

POSITIVE POLITENESS STRATEGIES USED BY THE GUEST IN TRIPADVISOR REVIEW OF PRIME PLAZA SUITES SANUR BALI

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ABSTRACT

This study entitled Positive Politeness Strategies Used by the Guest in TripAdvisor Review of Prime Plaza Suites Sanur Bali. This study aims to identify the use of positive politeness strategies by the guest in TripAdvisor review of Prime Plaza Suites Sanur Bali. This study analyzed qualitatively used the theory of Brown and Levinson (1987) about the types of politeness strategies. The findings showed that from 15 sub-strategy in positive politeness strategies according to theory there are only 6 strategies used by the guest in giving review they are (1) exaggerate (interest, approval, sympathy with H), (2) Intensify Interest to H, (3) Seek Agreement, (4) Offer Promise, (5) Give or Ask Reason and (6) Give Gifts to H Goods, Sympathy, Understanding, Cooperation. The guests use a positive politeness strategy in giving feedback about what they feel in Prime Plaza Suites Sanur Bali.

Keywords: Positives Politeness Strategies, TripAdvisor Review, Prime Plaza Suites

ABSTRAK

Penelitian ini berjudul Positive Politeness Strategies Used by the Guest in Tripadvisor Review of Prime Plaza Suites Sanur Bali. Tujuan dari penelitian ini adalah untuk mengidentifikasi kegunaan dari strategi kesantunan positif yang digunakan oleh tamu dalam memberikan ulasan di aplikasi TripAdvisor tentang Prime Plaza Suites Sanur Bali. Penelitian ini dianalisis secara kualitatif menggunakan teori dari Brown dan Levinson (1987) tentang strategi kesantunan berbahasa. Hasil penelitian menunjukkan bahwa dari 15 strategi kesantunan positif sesuai dengan teori, hanya 6 strategi yang digunakan oleh tamu dalam membuat ulasan, diantaranya (1) melebihkan dalam memberikan komentar atau pujian (exaggerate) (2) menegaskan (Intensify Interest to H), (3) mengupayakan kesepakatan (Seek Agreement), (4) menawarkan, berjanji (Offer Promise), (5) memberi atau meminta alasan (Give or Ask Reason dan (6) memberi hadiah kepada penutur (Give Gifts to H Goods, Sympathy, Understanding, Cooperation). Tamu menggunakan strategi kesantunan positif ini dalam memberikan tanggapan tentang pengalaman yang mereka rasakan selama menginap di Prime Plaza Suites Sanur Bali.

Kata Kunci: Strategi Kesantunan Positif, Ulasan TripAdvisor, Prime Plaza Suites

I. INTRODUCTION

Communication is the process of transferring information from one place, person, or group to another. In making good communication, we need to apply communicative strategies, also known as

politeness strategies. According to Brown and Levinson (1987), politeness strategies are developed in order to save the hearer's face. Face refers to the respect that an individual has for him or herself and maintaining that self-esteem in public or in a private situation.

Usually, we try to avoid embarrassing another person, or making them feel uncomfortable.

Brown and Levinson (1987) state that there are four politeness strategies that a speaker uses when dealing with Face Threatening Act (FTA) to the hearer. They are bald on-record, positive politeness, negative politeness, and off-record. Each strategy is used differently depending on the situation. The positive Politeness strategy becomes an interesting topic to be analyzed because it addressed to the person's positive face. Positive politeness strategy not only applied in direct communication but also in written text, as an example in a website application review called TripAdvisor.

TripAdvisor is an application that exists since 2000 as the best application to compare the companies. It will compare the facilities and price of accommodation, restaurant, flight ticket from one company to the other company. Many companies use TripAdvisor to promote their company, and one of them is Prime Plaza Suites Sanur Bali. By using this application make the guest easier to book online and the guest able to see the review or comment from the other guest about the hotel. The review is very important because it could help the guest to know whether it is a good company or not, based on the review from the guest that already spend their holiday in this hotel.

The guest gives the review to Prime Plaza Suites Sanur Bali in TripAdvisor that relates to how they feel and what they are experiencing during their stay in this hotel. They also provide some advice that could make the hotel become better. Therefore, based on the reviews, the hotel could improve their performance and correcting the mistake they make, which mention by the guest in the TripAdvisor review. The guests write about the positive review or negative review in TripAdvisor on Prime Plaza Suites Sanur Bali. The review receives the response from the hotel, and the hotel itself response or appreciated the reviews written by the guest. There are 1,691 reviews in TripAdvisor that are written by guests during their stay at the hotel, most of them are on the positive side (*TripAdvisor* 2019). In other words, Prime Plaza Suites Sanur Bali gets more excellent reviews than terrible reviews. The use of a

positive politeness strategy from the guest in TripAdvisor review give positive feedback for another traveller to stay in Prime Plaza Suites Sanur Bali.

II. METHOD

The data of this study were taken from a TripAdvisor review of Prime Plaza Suites Sanur Bali. There are 15 reviews used as the sample for this research. The review from Prime Plaza Suites Sanur Bali in TripAdvisor used as the data source because it provides the data consisting of politeness strategies especially positive politeness strategies. Besides that, the other reason is that the Sanur area is a tourism destination in Bali which popular in the last 25 years ago. The Prime Plaza Suites Sanur Bali is one of the most popular places for tourism in Bali. The guest who come to this hotel 10 years ago definitely would come back because the service of this hotel makes them want to come back again in Prime Plaza Sanur Bali. The data were collected by using the observation method and it was analyzed qualitatively used the theory of Brown and Levinson (1987) about the types of politeness strategies.

III. RESULT AND DISCUSSION

Positive Politeness Strategy is a strategy uses by the guest as a reviewer to the recipient of the review, which could do anything for the recipient of the review as the hearer happy, feeling respect, and comfortable. This strategy is focused on the interlocutors' face. Reviewers use the positive politeness strategy in giving feedback as they feel about Prime Plaza Suites Sanur Bali. According to Brown and Levinson (1987), there are 15 strategies to minimize threats to the hearer's (H's) positive face. In TripAdvisor review the guest only used 6 strategies, they are (1) exaggerate (interest, approval, sympathy with (H), (2) Intensify Interest to H, (3) Seek Agreement, (4) Offer Promise, (5) Give or Ask Reason and (6) Give Gifts to H Goods, Sympathy, Understanding, Cooperation. The explanation of each strategy was support by one example, and it can be seen as below:

3.1 Exaggerate (Interest, Approval, Sympathy with H)

Brown and Levinson (1987) said that this strategy was often done with exaggerated intonation, stress and another aspect of prosodic as well as with intensifying modifiers. This strategy can be seen below.

Data 1

“Excellent for families with children, spacious and comfortable suites, breakfast with lots of variety. Transfers to super market and beach every hour. Allocated area on the beach for prime plaza guests. Overall, very good, highly recommended for families with children.”

(The guest which has name account Sarojdsaram in TripAdvisor wrote the review on October 17th, 2019. The period of holiday was on October 2019).

The guest wrote a review as feedback on 17th October 2019 in TripAdvisor. The guest stayed in the period of October 2019. The guest from Geelong, Australia, and gave a rate from 1 until 5 is 5, the review was entitled Family holiday. The underlined data above “Excellent for families with children” and “Overall very good, highly recommended for families with children”. These expressions are classified into positive politeness strategy with sub exaggerate. Sarojdsaram as a guest wrote feedback at TripAdvisor review of Prime Plaza Suites Sanur Bali, at first of the review stated that the hotel was excellent for the person who wants to have a holiday with children or family. Sarojdsaram also stated the service of Prime Plaza Suites Sanur Bali in a positive way. From above, Sarojdsaram was exaggerating the review used was overstate the utterance by added the word *excellent* which has meaning the highest score and in the next sentence used *very* and *highly*. The reason used exaggerate because of the guest's interest as a way to show the politeness strategy and felt satisfied with the service that the hotel gave. In order to express their feeling, the guest exaggerates their sentence by adding words *very* and *highly*.

3.2 Intensify Interest to H

Another way for S to communicate to H that he or she shares some of his or her wants is to intensify the interest of his or her own S's contributions to the conversation by making “a good story” (Brown and Levinson, 1987). The

example of this strategy can be seen in data 2 below.

Data 2

“Great family property. We had a 3-bedroom apartment it was huge and very comfortable. Great for families. All staff were excellent and kids club, great for our grandchildren. The big kids had fun on the slide as well! The walk into main area and beach from the back gate took around 10 minutes. Our first time staying in Sanur, we really loved it.” (The guest which has name account Mrs. Lynn H at TripAdvisor wrote the review on August 2019).

Mrs. Lynn H was one of many guests that wrote a review in August 2019 as the feedback to the hotel. Mrs. Lynn H adds Brisbane, Australia as nationalism. The guest wrote a review about the period of stay on August 2019 and rate Prime Plaza Suites Sanur Bali 5 from 5. The review was entitled Great Family Property. The underlined sentence above, “Our first time staying in Sanur, we really loved it.”, as the data which indicated the used of positive politeness strategy with case intensify interest to H. The guest with the username Mrs. Lynn H whoever stayed in Prime Plaza Suites Sanur Bali used positive politeness strategy because based on the review she loves the first time she stayed in Sanur especially in Prime Plaza Suites Sanur Bali. The data contains the guest give intensify interest to the hotel by making a good story which is talked about the good version of Sanur and the hotel. She also spoke “we really loved it” which means that she tried to give respect to the hotel's face by talked the positive review of Prime Plaza Suites Sanur Bali.

3.3 Seek Agreement

According to Brown and Levinson (1987), the raising of a ‘safe topic’ allows S to stress his agreement with H and therefore to satisfy H's desire to be ‘right’. In data 3 below, can be seen the guest use this strategy in making a review.

Data 3

“We were really happy with prime plaza suites and the size of the rooms were fantastic very clean and spacious. The kids club was basic but my daughter loved prime plaza suites camp splash kids club and spent from 9.30am until 4.30pm going up and down the slide. They had

some great activities running for kids and movies during the day and at night. Unfortunately, our room was near where they played the movies and it interrupted her night time sleep. The food was close to Australian pricing for meals. You can get discount coupons for breakfast but you have to buy them in sets. So, our additional ones we gave away. The service in the restaurant was very lacking as it was a bit slow. Most mornings our drink orders weren't taken and at night after being seated and orders taken you would have to chase someone down if you wanted something extra like dessert. The towels were a bit dated and could do with replacing. Also, some days we would have face cloths other days we would have none. I would give the day spa a miss. I went with my daughter as a mummy daughter date it was noisy as it's right by the pool. She sat in a stool and looked very uncomfortable. The staff were good and accommodating but the spa was very dated and the furniture needs replacing. It was a bit disappointing but I had just spent two days at Mango Tree Spa in Ubud and its a bit like comparing apples and oranges. The rooms are fantastic and we would stay there again. Great pools and lots of pool chairs even in the school holidays. They also have a little mini mart that sells inflatable items for the pool. The kids LOVED it".

The guest with username Princceschaos wrote a review as feedback at TripAdvisor site on October 19th. Princceschaos stayed at Prime Plaza Suites Sanur Bali on period October 2019. The guest from Perth-Australia, gave rate 4 from 5 for Prime Plaza Suites Sanur Bali at TripAdvisor. The review was entitled Huge Rooms. The underlined sentence from Princceschaos is used to be data. "You can get discount coupons for breakfast but you have to buy them in sets." is classified into positive politeness strategy with sub seek agreement. Princceschaos as a guest who ever stayed in the hotel tries to seek agreement. In the review, the guest explained what the hotel look likes in detail way and in the underlined sentences, the guest tries to informed other guest that if they buy discount coupon breakfast they would have the breakfast in set, if they do not have the discount coupon they have to buy the dishes in

ala carte. It means that, better you have the discount coupon on you and it would save your money than you buy one by one in *ala carte* way.

3.4 Offer Promise

Brown and Levinson (1987) mentioned that S may claim that within a certain sphere of relevance whatever H wants, S wants for him and will help to obtain in order to redress the potential treat of some FTAs. Here is the example of this strategy.

Data 4

"Great find Perfect location in Sanur. Great service and kids club. "Will return for sure". Lovely pool and plenty of seating areas. Really great value hotel. Our room was wonderful and spacious. Way more than we needed for a family of 5 in the 2 bedrooms. Food a little pricey in restaurant" (The guest which has name account Josh K in TripAdvisor wrote the review. The period of holiday was on May 2019).

The guest wrote a review as feedback on May 2019. The guest from Sydney, Australia, and stayed in the hotel was in May 2019. Trip type of the guest was travelled with family. Josh K rate 5 for the hotel, the review was entitled Great Find. In wrote the review the guest gave tip about the hotel that the room was higher with young kids and it could be noisy if you are near the bar. The data "Will return for sure", classified into positive politeness strategy with sub offer promise. Josh K as a guest wrote feedback as a review in TripAdvisor site of Prime Plaza Suites Sanur Bali. The review express that he would return for sure. The reason Josh K used positive politeness strategy with offer promise was because, he likes the service of the hotel. The guest loves the facilities that hotel had especially about the room. From the guest utterance indicated that the room was wonderful and spacious for family with 5 members in room with type 2 bedroom. The hotel was good place to spent holiday with family. However, restaurant in the hotel provides expensive food the guest stated that they will return for sure. It means that with the weakness of the hotel, the guest promised to come back again to choose Prime Plaza Suites Sanur Bali as their vacation place. The guest

utterance stated the good side of the hotel started from the perfect location which is in Sanur area, good service and facilities owned by the hotel. It is enough for them to come back again on their next vacation because of those reasons.

3.5 Give or Ask Reason

Where S gives reason as to why he or she wants what he or she wants. They add that giving reasons in an implying "I can help you" and assuming cooperation, a way of showing help is needed (Brown and Levinson, 1987). The example of this strategy can be seen as below.

Data 5

"Very nice staff friendly hotel is good for kids the only bad point I had was the back gate closing at 6 pm, why not have a camera on it and use your room card to get in the gate other than that very nice." (The guest which has name account in TripAdvisor undernamed Kicrash wrote the review. The period of holiday on October 2019).

The guest wrote the review as feedback on October 21st 2019 in TripAdvisor site. The guest stayed on period October 2019, and gave rate 4 from 5. The review was entitled Mr. Scott s. The data "why not have a camera on it and use your room card to get in the gate other than that very nice", is classified into positive politeness strategy with sub give or asked reason. Kicrash as a guest wrote feedback at TripAdvisor review of Prime Plaza Suites Sanur Bali, stated that the hotel was good for kids but there was only bad point in which about the back gate of the hotel. The guest before going to the main review in the beginning talked about the positive side of the hotel by using positive politeness strategy. The data showed us that the utterance from Kicrash indicated that he tried to minimize threats to the recipient of the review. There was an effort there to minimize the distance in expressing friendliness by wrote down the good things of the hotel. Meanwhile, just because of the bad point which about the gate that closed at 6 pm. Politeness was given there by asking reason why don't use key card to open the back gate, it would be easy. By asking reason indicated that the used of positive politeness strategy that mention by Brown and Levinson, (1987).

3.6 Give Gifts to H Goods, Sympathy, Understanding, Cooperation

Brown and Levinson (1987) said that S may satisfy H's positive face wants by giving gifts but not only true gifts, there are also human relation wants such as the wants to be liked, care about, understood and so on. The example of this strategy can be seen as below.

Data 6

"Perfect for kids. Great place to stay, clean rooms, great staff, plenty for the kids to do Meals and drinks are of great quality, a little pricey but other than that, A++Main street of Sanur is a small walk with heaps of food and shops." (The guest which has name account Lustigo at TripAdvisor wrote the review on November, 2019).

The guest username Luigi A on TripAdvisor site wrote a review as feedback for Prime Plaza Suites Sanur Bali on November 2019. The trip type holiday was Travelled with Family. Luigi A gave 5 for the rate from 5. The data "Meals and drinks are of great quality, a little pricey but other than that, A++", is classified into positive politeness strategy in case give gifts to H goods, sympathy, understanding, cooperation. In the data above Luigi A wrote "a little pricey but other than that, A++", even though Luigi A's utterance said the meals and drinks little bit expensive, that was not a big problem as long as meals and drinks have great quality. The guest understanding Prime Plaza Suites Sanur Bali about the expensive price, by looking at the good quality provided by the hotel for meals and drinks. In the other side to make the hotel's face happy and minimize the distance between Luigi A and the hotel. Luigi A used positive politeness strategy with case give gifts to H goods, sympathy, understanding, cooperation by wrote "but other than that, A++".

IV. CONCLUSION

Based on the discussion above it can be conclude that the guest as reviewer use the positive politeness strategy in giving a feedback about what they feel along stay in Prime Plaza Suites Sanur Bali. There are 6 strategies used by the guest in making the review, they are (1) exaggerate (interest, approval, sympathy with H), (2) Intensify

Interest to H, (3) Seek Agreement, (4) Offer Promise, (5) Give or Ask Reason and (6) Give Gifts to H Goods, Sympathy, Understanding, Cooperation. Furthermore, from 15 sample

data the dominant strategy used in positive politeness strategies are exaggerate and intensify interest.

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