ABSTRACT

This study investigates the types of politeness strategies employed by customer service staff at Batlas Sticker Store and the sociological Factors influencing their application, using Brown and Levinson's (1987) politeness theory as the analytical framework. The research adopts a qualitative descriptive method, analyzing 10 selected WhatsApp and face to face customer interactions collected over two weeks. These conversations were examined to identify four types of politeness strategies: positive politeness, negative politeness, bald-on-record, and off-record strategies. The findings revealed that positive politeness strategies were the most frequently used (21 instances), followed by negative politeness (9 instances), bald-on-record (3 instances), and off-record strategies (3 instances). The use of each strategy was influenced by three key social Factors: social distance (D), power relations (P), and degree of imposition (R). Positive politeness strategies were often chosen to reduce social distance and build rapport, while negative politeness was used in contexts involving higher power asymmetry or greater imposition. The study highlights how customer service staff adapt their language and behavior according to contextual demands to maintain professionalism, mitigate face threatening acts, and enhance customer relationships. These findings contribute to a deeper understanding of pragmatic competence in service oriented communication.

Keywords: *Brown and Levinson, customer service, face threatening acts, politeness strategies, pragmatics, social Factors.*