Gender Differences in Twitter Complaints

Zaemah Abdul Kadir [1], Norsyafigah Mohd Ali [1],
Sharifah Shahnaz Syed Husain [1] Zurina Zubir [2]

[1] Akademi Pengajian Bahasa, Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia
[2] Corporate Communications and Administration, PETRONAS Chemicals Methanol Sdn. Bhd. Rancha-Rancha Industrial Estate, P.O BOX 80079, 87010 Federal Territory of Labuan, Malaysia

[1]zaemah@uitm.edu.my, norsyafigah@gmail.com, shahnaz@uitm.edu.my, zurinaz@uitm.edu.my
Tel::+60123035796

Abstract
This study aimed to identify and compare the different strategies and language choices used by males and females in making complaints. Both genders adopt different strategies when making complaints. In this qualitative study, the content analysis method was adopted, and based on Trosborg's Theory of Complaint, complaints messages posted by 23 Twitter users were analyzed. The results showed that males performed dissatisfaction and code-switched more frequently than females. However, females used the blame strategy at a higher frequency than males. This research revealed a new perspective on gender differences and valuable insights influencing complaint-making strategies.

Keywords: Complaints, Code-switching, Language Choice, Strategies

1.0 Introduction

Language plays an essential role in our daily life as a medium to deliver ideas and feelings to others. It is a tool for human communication that consists of specific words, emotions, and expressions to convey information, arguments, and complaints. There is a conversational contract between the speakers and hearers for the need to be polite to communicate effectively. The exchanges must be conducted politely, which necessitates a speaker being socially polite with the feelings of others regarding how they should be treated. Elements of politeness are anticipated to be incorporated when expressing complaints. The differences in politeness strategies used by males and females can be observed through complaints, offers, apologies, and requests. Xia (2013) elaborated more on how males and females speak a particular language or use the language in different ways. However, According to Lakoff (1975), females have different communication styles and levels of politeness. This may be observed in all speech acts, including complaints.

In today's world, politeness strategies are considered significant in all platforms of communication where the younger generations are taught and reminded to be polite to everyone. People tend to demonstrate their emotions using social media platforms. They tend to believe that it is more convenient and liberating to express their feelings this way. In Malaysia, younger generations feel comfortable conveying their complaints through Twitter as most of the telecommunication service providers in Malaysia have fast-response on Twitter.

In their research, Graham and Hardaker (2017) stated that impoliteness in digital communication is a growing interest among researchers. Many of these studies analyzed politeness strategies in Twitter comments (Murti, 2020; Ammaida, 2020). The studies

found that Twitter users have problems conveying their complaints politely. This reflects that the politeness strategies are not emphasized or applied when posting comments. Therefore, it leads to miscommunication and misinterpretation of the complaints made. In terms of language structure, Gebremeskel (2011) stated that the use of Twitter has led to the development of slang, abbreviations, and omissions, to fulfill the limitation. However, when many of the elements mentioned are used, it creates confusion for the readers to understand the intended meaning. Based on research conducted by Maros & Rosli (2017), misunderstanding could occur because of a limit of 140 characters per message. Their research also revealed that female Twitter users were aware that misunderstanding could occur, and they often used politeness strategies to reduce face-threatening acts or being misunderstood. Previous studies (Alenezi, 2016; Farida et al., 2018; Samhan, 2018) also focus on gender and politeness strategies as well as code-switching strategies used online or in face-to-face conversations, however, the extent of politeness strategies used in making complaints is still inadequate. The role of politeness is undeniably important in social media engagement for the complaints to be heard (Hu et al., 2019). Thus, there is a need for further investigation of gender and politeness strategies in making complaints on Twitter to be conducted to identify the types of complaints strategies posted based on gender and to determine language choices in making complaints on Twitter.

2.0 Literature Review

2.1 Types of Complaints

Thongtong and Srioutai (2019) identified three types of complaints. First, a dissatisfied complainant is detected, and an outcome for such a situation may not be pleasant for both complainant and receiver. Second, the complainant expresses his or her feelings about a situation and asks the complainees to do something for him or her, such as apologize or solve a problem. In addition, content that contains displeasing contexts can also reflect the complainees' attitude. In their research, Abdul Razzak and Jamil (2018) found that to reflect feelings of dissatisfaction towards others, people tend to select particular words and behavior that rely on certain elements. These elements can be gender-based, the nature of the relationship between the interlocutors, and the complexity of situations. However, Brown and Levinson (1987) claimed that a complaint is used to indicate that a threat is being made to the addressee with its main objective to get some actions done immediately.

Complaints are considered expressive speech acts that convey a speaker's negative feelings or emotions by showing disapproval, negligence, anxiety, frustration, and others. According to Trosborg (1995), a complaint is an illocutionary act in which a speaker expresses his or her disapproval and negative feelings toward the circumstances of the proposition described (the complainable) and is held either directly or indirectly responsible by the hearer (the complainee). Besides that, Trosborg has also categorized complaints into four categories: no explicit reproach, disapproval, accusations, and blame. This research design of the study is based on Trosborg' category of complaints, as illustrated in Table 2.2 below:

Table 2.1: Trosborg's Simplified Theory of Complaint

Approach	Categories	Strategies
Indirect	No Explicit Reproach	Hints
	Accusation	Indirect Accusations
	Disapproval	Annoyance
		Ill Consequences
Direct	Accusation	Direct Accusations
	Blame	Modified Blame
		Explicit Blame (Behavior)
		Explicit Blame (Person)

Table 2.1 describes the first category mentioned by Trosborg as *no explicit reproach*, which can be distinguished by searching for hints as a strategy. This is illustrated in the example given here:

"My dress was fine yesterday before I sent it to you."

In the above sentence, the complainer expresses her dissatisfaction with the condition of the dress that was sent to the other person. The hint given in the example is that *you* are responsible for the poor condition of the dress.

The next category is disapproval which describes the complainer's negative judgment. This classification employed two strategies which are called annoyance and ill consequences. The third category is accusations, in which direct and indirect strategies are composed in this category. Direct strategies are more straightforward and explicit compared to indirect strategies. The strategies can be observed in the followings example:

[Direct] *Did you drop my phone last night?*

In the above example, the speaker directly accuses the hearer that the guilty person is responsible for the damage to the phone. The complaint below is stated implicitly as the speaker politely asks whether the hearer has borrowed the phone, embedding the question with an indirect accusation.

[Indirect] *You borrowed my phone last night, right?*

The fourth category identified is blame, in which the speaker uses aggressive expressions of words and may seem to use face-threatening acts. This category can be divided into three strategies which are modified blame, behavior, and person. In investigating complaints made by Thai males and Females, Noisiri's (2002) findings revealed that Thai males and females used different complaints strategies, and males had the tendency to use hinting strategies less frequently than females. In addition, Thai females complained less frequently as compared to males. Noisiri also concluded that males tended to file complaints directly, whereas females tended to file complaints more indirectly and softly. For example, when a Thai male was unhappy, he would not hesitate to express his dissatisfaction directly. Noisiri (2002) proposed that the differences in complaints between males and females could be attributed to socialization in Thai culture.

2.2 Code-switching and code-mixing

Gumperz (1982) defines code-switching as shifts from one language to another, both across as well as within sentence boundaries. Scholars such as Auer (1984) and Muysken (2000), called it code-mixing. In this regard, Blom and Gumperz (1972) have given two broad categories of codeswitching: situational and metaphorical code-switching. A condition of a speaker using one code in one situation and another in another situation is called situational code-switching. For instance, the use of formal code in the office and informal in the home or friends' circle. Metaphorical code-switching expresses the speakers' intentions to be interpreted (Bloom & Gumperz, 1972). Gumperz (1982) further clarifies metaphorical code-switching enumerating the following typology: question, addressee specification, interjection, reiteration, message qualification, and personalisation versus objectivization. In this typology, the last function of personalization and objectivization is related to the construction of various identities. Muysken (2000) categorizes code-mixing into three main types, which are insertion, alternation, and congruent lexicalization. Insertion occurs as the insertion of lexical items or entire 'constituents' from one language into the syntactical structure of another language, whereby the latter language constitutes the base or matrix language, and the first language is code-mixed into it. In alternation, there is a change of base language or matrix language of the predominant lexicon. The structure of one language alternates with the structure of the other language. Congruent lexicalization mostly involves the influence of dialect within the language used. It means that congruent lexicalizations of the material come from different inventories of lexical and are shared in a grammatical structure.

Research on code-switching focuses not only on oral communication but also on written communication. Farida et al. (2018) recorded spontaneous, informal conversations among friends and classmates in the non-classroom environment for spontaneous and natural spoken exchanges. The findings show that English is the preferred language of code-switching for participants. English is considered a prestigious, sophisticated language associated with authority. Their findings correspond with Sadiqi (2008) who suggests that choosing the more prestigious English language for keywords seems a deliberate attempt to stress women's prevailing social status. A study on code-switching in communication among Malaysians was conducted by Tati et al., (2020). This study aims to investigate the types of code-switching production in a multilingual ESL classroom setting. The finding reveals that the students employed the three types of code-switching: inter-sentential, intra-sentential, and tag switching. The insertion of singe-word or multi-words occurred in all types of code-switching. Sabah Malay dialect was commonly used in code-switching. Meanwhile, a study on the use of code-switching between males' and females' messages on Twitter reveals that males tended to mix and switch code-switching strategies in their speech since it was required for their themes, such as sports and vehicles. Females, on the other hand, prefer to mix and match code-switching strategies in their tweets because they believe it is more prestigious and trendier. Males and females alternated and mingled in their tweets, but their goals were different (Samhan, 2017).

3.0 Methodology

A descriptive qualitative research method was adopted in this current study to collect and analyze data. In general, a qualitative research design was chosen to support the researcher in identifying the target population especially in identifying the politeness strategies that each gender prefers to use in expressing complaints. Creswell (2012) stated that the qualitative method begins with an assumption, the theoretical lens of the possible use, and the study of searching for the meaning that describes the social or human problem. The focus of the research was the content-analysis method. In this study, the researcher presented the data by analyzing the frequency of each occurrence for the research question and further explained the linguistic features that lead to the mentioned aspects.

The samples of this study were Malaysian Twitter users, and the target population was those who used Twitter as a medium to voice out their complaints. The extracted data were complaints related to the line service by various telecommunication service providers in Malaysia which were posted on Twitter. The participants were proficient in both Malay and English languages. Before collecting the data, a consent form was distributed to the Twitter users seeking permission to extract their complaints messages for the research. The data for this study were gathered using a non-random sampling technique with purposive and convenience methods. A total of 86 consent forms were sent however, only 23 Twitter users consented. The data collection of this study was carried out within a period of three months. At the beginning of the data analysis, the complaints messages had to be translated as there were code-switching messages posted. The data were analysed based on Trosborg's theory of complaints and Brown and Levinson's theory of politeness

strategy. The next step was the calculation of gender frequency in making complaints. The calculation was made to have a clearer figure on which gender performed objections the most on Twitter. Next, the frequency of each politeness strategy was counted and categorized according to gender.

4.0 Findings and Discussion

4.1 Frequency of Complaints
A total of 23 respondents consisting of 10 females and 13 males, gave consent and feedback. The collected samples were categorized based on gender. Table 4.1 shows the frequency of complaints on Twitter posted by different genders.

Table 4.1: Frequency of Gender Making Complaints on Twitter

	Frequency of Complaints	Percentage of Complaints
Males	13	56.53%
Females	10	43.47%
Total	23	100%

Table 4.1 shows that male Twitter users complained more frequently compared to females. The complaints obtained from male users account for 56.53% and the females, 43.47%. The gender distribution of complaints is predominantly affected by face-threatening acts. Male users expressed their objections more frequently because they prioritize action than females. Shahrokhi and Kakolaki (2016) mentioned that males are attentive to something that brings dominance, status, and power compared to females, who adopt powerless speech patterns. Conversely, females are ideally hedging their complaints and communicating tentatively and politely. Therefore, males complained more often than females to express their superiority and power over the telecommunication providers.

4.2 Types Of Complaints Strategies Posted
The differences when forming objections can be narrowed down to the complaints made by the complainees. Ghaznavi (2017) stated that complaints can be distinguished by their functions and patterns: direct and indirect. Noisiri (2002) distinguished four types of complaints: no explicit reproach, disapproval, accusations, and blame. This study was guided by the complaint categories by Trosborg and Noisiri, as shown in Table 4.2.

Table 4.2: Complaint Categories

Approach	Categories
Indirect	No Explicit Reproach
	Accusation
	Disapproval
Direct	Accusation
	Blame

When committing objections, the complainers implied different approaches depending on the purpose of tweeting the complaints. All 23 samples have been analyzed and categorized according to their categories and gender, as shown in Table 4.2.

Table 4.2: The Occurrence of Complaint Categories Between Males and Females

Approach	Categories	Male	Female	Frequency
Indirect	No Explicit Reproach	2	1	3
	Accusation	1	-	1
	Disapproval	4	3	7
Direct	Accusation	2	-	2
	Blame	4	6	10
TOTAL		23		

Based on Table 4.2, the act of blame was the highest occurrence where ten samples were analyzed to have used this act to voice their dissatisfaction regarding the telecommunication services. It was found that the high frequency of blame is related to the phrase "The customer is always right," which influences the action of Twitter users to condemn telecommunication providers. This finding corresponds with the study conducted by Noisiri (2002), where Thai people tend to use the act of blame when facing bad service due to the Thai social status between a customer and a waiter. Females used this strategy more frequently than males. The female complainers expressed ill feelings that will indicate responsibility falls on the hand of the complainees. Thus, females were inclined to blame more than males because they were emotionally involved, venting their anger, and provoking the opposing parties to obtain an apology which males usually would walk away from. This is evident in Excerpt 1:

Excerpt (1):

F-11:"@Y @Y what's with the no service, explain and be responsible about it!!!! Its been hours?!!!! Compensate my internet back but *kenapa* certain *orang je eh*" ("@Y @Y *what's with the no service, explain and be responsible about it!!!! It's been hours?!!!! Compensate my internet back but why only certain people*")

F-11 preferred to use the blame strategy in her complaint to utter her disappointment towards the telecommunication provider. The phrases 'be responsible' were used to demonstrate the explicit condemnation of the telecommunication provider's action. The other indication of blaming was the multiple exclamation marks tweeted by the sample. In informal writing, such as social media posts, people use more than one exclamation mark to emphasize their point and leave an impact on the hearer. In the case of the F-11 tweet, she implied that she was angry and irritated with the bad services she had been facing for hours, which explained the blame. The blaming strategy is the highest level of complaints strategy that would attract the attention of the accused to quickly solve the problem.

Excerpt (2):

M-16:*"Dah 2021 pun masih 3G tu pun 2 bar je kat KL, apabenda pukimak ni @X bil tiap bulan still kena   bayar jugak* fuck this shit"

("It is already 2021 but still 3G and that's even 2 bar only in KL. (Vulgar words) @X, still have to pay for the monthly bill (fuck this shit)")

M-16 also used the blame strategy to express his discontent towards the services. However, the reason males use the blame strategy is different from the females as this is a strategy to acknowledge their status and power. This can be seen by using vulgar words as tweeted by M-16. He voiced his complaint loudly by inserting vulgar words twice in his tweet to deliver a message to the complainee. The expression of swear words is no longer functioning as offensive words but is used to deliver pain and anger to the speaker (Setiawan & Fatimatuzzahroh, 2018). According to Thongtong and Srioutai (2019), males communicate to seek autonomy and independence by blaming the complainee using swear words or threats. Males also utilize the disapproval strategy more than females. The disapproval strategy happens when the complainer puts himself in an unfavorable state that was caused by the complainee's incompetent existence. This is shown in the following example:

Excerpt (3):

M-5: "So I enabled VoLTE and I've been facing problems with phone calls. People are not able to hear me at all at times and I ain't able to hear them too. Hope @Y looks into this. I'm having perfect 4G coverage and I'm still facing these quite infuriating issues."

In excerpt 3, M-5 demonstrated a disapproval strategy in his complaint by putting himself in the discomfort zone that originated from the telecommunication provider. He asserted his annoyance with having problems with phone calls, yet the situation did not directly link the telecommunication provider to the problems. He hinted that the problems were related to the telecommunication services, and M-5 hoped that Telecommunication Y should investigate this matter for better services in the future. Females expressed their complaints of frustration by using the approach of disapproval. They typically give hints to the complainee rather than accusing them directly. Females tend to use more linguistic features that express uncertainty and lack of confidence in the subject matter. This can be seen in the following example (6):

Excerpt 4:

F-22: "Hi @Y how can I check if my number is still active because i received SMS informing that my number was disabled :("

F-22, in her tweet, stated that she did not directly place her disappointment by blaming the telecommunication provider; instead, she voiced her complaint through a question form. She used question form because she was uncertain who was at fault, thus, she implied her words in a softer complaint. It is believed that females are inclined to use rapport talk to appear gentle and modest. Females, according to Koban-Rob and Sturm (2013), would try to avoid conflicts and be more consensus-oriented than males. This explains the reason why F-22 did not appear to be pushing Telecommunication Y as the direct offender.

4.3 Language Choices in Making Complaints On Twitter
The second research question aimed at examining the language preferences of male and female Twitter users when complaining about telecommunication services. Table 4.3 illustrates the distribution of language preferences between males and females when making complaints on Twitter.

Table 4.3: The Distribution of Language Preferences Between Males and Females in Making Complaints

Language Preferences	Frequency of Male	Frequency of Female	Total Frequency	Percentage
Malay	-	1	1	4.35%
English	6	2	8	34.78%
Code-Mixing	-	2	2	8.70%
Code-Switching	7	5	12	52.17%
Total	**13**	**10**	**23**	**100%**

Table 4.3 presented the frequency of each language preference performed by Twitter users when making statements of dissatisfaction. Code-Switching recorded the highest frequency at 52.17%, whereas 12 out of 23 participants used code-switching when tweeting dissatisfaction. English language messages accounted for 34.78%, which placed the language in second place, followed by code-mixing between English-Malay at 8.70%. Only one female user preferred to use the Malay language to express discontent. The findings also show that males preferred to code-switch and used the English language in tweeting, whereas females are more comfortable code-switching when posting complaints on Twitter.

4.3.1 Code-Switching
Code-switching, a language alternation used by Twitter users, brings a meaning of a linguistic term referring to the use of two or more languages in a conversation (Gumperz, 1982). It is an alternative way of switching to more than one language in a speech. In this study, the researcher found that most Twitter users code-switched Malay and English languages in their tweets. Examples of code-switching between males and females are illustrated in the excerpts below:

Excerpt 5:   *F-10: "@Y awak, sejak petang tadi no service…saya ada banyak kerja buat tau"*
            ("@Y since this evening still doesn't have any service. I have lots of work to do, you know")

In excerpt 5, F-10 performed a code-switching strategy where she switched from Malay to the English language. The insertion of the 'no service' phrase between two Malay clauses remarked on the existence of code-switching. The sample implicit phatic function of code-switching emphasizes details that are important for the informer. By doing so, it will draw Telecommunication Y's attention to the important message that the writer wished to convey regarding the issue of no service, which prevented her from working. The message delivered has less impact if the user posted entirely in the Malay language in her tweet.

Excerpt 6:   *M-7: "Alhamdulillah @X punye speed so sexciii…"*
            ("Praise be to God @X speed is so sexy…")

In excerpt 6, the user code-switched in three different languages, which are Arabic, Malay, and English. He tweeted this way because the switched words were common to be used and more familiar for the readers to understand. If the sample consistently used the English language for the entire sentence, for example, "Praise be to Allah, the internet speed is so sexy…", the readers or the complainee might be uncomfortable reading the tweet thus the message cannot be delivered effectively. He code-switched because he wanted the complainee to anticipate his next sentences in the complaint. At the same time, the user was establishing a relationship with the telecommunication provider and did not want to appear rude, instead, he code-switched his language to sound subtle. Both excerpts show the use of code-switching as defined by Gumperz (1982), a language alternation of two or more languages in conversation.

4.3.2 Code-Mixing
Muysken (2000) divides code-mixing into three categories: insertion, alternation, and congruent lexicalization. Excerpt 7 displays the example of congruent lexicalization in code-mixing.

Excerpt 7: *F-18: "Hi @X, i langgan yang 35/month reloaded 2 days ago but semalam dah cakap credit dah habis...kindly help me"*
            ("Hi @X, I subscribed RM35/month plan and reloaded two days ago but yesterday, I received a message saying the credit has fully been utilized...Kindly help me")

The excerpt portrays a female Twitter user code-mixing when she tweeted the complaint. She mentioned in her tweet '35/month reloaded 2 days ago but' and 'credit' to signal there is a lack of wording in using the phrases in Malay. The writer was comfortable in mixing the codes because it provided an accurate translation and meaning to the complainee. Furthermore, the phrases she committed are often used and familiar to the telecommunication company. Safarat and Setiawan (2019), in their research, found three types of code-mixing such as insertion, alternation, and congruent lexicalization. The type which appears in twitter status is the insertion and followed by congruent lexicalization and the last is alternation. The English words, phrases, and clauses are combined into a single sentence in which the Indonesian language serves as the main code.

5.0 Conclusion and Recommendations

The aim of the study is to investigate gender differences in complaint posts on Twitter. It was found that male Twitter users complained more frequently than females. A significant difference between these genders lay under the complaint categories where the blame approach recorded the highest frequency. Six out of ten females used the blame strategy more often than males. This finding revealed an interesting contrast to the previous research which argues that males performed the blame strategy more often compared to females. Another observation worth noting was the use of punctuation to be increased among females, which could be the result of emotions evoked in expressing remarks on Twitter.

It is also revealed that females preferred to use an indirect approach in lodging their complaints. It can be concluded that an indirect approach is chosen by the females to avoid being rude and enhance their positive face while males use a high frequency of blame and disapproval strategy. The reason males employed the blame strategy was different than females. According to Cihangir (2019), males prioritised the status, power, and directness that they possess over the telecommunication provider and enforce the blame strategy when accused of faults. This may explain the reason why males tweet more vulgar words in their complaints than females. Interestingly, males also emphasize facts and suggestions which they use in disapproval strategy. Instead of immediately accusing or blaming, facts and suggestions are given. In addition, code-switching is also found to be the most preferred language to express dissatisfaction in tweets.

This study shows that male tweeters code-switched only when posting their complaints. However, females tweeters used both strategies, code-switching and code mixing in their tweets. Code-switching happens when one switches from one language to another language within word, phrase, or clause level. Code-switching is found to be commonly used by Malaysians who are raised in a multilingual community; thus, they often switch from one code to another code for various reasons. People with diverse linguistic backgrounds always move back and forth between the languages they acquired to suit discourse functions and conversational contexts.

6.0 Limitations and Direction for Further Research

The findings and discussion of this study are beneficial in the field of online communication, especially amongst those who frequently use tweeters as a platform to communicate. However, due to time constraints, data collection could only be focused on Twitter, specifically only on complaint discourse. The study of such a nature can be more comprehensive by including other social media platforms. It is recommended that future researcher investigates a wider scope of the study, for instance, complaints posted on the Facebook or Instagram platforms and/or other social media platforms. It is also suggested that future research considers conducting a qualitative method by conducting interviews with tweeters for in-depth understanding and observations Future research also could investigate the correlation between the demographic background of the respondents such as education, social economic status, and complaints as well as code-switching.

Acknowledgment

References

Abdul Razzak, S,F. Fadhil Jamil,A,K. (2016). A Pragmatic Study of Complaints. *European Academic Research*. Vol.IV(4): 4137-4159. https://www.researchgate.net/publication/327231217_A_Pragmatic_Study of complaint

Ammaida, Y. (2020). Politeness Strategies Of The Comments Toward Trump's Instagram Post On On International Women's Day. *Mahakarya: Jurnal Mahasiswa Ilmu Budaya*,*1*(1).

Auer, P. (1984). Bilingual Conversation. Amsterdam:John Benjamins Publishing.

Brown, P and Levinson S. (1997). Politeness. Cambridge. Cambridge University Press.

Creswell, J.W. (2012). Educational Research: Planning, Conducting, and Evaluating Quantitative Research. Boston. Pearson.

Cihangir S.(2018). A Corpora Study on Women and Men's Speech Differences. https://www.researchgate.net/publication/336617370_A_CORPORA_STU

Farida, P., Pandhiani, S.M., and Ameer Ali Buriro, A.A. (2018). Code-switching and gender identity. *The Women, Research Journal,* Vol 10 (10):42-59.

Gebremeskel, G. (2011). A sentiment analysis twitter posts about news. Thesis for Master Degree, Department of Computer Science and Artificial Intelligent, University of Malta.

Graham, S. L., & Hardaker, C. (2017). (Im) Politeness In Digital Communication. In *The Palgrave Handbook of Linguistic (Im) politeness*. Palgrave Macmillan, London.

Ghaznavi, M. Ai. (2017). The Speech Act of Complaining: Definition and Characterization. Iran: Islamic Azad University. https://semanticsarchive.net/Archive/DQ1YTkzN/AhmadiComplaining.pdf

Gumperz, J. 1982. *Discourse Strategies: Conversational Code-Switching*. Cambridge: Cambridge University Press.

Hu, Y., Tafti, A., & Gal, D. (2019). Read this, please? The role of politeness in customer service engagement on social media.

Koban-Röß, E. & Sturm, H. (2013). Gender Differences in Complaint Behaviour and Implications for theComplaint Management Process. Arbeitspapier. Graz: CAMPUS 02 Fachhochschule der Wirtschaft. https://www.researchgate.net/publication/260074631_Gender_Differences_in_Complaint_Behaviour_and_Implications_for_the_Complaint_Management_Process

Kakolaki,L,N. Shahrokhi,M. (2016). Gender Differences in Complaint Strategies Among Iranian Upper-Intermediate EFL Students. Studies in English Language Teaching Vol. 4 (1):. 509-523 .https//doi.org.10.22158/selt.v4n1p1

Lakoff, R. (1975). Language and women's place. New York: Harper and Row Publishers

Maros,M., & Rosli,L. (2017). Politeness strategies in Twitter updates of female English language studies Malaysian undergraduates.*3L The Southeast Asian Journal of English Language Studies*,*23*(1), 132-149. https://doi.org/10.17576/3l-2017-2301-10

Murti, R. W. (2020). An Analysis Of Politeness Strategies On Comments Indonesians'politicians Twitter Account.

Noisiri, W. (2002). Speech Act of Complaint: Pragmatic Study of Complaint Behaviour between Males and Females in Thai. School of English. University of Sussex, 1–18. https://www.academia.edu/6708354

Muysken, P (2000). *Bilingual Speech: A Typology of Code-Mixing*.Cambridge: Cambridge University Press.

Sadiqi, F. (2003). Women, Gender, And Language In Morocco (Vol. 1). Leiden: Brill.

Samhan, A.H. (2017). Social Aspects in Social Media: Code Switching and Code Mixing In Twitter. *Research on Humanities and Social Sciences*. Vol (7)8:110-115.

Setiawan,S & Fatimatuzzahroh, M(2018). Swear Words Among Males: The Social Functions and Pragmatic Meanings. Advances in Social Science, Education and Humanities Research. Vol. 22:330-335. DOI:10.2991/soshec-18.2018.71

Syafaat,P.M., & Setiawan,T. (2019). An analysis of code-mixing in Twitter.*Proceedings of the International Conference on Interdisciplinary Language, Literature and Education (ICILLE 2018)*. https://doi.org/10.2991/icille-18.2019.57

Tati, J. S.,Doring, L.K.; Narasuman, S. (2020). Analysis Of Types Of Code Switching Among Community College Students In Sabah Malaysia. *Journal of Social Science Advanced Research*. Vol 1 (2):97-109.

Thongtong,T. Srioutai,J. (2019). Gender and Questions as Complaints: An Interlanguage Pragmatic Study. Language Education and Acquisition Research Network Journal, Vol. 12(2): 122-140. https://so04.tci-thaijo.org/index.php/LEARN/article/view/207824

Trosborg, Anna. 1995. Interlanguage Pragmatics: Requests, Complaints, and Apologies. Studies in Anthropological Linguistics   Berlin; New York: Mouton de Gruyter.

Xia,X. (2013). Gender Differences in Using Language. Theory and Practice in Language Studies. Vol.3 (8):14851489. http://www.academypublication.com/issues/past/tpls/vol03/08/28.pdf