

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

Lately, Bali becomes the most favourite place to visit. Some people from all sides of the world come to Indonesia to feel how a pleasure and magnificence Bali is. In addition Bali has got an appreciation from PVK Award 2022 that Bali is categorized as the most favourite tour destination of the world (Sari, 2020). The recipient of this award was represented by the Head Office of Bali Tourism, I Putu Astawa. This fact supports more and more that Bali is the favourite place for many people. Furthermore, this condition placed Bali as one of the crowd place with many people from other countries and cultures. Many people will interact each other typically they will have a more effort to interact because each of them has a different background. It will make local people in Bali having more intense communication with the foreign tourist moreover it is hard to avoid for them who have been in the field of industry of business and trade because having good communication and relation with tourist will help their business growing up better and faster.

In 2019, Indonesia was stated by World Travel & Tourism Council (WTTC) in the ninth grade as the fastest foreign tourist growth country in the world. In Asia, Indonesia was placed in the third rank while in Southeast Asia was the first rank. While this era, tourism sector of Indonesia is administered by Tourism Minister Arief Yahya (Sofia, 2019). Many improvement and amelioration in his five years tenure. Based on data of the Central Bureau of Statistics, there are 16.106.954 foreign tourists visited Indonesia in 2019. A year later, number of foreign tourist visit is four times lower than 2019 because the impact of the COVID-19 pandemic, some accesses to visit Indonesia tourism place is restricted by the government, so do another countries. In 2021, visit of foreign tourist is about 1.557.530, it is becoming less and less since COVID-19 pandemic (Statistics Indonesia, 2021). However, Indonesia is still full of foreign tourist despite the COVID-19 pandemic happened since early 2020.

Furthermore, while the recovering period in 2022 from the pandemic, number of foreign tourist visit increases than previous year. The visit of foreign tourist in Indonesia on July 2022 reaches the number of 477.000 visits. This has become the highest visit ever per month during pandemic hit Indonesia. Grand total of the foreign tourist visit for period of January to July in 2022 is 1.220.180, it almost reaches grand total in full year of 2021. It shows that the recovery process in tourism sector during pandemic has worked well. "The entrance with the highest number of foreign tourists visit is at Ngurah Rai, in July there were 246.442 visits, it is followed by the Soetta entrance in July there were 119.179 visits. Third, the Batam entrance, where in July 2022 there are 56.610 visits." said Margo Yuono via online press conference about quarter economic growth. The information shows that the most foreign tourists are interested for visiting Bali as their main destination in Indonesia because the most visit is at Bali airport named Ngurah Rai (Inasis and Novianti, 2022).

Foreign tourists interest about the beauty of Bali, its cultures, beaches and environment vibes often involve conversation between foreign tourists and local people to get the information and their purpose, and often engage in conversation to get to know each other and other matters. This incident made researcher interested in conducting research related to the conversations that occur between foreign tourists and local people of Indonesia in Bali because of the differences in culture and the mother tongue or first language acquisition of each speaker. These language differences can make each speaker misunderstands the intent and purpose of the other person's speech. The conversation often does not get the mission because there is different culture used and it causes misunderstanding and causes them to repeat and explain more what they said. It makes them being more careful when talking to each other (between foreign tourists and local people).

Based on the description above, I am interested studying how language used in conversations between Balinese with tourists at Canggu which located in Badung regency, Bali. This study is specifically arranged to find out problem happened in conversation of Balinese in tourism sector to tourists who have different language with local people in Bali.

1.2. Identification of the Problem

Based on the description of case in the background of the problem above, I formulate a study to solve the problem. The problem founded through this case is about misunderstanding that may happen in the conversation between Balinese and foreign tourists since they have different language cultures, at Canggu located in Badung, Bali.

1.3. Limitation of the Problem

Based on the identification of problem above, I would like to limit the problem to focus about politeness strategy used by Balinese while having conversation with England and two Australian tourists only at Canggu located in Badung, Bali.

1.4. Formulation of the Problem

Based on the limitation of the problem, formulation of these problems are:

1. What are the politeness strategies used by Balinese while having conversation with England and Australian tourists at Canggu located in Badung, Bali?
2. What are the most politeness strategies used by Balinese while having conversation with England and Australian tourists at Canggu located in Badung, Bali?

1.5. Objectives of the Research

From the formulation of the problem, objectives of the research are:

1. To describe the politeness strategies used by Balinese while having conversation with England and Australian tourists at Canggu located in Badung, Bali.
2. To know the most politeness strategies used by Balinese while having conversation with England and Australian tourists at Canggu located in Badung, Bali.

1.6. Benefit of the Research

Based on the objective of the research, I formulate few benefits of the research theoretically and practically. The benefits of the research are:

1. Adding research references in the field of linguistics, especially in the field of pragmatics.
2. Making contribution, both at the Department of Tourism, as well as in the surrounding environment.
3. Providing educational value for readers about the use of politeness strategies by few objects in tourism sector.

1.7. Systematic Organization of the Research

Systematic organization of the research is started by the introduction about the background why this research need to be executed. The second is about the theoretical framework which explains the details theory that related to the problem of the research. Third is about the research method. In this part, the details data, approach, analysis technique that used to solve the problem in the research is told. Then the fourth is about the content, the main point of the research, it tells about the result of research through the analysis. Then the last is about the conclusion from the whole research.

CHAPTER 1 : INTRODUCTION

In this chapter, the background of the problem was explained why I need to do an analysis through this case. This chapter explains about identification of problem and then limiting and formulating the problem of politeness strategies used by Balinese while having conversation with England and Australian tourists at Canggu located in Canggu, Bali. This chapter shows the benefit of the problem and giving systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter consists of theories that used according to the usefulness of politeness strategies used by Balinese while

having conversation with England and Australian tourists at Canggu, Bali. Several theories which used by previous researchers was used to conduct the analysis. It consists of definition of sociopragmatics, definition of politeness, types of politeness, and previous related studies.

CHAPTER 3 : RESEARCH METHOD

This chapter consists of research methods that used in the analysis of politeness strategies used by Balinese while having conversation with England and Australian tourists at Canggu, Bali. It relates to the data, source of data, date and time when the research has been done, method of collecting and analyzing data.

CHAPTER 4 : POLITENESS STRATEGIES USED IN CONVERSATION OF BALINESE IN TOURISM SECTOR TO FOREIGN TOURISTS AT CANGGU, BALI

This chapter consists of data analysis. The whole result of the analysis explained in this chapter, it elaborates the details data and finding through the analysis of the usage of politeness strategies by Balinese while having conversation with England and Australian tourists at Canggu, Bali.

CHAPTER 5 : CONCLUSION

This chapter consists of conclusion. The final decision or judgment through the whole analysis about finding politeness strategies used by Balinese while having conversation with England and Australian tourists at Canggu, Bali. The conclusion is drawn based on the result of the research.