

Politeness Strategies Used by The Receptionists Staff At Aston Kuta Hotel and Residence

I Made Yogi Dwi Saputra

English Department - Faculty of Humanities - Udayana University
Denpasar, Indonesia
Email: dwisaputra90@gmail.com

Abstract: In everyday communication, it is very important to know good and polite speaking strategies, depending on who we are talking to. Therefore, the study entitled Politeness Strategies Used By The Receptionists Staff At Aston Kuta Hotel and Residence analyzes the use of politeness strategy by receptionist staff when talking to fellow colleagues and superiors in the hospitality industry. The aims of this study are to find out what kind of positive and negative politeness strategies are used by the receptionists staff in workplace environment as well as to identify factors affecting the use of positive and negative politeness by the staff in workplace environment. The data was analyzed base on the theory of politeness proposed by Brown and Levinson (1987). The data were obtained from the conversations conducted by participants at Aston Kuta Hotel and Residence. The data were collected through the observation method as well as note taking method to identify the strategy, along with a voice recorder as an instrument. The method applied in this research was descriptive qualitative method. To conduct the research there were four subjects has been choosen, the data obtained were in the form of conversations which are transcribed into text form. The finding of this study showed that there were two types of politeness found in the data, namely positive and negative politeness. There are twentyone times in total that was found during the conversations between the two staff used positive politeness strategies while they were conversing with each other, it was also found that there are ten times in total that was found during the conversations of the staff and FO Leader (Front Office Leader) used negative politeness strategies while they were conversing with each other. It was also found that there were three factors affecting the use of the positive and negative politeness strategy, those are : social distance, relative power and imposition.

Keywords: *politeness strategies, positive politeness, negative politeness, conversations.*

I. INTRODUCTION

Human is a social being who needs one another to survive, in everyday life, we use language to communicate. Communication can be defined as an activity that occurs when a person, group or organization exchanges or uses the information to connect with one another. There are many branches of linguistic, one of them is Pragmatic. Pragmatic is the study of aspects of the use of meaning and language that depends on the speaker, receiver and other features of the speech context.

In communicating, a person needs to use appropriate language so that the message to be conveyed can be understood properly and in accordance with the current situation. But often we face difficulties in choosing what kind of language we should use when speaking. Sometimes, it is difficult to express what we want to say because we are afraid of offending others, or just because of differences in class gender and social status. This was also conveyed by Holtgraves (2002, p. 6) stated that people can't always say exactly what they mean

because everyone can respond to words with a different view, it is feared that these words are considered critical or threaten others. Furthermore, Brown and Levinson (1999, p. 315) mention "... any rational agent will seek to avoid these face-threatening acts or will employ certain strategies to minimize the threat". The strategies to minimize the threat of the hearer are called politeness strategies.

Communication occurs all around the world, including in the hotel area. Hotel is a company or business that serves accommodation for people who want to stay overnight, get services, and as a place to stop or rest for those who are traveling or on vacation. Seeing the phenomenon above, conducting the study regarding to the politeness issue in our environment would be an interesting topic. This study is focused on Positive and Negative Politeness Strategies that are used by the Receptionists staff in Aston Kuta Hotel and Residence.

Based on the background of this research, there are two problems formulated below:

1. What positive and negative politeness strategies are used by the staff in workplace environment?
2. What factors affecting the use of positive and negative politeness by the staff in workplace environment?

II. RESEARCH METHOD

In this study, the project is conducted in Kuta, Bali. This area is full of hospitality industry that provide accommodation and many leisure facilities. Aston Hotel Kuta and Residence has been chosen as a data resource because it provides data and example that is needed for research about the use of politeness strategies, this hotel also known to have many visitors base on its average occupancy, this situation is very beneficial because it helped the researcher to get more data, moreover there was no previous study of positive and negative politeness has been done in this hotel, especially in a conversations performed by the staff and the leader. The participants was chosen four people.

The information and data were collected through an observation method since field research is used in this study. The observation was conducted in workplace environment. In order to collect the data, voice recorder used as an instrument. To analyze the data, qualitative method was used. Qualitative method don't use numbers in collecting data and in interpreting the results.

III. RESULTS AND DISCUSSION

This chapter provides the analysis of positive and negative politeness used by the receptionist staff at Aston Kuta Hotel & Residence. As previously mentioned, the analysis investigated how the receptionists staff used positive and negative politeness when they are conversing or talking to co-worker (equal position) and leader (inequal position). Politeness Strategies Used By The Receptionists Staff At Aston Kuta Hotel and Residence

Data 1:

Staff 1 : Hey, have you tried the rice bowl at eatery near our hotel? I heard that it is cheap and delicious.

Staff 2 : Yup, it is good, actually I'm about to order a rice bowl and melon juice from that eatery, do you want me to get you something?

Staff 1 : yes, I want to try the rice bowl. Total 2 data of Borrowing found in translating the SL to TL.

It can be seen from the conversation above that participant staff 2 used a politeness strategy, specifically the first strategy (notice, attend to H). When staff 1 asked staff 2 if she had ever tried the rice bowl, staff 2 noticed that staff 1 wanted to try the rice bowl from the eatery near the hotel. At the same time, staff 2 wanted to order foods from that eatery

then she offered her whether she wanted to order something too.

Data 2:

Staff 2 : Hey, I really need your opinion, which one is better between this two bag?

Staff 1 : hmm, let me have a look.

From the conversation above it can be seen that participant staff 2 used positive politeness strategy specifically strategy 2. Staff 2 used exaggerate expression and intonation by stating "I really need money", therefore staff 1 will lend her money to staff 2.

Data 3:

Staff 2 : Mir, you know what? you won't believe what I saw at the basement.

Staff 1 : What? What did you see?

Staff 2 used positive politeness strategy, specifically strategy 3. By saying "you won't believe what I saw" staff 2 has applied strategy 3, this strategy tend to make the conversation seemed to be more dramatic, therefore staff 1 will be interested in hearing staff 2's story.

Data 4:

Staff 2 : oh, I see, there's a guest who asked for a bellboy to pick up the luggage in the room.

Staff 3 : why don't you ask bocil to pick it up? He is in the operator's room

The conversation between staff 2 and staff 3 showed that staff 2 and staff 3 used positive politeness strategy, specifically strategy 4. When staff 2 called her colleague with a nickname "mbok" which means sister in English, it shows that staff 2 has a close relationship with staff 3, the same thing happened when staff 3 called her colleague as "bocil" which is also a nickname that means "kid" in English. Both example showed that staff 2 and staff 3 applied positive politeness strategy, specifically strategy 4 by using in-group identity markers.

Data 5:

Staff 1: There will be training for all FO staff organized by the reservation team, the training will discuss the implementation of the new rate code system. Training will be held tomorrow at 3 pm at Jasmine meeting room.

Staff 2 : all staff must be present even though they are on a day off?

Staff 1 : yes, all staff must be present even though they are on a day off.

The conversation above showed that staff 1 used positive politeness strategy, specifically strategy 5 as she responded to staff 2's question. It can be seen when staff 1 agree with staff 2's question and repeated what she has said. Therefore staff 2 will be satisfied because her desire to be right was fulfil by staff 1.

Data 6:

Staff 1: Isn't better if we use white ribbon?

Staff 3 : Maybe you're kind of right, but I think we better keep it that way.

Staff 3 used positive politeness strategy, specifically strategy 6 in order to avoid disagreement with staff 1. By saying "you're kind of right, but I ..." staff 3 tried to hide her disagreement with staff 1, she pretended that she agreed but then she refused staff 1's opinion.

Data 7:

Staff 1 : oh no, please don't pose like that, your face looks like a baboon

Staff 2 : I swear you won't get home safely

The conversation above shows that both staff 1 and staff 2 use positive politeness strategy, specifically strategy 8. Staff 1 and 2 are familiar, therefore when staff 1 made a joke about staff 2 pose by saying "your face looks like a baboon" then staff 2 answered with a joke by saying "you won't get home safely", it shows the intimacy between the two of them and none of them felt hurt or offended.

Data 8:

Staff 3 : tired huh? I'll help to list the name after I done with this

Staff 2 : ah, thank you so much

It can be seen from the two conversations above that staff 1 and staff 3 used a positive politeness strategy, specifically strategy 10. Where staff 1 and staff 3 both offered their assistance when they saw their colleagues they work with in difficulties at that time.

Data 9:

Staff 2 : my boyfriend can't pick me up, you take me home later, okay?

Staff 1 : hmmm, okay

Staff 2 used positive politeness strategy, specifically strategy 11. By being optimistic staff 2 try to maximize staff 1 that she will cooperate with her by fulfilling what staff 1 wants.

Data 10:

Staff 2 : I feel hungry a little bit

Staff 1: why don't we go to Nasi Jinggo after work?

When staff 1 said, "why don't we go to Nasi Jinggo" she used a positive politeness strategy, specifically strategy 12. By saying that utterance, staff 1 showed her cooperation with staff 2 by including her in the activity, staff 1 also used the pronoun "we" to show cooperation with staff.

Data 11:

Staff 2 : I saw your Instagram story yesterday, you went to the trans studio mall huh? why didn't you invite me?

Staff 1 : yup, I was with my family, my brother wanted to buy new shoes, so I don't think that it was possible to invite you.

Data above shows that the conversation that occurred between staff 1 and staff 2 involved a politeness strategy, specifically strategy 13. It can be seen from the conversation that staff 2 asked staff 1 why didn't she invited her which showed that she was asking and wanted a reason. Then staff 1 answered her and gave her reasons for her question.

Data 12:

Staff 1 : I bring 1 two Teh Kotak, one for me and one for you

Staff 2 : awh, you're so kind, thanks!

When staff 1 gave something to staff 2 it indicated that staff 1 used a positive politeness strategy, specifically strategy 15, which is giving gifts to the hearer. The purpose of this action is none other than satisfying the hearer positive face.

The Analysis of the Use of Positive and Negative Politeness Strategies used between staff and Leader in workplace environment at Aston Kuta Hotel & Residence (inequal position)

Data 13:

Participant: FO Leader (Front Office Leader)

FO Leader: I think the lobby is a bit dark, isn't it?

Staff 1 : the lamp above the bell desk has not been turned on, ma'am, I will turn it on in a minute.

The conversation above shows that the FO Leader used negative politeness strategy, specifically strategy 1, which is being conventionally indirect. The FO leader said that the lobby area was a little bit dark, in this case, she indirectly asked the staff to turn on the light to light up the area. Therefore, the FO leader used the first tension of strategy 1, because the utterance uttered by the leader was ambiguous and had a hidden meaning.

Data 14:

FO Leader: do you see the scissor? I can't find it in the drawer

Staff 2 : I'm pretty sure it was there yesterday, ma'am

Staff 2 used negative politeness, specifically strategy 2 which is question and hedge. When staff 1 asked staff 2 about the scissor, staff 2 responded by saying "I'm pretty sure it was there yesterday", staff 2 used hedge by adding the word "pretty". By using a hedge, the utterances delivered by staff 2 will sound more polite and seem less coercive. The use of a hedge in the sentence above also shows that staff 2 did not force staff 1 to believe that the scissor is really there, but they may also be elsewhere.

Data 15:

FO Leader: can you help me to take a picture for documentation, just a few seconds

Staff 1 : sure ma'am

From the conversation above, it can be seen that staff 2 used a negative politeness strategy, specifically strategy 4. When staff 2 asked for help from staff 1 she tried to minimize the imposition to staff 1 by saying "just a few seconds". She tried to convince staff 1 that what she asked for is not that serious or difficult to do and only takes a moment, therefore staff 1 will staff 2 to take a picture.

Data 16:

Staff 2 : excuse me Ma'am, here is the attendance list for the training this morning

FO Leader: Thank you.

The data above show that the staffs used negative politeness strategy, specifically strategy 5, which is giving difference. This strategy is used in order to give respect to the leader, other than the used of this strategy was influenced by the distance in status between the speaker and the hearer.

Data 17:

FO Leader: Rin, I saw that the operator office is a bit messy, please clean it up after lunch, we have to keep the cleanliness of our working area.

Staff 2 : alright ma'am

The Front Office leader used negative politeness strategy, specifically strategy 7, which is Impersonalizing the speaker and the hearer. Avoiding the pronoun I and you. In her utterance, the front office leader used the pronoun "we" instead of using "you" or "I", this is done to avoid face threatening act to the hearer as well as involving other staff to listen to what she said, as there was also another staff in that area.

The Factors Affecting The Use of Positive and Negative Politeness by The Participants In Workplace Environment

Data 1:

"I think the lobby is a bit dark, isn't it?"

Background setting: the utterance uttered by the FO Leader when she was about to go to the lobby area. This sentence aims to inform the staff that the lobby area is a bit dark. As a leader he has an obligation to notify or remind the employee if there are things that are not appropriate.

Factor analysis:

Social Distance: There is a high degree of social distance between the speaker (FO Leader) and the hearer (staff), this is due to the difference in rank and position. Therefore the FO leader used negative politeness when telling the staff that the lobby area is a bit dark.

Relative power: in the conversation that occurred between the speaker (FO leader) and the hearer (staff), the FO leader has more power over the staff. In order to make the conversation seemed more polite, she used negative politeness strategy when she spoke to the staff.

Imposition: In the conversation above, the sentence "I think the lobby is a bit dark, isn't it ?" that was uttered by the leader means that she wanted to tell the staff that the lobby area was a little dark and asked the staff to turn on the lights, this kind of imposition can be categorized as imposition requiring service, but the imposition arisen is not that great. It is very common when a leader or superior asks for help from his subordinates.

Data 2:

"Yup, it is good, actually I'm about to order a rice bowl and melon juice from that eatery, do you want me to get you something?"

Background setting: the conversation occurred at the reception desk before break time. The conversation between the two staffs showed that staff 2 noticed that staff 1 wanted to try the food from the nearby eatery, therefore she offered her if she wanted to buy some foods from there.

Factor analysis:

Social distance: from the conversation above, it can be seen that there is a low social degree between the speaker (staff 1) and the hearer (staff 2). there is no gap of power between them, therefore staff 2 used a negative politeness strategy to offer her offering.

Relative power: when it comes to the power, both the speaker and the hearer have equal power since both of them are at the same level, which is level staff. Thus, they can talk freely as if they are friends, therefore it is not necessary to use a negative politeness strategy.

Imposition: it can be seen from the conversation that there is no tension between the speaker and the hearer since staff 2 herself offered staff 1 whether she wanted to buy something or not.

IV. CONCLUSION

Based on the analysis, staff at Aston Kuta Hotel and Residence employ both positive and negative politeness strategies in their work interactions. Positive politeness strategies are primarily used among staff of equal rank to demonstrate familiarity, solidarity, and cooperation. Negative politeness strategies are mainly used in interactions between staff and the Front Office Leader to show respect and maintain status distinctions.

The use of these politeness strategies is influenced by three key factors: social distance, relative power, and imposition. Staff of equal rank tend to share a smaller social distance and balanced power, allowing them to communicate more freely. In contrast, interaction between staff and the Front Office Leader involve greater social distance and a power differential, prompting the use of negative politeness. The degree of imposition also influences how request and other work-related interactions are conveyed

REFERENCES

- Archia, J.J (2014). A Pragmatic Analysis of Positive Politeness Strategies As Reflected by The Characters In Carnage Movie. (Thesis). Yogyakarta State University: Yogyakarta.
- Brown, P. and Levinson. (1978). Universals in language usage. Politeness Phenomena. In Esther N Goody (ed). Questions and Politeness: Strategies in Social Interaction, 1978. Cambridge University Press. Cambridge
- Brown, P. and Levinson, Stephen. (1978). Politeness: Some Universal in Language. Cambridge University Press. Cambridge.
- Cutting, J. (2002). Pragmatics and discourse: A resource book for students. Routledge Press. Oxfordshire
- Kariithi, Francis, (2016). Politeness Strategies Used by Youth in Their Language Use. Iosr Journal of Humanities and Social Science. 21:70-72.
- Mahmud, M (2019), The Use of Politeness Strategies in The Classroom Context by English University Students. Indonesia Journal Of Applied Linguistics. 8: 597-606.
- Meiratnasari, Wijayanto, Suparno (2019), An analysis of Politeness Strategies in Indonesian English Textbooks. ELS Journal on Interdisciplinary Studies on Humanities. 2: 529-540.
- Nurjanah et al, (2017), Male and Female Linguistic Politeness in Speaking Classroom. International Journal of Pedagogy and Teacher Education. 1:147-154.
- Oktavia, Wahyuni, (2016), Teacher Role in Formation Politeness of Student Learning Process. Journal of Education Teaching and Learning. 1:95-98.
- Probosini, N (2020), Politeness Strategies in the Main Characters of "The Devil Wears Prada" Movie. Aspikom Journal. 5:166-175.
- Rahmaniar. 2017. An Analysis of Positive and Negative Politeness Strategies in John Green's Novel "The Fault in Our Stars". (Thesis). Alauddin State Islamic University: Makassar.
- Rosari, M (2016), Politeness Strategies Applied by the Characters of The Great Debaters Movie. Llt Journal. 19:19-33.
- Septiyani, W. 2016. The use of Brown & Levinson's Politeness Strategies by the main characters of Bride Wars Movie (Thesis). Sanata Dharma University: Yogyakarta.
- Taylor, S. J., Bogdan, R., & De Vault, M. (2015). Introduction to Qualitative Research Method. Hoboken, New Jersey.
- Yule, G. 1996. Pragmatics. Oxford University Press. New York.