Language Politeness Strategies of Japanese Tourists in Bali (Tourism Domain)

A.A. Ayu Dian Andriyani
agungdianstiba@gmail.com

Promotor: Prof. Dr. Djatmika, M.A.
Co-promoter 1: Prof. Dr. Sumarlam, M.S.
Co-promoter 2: Dr. Ely Triasih Rahayu, S.S. M.Hum

Doctoral Program of Pragmatics Studies of Graduate Program Universitas Sebelas Maret

Abstract

This study aims at finding a model of politeness strategies of Japanese tourists in the domain of tourism in Bali. The source of primary data in the study was Japanese tourists' verbal utterances. This research used pragmatic study especially theory of politeness by Brown & Levinson and supported by other theories. This research used in qualitative research method that is observation and note taking. The results of the overall study shows that the strategy of politeness Japanese travelers using indirect strategies (off-record), that is allowed Hearer to interpret their implied intention of speech in the form of statements, requests and commands in order to maintain harmony between both parties. As well as negative politeness strategy (negative politeness) used for their social distance, intention to appreciate Hearer and the lack of closeness between Speaker with Hearer.

Key Words: Politeness strategy, Japanese Tourists, Tourism Domain

1. Introduction

Bali is a tourist destination in the world. Japanese travelers are one of the foreign countries who often visit to Bali with different characteristics. The tourism practitioners play an important role the tourism in Bali to understand the culture of travelers from the sakura flowers in order to the communication can run well and is able to maintain social relationships speaker-hearer. Therefore, we are not stuck on the presumption that communication purpose is only to convey information but also in maintaining relationships and social harmony is very important. In general, Japanese travelers tend to have character that is very difficult to be close and keep the manners to be polite, it is seen from behavior or utterances that are always ambiguous and swirling impression with the expectation that the hearer does not feel bothered in communication. This character is included as one politeness strategies of the society. Politeness can be interpreted as an attempt to avoid conflicts between speaker and hearer in the communication process (Chaer, 2010: 11).

The understanding of Japanese politeness concept, attitude and personality style of Japanese tourists and the purpose implied behind their utterances become an obstacle for tourism practitioners and it is very important to understand in order to avoid misunderstandings. Cultural differences and the understanding of how Japanese travelers language politeness strategies especially in tourism domain need to be explored in order to understand Japanese tourists strategy in communication.

2. Theoretical Review
2.1 Politness

Politeness can be interpreted as an attempt to avoid conflicts between speaker and hearer in the process of communicating. As social beings, there are three main things that need to be concerned in the communication process, are; (1). Politeness is identical to the elements of the language used, (2). Politeness language refers to whether or not reasonable spoken utterances to the hearer, and (3). Ethics of speaking is more emphasis on the physical attitude and behavior in communicating with the hearer. (Chaer, 2010: 11).

2.2 Politeness Theory by Brown & Levinson:

Brown and Levinson (1987) state that politeness is closely connected with the face management. Brown and Levinson (1987) distinguish two aspects of politeness; they are negative face and positive face. Negative face refers to the self-image of each person rationally want to be appreciated and does not want self-respect being attacked and freedom to take all actions. Meanwhile, positive face refers self-image of each person rationally desire to what he does as a result of what he did. (Chaer in Brown and Levinson, 2010). According to Brown and Levinson every speaker and hearer should avoid threatening to face with considering potentiality of face threatening act of a speech act. It is mandatory to understand the factors that affect politeness, i.e. factor P (power), D (distance), and R (relationship) supported by cultural factors, social interaction and appropriate application of politeness strategies.

Politeness strategy of Brown and Levinson (1987) can be divided into five politeness strategies, namely:
1). *Bold on record* (without redressive action by obeying cooperative principles),
2). *Positive politeness* (with redressive action by using positive politeness),
3). *Negative politeness* (with redressive by using negative politeness),
4). *Off record* (indirect speech act),
5). *Don't do the FTA* (don't give speech act or keep silent)

2.3 Scale Politeness by Brown and Levinson

Brown and Levinson's politeness scale has three scales determinant of high and low level in speaking of someone politeness. The third scales are determined by contextual, social and cultural (Chaer, 2010: 64) while the scale is as follows:

1) *Social distance between speaker and hearer.*

Scale of social distance between the speaker and the listener were determined based on the socio-cultural background, age and gender. If based on the age factor, generally speakers of the older more polite in speaking than speakers that young age while when viewed by the factor of the female sex more have a sense that in speaking will be spoken more polite than men who only take action based on logic alone.

2) *The speaker and hearer relative power.*

Scale social between the speaker and the listener based on asymmetric position. The role of a teacher is very big in the context in the lecture room than students; as well as power ratings parents are naturally higher than his. A doctor also power ratings held by doctors and not the patients currently in the practice room. Position of a rating will be higher than tourism agents who provide services for being a guest.

3) *The degree of imposition associated with the required expenditure of goods or services.*

Politenesss scale based on the relative position of speech acts with each other. The context of the situation will determine the scale of politeness. This can happen when a man visits to a woman at the wrong time because it is considered impolite when visit at night especially visiting a woman's house. It will be slightly different if a man who was invited to attend the birthday party of the woman accordance with the appointed hour are at 20:00 at night. In this context do not apply curfew so it is considered reasonable and did not violate the rules of politeness

2.4 Type of Politeness

Utterances is categorized as direct speech if the speech act in the form of a speech that have compatibility with the intention of utterances, like interrogative mode to ask, declarative to tell you something, and the imperative to rule mode. Utterances is said to speech acts indirectly (indirect speech act) when the speech act that is often used speakers to refine the speech, for example, commands uttered by the more polite in speech construction news or question. Thus, opponents said that was ruled by the speaker does not feel himself ruled.

2.5 Contexts

Leech (1983: 13-14), states that the context is all the background knowledge possessed by the speaker and hearer as well as accompanying a substitutions. Context has a role in a speech due to the context which is able to interpret the lines of spoken utterances of speakers to the hearer. It refers to the concept of Yule (1993: 3) found in a study of pragmatic need to involve the interpretation of what it means people in a particular context and how that context influence on what was said. This opinion is also presented by Verschueren (1995: 8) states that "this is basics of widespread definitions of pragmatics as the study of meaning in context". According to him the context is very important when understanding the intent of a speech.

2.5.1 Extralingual Contexts

The factors that influence beside linguistic factors are:

1) Level of familiarity

The position between the speaker and the listerner must be establish whether the position belongs to the category-level peer relationships, new people or if the hearer positions is superiors, senior or junior, friends or family. The position very important in the interaction characteristics of Japanese tourists especially are closed people and difficult to accept new people into the community so that the level of familiarity of Japanese tourists to the hearer is different, due to factors of social status as a guest.

2) Gender

In this research the data is not only utterance form male Japanese traveler, it is also the female Japanese traveler. Its done to get a variation data. The poin is the level of a man is higher than the women.

3) Education

The researcher divided into utterent from both of the speaker and the listerner which are

4) Age

The age factor is very important in politeness of Japanese traveler, Old age is generally more respected than younger ones, and the relationship of seniority is very influential on politeness speaking. Senior or junior speaker and listener is crucial politeness

2.6 Japanese tourists

Japanese society has a habit to travel when the change of seasons. This habit they do when the summer vacation, winter or spring. They traveled not only with friends but also with family or partner. They travel to other countries because the cost is cheaper than traveling in his country. The most frequented places to visit is Bali. Based on the Law on Tourism no: 9 of 1990 and Regulation no: 3 in 1991) describes the meaning of the Japanese tourists are Japanese nationality who came to Bali with voluntary and temporary to enjoy the attractions that came by them self or through a travel agency

3. Research Methodology

Primary data were oral and written data. Source of oral data was in form of recordings taken from Japanese travelers speech acts as informants when interacting in the travel agent as many as five people, Hotels as many as five people, Restaurant and Spa five people in informal situations, in order to get the data naturally. This study refers to the tourism domain so that the locations were taken in the area that has high intensity of Japanese tourist arrivals. Methods and techniques of data collection were active and passive participant observation depending on the context of the situation. The data were collected by recording technique, note taking, and interviews. Data were analyzed by using pragmatic and referential equivalent method by an informal presentation.

4. Discussion

4.1 Situational Context of Utterance (1) :

A Japanese traveler who stayed at a five-star hotel in Nusa Dua came to the front office to complain since he got stomach ache since last night to the hotel staff with the following utterances:

JT   : *Sumimasen, **Kinou no yoru kara onaka ga itakute..itakute***

(Excuse me, sorry… I got stomach ache since yesterday night and ache…..)
Staff : ***Ima kara oisha o tehai itashimasuka*?**
      (Well, what if I call a doctor?)
WJ   : *Sumimasen…..Arigatougozaimasu* (asking for help expression)
      (Sorry.. for bother you, thank you)

Data of speech act above is one of examples of Japanese tourist when talked to the hotel staff where he was staying. The requesting act was of Japanese travelers when requested call a doctor to the room in was in form indirect speech act with the aim that the hearer (staff) does not felt bothered. Indirect marker of the speech was a form of Japanese language politeness. Indirect speech act has been understood by the hotel employee so as to respond immediately to a statement in the form of this information to the speaker by offering whether it is necessary to call a doctor or not.

5. Conclusion

The results of the overall study shows that the strategy of politeness Japanese travelers using indirect strategies (off-record), that is allowed Hearer to interpret their implied intention of speech in the form of statements, requests and commands in order to maintain harmony between both parties. As well as negative politeness strategy (negative politeness) used for their social distance, intention to appreciate Hearer and the lack of closeness between Speaker with Hearer.

Bibliography

Brown, P. & Levinson, S. 1978. Universals of Language Usages: Poloteness Phenomena in esther Goody (ed), Question and politeness Strategies in Social Interaction Cambridge: Cambridge University Press, 56-311

_____. 1987. Politeness: Some Universals in Laguage usage Cambridge university Press :Cambridge.

Chaer, Abdul. 2010. *Kesantunan Berbahasa*. Jakarta. Rineka Cipta.

Cutting, J. 2008.*Pragmatics and Discourse, A Resource Book for Students*. London : Routledge.

Leech, G. 1983. *Principles of Pragmatics*. Longman, London and New York : Longman.

Levinson, C. 1983. *Pragmatics.Cambridge* : Cambridge University Press.

Sutedi, Dedi. 2003. *Dasar-dasar Lingustik Jepang*. Bandung: Humaniora.

Searle, Jhon R. 1969. *Speech Acts, An Essay in The Philosophy of Language*. Cambridge University Press.

Sudaryanto.1993. *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistis*. Yogyakarta: Duta Wacana University Press.