

Speech Act Analysis of the Trip advisor Hotels Review: A Pragmatics Study

Analisis Tindak Tutur Pada Ulasan TripAdvisor Hotel: Studi Pragmatik

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Article info

<p>Keywords: <i>Pragmatics, Speech Act, Felicity Condition, TripAdvisor</i></p>	<p style="text-align: center;">Abstract</p> <p><i>Speech act as the actions performed in saying something This study aims to identify the level of action of speech acts and felicity condition under pragmatics theoretical framework proposed by Austin theory (1969) and support by Searle (1969) and Yule (1996). The qualitative method was used where the data was taken from the utterance of speech act expression found in the hotel review column on the TripAdvisor website from November 2022 until March 2023 using observation, documentation, and note-taking technique by employing purposive sampling technique. The analysis showed that the utterance in hotel review on TripAdvisor website used all types of speech act were locutionary act, illocutionary act, and perlocutionary act. There were five types of felicity condition were general condition, content conditions, preparatory conditions, sincerity conditions, and essential conditions.</i></p>
<p>Kata kunci: <i>Pragmatik, Tindak Tutur, Felicity Condition, TripAdvisor</i></p>	<p style="text-align: center;">Abstrak</p> <p>Tindak tutur sebagai tindakan yang dilakukan dalam mengatakan sesuatu. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis tindak tutur dan felicity condition dalam kerangka teori pragmatik yang dikemukakan oleh teori Austin (1969) dan didukung oleh Searle (1969) dan Yule (1996). Metode yang digunakan adalah kualitatif deskriptif dimana datanya diperoleh dari ujaran- ujaran yang terdapat pada kolom ulasan hotel di website TripAdvisor pada bulan November 2022 sampai dengan Maret 2023 dengan menggunakan teknik observasi, dokumentasi, pencatatan, dan teknik purposive sampling. Hasil analisis menunjukkan bahwa tuturan dalam ulasan hotel di situs TripAdvisor menggunakan seluruh jenis tindak tutur yaitu tindak lokusi, tindak ilokusi, dan tindak perlokusi. Felicity condition ada lima macam, yaitu <i>general conditions, content condition, preparatory conditions, sincerity conditions, dan essential conditions.</i></p>

INTRODUCTION

Pragmatics is a branch of linguistics that becomes an object of language in use, such as oral and written communication. Pragmatics is the study of the relation between language and context that are basic accounts of language understand (Levinson, 1983). It

indicates that when learning a language, the context of the speech cannot be separated. Speech act is a study in pragmatics that is related to the use of language.

Speech Act is an action that is performed through language (Austin, 1962) defines the speech act as the actions performed in saying something. The speech act theory was defined as a theory that examined the meaning of language based on spoken interactions with the actions made by the speaker Searle (1969). Based on Yule (1996), speech act is an action performed by utterances. Speech act is a part of pragmatics that explores how words are used to do more than just communicate information. The speaker can convey physical action through speech acts by using only words and phrases. The conveyed utterances are more important than the actions taken.

Austin's (1962) enhanced speech act was divided into three acts that were performed simultaneously when someone uttered a sentence. Three levels of action beyond the act of utterance are identified, they are: 1) Locutionary Acts, is the form of the words uttered or the basic act of utterance. The basic act of speech which makes a meaningful language expression is referred to as the locutionary act; 2) Illocutionary Acts are performed via the communicative force of an utterance. In other words, an illocutionary act refers to the speaker's forced or intended meaning for the listener, such as a promise, a warning, a statement of intention, etc. ; and 3) Perlocutionary Acts is an utterance with a function that is intending it to have an effect. Austin (1969) perlocutionary act is the effect of an utterance. Specifically, the effect of the speech from the locutionary act and illocutionary act that create the action is known as a perlocutionary act.

Yule (1996) claims that the performance of a speech act must be recognized as intended, which is known as the felicity condition. Yule (1996) also suggests five types of felicity condition on speech acts. There are: 1) General conditions, such as being able to understand the language being used and not acting or being illogical; 2) Content Conditions, for example, the content of an utterance must be about a future event for both a promise and a warning 3) Preparatory Conditions, the preparatory conditions for a promise differ greatly from those for a warning; 4) Sincerity Conditions, is a condition that must be met if the act is considered to be performed genuinely, but failure to meet such a condition does not prohibit the act from being performed at all; and 5) The Essential Conditions deal with the fact that the speaker intends to create an obligation to carry out the action as a promise by uttering a promise.

Tripadvisor is a popular online travel guide platform for booking hotels, apartments, guest houses, resorts, villas, restaurants, tourist attractions, flight tickets, and cruises. It allows users to review their bookings and provide feedback to help others choose their destinations confidently. Tripadvisor's largest user-generated content helps travelers make informed decisions about their travel experiences.

Related study such conducted by Diah Sintamutiani, Dias Fitriani, and Ratih Inayah published on Professional Journal of English Education entitled *An Analysis of Speech Act Classification in Beauty and the Beast* (2019). The data of the study derived from a short story entitled Beauty and The Beast. Descriptive qualitative method was used in conducting the study. The goal of their study was to identify the speech act classification and purpose of each classification. This study used Yule theory (1996) speech acts theory to analyze the data. The results showed that speech acts classified into 4 types, the classification mostly appears is Directives (50%). Classification type undiscovered in this study is Expressives.

Another related study, an international journal article by Rex A. Lim and Riceli C, published on Asia Pacific Journal of Social and Behavioral Sciences entitled *Speech Acts Analysis of the Utterances in the Game of Thrones* (2020). The aim of this study is to identify the speech acts embedded in the utterances of the characters of the Game of

Thrones. This study used Austin (1962) and Searle (1969) speech act theory and support by Vilaplana (2014). The data of the study derived from the utterances of the characters in the Game of Thrones. Descriptive qualitative method was used in conducting the study. The results showed that the locutionary acts found in the utterances primarily indicated a fall in intonation contour despite the speaker's change of intention, indicating that the characters are aware of the utterance, are aristocrats, educated, and know how to keep their temper in the worst of circumstances. In the utterances, the most common illocutionary acts are assertives, followed by commissives, directives, expressives, and declaratives. This means that the characters in Game of Thrones frequently communicate a statement of fact or opinion rather than a declaration. The difference between this study and previous study is in the data. The previous study used utterances of the characters in the Game of Thrones, meanwhile in this study used hotel reviews in Tripadvisor website. The similarity between these two studies used descriptive qualitative method.

Indayani on her undergraduate thesis entitled *Speech Acts Analysis of the Disney Movie Mulan: A Pragmatic Study* (2021). This study aimed to find out the classification and function of speech acts uttered by the characters in the Disney Movie of Mulan, and also to find out the forms and function of direct and indirect speech acts performed by the characters in the Disney movie Mulan. This study used Yule (1996)'s speech act theory. The data of the study derived from utterances in the Disney Movie of Mulan. Descriptive qualitative method was used in conducting the study. The result showed that there were five classifications of speech acts used by the characters in the movie Mulan, they were 4 declarations, 13 representatives, 12 expressives, 24 directives, and 19 commissives. Besides, there were two forms of speech acts performed by the characters in the movie, they were 137 direct speech acts and 54 indirect speech acts.

However, study of speech act in online travel guide platform have been carried out by many researchers, but lack of studies discussed about the level of action of speech act itself. Especially the illocutionary act types. Moreover, this study aims to analyze the level of action of speech act and the felicity condition.

METHODS

The data is taken from available website Tripadvisor.com for five months from November 2022 until March 2023 via Google and the chosen hotels had a highest rating and variative reviews. The method and technique used to collect data in this study were documentation method and note-taking technique. The source of this study was an utterance discovered in a TripAdvisor review hotel. In this study, there were four steps in data collection. The first was visiting the TripAdvisor website. The second was finding out that hotel review in TripAdvisor website contained a speech acts as well as their function. The third was taking a screenshot of the data that identified the speech act. The final step was to write down any utterance that contained a speech act.

The study was conducted using descriptive-qualitative approach. Descriptive-qualitative research was chosen because it described the speaker's intention found in the hotel reviews and observed the utterance expression conveyed in the hotels review. After collecting data using the documentation method and note-taking technique, the data was analyzed through the types of speech acts that purposed of Austin (1962) and supported by Searle (1969). There were: locutionary act, illocutionary act, and perlocutionary act. Also, the felicity condition that purposed of Yule (1996). There are general conditions, content conditions, preparatory conditions, sincerity conditions, and essential conditions. In

displaying the data, the data was displayed in the form of descriptive text. after analyzing the data through a descriptive-qualitative approach, a conclusion was drawn.

RESULT AND DISCUSSION

Result

According to Austin (1962) the level of action is divided into three level. Those are Locutionary Act, Illocutionary Act, and Perlocutionary Act. Searle (1969) stated that the classifications of illocutionary act are representatives, directives, commissives, expressive, and declarations. Yule (1996) claims that the performance of a speech act must be recognized as intended, which is known as the felicity condition. Yule (1996) also suggests five types of felicity condition on speech acts. There are: 1) General conditions; 2) Content Conditions; 3) Preparatory Conditions; 4) Sincerity Conditions; 5) Essential Condition. In this study out of 7 data that analyzed, all of the levels of action and types of felicity condition were found.

Discussion

From the result can be known the level of action and felicity conditions based on the theory. Here is the discussion of the level of action and felicity condition found in TripAdvisor Hotels Review.

A. The Level of Action

1. Locutionary Act

From the data was collected, locutionary acts is roughly equivalent to utter certain utterance with certain sense and reference, which again is roughly equivalent to meaning in traditional sense.

Data 1

The hotel was nice and staff was very accomodating and respectful especially Septi, Dee, Bawa, widi and Ratna

(Amnaya Resort Hotel reviews posted on March 30th, 2023 accessed on May 7th, 2023)

The locutionary act of the utterance is to express a positive evaluation of the hotel and its staff, particularly Septi, Dee, Bawa, Widi, and Ratna. The utterance “the hotel was nice” expresses a positive evaluation of the hotel. The word “nice” suggest that the guest had pleasant experience at the hotel, implying that the guest found it to be enjoyable, comfortable, or satisfactory. “the staff was very accomodating and respectful” describes the behavior and qualities of the staff. Overall, this part of the utterance indicates the staff members were helpful and treated the guest with courtesy.

2. Illocutionary Act

Illocutionary act is performed via the communicative force of an utterance, such as promising, apologizing, offering. While Searle in Levinson (1969) stated that the

classifications of illocutionary act are representatives, directives, commissives, expressives, and declarations.

Data 2

The room was clean and comfortable, hotel resto was good with bice music band at night.

(Amnaya Resort Hotel reviews posted on March 30th, 2023 accessed on May 7th, 2023)

The illocutionary act in this utterance is an act of **Representatives** (asserting). The guest was provided information about their experience at a hotel, stating that the room was clean and comfortable. The guest also mentioned that the hotel restaurant was good and had a nice music band playing at night.

Data 3

Food could be better if it has more variation but overall was good

(Grand Zuri Kuta Bali Hotel reviews posted on March 19th, 2023, accessed on May 7th, 2023)

The illocutionary act in this utterance is an act of **Directives** (suggesting). The guest expressed their judgment about the quality of the food by stating that the food “could be better if it has more variation,” the guest providing feedback. This act suggests the food could be improved by introducing more variety. Moreover, the guest also acknowledges that despite the lack of variation, the guest still considers the food to be good. This act conveys the guest’s judgment that the food, as a whole, is acceptable.

Data 4

I’m gonna do it

(Grand Zuri Kuta Bali Hotel reviews posted on February 22nd, 2023 accessed on May 7th, 2023)

The illocutionary act from this utterance is an act of **Commissives** (commitment). The guest is making a commitment or promise to perform the action they are referring to. By using the phrase “I’m gonna,” the guest expresses a strong intention and determination to carry out the stated action.

Data 5

The hotel was nice and staff was very accommodating and respectful especially Septi, Dee, Bawa, widi and Ratna.

(Amnaya Resort Hotel reviews posted on March 30th, 2023 accessed on May 7th, 2023)

The illocutionary act in this utterance is an act of **Expressives** (appreciating). The speaker is expressing positive feedback about their experience at a hotel and specifically highlighting the accommodating and respectful nature of the staff members, namely Septi, Dee, Bawa and Ratna

Data 6

Will definitely come back again next time

(Amnaya Resort Hotel reviews posted on March 30th, 2023 accessed on May 7th, 2023)

The illocutionary act in this utterance is an act of **Declaration** (intention). The utterance “will definitely come back again next time” can be interpreted as a declaration since the guest is effectively creating an obligation or intention for themselves to return on the next occasion.

3. Perlocutionary Act

From data was collected perlocutionary act is the act that is carried out by a speaker when making an utterance causes in certain effect on the hearer and others. A perlocutionary act is an expression that has the purpose of having an impact.

Data 7

We were pleased to read that you enjoyed the overall service and facilities provided around the resort, especially the Food & Beverage selection, the pool bar facilities as well as the friendly service by the staff

(Bali Dynasty Resort Hotel reviews posted on March 27th, 2023 accessed on May 7th, 2023)

The perlocutionary act from this utterance is to convey appreciation and satisfaction to the guest for their positive experience at the resort. The Bali Dynasty Resort Hotel intends to acknowledge and validate the guest’s enjoyment of the service, and facilities, specifically highlighting the food and beverage selection, pool bar facilities, and the friendly service provided by the staff. The goal is to create a sense of guest satisfaction and potentially encourage the guest to continue to be a guest in the resort for the future or recommend it to others.

B. Types of Felicity Conditions

1. General Conditions

General conditions on the participant, for example, that they can understand the language being used and that they are not playing-acting or being nonsensical.

Data 8

Guest : "Very good service. Food is amazing. Staff is good. Staff behaviour is very nice."

Staff : "We are delighted that you are pleased with our service and facilities."

(Grand Zuri Kuta Bali Hotel reviews posted on February 16th, 2023 accessed on May 7th, 2023)

In this conversation, the general condition pertains to the honesty of the staff’s response to the guest’s positive feedback. The guest expresses their satisfaction with the service, food, and staff behavior, using positive adjectives to describe their experience. The staff’s response acknowledges the guest’s positive feedback and expresses their delight in response. The staff’s response meets the general condition by appreciating and expressing delight. It demonstrates their genuine intention to value and acknowledge the guest’s positive experience and aligns with the general condition of felicity.

2. Content Conditions

The content condition was about the appropriateness of circumstances when the speaker spoke the utterance.

Data 9

Guest : "Understaffed and nobody answered the bell in the pool area for drinks."

Staff : "I'm pleased to let you know that the restaurant has been reopened for lunch & dinner as well as the pool service by the bells as of 14 Nov 2022."

(Sulis Beach Hotel & Spa reviews posted on November 7th, 2022 accessed on May 7th, 2023)

In this conversation, the content condition is concerned with the appropriateness and relevance of the staff's response to the guest's complaint. In this conversation, the content condition is concerned with the appropriateness and relevance of the staff's response to the guest's complaint.

3. Preparatory Conditions

The preparatory conditions for a promise differ greatly from those for a warning.

Data 10

Guest : "Vegetarian options is too less"

Staff : "We are delighted that you are pleased with our service and facilities. It is also a priority for us to ensure that our guests are safe and comfortable during their stay"

(Grand Zuri Kuta Bali Hotel reviews posted on February 16th, 2023 accessed on May 7th, 2023)

The guest initiates the speech act by expressing their complaint about the insufficient vegetarian options. The preparatory condition is fulfilled by the customer's statement of the problem, indicating their need for more vegetarian choices. The staff's response acknowledges the customer's concern indirectly. Instead of directly addressing the issue, they redirect the focus to the positive aspects of their service and facilities. While they do not directly address the preparatory condition by acknowledging the limited vegetarian options, they emphasize their commitment to guest satisfaction and safety. Although the preparatory condition is not explicitly addressed in the staff's response, their acknowledgment of the customer's satisfaction and commitment to guest comfort can be seen as an indirect recognition of the issue raised by the guest.

4. Sincerity Conditions

Sincerity conditions are a requirement that must be met if the act is considered to be carried out genuinely, although failure to meet such a condition does not prohibit the act from being carried out entirely.

Data 11

Guest : "Pool was also really nice. Room spacious, location is easy to find."

Staff : "We're happy to hear that during your stay, we managed to meet your expectations."

(Grand Zuri Kuta Bali Hotel reviews posted on March 19th, 2023 accessed on May 7th, 2023)

The Guest express their positive feedback regarding the pool, spacious room, and easy to find location. They genuinely believe and express their satisfaction with these aspects of their stay. While staff's response does not explicitly mention their own personal beliefs or attitudes, it can be inferred that they are sincere in their expression of happiness. Therefore, the staff's response fulfills the sincerity condition by conveying their genuine belief in meeting the guest's expectations and expressing their happiness about it.

5. Essential Conditions

The Essential Conditions focus on the fact that the speaker intends to create an obligation to carry out the action as a promise by uttering a promise.

Data 12

Guest : "Will be back here if I go to Bali again"

Staff : "We hope that your wonderful stay will encourage you to stay at Grand Zuri Kuta Bali again when you come back."

(Grand Zuri Kuta Bali Hotel reviews posted on March 19th, 2023 accessed on May 7th, 2023)

In this conversation, the essential condition is related to the speech act of the guest expressing their intention to return to the Grand Zuri Kuta Bali if they go to Bali again in the future. The staff's response acknowledged and aligns with the guest's intention by expressing hope that their wonderful stay will encourage them to choose the Grand Zuri Kuta Bali again in the future. The response assumes that the guest has the ability to fulfill their intention to return to the hotel.

CONCLUSION

From the result of this study, there were all level of action of speech act found in this study. The first was the Locutionary act, the second was the Illocutionary act, all of the classification of illocutionary act were found. In first step of illocutionary act is representatives, the second step of illocutionary act is directives, the third step of illocutionary act is commissives, the fourth step of illocutionary act is expressives, the fifth step of illocutionary act is declarations It concluded there are twenty-seven (27) utterances that can be categorized of illocutionary act and type of representatives was the most utterance used at hotel review column on the TripAdvisor website. The third was the perlocutionary act, there are fourteen (14) utterances that can be categorized as perlocutionary act.

Then there were all types of felicity condition found in this study. Felicity condition divided into five (5) types, there are general conditions, content conditions, preparatory conditions, sincerity conditions, and essential conditions. All the types of felicity were found in this study.

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