

# CHAPTER I

## INTRODUCTION

This chapter introduces the background of the study, statement of the problem, purpose of study, the significance of the study.

### 1.1 Background of the study

Customer service in post offices is almost the same as customer service in general, which is a service provided by a company that has the task of being a consultant, problem solver and information centre for every customer it has. Currently at Singaraja Post office Customer service is one of the most important parts in most of which are specially made to ensure the quality of the performance of the post office. In general, besides being able to answer all questions and complaints from customers, it is also necessary to maintain good relationships. Even though there are problems and obstacles with customers, Customer Service still have to maintain the relationship and good name of the company with customers, clients or customers. In addition, she/he needs to be able to answer all questions and complaints from customers. Even though there are problems and obstacles with customers, customer service still has to maintain the relationship and good name of the company with customers, clients or customers. In addition, they serve customers directly and need to have the ability to handle complaints and problems from customers virtually and also by telephone.

Customer service gives such a big responsibility. This section is also allowed to communicate with foreign guests, not only answering customer questions about post office information in general but also including foreign guest questions such as filling out a Western Union form, filling out an EMS form, from CDS, sending letters abroad and tracking mailings and receiving information about letters not yet arrived.

In dealing with foreign customers, it is very important to use good, formal and appropriate language to have a good relationship with consumers. There must be certain types of standard language expressions that must be followed to assist the Post Office in responding to various types of requests and to ensure that the language used by customer service is up to standard.

Customer service uses various language functions that respond to foreign consumers, for example in the form of filling in a Western union form, regarding packages that have not arrived, the price of the postage for letters or packages out of the country. In the form of questions about postage price information for letters or packages abroad, consumers want to know the shipping price abroad, when the goods will arrive, sometimes consumers will ask about the postage package.

The Post Office is considered the only right choice for all elements of society because the Post Office has several advantages, one of which is the Post Office which has physical facilities for postal services in all sub-district capitals and all existing villages. With maximum superior facilities, the reach can also be ensured to be wider. In addition, the costs incurred for using postal services are relatively cheaper when compared to other transportation service providers. This is because the Post Office has the same tariff provisions nationally. The purpose of foreigners coming to the post office is the easiest, most convenient and complete place to send or receive remittances, letters, goods from abroad. The largest remittance products in the world can be served at Post Offices spread throughout the archipelago. Wide coverage, fast and easy, everything is available, safe and reliable, there are no additional costs and foreigners who come to the post office on average are 14 people per day to send or receive remittances, letters and goods from abroad.

The language function used by customer service may be different from the general language taught in books or taught in schools. Selection of language,

sentence length and can also be the level of formality. Therefore, here the authors conducted a small study to identify Customer service Use of English in Handling Foreign Customers at Singaraja Post Office.

## **1.2 Statement of the Problems**

Based on the background of the study above, this problem can be formulated as follows:

1. What is the customer service English language use in handling foreign customers at Post Office Singaraja?
2. What language expressions are used by customer service in handling foreign customers at Post Office Singaraja?

## **1.3 Purpose of the study**

The aim of this research is:

1. To identify the English language use used by Customer Service when handling foreign customers at Singaraja Post Office.
2. To describe the language expressions used in handling foreign customers at Post Office Singaraja.

## **1.4 Significance of the Study**

The writer hopes this study could give the students of Diploma III Bahasa Inggris a little representation of the differences in the language use that is taught from the book and the real implementation in the Post Office. It is also expected that this study would be a good reference for the students who want to do the same research or be preliminary research for other students.