

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Presently, the habit of drinking coffee has shifted to enjoying coffee in a coffee shop rather than simply brewing coffee with hot water at home. Furthermore, drinking coffee is no longer associated with adults' preferences instead with young people. In fact, the activity of sipping a coffee at a coffee shop is now becoming a lifestyle for some Indonesian millennials and a way of showing their existence (Ahmadi and Destiwati 2019). People come to a coffee shop not only to taste the coffee itself but also to hang out and relax with some friends or to complete their work. Evidently, according to the International Coffee Organization (ICO) data, the coffee consumption of Indonesians jumped to 174 percent in 2016 (Tempo.co 2019). Hence, the cultural shift in consuming coffee has resulted in the proliferation of coffee shops in Indonesia (Solikaturun, Kartono and Demartoto 2015).

According to Ario Fajar, Head of Marketing at PT Toffin Indonesia, the number of coffee shops in Indonesia has tripled in the last three years, from 1,083 in 2016 to 3,000 by the end of 2019 (Beritasatu.com 2020). Furthermore, he stated that the development of coffee shops could not only be separated from the ease of people to open this business but also the emergence of coffee as a part of the lifestyle (Beritasatu.com 2020). Therefore, many coffee shops compete to offer various concepts and strategies for customer satisfaction and profit for the business being carried out. The coffee shops' concept and strategies to draw the customers are varied, such as the use of Wi-Fi, exclusive and unique interiors, a relaxing

environment, and hospitality. One of the coffee shops in Surabaya that is considered to have its unique concept is *Hi Coffee* Surabaya.

Hi Coffee Surabaya is a coffee shop that has been established in 2019 at Dharmawangsa 80a, Surabaya. *Hi Coffee* Surabaya is the one that took the first lead to open the coffee shop in Dharmawangsa street, Surabaya. It then resulted in the mushrooming of the coffee shop in the Dharmawangsa street, Surabaya. It does not only serve premium Arabica and Robusta coffee-based as the signature menu but also a non-coffee menu since its target market is not only coffee lovers but also people who cannot take coffee. Within a year, *Hi Coffee* Surabaya has already sold 17.266 cups of coffee and a non-coffee menu. Even though the COVID-19 pandemic outbreak is still going on, *Hi Coffee* Surabaya constantly maintains its sales well.

From the beginning, *Hi Coffee* Surabaya set out to be a different coffee shop compared to the others, one that made honor not only coffee and its long history but also fostered a sense of connection. Creating a welcoming atmosphere of comfort and belonging for everyone has always been the mission of *Hi Coffee* Surabaya. Thus, it applies the open bar concept so that the baristas and the customers can interact directly and freely. It is in line with *Hi Coffee* Surabaya's slogan: "*kemesraan berawal dari menyapa*," meaning that the baristas' hospitality and the interaction between the baristas and the customers are always the basic things that *Hi Coffee* Surabaya always upholds. Therefore, the researcher is interested in conducting research using *Hi Coffee* Surabaya as the object of the study.

As cited in Ammar (2017), according to the Barista Guild of America, a barista is a person who creates a culinary experience for customers by serving coffee and espresso-based drinks. However, a barista's expertise must be broader than just running coffee machines and producing good coffee. The barista must be able to interact efficiently, calmly, and clearly with all customers, even under pressure (Ahmadi and Destiwati 2019). Baristas who lack communication skills and a poor attitude can cause the coffee shop to be deserted by all of its customers, regardless of how fine the coffee they sell and serve or how cool the coffee shop they work. In other words, a barista is the core of the coffee shop. Hence, the baristas of *Hi Coffee* Surabaya must have a good communication skills to be able to get to know with all customers and develop a good relationship between them.

As the face of the coffee shop, the baristas of *Hi Coffee* Surabaya play a significant part in keeping the customers' comfort when they visit *Hi Coffee* Surabaya. Along with the purpose of *Hi Coffee* Surabaya, which emphasizes hospitality and the baristas-customers interaction, the baristas should strive to note the customers' condition when they enter *Hi Coffee* Surabaya to make the customers feel welcomed and have a good experience in visiting *Hi Coffee* Surabaya. Through the baristas' behavior, the customer can feel at ease and appreciate the baristas' service (Samianto and Kuntjara 2016). In this case, politeness strategies should be used to navigate the interaction and protect their faces while remaining to be aware of not performing the face-threatening act to the customers (Mboudjeke 2010) (Iswara and Saleh 2017). The role of politeness strategies can be seen as an essential factor in making a great relationship and raising the customers' sense of loyalty

(Kuzhevskaya 2019). Thus, the baristas of *Hi Coffee* Surabaya need to pay attention to their language choice and adapt their talk to suit their customers.

Nevertheless, the baristas of *Hi Coffee* Surabaya have different treatments in interacting with the customers through politeness strategies. When the baristas encounter their friends as the customers, they tend to show solidarity and minimize the status differences when communicating with them. However, when they meet completely stranger customers, they tend to respect the status differences but still try to create a belonging atmosphere. The use of politeness strategies by the baristas of *Hi Coffee* Surabaya not only works reliably and successfully in maintaining the communication with the customers, but it also creates and preserves a long-term partnership with them (Samianto and Kuntjara 2016). Since the baristas of *Hi Coffee* Surabaya are not only responsible for making great coffee but also in charge of generating successful communication and relationships with the customers, it is interesting to analyze the baristas of *Hi Coffee* Surabaya in using politeness strategies to the customers.

Politeness strategies, as defined by Brown and Levinson (1987), are the strategies used to convey consideration for others and reduce threats to others' faces in certain social contexts (Flores-Salgado and Castineira-Benitez 2018). According to Brown and Levinson (1987), the face is the public self-image that everyone desires to be claimed, recognized, and valued. It is associated with something emotionally established and can disappear, maintain, and continuously present in communication (Brown and Levinson 1987). Thus, by behaving in contrast to the others' desires, the hearer or speaker's face will be harmed, which might result in a

face-threatening act (FTA) (Brown and Levinson 1987). Therefore, the speaker must avoid making the hearer feel uncomfortable and strive to consider others' feelings by applying several politeness strategies.

Brown and Levinson (1987) proposed four politeness strategies: bald on record, positive politeness, negative politeness, and off record. Bald on record is a strategy used to avoid misunderstanding by saying things directly without minimizing the threat on the hearer's face. Meanwhile, positive politeness is a strategy used to gratify the positive face of the hearer. Furthermore, negative politeness deals with gratifying the hearer's negative face and has to do with respectful behavior. Latter, off record, is a strategy that employs indirect language when the speaker would like to do an FTA yet intends to evade the responsibility for doing it.

Besides, Brown and Levinson (1987) classified the factors that influence the choice of politeness strategies into three factors: the payoffs, the circumstances, and the integration of imposition of the payoffs and weighting the risk in choosing strategies. First is the payoffs factor, which ensures that the speaker should consider the benefits that the speaker obtains by employing each strategy. Meanwhile, circumstances factor cope with sociological factors, including the social distance (D), the relative power (P), and the absolute ranking (R) of impositions of the speaker and hearer in a certain culture. Lastly, the factor in which the payoffs and circumstances factors are combined is the integration of imposition of payoffs and weighting the risk in the choice of strategies.

Previously, there have been several studies conducted on politeness strategies. Afful (2017) examined the bald on-record strategy by four hosts of adversarial discussions on radio. The politeness strategies theory by Brown and Levinson (1987) and the cooperative principle proposed by Grice (1975) were applied to analyze the data. The result showed that the participant panelists tend to agree that the host retained the right to use the bald on-record strategy as much as the host found them necessary and insofar as the purpose was considered to maximize the delivery of information to listeners. Meanwhile, Dzikriyah (2018) analyzed politeness strategies of request and found out the strategies that are mostly used in *Train to Busan*'s English subtitles movie. The study found four types of politeness strategies by Brown and Levinson (1987) within the subtitles, and the most used strategies were positive politeness. Furthermore, Widyastuti (2019) investigated the types of politeness strategies used by the main characters in the novel "*The Sun Also Rises*." The study showed that the main characters applied all of Brown and Levinson's (1987) politeness strategies.

As well as the previous study, the researcher aimed to explore politeness strategies. A qualitative approach was also used to conduct this study. Unlike Afful (2017), the researcher only applied Brown and Levinson's (1987) theory of politeness strategies in this study. Moreover, to make this study different from the previous study, the researcher used *Hi Coffee* Surabaya as the object of the study. To be more specific, the researcher focused on politeness strategies used by the baristas of *Hi Coffee* Surabaya when they interacted with the customers, especially in greeting the customers, suggesting the menu, and asking for the order.

Additionally, the factors that influence the baristas of *Hi Coffee* Surabaya towards the choice of politeness strategies were investigated as well.

1.2 Statements of the Problem

Based on the background of the study above, the researcher formulated the following research questions:

1. What politeness strategies are used by the baristas of *Hi Coffee* Surabaya in interacting with the customers?
2. What factors influence the baristas of *Hi Coffee* Surabaya towards the choice of politeness strategies used in interacting with the customers?

1.3 Objectives of the Study

Based on the questions stated in the statements of the problem, this study has objectives that are formulated as follows:

1. To identify the politeness strategies used by the baristas of *Hi Coffee* Surabaya in interacting with the customers.
2. To examine the factors that influence the baristas of *Hi Coffee* Surabaya towards the choice of politeness strategies used in interacting with the customers.

1.4 Significance of the Study

This study's result is expected to provide some benefits that could enrich and increase the knowledge about politeness strategies. This study would provide a

result that contributes to theoretical and practical aspects. Theoretically, this study defines Brown and Levinson's (1987) theory of politeness strategies used by the baristas to interact with the customers, which might help the readers comprehend more about the theory. Moreover, the finding is intended to contribute to linguistics, especially pragmatics study. Furthermore, this study is expected to give additional information on previous research, comparative data, and a reference for future researchers aiming to conduct a similar study about politeness strategies. Practically, this study can contribute to giving a preview of politeness in the context of a coffee shop. However, this study could also be an additional suggestion in everyday life since it can be used to understand how to communicate politely to others.

1.5 Definition of Key Terms

The researcher provided some key terms that are given below to give the best explanation toward the topic discussed:

1. Barista : A person who creates a culinary experience for customers by serving coffee and espresso-based drinks that show craftsmanship and consistency (Ammar 2017), also the core of the coffee shop.
2. Customer : A person or organization who purchases goods and services (Rahman and Safeena 2016).

3. *Hi Coffee* Surabaya : A coffee shop that has been established in 2019 at Dharmawangsa 80a, Surabaya, which does not only serve premium Arabica and Robusta coffee-based as the signature menu but also a non-coffee menu
4. Politeness Strategies : The speaker's strategies to maintain the interlocutors' face in a less threatening way and express awareness of the interlocutors' face in an interaction (Brown and Levinson 1987).