

Politeness Strategies and Levels In Tourism-Service Language in Surakarta Residency

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Abstract

In tourism industry, tourists act as guests and tourism industry practitioners act as hosts. Typically tourism industry practitioners will try to act politely and follow politeness strategies as well as possible when serving tourists to ensure their satisfaction. Levels of satisfaction could be determined by the politeness of the hosts' behaviour towards their guests, including the politeness levels of their tourism-service language. This research was done in Surakarta Residency, the main tourist destination in Central Java. Data sources of this research came from (1) informants and (2) events. The data were analyzed by Brown and Levinson's politeness strategies (1987). The results of this research show that the tourism industry practitioners in Surakarta Residency use various politeness strategies and levels in tourism-service language to serve their guests.

Keywords: *Politeness Strategies, Politeness Levels, Tourism-Service Language*

Abstrak

Dalam industri pariwisata, para turis bertindak sebagai tamu dan para praktisi industri bertindak sebagai tuan rumah. Secara khas, para praktisi industri tersebut akan berusaha bersikap ramah dan menggunakan strategi-strategi kesopanan sebaik mungkin ketika melayani para turis untuk memastikan kepuasan mereka terhadap pelayanan yang diberikan. Tingkat kepuasan pelanggan dapat ditentukan dari tingkat kesopanan pada sikap para juru tamu terhadap tamu mereka, termasuk tingkat kesopanan dalam bahasa yang digunakan ketika melakukan pelayanan kepariwisataan. Hasil dari penelitian ini menunjukkan bahwa para praktisi industri wisata di daerah Surakarta menggunakan beraneka strategi dan tingkat kesopanan dalam bahasa yang mereka gunakan ketika memberikan pelayanan terhadap para pelanggan.

Kata Kunci: *Strategi-Strategi Kesopanan, Tingkat Kesopanan, Bahasa Dalam Pelayanan Pariwisata*

Introduction

Tourism is the second-largest source of income for Indonesia after the oil and gas sector. That is why the development of tourism in this country is so important (www.tourismindonesia.com). Since 2007 there has been rapid development of tourism infrastructure in Surakarta Residency, Central Java. This new infrastructure includes several new four star hotels, a dedicated area for evening culinary tours, a new batik museum, a colonial era steam train, a world water park, a world karst museum, a pre-historic Java man museum tower, numerous new souvenir markets using traditional architecture, even accommodation for tourists with mobility difficulties. On 13 November 2009, the Indonesian Tourism Award Association declared Surakarta City, a main tourism city in Surakarta Residency, to be the best Indonesian destination (www.wisatasolo.com). However, the local government has not provided adequate training for the many current and potential people employed in this new tourism industry, in particular has not improved the quality of their service and attitude to tourists towards verbal and non-verbal communication.

As one of the main tourism centres in Indonesia, Surakarta Residency is a destination with many places of interest for tourists. Places of interaction between tourists and tourism service providers in this area are the airport, bus stations, train stations, tourist information centres, travel agents, accommodation, restaurants, places of tourist interest, souvenir shops and excursions. The language the tourism service providers use during interaction in these many and varied locations – both verbal and non-verbal – plays an important role in satisfying the tourists.

A basic goal of the tourism industry anywhere in the world is to provide an enjoyable and positively memorable time to tourists. It can be especially accomplished by tourism industry practitioners who are not only skilful at their services, but also know how to communicate well and using appropriate nuances of politeness.

In the tourism industry, tourists act as guests and tourism industry practitioners act as hosts. As the hosts, tourism industry practitioners serve guests as well as possible in order to ensure the guests' satisfaction. Levels of satisfaction could be determined by the politeness of the hosts' behaviour towards their guests, including the politeness of their "tourism-service language". In this research project, I propose the term "tourism-service language" or *bahasa layanan wisata* as a new term in English and Indonesian which is different from the language of tourism which often refers to foreign language phrases provided for tourists. This research project focuses on the "tourism-service language" of the tourism service providers in Surakarta Residency, Central Java.

The study of tourism-service language in use lends itself to the study of pragmatic linguistics. According to Verhaar (1996), pragmatics is a study of speech strategy, and this speech strategy is called rhetoric (Leech, 1983). The form of speech includes two kinds: structural speech form and pragmatic speech form (Rahardi, 2005). The former is a realisation of the speaker's intention based on structural characteristics whereas the latter is a realisation of the speaker's intention related to the background context of the speech situation. The context here means the broader situation which enables the speaker and hearer to interact with each other, and to understand each other's utterances (Leech, 1983; Mey, 1993). The situation includes things in environmental situation related to physical and social environments of an

utterance or knowledge background possessed by the speaker and hearer as a tool for the hearer to interpret the utterance meaning (Nadar, 2009).

Typically tourism industry practitioners will try to act politely and follow politeness strategies when serving tourists. In an interaction tourists and tourism industry practitioners will co-operate each other in order that their speech can flow well, and each speaker can understand what they want through each other's utterances. Moreover, considered in light of the host/guest roles of service provider and tourist, communicative interaction would certainly seek to avoid acts that could irritate his/her hearer's feeling, and the interaction would use certain strategies to reduce the hearer's unhappy feeling. To minimize the hearer's dissatisfaction, Brown and Levinson (1987) describe a model of politeness strategies which include positive politeness strategies and negative politeness ones.

Positive politeness is redress directed to the addressee's positive face, his/her perennial desire that his/her wants (or the actions/acquisitions/values resulting from them) should be thought of as desirable. Redress consists in partially satisfying that desire by communicating that one's own wants (or some of them) are in some respects similar to the addressee's wants. Unlike negative politeness, positive politeness is not necessarily redressive of the particular face want infringed by the face threatening acts (FTA); that is, whereas in negative politeness the sphere of relevant redress is widened to the appreciation of alter's wants in general or to the expression of similarity between ego's and alter's wants. Negative politeness is redressive action addressed to the addressee's negative face: his/her want to have his/her freedom of action unhindered and his/her attention unimpeded. It is the heart of respect behaviour, just as positive politeness is the kernel of 'familiar' and 'joking' behaviour. Where positive politeness is free-ranging, negative

politeness is specific and focused; it performs the function of minimizing the particular imposition that the FTA unavoidably effects.

In the politeness model of Brown and Levinson (1987: 74), there are three scales to determine the high and low of politeness level for an utterance. The three scales are determined contextually, socially and culturally. They include (1) D the *Social Distance* between the Speaker and the Hearer, that is the degree of familiarity and solidarity they share, or might be thought to share; (2) P the *Relative Power* of the Speaker with respect to the Hearer, that is the degree to which the Speaker can impose on the Hearer and (3) R the *Absolute Ranking* of the imposition in a particular culture, both in terms of the expenditure of goods and/or services by the Hearer, the right of the Speaker to perform the act and the degree to which the Hearer welcomes the imposition.

With respect to the Brown and Levinson's politeness model above, the question on one level is: how are the politeness strategies in tourism-service language used by tourism industry practitioners in Surakarta Residency? The next question is: how are the politeness levels in tourism-service language used by tourism industry practitioners in Surakarta Residency that might satisfy or even disappoint tourists?

The research questions above reconfirm more the needs of deep research related to tourism-service language in Surakarta Residency. The languages studied in this research are English as a foreign language (EFL) and Indonesian influenced by Javanese. English is mostly used by tourism industry practitioners to communicate with foreign tourists and Indonesian is mostly used by these practitioners to communicate with Indonesian speaking tourists.

This research undertakes a socio-pragmatic study with the consideration that socio-pragmatics is a branch of linguistics which studies

language with social and pragmatic approaches. Therefore, the objective of the study is to describe politeness strategies and levels in tourism-service language used by tourism industry practitioners in Surakarta Residency.

Research Methodology

The type of this research is descriptive and qualitative because the problems studied related to describing strategies and levels of politeness in tourism-service language as used by the tourism industry practitioners in Surakarta Residency.

This research was done in Surakarta Residency, the main tourist destination in Central Java. The Surakarta Residency includes Surakarta, Boyolali, Sukoharjo, Karanganyar, Wonogiri, Sragen and Klaten regencies. It is also abbreviated as Subosukawonosraten or well known as Soloraya (www.wisatasolo.com).

Data sources of this research came from (1) informants and (2) events. The informants included (a) tourism industry practitioners in Surakarta Residency and (b) English speaking tourists and Indonesian speaking tourists who get services from the tourism industry practitioners. The events were speech act events between tourism industry practitioners and tourists in places of interest and during the tour.

To describe politeness strategies of tourism industry practitioners in using tourism-service language, the data were analyzed by Brown and Levinson's politeness strategies (1987) and to describe the politeness levels, the data were analyzed based on the tourists' perception towards tourism-service language as used by the tourism industry practitioners.

The data from informants were obtained through distributing questionnaire to tourists and conducting in-depth interviewing with tourism industry practitioners. The data from events were obtained through

observation, field notes and recordings of speech acts between tourism industry practitioners and tourists. The secondary data were obtained from document analysis.

Subject of this research was tourism industry practitioners (speakers) and tourists (hearers) in tourism industry and other areas in Surakarta Residency where speech acts made by them. For reasons of wide population, it was used sampling technique to determine the research object. The sampling technique was done based on area sample and speaker sample. They were purposive samples used to determine research area by considering category of tourism industry and various speech acts made by the tourism industry practitioners and the tourists.

Based on the consideration, the research area chosen was tourism industries in Surakarta Residency and the subjects chosen were the tourism industry practitioners in the same area. The complete samples of area and subject observed are obviously shown in table 1 below.

Table 1. The Samples of Area and of Subject Observed

No.	Location	Category	Speaker and Hearer
1.	Adi Sumarmo International Airport	Tourist transportation	Tourist guide and tourist
2.	Tourist Information Center (TIC), Surakarta City Tourism Office	Tourist Information Center	TIC officer and tourist
3.	Natratour	Travel agent	Ticket reservation clerk and tourist
4.	Kusuma Sahid Prince Hotel	Accommodation	Bellboy, receptionist and tourist
5.	Hotel Sahid Jaya Solo	Accommodation	Bellboy, receptionist and tourist
6.	Hotel Pramesthi Solo	Accommodation	Bellboy, receptionist and tourist
7.	Diamond Restaurant	Restaurant	Tour guide, waiter/waitress and tourist

8.	Kasunanan Palace Surakarta	Palace tourist destination	Tour guide and tourist
9.	Radya Pustaka Museum	Museum	Tour guide and tourist
10.	Windujenar Antique Market	Souvenir shop	Tour guide, souvenir seller and tourist
11.	Laweyan Batik Village	Souvenir shop	Tour guide, batik seller, batik painter and tourist
12.	Tawangmangu Resort	Panorama tourist destination	Tour guide, ticket staff and tourist
13.	Sukuh Temple	Temple tourist destination	Tour guide, ticket officer and tourist
14.	Pandawa Water World	Water tourist destination	Ticket officer and tourist
15.	Janti Fishery Court	Water tourist destination	Cook, waiter/waitress and tourist

This research used five techniques of collecting data: (1) observation and field notes, (2) recordings, (3) questionnaire, (4) in-depth interviewing and (5) document analysis.

The observation was done in the airport, tourist information centres, travel agents, hotels, restaurants, places of interest and souvenir shops where the tourism industry practitioners and the tourists made speech acts during their interaction. During the observation, the researcher took fieldnotes. The fieldnotes were written to complement the observation.

In this research the recordings was done to informants naturally. It means that they were not aware of being recorded. The recording was done by using a small tape recorder which has very high recording quality.

This research used multiple-choice questionnaire. The informants (tourists) could choose one of the three alternative answers provided. The purpose of using the questionnaire was to obtain information about politeness levels of tourism-service language as used by tourism industry practitioners based on the tourists' perception. Before printing 150 pieces of questionnaire,

the researcher made a ‘guinea pig’ and did a trial questionnaire by distributing it to five tourists. The trial to the typical respondents aimed to find the weaknesses or omission, and then correct them. The type of questions in the questionnaire was multiple choice with Likert scale, meaning that the tourists are supposed to choose three options, either **P** Polite, **N** Neutral or **I** Impolite. A polite utterance is an utterance which has the criteria: appropriate manner and appropriate explanation; a normal utterance is an utterance which has the criteria: the tourist’s desire is fulfilled and an impolite utterance is an utterance which has the criteria: the tourists feel unpleasant.

From 150 pieces of the questionnaire distributed, 120 of them were completed by the tourists. From the 120 tourists, 70 of them were Indonesian speaking tourists and 50 of them were English speaking tourists.

The interview was done by the researcher to tourism industry practitioners to know the reasons why they used politeness strategies and levels during their interaction with the tourists.

In this research the researcher analyzed documents of standard operation procedures (SOP) of tourism industry practitioners to serve tourists made by tourism industries in Surakarta Residency. The purpose to analyze SOP documents is to know whether politeness is included in the standard of serving tourists.

Before analyzing the data, the data corpus was classified to obtain accurate data types and to make easy in the process of further step analysis. The data analysis results or the research findings were in the forms of politeness strategies and levels in tourism-service language as used by the tourism industry practitioners in Surakarta Residency.

In this research, the data validation was verified by using triangulation technique in order to improve the credibility of the data. They were

carried out by comparing the data with similar type ones obtained from 13 (thirteen) kinds of conversation between tourists and tourism industry practitioners.

In addition, the data were also verified by using different methods, that was, by observations and field notes, questionnaires, interviews and documents analysis. The speech acts identified in the observations and field notes were verified against the information elicited from questionnaires with the tourists, interviews with tourism industry practitioners and documents analysis of tourism industry.

The utterances made by the tourism industry practitioners (speakers) were analyzed from the context of their background and then interpreted based on politeness strategies and levels which show politeness in tourism-service language to the tourists (hearers). The politeness strategies and levels were abbreviated to make easy in concluding research findings.

The 15 positive politeness strategies were abbreviated as (1) **PPS1** (Positive Politeness Strategy 1): Notice, attend to H (his interests, needs, goods), (2) **PPS2** (Positive Politeness Strategy 2): Exaggerate (interest, approval, sympathy with H), (3) **PPS3** (Positive Politeness Strategy 3): Intensify interest to H, (4) **PPS4** (Positive Politeness Strategy 4): Use in-group identity markers, (5) **PPS5** (Positive Politeness Strategy 5): Seek agreement, (6) **PPS6** (Positive Politeness Strategy 6): Avoid disagreement, (7) **PPS7** (Positive Politeness Strategy 7): Presuppose/ raise/assert common ground, (8) **PPS8** (Positive Politeness Strategy 8): Joke, (9) **PPS9** (Positive Politeness Strategy 9): Assert or presuppose S's knowledge of and concern for H's wants, (10) **PPS10** (Positive Politeness Strategy 10): Offer, promise, (11) **PPS11** (Positive Politeness Strategy 11): Be optimistic, (12) **PPS12** (Positive Politeness Strategy 12): Include both S and H in the activity, (13) **PPS13** (Positive Politeness Strategy 13): Give (or ask for) reasons, (1)

PPS14 (Positive Politeness Strategy 14): Assume or assert reciprocity and (15) **PPS15** (Positive Politeness Strategy 15): Give gifts to H (goods, sympathy, understanding, cooperation). If an utterance was against a positive politeness strategy, it would be marked by **X** code. **PPS1X**, for instance, is an utterance which was against Positive Politeness Strategy 1.

Besides that, the 10 negative politeness strategies were abbreviated as (1) **NPS1** (Negative Politeness Strategy 1): Be direct, (2) **NPS2** (Negative Politeness Strategy 2): Question, hedge, (3) **NPS3** (Negative Politeness Strategy 3): Be pessimistic, (4) **NPS4** (Negative Politeness Strategy 4): Minimize the imposition, (5) **NPS5** (Negative Politeness Strategy 5): Give deference, (6) **NPS6** (Negative Politeness Strategy 6): Apologize, (7) **NPS7** (Negative Politeness Strategy 7): Impersonalize S and H, (8) **NPS8** (Negative Politeness Strategy 8): State the FTA as a general rule, (9) **NPS9** (Negative Politeness Strategy 6): Nominalize and (10) **NPS10** (Negative Politeness Strategy 10): Go on record as incurring a debt, or as not indebting H. If an utterance was against a negative politeness strategy, it would be marked by **X** code. **NPS1X**, for instance, is an utterance which was against Negative Politeness Strategy 1.

The three politeness levels were abbreviated as (1) **P** (Polite): well accepted and satisfactory enough, (3) **N** (Normal): accepted, (4) **I** (Impolite): not accepted and not satisfactory.

Data analysis of this research was done through three steps, those are (1) sorting data corpus by giving data number, context and content of conversation; (2) analyzing data based on politeness strategies and (3) analyzing them based on politeness levels.

Discussion

The data analysed came from the 13 kinds of conversational discourse between tourists and tourism-industry practitioners, those are (1) receiving reservations, (2) meeting tourists at the airport/railway station, (3) providing information upon arrival on the way to the hotel, (4) helping tourists with their registration, (5) handling telephone enquiries, (6) giving directions, (7) giving information about art performances and entertainment, (8) beginning a tour and describing the itinerary, (9) describing points of interest on the tour route, (10) serving meals at restaurants, (11) describing processes used in making art objects (*batik*, leather puppets, *gamelan* instruments, etc.), (12) bargaining for souvenir prices and (13) describing tourist sites.

Conversation on handling reservations

Data (1)

O: *Selamat siang, Bu. Ada yang bisa saya bantu?* ‘Good afternoon, Madam. What can I do for you?’

T: *Gini, mbak saya kemarin kan sudah pesan tiket Solo-Jakarta untuk sore nanti. Tapi berhubung ada acara mendadak di Solo, apa bisa saya tunda penerbangannya?* ‘Yesterday I booked a ticket for Solo-Jakarta for this afternoon flight. Unfortunately, I have a sudden program in Solo. Can I delay the flight?’

O: *Wah, kalau untuk mengundur seharusnya dua hari sebelumnya.* ‘If you want to delay the flight, you should do it two days before.’

T: Waduh sudah *kebacut* itu, mbak. Terus bagaimana nih karena saya nggak jadi terbang nanti sore, apa masih bisa ditukar uang? ‘I can’t. So, if I cancel to fly this afternoon, can I change the ticket with money?’

O: *Ya berarti tiket Ibu hangus.* ‘It means that your ticket is expired.’

This conversation was between a Natratour officer (O) and a tourist (T). The clerk’s utterance *Wah, kalau untuk mengundur seharusnya dua hari sebelumnya* (If you want to delay the flight, you should do it two days before) is against Brown and Levinson’s **PPS6** (avoid disagreement). The clerk’s

utterance *Ya berarti tiket Ibu hangus* (It means that your ticket is expired) is against Brown and Levinson's **PPS15** (Give gifts to H (goods, sympathy, understanding, cooperation)).

The questionnaire answers show that 36 (72%) foreign tourists stated that the utterance 'If you want to delay the flight, you should do it two days before' used by the reservation clerk is **P** (polite), 14 (28%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 19 (27.15%) Indonesian tourists stated that the utterance *Wah, kalau untuk mengundur seharusnya dua hari sebelumnya* is **P** (polite), none of them stated it **N** (normal) and 51 (72.85%) of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the reservation clerk's utterance 'If you want to delay the flight, you should do it two days before' has polite level, but based on the Indonesian tourists' perceptions, the utterance *Wah, kalau untuk mengundur seharusnya dua hari sebelumnya* has impolite level.

The questionnaire answers also show that 14 (28%) foreign tourists stated that the utterance 'It means that your ticket is expired' used by the reservation clerk is **P** (polite), 32 (64%) of them stated it **N** (normal) and 4 (8%) of them stated it **I** (impolite). On the other hand, none of Indonesian tourists stated that the utterance *Ya berarti tiket Ibu hangus* is **P** (polite), 7 (10%) of them stated it **N** (normal) and 63 (90%) of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the reservation clerk's utterance 'It means that your ticket is expired' has normal level, but based on the Indonesian tourists' perceptions, the utterance *Ya berarti tiket Ibu hangus* has impolite level.

Conversation on meeting tourists at the airport/railway station

Data (2)

G: Excuse me, Madam. Are you Mrs. Gisela Tiedemann?

T: Yes, that's right.

G: Welcome to Solo. I'm Wulan, your tour guide from Nusantara Tours.

T: Oh, good. It's nice to meet you.

G: It's nice to meet you too, Madam. Are you ready to go to your hotel?

T: Yes.

G: Could you come this way, please? The car is just over there.

This conversation was between a tour guide (G) and a tourist (T) in Adi Sumarmo International Airport. The tour guide's utterance *Could you come this way, please? The car is just over there* follows Brown and Levinson's **NPS1** (be conventionally indirect).

The questionnaire answers show that 47 (94%) foreign tourists stated that the utterance *Could you come this way, please? The car is just over there* used by the tour guide is **P** (polite), 3 (6%) foreign tourists stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 62 (88.57%) Indonesian tourists stated that the utterance 'Ibu bisa lewat sini? Mobilnya ada di sana' is **P** (polite), 8 (11.43%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *Could you come this way, please? The car is just over there* ('Ibu bisa lewat sini? Mobilnya ada di sana') has polite level.

Conversation on providing information upon arrival on the way to hotel

Data (3)

G: Hello, everyone. My name is Kiky and the driver's name is Abim. On behalf of Natratour I'd like to welcome you all to Solo. The bus ride to your hotel will take about fifteen minutes. The hotel is located in the center of the city and the airport is in the western part just

outside Solo. Right now I'd like to take a minute to familiarize you with some brief safety precautions. Firstly, I recommend you to remain seated until we reach our destination. Secondly, please realize that it is against the law to get drunk in public. Enjoy your vacation.

T: OK, no problem.

This Conversation was between a tour guide (G) and a tourist (T) from Adi Sumarmo International Airport to Hotel Sahid Jaya Solo. The tour guide's utterance *Secondly, please realize that it is against the law to get drunk in public* follows Brown and Levinson's **NPS8** (state the FTA as a general rule).

The questionnaire answers show that 47 (94%) foreign tourists stated that the utterance *Secondly, please realize that it is against the law to get drunk in public* used by the tour guide is **P** (polite), 3 (6%) foreign tourists stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 62 (88.57%) Indonesian tourists stated that the utterance 'Yang kedua, tolong dimengerti bahwa mabuk-mabukan di depan umum adalah tindakan melawan hukum' is **P** (polite), 8 (11.43%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *Secondly, please realize that it is against the law to get drunk in public* 'Yang kedua, tolong dimengerti bahwa mabuk-mabukan di depan umum adalah tindakan melawan hukum' has polite level.

Conversation on helping tourists with their registration

Data (4)

R: Good evening, Sir. May I help you?

G: Hallo. I have poor eyesight. Can you fill in the form for me?

R: Yes, certainly Sir. Can I have your name?

G: John Davis.

R: Mr. John Davis. Now, can you give me your passport number?

G: It's zero nine two zero four seven eight.
R: Right. I am sorry, how are you going to pay? By cheque? By credit card?
G: Err ... by credit card ... Visa.
R: Very good Mr. Davis. Now, I've put you in Room 119, on the first floor.
G: Okay.

This Conversation was between a receptionist (R) and a walk-in guest (G) in Kusuma Sahid Prince Hotel. The receptionist's utterances *Can I have your name?* and *Now, can you give me your passport number?* follow Brown and Levinson's **NPS1** (be conventionally indirect). The receptionist's utterance *I am sorry, how are you going to pay? By cheque? By credit card?* follows Brown and Levinson's **NPS6** (apologize).

The questionnaire answers show that 41 (82%) foreign tourists stated that the utterance *Can I have your name?* used by the receptionist is **P** (polite), 9 (18%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 66 (94.3%) Indonesian tourists stated that the utterance 'Bisa minta nama Bapak?' is **P** (polite), 4 (5.7%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the receptionist's utterance *Can I have your name?* 'Bisa minta nama Bapak?' has polite level.

The questionnaire answers also show that 43 (86%) foreign tourists stated that the utterance *Now, can you give me your passport number?* used by the receptionist is **P** (polite), 7 (14%) stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 52 (74.29%) Indonesian tourists stated that the utterance 'Lalu, nomor paspor Bapak?' is **P** (polite), 18 (25.71%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists'

perceptions, the use of the receptionist's utterance *Now, can you give me your passport number?* 'Lalu, nomor paspor Bapak?' has polite level.

Furthermore, the questionnaire answers show that 49 (98%) foreign tourists stated that the utterance *I am sorry, how are you going to pay? By cheque? By credit card?* used by the receptionist is **P** (polite), 1 (2%) stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 67 (95.71%) Indonesian tourists stated that the utterance 'Maaf, bagaimana cara pembayarannya? Dengan cek? Dengan kartu kredit?' is **P** (polite), 3 (4.29%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the receptionist's utterance *I am sorry, how are you going to pay? By cheque? By credit card?* 'Maaf, bagaimana cara pembayarannya? Dengan cek? Dengan kartu kredit?' has polite level.

Data (5)

R: Good morning, Madam. May I help you?

G: Yes, I want to pay my bill.

R: What is your name?

G: Kate Doolan

R: Mrs. Kate Doolan. Just a moment, please. (*R prepares the bill*).

This is your bill. The total amount is Rp 2,875,000 rupiahs. You want to recheck it?

G: Yes. (*G checks the bill*). That's right, thank you.

This Conversation was between a receptionist (R) and a guest (G) in Pramesti Hotel. The receptionist is helping the guest who will check out. The receptionist's utterance *What is your name?* does not follow Brown and Levinson's **NPS1** (be conventionally indirect). The receptionist's utterance *You want to recheck it?* does not follow Brown and Levinson's **NPS1** (be conventionally indirect).

The questionnaire answers show that 47 (94%) foreign tourists stated that the utterance *What is your name?* used by the receptionist is **P** (polite), 3 (6%) of them stated it is **N** (normal) and none of them stated it is **I** (impolite). On the other hand, none of Indonesian tourists stated that the utterance ‘Siapa nama Anda?’ is **P** (polite), 28 (40%) of them stated it is **N** (normal) and 42 (60%) of them stated it is **I** (impolite). So, it can be concluded that based on foreign tourists' perceptions, the use of the receptionist's utterance *What is your name?* has polite level, but based on Indonesian tourists' perception, the utterance ‘Siapa nama Anda?’ has impolite level.

The questionnaire answers also show that 50 (100%) foreign tourists stated that the utterance *You want to recheck it?* used by the receptionist is **P** (polite) and 70 (100%) Indonesian tourists stated that the utterance ‘Anda ingin mengecek ulang?’ is **P** (polite). Neither foreign tourists nor Indonesian tourists stated that it is **N** (normal) and **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the receptionist's utterance *You want to recheck it?* ‘Anda ingin mengecek ulang?’ has polite level.

Conversation on handling telephone enquiries

Data (6)

C: *Hallo. Bisa disambungkan ke kamar Pak Suryono?* (‘Hello. Can you connect me to Mr. Suryono's room?’)

O: *Mohon ditunggu sebentar ... Kok di sini tidak ada tamu yang menginap atas nama Bapak Suryono ya?* (‘Wait a moment, please ... There is no guest with the name Mr. Suryono here.’)

C: *Lho gimana sih hotel ini. Pak Suryono sudah check in seperempat jam yang lalu.* (‘What happens with this hotel? Mr. Suryono has checked in fifteen minutes ago.’)

O: *Oh maaf, Bu. Kalau begitu coba saya sambungkan ke resepsionis.* (‘Oh, I'm sorry, Madam. I'll try to connect you to receptionist.’)

This Conversation was between a hotel telephone operator (O) of Kusuma Sahid Prince Hotel and a caller (C). The telephone operator's utterance *Kok di sini tidak ada tamu yang menginap atas nama Bapak Suryono ya?* ('There is no guest with the name Mr. Suryono here.') does not follow Brown and Levinson's **NPS2** (question, hedge). The telephone operator's utterance *Oh maaf, Bu. Kalau begitu coba saya sambungkan ke resepsionis* ('Oh, I'm sorry, Madam. I'll try to connect you to receptionist') follows Brown and Levinson's **PPS6** (apologize).

The questionnaire answers show that 38 (82%) foreign tourists stated that the utterance 'There is no guest with the name Mr. Suryono here' used by the telephone operator is **P** (polite), 12 (18%) stated it **N** (normal) and none of them stated in **I** (impolite). On the other hand, no Indonesian tourists stated that the utterance *Kok di sini tidak ada tamu yang menginap atas nama Bapak Suryono ya?* is **P** (polite), 5 (7.14%) of them stated it **N** (normal) and 65 (92.85%) of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the telephone operator's utterance 'There is no guest with the name Mr. Suryono here' has polite level, but based on the Indonesian tourists' perceptions, the utterance *Kok di sini tidak ada tamu yang menginap atas nama Bapak Suryono ya?* has impolite level.

The questionnaire answers also show that 50 (100%) foreign tourists stated that the utterance 'Oh, I'm sorry, Madam. I'll try to connect you to receptionist' used by the telephone operator is **P** (polite) and 70 (100%) Indonesian tourists also stated that the utterance *Oh maaf, Bu. Kalau begitu coba saya sambungkan ke resepsionis* is **P** (polite). Neither foreign tourists nor Indonesian tourists stated that it is **N** (normal) and **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the telephone operator's utterance 'Oh, I'm sorry, Madam. I'll try

to connect you to receptionist' *Oh maaf, Bu. Kalau begitu coba saya sambungkan ke resepsionis* has polite level.

Conversation on giving directions

Data (7)

G: Can you tell me the best way to get to Klewer Market?

B: Well, it's easy. If you'll go there on foot, first, go down this street until you find a T-junction. Turn left and go east for about two hundred meters until you see the big statue of Slamet Riyadi Hero at Gladak crossroad. Then, turn right at the crossroad and go south for about a hundred meter until you see Alun-alun of Kasunanan Palace. After that, cross the Alun-alun, you will finally find the two-storey building with a big gate on the right. That's the Klewer Market. Don't miss it.

This Conversation was between a bellboy (B) and a hotel guest (G) in the lobby of Kusuma Sahid Prince Hotel. The bellboy's utterance *Well, it's easy* follows Brown and Levinson's **PPS11** (be optimistic). His utterance *Don't miss it* also follows Brown and Levinson's **PPS11** (be optimistic).

The questionnaire answers show that 29 (58%) foreign tourists stated that the utterance *Well, it's easy* used by the bellboy is **P** (polite), 21 (42%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 63 (90%) Indonesian tourists stated that the utterance 'Baik, mudah saja' is **P** (polite). 7 (10%) of them stated that it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the bellboy's utterance *Well, it's easy* 'Baik, mudah saja' has polite level.

The questionnaire answers also show that 17 (34%) foreign tourists stated that the utterance *Don't miss it* used by the bellboy is **P** (polite), 33 (66%) of them stated it **N** (neutral) and none of them stated it **I** (impolite). On the other hand, 5 (7.14%) Indonesian tourists stated that the utterance 'Jangan

sampai kesasar' is **P** (polite), 14 (20%) of them stated it **N** (normal) and 31 (72.86%) of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the bellboy's utterance *Don't miss it* has normal level, but based on the Indonesian tourists' perceptions, the utterance 'Jangan sampai kesasar' has impolite level.

Conversation on giving information about art performances and entertainment

Data (8)

G: Excuse me, is there any particular art performance or entertainment I can see in this city?

O: Why don't you watch wayang orang Sriwedari in the evening? For city sightseeing, you can visit Kasunanan Palace, Mangkunegaran Palace, or Radya Pustaka Museum. And for shopping, you can visit traditional markets, like Klewer Market and Triwindu Antique Market or modern shopping malls, like Solo Grand Mall and Solo Square.

G: Well, I'd like to see the museum. How do I get there?

O: Why don't you go by becak? Make sure that you negotiate the price before you go. You can also go by public transport. There are lots of buses passing by the museum. Just tell the conductor your destination.

This Conversation was between a guest relation officer (O) and a guest (G) in Hotel Sahid Jaya Solo. The guest relation officer's utterances *Why don't you watch wayang orang Sriwedari in the evening?* and *Why don't you go by becak?* follow Brown and Levinson's **PPS13** (give or ask for reasons).

The questionnaire answers show that 50 (100%) foreign tourists stated that the utterance *Why don't you watch wayang orang Sriwedari in the evening?* used by the guest relation officer is **P** (polite), none of them stated it **N** (normal) and **I** (impolite). On the other hand, 16 (%) Indonesian tourists stated that the utterance 'Mengapa tidak menonton wayang orang Sriwedari

di malam hari?’ is **P** (polite), 54 (%) stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the guest relation officer's utterance *Why don't you watch wayang orang Sriwedari in the evening?* has polite level, but based on the Indonesian tourists' perception, the utterance ‘Mengapa tidak menonton wayang orang Sriwedari di malam hari?’ has normal level.

The questionnaire answers also show that 50 (100%) foreign tourists stated that the utterance *Why don't you go by becak?* used by the guest relation officer is **P** (polite), none of them stated that it is **N** (normal) and **I** (impolite). On the other hand, 17 (24.29%) Indonesian tourists stated that the utterance ‘Mengapa tidak naik becak saja?’ is **P** (polite), 53 (75.71%) stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the guest relation officer's utterance *Why don't you go by becak?* has polite level, but based on the Indonesian tourists' perceptions, the utterance ‘Mengapa tidak naik becak saja?’ has normal level.

Conversation on beginning a tour and describing the itinerary

Data (9)

G: Please be careful with your head when you enter the car. We have to go by car, instead of by bus today because the road is too steep for a bus.

T: Won't it be dangerous?

G: No, it's quite safe. Beside, we have an experienced driver. And the scenery will be worth seeing. Don't worry. Just enjoy yourself.

T: Okay. I'll take your words. Let's go.

This conversation was between a tour guide (G) and a tourist (T) in a tourist bus in front of Pramesthi Hotel. The tour guide's utterance *We have to go by car, instead of by bus today because the road is too steep for a bus* is against Brown and Levinson's **PPS13** (give or ask for reasons). The tour

guide's utterance *No, it's quite safe* is against Brown and Levinson's **PPS6** (avoid disagreement).

The questionnaire answers show that 11 (22%) foreign tourists stated that the utterance *We have to go by car, instead of by bus today because the road is too steep for a bus* used by the tour guide is **P** (polite), 39 (78%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 10 (14.29%) Indonesian tourists stated that the utterance 'Kita harus pergi dengan mobil, bukannya bis karena jalannya terlalu curam jika kita menggunakan bis' is **P** (polite), 60 (85.71%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *We have to go by car, instead of by bus today because the road is too steep for a bus* 'Kita harus pergi dengan mobil, bukannya bis karena jalannya terlalu curam jika kita menggunakan bis' has normal level.

The questionnaire answers also show that 19 (38%) foreign tourists stated that the utterance *No, it's quite safe* used by the tour guide is **P** (polite), 31 (62%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 18 (25.71%) Indonesian tourists stated that the utterance 'Tidak, cukup aman' is **P** (polite), 52 (74.29%) stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *No, it's quite safe* 'Tidak, cukup aman?' has normal level.

Conversation on describing points of interest on the tour route

Data (10)

G: It's about a twenty minute trek down to the Grojogan Sewu Waterfall through hundreds of stairs.

T: It looks steep! These stair steps are safe, right? I'm scared ... better to stay here.

G: Yes, you don't have anything to worry about. We do about 100 trips a day trek up and down the stair steps, and these tours have been going on for over ten years without any accidents. I'm sure you can trek down through these stairs. Let's try it! Your tiresome will be paid by the beauty of the waterfall.

This conversation was between a tour guide (G) and a tourist (T) at Tawangmangu Resort. The tour guide's utterance *I'm sure you can trek down through these stairs. Let's try it!* follows Brown and Levinson's **PPS11** (be optimistic) and **PPS12** (include both S and H in the activity).

The questionnaire answers show that 29 (58%) foreign tourists stated that the utterance *I'm sure you can trek down through these stairs. Let's try it!* used by the telephone operator is **P** (polite), 21 (42%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 9 (12.85%) Indonesian tourists stated that the utterance 'Saya yakin Anda mampu menuruni tangga ini. Mari kita coba!' is **P** (polite), 61 (87.15%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the tour guide's utterance *I'm sure you can trek down through these stairs. Let's try it!* Has polite level, but based on the Indonesian tourists' perceptions, the utterance 'Saya yakin Anda mampu menuruni tangga ini. Mari kita coba!' has normal level.

Data (11)

G: Now, if you look up straight ahead, you should be able to see a group of monkeys.... Does anybody see the apes over there? On that branch. See?

T: Are they wild or tame?

G: That's a good question. Until now I haven't had any bad experience with them. Unless you tease them, they don't attack people. Most of them are tame. Just like the ones we met at the entrance.

This conversation was between a tour guide (G) and a tourist (T) at Tawangmangu Resort. The tour guide's utterance *Now, if you look up straight ahead, you should be able to see a group of monkeys* follows Brown and Levinson's **PPS14** (assume or assert reciprocity). The tour guide's utterance *Does anybody see the apes over there? On that branch. See?* follows Brown and Levinson's **PPS3** (intensify interest to H). His utterance *That's a good question* follows Brown and Levinson's **NPS9** (nominalize). Moreover, his utterance *Unless you tease them, they don't attack people* follows Brown and Levinson's **PPS14** (assume or assert reciprocity).

The questionnaire answers show that 42 (84%) foreign tourists stated that the utterance *Now, if you look up straight ahead, you should be able to see a group of monkeys* used by the tour guide is **P** (polite), 8 (16%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 65 (93%) Indonesian tourists stated that the utterance 'Sekarang, jika Bapak Ibu lihat lurus di depan sana, akan terlihat sekawanan kera' is **P** (polite), 5 (7%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *Now, if you look up straight ahead, you should be able to see a group of monkeys* 'Sekarang, jika Bapak Ibu lihat lurus di depan sana, akan terlihat sekawanan kera' has polite level.

The questionnaire answers also show that 37 (74%) foreign tourists stated that the utterance *Does anybody see the apes over there? On that branch. See?* used by the tour guide is **P** (polite), 13 (26%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 32 (45.71%) Indonesian tourists stated that the utterance 'Apa Bapak Ibu dapat melihat kera-kera itu? Di atas batang pohon. Kelihatan?' is **P** (polite), 38 (54.29%) of them stated it **N** (normal) and none of them stated it **I** (impolite).

So, it can be concluded that based on the foreign tourists' perceptions, the use of the tour guide's utterance *Does anybody see the apes over there? On that branch. See?* has polite level, but based on the Indonesian tourists' perceptions, the utterance 'Apa Bapak Ibu dapat melihat kera-kera itu? Di atas batang pohon. Kelihatan?' has normal level.

Then, the questionnaire answers show that 44 (88%) foreign tourists stated that the utterance *That's a good question* used by the tour guide is **P** (polite), 6 (12%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 59 (84.29%) Indonesian tourists stated that the utterance 'Pertanyaan yang bagus' is **P** (polite), 11 (15.71%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *That's a good question* 'Pertanyaan yang bagus' has polite level.

Furthermore, the questionnaire answers show that 40 (80%) foreign tourists stated that the utterance *Unless you tease them, they don't attack people* used by the tour guide is **P** (polite), 10 (20%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 15 (21.42%) Indonesian tourists stated that the utterance 'Jika Bapak Ibu tidak mengusik mereka, mereka tidak akan menyerang pengunjung' is **P** (polite), 55 (78.58%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the tour guide's utterance *Unless you tease them, they don't attack people* has polite level, but based on the Indonesian tourists' perceptions, the utterance 'Jika Bapak Ibu tidak mengusik mereka, mereka tidak akan menyerang pengunjung' has normal level.

Data (12)

T: This hill is the highest one in this region, isn't it?

G: Yes, yes ... err ... actually the highest hill is the hill of Cedho Temple ... which we can see in around an hour ride. But this is the highest hill for recreational purposes like trekking and horse riding.

T: Can you accompany us to Cetho Temple?

This conversation was between a tour guide (G) and a tourist (T) at Sukuh Temple. The tour guide's utterance *Yes, yes ... err ... actually the highest hill is the hill of Cedho Temple ... which we can see in around two hours ride. But this is the highest hill for recreational purposes like trekking and horse riding* follows Brown and Levinson's **PPS6** (avoid disagreement).

The questionnaire answers show that 12 (24%) foreign tourists stated that the utterance *Yes, yes ... err ... actually the highest hill is the hill of Cedho Temple ... which we can see in around two hours ride. But this is the highest hill for recreational purposes like trekking and horse riding* used by the tour guide is **P** (polite), 38 (76%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 52 (74.29%) Indonesian tourists stated that the utterance 'Ya, ya ... ehh ... sebenarnya yang tertinggi adalah bukit Candi Cetho ... yang dapat kita lihat sekitar satu jam perjalanan. Tetapi bukit ini yang tertinggi untuk kegiatan rekreasi dengan berjalan kaki atau menunggang kuda' is **P** (polite), 18 (25.71%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the tour guide's utterance *Yes, yes ... err ... actually the highest hill is the hill of Cedho Temple ... which we can see in around two hours ride. But this is the highest hill for recreational purposes like trekking and horse riding* has normal level, but based on the Indonesian tourists' perception, the utterance 'Ya, ya ... ehh ... sebenarnya yang tertinggi adalah bukit Candi Cetho ... yang dapat kita lihat sekitar satu jam perjalanan. Tetapi bukit ini yang tertinggi untuk kegiatan rekreasi dengan berjalan kaki atau menunggang kuda' has polite level.

Conversation on serving meals at restaurant

Data (13)

W: *Selamat siang, Pak, Bu? Mangga mau pesan apa?* ('Good afternoon, Sir, Madam? Are you ready to order?') (*W hands menu list to V1*)

V1: *Ikan guramih ada?* ('Do you have guramih fish?')

W: *Ada, Bu.* ('Yes, we have, Madam.')

V1: *Yang cepat digoreng apa dibakar?* ('The faster is fried or roasted?')

W: *Digoreng, Bu. Tapi kalau dibakar bumbunya lebih meresap dan terasa lebih gurih.* ('Fried, Madam. But the ingredient is more absorbed and the tasted is more delicious if it is roasted.')

V1: *Saya digoreng aja biar cepat.* ('I want it fried for the faster.')

W: *Ibu digoreng. Bapak digoreng juga?* ('You are fried, Madam. Are you fried too, Sir?')

V2: *Saya dibakar aja.* ('I am roasted.')

W: *Baik, segera kami siapkan. Maaf untuk minumannya mau pesan apa?* ('All right, I'll prepare them soon. And for the drinks?')

V1: *Saya es teh.* ('Iced tea for me.')

W: *Bapak es teh juga?* ('Are you iced tea too, Sir?')

V2: *Saya lagi batuk.* ('I am cough.')

W: *Minuman panas atau hangat juga ada di sini, Pak.* ('Warm or hot drinks are also available here, Sir.')

V2: *Ya, jeruk panas saja.* ('Well, hot orange please.')

W: (leaving them to go to the kitchen)

This conversation was between a waitress (W) and visitors (V1, V2) in Janti Fishery Court. The waitress's utterances *Ibu digoreng. Bapak digoreng juga?* and *Bapak es teh juga?* follow Brown and Levinson's **PPS6** (avoid disagreement). Her utterance *Baik, segera kami siapkan* follows Brown and Levinson's **PPS10** (offer, promise). Moreover, her utterance *Minuman panas atau hangat juga ada di sini, Pak?* follows Brown and Levinson's **PPS15** (give gifts (sympathy) to H).

The questionnaire answers show that none of foreign tourists stated that the utterance *You are fried, Madam. Are you fried too, Sir?* used by the

waitress is **P** (polite) and **N** (normal), but 50 (100%) of them stated it **I** (impolite). On the other hand, 9 (18%) Indonesian tourists also stated that the utterance ‘Ibu digoreng. Bapak digoreng juga?’ is **P** (polite), 61 (82%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the waitress's utterance *You are fried, Madam. Are you fried too, Sir?* has impolite level, but based on the Indonesian tourists' perceptions, the utterance ‘Ibu digoreng. Bapak digoreng juga?’ has normal level.

The questionnaire answers also show that 3 (6%) foreign tourists stated that the utterance *Are you iced tea too, Sir?* used by the tour guide is **P** (polite), 41 (82%) of them stated it **N** (normal) and 6 (12%) of them stated it **I** (impolite). On the other hand, 26 (37.14%) Indonesian tourists stated that the utterance ‘Bapak es teh juga?’ is **P** (polite), 44 (62.86%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the waitress's utterance *Are you iced tea too, Sir?* ‘Bapak es teh juga?’ has normal level.

Then the questionnaire answers show that 48 (96%) foreign tourists stated that the utterance *All right, I'll prepare them soon* used by the waitress is **P** (polite), 2 (4%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 67 (95.71%) Indonesian tourists stated that the utterance ‘Baik, segera kami siapkan’ is **P** (polite), 3 (4.29%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the waitress's utterance *All right, I'll prepare them soon* (‘Baik, segera kami siapkan’) has polite level.

Furthermore, the questionnaire answers show that 9 (18%) foreign tourists stated that the utterance *Warm or hot drinks are also available here,*

Sir used by the waitress is **P** (polite), 40 (80%) of them stated it **N** (normal) and 1 (2%) of them stated it **I** (impolite). On the other hand, 7 (10%) Indonesian tourists stated that the utterance '*Minuman panas atau hangat juga ada di sini, Pak*' is **P** (polite), 63 (90%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the waitress's utterance *Warm or hot drinks are also available here, Sir* '*Minuman panas atau hangat juga ada di sini, Pak*' has normal level.

Conversation on describing processes used in making art objects (batik, leather puppets, gamelan instruments, etc.)

Data (14)

T: Excuse me, I'm interested to know about the batik processing. Can you explain it to me, please?

G: Sure. Let's go to that room. (*G and T go to the processing room*)
This is the fabric that will be processed into batik material. First, it is colored by painting the desired patterns.

T: Yes,

G: Second, this special copper batik wax is dipped into melted wax, and stamped on the fabric.

T: I see ... it's hard work, isn't it? ... working near the stove.

G: Yes, that's because the application has to use melted wax. Besides, the worker has to take precaution to prevent the wax from dripping.

T: I never imagine the waxing process is quite complicated.

This conversation was between a tour guide (G) and a tourist (T) at Laweyan Batik Village. The tour guide's utterance *Let's go to that room* follows Brown and Levinson's **PPS12** (include both S and H in the activity). His utterance *Yes, that's because the application has to use melted wax. Besides, the worker has to take precaution to prevent the wax from dripping* follows Brown and Levinson's **PPS13** (give or ask for reasons).

The questionnaire answers show that 5 (10%) foreign tourists stated that the utterance *Let's go to that room* used by the tour guide is **P** (polite), 45 (90%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 22 (31.43%) Indonesian tourists stated that the utterance 'Mari kita pergi ke ruangan itu' is **P** (polite), 48 (68.57%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *Let's go to that room* 'Mari kita pergi ke ruangan itu' has normal level.

The questionnaire answers also show that 15 (30%) foreign tourists stated that the utterance *Yes, that's because the application has to use melted wax. Besides, the worker has to take precaution to prevent the wax from dripping* used by the tour guide is **P** (polite), 35 (70%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 17 (24.29%) Indonesian tourists stated that the utterance 'Ya, karena membatiknya harus menggunakan lilin yang dicairkan. Di samping itu, pembatiknya harus mencegah agar lilinnya tidak menetes' is **P** (polite), 53 (75.71%) of them stated it **N** (normal) and none of them stated in **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *Yes, that's because the application has to use melted wax. Besides, the worker has to take precaution to prevent the wax from dripping* 'Ya, karena membatiknya harus menggunakan lilin yang dicairkan. Di samping itu, pembatiknya harus mencegah agar lilinnya tidak menetes' has normal level.

Conversation on bargaining for souvenir prices

Data (15)

S: *Ngersake nopo, Den?* ('What do you want, Madam?')

T: *Mau lihat-lihat batik.* ('I want to see batik.')

S: *Mangga mau yang halus atau yang biasa?* ('Please ... you want the soft or the ordinary?')

T: *Yang biasa aja, Bu.* ('The ordinary, please.')

S: (S hands the batik sample to T). *Mangga silakan pilih. Nanti pilihan warnanya banyak.* ('Please choose by yourself. There are many choices.')

T: *Kalau yang ini berapa?* ('How much is this?')

S: *Itu untuk bukaan dhasar ya... tujuh puluh lima ribu saja.* ('For opening ... seventy five thousands rupiahs.')

T: *Kalau empat puluh ribu gimana?* ('How about forty thousands?')

S: *Wah belum ikut. Kulakannya aja belum boleh.* ('Mmm no ... it's under the buying price.')

T: *Kalau empat puluh lima bagaimana, Bu?* ('How about forty five thousands?')

S: *Ya sudah lima puluh ribu seperti harga bakul.* ('Well, fifty thousands as the buying price.')

This conversation was between a souvenir seller (S) and a tourist (T) in Kauman Batik Village. The souvenir seller's utterances *Itu untuk bukaan dhasar ya... tujuh puluh lima ribu saja* follows Brown and Levinson's **PPS13** (give or ask for reasons). Her utterance *Wah belum ikut. Kulakannya aja belum boleh* is against Brown and Levinson's **PPS6** (avoid disagreement), but follows their **PPS13** (give or ask for reasons). Besides that, her utterance *Ya sudah lima puluh ribu seperti harga bakul* follows Brown and Levinson's **PPS6** (avoid disagreement) and their **PPS13** (give or ask for reasons).

The questionnaire answers show that 12 (24%) foreign tourists stated that the utterance *For opening ... seventy five thousands rupiahs* used by the souvenir seller is **P** (polite), 38 (76%) of them stated it **N** (normal) and none of them stated it **I** (impolite). On the other hand, 9 (12.86%) Indonesian tourists stated that the utterance '*Itu untuk bukaan dhasar ya... tujuh puluh lima ribu saja*' is **P** (polite), 61 (87.14%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the souvenir seller's

utterance *For opening ... seventy five thousands rupiahs* ('Itu untuk bukaan dhasar ya... tujuh puluh lima ribu saja') has normal level.

The questionnaire answers also show that 5 (10%) foreign tourists stated that the utterance *Mmm no ... it's under the buying price* used by the souvenir seller is **P** (polite), 44 (88%) of them stated it **N** (normal) and 1 (2%) of them stated it **I** (impolite). None of Indonesian tourists stated that the utterance '*Wah belum ikut. Kulakannya aja belum boleh*' is **P** (polite), 7 (10%) of them stated it **N** (normal) and 63 (90%) of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the souvenir seller's utterance *Mmm no ... it's under the buying price* has normal level, but based on the Indonesian tourists' perceptions, the utterance '*Wah belum ikut. Kulakannya aja belum boleh*' has impolite level.

Then, the questionnaire answers show that 7 (14%) foreign tourists stated that the utterance *Well, fifty thousands as the buying price* used by the souvenir seller is **P** (polite), 43 (86%) of them stated it **N** (normal) and none of them stated it **I** (impolite). None of Indonesian tourists stated that the utterance '*Ya sudah lima puluh ribu seperti harga bakul*' is **P** (polite), 19 (27.14%) of them stated it **N** (normal) and 51 (72.86%) of them stated it **I** (impolite). So, it can be concluded that based on the foreign tourists' perceptions, the use of the souvenir seller's utterance *Well, fifty thousands as the buying price* has normal level, but based on the Indonesian tourists' perceptions, the utterance '*Ya sudah lima puluh ribu seperti harga bakul*' has impolite level.

Conversation on describing tourist sites

Data (16)

G: *Sekarang kita memasuki pelataran Candi Suku. Candi ini termasuk jenis candi Hindu peninggalan Kerajaan Majapahit. Di bawah ini simbol yoni dan lingga.* ('Now we enter the front yard of

Sukuh Temple. This temple is a kind of Hindu temple and a heritage of Majapahit Kingdom. There are symbols of *yoni* and *lingga* in front of the gate.’)

T: *Simbol itu maksudnya, Pak? Kok bentuknya erotis gitu?* (‘What do the symbols mean, Sir? Why the shapes are erotic?’)

G: *Yoni itu simbol Mr. P, kepunyaan laki-laki, sedangkan lingga itu simbol Mrs. V, kepunyaan perempuan.* (‘Yoni is the symbol of Mr. P, the man’s belongings, and lingga is the symbol of Mrs. V, the woman’s belongings.’)

T: (Tourist laughs). *Kesannya porno ya, Pak?* (‘They look like pornography, aren’t they?’)

This conversation was between a tour guide (G) and a tourist (T) in Sukuh Temple. The tour guide’s utterance *Yoni itu simbol Mr. P, kepunyaan laki-laki, sedangkan lingga itu simbol Mrs. V, kepunyaan perempuan* follows Brown and Levinson’s **PPS9** (assert or presuppose knowledge of and concern for hearer’s wants).

The questionnaire answers show that 41 (82%) foreign tourists stated that the utterance ‘Yoni is the symbol of Mr. P, the man’s belongings, and lingga is the symbol of Mrs. V, the woman’s belongings’ used by the tour guide is **P** (polite), 9 (18%) of them stated it **N** (normal) and none of them stated in **I** (impolite). On the other hand, 63 (90%) Indonesian tourists stated that the utterance *Yoni itu simbol Mr. P, kepunyaan laki-laki, sedangkan lingga itu simbol Mrs. V, kepunyaan perempuan* is **P** (polite), 7 (10%) of them stated it **N** (normal) and none of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists’ perceptions, the use of the tour guide’s utterance ‘Yoni is the symbol of Mr. P, the man’s belongings, and lingga is the symbol of Mrs. V, the woman’s belongings’ *Yoni itu simbol Mr. P, kepunyaan laki-laki, sedangkan lingga itu simbol Mrs. V, kepunyaan perempuan* has polite level.

Data (17) Context

T: *Pak, bisa diantar ke restoran di tengah waduk?* ('Can you escort me to the restaurant in the middle of this dam, Sir?')

G: *Bisa, bisa, mangga Pak.* ('Yes, yes. Come on, Sir.')

T: *Masih jauh Pak jaraknya dari sini?* ('Is it far from here?')

G: *Ndak, ya paling saududan.* ('No, it's just like "smoking a piece of cigarette".')

This conversation was between a tour guide (G) and a tourist (T) on a boat sailing to floating restaurant of Gadjah Mungkur Dam. The tour guide's utterance *Ndak, ya paling saududan* follows Brown and Levinson's **PPS6** (avoid disagreement).

The questionnaire answers show that 17 (34%) foreign tourists stated that the utterance *No, it's just "smoking a piece of cigarette"* used by the tour guide is **P** (polite), 24 (48%) of them stated it **N** (normal) and 9 (18%) of them stated it **I** (impolite). On the other hand, 21 (30%) Indonesian tourists stated that the utterance '*Ndak, ya paling saududan*' is **P** (polite), 38 (54.29%) of them stated it **N** (normal) and 11 (15.71%) of them stated it **I** (impolite). So, it can be concluded that based on the foreign and Indonesian tourists' perceptions, the use of the tour guide's utterance *No, it's just "smoking a piece of cigarette"* ('*Ndak, ya paling saududan*') has normal level.

Conclusion

From the 17 data that represent the 13 kinds of conversational discourse between the tourists and tourism-industry practitioners analyzed above, it can be concluded the characteristics of politeness strategies and levels as follows:

1. The tourism industry practitioners use various politeness strategies in using tourism-service language to serve their guests. Some politeness strategies appear in certain conversations, that is PPS6X and PPS15X in receiving

reservations; NPS1 in meeting tourists at the airport/railway station; NPS8 in providing information upon arrival on the way to the hotel; NPS1, NPS6 and NPS1X in helping tourists with their registration; PPS6 and NPS2X in handling telephone enquiries; PPS11 in giving directions; PPS13 in giving information about art performances and entertainment; PPS6X and PPS13X in beginning a tour and describing the itinerary; PPS3, PPS6, PPS9, PPS11, PPS12, PPS14 and NPS9 in describing points of interest on the tour route; PPS6, PPS10 and PPS15 in serving meals at restaurants; PPS12 and PPS13 in describing processes used in making art objects (*batik*, leather puppets, *gamelan* instruments, etc.); PPS6, PPS13 and PPS13X in bargaining for souvenir prices and PPS6, and PPS9 in describing tourist sites.

2. The tourism industry practitioners use various politeness levels in tourism-service language to serve their guests. Some politeness levels appear in certain conversations, that is N and I in receiving reservations; P in meeting tourists at the airport/railway station; P in providing information upon arrival on the way to the hotel; P in helping tourists with their registration; P in handling telephone enquiries; P in giving directions; N in giving information about art performances and entertainment; P in beginning a tour and describing the itinerary; N in describing points of interest on the tour route; P and N in serving meals at restaurants; N in describing processes used in making art objects (*batik*, leather puppets, *gamelan* instruments, etc.); N in bargaining for souvenir prices and P and N in describing tourist sites.

This research shows that the politeness strategies in tourism-service language as used by the tourism industry practitioners in Surakarta Residency affect their politeness levels. The more appropriate they use the politeness strategies, the more polite levels they get. Moreover, the more polite their

tourism-service language, the more satisfaction the tourists obtain. Therefore, it is suggested that tourism industry practitioners should always follow politeness strategies as well as possible when serving tourists to ensure their satisfaction.

The research findings can be made as reference for further research projects related to politeness strategies and levels in service language other than in host-guest relationship (tourism), such as doctor-patient (medical), teacher-student (education), bank teller-customer (banking), seller-buyer (trade) relationships etc. in conversational discourse of socio-pragmatic framework.

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