Canceling and Refusal Strategy used by the Grab Driver of Lombok when interacting with Customers

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Abstract— **This study discusses the speech act of refusing as made by Lombok Grab drivers when interacting with customers. The field observation and library research was used as the design of this study. The interview was used as an instrument by interviewing 10 participants of Grab driver in Lombok and 10 participants of Grab customers. The data indicate acts of order and request. The descriptive qualitative was used in this investigation. The results of the study are : There are three situations where the drivers cancelled an order or request of a customers, the situation are when the drivers change plans, did not found the passenger and cannot found the passenger right location. Meanwhile the refusal strategy used by the Grab drivers in this investigation is direct and indirect refusal that is followed by reason, explanation, giving alternative and regret.**

Keywords—Grab driver; speech acts of refusal; Grab customer; Lombok

I.   INTRODUCTION

Nowadays, the online taxi has become a significant role for people transportation. This kind of technology is the result of global world media development, the influence of globalization and increasing technology sophisticated causes of increasing need in all levels of society. By looking at that, nowadays online-based public transportation appears, and the presence of capable online transportation services provide a feeling of satisfaction with the needs of the transportation. People can use online service transportation which is easy, cheap, safe and comfortable. Thus, the presence of online transportation can fulfill people's needs where everything can practically do. One of online taxis is Grab which was previously known as Grab Taxi. Grab is a Singaporean company that serves applications transportation provider which is available in six countries in Southeast Asia, such as Malaysia, Singapore, Thailand, Vietnam, Indonesia and the Philippines, as explained by Wikipedia in the following quotation:

> *Grab Taxi Holdings Pte. Ltd. (branded as simply Grab) is a Singapore-based technology company that offers ride-hailing, ride sharing, food delivery service, and logistics services through its app in Singapore andneighboring SoutheastAsian nations Malaysia, Indonesia, Philippines, Vietnam, Thailand, Myanmar, and Cambodia. While it originally competed with Uber, Grab's acquisition of Uber's Southeast Asian operations in March 2018 has turned it into the only major rideshare service in the region. https://en.wikipedia.org/wiki/Grab_(company)*

Grab online taxi already operates in Lombok island-- one of Indonesia tourist destination priorities where people from all around the world and all around Indonesia visit. For traveling around the area, the tourist might take a conventional or online cab like Grab. The process of ordering a Grab might result a conversation between the Grab driver and the customers or passenger. The conversation will occur through telephone first when the driver accepts someone's order. The customers are not only the local people but also the tourist from all around the world. In this case, an intercultural communication might occur between the native speaker of Lombok with foreign or domestic tourists coming from other parts of Indonesia.

Verbal communication or conversation involving passenger with the grab driver can occur through telephone or along the route. Thus, the conversation firstly will occur in the telephone conversation when the driver has accepted an order from the customer. If the Grab driver accepts the order, the conversation might occur again inside the car or along the way traveling. It is possible for the consumer to request another destination beside the first one which could be refused by the driver. Refusal is one of speech acts, as a speaker is expected to say 'no' to someone request directly or indirectly by showing acts to the interlocutor. The refusal of someone could be influenced by their own cultural values. Lombok eastern values still uphold the politeness values that are generated from time to time. However, the refusal occurs depending on situation and condition in the fields. Thus, there are situations and conditions that could make the Grab driver canceling a trip of someone's order or request. Thus, there are strategies used by the driver in refusing an order or a request of the customers. Canceling and refusing strategies used by the Grab driver are discussed further in this study. Based on the explanation above, it generates two questions: What kind of situations makes the Grab driver cancel an order or request of a customer, and what refusal strategies used by the Grab driver to decline an order or request of a customer.

II.   LITERATURE REVIEW

A. Speech Acts of Refusal

Speech acts are an indispensable component of everyday communication. Austin (1962) has proposed the speech theory, he defined that there is so much more to a language than its words and phrases meaning. When we utilize language to communicate, we don't just say things but do things as we show actions whether implicitly or explicitly.. Refusal is a negative response to an offer, invitation, request, suggestion, etc. It is how someone saying "no" using any words or phrases appropriately depends on the form and function. Therefore the speaker should know where and when to use it appropriately. Refusal considered as sensitive and risky which provide much insight into one's pragmatics. Studies and research on refusal such as Beebe et al (1985) Finding in the refusals to request by Japanese speakers, Beebe et al found that Japanese subject was particularly sensitive to high vs. low status. Several researchers (Beckers,1999; Chen, 1996;) investigated by comparing the speech act of refusals across cultural groups resulting refusal strategies are used and the of the content are culture-specific. Moreover, the finding of Felix-Brasdefer (2004) indicates that the L2 learners were different from the native groups in the content, perceptions and frequency of refusal strategies. Moreover, Aziz (2000) has been conducting a study of refusal and proposed 11 kinds of categories strategy. Those 11 are related to the social factor such as gender, setting, age, distance, and power. Those strategies are:

Direct no
1. The speaker will say "No" directly and it is followed by short explanation this is commonly used by a powerful person to person of a lower status.
2. Hesitation and lack enthusiasm: The speaker doesn't utter his/her willingness or inability directly, but she tries to manipulate words of courtesy to save his/her face.
3.   Offer an alternative: Both the speaker and the hearer intend to save their face, so the speaker offers an alternative to the speaker who commits to his/her plan.
4. Postponement: The hearer will have uncertain feeling to make up their mind to accept or refuse the action because the speaker needs more time to do it.
5. Put the blame to the third party; The speaker will scapegoat a third party to prevent them from fulfilling the hearer's request by avoiding consequences like blames, curse, grumbles, etc.
6. General acceptance with an excuse: Expressing the speaker's inability to accept the request. The speaker will express his/her feeling of sympathy or giving appreciation that shows.
7. Giving reason and explanation: This is indirect refusal and it shows vague of the speaker's refusal, so the interlocutor has to wait for the explanation
8. Complaining and criticizing: It is used to avoid using „no" and the speaker complain the action.
9. Conditional yes: This strategy shows the intention of the speaker to do the action after they completed certain conditions.
10. Questioning the justification: This strategy is employed to ensure what has been heard and it is also used to avoid saying no directly. In other words, the speaker pretends not to hear the question clearly.
11. Threatening: It is considered as blunt refusal since it can be perceived more than a refusal. It is likely the requesters would reconsider the request.

In sum, the strategy above will be used as the theoretical framework in this investigation.

B. Grab Taxi Online

The workings of Grab for online transportation service are fairly easy and fast. People can order this service using an application that is already available. Take Grab-car for example, in the way Grab works for Grab-bike or Grab-Car, there will be 3 points tied to the Grab work system, namely drivers, consumers and the Grab itself. The following list showed some steps in ordering the online taxi or bike:
1. First of all, consumers can order Grab through the application by first entering the pickup address (Pick Up) and the address to be addressed (Drop Off). Consumers can also choose the payment method, whether they want to pay with cash or use Grab-Pay. Information about payment rates will automatically appear after the two addresses are filled.
2. The application will immediately process the order using a complex computing system to search for the closest driver that will deliver prospective customers.
3. Then the driver who managed to get the bidding has the right to ride the passenger according to the pickup address and ride the passenger to the destination safely.
4. After arriving at the destination, the passenger is required to pay to the driver. If at the time of booking a passenger using the payment method using Grab-pay, Grab Credit and other electronic money, the passenger does not have to pay again.

There are some Advantages of Using Online Transportation Applications as people thought using a conventional taxi is now considered ineffective by most people, apart from the lack of available security, conventional taxi services also use arbitrary rates and depend on availability and not much present even in crowded places. However, online transportation services have indeed facilitated many human needs in the recent day because of the ease of ordering vehicles that only require a 'click'. Thus,

Consumers only need to open the application, click the order, and travel to the destination a few minutes later. Further, in online transportation, fees are calculated by a standard system. Drivers cannot set their own prices, they also cannot ask for additional fees to be paid. Moreover, cashless payment options are also available.

Concerns about safety when using conventional taxi services remain high for many people. But the Grab online offers security because its vehicles are always properly inspected and maintained. In addition, Grab-bike drivers are equipped with complete accessories packages such as jackets, helmets, raincoats, and masks for both the driver and passengers. Thus, Customers with visual impairments also don't need to worry about not being taken to their destination precisely because the GPS feature in the app is enough to guide the driver to the right location. Moreover, in ordering conventional taxis, mistakes usually occur when the driver does not want to serve customers at all. Some people can reject it harshly, but more often the driver reasons they have a problem with the vehicle engine or do not want to be paid cheap even though the distance is close.

C. Grab Drivers

Ordering Grab services can be easily done through smart phones starting from Grab-bike, Grab-Car, Grab-Food, etc. Those matters increase the number of Grab drivers due to consumer needs. Grab has its own system which separates specific applications for consumers and drivers. The Grab Driver application must be owned by all Grab drivers where all transaction processes and orders are carried out inside. Not infrequently many obstacles are faced such as suspended accounts due to suspicious activity. Therefore, each partner or drivers must know how to use the good and correct Grab Driver application. Some provisions must have adhered so that the order process can continue to run smoothly. For example, drivers must top up because if the balance is below the minimum number, they cannot receive orders.

How to use the Grab Driver application also has differences for Grab-Car, Grab-Taxi, Grab-Express, and Grab-bike, (https://www.infojek.com/cara-menggunakan-aplikasi-grab-driver/) although the order system is almost the same, there are a number of different details which the driver must pay attention to. Indeed the receipt of orders for Grab-car, Grab-Taxi, Grab-Express, and Grab-bike is done in one application. The form of the user interface is different compared to the Passenger Grab application because there are several additional features in it.

As a Grab-Taxi driver, they will be easy to find passengers around quickly so he can save more on fuel. The drivers don't need to go around looking for passengers because everything has been handled by the application. In the following are the steps to get a passenger;

The first is the drivers should open the Grab Application for Grab-Bike & Grab-Express Drivers and follow this step bellows taken from https://www.infojek.com/cara-menggunakan-aplikasi-grab-driver/;

1. Receive Grab-Bike or Grab-Express orders through the application. The drivers can see various information from passengers starting from the pickup location, destination and passenger identity
2. Use GPS to navigate to the passenger or goods pickup location. In the application, there is all detailed information including passengers and shipments. Drivers can also contact a passenger or shipper if they need other information
3. After picking up passengers or goods, the trip will begin. If the driver had arrived at the destination, then the payment of the travel costs in cash and non-cash is continued

Indeed the three methods above are quite easy to do couple with the use of applications that are not complicated. If a driver uses the correct Grab Driver application, it will prevent drivers from suspending account threats. But if there are problems with the application, it is better for the Grab drivers to contact the Grab Call Center to get the best solution.

III.   METHOD

The descriptive qualitative is used as the method in this investigation. The field observation and library research is the design of this study. The interview is used as an instrument by interviewing 10 participant of Grab driver in Lombok and 10 participants of Grab customers. The data eliciting acts of order and request.

IV.   RESULT AND DISCUSSION

A. The situation or conditions that make the Grab driver canceled a trip of an order

There are conditions or situations where the grab driver canceled a trip of order as explained in the following.

1. Plans Change

As the drivers of Grab, sometimes their travel plans change because of some reason suchs as an unexpected situation or anything related to one's personal business. A driver may have to cancel the trip that he has confirmed. For this reason, the customers may be complaining about it because they could be in a hurry or have an important meeting. In this situation, a passenger who experiences a canceling will be waiting again for another confirmation of another driver. Thus, as good grab drivers, they need to minimize a trip cancellation because it will influence their good rating. They should make up their mind and ready to work to minimize a complaint of a passenger.

To avoid a bad rating drivers should communicate the cancelation of this trip with passengers as soon as possible especially when dealing with foreign tourists, they need to apologize to the passenger by clicking the message icon to send a text, and click the telephone icon to contact the passenger directly (https://www.grab.com/id/blog/driver/hitch/membatalkan-perjalanan/). Then after communicating a cancelation, they should press "Cancel Order" immediately and giving a reason or enter the reason why

they canceled the trip. In the application, the drivers can choose one, or choose another and enter other information in the textbox. The last thing to do is that they will press "Confirm" to cancel the trip. This kind of cancellation sometime considered bad if the reason is not really important and sometimes okay if it acceptable.

2. Passenger does not appear or found in the pickup location

According to https://inet.detik.com/law-and-policy/d-3558300/cara-hindari-order-fiktif-di-ojek-online it has been known in social media that there are so many occurrences of fictitious orders of a trip or food which became one of the mainstay services of Grab-food. At least there have been victims of Grab-bike and Grab driver who was targeted by dozens of such fictitious orders. The fictitious order could do in a purpose or not. A driver that has been confirming an order of a passenger will have a telephone conversation to make sure that the passenger is ready and are waiting for the driver. However, the fictitious order could be faced by the driver where they cannot find the passenger in the location that has been confirmed. In this case, a driver will cancel immediately the trip. This problem could occur because of the less stringent verification. Anyone with an email and telephone number can make a new account even on behalf of someone else. However, a driver that cannot find the passenger not just because of fictitious order or someone bad attitude but also the very slow confirmed of the online service where a passenger could change their mind and take another transportation for their trip. Thus, as a human that is impatient to wait for their order, a passenger will leave the place where they have confirmed, so the driver cannot find them.

3. Did not find the location

Another situation that a driver will cancel the trip is when they cannot find the location of the passenger. Many passengers choose a difficult spot to reach up by the driver, so from the telephone confirmation sometimes there is confusion to find out the right location. That situation will be more confusion when the passenger from a different language or use English. A driver that does not master English will have difficulty to understand a telephone conversation. Also, a map service provider places or GPS cannot read appropriately in navigating from location A to location B, and it can make the problem when picking up and dropping passengers. Airports, shopping centers, train stations, and tourist attractions are examples of complicated locations. With the density of traffic flow and the number of entrances, these places are like hiding and seek fields for passengers and driver. In this case, a driver could be canceling the trip order and confirmed another that is confirmed easier. Thus, to avoid this problem with a more accurate pickup point, the drivers can meet passengers in the right location. The drivers will feel more comfortable and no longer have trouble picking up passengers.

In brief, the situation above is some of the condition where a Grab driver cancelled a trip order of a passenger; even they already have a telephone conversation with the passenger.

B. Refusal strategy used by the Grab driver when dealing with customers

Based on the interview of the ten participants of Grab driver in Lombok, most of them (seven of ten participants) applied indirect refusal strategy by giving reason along with an explanation, postponement and offering the alternative. While the rest of them applied direct refusal or direct 'No' in which the driver will say "No" directly and it is followed by a short explanation. For example, a Grab driver will refuse directly when a passenger request to stop in a certain place without planning and agreement previously. Thus, in the case when a passenger who's already drops in the final location and need extra trip is possible to offer another payment to the driver for another destination. However, a grab driver will refuse indirectly by giving reason and explanation such as a passenger cannot use the same car and driver when they want to continue their trip for another destination. A passenger should order again to the Grab application and cannot request another trip to the Grab driver at the same time, except of agreement of willing and manual payment.

Moreover, according to Bapak Rian, (one of Grab driver that has been interviewed) politeness plays an important role in the use of refusal strategy of Grab driver when dealing with consumer. This idea support by Holmes (2001) who said that politeness has taken account of the others feeling where the addressee is the main concern if it comes to refuse. Therefore, most of them have to refuse indirectly to someone request offer. Furthermore, Bapak Rian emphasizes that the indication of applying the indirect refusal confirms that as the refusal is the action of speech that can threaten the face of the hearer's in which the speaker tends to mitigate the refusal. Further, most of the participants chose the same number of reasons and statement of regret followed by giving an alternative. For example, when drivers accepted order of a passenger in the evening around 9 am, they will carefully confirm first the right location of the passenger. Then, they will refuse finding the location because of the consideration that the place is not safe for them to seek. In this case, they will call the passenger and cancel or refuse finding them by giving some reason, regret, and explanation. After that the driver giving them alternative ways by waiting for another driver who dares to pick up the passenger. Commonly, canceled and refusal will make the passenger feeling upset because of waiting too long however, they cannot do nothing about it.

Another case is related to the service of grab food (food delivery by the grab driver). The consumer that ordered food delivery using grab food is not usually satisfied with the service. A grab driver who get the order is not usually accepted the order and sometime refuse to serve them. The result of the interview shows that some of the participant will indirectly refuse by giving reason and explanation and sometimes cheating the passenger. For instance, a Grab-bike driver at the closest location of the passenger will confirm an order of a passenger. Firstly, they will call the passenger and confirm their food order to make sure it is use grab pay or manual pay. If it does not use grab pay, a driver will consider the order whether it is expensive or out of their own cash. If they have no money, the driver will lie and pretend that the restaurant that serves the food is not available yet or still closed. Also, the driver will refuse indirectly by reasoning that the place too far and the cost of delivering too expensive and they

will giving another alternation to wait for the other confirmation of other driver. In addition, the refusal will apply when the location of the passenger too far from the driver location.

Furthermore, based on the interview of the ten drivers, the refusal strategies of Lombok Grab drivers when dealing with customers tend to use their own native culture to refuse an order and request. Drivers will indirectly say no in a polite way to consumers if the destination is not recognized or never passed through before. While, giving reason and explanation in refusing apply in the overnight time or too late at night because a Grab taxi driver will never harm his own self by accepting an offer in the late night or if the destination is not safe and too far from the highway.

In sum, the Grab driver sof Lombok will directly and indirectly refuse the passenger order or request by giving some reason, explanation, alternation, and regret in polite ways suit to Lombok politeness culture.

V. CONCLUSION

In brief, the use of Grab application today's as online transportation is suitable for the millennium era where everything is simpler and practice. Everyone can travel all around the country using simple and practice system that already holds in our own gadget. However, technology could not work well all the time because of human error and the application does not serve properly. In some situation, people activity of online transportation might have some problem such as a canceled of the online driver because of change planes or anything else. The wish or a request of a passenger has a refusal of the driver in honesty direct or indirect. Thus, refusal strategy that the drivers applied could be accepted or not depend on how they refuse and what reason they give. Sometimes is acceptable and sometimes don't. People think a while when they realize that they have been cheating by the driver especially when ordered Grab-food. However, this online Taxi has given a significant solution for millennial generation all around the country.

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