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## POLITENESS STRATEGIES USED BY PEDICAB DRIVERS TO FOREIGN TOURISTS IN MALIOBORO STREET

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### Abstract

This study discusses the use of English used by pedicab drivers in the Malioboro tourist area as a means of communication with foreign tourists to portray and improve the quality of English-speaking services in the future. By bringing out the element of politeness in communicating, people can further strengthen their social relations, both can respect each other's self-image. Unique informal learning from direct conversations with foreign tourists produces speech variations in English that are unique and different from standard English rules. This study is a qualitative descriptive study with conversational analysis that aims to describe the linguistic phenomena in the English variation of pedicab drivers on aspects of politeness strategies. Pedicab drivers in tourist locations utilize politeness strategies to create communications when face-threatening acts are unavoidable or deliberate in order to preserve the hearer's positive and negative face. In the interactions between pedicab drivers and international tourists, 15 data on positive politeness strategies and 14 data on negative politeness strategies were identified. The data analysis provided is taken from the representative data for each strategy. The dominant sub-strategy from the positive politeness strategy is "Notice, Attend to H (his Interest, Wants, Needs, Goods)," while the dominant sub-strategy from the negative politeness strategy is "Apologize."

**Keywords:** *conversational analysis; foreign tourist; pedicab driver; politeness strategy*

### 1. Introduction

With the increase in tourist visits in the DIY Province during the end of 2021, a total of 84,000 tourists through the Visiting Jogja application showed that trust in the tourism sector was starting to grow so that it could become a driving force for economic growth in Yogyakarta (Ties, 2021). With the important role of tourism in accordance with Government Regulation of the Republic of Indonesia Number 50 of 2011, the Special Region of Yogyakarta needs to maintain trust and service quality for foreign tourists (Sekretariat JDIH Kemenparekraf, n.d.). The image of Yogyakarta needs to be restored so that it will have an impact on increasing visits as well as increasing the regional economy. All lines, including local residents, will play an important role as the spearhead of service and increase tourist visits in DIY. One of the professions that often interacts with foreign tourists is a pedicab driver in tourist areas.

The pedicab driver, as a traditional mode of transportation, has a unique value and is able to attract enthusiasm and become the leading mode of transportation for tourists. Even though a pedicab driver has a profession that is often considered inferior, if he works professionally and has a broad perspective, he will be able to spearhead tourism services in Yogyakarta after being hit by a drastic decline at the end of the Covid-19 pandemic. In carrying out his role, pedicab drivers indirectly participate in developing tourism in order to be able to maintain and increase the number of tourist visits, which will lead to the provision of economic benefits for the tourism industry and local communities.

Providing satisfactory service to consumers so that they feel interested and happy to visit this tourist attraction is very much needed. This is in line with one of the identifications by Zeithaml, Berry, and Parasuraman (Pratama, 2016) about the characteristics used by consumers (visitors) in evaluating service quality, one of which is assurance (guarantee), which includes politeness. These dimensions of quality affect the expectations of tourists and the reality they receive. The use of politeness is not only superficially interpreted as a "civilized act," but also has a deeper meaning in the linguistic realm that is related to the understanding of culture itself because it relates to the speech of pedicab drivers with foreign tourists. Pedicab drivers who are local people will have different cross-cultural experiences with foreign tourists who come, and this is also closely related to the politeness of the language used. Linguistic politeness is culturally determined. The increase in tourism had a significant impact on the linguistic culture utilized in the region since it produced a situation where both visitors and locals needed to interact with one another (Setyawan & Setiawan, 2022). Obviously, the rules for polite behavior differ from one speech community to another. Politeness has been closely associated with the type of behavior of certain social locations and social groups in English-speaking culture and western culture in general. To be polite means to live within a conventional set of norms of behavior (Pratama, 2016). Due to the various reasons stated above, this research on politeness has never been carried out, and it is very interesting to study with the object of studying the speeches of pedicab drivers against their opponents at various tourist attractions in Yogyakarta. This study aims to examine the use of a pedicab driver's politeness strategy toward foreign tourists.

## 2. Literature Review

Two philosophers, John Austin and John Searle, developed the theory of speech acts from the basic belief that language is used to perform actions. So, the fundamental understanding focuses on how meaning and action are related to language (Saifudin, 2019). Thus, according to Austin, to say something is to do something, and there is a speech act. Based on the opinions of the experts above, it can be concluded that speech acts are actions that are expressed with meaning or function (intentions and goals) attached to the speech. A speech act is the smallest unit of speech activity (conversation or discourse) that occurs in social interaction. The cooperative principle and the politeness principle provide an explanation of how people use language to communicate their thoughts or to build and sustain relationships with others. Politeness strategies are needed to complement the cooperative principle and overcome the difficulties that arise as a result of the cooperative principle (Setyawan, 2015). The politeness principle clarifies a problem that the cooperation principle is unable to resolve. In other words, politeness compensates for the cooperative principle's shortcomings (Zhang, 2017).

## 2.1 Face Concept

Brown and Levinson see politeness as related to avoiding conflict. The main theme of Brown and Levinson's theory of politeness is "rationality" and "face", which are shared by all speakers and interlocutors in general. Face here is something that is emotionally poured out, can be lost, maintained, or enhanced, and must be constantly noticed during the act of communication (Fatimah, 2021). Brown and Levinson use two terms for "face," namely, positive and negative face, where both are not associated with good and bad as positive and negative in general. A positive face refers to a self-image that wants what a person does and has, including "values" that are believed, recognized, and appreciated by others. So, a positive attitude is related to each person's desire to be appreciated. Meanwhile, negative face refers to a person's self-image that wants him to be respected by being left free to do what he wants. Therefore, the concept of "face" really needs to be understood so that communication between speakers and speech partners can occur properly. Therefore, in communicating, speakers will try to maintain the "face" image of their interlocutor. According to Brown and Levinson, in the concept of "face," there are various utterances that tend to be unpleasant actions or are called face-threatening acts. Brown and Levinson call this face-threatening act an FTA (Face Threatening Act) (Brown & Levinson, 1987).

## 2.2 Face Threatening Act

Brown and Levinson's theory states that most speech acts are inherently face threatening, both the face of the speaker and the speech partner (Brown & Levinson, 1987).

### 2.2.1 Bald on Record Strategy

According to Brown and Levinson, the direct strategy, without further ado, is a strategy of doing FTA to state something clearly (Brown & Levinson, 1987). The main reason for choosing the direct strategy without further ado, according to Brown and Levinson, is because speakers want to do FTA with maximum efficiency. Without further ado, there are two types of sub-strategies in the direct strategy: sub-strategy without minimizing FTA and FTA orientation to save the interlocutor's face, as explained by Brown and Levinson. Here's an example of a no-nonsense direct strategy: "Give me a pen". The utterance above shows that the speaker uses a direct strategy without further ado because he does not care about the face of his interlocutor. In choosing this strategy, FTA is not minimized to save face. Sometimes the bald on record form may be followed by statements such as "please" or "would you like to," which serve to smooth the claim. These are called migratory devices (Yule, 2020).

### 2.2.2 Positive Politeness Strategy

The positive politeness strategy is a way of doing FTA by saving face or maintaining the positive face of the interlocutor. In doing the FTA, the speaker gives the impression that the speaker has the same desire for the interlocutor to show friendship between them (Brown & Levinson, 1987). Positive politeness has several sub-strategies, which include 15 sub-strategies.

### 2.2.3 Negative Politeness Strategy

The negative politeness strategy is a strategy to save the speech partner's negative face to maintain the speech partner's freedom of action. In carrying out this strategy, the speaker acknowledges and respects the negative face of his interlocutor. Brown and Levinson divide negative politeness into several sub-strategies which include 10 sub-strategies.

#### **2.2.4 Indirect Strategy (Off Record Strategy)**

Indirect strategy is a strategy for doing FTA indirectly by letting the hearer decide how to interpret the speaker's utterance. This strategy is divided into 15 sub-strategies.

### **3. Research Method**

This type of research is descriptive and qualitative because the problem under study is related to describing the strategy and level of politeness in the tourism service language used by tourist pedicab drivers in Yogyakarta. In order to get insight into participants' perceptions of and cooperative techniques for organizing natural forms of social interaction, conversation analysis (CA), a method of social research, examines the sequential organization of discussion in this research. Using video- or audio-recording equipment, CA collects its data on naturally occurring interactions as they occur in real time, which is a particular methodological aspect (Hutchby, 2019). To enable fine-grained examination of the planning, exchanging, and coordination of acts within social contact, recordings are meticulously transcribed. The data sources for this research come from pedicab drivers on Malioboro Street and English-speaking tourists and Indonesian-speaking tourists who receive services from tourist pedicab drivers. The events in this context are a conversation between pedicab drivers and tourists. To describe the politeness strategies of pedicab drivers in using the language of tourism services, the data were analyzed using Brown and Levinson's politeness theory. Data from the event was obtained through recordings of conversations between pedicab drivers and tourists. The structured interview was conducted to support the analysis.

The subjects of this research are pedicab drivers (speakers) and tourists (listeners) in tourism areas in Yogyakarta where politeness strategies are performed by 4 pedicab drivers. The snowball sampling technique was used (Nurdiani, 2014). It started with a pedicab driver that is included in the research criteria. Then based on direct or indirect linkages in a network, the next respondents were found. The sampling process run until sufficient information was obtained and the number of samples was sufficient and accurate to be analyzed in order to draw the research conclusions. The data analysis techniques used in this study: 1) researcher collected data in accordance with research objectives, ; 2) the researcher classified the data findings based on the function of the politeness strategy 3) the researcher conducted simple interview to strengthen the findings 4) the researcher interpreted the data; and 5) the researcher drew conclusions.

### **4. Results and Discussion**

The conversation will use several abbreviations to shorten the discussion. PD stands for pedicab driver and T stands for tourist. The results of the study show several politeness strategies used by pedicab drivers to foreign tourists in Malioboro, Yogyakarta. The following table shows the number of strategies used:

| No | Strategy    | Sub Strategy  | Quantity |
|----|-------------|---|----------|
| 1  | Positive PS | Notice, attend to H (his interest, wants, needs, goods) | 3        |
|    |             | Seek agreement  | 9        |
|    |             | Avoid disagreement                                      | 1        |
|    |             | Presuppose / raise / assert common ground               | 2        |
| 2  | Negative PS | Apologize   | 11       |
|    |             | Question, Hedges  | 2        |

Table 1. The data finding of Politeness Strategy Used.

Through data analysis, it was found that the pedicab drivers used various negative and positive politeness strategies. 15 data points on positive politeness strategies and 14 data points on negative politeness strategies were found in the conversations between pedicab drivers and foreign tourists. The sub-strategy of "notice, attend to H (his interest, wants, needs, and goods)" is the dominant sub-strategy of the positive politeness strategy, while "apologize" is the dominant sub-strategy of the negative politeness strategy. The data findings and explanation will be selected from some representative data from each strategy found.

#### 4.1 Positive Politeness Strategy

##### 4.1.1 Strategy 1: Notice, attend to H (his interest, wants, needs, goods)

Datum 1

Context:

The pedicab driver found a male foreign tourist who was walking alone to go to the Yogyakarta palace. The tourist was wearing a hat and leather jacket.

PD : "What a beautiful hat this is! Where did it come from Mr.?"

T : "Oh. thanks. I bought it from that mall." (point out to Malioboro Mall)

The conversation indicates that S needs to pay attention to certain aspects of H's condition. It is about the hat which is the tourist' remarkable possessions. It looks as though T would want PD to notice and approve of it. It is a form for a compliment for the positive politeness strategy 1: notice to the tourist goods which is his hat.

##### 4.1.2 Strategy 5: Seek agreement (to find and try to approval by the opponent said)

Datum 2

Context:

The Pedicab driver looks for a topic of conversation after seeing a tourist alone and tries to talk to him.

PD : "Why are you alone, Mr.?"

T : "My wife went to Bali yesterday!"

PD : "To Bali!"

T : "I missed her already"

PD : "Oh God, already missed her! Sorry Mr."

This strategy indicates that the discourse is using repetition as a means of eliciting agreement. By repeating some or all of the conversation's words and by employing particles that signify emphatic agreement, the agreement is emphasized. In this strategy, the PD repeats some of the things the opponent said with: "to Bali! and missed her" to show that he agrees and follows whatever the opponent said.

#### **4.1.3 Strategy 6: Avoid disagreement**

Datum 3

Context:

When the pedicab driver finished taking a tourist to buy a gift in the form of *Bakpia*, the tourist wanted to treat the pedicab driver at that time.

T : "come with me! It's on me!"

PD : "Wah, nice Sir. Interesting. Hope I am free. I want to meet my friend now Sir. Thank you, thank you."

The pedicab driver uses this strategy to evade the tourist's invitation because disagreement is a serious threat to his face. The pedicab driver refused the tourist's invitation by giving other reasons for meeting the PD's friend at that time that could minimize the attack on the tourist's face. The tourist will understand that the PD refused him because of the other important matter. "Wah, nice sir," "interesting," and "interesting" are similar to white lies. The desire to agree or appear to agree with the tourist softens the conflict mechanisms.

#### **4.1.4 Strategy 7: Presuppose / raise / assert common ground**

Datum 4

Context:

In this data, the pedicab driver tries to guess something that has the potential to be the subject of conversation. Pedicab drivers also try to offer tourists to buy batik.

PD : "Love football Mr.? Want to buy football club batik Sir?"

T : "Thank you for the offer. No, thank you."

The fact that the PD made an attempt to spend time with the T as a sign of friendship or interest in him gives rise to the strategy of resolving an FTA by engaging in a lengthy conversation about irrelevant subjects which is a football topic. By emphasizing his interest in T, PD shows that he is not meeting H merely to make the FTA request. This strategy aims to make a favor request seem more reasonable by talking about hobby and also batik.

Datum 5

Context:

It is on the way to the Yogyakarta Palace. The PD is likely to ask T for buying butik so he can get bonus from the batik owner. The PD try to relate the offer with the previous conversation about the T's wife.

PD : "I know you love your wife, Mr. You can buy batik ...for her. You can find beautiful batik dress,...women dress. right Mr.?"

T : "Let me think... ha ha ha"

This strategy is used to imply cooperation between PD and T. As a result, PD forces T to collaborate because PD implies or asserts knowledge of T's desires and willingness. This includes making as many FTA offers and requests as possible.

## 4.2. Negative Politeness Strategy

### 4.2.1 Apologize

Datum 6

Context:

The conversation takes place on the evening in front of Hamzah Batik (Batik store). The PD offered his service to some random tourist. The PD then met with the T in front of the market door.

PD : "Excuse me. I'm sorry. *Becak*? Want to go to where?"

T : "Can you take me to Grand Zuri Hotel?"

PD : "Yes Mr. Yes Yes"

T : "How much?"

He handles it politely by opening his speech with "excuse me," adding with "I'm sorry," and then making his offer. In order to avoid offending the tourist too much, he asks for forgiveness.

### 4.2.2 Question, Hedges

Datum 7

Context:

The conversation took place on the way to the hotel. tourists seem to be in a hurry to take a break and think the route will be far because Malioboro Street is a one-way street. The Pedicab driver tried to explain that they could cut their way through the railroad crossing.

T : "It is far. I need to get to the hotel soon."

PD : "Maybe it is not far Mr. I think we can go there. It is near. near. "

The use of the modal adverbial phrase "maybe" is used to show the doubts and ambiguity contained in their statements and as a way of filler for the tourist's previous sentence, "It is far." Meanwhile, politeness and certainty or strong belief are shown by the introductory phrase "I think," which shows negative politeness. The use of hedging is intended as a politeness strategy by reducing the illocutionary power of speech.

## 4.3 Discussion about the Positive and Negative Politeness Strategy Used

The "seeking agreement" sub-strategy is mostly found in this research result. Seeking agreement, which was done by the PD, was a form of avoiding debate or things that could lead to conflict. The agreement that is sought, both on the part of the speaker and the speech partner, is expected to lead to a good conversation. The PD tends to repeat the "T" statement in several contexts. It is unique. Through the conversations, the PD emphasizes emotional agreement, interest, and surprise in order to obtain an agreement. This demonstrates that the PD understood what was stated accurately and satisfied the listener. In certain instances of the "avoiding disagreement" sub-strategy, the symbolic agreement in

such refusals might be seen as a white lie, another by-product of the need for positive politeness to avoid disagreement. When accepting an invitation, the invitee frequently gives a justification, even though it is untrue, in order to preserve the good reputation or face of the inviter.

A lot of data on negative politeness is found in the "apology strategy." The PD demonstrates their politeness to the T by apologizing. It lessens outer threats. There are several ways for the PD to express their regret or apology. They include stating reasons for entering into an FTA, expressing hesitation, pleading with the other party for forgiveness, and acknowledging the impact. So, it can be said that in English-speaking Javanese, apologizing is almost always done before making a mistake, as in opening a conversation. The interview reveals the reason why it happens. They made it because they did not feel comfortable if they did not say sorry first in the early part of the conversation. Therefore, what Hymes said with the components of his speech, one of which covered the situation, does not seem to apply to the Javanese (Zand-Vakili, Kashani, & Tabandeh, 2012). This is because when Javanese people apologize in English, Javanese culture is carried away, like apologizing at the beginning of a conversation, especially to foreigners. Therefore, it can be said that Javanese culture with all that is attached to it cannot be removed from Javanese people even though they speak English (Hikmah, 2015). The PD tries to provide a sign that the information he conveyed was as far as he knew by "using hedges" in his negative politeness strategy. This is also related to Javanese culture, which tends to express uncertainty as a form of politeness because speakers do not seem arrogant or cocky. Furthermore, the listener's face or the tourist's face is important to the pedicab driver, so the bald on record strategy is not found in the data. The pedicab driver also did not employ the off-record strategy. To avoid losing face, the data for this off-the-record strategy is not found because this strategy relies heavily on pragmatics to convey the intended meaning while retaining the semantic meaning.

## 5. Conclusion

When face-threatening actions are unavoidable or intended, pedicab drivers in tourist areas use politeness strategies to craft messages in order to save the hearer's positive and negative face. In the interactions between pedicab drivers and foreign tourists, 15 data point on politeness strategies that were used positively and 14 data point on those that were used negatively were found. Attend to H (his interests, wants, needs, and goods) is the primary sub strategy of the positive politeness strategy, whereas "Apologize" is the dominant sub strategy of the negative politeness strategy. The pedicab driver or another person working in the tourism industry can help the tourist feel better about themselves, their interests, or their possessions by being aware of this research finding. These people are most frequently employed in circumstances where a person's positive face needs, or self-worth, must be satisfied. They may emphasize avoiding imposing themselves on the listener. By making an effort to avoid imposition from the speaker, the tourist reduces the likelihood of a face-threat to the hearer. It has a strong connection to Javanese culture—the pedicab driver culture. The reason can be investigated for further research related to the politeness strategy used in the tourism area.



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