CHAPTER I
INTRODUCTION

A. Research Context

A tour guide – a person who guides groups or individual tourists to show them and interpret the cultural and natural heritage of the area they visit; a person who also possesses knowledge of contemporary social and political life of a specific tour area.

To be a good tour guide, someone must have many abilities, not only possess knowledge but also good attitude. Knowledge means that a tour guide must master the information about everything related to the tour and the background of the foreigner. Because by knowing the background of foreigner, tour guide will know how to face them more appropriate to the culture. Good attitude means that tour guide has polite attitude is something needed to be possessed by the tour guide. In guiding, the tour-guide must make the foreigners happy and comfortable.

Politeness can be as positive or negative assessment to evaluate people. Politeness can be applied in many cultures and many places. By doing interaction to somebody else politely in such activities such as guiding, someone will have positive values in life. Good attitude and politeness cannot be separated.

A tour guide must deliver the message in guiding the foreigners and also make them happy and comfortable. In delivering the message, candidates of tour-guide must face the foreigners politely in making conversation with them.

This research focuses on the politeness of the candidates of tour-guide in preparing the candidates of tour guide’s selves to be the real tour-guides especially in politeness in phatic utterances. Phatic communication is used to establish social relationships rather than impart factual information.
The example below shows politeness in phatic utterances in Sahid Tourism Institute of Surakarta in Tourism Class that the scenario made by the researcher and then give to the students to make dialogue based on the situation to know phatic used and politeness used by the students in Sahid Tourism Institute of Surakarta in Tourism Class:

You are a tour guide, female, 29 years old and your tourist is a businessman. His name is Mr. Samuel. His nick name is Mr. Sam. He is 46 years old. He is Canadian. What will you say to introduce yourself at the first time you meet him in the hotel and before you go to the tour? Make a conversation between you and your tourist based on the situation!

**Dialogue 1:**

**Tour Guide:** Good morning, my name is Priseila and I am your guide today. Okay, Mr. Samuel, where will you go?

**Tourist:** Morning, I want to tour in Borobudur temple. Can you tell me about the Borobudur history or the mean in relief of Borobudur temple?

**Tour Guide:** Oh, sure. Follow me and I will explain about it.

**Tourist:** Ok, thank you.

Based on the discourse above, it can be explained that:

The tour guide says “Good morning, my name is Priseila and I am your guide today. Okay, Mr. Samuel, where will you go?” is introducing utterance. The tour guide or the student from the dialogue 1 shows that she introduces herself to the tourist. It is appropriate with the situation. It can be concluded that the tour guide has mastered how to use phatic strategy.

The sentence above “Good morning, my name is Priseila and I am your guide today. Okay, Mr. Samuel, where will you go?” is positive politeness. The sentence above shows that the speaker emphasizes closeness between the speaker and the hearer and the speaker still show respect to the hearer, but it is not appropriate with the distance, power, and imposition between the tour guide and the tourist. The speaker or the tour guide has lower distance than the tourists, lower power than the tourists, and also lower imposition than the tourist. So, the example above concludes to positive politeness.

From the example mentioned above the researcher knows how the candidates of tour-guide in Sahid Tourism Institute of Surakarta usephatic utterances and the politeness strategy in tourism class, because phatic used in language is complicated to understand for common people. Phatic can
maintain social relation between the tour guide and the tourist. By knowing the appropriate phatic used. The candidates of tour-guide must master how to use phatic and its politeness in a conversation. Phatic is speech for sake social contact, in this case, the researcher chose phatic in tourism side that using by the students as the candidates of tour guides. The candidates of tour guide are the symbol of tourism, and their politeness is the value of tourism in Indonesia. So, phatic is a very interesting subject to know.

B. Focus of the Study

The focus of the study is broken down into two sub-focuses:

1. What are the types of phatic utterances used by the students in Sahid Tourism Institute of Surakarta in Tourism Class?
2. What are the politeness strategies of utterance used by the students in Sahid Tourism Institute of Surakarta in Tourism Class?

C. Objectives of the Study

Based in the questions above, the researcher has two objectives of the study:

1. To describe the types of phatic utterances used by the students in Sahid Terrorism Institute of Surakarta in Tourism Class.
2. To describe the politeness strategies of utterances used by the students in Sahid Terrorism Institute of Surakarta in Tourism Class.

D. Benefit of the Study

This study has two benefits: theoretical and practical.

1. Theoretical Benefit
   This research gives more findings to the next writer who discusses similar or related to the study.

2. Practical Benefit
   For Lecturer of Pragmatics
   The result of this research may become a reference for teachers in teaching phatic act to students.
For Future Researchers
This research is expected to enrich knowledge and experience of other researchers who are engrossed in analyzing phatic utterances.