

# JAPANESE SPEECH ACTS AND POLITENESS IN HOSPITALITY SERVICES (CASE STUDY OF HOTEL IN BALI)

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## Abstract

In the world of hospitality, staff provide service to guests through verbal communication. The purpose of this research is to determine the phenomenon of speech acts that are often used by hotel staff when communicating directly with Japanese guests. Conversation data is obtained through recording dialogue between hotel staff and guests when providing services. Data were analysed using Searle's (1969) speech act theory and Brown & Levinson's (1987) politeness theory. From the data analysis, it was known that in hotel services, direct voice is most widely used by hotel staff. Speech acts used by the staff are directive (50.9%) and expressive (25.4%) speech acts, assertive speech 21.8%, and commissive speech 1.8%. Judging from the principle of politeness, directive speech acts that were delivered directly by the hotel staff have the potential to threaten guests' faces. However, because hotel staff use *teineigo* (standard polite) form of Japanese, it can be said that the speech of hotel staff in Bali is relatively polite and safe (does not threaten the face) of guests and staff as service providers. Considering that body posture is also part of politeness in hotel guest service, this element needs to be studied further.

**Keywords:** *hotel services, Japanese, politeness, speech acts*

## I INTRODUCTION

Communicating in Japanese, speech acts have an important role in expressing politeness, respect and social relationships. Japanese society, when communicating with interlocutors, pays attention to context such as age differences, differences in social status, such as superiors and subordinates, colleagues, and also considers elements of inner or outer groups. Japanese people also pay attention to social norms, such as avoiding directness as a way to protect the feelings of the person they are saying, on-verbal signals are also widely used in communication in Japanese society as an effort to maintain harmonious relationships.

By looking at the cultural background of Japanese communication, how do hotel staff in Bali provide communication services to Japanese guests? What speech acts do hotel staff often use, and do these speech acts fulfil the rules of politeness in relation to the relationship between guests and service providers?

There are some previous studies relevant to this research. (Elita, 2019) study politeness in Fuman Hyoomei Speech act. (Kartika, 2019) research analysis of Apologies Speech Act in Japanese and English. (Yuniastuti, R 2019) study about Aizuchi and Politeness Strategy in Japanese Conversation. (Citra, LW, 2020), Speech act of complaining in Japanese Anime, (Nurshifa's, 2021) about speech acts of tour guide activities guiding Korean guests in the Video Blog on the Giljab Youtube Channel. (Dessari, 2021). Politeness in Japanese Prohibition Speech Act. (Ghaisani, 2021) about politeness strategy in Speech Act of Giving Advice in Japanese (Astami, 2021). Japanese Expressive Speech Act. (Abdul Rashid, 2021) Japanese Language Malaysian Tour Guide. Azizia (2021) study about Japanese Apology Expressions. (Arfanti, 2023) about Japanese Women Language Politeness in Communication.

By looking at previous research, in this study also analysed the types of speech acts. The difference between this study and previous studies is the locus and theory. Previous studies only used speech act theory, while this study uses speech act theory and also language politeness theory.

In communicating in Japanese, speech acts have an important role in expressing politeness, respect and social relationships. Japanese society, when communicating with interlocutors, pays attention to context such as age differences, differences in social status, such as superiors and subordinates, colleagues, and also considers elements of inner or outer groups. They also pay attention to social norms, such as avoiding directness as a way to protect the feelings of the person they are saying. Non-verbal signals are also widely used in communication in Japanese society as an effort to maintain harmonious relationships.

By looking at the cultural background of Japanese communication, how do hotel staff in Bali provide communication services to Japanese guests? What speech acts do hotel staff often use, and do

these speech acts fulfil the rules of politeness in relation to the relationship between guests and service providers? For this reason, this research is necessary. Moreover, considering that the level of visits by Japanese tourists tends to decrease, efforts need to be made to improve services, including elements of communication services.

## II MATERIALS AND METHOD

### 2.1 LITERARY REVIEWS

The theory used in this research is politeness theory from (Brown, 1987), namely negative politeness and positive politeness. To maintain the face/self-esteem of the interlocutor, a strategy is needed. The positive politeness strategies include: 1) paying attention to what the interlocutor is needed, 2) using markers of group solidarity, fostering an optimistic attitude, 3) involving speech partners in the activities of speakers, 4) offering / promising something, 5) giving praise to speech partners, 6) avoiding mismatch, and 7) being funny. Meanwhile, negative politeness strategies include: 1) expressing indirectly, 2) using hedges or question sentences, 3) being pessimistic, 4) not burdening, 5) using the passive form, 6) apologizing, and 7) using the plural form

According to Kabaya (2009), Japanese has four levels of language formality. The languages classified as *sonkeigo* (honorific language), *kenjyougo* (humility language), *teineigo* (usual formal language) and *futsugo* (daily language). *Sonkeigo*, *kenjyougo* *teineigo* are the group of *keigo*. *Keigo* is a kind of respectful language that is intended to respect the interlocutor and the person being spoken to. In choosing the form of *keigo*, several factors need to be considered, such as: the relationship between the speakers, who the other person is talking to, how close they are, the situation and the conditions. Kaneko (2014: 162) mentions that Japanese people speak politely when they meet someone for the first time, usually using *teineigo* as a neutral, respectful language. Then they will choose their language after getting to know each other. Kaneko explained that there are five things that determine the choice of *keigo* language, they are (1) age, (2) social position, (3) service background, (4) *uchi-soto* concept and (5) closeness. Japanese never use *keigo* when talking with their own family, even though to the elder, such parent, grandmother, grandfather. They use *futsugo* (daily language).

*Sonkeigo* is referring to actions of the listener raising his position. Direct expression of respect is characterized by (1) the use of prefix *o* or *go* in front of noun, such *okyaku sama* (guest), *gotouchaku* (arriving). (2) pattern *~ni narimasu* (verba structure), (3) passive form (*~reru* or *~rareru*), (4) special verbs such as *irrasharu* (to go, to come), *meshiagaru* (to eat or to drink) and so on. (5) attaching suffix *~san* or *~sama* after other people's name.

*Kenjyougo* is talking about your own actions, humbling yourself, indirect expression of respect. Is characterized by (1) the pattern "*o* or *go* + *shimasu* (verb structure), (2) using special verbs such as *haiken suru* (to see), *itadaku* (to eat, drink, to receive). (3) prefix *o* or *go* + Noun that indicate actions as such *ohanashi* (speech/story), *odenwa* (phone call), *gokakunin* (confirmation).

*Teineigo* is polite language, is characterized by (1) the use of the verb ending *~masu*, (2) nouns and adjectives end with copula *~desu*. The use of *teineigo* has nothing to do with increasing or decreasing speech. *Futsugo* is a form of informal language used when speech is addressed to people who are close, such as family members, there is no social distance, and their age and position are below the speakers. *Futsugo* is translated as ordinary language, meaning that the language does not have an element of respect.

### 2.2 RESEARCH METHOD

This research is a qualitative descriptive study, with a phenomenological approach (Creswell:2013). This Study to see the phenomenon of the use of Japanese speech acts in verbal communication in hotels, then analysed with the concept of politeness.

The research data is in the form of conversations between hotel staff in Bali and Japanese guests which have been transcribed and translated into Indonesian. Data was taken for 3 months. 22 conversation data were obtained. with purposive sampling technique, the data used in this study were taken from 5 conversation data representing conversations in the front office department and Guest Relation Officer who have high intensity of communicating with hotel guests.

Conversation data were analysed in terms of the type of speech, function and level of politeness. Speech act theory from Searle (1969) focused on illocutionary speech acts consisting of (a) assertive (representative), (b) directive, (c) expressive, (d) commissive, and (e) declarative. The theory of politeness from Brown & Levinson (1987) which puts forward the act of face diving. Language

politeness concerns a person's ability to keep his speech from threatening the face of the interlocutor, communication runs harmoniously, and pleases the speech participants. Brown & Levinson (1987) identified four politeness strategies to guard against threats. The four strategies are (1) bald-on record strategy (without strategy), (2) positive politeness strategy (familiarity strategy), (3) negative politeness strategy (formal politeness strategy), (4) off- record politeness strategy (indirect or disguised strategy).

### III FINDINGS AND DISCUSSION

In this section, we will review the conversation to find out the types of speech acts that are often used in hotel guest services. As a sample, 5 conversation data were taken from 22 conversation data.

#### 3.1 SPEECH ACT ANALYSIS

The following conversation data were analysed in terms of types of speech, direct speech or indirect speech, mode/form of sentences, and speech act functions, likes (1) expressive, (2) directive, (3) commissive, (4) declaration and (5) assertive (representative), then analysed with politeness theory.

Data. 1

Topic: pick up the guests in Bali Airport

Interactants:

AR: Airport Representative (53 years old/ male)

Guest: husband and wife (45 years old)

Situation: airport pick-up in the afternoon

AR: 今日は、(a) すみません。田中様でしょうか(b)

Konnichiwa. Sumimasen- Tanaka sama-deshou- ka?

Good evening. Sorry, are you Mr.Tanaka?

Guest: はい

Hai

Yes, I am.

AR: フォーシーズンホテルのお客様でしょうか(c)

Four Seasons hoteru- no- okyakusama- deshou ka?

Are you the guest of the Four seasons hotel?

Guest: はい

Hai

Yes, I am.

AR: バリへいらっしゃいませ(d)

Bali- e- irasshai-mase.

Welcome to Bali.

This speech incident occurred at Ngurah Rai airport in Bali. When the Airport Representative (AR) staff carries out the task of picking up hotel guests. AR staff before confirming the guest's identity, greet first with (a) Konnichiwa "good afternoon". Speech (a) is a declarative sentence or a statement sentence, not a question sentence, and not a command sentence. If viewed from its function, then speech (a) has an expressive function.

Speech (b and c) is an interrogative sentence. When viewed from the sentence structure, the utterances (b and c) are in the form of interrogative sentences. The purpose of the utterance is to ask questions, namely to ask the name of the guest and the hotel where the guest is staying. So the utterances (b and c) are direct sentences because the mode is in the form of interrogative sentences, the meaning is also to ask questions. Judging from its function, utterances (b and c) have a directive function, namely asking for the identity of the guest. The sentence (d) "welcome to Bali" is a declarative sentence, which is a sentence structure that shows a statement. Judging from its function, then speech (d) has an expressive function.

Data 2

Topic: check-in

Interactants:

FO: Front Office 24 years old/male

Guest: 2 persons (25 years old/female)

Situation: FO staff handle the guest check-in process

Guest: チェックインしたいんですが

chekkuin shitain desu ga.....

I want to check in

FO: かしこまりました。お名前をお願いします(a)

kashikomarimashita. Onamae o onegaishimasu.

All Right. What is your name?

Guest: 湯子宮沢です。

Yuko Miyazawa desu.

FO: ご予約のお客様ですか(b)

Goyoyaku nookyakusama desuka?

Are you a reserved guest?

Guest: はい、今日から三泊です

hai, kyoo-kara- sanpaku- desu.

Yes, from today three nights

FO: 少々お待ちください(c)

Shooshoo – omachi- kudasai.

Please wait a moment.

大変お待たせしました。(d)

Taihen- omataseshimashita.

I'm sorry for waiting.

湯子宮沢さまですね。(e)

Yuko Miyazawa- sama- desu- ne.

Mrs. Yuko Miyazawa, is it right?

Guest: はい、そうです

hai, soo desu.

Yes, It's right.

FO: 今日から三泊シングル一部屋です。(f)

Kyoo- kara- sampaku, singuru- hitoheya-desu-ne.

From today three-night, single room. Is it right?

Guest: ええ

ee

yes.

Seen as a whole, the conversation above uses direct sentences. The sentence mode in speech (a and b) is in the form of interrogative sentences with the meaning to ask questions, namely asking for room reservations and guest names. The rest of the FO staff confirmed the ordering data more, so the suffix "ne" was widely used as a sign of affirmation, as in the utterances of (e and f). This is done by the FO staff so that there are no mistakes in handling room reservations. When viewed from its function, speech

(e and f) has a directive function, namely, the FO staff confirms guest order data. The effect of this utterance is the answer "hai (yes) or iie (no)" from the guest.

Data 3

Topic: repeater guests greet hotel staff, after a long time no see

Interactants:

GRO: Female/ 26 years old

Guest: Female / 55 years old (repeater many times)

Situation: afternoon, in the hotel lobby

Guest: エミさん やっと戻ってきたよ。お久しぶりね

EM san- yatto - modottekita yo. Ohisashiburi- ne

EM, Finally I can come here again. Long time no see you

GRO: ご無沙汰しております。お元気ですか

Gobusatashiteorimasu. Ogenki-desu- ka? (a)

Yes, long time no see. How are you?

Guest: 一年ぶりだね

Ichi nen - buri - da- ne

It's been a year huh (don't seen each other)

GRO: そうですね。一年早いですね

Soo desu ne- 1 nen - hayai - desu- ne (b)

Yes, that's right, it doesn't feel like a year is fast.

お荷物大丈夫ですか。

Onimotsu- daijoubu- desu-ka? (c)

Do we need help with your luggage?

お部屋のほうまで送ります

Oheya-no- hou- made- okurimasu. (d)

We will take you to the room.

Guest: そうだね、よろしくね

Soo dane, yoroshikune

Oh yes, please

GRO: こちらこそ、よろしくお願ひします

Kochirakoso, yoroshiku onegaishimasu (e)

You're welcome. Thank you

This conversation took place in the hotel lobby. The repeater guest greeted the hotel staff he knew with the words "EM san yatto modottekita yo. Ohisashiburi-ne. It means "EM, finally, I can come here again. Long time no see you." This staff responded by saying (a) Gobusatashiteorimasu. How are you?". It means "Long time no see you. How are you?". Speech (a) seen from the mode is a question sentence that is spoken directly. Judging from its function, it is an expressive speech act. The statement (b) "Yes, that's right, it doesn't feel like a year is fast, right", Judging from the mode, it is a declarative sentence, with an assertive function. Speech (c) "Do we need to help with your luggage?", is an interrogative sentence, a directive function. Speech (d) "We will deliver to the room", is a declarative sentence, with an assertive function. Statement (e) "You're welcome. Thank you", is a declarative sentence, an expressive function. Overall, the speech in data 3 uses direct speech.

Data 4

Topic: Bellboy escorts guests to their room

Interactants:

BB: Bellboy 22 years old/male

Guest: 2 Female (25 years old)

Situation: in the hotel lobby, the bellboy will escort guests to their rooms

BB: お部屋までご案内します。

Oheya- made- goannai shimasu. (a)

We will escort you to the room.

お客様のお部屋は4階です

Okyakusama no oheya wa 4kai desu. (b)

Your room is on floor4.

どうぞこちらへ

Doozo- kochira- e (c)

This way, please

Guest: はい

hai

ok.

Speech (a) is a declarative sentence. Judging from its function, speech (a) has an assertive function, namely to tell. Speech (b) is also a declarative sentence with an assertive function, namely in the form of an explanation that the guest room is on the fourth floor.

Speech (c) "doozo kochira e" which means 'this way please'. The sentence mode is an imperative sentence, the meaning is also under the sentence mode, which is to command. So speech (c) is a type of direct sentence. In terms of function, speech (c) has a directive function, asking guests to follow the bellboy's directions.

Data 5

Topic: order a taxi to the airport

Interactants:

GRO: 47 years old/ male

Guest: 2 female (25 ~ 27 years old)

Situation: in the morning, after the guest has a break first.

GRO: 三十分ぐらいで。お部屋が1322で、明日の10時

Sanjuppun gurai de. Oheya ga 1322 de, ashita no 10 ji (a)

It takes about 30 minutes. Room no 1322, tomorrow at 10

Guest: はい

Hai

Yes

GRO: 一台の車で15万ルピアで、よろしいでしょうか？

ichidai no kuruma de 15 man rupia de, yoroshii deshou ka? (b)

The cost for 1 vehicle, is 150,000 rupiah, would you please?

Guest: はい、大丈夫です。

hai daijoubu desu.

Yes, that's okay.

GRO: お支払いはお部屋のチャージで、よろしいでしょうか

oshiharai wa oheya no chaaji de, yoroshii deshou ka? (c)

the payment is combined with the room fee, please?

Guest: 大丈夫です

daijoubu desu.

It doesn't matter.

(GRO calls the hotel transport officer to order a taxi)

GRO: じゃ、明日のタクシーをご確認しましたで、

jya, ashita no takushi ga gokakunin shimashita de,

OK, we've ordered a taxi for tomorrow.

明日の朝9時半にあそこの玄関で起こしていただければ

ashita no asa 9 ji han ni asoko no genkan de okoshi itadakereba (d)

if you like please wait at the door over there at 9:30 am

Guest: ああ、はい

aa.. hai

yes fine

GRO: お部屋番号教えていただければ大丈夫です。

oheya bango oshiete itadakereba daijoubu desu. (e)

just mention the room number.

Guest: ああ、ありがとうございます

aa .. arigatoo gozaimasu.

Okay, thank you.

Overall, the speech in this conversation is direct. Speech (a) is a declarative sentence. Intended to ensure guest data and orders. Speech (a) has an assertive function. Speech (b, c) in the form of interrogative sentences, intended to ask questions. There is a harmony between the mode and the meaning of the sentence. Utterances (b and c) are direct sentences. Judging from the speech function, this sentence has a directive function. In contrast to speech (d and e) in the form of declarative sentences, namely a statement. But it is intended to "order" subtly. In speech (d and e), the speech form changes to an indirect form. This is done as an effort by GRO staff to keep guests' faces from changing the type of speech, from the form of an order to a form statement.

### 3.2 PERCENTAGE OF TYPES OF SPEECH ACTS IN HOSPITALITY SERVICES

To find out the types of speech acts, modes, and functions of speech acts that are often used in hospitality services, a table is made below. From this table it is also known the type of Japanese language used by hotel staff, polite or impolite.

*Table 1. Percentage of Types of Speech Acts*

No	Dialog	Direct speech/indirect speech	Form (mode)	Function	VJ	Speech Acts
1	1a	Direct	Declarative (1)	Expressive (1)	T	Konnichiwa (Good afternoon)
2	1b	Direct	Interrogative(1)	Directive (1)	s	Sumimasen, Tanaka sama deshou- ka? (Excuse me, Are you Mr. Tanaka?)
3	1c	Direct	Interrogative(2)	Directive (2)	s	Four Seasons hoteru- no- okyakusama- deshou ka?( Are you a guest hotel at Four Seasons?)

4	1d	Direct	Declarative (2)	Expressive (2)	s	Bali e irasshaimase (Welcome to Bali)
5	2a	Direct	Declarative (3)	Expressive (3)	s	Padma hoteru e irassaimase (Welcome to the hotel Padma)
6	2b	Direct	Imperative(1)	Directive (3)	K	Onamae o onegaishimasu (please your name)
7	2c	Direct	Interrogative(3)	Directive (4)	S	Goyoyaku no okyaku sama desu ka? (Have you made a reservation?)
8	2d	Direct	Imperative(2)	Directive (5)	S	Shosho omachi kudasai (Please wait a moment)
9	2e	Direct	Declarative (4)	Expressive (4)	K	Omatase shimashita (Sorry to keep you waiting)
10	2f	Direct	Interrogative(4)	Directive (6)	S	Yuko Miyazawa sama desu ne. (Miss. Yuko Miyazawa, its right?)
11	2g	Direct	Interrogative(5)	Directive(7)	S	Singuru hito heya desune (one single room , its right?)
12	2h	Direct	Interrogative(6)	Directive(8)	S	Goshupatsubi wa 15 nichi desu ne. (departure date is 15th, its right?)
13	3a	Direct	Interrogative(7)	Expressive (5)	S	Gobusatashiteorimasu. How are you? (Yeah, long time no see, How are you?)
14	3b	Direct	Declarative(5)	Expressive(6)	S	Soo desu ne- 1 nen - hayai - desune (That's right, it doesn't feel like a year is fast.
15	3c	Direct	Interrogative(8)	Directive (9)	S	Onimotsu- daijoubu- desu-ka? (Do we need help with your luggage?)
16	3d	Direct	Declarative(6)	Assertive (1)	S	Oheya-no- hou- made-okurimasu. (We will take you to the room)
17	3e	Direct	Declarative(7)	Expressive (7)	S	Onimotsu- daijoubu- desu-ka? (Do we need help with your luggage?)
18	4a	Direct	Declarative(8)	Assertive (2)	S	Oheya- made- goannai shimasu. (We will escort you to the



						room)
19	4b	Direct	Declarative(9)	Assertive(3)	S	Okyakusama no oheya wa 4kai desu. (Your room is on floor 4)
20	4 c	Direct	Imperative(3)	Directive(10)	S	Oheya-no-hou-made-okurimasu. (We will take you to the room.)
21	5a	Direct	Declarative(10)	Assertive(4)	T	Doa wa jido rokku desu. (The door is automatic)
22	5b	Direct	Imperative(4)	Directive(11)	S	Kochirakoso,yoroshiku onegaishimasu ( You're welcome. Thank you)
23	5c	Direct	Interrogative(9)	Directive (12)	S	Oheya made goannai shimasu. (we deliver to the room)
24	5d	Direct	Imperative(5)	Directive (13)	S	Okyakusama no oheya wa 4kai desu. (your room is on the 4th floor)
25	5e	Direct	Imperative(6)	Directive (14)	S	Doozo kochira e ( this way please)
26	6 b	Direct	Interrogative(10)	Directive(15)	S	Doa ga jidorokku desu. (automatic door)
27	6 c	Direct	Interrogative(11)	Directive(16)	S	Odekake no toki wa kanarazu omochi Kudasai. (when you go out, make sure to take the key with you)
28	6d	Direct	Declarative(11)	Assertive(5)	S	Hoka ni goyoo ga gozaimasu ka? (is there any other requirement)
29	6e	Indirect	Declarative(12)	Directive(17)	S	Okomari no toki, enryonaku naisen "o"ban made odenwa Kudasai (When you encounter a problem, don't hesitate to call o)
30	6f	Direct	Declarative(13)	Assertive(6)	S	Doozo goyukkuri (have a good rest)
31	7a	Direct	Declarative(14)	Expressive(8)	S	ichidai no kuruma de 15 man rupia de, yoroshii deshou ka? (will you, one vehicle, the cost is 150,000 rupiah?)
32	7b	Direct	Interrogative(12)	Expressive (9)	S	oshiharai wa oheya no chaaji de, yoroshii deshou ka? (would you please, the payment is included in the

						room fee?)
33	7c	Indirect	Declarative (15)	Directive(18)	K	oheya no koto gokakunin sasete itadaketai to omoimasu ga  (Allow me to confirm your room)
34	7d	Indirect	Interrogative(13)	Directive(19)	S	jya, ashita no takushi ga gokakunin shimashita de  (well, order a taxi for tomorrow, it's ok)
35	7e	Direct	Interrogative(14)	Directive(20)	T	Daijoubu desu ka?  (Are you okay?)\
36	7f	direct	Interrogative(15)	Directive (21)	F	ashita no asa 9 ji han ni  (tomorrow at 9:30 )
37	7g	Direct	Interrogative(16)	Directive(22)	K	asoko no genkan de okoshi itadakereba  (if you wish to waiting at the door)
38	7h	Direct	Declarative(16)	Directive (23)	S	Reizooko- wa- chotto- warm-to- iu- koto- de  (the fridge is a bit warm)
39	7i	direct	Declarative(17)	Assertive(7)	S	Kashikomarimashita.  (Yes, I understand)
40	7j	Direct	Declarative(18)	commissive(1)	K	Atode – uchi- no –sutaffu- nigokakunin- itashimasu- node  (I will confirm with our staff later)
41	7k	Indirect	Declarative(19)	Directive (24)	S	Moshi- nanika- hoka - no- mondai-ga- gozaimashitara,  (If there is another problem)
42	7l	Direct	Declarative(20)	Assertive ( 8)	K	Watashi- ga- furonto- ni- orimasunode-okoshi- itadakereba  (Because I was at the front desk. If you wish to come....)
43	7m	Direct	Declarative(21)	Assertive ( 9)	K	Sore- dake- gokakunin- itashimasu-node-  That's all I want to confirm

44	7n	Direct	Declarative(22)	Expressive(10)		Sorosoro shitsure itashimasu-Gotanoshimi-doozo  (Alright, It's almost time for me to go. Have a good time).
45	8a	Direct	Declarative(23)	Expressive (11)	T	ohayo gozaimasu Good morning..
46	8b	Direct	Declarative(24)	Expressive (12)	S	Hai, kashikomarimashita. (okay)
47	8c	Direct	Imperative(7)	Directive (25)	K	Ruumu- nambaa- onegaishimasu. (Please give me your room number.
48	8d	Direct	Declarative(25)	assertive (10)	S	Kochira- ga- oshiharai- no- gaku- ni narimasu. (Here are the payment details)
49	8e	Direct	Imperative(8)	Directive (26)	K	ruumu- nambaa to- onamae- kakunin- onegaishimasu. (Please double check your room number and name
50	8f	Direct	Declarative(26)	assertive (11)	K	hai, kono nedan to saabisuryo wa mada fukumareteorimasen (Yes, this price does not include tax & service.
51	8g	Direct	Interrogative(17)	Directive(27)	S	oshiharai-wa-genkin-desu-ka,kurejittokaado-de-yoroshii-desu-ka? Is the payment by cash or by credit card?
52	8h	Direct	Declarative(27)	assertive (12)	K	Kaado- o -oazukarishimasu.  (I borrowed the card for a while
53	8i	Direct	Imperative(9)	Directive (28)	K	Pin – o- onegaishimasu.  please the PIN
54	8j	Direct	Declarative(28)	Expressive (13)	T	Arigatoo gozaimashita. ( Thank you)
55	8k	Direct	Declarative(29)	Expressive (14)	K	Mata no goriyoo omachishite orimasu.  (We look forward to welcoming you again).

## Information:

VJ: Variety of Japanese

T: Teineigo ((usual formal language)

S: Songkeigo (honorific language)

K: Kenjyogo (humility language)

F: Futsugo (daily language)

From the table above, it is known that the number of speech acts are 55. The direct speech is 52 and indirect speech is 3. The number of declarative sentences are 29 sentences (52,7%), interrogative sentence are 17 (30,9%), imperative sentence are 9 (16,4%), directive speech act are 28 (50,9%), expressive speech acts are 14 sentences (25,4%), Assertive speech act are 12 sentences (21,8 %), Commissive speech act is 1 (1,8 %).

### 3.3 DISCUSSION

From table 1, it is known that in hospitality services, direct speech is more often used than indirect speech. Speech acts of directive and expressive functions are speech acts that often appear in service conversations with hotel guests. According to Searle (1969) a directive speech act is a form of speech act that makes the speech partner do something for what the speaker is saying. Examples such as advice, orders, questions, requests, allow. The verbs used to represent these speech acts include ordering, asking, confirming, ordering, giving instructions, advising, suggesting, forbidding and inviting.

Expressive speech acts have the function of expressing, revealing, or informing the speaker's psychological attitude. such as: congratulating, saying thank you, apologizing, expecting, feeling sympathy, and praising.

When compared with Nursyifa's research (2021) regarding the activities of South Korean domestic tour guides in video blogs on the Giljab YouTube channel, it was found that there are similarities and differences. The similarity is that directive speech acts are the dominant speech acts in tour guide activities and hotel guest services. While the difference is that in hotel services, apart from directive speech acts, expressive speech acts also often appear. 50.9% directive speech acts, 25.4% expressive speech acts.

Expressive speech acts in the data of this study have the meaning of (1) expressions of greeting and warm welcome, (2) thank you, (3) excuse me, (4) sorry, (5) ask news or start a conversation, and (5) pay attention to visitor.

Directive speech acts in this study have the meaning of (1) asking, (2) begging, (3) inviting and (4) confirming. Meanwhile, in Nursyifa's research (2021) it means "to ask".

In terms of form, directive speech acts in this study were mostly conveyed in the form of interrogative sentences (60%), imperative sentences (28%) and declarative sentences (12%). This fact shows that hotel staff use more interrogative and imperative mode of speech. If you pay attention, this is in accordance with the requirements in service to hotel guests. Such as asking the identity of guests, offering assistance, confirming guest needs and so on. Guests as service users are the main focus of service in the hospitality industry. Ensuring that the needs of guests have really been conveyed properly, so that sentences in the interrogative and imperative modes are used more in service to hotel guests. With these two sentence modes it is felt to be very effective in creating clear communication and not creating ambiguous meanings.

From the data at table 1, we know that directive speech acts are more widely used in services to hotel guests. If you pay attention to work patterns in hospitality, the main thing is to maintain guest satisfaction. so that staff at the hotel are required to appear friendly, charming, skilled and nimble in providing services to guests. Fast service accompanied by clear communication is needed in handling hotel guests so that directive speech acts are more widely applied in hospitality services.

When viewed from the concept of politeness, directive speech acts uttered directly by hotel staff have the opportunity to threaten the guest's face. For this reason, a face-saving strategy (politeness strategy) is needed. According to Brown & Levinson (1987) based on the face threat weight of the speech actor (especially the face of the interlocutor), the speaker chooses a speaking strategy, directly or indirectly, subtly, negative politeness strategy or positive politeness strategy. The choice of speech strategy depends on the threat weight of the speech partner's face. If the face threat weight is low, the direct speaking strategy tends to be chosen. Vice versa if the face threat weight is high, then the indirect speaking strategy tends to be used. As in data 5 (speech d), Guest Relations Officer (GRO) staff use imperative sentences with indirect speech "asoko no genkan de okoshi itadakereba...." which means "if you are willing to wait at the gate there..."

From the six conversational data above, several politeness markers were found, namely modalities (1) *onegaishimasu* (please), (2) *~renyookei+kudasai* (please), (3) *~itadakemasen ka?* (would you please), (4) *~itadakereba* (if you please), (5) *~deshou ka?* (whether), (6) *~gozaimasu ka?* (is there) (7)

~ *yoroshii deshou ka?* (do you mind?), (8) prefix *o* or *go* + objects belonging to guests, such as *oheya* (your room), (9) the greeting "*Okyaku sama*" which means "Sir/Madam/Miss",

If you look at the structure of the sentence, the verb "*onegai shimasu*" and the verb "*renyookei+kudasai*" are imperative sentences, that is, there is an element of commanding. Judging from the variety of Japanese, the *onegaishimasu* modality is a form of *kenjyogo*, to express respect for the speaker by means of the speaker using self-deprecating speech. Likewise, the verb *renyookei + kudasai* is a form of *kenjyogo*. Thus, it can be said that these two modalities are forms of polite speech because seen from the variety of language used, they are a variety of *keigo* forms of *kejyogo* (humble style). Even though it is in the form of direct speech, because this modality is in the form of *keigo*, the rank of imposition is not too high, so it does not pose a face-threatening risk to Japanese guests or hotel staff. Therefore, it can also be said that directive acts that often appear in hotel services are included in the polite category.

This finding can be used as a reference for the hotel, for example in order to order and beg to the guests, "*onegaishimasu*" modality and "*renyookei+kudasai*" verbs can be used. In terms of service practicality, this modality meets the criteria, namely short speech (because it is spoken directly). In terms of politeness, it is proven by the form of *songkeigo* (humble style), so it is relatively safe to be applied as the language of hospitality services.

#### IV CONCLUSION

Based on the results of data analysis, it is known that in hotel services in Bali, more directive and expressive speech acts are used. Expressive speech acts in the data of this study have the meaning of (1) expressions of greeting and warm welcome, (2) thank you, (3) excuse me, (4) sorry, (5) ask news or start a conversation, and (5) pay attention to the guest. Meanwhile directive speech acts have the meaning of (1) asking, (2) begging, (3) inviting and (4) confirming. Meanwhile, in Nursyifa's research (2021) it means "to ask".

Viewed from the principle of politeness, directive speech acts conveyed directly by hotel staff have the opportunity to threaten the face of Japanese guests. However, the conversation data in this study shows that all of the hotel staff's utterances are of the *keigo* variety, which is *teineigo* (usual formal language). So that it is relatively safe and polite to use to communicate with Japanese guests.

Considering that in hotel guest service, body posture is also part of politeness, this element needs to be studied further. Moreover, Japan is a country that uses a lot of non-verbal language as part of maintaining politeness and harmonious communication. It is hoped that this research can be part of efforts to improve service language for Japanese guests and increase Japanese guest satisfaction so as to attract potential Japanese tourists to visit and stay in Bali.

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