

BAGAIMANAKAH FUNGSI TINDAK TUTUR PADA INTERAKSI PEMANDU WISATA DENGAN WISATAWAN JEPANG DI BALI

HOW IS THE FUNCTION OF SPEECH ACT BETWEEN TOUR GUIDE AND JAPANESE TOURISTS IN BALI

A.A.Ayu Dian Andriyani¹, I Gusti Ayu Vina Widiadnya Putri²,
I Komang Sulatra³

Universitas Mahasaraswati Denpasar^{1,2,3}
agungdianstiba@gmail.com¹
miss.vina@unmas.ac.id²
soelatra01@yahoo.com³

Abstrak

Ilmu pragmatik mengkaji tindak tutur dalam situasi bahasa yang sangat terikat dengan konteks. Penelitian ini mendeskripsikan fungsi tindak tutur pada interaksi pemandu wisata dengan wisatawan Jepang di Bali. Data primer berupa tuturan dalam bentuk dialog antara pemandu wisata di bawah naungan biro perjalanan dengan wisatawan Jepang disesuaikan menurut konteks yang mengikuti setiap peristiwa tutur. Lokasi penelitian berada di Pulau Bali tepatnya di kabupaten Badung dan Gianyar. Karena intensitas perjalanan wisatawan Jepang sangat tinggi ke daerah tersebut. Teknik pengumpulan data yaitu, merekam berbagai interaksi lisan antara pemandu wisata dengan wisatawan Jepang, kemudian mencatat dan menyimak setiap interaksi dilanjutkan menggunakan teknik wawancara mendalam kepada pemandu wisata sebanyak 20 orang dengan kriteria yang sudah ditetapkan secara sembunyi-sembunyi guna mendapatkan informasi yang alami. Hasil analisis menunjukkan bahwa ditemukan pada tuturan pemandu wisata dalam satu konteks memungkinkan menggunakan lebih dari satu fungsi tuturan. Pada analisis ditemukan empat fungsi tindak tutur pemandu wisata ketika memberi layanan jasa kepada wisatawan Jepang yaitu, a) fungsi asertif digunakan saat menjawab pertanyaan, menceritakan, mengomentari dan menjelaskan, b) fungsi direktif, untuk menyatakan bentuk menyuruh atau memerintah, memohon, memberikan saran, memesan, melarang dan mengkonfirmasi, c) fungsi komisif untuk menawarkan serta berjanji dan d) fungsi ekspresif menyatakan kegembiraan, kesedihan, kesukaan serta berhubungan dengan rasa. Dengan memahami fungsi tindak tutur maka, pemandu wisata dapat menggunakan fungsi tersebut dengan menyesuaikan pola komunikasi menurut budaya Jepang. Selain itu, memahami fungsi tindak tutur mempermudah pembelajar bahasa dalam mempelajari pola pembentukan tuturan menurut tata bahasa Jepang, khususnya dalam domain pariwisata sebagai bahasa layanan.

Kata kunci: Fungsi Tindak Tutur, Interaksi, Pemandu Wisata, Wisatawan Jepang.

Abstract

Pragmatics examines speech acts in a language situation that related to the context of situation. This study describes the speech act function on the interaction of tour guides with Japanese tourists in Bali. Primary data are the kinds of utterances in some dialogue between tour guides in travel agency and Japanese tourists that follows the dialogue. The research location is in Bali, exactly in Badung and Gianyar regencies. This location chosen because the intensity of Japanese tourist travel is very high. Data collection techniques used recording various interactions between tour guides and Japanese tourists, then recording and listening to each interaction continued using interviews with tour guides as many as 20 people to get same information. The results of the analysis show that the utterances in a context allows using more than one speech function. There are four functions of the tour guide's speech acts when providing services to Japanese tourists such as, a) assertive functions are used when answering questions, telling, commenting and explaining, b) directive functions, to state the form of ordering, asking, giving advice, prohibiting and confirming, c) the commissive

function to offer and promise and d) expressive functions expressing joy, sadness, liking and relating to taste. By understanding speech act functions, tour guides can use these functions by adjusting communication patterns according to Japanese culture. In addition, understanding speech act functions makes it easier for language learners to learn speech formation patterns according to Japanese grammar, especially in the tourism domain as a hospitality.

Keywords: *Speech act function, Interaction, Tour Guide, Japanese tourist*

I. INTRODUCTION

Pragmatic study examines the existence of speech acts. Because speech act is also considered as an act in speaking which is done by the speaker to the addresser. According to Parker (1986) the use of speech acts in interactions is a study in the language context and situation which is referred to as speech act studies. This study has a speech act function that is very tied to the context of the situation at each speech even. The context of the situation is very instrumental in the course of interaction because the context is dynamic, can change depending on the interaction activities between addressee and addresser by using various language expressions (Mey, 1993: 38). The function of Speech act is to communicate some information to the tourist as consumer. Good communication is good services for them. The tour guide in Japanese travel agency have to speak Japanese well and understand the type of speech as well, so there are no face threatening act occur, moreover tour guide is part of hospitality industry. Based on the classification of speech acts, the function of speech act can be divided into five types such as, a) assertive is a speech act that states the confidence of the speaker as a case or not, marked by a verb form that states, says, answers, describes, explains, tells, comment, providing information, agreeing, and so on, b) the directive of this type of speech act is used by the speaker to have the addresser do or not to do something. For example, ordering, begging, giving advice, banning, confirming and various types of verbs that cause someone to move and do something, c) commissive is a type of speech act to threaten, offer, promise, pledge, swear, refuse, etc. the nature of which is a commitment for the second party. d) expressive types of speech acts that are closely related to feelings or moods of speeches that express joy, sadness, joy, hatred, difficulties and so on, e) Declarative or performative functions to change the world through speech spoken to the speech partner in a speech event. For example, marry, baptize declare (Searle, 1969; Leech, 1993; Yule, 1996: 92; Djatmika, 2016: 17-19).

Linguistic research related to speech act functions has been carried out, namely (Susanti, 2010; Fatma and Saddhono, 2016; Safar, 2016; Safrihady and Mardikantoro, 2017). The study has found that examine speech acts as research objects. In contrast to the results of the study (Susanti, 2010), this study examines the types of speeches praised among Japanese women as well as the reasons for Japanese women giving praise to the hearer when communicating. The results of this study indicate that the form used for praise is an adjective aimed at a positive assessment of something that belongs to someone else. In contrast to directive speech act research conducted by (Fatma and Saddhono, 2016) describing the form of local languages, their functions, and characteristics in directive actions at universities in Central Sulawesi. The method used in this research is descriptive qualitative in a social-pragmatic approach. This research found a form of local language in directive action consisting of imperative, interrogative, and declarative. Although reviewing the same speech acts research by (Safar, 2016) produce different analysis results. The results showed that directive speech acts found in buying and selling transactions in the Watampone central market, consisting of, ordering, commanding, advising, asking, and recommending. The type

and function of speech acts of the Sambas dialect community in the realm of social interaction between neighbors in Singkawang City, consists of (1) representative speech acts stating, convincing, telling, acknowledging, showing, providing information, and speculating; (2) the directive speech acts force, invite, asking and suggestion; (3) expressive speech acts praising, thanking, complaining, blaming, and congratulating; (4) commissive speech acts promise and declare capabilities; and (5) isobe speech acts with pragmatic functions decided. (Safrihady and Mardikantoro, 2017). This study uses the same theoretical framework but produces different findings because this study examines the tourism domain. Generally, prior research only mentions one of the speech act functions and the efforts made by the speaker in communicating. This study analyzes regarding the context of situation and in one speech allows using more than one speech act functions. The importance of understanding the efforts to create a harmonious situation through understanding the various types of speech act functions is the main objective of this research. In particular, it is very important for the tourism domain.

II. METHODOLOGY

This qualitative research takes the object of research in the tourism domain. The aims are to describe the speech act function on the interaction between tour guides and Japanese tourists in Bali. Tour Guide abbreviated as TG and Japanese Tourist as JT. Tour guides who work in Japanese travel agency and they have a license from the Bali provincial tourism agency as the research subject. Primary utterance data is a collection of dialogs between tour guides and Japanese tourists during tourism activities, based on the context of the situation that follows each interaction. The research location is in Bali, exactly in Badung and Gianyar regencies. The basic consideration of taking these two locations is because the intensity of the tour is very high towards many tourist objects compared to other districts. The data collection technique used is recording and sharing of oral interactions between tour guides and Japanese tourists, then record and listening to each interaction that occurs then proceed with the use of interviews with tour guides as many as 20 people with criteria a) has a license, b) works in travel agency, c) speaks Japanese well, d) worked for at least 5 years as a Japanese-speaking tour guide, e) knows Japanese culture well. Analysis techniques use the analysis of domains, taxonomies, cultural characteristics and themes by considering power 'power, distance sosial social distance', imposition (Spradley, 1997; Santosa, 2017). This study uses triangulation of data sources because it provides a variety of data sources to support the research, based on objectives of research as well as triangulation of methods through various techniques in collecting data. This is in accordance with Santosa's view, (2017) triangulation aims to increase the validity of data in qualitative research with techniques based on a multi perspective phenomenological mindset.

III. ANALYSIS

1. Context of Situation (1)

The tour guide picks up package guests belonging at Ngurah Rai airport. After meeting with Japanese Tourist, the task of Guide is to confirm and carried the guest belonging such as passports, wallets, return tickets so that no one is left behind, then confirm someone to use the toilet at that time or not. The tour guide takes Japanese tourists to the hotel where to stay.

(TG) : *Baritou ni irasshaimase, otsukaresama desu, X sama yoroshii desuka? Hajimemashite, watashi wa Y to moushimasu, yoroshiku onegaiitashimasu.*

Welcome to Bali. Thank you for agreeing to take a long journey. Is your name Mr. X? Let me introduce my name, I'm Y, nice to meet you

(JT) : *Hai, arigatou gozaimasu.....hai watashi desu.*

Okay, Thank you, yes I'm.

Interaction between Guide and Japanese Tourist occurred at the airport for the first time so the social distance between the both participants were very far. This condition can be symbolized by (+ D. Japanese Tourist has power (P) because it plays a role as the consumer. This position causes the level of loading (I) of Guide to speak becomes more severe compared that have occurred several times. In the utterance of *Baritou ni irasshaimase, otsukaresama desu*, the guide uses expressive speech acts, speech acts that are closely related to feelings or moods in the form of utterance expressing excitement from the guide to welcome JT's arrival to Bali, then in the same context, the utterance changes their function to directive form when confirming the name Japanese tourists who come ~ X with *yoroshii desuka ?*. The speech is continued by The Guide using assertive form when introducing themselves very politely marked by the use of respectful forms in Japanese humble '*kenjougo*', *Hajimemashite, watashi wa Y to moushimasu, yoroshiku onegaiitashimasu.*

TG : *Ima kara okyakusama no hoteru made goannai itashimasu. Koko kara Jimbaran no hoteru made daitai 30 pun gurai kakarimasu.'*

Now I will escort you to the hotel. From here to Jimbaran hotel approximately 30 minutes.

Introducing themselves have been spoken by the Guide. However social distance is still far so that the guide keeps their distance to avoid the utterance that gives a negative impression of the interaction. Speech act functions used when explaining the itinerary to JT use assertive functions. This function is shown in *annai itashimasu* verb referring to the delivering. In this context the Guide explains to JT that when all JT's luggage is complete, The Guide would deliver the guest to the hotel. Assertive function is generally states that believed the guide. It was marked by verbs states, say, answer, describe, explain, telling, comment, provide information, approve. In that data, the statement when explaining that utterances would take the JT to the hotel and inform the distance is one form of implementation of the assertive function.

JT : *Dansu o minagara sansetto mitai kedo, tsuwa ga arimasuka ne.*

I want to see the dance while watching the sunset. Are there any tour programs like that?

TG : *Hai, arimasu Kono zasshi ni kaite arimasuga.*

Yes, there is. It's written in this magazine. '

JT : *Hontou da. Denwa demo yoyaku dekiru?*

Right. you can order by phone as well

TG : *Hai, dekimasu. Kono bangou ni renraku shitara, zenjitsu made daijoubu desu.*

Yes, you can contact this number, one day before departure.

JT : *Wakatta. Atode denwa shimasu.*

I see. I'll call you later.

When the context of the situation JT asked the guide regarding the itinerary, the guide politely appeared to answer and provide the information needed. The utterance in answering questions from JT ~ *Hai arimasu* and ~ *hi dekimasu* is a response in its role as services. In addition to answer the Guide trying to provide information. The two types of speech act are the implementation of the assertive function that is used when answering questions and explaining various information needed by the addressee namely JT.

TG : *Hai, arigatou gozaimasu. Onegaishimasu.*

Yes, thank you. Please help.

The expressive function of tour guide is to express gratitude and respect for the actions of the guide who would contact when ordering an optional tour. *Speeches ~ onegaishimasu* based on its function as a form of directive on verbs politely and respectfully to consumers who will order optional tours by telephone. That is, Tour Guide has given an obligation to contact someone when ordering an optional tour.

TG: *Sumimasen. Soro soro tsukimasunode, wasuremono ga nai youni kakunin shite kudasai.*

Excuse me. It will arrive soon. Please check your luggage so it doesn't get left behind. '

Douzo, kochira de omachi kudasai.

Please, wait me here

JT : *Hai. Ok.*

The context of situation when they came to the hotel, the guide informed that it would arrive soon to the hotel. That was used as an assertive then continued by the directive verb using ~ *te kudasai*. The 'polite' form of *teineigo* aims to ask politely the JT by paying close attention to luggage so that nothing left in the car. The directive function generally to get a second person or addressee to do something or not do something. This speech act states what the speaker or addresser wants to be done by the addressee (Searle, 1969; Leech, 1993; Yule, 1996: 93; Djatmika, 2016: 17). This phenomenon proves that, in one utterance the two uses or three or even four speech acts are found.

After arriving at the hotel, a guide showed the proof of the hotel reservation voucher to the receptionist. After that, he returned to meet JT.

Guide : Sumimasenga, okyakusama no pasupo-to o dashite kudasai. Oheya wa singuru desu ne. Asa gohan mo tsuite imasu kara, goanshin kudasai. Chekku ato jikan wa 12 ji made nanode, chekku shite kara uketsuke de omachi kudasai.

Sorry, please remove your passport. The room is single bed. Breakfast is available, so take it easy. Since the check-in time is 12 o'clock, after waiting, please wait again at the receptionist. '

JT : *Hai. wakatta. Arigatou.*

Ok, I See. Thank you

Sumimasenga, okyakusama no pasupo-to o dashite kudasai is a form of directive to declare verbs ordered / ordered, begged and various types of verbs that cause a person to move and do something. Contrast with the words of *Oheya wa singuru desu ne*, the particle ~ ne serves to confirm as a statement showing between TG as the addresser and JT as the addressee have the same opinion about the condition of the room booked as a single room. The directive utterance was used when TG asked JT do not to worry because the breakfast package could be used during the morning '*Asa gohan mo tsuite imasu kara, goanshin kudasai*' and asked guests to wait at the front office after the check-out time arrived '*Chekku ato jikan wa 12 ji made nanode, chekku shite kara uketsuke de omachi kudasai*.'

PW : *Hoka wa daijoubu desuka.*

Is there anything else?

JT : *Hai ok desu arigatou, ashita mata yoroshiku.*

Yes, there is nothing. Please help me tomorrow

Before the end of TG conversation, he reconfirmed the matters that were needed by JT. This declarative sentence is an attention needed by JT while in Bali because of the duty of TG to provide services so that the JT feels comfortable and safe. The directive form through interrogative sentences will feel more polite especially the markers of the level of speech that is used is polite-teineigo, in copula-desuka.

TG : *Hai, arigatou gozaimashita, mata nanika attara odenwa shite kudasai, mata ashita oyasuminasai*

Yes, Thank you, if there is anything else, please call me. See you tomorrow, good night.

At the end of utterance TG expressed thanking for the cooperation given by JT during the trip. The expression of gratitude is one of the implementations of expressive form, which is the type of speech act that is closely related to the feelings or mood of the speaker or speech when expressing something that is felt by the speaker. In addition, in one of speech by TG also uses a commissive form to offer services to various things while in Bali. In one context it can be used two speech act functions that have different context of situations with different meanings of utterance.

2. Context of Situation (2)

Guide picks Japanese tourists up in the hotel lobby where they stay. They would tour of the famous tourism object in Bali. Before going on a tour, the guide tries to confirm valuables and desire to Japanese tourists to go to the toilet.

Guide : *Ohayou gozaimasu.*

‘Good Monring’

JT: *Ohayou gozaimasu*

‘Good Morning.’

TG : *Ima kara yoroshii desuka. Toire wa daijoubu desuka. Kichouhin wa chanto azukemasuka.*

Can we go now? Do you need to go to toilet first?

Let's go 'Are you ready? Do you want to go to Toilet? Have you deposited your valuables?'

JT : *Okke-*.'Ok.'

TG : *Hai, ima kara Taman ayun tsua o annai shimasu.*

'Ok., now, we would like to guide you to Taman Ayun Temple.'

JT : *Onegaishimasu. (Kuruma no naka ni)*

'Please help. (on the car)'

TG : *Okyakusama, Nusa Dua kara Taman Ayun jiin made daitai 45 pun gurai kakarimasu.*

'Sir, Our way to Taman Ayun Temple is about 45 minute.'

JT : *Hai, to iu ne.*

'O, Oke.'

(When we arrive at Taman Ayun Temple)

TG : *Soro soro tsukimasu kara, wasuremono o wasurenaide kudasai.*

'We'll arrive at Taman Ayun Temple, Don't forget your belongings.'

JT : *Hai. 'OK.'*

TG : *Okyakusama, otera ni hairu tameni, kono saron o haite kudasai.*

'Mam, if you entrance to the temple, you have to wear the sarong.'

JT : *Hai. Arigatou.*

'Ok, Thanks

The data in that utterance have different context from the previous context. In this utterance, there is an interaction between the guide and Japanese tourists in the lobby when the guide will pick up JT for the tour. At the beginning of the speech with a friendly guide greeting Japanese tourists by saying *Ohayou gozaimasu*. 'Good morning' then returned with the same greeting by Japanese tourists. As a form of guide services, it still pays attention to Japanese tourists, then asking someone to go to the toilet or not because the tour will be long journey and remind them to leave valuables in the front office. Greetings and forms of attention to Japanese tourists as speakers is one form of implementation of expressive functions. This function is used by the guide because he is aware of his role as a service provider to Japanese tourists. The Tour guide have to good service to feel comfortable during the tour. In addition to expressive functions, the guide also uses assertive functions when notifying that the guide

will deliver to the destination while in the car. The tour guide have to explain the distance to these attractions. The assertive function is the speech function which refers to the utterance explaining notifying the addresser. This function is used by the guide so that Japanese tourists get clear information about various things that they want to know. Assertive speech is also used by the guide until the end of the dialogue when it will reach the tourist attraction. Here the guide explains the conditions will arrive and explains the requirements to enter the temple to use sarong. This phenomenon provides an illustration that the role of the guide as the party providing services is very attentive to various things in the process of interaction in order to provide good service. It would make the Japanese Tourist feel comfortable when traveling.

IV. CONCLUSION

Interaction between TG and JT when providing services in one context of speech situation and in one speech allows tourism participant to use several speech act functions that are connected to the context of situation. In this study, four speech act functions were used by tourism participant, namely, a) assertive functions used when answering questions, telling and explaining, b) directive functions, to state the form of command, request, give advice, ordering and confirming, c) the commissive function of offering, promising and d) expressive functions of expressing joy, sadness, joy that are closely related to the speaker's sense of the addressee.

REFERENCES

- Djatmika. 2016. *Mengenal Pragmatik Yuk*. Yogyakarta: Pustaka Pelajar.
- Leech, G. 1993. *Prinsip-Prinsip Pragmatik* (diterjemahkan oleh M.D.D.Oka). Jakarta: Penerbit Universitas Indonesia.
- Mey, J.L. 2001. *Pragmatics: An Introduction*. Australia: Blackwell Publishing.
- Parker, F. 1986. *Linguistics for Non- Linguists*. London: Brown and Company Inc.
- Fatmawati, Kundharu Saddhono, 2016 "The Form And Function Of Local Language In Directive Speech Act At A University In Central Sulawesi." *Lingua Cultura*, Vol. 10, No. 1, Pp. 37–42.
- Safar, Muh, 2016 "Directive Act In the Transaction Sale At Central Market of Watampone Tindak Tutur Direktif Dalam Transaksi Jual Beli Di Pasar Sentral Watampone." *Humanus*, vol.XV, no. 2, pp. 167–76, <http://ejournal.unp.ac.id/index.php/humanus/index>.
- Safrihady, Mardikantoro Hari Bakti, 2017. "Jenis Dan Fungsi Pragmatis Tindak Tutur Masyarakat Melayu Dialek Sambas Di Kota Singkawang." *Seloka: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, vol. 6, no. 1, p. 312, <https://journal.unnes.ac.id/sju/index.php/seloka/article/view/14766>.
- Santosa, Riyadi. *Metodologi Penelitian Kualitatif Kebahasaan*. Edited by Dwi Purnanto, UNS Press, 2017.

Susanti, Rita, 2010. "Tindak Tuter Memuji Bahasa Jepang Dikalangan Wanita Jepang."
" *Lingua Cultura*, vol. 4, no. 1, pp. 78–89.

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

Spradley, James P, Misbah Zulfa Elizabeth, and Amirudin. 1997. *Metode Etnografi*.
Yogyakarta: Tiara Wacana.

Yule, G. 1996. *Pragmatics*. New York: Oxford University Press