

The Phenomena of Brown and Levinson's Politeness Strategies Implemented by the Tourism Actors in Kuta Beach Bali

A.A. Ayu Dian Andriyani

Postgraduate Program of Linguistics
Universitas Sebelas Maret
Surakarta,
&

STIBA Saraswati, Denpasar, Indonesia
agungdianstiba@gmail.com

Sumarlam

Postgraduate Program,
Universitas Sebelas Maret
Surakarta Indonesia
sumarlam@staff.uns.ac.id

Djatkika

Postgraduate Program,
Universitas Sebelas Maret
Surakarta Indonesia
djatkika@staff.uns.ac.id

Ely Triasih Rahayu

Universitas Jenderal Soedirman
Purwokerto, Indonesia
hikarinihongo@gmail.com

Abstract— Tourism domain requires its actors not only to well communicate using foreign languages but also understand the proper politeness strategies. Thus, the purpose of this qualitative research is to figure out the best tourism actors' linguistic politeness strategies to the Japanese tourists in Kuta beach. This research employs Brown and Levinson's politeness theory (1978, 1987) supported with the Japanese speech levels (Kaneko, 2014). The research data are collected through an observation method with the techniques of recording, listening and writing various interactions between the tourism actors and Japanese tourists. Based on the domain, taxonomy, component and cultural thematic analysis (Spradley, 1997), the research result shows that the phenomena of the implemented linguistic politeness due to the sequences of conversation structure within the informal situations generally get into the main conversational contents directly without introduction first or closing. In this context, the positive politeness strategy is dominating as a service language to the Japanese tourists. However, in the other context, it is also found that some utterance data use first introduction at the beginning of conversation in brief. In this context, the positive politeness strategy is also dominating. At the beginning of direct speech, the researcher does not only find the form of *futsuugo* but also *teineigo* markers with negative politeness strategy through the respectful linguistic form markers of *teineigo* (neutral), that is, the use of apology and common polite words at the beginning of speech. In addition to both strategies, there are also bald on-record and off-record strategies which depend on the context of situations following each speech event.

Keywords— *tourism actor; Japanese tourist; linguistic politeness strategy; speech level; beach; Bali*

I. INTRODUCTION

Kuta Beach is a tourist destination, both locally and internationally. This tourism spot makes the island of Bali famous not only nationally, but also worldwide. In addition to the waves which astonish the tourists, the beautiful sunset always awaits the tourists, such as Japanese tourists. Surfers will really enjoy the waves to their satisfaction. There are various activities which can be performed by tourism actors. They generally use a very simple Japanese language. However, as a service provider, this is not enough, since simply or fluently speaking Japanese but not understanding Japanese culture will adversely influence the continuity of communication which may result in complaints and conflicts, and then may slowly lead to reduction of Japanese tourists' visits due to inconvenience. Finally, they will leave Kuta beach, which will impose negative impact to the Indonesian economy in general and Bali in particular.

As a country with rich cultures, Indonesia will be a special attraction for tourists, not to mention the island of Bali with its famous, globally recognized customs and cultures that must be preserved. When a person communicates, culture strongly binds the person to the rules that must be followed by the members of community, thus it is normative and sets the standards of behavior, the norm system that regulates the way to behave to be implemented by all members of the community (Horton and Hunt 1987: p. 64). Language and culture have a very close relationship which influences each other since culture influences how to communicate. Cultural differences may become fatal if not understood by the speaker, like the speech example below.

Conversation (1):

Speech Situation Context	
Speech Actors:	
Speaker	: Peddler (45 years old/Female)
Interlocutor	: 2 Tourists (30~35 years old/Female)
Topic of Conversation	: Seller offers souvenir to Japanese Tourist
Time	: 16:30
Speech Context	: Japanese Tourist as the part to which service is offered (+P) First encounter (++D) Range of Imposition (+I) Informal situation (-For)

Speech:

Peddler	: <i>Hai, gamuran bo-ru, kazari, Bari no miyage</i> 'Gamelan ball, ornament, souvenir from Bali, please.' <i>Hai, douzo.</i> 'Yes, please.'
Japanese Tourist	: <i>(Nani mo kotaemasen)</i> '(say nothing)'
Peddler	: <i>Yasuku shite ageruyo.</i> 'I'll give it to you at a lower price.' <i>Hai, omiyage.</i> 'Please, souvenir.'
Japanese Tourist	: <i>No.</i> 'No.'
Peddler	: <i>Bari neko wa?</i> 'Bali's cat?'
Japanese Tourist	: <i>No, No.</i> 'No, no.' DT Pnt, 001)

The context of this speech event is an informal situation (-For) since the location is on the beach. The Japanese tourists' (+P) 'power' authorizes them the freedom to enjoy the beach and the right to reject any offer made by peddlers. In the initial meeting, when the social distance is still far away (++D), the peddler offers her merchandise. With her limited mastering of Japanese language and without a greeting, she directly gets into the core of conversation. However, it is impolite even if she uses a positive politeness in the first encounter in Japanese culture?. The peddler directly, politely offers her merchandise as if the Japanese tourists need the merchandise. As the tourists keep silent, which means that they reject it, the peddler reoffers her merchandise at a lower price *Yasuku shite ageruyo* 'I'll give it to you at a lower price'. That the tourists do not respond is a polite rejection but the peddler does not catch the meaning. Although she uses a positive politeness by giving a discount, however it is inappropriate in this context since the Japanese tourists have rejected it and expect no more offering. In addition, that an impolite speech level is used makes the Japanese tourists uneasy and uncomfortable. The first rejection

(silence) is followed by the second rejection (saying 'No'), since they keep persuaded, and finally the Japanese tourists reject her by saying 'No, no.' This phenomenon often occurs. The peddler should not directly get into the core of conversation, but greet them politely to begin the interaction. This act is an indirect negative face threatening.

This phenomenon is a lesson for the tourism actors, especially ones on the beach, that if they are going to offer their merchandise, they should first greet potential buyer to start the interaction. Peddlers should know how a Japanese tourist' will respond if they accept the offering or not, and should understand appropriate honorific language markers in such situation context. Tourism plays an important role in the public economy especially in the field of services. Based on this, various studies in tourism domain have been previously conducted by Purnomo (2011) entitled *Politeness Strategies and Levels in Tourism-Service Language in Surakarta Residency*. The results of this tourism domain research show that tourism actors in Surakarta city have employed politeness strategies and principles as proven with various politeness strategies and principles used by showing verbal and non-verbal attitudes in giving services, so that the guests will be satisfied during their trip and stay in Surakarta city.

It is very interesting to study more about linguistic research on tourism domain, to provide recommendation to tourism actors so that they may improve their service quality. This is a big phenomenon which of which solution needs to be found. Therefore, this research specifically studies the beach tourism actors to observe the politeness strategies and linguistic markers they use during interaction with Japanese tourists.

II. LITERATURE REVIEW

A. *Brown and Levinson's Politeness*

Brown and Levinson (1978, 1987: p. 61) study politeness with a 'face' concept as a self-image, which is principally possessed by everyone. The face concept is related to a person in management of face. Face threatening in a person's speech according to its Weight (W) consists of three parameters as social factors, which are 'Power', marked with (P), referring to the power in possession of speaker, Distance (D), which is social distance between speaker and interlocutor, 'range of imposition' (R), in this research marked with (I), referring to the imposition in speech by speaker to interlocutor (Brown and Levinson, 1987: p. 76-77). A person's face threatening, both positive and negative, may be saved through a face saving act (FSA). Brown and Levinson's face saving act strategy (1987: p. 60) consists of five politeness strategies, which are; (1). *Bald on record*, which is speaker's speech strategy without using chit chat. 2). *Positive politeness*, which is speaker's strategy to use positive politeness. 3). *Negative politeness*, which is speaker's strategy to use negative politeness. 4). *Off record*, which is speaker's indirect strategy. 5). *Don't do the FTA*, which is speaker's silence strategy.

A. Japanese Speech Level

Japanese speech level consists of *futsuugo* ‘common form’ and *keigo* ‘honorific form’. *Futsuugo* is an informal language, used when a speech is addressed to someone close, whose age and position is under the Speaker. Similarly, Kaneko (2014: p. 17) classifies *keigo* into three types in the following description.

- The *sonkeigo* group is addressed to an interlocutor with the purpose to show respect by indirectly exalting the interlocutor or a third party’ form [*o/go ~ ni narimasu*], for example [*o nomi ni narimasu*], lexical form, for example [*Irasshaimasu*]
- The *kenjougo* group is self-addressing with the purpose to show respect to the interlocutor by directly being modest. The marker is [*o/go ~ shimasu*], for example: [*o kaki shimasu*]
- The *teinei* group is used when adding a sense of politeness in any speeches to sound polite to interlocutor or third party who is the subject of speech. For example, the use of [*desu*], [*masu*], [*~degozaimasu*] on [*otegami*], [*go renraku*].

1) Japanese Keigo Markers

a) Sonkeigo Marker

Lexical Form of Sonkeigo Markers

The lexical form of *sonkeigo* markers is special forms of which number is limited, so that they must be kept in mind and memorized to use the lexical form of *sonkeigo*. This form does not morphologically change a word, but a common language which completely changes to form a separate meaning to *sonkeigo* form, for example; *irasshaimasu* ‘come, go home’, *meshiagaru* ‘eat and drink’.

Morphological Form of Sonkeigo Markers

* Marker [*o~ ni narimasu*]

* Marker ~ (*ra*) *reru*

b) Kenjougo Marker

The *kenjougo* form aims at respecting Interlocutor or a third party who is the subject of conversation by being modest as the speaker. The *Kenjougo* form marker consists of lexical and morphological markers. Lexical marker is shown by using words of special form to lower Speaker’s act or condition with the purpose to respect the Interlocutor. Meanwhile, the morphological marker is shown with an *o* pattern ~ *Vrenyoukei itashimasu/shimasu*.

c) Teineigo Marker

The end marker of *teineigo* form verb is the use of ~ *masu* and the use of copula ~ *desu* for a sentence which ends with an adjective and noun.

B. Context

In every speech event, context plays a role since according to Mey (1993:p. 38), context surrounding a speaker have big influence on occurring interaction process, thus the speech may be understood. Context is generally dynamic and subject to change depending on the interaction activity of speaker and interlocutor using various language expressions.

III. METHODOLOGY

The research location is on Kuta beach, Badung regency-Bali as the tourism industry center and tourism destination, both domestically and internationally. The research employs primary data which consists of linguistic data and non-linguistic data. Linguistic data are the dialogs between tourism actors and Japanese tourists which contain language politeness strategies. Non-linguistic factor, in the form of social factors, consists of *power* (P), *distance* (D) and *range of imposition* (I) and the research location may be under formal and informal situation (F). The secondary data are the number of Japanese tourists’ visits, which may be found from the number of occupancies of room. The oral data source is the recording of tourism actors’ speech with Japanese tourists during verbal interactions on Kuta beach. The event data source is linguistic interaction occurring between the tourism actors or surrounding people with Japanese tourist during the speech. The data source where the information of the condition of event location is obtained is the place where speech activities are performed by tourism actors and Japanese tourists.

The data were collected by; 1) passive role observation, which is coming to the event location to observe environmental condition and behavior (Sutopo, 2006: p. 76), 2) spontaneously recording the oral language, 3) naturally listening to speech and immediately noting relevant data, and, in addition, supported with 4) interview to thoroughly and completely gather information from target informant. The data were validated using data source triangulation and method triangulation. This research employs Spradley’s qualitative inductive data analysis technique (1997), covering domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis.

IV. RESULT AND DISCUSSION

Speech data (2):

Speech Situation Context	
Speakers:	
P	: Taxi driver (40 years old/Male)
Interlocutor	: 2 Japanese Tourists (20~25 years old /Female)
Topic of Conversation	: Taxi driver offers a tour
Time	: 10:00 AM
Speech Context	: Japanese Tourist as the part to which service is offered (+P) First encounter (++) Range of Imposition (+I) Informal situation (-For)

Speech:

- Taxi Driver : Oneechan, ashita yotei ga arimasuka.
 ‘Miss, do you have a plan for tomorrow?’
 Ubudo, kintamani kougen dou desuka.
 ‘What about Ubud, Kintamani?’
- Japanese Tourist : Ii desu.
 ‘No need.’
- Taxi Driver : Bari dansu dou desuka?
 ‘What about Balinese dance?’
- Japanese Tourist : Kinou mimashita.
 ‘I have watched it yesterday’.
- Taxi Driver : Soudesuka, mata kondo ikitakattara douzo.
 ‘Oh, I see. Then it may be another time’.
- Japanese Tourist : Arigatou.
 ‘Thank you’
 (DT Pnt, 002)

Analysis:

The situation context of speech above is between a taxi driver with two Japanese tourists. As the part to provide service to the Japanese tourists, hospitality becomes the key asset, supported by using polite Japanese language. This is proven with the use of ~ masu marker on the verb ~ arimasuka. This interrogative sentence is politely spoken by the taxi driver as the teinei form on the speech ashita yotei ga arimasuka ‘do you have a plan for tomorrow?’ Although the teinei honorific marker is used in the first encounter, but he directly asks about a personal activity, which is impolite. The taxi driver tries to get closer to them by greeting them oneechan ‘big sister’ (called mba in bahasa Indonesia) as an expression to get closer. As a service provider, it is a must for him to use appropriate diction, so that he will not positively or negatively threaten their face. Therefore, the use of diction oneechan in the first encounter is inappropriate. He should call them okyakusama, ‘tourist/guest’ to sound politer. In addition, the interaction occurs while he does not pay attention to a good conversational structure. For example, as a speaker, the taxi driver does not greet them in the first meeting, not to mention that the social distance is far (++D). The Japanese tourists’ responses tend to be cold, but they very politely respond any form of offerings and questions. This is because the Japanese tourists consider that they are younger than the taxi driver and it is their first encounter. The taxi driver has not understood that the responses is a rejection and keeps offering various activities, such as Balinese dance. The speeches tend to be compelling and disturbing. Therefore, in addition to mastering Japanese language, speaker must also pay attention to interlocutor’s culture, especially that with language speech level, of which following social factors may include power (P), which is possessed by interlocutor, social distance (D) and range of imposition (I) in speaking, supported by appropriate politeness strategies to realize a harmonious interaction.

V. CONCLUSION

The phenomenon of Brown and Levinson’s language politeness strategies implementation by the tourism actors employs four politeness strategies, which are 1) positive

politeness strategy, 2) negative politeness strategy, 3) bald on record, and 4) off record. The componential analysis on the research results shows that in an informal situation, the tourism actors choose to directly get into the core of conversation without an introduction or a closing by using positive politeness strategy. However, on the other hand, in a different situation context, speech data which use greeting as an introduction to initiate communication with Japanese tourist are found. The positive strategy is also used in this condition. In addition, in this context, greeting using teineigo form will allow tourism actors to use more than one strategy, which are positive and negative politeness strategies. However, a conversation which employs a closing or does not depend on a situation context which follows each speech event on the beach in this condition is found.

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