

Politeness Strategies as Form of Hospitality in the Field of Tourism in Japanese Restaurants

Anak Agung Ayu Dian Andriyani¹, Ida Ayu Putri Gita Ardiantari², Wayan Nurita³, I Komang Sulatra⁴

¹²³⁴Fakultas Bahasa Asing Universitas Mahasaraswati Denpasar

¹agungdianjepang@unmas.ac.id, ²idaayupugitaa@unmas.ac.id

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ABSTRACT

This qualitative study aimed to find politeness strategies in the interaction of consumers and staff in Japanese restaurants. The primary data source is in the form of dialogue that occurs during the interaction between staff and tourists both local and foreigners as consumers. The data were taken from ten Japanese restaurants in Denpasar City with a very high intensity of buyer visits. The observation method was applied in collecting the data and the techniques used were recording the interactions, listening to the conversation, and taking notes which was supported by interviewing ten Japanese restaurant staff and consumers. The pragmatic equivalent approach is a basic reference for research because it pays attention to the context of the situation in each dialogue. The results showed that there is an implementation of negative politeness strategies focusing on the use of a variety of respect at the beginning of the meeting regardless of local and international consumers as well as polite speech and respectful attitude; and the existence of positive politeness strategies by closing the distance through friendly service, paying attention to visiting tourists. In addition, the Japanese culture of interaction in the form of hospitality is highly applied. Therefore, the services provided provide comfort to consumers as if they were in Japan. This phenomenon provides an illustration that the application of appropriate politeness strategies in Japanese restaurants is a form of implementation of hospitality to consumers.

INTRODUCTION

The tourism sector makes hospitality an important point in providing services. One part of the implementation of hospitality is to apply politeness in interacting among the speech participants. Politeness is ethics, rules, and procedures as well as the main basis for social beings interacting (Yule, 1996). In the realm of tourism, politeness is an important point to provide comfort for consumers and create and maintain good relationships when communicating (Sibarani, 2004). Speakers can freely choose and determine appropriate politeness strategies according to the context of their respective situations (Andriyani; Sunday & Permana, 2021). Politeness can provide guidelines for speech participants to be able to interact well and to keep consumers' faces as speech partners properly. Although the culture in each country is different and the implementation of culture is also not the same (Ciubancan; Magdalena, 2015).

Differences in perspective due to different cultures lead to various misunderstandings. For example, when a waiter makes an error in greeting tourists, even though it is considered simple, it can be fatal (Pastini, 2021). Japan is a country that attaches great importance to service. According to Japanese culture, hospitality or called *omotenashi*; is an important point in providing services to tourists. Hospitality is a friendly attitude, and a willingness to receive guests by providing maximum service to anyone who needs it (Sujatno, 2011). In line with this concept, Japanese *omotenashi* has a view of *Ichigo ichie* which implies respect in every opportunity (Genshitsu & Shoshitsu, 2014). The life of the tourism sector as a form of implementing hospitality, one of which is by collaborating the concept of *tachiba* & *Tri Hita Karana* (Andriyani, 2022). Not only in the realm of tourism, which makes consumers important in the field of service, but as social beings,

humans are very attached to others in their surrounding environment. Therefore, in general, humans as speech participants are obliged to understand the roles and functions of the speech partners. Therefore, with the understanding between the speech participants, harmonious communication can be established. Humans have two faces that must be understood together. In other words, a positive face is closely related to someone wanting to be appreciated, while a negative face is identical to humans not wanting to be humiliated (Brown and Levinson, 1978; Jumanto, 2011). Consequently, it is obligatory to keep each other's face (Yule, 1996; Mulyani, 2012; Nadar, 2009). One of the actions that can be taken is to apply face-saving actions through the application of politeness strategies including a) no-nonsense speech strategies, b) positive politeness strategies, c) negative politeness strategies, d) indirect speech strategies and e) silent strategy. In a pragmatic study, politeness strategies are applied by taking into account the context of the right speech situation. This is because the context of the speech participants leads to the understanding and interpretation the implied meaning of the speech delivered (Mulyani, 2012: 6; Andriyani, 2019). This intention is closely related to who the speech participants are, who the speech is addressed to, social distance, the level of burden in speaking and the power possessed by the speech participants (Leech, 1983:13-14).

The tourism sector, in the context of interactions that occur in Japanese restaurants when communicating with Japanese tourists, is very concerned about service procedures according to Japanese cultural standards (Palani, 2019). Whereas, the service system in traditional stalls has a different selling system because it does not focus on service but directly focuses on fast service so that consumers get what they want. This condition provides a clear difference in service differences between traditional *Warung* and Minimarket (Wijayanti and Wiranto, 2011: 2; Dewi; Astawa & Sunitha, 2014). While interactions in the realm of traditional trade are very high social interactions without further ado because naturally among the speech participants there has been a growing sense of brotherhood, the value of mutual respect, respect, empathy, and sympathy among the speech participants (Syarifuddin, 2018). In contrast to the use of politeness strategies in the realm of education, it is clear that teacher-student interactions use positive politeness strategies because teachers can function as models of language politeness in social interactions at school (Pramujiono & Nurjati, 2017). In addition, in the realm of education, personal pronouns, although a small aspect in Malay in particular, have big implications in the communication process, therefore the use of personal pronouns in teacher and student interactions can be used as a form of language politeness strategy in various ethnicities (Hamid; Abu & Zulkifley, 2015). The discussion above has provided an illustration that language politeness strategies have a very close relationship with the quality of service to tourists in the tourism sector. Based on the above phenomenon, it is necessary to examine in depth the implementation of the politeness strategies of Japanese restaurant staff to tourists.

METHOD

Research taking the object of research in the form of a dialogue between restaurant staff and Japanese tourists is a qualitative descriptive study because it aims to describe language politeness strategies as a form of implementation of hospitality. The primary data source is a dialogue between restaurant staff and tourists as consumers in ten Japanese restaurants located in Denpasar city with very high buyer intensity. The method used in this study was the observation method with data collection techniques such as recording, listening, and taking notes; and interviewing ten restaurant staff in Denpasar City. This study used a pragmatic equivalent approach by paying attention to the context of the situation in each dialogue. The pragmatic equivalent method is a method in analytical techniques whose tools are in the form of speech partners (Kesuma, 2007). The pragmatic equivalent method is very appropriate to be used to analyze because it is in accordance with the data obtained that is in the form of dialogues between speech participants consisting of restaurant staff and tourists both local and foreign, specifically Japan. Some of the steps carried out were recording, transcribing the data that has been obtained right after getting the data, grouping the data in such

a way based on the language politeness strategies used in the dialogue, and continued by triangulating the data by communicating to the right experts according to their scientific field of pragmatic politeness and the right theory as a reference source, and analyzing the data obtained. When the results of the analysis that have been carried out were obtained, then the results were described using ordinary, informal words.

RESULTS AND DISCUSSION

This tourism research is qualitative research that describes the phenomenon of using language politeness strategies (Brown & Levinson: 1978) in the dialogue between Japanese restaurant staff and tourists. The appropriate politeness strategy used is adjusted according to the context of the situation of each speech, which is part of the tourism sector service. This means that the politeness strategy can avoid acts of threatening faces from speakers, namely restaurant staff to tourists as speech partners. Therefore, politeness strategies can provide comfort, avoid conflict when interacting, and are able to provide maximum attention and service. This action is part of the service that must be done especially when in a Japanese restaurant that has excellent service ethics to consumers.

The research locations are in three districts where the number of tourists visiting both local and foreign is high to enjoy Japanese food at Japanese restaurants. Even though they are not in Japan, Japanese food connoisseurs will be served as if they were in Japan. This is because the service system provided to consumers is adapted to the Japanese concept of *omotenashi*. Based on Brown and Levinson's theory, positive language politeness strategies become a basic point in providing service because restaurant staff tries to close the distance by paying attention so that consumers feel comfortable and the desired food needs can be served quickly and safely. The following are language politeness strategies found in the dialogue between restaurant staff and consumers.

Context of Speech Situation (1):

Speaker : Waiter
Speech Partner : Japanese Tourist
Location : Japanese Restaurant
Time : 19:30 PM

Speech Data (1):

Waiter : *Irrashaimase, onegai shimasu.*
"Welcome, please".
(Other waiters) : *Irrashaimase.*
"Welcome"
Japanese Tourist : *Hai konbanwa.*
Yes, good night.
Waiter : *San nin desu ne.*
For three people, isn't it?
Japanese Tourist : *Hai sou desu.*
Yes, that's right.
Waiter : *Achira ni goannai shimasu, haik douzo.*
I'll take you that way, please.
Japanese Tourist : *Arigatou gozaimasu.*

Thank you.

(After Eating Situation)

Japanese Tourist : *Sumimasen, oshiaharai wa genki de onegaishimasu.*

Sorry, pay by cash, please

Waiter : *Hai, kashikomarimashita.*

Yes, all right.

Japanese Tourist : *Mata kimasu, gochisousamadeshita.*

Come again, thanks for today's food.

Waiter : *Arigatou gozaimashita.*

(Waiter/waitress) : *Arigatou gozaimashita.*

Thank you very much.

The dialogue in the speech data (1) is an interaction between the waiter and the Japanese tourist who come to the restaurant. At the beginning of the meeting, one waiter and another welcomed him very friendly and enthusiastically. This condition is a manifestation of a positive politeness strategy because it tries to close the distance and provide hospitality so that the tourists feel comfortable, especially when they come to the restaurant for the first time. The situation in the restaurant, both the attitude and the language used by the staff in acting and speaking reflects a Japanese nuance. One of the goals of creating the Japanese nuance is satisfaction and the impression you want to leave on the tourists. This is important because one of the causes of customer arrival is service that leaves a distinctive and good impression. It can also be a promotional tool to provide testimonials to future tourists.

The staff at the restaurant in addition to showing verbal communication with several Japanese expressions; also shows non-verbal communication as a form of service in the form of speech acts of attitude to leave a positive impression on tourists.

Kusherdyana (2013: 34) stated that nonverbal communication is a communication process that implies messages are conveyed not using words but using gestures, body language, facial expressions and eye contact, the wear of clothing, haircuts, and so on, symbols, and ways of speaking such as intonation, emphasis, voice modalities, emotional styles, and speaking styles. In addition, negative politeness strategies can be found in language politeness markers using a variety of *sonkeigo* respect. The goal is to show respect directly by elevating consumers. The form of *sonkeigo* can be seen in the words *goannai shimasu*, and *irasshaimase*. *Sonkeigo* form is spoken to people who have a higher social position than staff, that is the consumer and spoken to people who are not known and do not have closeness. In addition, the variety of respect in the form of *teineigo* in the speech “*onagai shimasu, san nin desu ne, arigatou gozaimasu*” is used to give a sense of politeness in all words to sound polite. The desire of the tourist to pay in cash is also well understood. This form of understanding is part of a positive politeness strategy. The speech participants, both restaurant staff and Japanese tourists, both used a variety of respectful speech levels so that the interaction could run well until the end of the interaction closed with the tourists' desire to come back to the restaurant and feel that what had been ordered was as expected.

Context of Speech Situation (2):

Speaker : Waiter

Speech Partner : Local Tourist from Jakarta

Location : Japanese Restaurant

Time : 19:30 PM

Speech Data (2):

- The tourist : *Selamat sore saya mau makan sendiri.* (Good evening. I want to eat by myself.)
Waitress : *Ya selamat sore pak, silahkan lewat sini.* (Yes, good evening, sir, this way, please.)
Bapak mau ruangan non-smoking atau yang smoking? (Do you want a non-smoking or smoking room?)
The tourist : *Saya tidak merokok.* (I don't smoke.)
Waitress : *Baiklah, mari saya antarkan, silahkan ikuti saya.* (All right, let me escort, please follow me.)
Silakan bapak, ini menunya. Nanti kalau sudah fixs silahkan tekan tombol ini. (Please sir, here is the menu. Later on when it's fixed, please press this button.)
The tourist : *Set Menu A dua ya.* (Two sets of Menu A, please.)
Waitress : *Baik Pak, set menu A dua set ya.* (Alright, sir, two sets of menu A, aren't it?)
The tourist : *Iya.* (That's right.)
Waitress : *Baik mohon berkenan menunggu.* (Alright, please wait a moment.)
Silakan dinikmati bapak. Dua set menu A. (Please enjoy, sir. Two sets of menu A.)

(When the tourist is about to leave the restaurant)

- The tourist : *Bayarnya di sana ya?* (Pay over there, don't I?)
Waitress : *Betul bapak, mari saya antar, mohon dicek lagi agar tidak ada yang ketinggalan.* (That's right, sir, let me escort, please check again so you don't miss anything.)
The tourist : *Terima kasih atas pelayannya.* (Thank you for your service.)
Waitress : *Terima kasih banyak bapak, kami menunggu kedatangannya lagi.* (Thank you very much, sir, we wait for your visit again.)

The context of the speech situation (2) is a dialogue between a local tourist and a waitress located in a Japanese restaurant in Denpasar City. At the beginning of the visit, before the staff said hello, greeting *irassaimase* 'welcome', suddenly a visitor came and said 'I want to eat by myself. As a form of service, the waitress quickly responded by greeting and inviting visitors to immediately go to an empty dining room. This attentive response is a form of implementation of a positive politeness strategy, supported by a negative politeness strategy by using the word 'Sir' as a tribute to an unfamiliar visitor and asking with interrogative sentences about the desired room. In addition, the waitress also gave a sense of sympathy for the cooperation and harmony between the waitress and the visitor. This can be seen in the situation where the waitress invites the visitor to open the menu and choose as desired without any element of coercion. The form of attention until the end of the interaction is still applied by the waitress to the visitor. It is clear that the response of the visitor will come back to this restaurant because he feels comfortable.

Basically, this restaurant has Japanese nuances, both in terms of service and the menu consisting of Japanese menus and, the owner is also a person of Japanese descent. In service, the staffs adjust to the arrival of visitors, meaning that even though the visitors are not Japanese, they are greeted with Japanese nuances. Even though they don't use Japanese to non-Japanese visitors, their grumbling attitude shows a Japanese nuance. This is important because in addition to maintaining the quality of service, it also aims to have the characteristics of this restaurant. The use of language according to the situation accompanied by gestures made by Ryoshi restaurant staff is one of the implementations of different speaker attitudes based on context and situation. This is in line with the view of Jendra, (2007: 62) that language as a cultural subsystem also has rules for its use. Because of the rules of language that give birth to different attitudes of speakers in every situation they face.

Context of Speech Situation (2):

Speaker : Waiter
Speech Partner : Local Tourist from Denpasar
Location : Japanese Restaurant
Time : 19:30 PM

Speech Data (3) :

Waiter : *Irasshaimase, Maaf, untuk berapa orang?*
“Welcome, I’m sorry, for how many persons?”
The tourist : *Kami berempat, ada meja yang kosong di dalam?* (The four of us, is there an empty table inside?)
Waiter : *Silakan masuk bu, disebelah sana masih kosong.* (Please come in, ma’am, over there is still empty (available).)
The tourist : *Baik.* (Alright.)
Waiter : *Ini menunya apakah langsung pesan atau nanti dipilih dulu?* (This is the menu. Do you want to order now or will you choose it, later?)
The tourist : *Nanti saya panggil ya* (Later on, I will call you.)
Waiter : *Baik bu* (Alright, ma’am)
The tourist : *Permisi, bisa pesan sekarang?* (Excuse me, can I order now?)
Waiter : *Baik silakan mau pesan apa bu?* (Yes, please. What would you like to order, ma’am?)
The tourist : *Paket tempura satu, paket teriyaki satu dan takoyaki satu.* (One tempura package, one teriyaki package and one Takoyaki.)
Minumnya soft drink coca cola dua dan green tea dua ya. (The drinks are soft drinks, two coca cola and two green tea)
Waiter : *Baik bu, saya ulangi lagi Paket tempura satu, paket teriyaki satu dan takoyaki satu. Minumnya soft drink coca cola dua dan green tea dua ya, silakan ditunggu.* (Alright, ma’am, let me repeat, One tempura package, one teriyaki package and one Takoyaki. The drinks are soft drinks, two coca cola and two green tea. Wait a moment, please.)

(The tourist waited and soon the meal came)

Waiter : *Permisi, silakan dinikmati.* (Excuse me, please enjoy)
The tourist : *(Setelah makan tampak memanggil Waiter) Boleh minta bill?* (The tourist (after eating seems to call the waiter), Can I ask for the bill?)
Waiter : *Baik bu ditunggu.* (Alright, ma’am. Wait, please.)
Silakan totalnya Rp. 245.000 mohon dicek kembali. (Please, the total is Rp. 245,000. Please check again.)
The tourist : *Saya bayar pakai cash saja.* (I pay by cash.)
Waiter : *Baik uangnya pas ya bu. Terima kasih banyak. Silakan datang kembali.* (Alright, the money is right, ma’am. Thank you very much. Please come back again.)

The dialogue in speech data (3) between the waiter and the tour takes place in the restaurant. Visitors are local tourists who come from Denpasar. The situation of a Japanese-style restaurant makes visitors indirectly think that the services provided also have Japanese characteristics with all the identities shown such as

language, attitude, facial expressions, and even the environment such as the sound system also has Japanese nuances. In addition, another thing that plays an important role in service is communication. In this context, the staff is very friendly and provides good service to the tourists from welcoming, them until they leave the restaurant. This strategy is an example of the application of positive politeness strategies when closing the distance and giving attention as a form of service to visitors. This strategy becomes the basic reference for communicating with customers. Communication, according to Kuserdyana's view, (2013: 28) asserted that communication is the process of conveying a message or meaning from the sender to the receiver. Humans can use various means or tools to express or communicate their thoughts, feelings, and desires to other humans. This means can be done through verbal or nonverbal communication. Every culture has rules about how people communicate, both through verbal and nonverbal language. Language is the main tool used by a culture to transmit beliefs, values, and norms. Language is a tool for everyone to interact with other people and also a tool for thinking. Thus, language functions as a mechanism to communicate and at the same time as a guide to see social reality. Kuserdyana's view is very clear on the importance of communication. It is in a service, especially a restaurant, without good communication, in the form of verbal or non-verbal, it could be that the visitors are no longer going to the same place, even though the taste and price in a restaurant are acceptable.

CONCLUSION

Politeness strategies in the field of tourism applied in Japanese restaurants when interacting with visitors, both local and foreign visitors, especially Japan, generally apply positive politeness strategies in the form of attention, and friendly service with the aim of providing good service according to Japanese standards, including greetings using the Japanese language. Japan by applying the level of respectful speech and fast service. In addition, it is supported by the use of negative politeness strategies by saying respectful words, the use of interrogative sentences as not to seem pushy when greeting local and foreign visitors, and as well as the use of a variety of respect with Japanese visitors. Although the visitors who come not only foreign tourists but also local tourists, the choice of words when welcoming visitors use Japanese greetings by saying '*irasshaimase*' (welcome) to make it seem like the visitors are in an atmosphere when you are in Japan. Even though they do not use Japanese to non-Japanese visitors, their grumbling attitude shows a Japanese nuance. This is important because, in addition to maintaining the quality of service, it aims to have the characteristics of this restaurant. This action is one of the implementations of hospitality because service is the main basis for establishing good interactions with consumers.

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