

ABSTRACT

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The purpose of this study is to determine the speech acts of complaining used by guests and employees at Kashantee Village Hotel. This is to identify the content of guest complaints speech act used, and the speech act strategies of complaining used. The data were obtained from the records of hotel guest complaints at Kashantee Village Hotel. The collected data were analyzed using qualitative descriptive method and used two main theories, first theory from Austin (1962) and the second theory from Trosborg (1995). The result of this study shows that 13 data found, there are 16 contents of guest complaints which are divided into 6 contents of complaints namely consumer service 2 utterances, ambience 2 utterances, room features 7 utterances, public areas of hotel 2 utterances, value reference 1 utterance, and food or beverage 2 utterances. The data shows that the content of guest complaints that appear most often is room features. and in the complaining speech act strategy found 13 data, namely, 2 utterances of hints, 2 utterances of Annoyances, 1 Ill Consequences, 1 Indirect Accusation data, 3 Direct indictments data, Modified blame 2 utterances, 1 Explicit Blame (behavior) 1 utterance, and Explicit Blame (person) 1 speech. The results show that the direct accusation speech act strategy is the one that appears the most in the Kashantee Village Hotel.

Keywords: *speech acts, Complaints strategies.*

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