

CHAPTER I

INTRODUCTION

A. Background of the Study

To be a good tour guide, someone must have many abilities, knowledge and good attitude to face and guide tourist. Abilities mean that a tour guide has to master English well and oversees the tourist. Knowledge means that a tour guide has to master the entire information needed by tourist. Good attitude means act politely when facing the foreigner. It aims to make foreigner happy, comfortable and satisfied.

Politeness shows that someone respects the other through utterances and face expressions. By doing interaction with somebody else politely somebody will have positive value in life. Usually someone will smile and say thanks when she/he is helped by the others. It shows that she/he is respected by someone who helped her/him.

As candidate of tour guide, student of Sahid Tourism Institute also has to possess many abilities, including mastering pragmatics in communication. Pragmatic is the study of the true meaning. Yule (2006: 115) divided pragmatics into three: deixis, presupposition, and speech act. Speech act, according to Yule (1996), is the action performed by the speaker with an utterance. Further, John R. Searle (1976) divided speech act into three, these are locutionary, illocutionary, and perlocutionary acts. Illocutionary act is the making of statement. Searle (1976) classified illocutionary act into five, namely: representative, directive, commissive, expressive, and declarative utterances. Directive utterances attempt to get someone to do something. The following dialogue shows how the tour guide uses directive utterance.

There is a conversation between a tourist and his tour guide in a dancing studio (sanggar tari)

Tour guide	: Can you dance?
Tourist	: Off course, I can dance samba and waltz.
Tour guide	: I am sorry, I mean traditional dance like that. Want to practice?
Tourist	: Off course.

The utterance “can you dance?” seems to mean that the guide ask the tourist whether he can perform traditional dance or not. However, the tourist’s interpretation of dance is dance in general. From the example above, there is misunderstanding between the speaker and hearer. The cause of misunderstanding is the guide did not master the English well. Besides that, the politeness strategy is also needed by the guide to make good communication with the tourist. As Tourism Academy is an education institution producing tour guide, therefore this study is interested in investigating how far the candidates of tour guide can master English well, especially in the politeness of directive utterance. One of Tourism Institute in Indonesia is Sahid Tourism Institute of Surakarta. Based on this background she wrote a thesis entitled THE POLITENESS STRATEGY OF DIRECTIVE UTTERANCES USED BY THE STUDENTS IN SAHID TOURISM INSTITUTE OF SURAKARTA: A PRAGMATIC PERSPECTIVE.

B. Limitation of the Study

This study limits its scope on analyzing the linguistic types used by the student using the theory by Frank (1972), and on record politeness strategy using the theory of Brown and Levinson (1978). The object of this research was utterances produced by the second semester students of Sahid Tourism Institute of Surakarta 2015/2016 academic year.

C. Research Question

In this study, the research questions are formulated as follows:

1. What are the linguistic types of directive utterance used by the second semester students of Sahid Tourism Institute of Surakarta 2015/2016 academic year?
2. What are the politeness strategies used by the second semester students of Sahid Tourism institute of Surakarta 2015/2016 academic year in expressing directive utterances?

D. Objective of the Study

The objectives of the study are formulated as follows:

1. To describe the linguistic types of directive utterance used by the second semester students of Sahid Tourism Institute of Surakarta 2015/2016 academic year.
2. To describe the politeness strategy used by the second semester students of Sahid Tourism Institute of Surakarta 2015/2016 academic year in expressing directive utterances.

E. Benefit of the Study

The result of the study will hopefully bring the following benefits:

1. It can add the body of knowledge in the field of pragmatics.
2. It can enrich the reader's knowledge concerning politeness strategy.
3. It can be used as a reference for future research.
4. It can be used as additional information in teaching politeness strategy.

F. Research Paper Organization

Chapter 1 is introduction. This chapter displays background of the study, limitation of the study, research question, objective of the study, benefit of the study, and research paper organization,

Chapter 2 is literature review. This chapter reviews theories related to notion of pragmatics, directive utterance, politeness and politeness strategy, context of pragmatics, discourse-completing task (DCT), the teaching of pragmatics, and previous study.

Chapter 3 is research method. This chapter consists of research type, setting of the research, data and data source, technique of collecting data, technique of analyzing data, and trustworthiness.

Chapter 4 is research finding and discussion. This chapter reports data analysis and discussion of the finding.

Chapter 5 deals with conclusion and suggestion. This chapter includes conclusion, implication, and suggestion.