut Manajemen Omni pembohon besar semua. Hati-hati dengan permainan mereka yang mempermainkan nyawa orang.

Terutama dr G dan Og, tidak ada sopan santun dan etika mengenai pelayanan customer, tidak sesuai dengan standard international yang RS ini cantum.

Saya bilang ke dr G, akan datang ke Omni untuk mengambil surat tersebut dan ketika suami saya datang ke Omni hanya ditiptkan ke resepsionis saja dan pas dibaca isi suratnya sungguh membuat sakit hati kami.

Pihak manajemen hanya menyebutkan mohon maaf atas ketidaknyamanan kami dan tidak disebutkan mengenai kesalahan lab awal yang menyebutkan 27.000 dan dilakukan revisi 181.000 dan diberikan suntikan yang mengakibatkan kondisi kesehatan makin memburuk dari sebelum masuk ke RS Omni.

Kenapa saya dan suami saya ngotot dengan surat tersebut? Karena saya ingin tahu bahwa sebenarnya hasil lab 27.000 itu benar ada atau fiktif saja supaya RS Omni mendapatkan pasien rawat inap.

Dan setelah beberapa kali kami ditipu dengan janji maka sebenarnya adalah hasil lab saya 27.000 adalah fiktif dan yang sebenarnya saya tidak perlu rawat inap dan tidak perlu ada suntikan dan sesak napas dan kesehatan saya tidak makin parah karena bisa langsung tertangani dengan baik.

Saya dirugikan secara kesehatan. Mungkin dikarenakan biaya RS ini dengan asuransi makanya RS ini seenaknya mengambil limit asuransi saya semaksimal mungkin. Tapi, RS ini tidak memperdulikan efek dari keserakahan ini.

Sdr Og menyarankan saya bertemu dengan direktur operasional RS Omni (dr B). Namun, saya dan suami saya sudah terlalu lelah mengikuti permainan kebohongan mereka dengan kondisi saya masih sakit dan dirawat di RS lain.

Syukur Alhamdulillah saya mulai membaik namun ada kondisi mata saya yang selaput atasnya robek dan terkena virus sehingga penglihatan saya tidak jelas dan

apabila terkena sinar saya tidak tahan dan ini membutuhkan waktu yang cukup untuk menyembuhkan.

Setiap kehidupan manusia pasti ada jalan hidup dan nasibnya masing-masing. Benar. Tapi, apabila nyawa manusia dipermainkan oleh sebuah RS yang dipercaya untuk menyembuhkan malah mempermainkan sungguh mengecewakan.

Semoga Allah memberikan hati nurani ke Manajemen dan dokter RS Omni supaya diingatkan kembali bahwa mereka juga punya keluarga, anak, orang tua yang tentunya suatu saat juga sakit dan membutuhkan medis. Mudah-mudahan tidak terjadi seperti yang saya alami di RS Omni ini.

Saya sangat mengharapkan mudah-mudahan salah satu pembaca adalah karyawan atau dokter atau Manajemen RS Omni. Tolong sampaikan ke dr G, dr H, dr M, dan Og bahwa jangan sampai pekerjaan mulia kalian sia-sia hanya demi perusahaan Anda. Saya informasikan juga dr H praktek di RSCM juga. Saya tidak mengatakan RSCM buruk tapi lebih hati-hati dengan perawatan medis dari dokter ini.

Salam,
Prita Mulyasari
Alam Sutera

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081513100600



Appendix 2: Berita Acara Bimbingan Skripsi

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama : Nena Kurniasari
2. NIM : 0610330039
3. Program studi : Sastra Inggris
4. Topik Skripsi : Politeness
5. Judul Skripsi : Face Treathening Act in Email Sent by Prita Mulyasari about Omni International Health Service
6. Tanggal Mengajukan : 24 Februari 2010
7. Tanggal Selesai : 18 Maret 2011
8. Nama Pembimbing : I. Iis Nur Rodliyah, M.Ed.
II. Yana Shanti Manipuspika, M.Appl.Ling.
9. Keterangan Konsultasi

No.	Tanggal	Materi	Pembimbing	Paraf
1.	3 Maret 2010	Konsultasi rumusan masalah	Pembimbing I	
2.	10 Maret 2010	Konsultasi Bab I	Pembimbing I	
3.	18 Maret 2010	Konsultasi revisi Bab I	Pembimbing II	
4.	22 Maret 2010	konsultasi revisi Bab I	Pembimbing II	
5.	24 Maret 2010	Penyerahan revisi Bab I dan konsultasi Bab II dan III	Pembimbing I	
6.	31 Maret 2010	Konsultasi revisi Bab I	Pembimbing I	
7.	7 April 2010	ACC Bab I	Pembimbing I	
8.	19 April 2010	Konsultasi revisi Bab II	Pembimbing II	
9.	5 Mei 2010	Konsultasi revisi Bab II	Pembimbing II	
10.	10 Mei 2010	Konsultasi revisi Bab II	Pembimbing II	
11.	14 Mei 2010	Konsultasi revisi Bab III	Pembimbing II	
12.	27 Mei 2010	konsultasi Bab II dan III	Pembimbing I	
13.	9 Juni 2010	Konsultasi revisi Bab II dan III	Pembimbing I	
14.	14 Juni 2010	ACC Bab II dan III	Pembimbing I	
15.	2 September 2010	Konsultasi revisi Bab IV	Pembimbing II	
16.	29 September 2010	Konsultasi revisi IV	Pembimbing II	
17.	29 Oktober 2010	Konsultasi bab IV	Pembimbing I	
18.	18 November 2010	Konsultasi Bab V	Pembimbing II	
19.	6 Desember 2010	Konsultasi <i>abstract</i> dan <i>abstrak</i>	Pembimbing II	
20.	14 Desember 2010	Konsultasi revisi Bab IV	Pembimbing I	
21.	5 Januari 2011	Konsultasi revisi Bab IV, <i>abstract</i> dan <i>abstraksi</i>	Pembimbing I	

No.	Tanggal	Materi	Pembimbing	Paraf
22.	14 Januari 2011	Konsultasi Bab IV	Pembimbing II	
23.	7 Februari 2011	Konsultasi revisi seminar hasil	Pembimbing I	
24.	9 Februari 2011	Konsultasi revisi seminar hasil	Pembimbing II	
25.	14 Februari 2011	Konsultasi revisi seminar hasil	Pembimbing I	
26.	23 Maret 2011	Konsultasi revisi ujian	Penguji I	
27.	25 Maret 2011	Konsultasi revisi ujian	Penguji II	
28.	25 Maret 2011	Konsultasi revisi ujian	Pembimbing I	
29.	4 April 2011	Konsultasi revisi ujian	Pembimbing I	

10. Telah dievaluasi dan diuji dengan nilai:

Malang, 12 April 2011

Dosen Pembimbing 1

Dosen Pembimbing II

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NIP 19760607 200312 2 004

Yana Shanti M, M.Appl.Ling.

Mengetahui,
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