

Analysis of Maxims Used by Receptionists at Hotel Rimbun Cangu: A Pragmatics Study

Analisis Maksim yang Digunakan oleh Reseptionist di Hotel Rimbun Cangu: Studi Pragmatik

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<p>Keywords: <i>Maxims, Receptionist, Pragmatic Study.</i></p>	<p>Abstract</p> <p>This study aims to analyze the principles and the degree of maxims found at receptionists. The theory of pragmatics purpose by Yule is linguistic rules in lingual interaction, the rules governing their actions, their use of language, and their interpretations of the actions and utterances of the interlocutor. The method was conducted and the data was taken using descriptive qualitative research using observation and documentation methods. The results that found data to Analysis of Maxims Used by Receptionists at the Hotel Rimbun Cangu: A Pragmatics Study, this research uses 20 data, the first of which is the maxims consisting of the maxim of wisdom with used 3, the maxims of generosity with use 2, the maxims of appreciation with used 3, humility maxims with used 2, consensus/conformity used 3, and the maxim of sympathy uses 3. So, there are 6 maxims used by the receptionist and the data used is 16 data. While the second is the maxims of degree which consists of maxims of quantity, maxim of quality, maxim of relevance, and maxims of manner. The degree of maxims found uses 1 data each, so a total of 4 data is found from the conversations that occur at the receptionists</p>
<p>Kata kunci: <i>maksim, resepsionis, pragmatik</i></p>	<p>Abstrak</p> <p>Penelitian ini bertujuan untuk menganalisis prinsip-prinsip dan tingkat maksim yang ditemukan pada resepsionis. Teori pragmatik yang dimaksud oleh Yule adalah aturanaturan linguistik dalam interaksi lingual, aturan-aturan yang mengatur tindakan mereka, penggunaan bahasa mereka, dan interpretasi mereka terhadap tindakan dan ujaran lawan bicara. Metode yang dipakai dan data yang diambil menggunakan penelitian kualitatif deskriptif dengan menggunakan metode observasi dan dokumentasi. Hasil penelitian ditemukan bahwa penelitian ini menggunakan 20 data, yang pertama adalah maksim yang terdiri dari 3 maksim kebijaksanaan dengan penggunaan, 2 maksim kedermawanan dengan penggunaan, 3 maksim penghargaan dengan penggunaan, 2 maksim kerendahan hati, 3 pemufakatan/persetujuan, dan 3 maksim kesimpatian. Jadi, terdapat 6 maksim yang digunakan oleh resepsionis dan data yang digunakan sebanyak 16 data. Sedangkan yang kedua adalah maksim derajat yang terdiri dari maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara. Maksim-maksim derajat yang</p>

ditemukan menggunakan masing-masing 1 data, sehingga total ditemukan 4 data dari percakapan yang terjadi pada resepsionis.

INTRODUCTION

Language is a tool used by humans to convey. Humans will not be separated from process of using language in everyday life. Language plays an important role in life, because language has a role as a messenger from one human being to another. In communication, language users must can also choose the language used in interact to avoid conflict between speakers and recipient. This is related to the choice of language in use. One very aspect of language what is important is politeness, because politeness can also be facilitating interactions between individuals within communication.

Pragmatics is linguistic rules in lingual interaction, the rules governing their actions, their use of language, and their interpretations of the actions and utterances of the interlocutor, besides that, pragmatics according to Yule (2014: 5) is a science that studies the relationship between language and language users. In line with Yule, Cleopatra & Dalimunthe (2016: 3) stated that pragmatics is a science in language that studies how to communicate properly and correctly. The principles of maxims is use of the applied language in a pragmatic approach, namely (1) language use with pay attention to working principles the same, (2) the use of language with pay attention to principles politeness, (3) use of language taking into account various aspect speech situation, and (4) usage language by paying attention to the determinants of communicative acts (Asrory, 2004).

Maxims are rules for knowing whether the speaker can be cooperative or not when conveying information in a conversation. By violating the maxims, the conversation participants appear uncooperative but actually they do. The participants themselves have a certain intention to violate the maxim. There are several intended meanings and specific goals conveyed by the speakers behind the utterances where flouting of maxims occurs. Therefore, by violating the maxims, participants are not said to be uncooperative in conversation. In addition, maxims are also referred to as pragmatic forms based on the principle of cooperation. Yule (1996) describes pragmatics with four definitions, (1) the study of the speaker's intent; (2) examine meaning according to context; (3) what is conveyed is more than what is said; (4) a field that studies the form of expression according to the distance of the relationship. So it can be concluded that pragmatics is a science that studies about the speaker's intention and what is interpreted by the interlocutor.

Maxims is moral rules or principles, which can be considered objective or subjective, and depend on one's philosophy. Sayings are often pedagogical and motivate certain actions. In interpersonal rhetoric, pragmatics requires the principle of politeness. The principle of politeness according to Wijana (1996:55) relates to two conversation participants, namely self and other people. Self is the speaker, and other people are the interlocutor and the third person is discussed by the speaker and the interlocutor. As members of the language community, speakers are not only bound by things that are textual, namely how we make speeches that are easily understood by the interlocutors. For this reason, speakers must arrange their speech so that the interlocutor feels treated politely.

Maxims is linguistic rules in lingual interaction; the rules governing his actions, the use of his language, and his interpretations of the actions and utterances of his interlocutors. In addition, maxims are also referred to as pragmatic forms based on the principle of cooperation and politeness. These maxims recommend that we express beliefs politely and avoid impolite speech.

Maxim is a famous saying that expresses something (degree of maxim) that is the rule wise behavior. Based on the understanding of maxims are the basic rules of politeness, conversation Maxims mean the basic rules in conducting a conversation. According Grice (1975) states the conversation maxims of four kinds: 1) maxim of quantity, make your contribution true: so do not convey what you think is wrong or unjustifiable. 2) The maxim of moderate quality information as needed. 3) The maxim of relevance is about relevance and 4) The maxim about way, to be conspicuous; so avoid vagueness and ambiguity, and strive for brevity and orders. That is, one maxim has a different meaning from other maxims. Conversational maxims can be found in every communication. Based on whether, conversational maxims in oral or written communication. That is, conversational maxims are not only found in written texts or literary works, but also directly, such as speaking in informal language. Situation or speak in a formal situation. Informal communication like conversations between friends, family, couples, and others. The researcher chose this title, because based on previous research no one had been thorough about maxim, therefore that made the researcher interested in the existing title. and the researcher chose the Hotel Rimbun Canggü because there were various phenomena that occurred related to the problem formulation raised by the researcher and possibly answered it. Based on the phenomena that occur at the Hotel Rimbun Canggü, namely conversations between receptionists and guests, examples of guest conversations give appreciation for hotel services "The service at this hotel is very friendly, I hope you can come back here again". researchers see that this has something to do with previous research and has something to do with pragmatic theory. For research that will analyze the problems above, the researcher is interested in further examining the analysis of the maxim principles and the degree of maxim used by guests and receptionists at the Hotel Rimbun Canggü during the conversation: a pragmatic study.

METHOD

This research includes qualitative descriptive research. This descriptive qualitative research is used to analyze and describe the principles of politeness in language and to analyze maxims degree. According to Creswell (2014) that research qualitative is a process of scientific research that is more intended to understand human problems in a social context by creating comprehensive and complex picture presented, reporting views detailed information from sources of information, and carried out in a natural setting without any intervention from the researcher. This study used documentation and interview methods with observational data collection, data selection and data analysis.

RESULT AND DISCUSSION

Result

The Results of this study shows that the principles of maxim and the degree of maxim used by the receptionist at Hotel Rimbun Canggü that purposed by Yule (1996) and Grice (1975).

Tabel 1. Principles of Maxims

No	Principles of Maxims	Quantity
1	Maxim of wisdom	3 data
2	Generosity Maxim	2 data
3	Maxim of Appreciation	3 data
4	Simplicity Maxim	2 data
5	Consensus/conformity Maxim	3 data

6 Simpathy Maxim 3 data

Tabel 2. The Degree of Maxims

No	The Degree of Maxims	Quantity
1	Maxim of Quality	1 data
2	Maxim of Quantity	1 data
3	Maxim of Relevance	1 data
4	Maxim of Manner	1 data

Discussion

1. Maxims of Wisdom

The basic idea of the maxim of tact in the principle of politeness is that the participants in the speech put forward the principle of always reducing their own benefits and maximizing the benefits of the other party in speaking activities. People who speak who obey and perform certain skills can be said to be polite people.

Data 1

Receptionists	<i>Would you like some help with your luggage sir?</i>
Guest	<i>No, thank you. I can do it myself</i>

Based on the data above, the maxim of wisdom is found in the sentence "*No, thank you. I can do it myself.*" means that the sentence utterance uttered by a guest who wants to check in at the Hotel Rimbun Canggu states that he doesn't need help and he says "*I can do it myself*", when asked by the receptionist at the Hotel Rimbun Canggu. This statement states that the maxim of tact in the principle of politeness is that the speech participant puts forward the principle of always reducing one's own benefit and maximizing the other party's benefit in speaking activities.

2. Generosity Maxim

With the generosity maxim, the participants in the conversation are expected to respect other people. Respect for others will occur if people can reduce benefits for themselves and maximize benefits for other parties.

Data 2

Guest	<i>Yeah that's fine. Don't think about it, I hope there is a room in this hotel for me.</i>
Receptionists	<i>Sorry for wasting your time to wait. We still have room available for you madam.</i>

Based on the data above, the generosity maxim is found in the sentence uttered by the Receptionist "*Sorry for wasting your time to wait. We still have room available for you madam.*" Meaning that what the receptionist conveys is respect for guests, because when

the guest checks in here it is a walk-in guest process, there has been no previous reservation. so it takes about 5-10 minutes to wait for the process. So, in that conversation there is the sentence *"Sorry for wasting your time to wait"*. In this case prioritizing guest comfort or paying respect and more to generosity.

3. Maxim of Appretiation

The maxim of appreciation explains that a person will be considered polite if in speaking he always tries to give appreciation to other parties. With this maxim, it is expected that the participants in the speech do not ridicule, insult each other, or belittle each other. Speech participants who often mock other speech participants in speaking activities will be said to be impolite people. It is said so because the act of mocking is an act of disrespect for others.

Data 3

Guest	Thank You, great employees here, very friendly and polite.
Receptionists	<i>We are embarrassed to hear that.</i>
Receptionists	<i>Everything is done madam.</i>
Guest	<i>Thank you. The service at this hotel is very friendly, I hope can come back here again</i>

From the existing data, you can see sentences containing maxims of appreciation spoken by guests who want to check out *"The service at this hotel is very friendly, I hope you can come back here again"*. Here it happens that the guest appreciates the services provided by the hotel, the guest indirectly feels the comfort and friendliness of all hotel staff, so that the guest gives praise, and therefore the guest hopes to be able to stay again at the Hotel Rimbun Cangu.

4. Simplicity Maxim

In the modesty maxim or humility maxim, participants are expected to be humble by reducing self-praise. People will be said to be arrogant and arrogant if in speaking activities they always praise and excel themselves.

Data 4

This conversation took place at the receptionists of the Rimbun Hotel Cangu when the guest wanted to check out. And after the receptionist said that the guest could check out, uttered *"The employees are very nice here, very friendly and polite"* followed by the answer *"We are so embarrassed to hear that"*. It can be understood that the occurrence of the simplicity maxim is marked by the sentence uttered by the receptionist that what should be answered is indeed our obligation as employees, receptionists reduce self-praise more than excelling themselves from compliments conveyed by guests.

5. Consensus/conformity

In this maxim, it is hoped that the speech participants can foster compatibility or consensus in speaking activities. If there is agreement or compatibility between the speaker and the speech partner in speaking activities, each of them can be said to be polite.

Data 5

Receptionist	<i>How many days will you stay madam?</i>
Guest	<i>For four days, because I have business in town.</i>

Based on the data above, it occurred during a conversation between a guest and a receptionist at the Hotel Rimbun Canggu when a guest wanted to book a room to stay at the hotel and the employee asked for certainty how many days the guest was staying, "*How many days will you be staying?*". From this we can see that there was a request for consensus/confirmation from the hotel receptionist staff to find out how many guests will be staying and the guest answered "*For four days, because I have business in town.*" And this deal happened after getting answer from guest.

6. Sympathy Maxim

This maxim is expressed in assertive and expressive utterances. In the sympathy maxim, it is expected that the speech participants can maximize the attitude of sympathy between one party and another. If the interlocutor gets success or happiness, the speaker must congratulate him. If the interlocutor is in trouble, or has a disaster, the speaker deserves to grieve, or expresses condolences as a sign of sympathy. Antipathy towards one of the participants in the speech will be considered impolite.

Data 6

Guest	<i>I enjoy it comfortably, it's very leafy and green, and the room is very nice.</i>
Receptionist	<i>Glad to hear that, Ma'am. indeed, what we prioritize is the comfort of our guests.</i>

From the existing data we see that there is sympathy for hotel guests who stay and the guests feel comfortable and they really enjoy it, as in this words "*I enjoy it comfortably, it's very leafy and green, and the room is very nice.*" And because of the convenience of guests staying at the hotel, these guests order another room for the next week "*can i book a room for next week?*" and what accentuates his sympathy even more is that he asked for the same room "If possible, I want the same room again" meaning that he is very comfortable with the atmosphere in the hotel, even the greenish color and the shade of the hotel. And the guest like for the green and comfortable, and her so happy will be staying at Hotel Rimbun canggu.

7. Maxim of Quantity

This maxim of quantity requires every speakers contribute sufficiently or as much as the interlocutor needs. Speakers are not allowed to overdo it contribute as needed interlocutor.

Data 7

Guest	<i>You have laundry service here?</i>
Receptionist	<i>Sorry, we don't have Mr.</i>
Guest	<i>Where is the laundry?</i>
Receptionist	<i>You can get out of here later, on the left there is Quick laundry called.</i>

This data indicates compliance maxim of quantity in conversation between guest and receptionist. The receptionist clearly gave an answer according to the needs of guests as opponents he spoke and was nowhere to be found there is a violation of the maxim of quality inside. This is described in throughout the conversation that took place since the guest ask about the laundry. However, the Laundry referred to by the guest not in the hotel, then more guests continue asking for a laundry place it to the receptionist. "where is the laundry?". The receptionist also gave directions to guests.

8. Maxim of Quality

Based on the maxim of quality, the speaker must disclose the truth and be clear and not make opponents confused talk. Sometimes, speakers don't feel confident with what informed. There is a way to express these doubts without having to violates the maxim of quality as with adding sentence prefixes as possible, if not mistaken, and so on.

Data 8

Guest	<i>I need a room with balcony faced straight the pool.</i>
Receptionist	<i>For how long, Sir?</i>
Guest	<i>Two days</i>

According to the data above, the conversation shows the fulfillment of the maxim of quality. The guest asked "a room with a balcony overlooking the pool" and the receptionist answered, "for how many days sir?" And the guest replied, "For two days". That is, as a whole in this conversation it shows clearly that it does not result in confusion for the other person in answering every question given.

9. Maxim of Relevance

Based on the maxim of relevance, the speaker must make relevant contributions conversational situation. Don't deviate of what is being discussed.

Data 9

Guest	<i>: The hotel here is full every day?</i>
Receptionists	<i>: Yeah, every day is full, if there are many guests, Mr.</i>

Based on the data above, the conversation occurs when a guest wants to book a room via walk-in reservation. when a guest arrives at the hotel asking for a room for him to book, but the room is full, from here a maxim of relevance arises when the guest asks if "the hotel is full every day", and the receptionists answer "yeah, every day is full", if there are many guests. Can be seen the occurrence of relevance because what is discussed is in accordance with the topic discussed.

10. Maxim of Manner

This maxim is no longer about what is said but the way things were said: every speaker must speak clearly, without darkness or ambiguity, concise and orderly in providing information to make it easy for understood.

Data 10

<i>Guest</i>	<i>How much is the double room?</i>
<i>Receptionist</i>	<i>IDR 900,000 per night excluding tax</i>

Based on the data obtained, the conversation between the guest and the receptionist in this data shows the fulfillment of the maxim of manner. The conversation took place clearly without causing any ambiguity in it, as seen when the guest asked the price of the room and the receptionist answered according to the price set by the hotel.

CONCLUSSION

Based on the results of this study it can be concluded that all types of maxims and degrees of maxims used by receptionists at the Hotel Rimbun Cangu appear in this study. The first is the principle of maxims which consists the maxim of wisdom with 3 data used, generosity maxim with 2 data used, appreciation maxim with 3 data used, modesty maxim with 2 data used, deliberation/decency with 3 data used, and the maxim of sympathy using 3 data. Thus there are 6 maxim principles used by the receptionists of the Hotel Rimbun Cangu and the data used is 16 data. While the second is the maxim of degree which consists of maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. and degrees of maxim using 1 data each, so that a total of 4 data were found from conversations that occurred at the receptionist at the Hotel Rimbun Cangu.

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