

# The Types of Politeness Strategies Used at Perama Tour and Travel: Pragmatics Study

## Jenis-Jenis Strategi Kepolitan yang Digunakan pada Perama Tour and Travel: Studi Pragmatika

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#### ABSTRACT

*Politeness is a form of one's conscious action when speaking to others. This study aims to analyse the conversational politeness used at Perama Tour and Travel. This type of research is qualitative research with language politeness methods and causal factors used at Perama Tours and Travels. The data in this study obtained from incoming and outgoing emails and various conversations at Perama Tour and Travel. The results of this study indicate that visitors and Perama Tour staff send and receive information to each other to travel through Perama Tour and Travel. Factors causing impoliteness include namely, the way of speaking before starting the next conversation, but at first there was a misunderstanding in conveying information that, feeling uncomfortable in the service because of an error in conveying information. In this research, there are two problems analysed, namely, what types of politeness strategies used at Perama Tours and Travel? What factors of politeness used at Perama Tours and Travel? In this research, it analyses based on language politeness and also impoliteness in serving Perama Tour customers. The presence of polite language towards customers will create a sense of comfort for the interlocutor. Likewise, when the politeness factor, the language used is not in accordance with the wishes of the visitor, discomfort often occurs in the service. This research focuses on language politeness towards Perama Tour and Travel Customers. Efforts to increase politeness are to provide examples directly to visitors by giving appreciation to customers using good and polite language or attitude.*

#### Kata Kunci:

Strategi Kesopanan,  
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#### ABSTRAK

Kesantunan merupakan bentuk tindakan sadar seseorang ketika berbicara kepada orang lain. Penelitian ini bertujuan untuk menganalisis kesantunan percakapan yang digunakan di Perama Tour and Travel. Jenis penelitian ini adalah penelitian kualitatif dengan metode kesantunan berbahasa dan faktor penyebab yang digunakan pada Perama Tours and Travels. Data dalam penelitian ini diperoleh dari email masuk dan keluar serta berbagai percakapan di Perama Tour and Travel. Hasil penelitian ini menunjukkan bahwa pengunjung dan staf Perama Tour saling mengirim dan menerima informasi untuk melakukan perjalanan melalui Perama Tour and Travel. Faktor penyebab ketidaksopanan antara lain yaitu, cara berbicara sebelum memulai pembicaraan selanjutnya, namun pada awalnya terdapat kesalahpahaman dalam menyampaikan informasi yaitu perasaan tidak nyaman dalam pelayanan karena

kesalahan dalam menyampaikan informasi. Dalam penelitian ini ada dua masalah yang dianalisis yaitu, jenis strategi kesantunan apa yang digunakan di Perama Tours and Travel? Faktor kesantunan apa saja yang digunakan pada Perama Tours and Travel? Dalam penelitian ini menganalisis berdasarkan kesantunan berbahasa dan juga ketidaksopanan dalam melayani pelanggan Perama Tour. Hadirnya bahasa yang sopan terhadap pelanggan akan menimbulkan rasa nyaman bagi lawan bicaranya. Begitu pula ketika faktor kesopanan, bahasa yang digunakan tidak sesuai dengan keinginan pengunjung, maka sering terjadi ketidaknyamanan dalam pelayanan. Penelitian ini berfokus pada kesantunan berbahasa terhadap Pelanggan Perama Tour and Travel. Upaya peningkatan kesantunan adalah dengan memberikan contoh secara langsung kepada pengunjung dengan memberikan apresiasi kepada pelanggan dengan menggunakan bahasa atau sikap yang baik dan sopan.

## Introduction

Conversation is needed in human's daily life due to it aims to transfer any information, ideas, and also thoughts. The relationship created between speaker and hearer while having conversation is an important thing that must be considered by both of the parties. Pragmatics studies about the relationship between the speaker and the hearers through politeness strategies (Firtri, 2022). It is used when the participant in communication is aware of another participant's face to show respect. Politeness is the way that is used to show consciousness of another people's face, can then be defined as the means employed to show awareness of another person's face (Yule 1996). It should be performed by the participants in a conversation which indicates that we care with the other participants. Because of that, politeness is needed to be applied in people's interaction, so that the communication can run well.

In politeness strategies, there are techniques in saying somethings, they are off record and bald on record. According to Yule, he said that off-record is kind of statements that indirectly addressed to the hearer whereas bald on record is a kind of statement that the speaker directly addressed to the hearer to express her/his needs (Yule, 1996). So, off-record happens when someone asks another person but the question is not directly address to the statement which will be asked. Whilst bald on record is when a question addresses straight to the statement. Whereas Brown and Levinson point several stages strategies which are bald on record, positive politeness, negative politeness, and off-record (Brown and Levinson, 1987). Positive politeness is an intrigue to solidarity towards others, how to cause the listener to feel great or to cause him to feel that his qualities are shared, though negative politeness is an endeavour to show mindfulness not to be forced on, it is, to abstain from meddling the questioner's opportunity of activity by utilizing hedges and apologies among others (Mahmud 2019). The purpose of politeness, including language politeness, is to make the atmosphere of interaction pleasant, not to offend the speech partner and to be effective. Someone politeness will be appreciated if he can put his spoken language and body language well.

Perama Tours and Travel is a travel agency engaged in the field of tourism services, both in terms of planning, service and organizing tourism activities that do not only rely on bus selection factors, tour guides, tourist objects but maximum service factors supported Qualified human resources are a mandatory thing that is needed in Perama Tours and Travel's Travel Bureau and, as the main foundation in tourism services, Perama Tours and Travel has the motto "Give Customer

Satisfaction". Travel related to travel agents Perama Tours and Travel is one of providing good and comfortable service to its customers with many tourists and destinations that are still foreign to tourists. What is meant by a travel agency here is a company that provides tourism planning, services and organizing services.

## **Method**

The method used to collect data in this study is the reading method which is carried out every incoming and outgoing e-mail because the message used polite and impolite language in conveying the information. The first step in collecting research data is to read all the dialogues spoken by Perama Tour and travel customers after that, analysis one by one. Data analysis techniques carried out by researchers refer to descriptive analysis studies. The descriptive analysis in question is an analysis by detailing and explaining at length the linkages of research data in the form of sentences.

## **Research Results**

Based on the formulation of the problem in this study, the following are the results of the research that will be discussed: (1) What types of politeness strategies are used in Perama Tours and Travel? (2) What politeness factors are used in Perama Tours and Travel? Interaction between Perama Tour customers by using polite language in service to Perama Tour customers to provide services according to the wishes of Perama Tour customers. Based on the data obtained in the field, it was found a form of language politeness in Perama Tour's interactions with its customers, in this case Perama Tour provides services to its customers in the best way possible, namely using good and polite language to every Perama Tour and Travel customer so that the customer can obtain information clearly and pleasantly with conversations between each other Polite and interesting language to its customers. In conducting this research, the place and time of the research is Monday, March 6<sup>th</sup>, 2023 at 10:00-11:00 at Perama Tour and Travel Jl. Legian No. 39, Kuta, Badung.

### **Data 1**

**Guest:** *(Always a pleasure traveling around Bali with Perama even during the early years of covid, Perama was always at service!! Great job, information has been kept up to date since then, really appreciate their services. Been using their services since 1990).*

**Staff:** *(Thank you for being our loyal customer & your positive review).*

The discussion of the sentence above in the conversation is, meaning thanks to Perama Tour because with good and satisfying service to Perama Tour customers according to customers even when Covid-19 is wanted But Perama Tour When customers come provide good service to Perama Customer. Tour In the sentence that said the Customer to Perama Tour Staff is, *(Always a pleasure to travel around Bali with Perama even in the early years of covid, Perama is always ready to serve! Good job, information since then is always updated, really appreciate their services. Been using their services since 1990).* In this sentence, you can see the polite language in the speech and when the interaction goes well and romantic with each other because of politeness. This language will be achieved according to what the customer wants on the way to give appreciation to Perama Tour in the services performed by every service in Perama Tour following the principle of politeness and realizing that the employer reduces losses and vice versa maximizes benefits for the other party. In this case giving appreciation because

in every place on the island of Bali every place is unique, every tourist visit from Perama Tour customers always provides clear information so that Perama Tour customers feel happy and interested in discussing the good service provided by Perama Tour. And as long as Covid-19 has brought many downfalls in its business, many companies have even gone bankrupt. However, Perama Tour is always ready to serve even in difficult situations for everyone. So, convey it in polite and respectful language to the first person to travel. And in service since 1990 until now interesting information updates and information that is so clear to every customer. The following are sentences in polite and respectful language spoken by Perama Tour Staff, ***(Thank you for being our loyal customer & your positive review)***. In this speech, by saying thank you because in the sentence it looks polite and gives a positive attitude in its service to Perama Tour customers, by saying thank you to each other. By applying polite language, the principle of politeness will reach speakers who can speak using this skill as personal. In the story above, it can be seen that the narrative minimizes losses and maximizes profits for Perama tour services. ***(The Positive Politeness factor is seen in the encouragement of the sentence or in the speech it is very good and easy to understand, therefore in the sentence using the positive politeness factor)***. Good service is an obligation for service providers to provide the best service to their customers. With the encouragement for Perama tour to progress and create cohesiveness, he always prioritizes the creation of unity in his service so that Perama tour always progresses. And respectfully convey appreciation to its customers in polite and courteous language.

## Data 2

**Guest:** ***(I used them 4 times over the years, very professional booking and very good driver prices, good variety of trips. Too bad my favorite driver Revan moved to Flores)***

**Staff:** ***(Dear Mr. Janusz, thank you for the good review, we hope we can continue to provide the best service to all our customers Regards)***.

The speaker of the sentence above is a Perama Tour customer who will go on a tour and there are also favorite drivers who travel during the trip by providing satisfying customer service. And also, with a sense of romance in service on the principle of politeness and realizing that the speaker reduces the loss and vice versa maximizes the speaker's gain. However, this customer feels a bit of a loss because the car driver during the trip often takes guests, unfortunately they have moved or have returned home. And the price is also in accordance with the wishes of the customer, not expensive, but the normal price is in accordance with the needs that will be used according to Perama tour customers. Even during the 4-year trip the service was very good and satisfying according to what Perama tour customers wanted. The sentence above is what Perama Tour Customers said, the speech looks polite, ***(I used it 4 times over the years, very professional bookings and very good driver prices, good variety of trips. Too bad my favorite driver Revan moved to Flores)***.

The sentence uses language politeness towards each other so that, in the speech it looks romantic and in the service the customer feels comfortable in good service and satisfies him. With respect, of course, the staff provide good and polite language using respectful language to the customers served in this case, respectfully thank you very much for visiting and also provide polite language giving encouragement and prayer to stay in good and healthy condition in life daily. Of course, the interlocutor, even though the information provided by the speaker is very clear and in short it is easily understood by the listener by applying this polite language, then the principle of politeness will be achieved. A speaker who can speak with interesting skills in providing travel-related

information can be said to be compassionate and friendly to his customers. In the story above, it can be seen that the narrative minimizes losses and maximizes the guests' profits. Good service is an obligation for service providers to provide the best service to guests. An attitude like honesty is absolutely necessary for the staff. The following sentence said by the Perama Tour Staff is, *(Dear Mr. Janusz, thank you for the good review, I hope we can continue to provide the best service to all of our customers. Regards)* In this speech, it begins with good language politeness and begins with a greeting so that the speech uses polite and kind language towards each other, in this case towards Perama Tour Customers, politeness in inviting information related to tourism should use a formal language style and polite language. *(The sentence uses a positive politeness factor because, in the speech above, it looks polite and interesting sentences towards the interlocutor).* To Perama Tour customers. Another person reminds the speaker that he forgot his luggage, but all is safe. In the description of the data above, it is a polite attitude to want to give or appreciate the customer's first tour and data, even though the customer's first tour wanted to make another trip with the driver's favorite, but it didn't work again. But with due respect, I give my happiness to the Perama tour staff and encourage them to keep working as professionals.

### **Data 3**

**Guest:** *How long have you been working as a guide?*

**Staff:** *(I worked in Perama Tour and Travel as a Tour Guide for 7 Years).*

**Guest:** *(oh, it's been a long time since you worked as a guide and your service is good, I recommend you).*

**Staff:** *Thank you very much. We hope to see you again next time.*

The sentence above is a Perama Tour customer who secretly assesses when traveling by asking the Perama Tour Guide through the questions asked, how long have you worked as a guide? This sentence in his speech shows politeness in language because with respect customers dare to ask questions because they look comfortable and feel fine with the Perama tour waiter. So, with pleasure in interacting with good answers and of course using polite language also towards others and respectfully provide travel with Perama Tour the form of using polite and respectful language is to reduce feelings of self-benefit towards others and instead increase praise to other people or customers. So that customers feel happy and happy with the Tour Guide because, he is a punctual human and value customers more and be friendly to their services the following is a sentence conveyed by the Staff to Perama Tour Customers *(I worked at Perama Tour and Travel as a Tour Guide for 7 years).* In this sentence, the speech looks polite because in this sentence the language used looks polite and friendly so that the other person wants to hear the speaker, the customer is curious because the Tour Guide looks good in serving its customers.

Perama Tour staff provide more satisfying service to their customers and with respect and use good and polite language because of very good service and satisfying customers to Perama Tour and Travel customers Perama tour gives praise or thanks to its staff and of course respect each other in the same language this nice and polite In the following sentences what Perama Tour Customers say to their Perama Tour Staff or Tour Guides is, *(oh, it's been a while huh, you work as a guide and your service is good, I recommend you).* In the sentence above, respectfully encourage others so that in service they always provide the best so that it is in accordance with the expectations of the first tourist customer. So, the first tour customer is happy to convey to Perama tour to do good service and satisfy every customer who comes with good language and in providing good and very satisfying service to every customer. In this sentence, you can see the compensation said by the Perama tour officer so that the conversation between the two

seems to be in harmony with regard to the trip with the Tour Guide. ***(Positive politeness factor in this case asking and giving back answers so clear and easy to be understood by both speeches that it uses language politeness factor)***. So that the speech uses language that is romantic and easy to understand because the information conveyed is easily understood by Perama Tour customers or what is conveyed by their Tour Guide.

#### Data 4

**Guest:** *(Good value for money, good communication from office, transfer on time, comfortable with friendly AC driver used for Bromo sunset tour from Kuta to Malang. We had some trouble with our vehicle but the adjustments were made to the route very smoothly. Overall happy with the service, communication with the driver could be improved as sometimes it wasn't clear what was going on when you were a kid but someone always took you from time to time with no fuss. I would recommend them very clear prices which are explained when you order which is good).*

The speaker of the sentence above is a Perama Tour customer who wants to travel comfortably, so make sure in advance which car to use and also the driver who will be driving during the trip. Because the trip is very long for hours, make sure the car is air-conditioned and the driver is friendly during the trip. Since his journey was from Bali to Java, his destination was Bromo. And from Perama Tour, they will also take turns getting ready to drive a car while on the way from Sanur to Bromo. However, Perama Tour provides certainty to its customers because those who will direct the car to people who have experience in the field of transportation do not need to worry about this. And for the price it's also not more than what is usually paid, so Perama tour will give you a good price. In the remarks above, Perama Tour customers give appreciation for this good service to interlocutors or Perama Tour, namely ***(Good value for money, good communication from the office, timely transfers, comfortable with friendly AC drivers used for Bromo sunset tours from Kuta to Malang We had a problem with our vehicle but the adjustments were made to the route very smoothly Overall happy with the service communication with the driver could be improved as sometimes it's not clear what happened when you were a kid but someone always took you from time to time without difficulty I would recommend their prices are explained very clearly when you order which is good).***

In this sentence, it can be seen that the language politeness towards the interlocutor is very good so that during the trip the communication runs smoothly and everything runs smoothly because of the language politeness between one another. However, we should be grateful for Perama Tour's services because in providing information it is also clearer and more satisfying in the discussion above. During the trip at the right time, the customer also feels that during the trip, on the way home, of course, the other person is speaking, even the information conveyed by the speaker is very clear and timely. By applying this polite language, the principle of politeness will be achieved. A speaker who can speak using this skill can be said to be a person. In the story above, it can be seen that the narrative minimizes losses and maximizes the guests' profits. Good service is an obligation for service providers to provide the best service to guests. An attitude like honesty is absolutely necessary for the staff. ***(In the sentence above, the negative factor of politeness is used because during the trip the customer experienced several obstacles to the Perama Tour staff, namely during the trip the vehicle was***

***damaged, however, everything was handled properly and quickly so that in the sentence it appears to be using language that kind and generous).***

They recommended trips because everything was safe and satisfying. In providing information to the interlocutor on the trip, it is very clear and also on time and scheduled as when traveling, a service driver is a friendly person in his service, and the interlocutor also feels comfortable traveling politely and a language that appeals to its customers. In the description of the data above, it is a polite attitude of wanting to give or appreciate in service to its customers and the conversation goes well and draws interesting language towards its customers and a sense of satisfaction on the way from Sanur to Bromo.

#### **Data 5**

**Staff:** *(The driver to Ubud is talking on the phone. Unprofessional air conditioning does not violate. No good drivers. Reverse oxygen. Clean bus drivers and perfect price air conditioning).*

**Guest:** *(Thank you for your kind feedback. We really appreciate if you can complete the itinerary, time and departure point to answer your information Thank you).*

The speaker of the sentence above was traveling to Ubud and Perama Tour staff provided information about the car to be used, it was clear that the vehicle had no air conditioning, and the price was not too expensive. Basically, according to the distance travelled by the car and also the condition of the vehicle to be used. Perama Tour customers who want to travel comfortably, so make sure in advance which car to use and also the driver who will drive during the trip. The sentence is negative politeness because, seeing from the customer it is not good so that on the trip it arrives well even though it does not use complete facilities. However, Perama tour provides very clear information in polite and polite language. Because the trip is very long for hours, it is certain that the car's air conditioner and driver are friendly during the trip and the AC cannot be used during the trip. A sentence similar to compensation spoken by Perama Tour Staff is, ***(The driver to Ubud is on the phone. The unprofessional air conditioner is not broken. There is no good driver. The oxygen is upside down. The bus driver is clean and the air conditioner is the perfect price).*** In this speech they see compensation for one another because they use the language of compensation with respect in their speech.

However, Perama Tour provides certainty to its customers in carrying out their trips according to the gathering point and also a definite and clear departure schedule provided by the tour customer. As well as appreciating service by using a good and polite style of language between one another so that communication can run well and romantic with each other. However, we should be grateful for Perama Tour's services because in providing information it is also clearer and more satisfying in the discussion above. During the trip at the right time, the customer also feels that during the trip it must be fine, of course the other party feels that even though the information conveyed by the spokesperson is very clear and timely. ***(In this sentence, we can see the negative politeness factor in the speech above because during the trip it was uncomfortable for the customers but all of them finally arrived safe and sound).*** By applying this polite language, the principle of politeness will be achieved. In his speech, Perama Tour customers said, ***(Thank you for the good feedback. We would really appreciate it if you could complete the itinerary, time and stop point to answer your information. Thank you).*** This sentence looks polite in its speech because of the politeness of the language so that the end of the word is said with gratitude to the other person. Good service is an

obligation for service providers to provide the best service to guests. An attitude like honesty is absolutely necessary for the staff.

## Conclusions

This chapter is the last chapter of this research. After the researcher has explored the discussion of research results whose aim is to explain the Types of Politeness Strategies Used in Perama Tour and Travel Politeness is a good language and courtesy used by visitors and Perama Tour Staff, the authors can conclude as follows:

1. Regarding the application of positive politeness strategies at Perama Tour and Travel, it shows that all of these positive politeness strategies, shown by using good and polite language by Perama Tour to its customers are found in reciprocal utterances. The researcher it that there were 30 dialog data containing politeness positive. In this study pay attention to the interests, desires, needs, etc. Meanwhile, the politeness strategy is emphasized to presuppose knowledge of the listener's wishes and provide goals that are obtained by Perama Tour customers with good language politeness and formal language.
2. The factor of violations in language politeness, very often occurs during the process of dialogue between visitors and Perama Tour staff, however, these factors can have good and bad impacts as well. Against each other in carrying out the dialogue, but with the implementation and application carried out by the two defense parties, namely, the Perama Tour Staff and their customers. Can be a good and polite executor of language politeness. However, these factors do not have a negative impact but have a positive impact on the dialogue.

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