

**POLITENESS STRATEGIES USED IN CONVERSATION OF
BALINESE IN TOURISM SECTOR TO FOREIGN TOURISTS
AT CANGGU, BALI**

TERM PAPER



By

**Indah Puspita Sari
2019130008**

**ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
2023**

**POLITENESS STRATEGIES USED IN CONVERSATION OF
BALINESE IN TOURISM SECTOR TO FOREIGN TOURISTS
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Submitted in part-fulfillment of requirements for obtaining
Sarjana Linguistik (S. Li) degree



By

Indah Puspita Sari
2019130008

**ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
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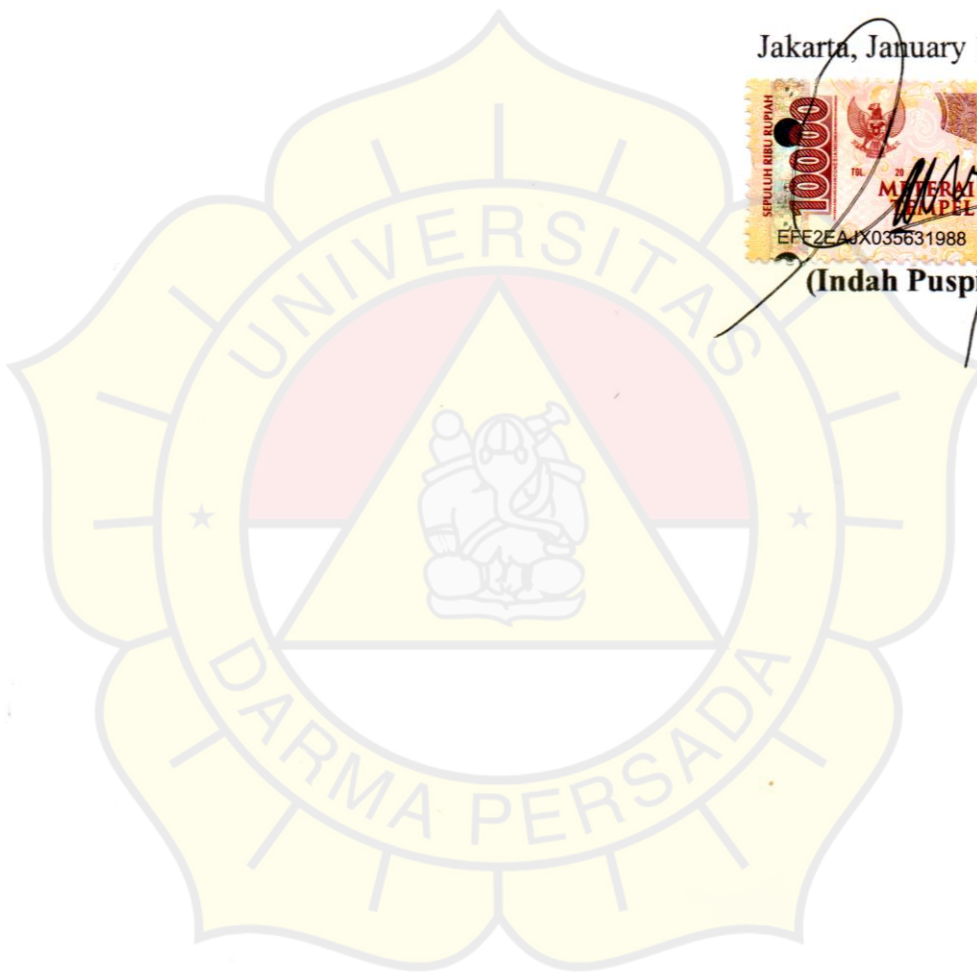
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I hereby declare that the term-paper is the result of my own work and not plagiarism of another work, the contents have become my responsibility. All the sources of my research and quoted or referenced have been stated correctly.

Jakarta, January 17, 2023



(Indah Puspita Sari)



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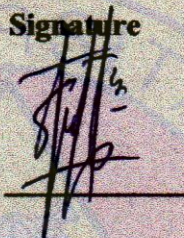
On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Indah Puspita Sari entitled "Politeness Strategies Used in Conversation of Balinese in Tourism Sector to Foreign Tourists at Canggu, Bali" has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining Sarjana Linguistik (S.Li) degree to the respective candidate.

Supervisor

Signature

Date

(Dr. Yoga Pratama, M.Pd.)



Jakarta, January 17, 2023

**Head of English Language
And Culture Department**

Signature

Date

(Dr. Yoga Pratama, M.Pd.)



Jakarta, January 17, 2023

Academic Advisor



(Rheinatus A. B., S.E., M.Hum.)

Jakarta, January 17, 2023

Name

: Indah Puspita Sari

Student Number

: 2019130008

TERM PAPER VALIDATION

On 13 February, 2023, the term paper has been academically tested and defined in front of

THE BOARD OF EXAMINER

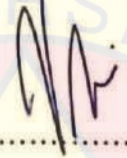
Ones of whom sit as follow

Advisor

: 

Dr. Yoga Pratama, S.S., M.Pd.

Examiner

: 

Fridolini, S.S., M.Hum.

Head of Board Examiners

: 

Nurul Fitriani, S.S., M.Hum.

Legally validated in Jakarta on February 21, 2023



Dr. Yoga Pratama, M.Pd.

Dean of Language and Cultures
Faculty



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Jakarta, Januari 2023

Indah Pusptia Sari

POLITENESS STRATEGIES USED IN CONVERSATION OF BALINESE IN TOURISM SECTOR TO FOREIGN TOURISTS AT CANGGU, BALI

Indah Puspita Sari
(indahps140500@gmail.com)

ABSTRACT

This study aims to analyze the realization of politeness strategy used by four Balinese in tourism sector while having conversation with tourist as their customer, especially Australian and England tourists which is located at Canggu, Bali. This study uses a descriptive qualitative research and the data were taken using non-participant observation technique. The data were analyzed and classified based on the politeness theory of Brown and Levinson. The result shows that there are four politeness strategies found in their conversation namely bald-on record, positive politeness, negative politeness, and off record. The most dominant strategy used by four Balinese is positive politeness and off record strategy. This strategy is mostly affected by the role of tourist as guest and customer which Balinese as speakers use often those two strategies to satisfy tourist as their guest or customer by saying utterance directly but seems polite words and friendly. The use of politeness strategies in the right context can support to convey the aim of utterance well. So that, the purpose of Balinese as speaker to satisfy hearer's face is reached better and more significant.

Keywords: *Politeness, Politeness Strategy, Balinese, Tourist, Conversation.*

STRATEGI KESANTUNAN YANG DIGUNAKAN PADA PERCAKAPAN ORANG BALI DI SEKTOR PARIWISATA KEPADA TURIS ASING DI CANGGU, BALI

Indah Puspita Sari
(indahps140500@gmail.com)

ABSTRAK

Penelitian ini bertujuan untuk menganalisis realisasi strategi kesantunan yang digunakan oleh empat orang Bali di sektor pariwisata saat berkomunikasi dengan turis asing, khususnya wisatawan Australia dan Inggris yang berlokasi di Canggu, Bali. Penelitian ini menggunakan penelitian kualitatif deskriptif dan data diambil dengan menggunakan teknik observasi non-partisipan. Data dianalisis dan diklasifikasikan berdasarkan teori kesantunan Brown dan Levinson. Hasil penelitian menunjukkan bahwa ada empat strategi kesantunan yang ditemukan dalam percakapan mereka yaitu bald-on record, kesantunan positif, kesantunan negatif, dan off record. Strategi yang paling dominan digunakan oleh empat orang Bali adalah kesantunan positif dan off record. Strategi ini banyak dipengaruhi oleh peran wisatawan asing sebagai tamu atau pelanggan dimana orang Bali sebagai penutur sering menggunakan kedua strategi tersebut untuk memuaskan wajah lawan tuturnya sebagai tamu atau pelanggan mereka dengan mengatakan ucapan secara langsung tetapi terkesan sopan dan ramah. Penggunaan strategi kesantunan dapat mendukung penyampaian tuturan sehingga tujuan orang Bali untuk memuaskan muka pendengar tercapai dengan lebih baik dan signifikan.

Kata Kunci: Kesantunan, Strategi Kesantunan, Orang Bali, Turis, Percakapan.

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