Chapter I

Introduction

I.1. Background of the study

Communication becomes an important part for human life in a social relationship. It happens if there are two or more individuals get involved in particular situation of a conversation between the speaker and listener. In the process of giving information, there are some problems that should be faced by the speakers, such as unclear message produced by both the speaker and the receiver. Misinterpretation of unclear message becomes the foundation of misunderstanding happened to both the speaker and the listener due to the differences of culture and language.

Communication problem can occur to everyone, including the staff of Tourism Information Centre (TIC) in Surabaya. People come to the tourism office to ask many information to the staff. Moreover, there are many tourists from overseas come to TIC frequently beside local tourists. It becomes a great obstacle for the staff when they meet some problems in doing a conversation with the visitors. Since the staff should give the best performance on serving visitors, good communication skill become the first consideration of each TIC staff both Indonesian and English language. Furthermore, European and Asian tourist have different culture and language which becomes major issue for the staff in communicating with them.

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Each culture of a nation has its own politeness rules in communication. Spencer-Oatey defines culture as "a fuzzy set of attitudes, beliefs, behavioural norms, and basic assumptions and values that are shared by a group of people, and that influence each member's behaviour and his/her interpretations of the 'meaning' of other people's behaviour" (Spencer-Oatey, 2000: 4). It clearly defines that people may have different notion of culture in which they may consider it is polite or impolite.Because of limited knowledge of culture, TIC staff faces some difficulties, such as they may not know or may be hard to interpret the meaning of the language itself. Eventhough the tourists sometimes can speak English and so does the staff, yet therecould be some misunderstanding.

Politeness in every countries is different, for example Japanese have extremely strong notions about politeness, honor and shame. They often have great difficulty dealing with foreigners they do not know or know very little, because they have no idea what could be considered impolite and rude to the culture where foreigner comes from. Many Japanese mostly are afraid of approaching foreigner because they may offend them and cause themselves great shame. Another example of culture differences is England in which the culture is relatively high value on social distance, politeness, reserve, and restraint are admired. The English people are courteous, unassuming, and non abrasive and are very proud of their long and rich history.

TIC staff sometimes experienced the problem in doing a conversation at first with domestic visitors compared to foreign visitors. Domestic visitors usually give certain attitude such as uninterested, giving short answer and remain to keep

silent.Meanwhile, foreign visitors do the opposite. They are more cooperative, very interested in asking information to the staff and pleased to be here. Eventually, the staff will find the problem in this situation, either how to break a conversation politely or change the awkward situation.

This study will be based on the fields of Pragmatics in the study of politeness strategies. Many research journals analyzed politeness that mostly covered in particular conversation between people from different background of language and culture. The theory that commonly used by previous researchis from Brown and Levinson theory. They develop the theory of politeness using the strategies to communicate with FTA or Face Threatening Acts (Brown & Levinson, 1987). Porwita (2008) suggested some strategies Of politeness shows in TV Talk Show "Empat Mata" to minimize FTA. The strategies are Bald On-record, Positive Politeness, Negative Politeness, and Off-record which could determine the strategies in communication between the speaker and the hearer.

Cutrone (2011) examined the study of politeness and face theory to the implications for the backchannel style of Japanese L1/L2 speakers. He stated that the politeness in any culture can be explained in terms of limited number of universal phenomena, namely the construct of face and certain social variable.

Gudykunts and Kim (1995) believe that the key factor in understanding intercultural communication is the concept of the stranger. A stranger has limited knowledge of their new environment – of its norms and values. By this concept, it will help the speaker to predict the communication and being aware of the

responses by the hearer. A better understanding in the dominant norms and values of culture will make a good communication in intercultural communication.

Eades (2003) describes the different values placed on silence in conversation between Australian Aboriginal culture and Australian English culture. She stated that silence is an important and positively valued part of many Aboriginal conversations. On the other hand, in western societies silence is being part of negative valued in conversation which is indicate kind of communication breakdown.

Puspita (2010) researched politeness strategies used in the talk show shows that the using of FTA, Bald On-record, Positive Politeness and Negative Politeness are based on the factor of power. It depends on the participants of the talk show where they want to tell about what they want or do not want to tell. As it tend to be polite, the participants can choose to do that with all consideration.

Blum-Kulka (1982: 30-31) mentions that it is not common in English to express refusal by saying 'No', or to say 'No' in response to a request for information. If the answer of particular request or question is no, otherwise it must change to indirectness statement as the respond of saying 'No' with 'I don't want you to.. .' or 'we're really sorry that…'.In particular situation of a conversation, especially in TIC where the staff must give correct information, they should avoid the directness of saying something.

Silvia (2013) gives result in politeness strategies also shows in particular closing conversation that there are more politeness strategies used in the conversation closing within formal context. Furthermore, it will assume on how

the politeness strategies will be used in semi-formal context based on her research in casual talk of International TV series.

This study case results in a detailed description of the politeness strategies found in conversations between people from different language and cultural background, particularly in TIC Surabaya. This study also gives academic information and explication based on Pragmatics to the analysis of politeness that happens in a conversation situation between visitor and staff of TIC. This research will give the output for the audience in necessity of Pragmatics study on using strategy in politeness.

The purpose of this study is to analyze the politeness strategies use in conversation between the staff and the visitors which come from domestic and foreign in Tourism Information Centre Surabaya. The analysis will be based on daily conversations that particularly happen between the interlocutors who have different politeness rules in conversation that represent the validity rules in politeness, in which it also represent the rules that valid in politeness rules.This study will also analyzethe factor ofwhatlead the staff use politeness strategies and what kind of politeness strategies use in this particular situation.

I.2. Statement of the problem

1.   What kinds of politeness strategies are used in conversation between TIC's staff and the visitors ?

2.   What are the factors that may influence the choice of politeness strategies in conversation between TIC's staff and the visitors?

I.3 Objectives of the study

Based on the statement of the problem, the objectives of this study are to find the kinds of politeness strategies used in communication between the staff of TIC and the visitors. It is also to find out the factor that might influence the staff of TIC to communicate with the visitor by using politeness strategies.

I.4 Significance of the study

This study focuses on the use of politeness strategies in communication, particularly in Tourism Information Centre in Surabaya. Building a conversation between people from different languages and culturesseem to be difficult to do.There are many aspects involve, such as different beliefs and values, language variations, and dissimilarity environments. Those aspects can lead the communication more difficult to commence. The analysis of politeness strategies in this research can give more situation of using politeness strategies in different situation with previous research analysis.Itcan also be a further research of various uses in politeness strategies for the next researcher to analyze. Thus, this study may give additional knowledge of politeness strategies use in particular situation, especially in intercultural communication.

I.5. Definition of Key Terms

1. Politeness : The expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another (Mills, 2003)

2. FTA (Face Threatening Act): Act that threatens the speaker's face or the hearer's face and either positive face or negative face. (Brown and Levinson, 1987)

3. Bald On Record : A direct way of saying something without minimizing the imposition which is clear, unambigous, and concise way.

(Brown and Levinson, 1987)

4. Positive Politeness : Redress directed to the addressee's positive face.

(Brown and Levinson, 1987)

5. Negative Politeness : Redressive action addressed to the addressee´s negative face. (Brown and Levinson, 1987)

6. Off Record : The indirect strategy of saying something without imposing the hearer by the speaker's said.

(Brown and Levinson, 1987)