

## ABSTRACT

Rachmawati, Karina. 2015. *“Politeness Strategies Used by Staff to the Visitor at Surabaya Tourism Information Centre”*. A thesis submitted as Partial Fulfillment of Requirement for the Sarjana Degree of English Department, Faculty of Humanities, Airlangga University Surabaya.

Surabaya Tourism Information Centre is a public place which provides the information about tourism in Surabaya for visitor from Indonesia and overseas. It is necessary to use a strategy in a conversation between the speaker and hearer which are stranger to each other. This study used qualitative method based on the analysis of conversation. In order to analyze the conversation, the theory of Politeness Strategies from Brown and Levinson (1987) is used in this study. The analysis of this study is according to the transcription of conversation between the staff of TIC and the visitors. The data was taken from October 2014 until January 2015 with the participants from Hongkong, Belgium, Colombia, and Japan. There are four conversations to be analysed in this study. The result of this study has been found that politeness strategies show in each conversation with four different participants and the same staff. Almost every strategies of Politeness used by the staff to minimize FTA. Positive politeness strategy is dominant rather than negative politeness strategy, meanwhile, bald on-record is appeared rather than Off-record to maximize the efficiency of the staff as the speaker in giving the information directly to the visitor as the hearer. Reminding the result of the analysis, creating a conversation in a public service with different perception of culture, language, and social norms is possible unless we neglected the rules in conversations; dishonor the hearer because of self-perception, or being impolite.

**Keywords:** *politeness strategies; politeness; FTA (face threatening act); positive politeness; negative politeness; Bald On-record; off record.*