

THE POLITENESS OF TOUR GUIDES TO EXPLAIN TOURIST DESTINATION TO TOURISTS IN PURA MANGKUNEGARAN SURAKARTA (FOCUSED ON SPEECH ACT)

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Abstract

Indonesia is a tourist destination in the world that amaze the beautiful Nation. Indonesia has nature and historical tourist attraction. Many historical tourist attraction are found in central java especially in Solo. Solo has Surakarta palace, Pura Mangkunegaran, Radya pustaka museum, Monumen pers, Sangiran museum, etc. The writer interests to do research about "the politeness of tour guides to explain tourist destination to tourists in Pura Mangkunegaran Surakarta (focused on speech act). The method is used are quantitative and qualitative. In this research needs to use the qualitative method because the data source of the research are units language, the level of words, phrases, clauses, and sentences. The relevant context and cultural value. The data source of the research is descriptive text. Descriptive research explains the reality of the data that appear, analyzed in narrative form. Tour guide has to understand material and be capable explaining to tourists clearly. Usually there is job training to tour guide first. After trainer gives permission, then tour guide ready to do their job. Tour guide makes a note for daily activity as tour guide in Pura Mangkunegaran Surakarta. Then tour guide can take a rest and prepare to do their job again after that. There are activities of tour guide in Pura Mangkunegaran Surakarta that can be seen by the writer.

Keywords: Slogan, Pragmatics, Implicative.

Abstrak

Indonesia adalah Negara yang dituju oleh para turis dari seluruh dunia yang kagum akan keindahannya. Indonesia memiliki keindahan alam dan sejarah yang memiliki daya Tarik bagi para turis. Memiliki banyak daya Tarik dalam sejarahnya dan salah satunya adalah kota Solo. Solo memiliki kota Surakarta., yang didalam nya terdapat Pura Mangkunegaran, museum Radya Pustaka, monument pers, museum Sangiran, dan masih banyak lagi. Penulis tertarik dalam meneliti tentang strategi kesopanan pemandu dalam menerangkan tempat-tempat kepada turis di Pura Mangkunegaran Surakarta (focus hanya dalam tindak tutur). Metode yang digunakan adalah kuantitatif dan kualitatif. Didalam penelitian ini menggunakan metode kualitatif karena sumber data yang digunakan adalah satuan bahasa, tingkatan dari kata, frase, klausa dan kalimat. Konteks dan nilai budaya yang relevan. Sumber data penelitian ini adalah teks deskriptif. Penelitian deskriptif menjelaskan realitas data yang muncul, dianalisis dalam bentuk naratif. Pemandu wisata harus memahami materi dan mampu menjelaskan kepada wisatawan dengan jelas. Biasanya ada pelatihan kerja untuk pemandu wisata terlebih dahulu. Setelah pelatih memberikan izin, maka pemandu wisata siap untuk melakukan pekerjaan mereka. Pemandu wisata membuat catatan untuk kegiatan sehari-hari sebagai pemandu wisata di Pura Mangkunegaran Surakarta. Kemudian pemandu wisata dapat beristirahat dan bersiap untuk melakukan pekerjaan mereka lagi setelah itu. Ada beberapa aktifitas pemandu wisata di Pura Mangkunegaran Surakarta yang bisa dilihat oleh penulis.

Kata kunci; slogan, pragmatik, implikatif.

INTRODUCTION

Tour guide is someone who gives an explanation as well directions to tourists about everything to see and witnessed when they visit an object, place or area certain tours (Suwantoro, 1997: 13). Tour guide is a person who provides information, explanations, directions to tourists, travelers and others, about everything something to be seen, witnessed by tourists and travelers when they visit an object, place or area certain (Yoeti in Prabowohadi, 1983: 13). Himpunan Pramuwisata Indonesia (HPI) tour guide is under the management of the travel agency in carrying out its duties because tour guide is not a company that can sell tour packages.

Tour guide is an interesting topic, so there are many researchers that focus analysis on it. Jay (2016) "Gaya Komunikasi Tour Guide and satisfied Bus user Werkudara in 2016". In the research, the researcher uses quantitative descriptive to know connection between style of communication tour guide and satisfaction user of Werkudara bus in surakarta and variable dependence.

According to government Act No. 10 of 2009 on tourism "tourism is a journey undertaken by a person or group of people by visiting a particular place for recreational purposes, personal development or studying the attractions they visit in temporary period. Tourism is the activity of tourists, people traveling to and living outside their daily residence for periods of not more than 12 months for leisure, business, religion and other personal reasons but not getting fee from the trip (Theoblad in Pitana 2009 : 54) According to UN-WTO (Theoblad in Pitana 2009 : 51), there are three basic elements in the definition of tourism as follows : 1). Domestic tourism (resident who visits inhabitants undertaking tourism in their country territory). 2). Inbound tourism (non resident who travels, entering certain countries).

According to tourism Act No.9 year 1990 chapter IV article 11 (Desky, 1999:5-6) business travel is a business of providing services or services planning services and the implementation of tourism while according to Oka A Yoeti (Desky, 1999: 5-6) travel agency (tour operators) are companies whose business and activities are planned and organize people's trips for tourism purposes (tour) or initiative and risk alone, with the aim of taking advantage of organizing the trip. Travel agency is a special company set up people travel from one place to another, inside country and abroad (Rachman, 2013: 13-14).

REVIEW OF RELATED LITERATURE

After knowing the definition of tour guide then the tour guide is divided into several types according to Suyitno (2005: 4) the first guide based on areas of expertise divided into: Provide travel and flight guidance tourism by using one or more languages certain

to tourists, either individually or in groups. Guide travel by giving enlightenment to tourists whether individual or group by using a single language or multiple languages. Journey groups of tourists who travel in a region or a country to provide travel assistance, guidance and information about cultural objects, natural wealth and aspirations life of residents or nations in the territory to be explored. Provide guidance and information general about tourism object, culture, natural wealth, and aspirations of the nation's life to the tourists, besides his position as a driver of public transport, such as taxis, buses, touring coach, and others.

Criteria of Tour Guide

According to Suyitno (2005: 4) here are 10 criteria of tour guide: Guides who look interesting, unique, clean, and fun will be liked by tourists. A knowledgeable tour guide not just about the attractions visited but also many things others, usually get more tourists praise and will get the value more than travel agents who use their services. Tour guides are flying hours high would have a much better insight than junior. Usually a travel writer / photographer accustomed to explore a deeper object before it can produce a work that deserves to be published so his knowledge is automated more broadly and deeply.

A friendly guide with every traveler will certainly be favored by the knowledgeable because hospitality is the most important factor in guiding. A humorous guide to tourists a minimal laugh smile will make the trip so memorable. Dynamic, nimble or dexterous guides are definitely preferred from being slow and lazy. A creative guide in telling the story or packing his journey up to impress will get more flattery of tourists. Neat guides inside relaying his story with engaging language and sounds enjoyed by tourists. These two traits become the guide's basic capital. If he is honest and sincere to do every job will emanate from the aura and his behavior. And it is very liked by tourists. Because of the good impression will have an impact on the image of a company that uses guide services.

METHODS

They are quantitative and qualitative. In this research needs to use the qualitative method because the data source of the research are units language, the level of words, phrases, clauses, and sentences. The relevant context and cultural value. The data source of the research is descriptive text. Descriptive research explains the reality of the data that appear, analyzed in narrative form.

RESEARCH FINDINGS AND DISCUSSION

This chapter includes findings that describe the result of activities tour guide and discussion about kinds of speech act to apply politeness of tour guides in Pura

Mangkunegaran of Surakarta. This chapter includes findings that describe the result of activities tour guide and discussion about kinds of speech act to apply politeness of tour guides in Pura Mangkunegaran of Surakarta.

These are findings of the results from tour guide's activities when guiding tourists in Pura Mangkunegaran. Tour Guide's Activities in Pura Mangkunegaran. There are some tour guide's activities in Pura Mangkunegaran when guiding the tourists. The activities of each tour guide almost same. The first is by preparing material. In this case, material is about history of Pura Mangkunegaran Surakarta. The Kinds of Speech Act to Apply Politeness by Tour Guides When Guiding Tourists in Pura Mangkunegaran Surakarta. Based on book that title Prinsip-Prinsip Pragmatic (Leech, 1993 : 317) about kinds of speech act to apply politeness are locution, illocution and perlocution, the writer finds kinds of speech act from sentence that said by tour guide. Locution is real sentence that said by tour guide. Illocution is the meaning of sentence that said by tour guide. Perlocution is effect of sentence that said by tour guide and the effect is about act. In this case, the act is act by tourists who follow sentence by tour guide of Pura Mangkunegaran Surakarta.

Based on the research above the writer divide the data into several parts that makes the reader easily sorting out this research where shows total speech act to apply politeness. The table as follows:

Female Tour Guide

Based on table above, the writer found 4 function of speech act by female tour guide. There are invitation, asking question, command, and suggestion in 4 kinds of event. There are samples of speech act. For complete utterances, they are provided in appendix.

Invitation

Locution : "Welcome to Pura Mangkunegaran Surakarta madam, this way please." (The girl looks at the way and point with her right thumb)

Illocution : The meaning of tour guide's sentence is invitation. Tour guide invites tourists to pass the way that show by tour guide.

Perlocution : Tourists pass big door and follow tour guide's way. The speech act held on greeting part.

The location of the sentence by tour guide is in front of big door in south side Pura Mangkunegaran Surakarta.

Asking Question

Locution : "My name is Monica, give me your name please." (The girl lets her right hand in her chest and bow)

Illocution : The meaning of tour guide's sentence is asking question. Tour guide asks name of tourists.

Perlocution : Tourists answer tour guide's question with give their name and spelling the words.

The speech act held on Introduction part. The location of the sentence by tour guide is in front of big door in south side Pura Mangkunegaran Surakarta.

Command

Locution : "Bring the plastic with you please". (The girl gives plastic with her right hand)

Illocution : The meaning of tour guide's sentence is command. Tour guide command tourists to bring the plastic that given by tour guide. The plastic use to bring their shoes when entering Pendopo.

Perlocution : Tourists accept the plastic from tour guide and bring the plastic in tourists's hand.

The speech act held on Introduction part. The location of the sentence by tour guide is in front of big door in south side Pura Mangkunegaran Surakarta.

Suggestion

Locution : "You should walk slowly close to me". (The girl looks at the way and point her hand on the ground)

Illocution : The meaning of tour guide's sentence is Suggestion. Tour guide suggests tourists walk slowly close to tour guide in order to still walk together and tourists do not far away by tour guide view although around Pura Mangkunegaran Surakarta.

Perlocution : Tourists follow tour guide and walk slowly beside tour guide during the trip. Tourists not walk alone and do whatever their want. The speech act held on Explanation part. The location of the sentence by tour guide is in center of Pura Mangkunegaran Surakarta.

Male tour guide

Based on table above the writer finds 4 functions of speech act by female tour guide. There are invitation, asking question, command, and suggestion in 4 kinds of event. There are samples of speech act. For complete utterances, they are provided in appendix.

Invitation

Locution : "If there any question, you can ask to me mister. I'll be glad to give explanation." (The man touch one of the collection)

Illocution : The meaning of tour guide's sentence is invitation. Tour guide invites tourists to ask some question if tourists have not understand yet.

Perlocution : Tourists ask some question to tour guide about where the logam money from. The speech act held on explanation part.

The location of the sentence by tour guide is in room next to Pendopo of Pura Mangkunegaran Surakarta.

Asking Question

Locution : "I want to know where country you come from mister." (The man handshakes with tourist and smile)

Illocution : The meaning of tour guide's sentence is asking question. Tour guide asks name of country from tourists.

Perlocution : Tourists answer to tour guide where tourists come from directly. The speech act held on Introduction part.

The location of the sentence by tour guide is in front of big door in south side Pura Mangkunegaran Surakarta.

Commanding

Locution : "Camera, audio record and video record are not allowed when entering Pura Mangkunegaran Surakarta mister". (The man holds his mobile phone and turn off as give sample)

Illocution : The meaning of tour guide's sentence is command. Tour guide commands tourists to not use mobile phone to record explanation by tour guide in the trip.

Perlocution : Tourists turn off mobile phone and save mobile phone in their bag. The speech act held on Introduction part. The location of the sentence by tour guide is in front of big door in south side Pura Mangkunegaran Surakarta.

Suggesting

Locution : "I as tour guide will be glad if you give me criticism and suggestion mister. Better you write down it and put it into the box". (The man gives paper and pen with smile)

Illocution : The meaning of tour guide's sentence is Suggestion. Tour guide suggests tourists to give criticism and suggestion to improve good quality of tour guide.

Perlocution : Tourists write down criticism and suggestion on paper and let the paper into box.

The speech act held on closing part. The location of expressing the sentences by tour guide is in big door of Pura Mangkunegaran Surakarta. Based on two table above, the writer compares both of them. The writer finds differences. In table 1, greeting part there is 1 speech act that means invitation. But in table 2 greeting part, there are 2 speech acts.

Table 1 and table 2 of introduction part shows there is no difference. There are 2 asking questions, 2 commands, and 1 suggestion. From table 1 and table 2 of explanation part, both of them are almost same. The difference happens in their totals of asking question. In table 1 there is 1 asking question but in table 2 there are 3 asking questions. There are 2 invitations and 1 command as shown in table 1 closing part. But in table 2 closing part also include 1 suggestion, 1 command, and 3 invitations.

CONCLUSION

Based on the analysis, Tour guide has to understand material and be capable explaining to tourists clearly. Usually there is job training to tour guide first. After trainer gives permission, then tour guide ready to do their job. Tour guide makes a note for daily activity as tour guide in Pura Mangkunegaran Surakarta. Then tour guide can take a rest and prepare to do their job again after that. There are activities of tour guide in Pura Mangkunegaran Surakarta that can be seen by the writer.

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TABLES

Table 1 Utterances by Female Tour Guide

Parts	Invitation	Asking Question	Command	Suggestion	Total
Greeting	1	-	-	-	1
Introduction	-	2	2	1	5
Explanation	6	1	4	5	16
Closing	2	-	1	-	3
Total	9	3	7	6	25

Table 2. Utterances by Male Tour guide

PARTS	INVITATION	ASKING QUESTION	COMMAND	SUGGESTION	TOTAL
Greeting	2	-	-	-	2
Introduction	-	2	2	1	5
Explanation	6	3	4	5	18
Closing	3	-	1	1	5
Total	11	5	7	7	30