

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

One of the important aspects of human life is language. People use language to interact with each other. The use of language requires knowing and understanding the language. When people feel happy, sad, disappointed, and worried, they often want to express these feelings so others can understand. Language is beneficial and essential for all people to express their feelings and communicate with others. The goals of communication are to convey and understand each other's thoughts. When people use language, they perform a kind of action called speech acts. Speech act theory generally focuses on the pragmatic aspects of language, precisely the way individuals use language rather than its structure. Sadock (2006:53) argued that the theory of speech acts focuses specifically acts that are not fully addressed by the main branches of grammar.

The significance of language in human communication within a specific situation is a crucial issue that requires careful consideration. This phenomenon occurs because contextual meaning encompasses not only the linguistic structure employed but also encompasses all elements external to the intended linguistic structure, such as the communication environment, participants, subject matter, and the prevailing conditions or atmosphere in which the communication is occurring. Language requires rules and principles, considering language from a socio-cultural perspective and taking into account the context and human condition, people to the

pragmatic use of language. Pragmatics is the study of language that is dependent on context.

In everyday life, speech acts and meanings and words are used in a lot of different ways. Conversations between people are based on the function of speech act, which includes asking, requesting, demanding, complaining, ordering, and suggesting. The message has been sent, and the receiver agrees that it is true. The most important things that language are build relationships with the people who use it. As language users, we never leave language out of our words. Language is useful because it can say everything that the speaker wants to say. That being said, language can only help the speaker and the listener get rid of inefficient if both the speaker and the listener do their part to avoid confusion.

The phenomena primarily arise from the substantial influence and efficacy of language in the domain of communication, hence allowing humans to distinguish themselves from other species (Bloomfield, 1995). Language act theory specifically focuses on addressing the pragmatic question of languages. It pertains to the utilization of a language by humans, focusing on its practical application rather than its structure. Pragmatics is the study of language usage and its related issues (Pedersen, 2002:5). Speakers utilize several linguistic tactics to effectively convey their intended message, while considering their ultimate consequence in terms of the beliefs, acceptance, or actions they aim to elicit from their audience. Tourism sector is the most popular social cultural that have the human connection of languages, tourism hospitality an important point in providing service. Language is the power to inspire and motivate. The right words, delivered with passion and

conviction, have the ability to move hearts, ignite enthusiasm, and incite action. Language serves as a means of communication, facilitating the interaction and interdependence among persons. It is an essential tool for conveying ideas, information, and expressing oneself, whether in one-on-one interactions or within larger social groups. According to Oktavianus (2006), the absence of language poses challenges for individuals in engaging in social interactions.

Successful communication occurs when the listener understands the speaker's words and, in a pragmatic sense, also grasps the interpretive context of the utterance. According to Stalnaker (1972) as cited in Searle (1980), pragmatics is the study of the contextual factors that influence the performance of a linguistic act. According to Meurers (2004), pragmatics is the field of study that examines how language is used in specific contexts and how it is influenced by those contexts. The primary concept in pragmatics is the utterance in context, which has the potential to generate a novel meaning in various contexts. Pragmatics develops within a specific context or situation, with considerations of where, when, why, and how the surrounding situations of the speaker and hearer come into action.

The use of speech acts in restaurant interactions between foreign customers and cafe waitress during leisure time is an interesting and valuable area of research. This study provides insights into how language is used to convey meaning and achieve social goals in a specific context. This research can gain insights into the communication patterns and strategies that are most effective in achieving customer satisfaction and improving overall service quality. One of the major approaches to pragmatics in Indonesia is the study of speech acts, which can be applied to analyse

these interactions . That consist of the function there are locutionary, illocutionary, perlocutionary. Locutionary is about the use of speech act in this analysis.

## **1.2 Problem of the study**

Based on the study's background, this study determines the context of the restaurant interaction analysis act of service and customer. The issues can be stated as follows:

1. What types of speech acts are found in the conversations between customers and servers in restaurant interactions?
2. What is the function of speech acts used by customers and servers based on the context of situations found in restaurant interactions?

## **1.3 Objectives of the Study**

The study aims the previously mentioned problem by seeking answers.

The particular objectives can be described as follows:

1. To identify the types of speech acts found in the conversations between customers and servers in restaurant interactions
2. To identify the function of speech acts used by customers and servers based on the context of situations found in restaurant interactions

## **1.4 Limitation of the study**

The study analyses the classification of speech acts encountered between service providers and customers using Searle's theory of speech acts (1969) and Austin (1962). Furthermore, the data source is limited as its only studies the speech communication, thus written language is not covered in this study. The data is only gathered on restaurant interaction of server and customer, meaning that the study

will only be relevant to the use of speech acts in this particular restaurant and may differ in other restaurants as each restaurant has its own sequence of service, which can influence how interactions unfold. The study is also limited by the author's ability to collect data from data sources taken from communication that takes place between visiting customers, Indonesian citizens and foreigners. However, this research are only focus on foreign customer whose visits are more dominant. Due to the large number of foreign tourist visitors, not all conversations are covered in this study.

### **1.5 Significance of the Study**

The result of this study is expected to carry significant value, both in terms of theory and practical application. The research aims to provide a useful contribution to the development of literary studies. This study provides insight into the communication patterns and methods that are most effective in the speech acts analyzed. The result of this research is expected to have some significance, both theoretically and practically.

#### **1.5.1 Theoretical Significance**

The objective of this study is to develop the theory of literary studies and offer theories that can be helpful for understanding the function of speech acts. The author aims for this research to be helpful to readers in terms of delivering information and developing understanding. Readers are supposed to comprehend the context by observing the outcome of the restaurant interaction between the service staff and the customer. The author anticipates that this

research are likely inspire those with an interest in literature to complete additional analysis.

### **1.5.2 Practical Significance**

This research is expected to significantly contribute to the understanding of speech acts in restaurant interactions, serving as a valuable resource for future authors interested in this field of study. By observing and analyzing real-world interactions between customers and servers, this practical study can illuminate the complex dynamics of communication in a restaurant setting. The author hopes this research can be useful for solving problems related to the topic of discussion.



## **CHAPTER II**

### **REVIEW OR RELATED LITERATURE, CONCEPTS AND THEORIES**

#### **2.1 Review of related Literatures**

In this research, there various act shown that related to the literature. This chapter, speech act and politeness communication related topics are presented and explained. It is divided into subchapters, and a review of relevant literature, concepts, and theories are included. Three undergraduate papers were chosen as a survey of related literature.

The first literature is entitled “Speech Act Analysis of Behavior in Students Speaking Performance English Education at IAIN METRO” by Dilla (2020). The research attempted to analyse speech act behavior in students' speaking performance, as speaking is a challenging subject for students to comprehend. Most of the participants in this study were students involved in the English Study Program at IAIN Metro. These students who contributed were able to reflect on their speech act behavior during their oral presentations. The researcher used qualitative methods aimed at describing and explaining the phenomena found in that study. In this study, the writer focuses on conducting a survey to obtain results from the participants.

The Second literature is entitled “A Pragmatic Analysis of Speech Act of Request Expressed by The characters in the film "Office Space" were created by Fahrurrozi (2015). The focus of the research is to evaluate two key aspects of the objectives, including the sorts of requests and the methods employed by the



characters in the movie Office Space. The research employs pragmatic approach because the characters in the movie often employ speech act of request in their conversation. The study was classified as a descriptive qualitative investigation. This research was further bolstered by a quantitative analysis, wherein the researcher employed numerical data and percentages to tally the frequency of various sorts and techniques of requests. The research focused on the speech act of request, specifically examining the varieties of requests and techniques used by the characters in the film Office Space.

The third literature is entitled “Speech Act Complaint found in Hotel and Restaurant Customer“ by Suryawan, Yandya and Puspani (2016). The aim of the research was to analyses the execution and respond of complaint speech actions by hotel and restaurant customers, taking into considerations of speech acts categories and the function of speech act. This study use documenting to collect the data, applying the technique of note-taking. The acquired data were subsequently subjected to qualitative analysis. The data indicate the customers expressed complaints about the services provided by hotels and restaurants with the expectation of receiving a suitable answer from the server regarding their concerns. In this study, customers used expressive and declarative speech acts to describe their problems, while the servers employed expressive and commissive speech acts to address the concerns.

The Fourth literature is entitled “I Need a Coffee: Pragmatic linguistic Variation of Starbucks Service Encounter Requests According to Interaction by Taylor (2015). This study investigates the difference in request forms used in



service encounters at Starbucks cafés, focusing on pragmatic linguistic aspects. The present study examines 820 occurrences of different types of request forms (such as conventional indirect, assertion, imperative, want, need, elliptical/verb less requests) that were observed in service encounters at a Starbucks café in the northwestern United States. This analysis is conducted within the framework of revised variational pragmatics, as proposed by Schneider and Barron (2008), Barron and Schneider (2009), and Schneider (2010). Every request token was examined based on the gender of the individuals engaged (customer/barista) and the mode of communication (in-person/drive-through microphone). This study aimed to explore the impact of both the gender of participants involved in a service contact and the mode of engagement. The quantitative research demonstrated that both the gender of the participants and the kind of contact had an impact on the types of request forms generated during Starbucks service encounters. This study especially examined the second phase of Shively's (2011) framework for service encounters, which was the act of requesting a product.

The Fifth literature is entitled “The Illocutionary Acts And Characteristics Of Public Notices In Public Places In Semarang” by Susanto (2015). In this study the writer hope to explore and clarify the speech act component of the notices, in particular the many types of speech acts and the qualities that may be found in the public area. This study focuses on four main research issues related to the illocutionary activities and characteristics of public notifications in public locations in Semarang. The research aims to address the following inquiries: the types of illocutionary acts expressed in public notices, the prevalent illocutionary acts

observed in public notices in public spaces, the attributes of a public notice, and the conveyed meaning and message of a public notice.

The five studies are similar to this research in terms of methodology, as they also employ descriptive qualitative methods. However, the unique aspect of this study lies in its focus on identifying speech acts and politeness in restaurant and public settings.

## **2.2 Concepts**

In this part of study, there are two subject that are going to be related to literary works such as act in restaurant interaction between customer and services. The descriptions of the concepts are presented as the main idea of the research or study. In this study, three concepts are used: Speech Act and restaurant interactions between customers and servers.

### **2.2.1 Speech Act**

According to Yule (1996:3) Pragmatics mostly concerns the understanding of people's intentions rather than the exact meaning of individual words or phrases. It is also necessary for speakers to pay attention to the situational environment in which their words are being uttered, as this is also closely tied to pragmatics. According to Leech (1983: 6), pragmatics is the study of meaning as it relates to situations in which language is used. The use of speech act in the restaurant help to express the feeling both of the customer and the server from the acts that are expected to show while the communication happened. The speech act theory is a way of thinking about language in the philosophy of language that tries to properly explain how language works. Its

impact is so great that it goes beyond philosophy. For example, it is one of the main theories being studied in the fields of linguistics and communication right now.

### **2.2.2 Restaurant Interactions**

When interacting with customers, it is essential to employ effective communication strategies to ensure that the customer is readily comprehended. In addition to elements including the setting, the participants, the communication's purpose and impact, the medium, the key, and the norm of interaction, Halliday and Hasan (1985) emphasize that genre significantly shapes communication during speech events

### **2.2.3 Customer and Server**

Service is an activity or series of activities of more or less intangible nature that normally, take place in interactions between the customer and service employee. Berry (1990) stated focuses on the interactive and problem-solving nature of services, where customer satisfaction hinges on the quality of these interactions and the solutions provided. A customer is the most important stakeholder in any business because they define the business's purpose. Drucker (1973) stated, "The purpose of a business is to create a customer." This underscores the idea that businesses exist to serve the needs of customers, and their satisfaction and loyalty are paramount.

## 2.3 Theories

In customer handling, effective communication is key or ensuring mutual understanding between servers and customers. This study utilizes Searle's (1969) and Austin's (1962) to define and classify the types of speech acts used in restaurant interactions. Researchers applied Searle's (1977) functions and Austin's (1962) concepts from for data analysis, categorizing and interpreting speech acts observed informally within this research. These frameworks were applied to categorize and interpret the speech acts observed during the restaurant interactions presented informally in this research .

### 2.3.1 Speech Act

Furthermore, Searle (1979) provides support for the thesis above by asserting that speech acts are present in all forms of communication. Communication includes more than just symbols, words, and phrases. It specifically refers to the creation or outcome of symbols, words, and sentences that manifest as actions, such as effectively performing a speech act. In speech acts, the illocutionary act serves as a fundamental aspect, where the speaker not only utters something but also performs an intended action. However, it's important to note that different types of speech acts have varied aims and purposes beyond solely demonstrating illocutionary acts. Searle (1979) identifies five taxonomies of speech act. They possess the qualities of being representative, expressive, commissive, declarative, and directive. A representative refers to activities that the speaker strongly believes accurately depict an occurrence. Speech act refers to the concept that the speaker is required to respond to the factual information being communicated.

Austin's theory was based on the idea that speakers use language not just to convey information, but also to perform activities. According to this theory, utterances are found as speech acts. As stated by Austin (1962: 108), when a speaker makes a statement, they can perform three acts simultaneously: a locutionary act, an illocutionary act, and a perlocutionary act. Austin (1962) mentioned there are three kinds of acts that are simultaneously show in terms of their purpose:

1. Locutionary act

In Austin's (1962: 108) explanation, the locutionary act corresponds to the act of expressing a specific sentence with a particular sense and reference, aligning closely with the conventional understanding of meaning. These acts involve the spoken or written construction of speech, encompassing the production of specific sounds or marks, the selection of particular words, and their application in accordance with the grammatical norms of a specific language. The senses and references are determined by the linguistic rules governing the language from which they are derived its refers to the act of expressing or uttering something verbally. It involves the speaker's expression during communication.

Aligned with Levinson's assertion (1983: 236), the locutionary act, as described by Austin, involves articulating a sentence with specific and identifiable sense and reference. Contrastingly, Yule (1996: 48) simplifies the locutionary act as the fundamental expression of an utterance, representing the actual words chosen by the speaker.

Additionally, English sentences adhere to three distinct patterns of locutionary acts. They are declarative when conveying information, imperative when issuing a command, and interrogative when posing a question. Levinson (1983: 242) observes that virtually all languages exhibit at least two, if not all three, of these sentence types. For instance, in the sentence "I've recently brewed a fresh pot of coffee" the locutionary act involves the speaker declaring (declarative) that they have recently prepared coffee (Yule, 1996: 48).

## 2. Illocutionary act

This reveals the speaker's intention in delivering something, clarifying the manner in which they employ the speech act. Illocutionary acts encompass many acts such as interrogating, responding, providing information, offering reassurance, delivering advises, declaring intentions, and expressing criticism. Austin (1962: 108) posits that the illocutionary act involves an utterance carrying a specific force, constituting an intentional act performed in the act of speech. This implies that when a speaker says something, the words convey an underlying intention and serve a functional purpose. Utterances are not merely produced without purpose; rather, a speaker crafts them with a particular function in mind. Leech (1983: 199) further elucidates the formulation of the illocutionary act, stating that in saying X, the speaker asserts that P, where 'P' denotes the proposition or fundamental meaning of the utterance.

## 3. Perlocutionary act

Austin's (1962: 108), the perlocutionary act involves bringing about specific effects through speech. This pertains to the impact an utterance can have on the listener. To delve into technicality, a perlocution denotes the action through which the locution and illocution result in a distinct effect or exert influence on the hearer. Another way to express this is that a perlocutionary act signifies a consequence or unintended outcome of speech. Austin (1962: 119) proposes some effects of the perlocutionary act as follows:

**1. The convince the hearer**

Austin (1962) states that convincing the hearer is a condition when the speaker tries to make the hearer believe that what he says is the case and thus, the hearer feel sure about that through what the speaker says.

**2. To surprise the hearer**

Surprising the hearer is a term when the speaker brings the hearer to the emotion aroused by something sudden or unexpected (Austin, 1962: 120).

**3. To bore the hearer**

To bore the hearer is a condition when the speaker brings the hearer into the condition of boredom through the statement she/ he said (Austin, 1962: 120)

**4. To surprise the hearer**

Austin (1962: 120) states that annoying the hearer is a condition in which the speaker says something which cause some irritation to the



hearer and thus the hearer feels annoyed.

#### **5. To frighten the hearer**

is a condition when the speaker influences the hearer by frightening him through his statements (Austin, 1962: 120).

#### **6. To cause the hearer**

To effect the hearer means that what the speaker says causes some effect to the hearer. Austin (1962: 120) states that when causing the hearer, the speaker expects some action or consequences at the hearer's state through his utterances.

#### **7. To insult the hearer**

In insulting the hearer through the sentence said, the speaker says some statements or acts something so as to offend his hearer (Austin, 1962: 121)

#### **8. To alarm the hearer**

According to Austin (1962: 121), alarming the hearer is when the speaker tries to tell the hearer about his fear which is caused by some danger and thus he expects the hearer to understand the situation.

#### **9. To enlighten the hearer**

When we enlighten someone, we give them some new information which enriches his knowledge. It is a condition when the speaker gives some spiritual or intellectual insight to the hearer (Austin, 1962: 121).

#### **10. To inspire the hearer**

To inspire the hearer is to make the hearer encouraged and motivated about something. This is in accordance to Austin (1962: 121) who states

that when inspiring the hearer, the speaker produces utterances by which he encourages the hearer and gives some spirit.

#### **11. To get the hearer to do something**

To get hearer to do something means that we want someone to do something after hearing our statement. It is a condition when the speaker expects the hearer to do something through the statement said by the speaker (Austin 1962: 121).

#### **12. To get hearer realize something**

As Austin (1962: 121) suggests, this term defines how the speaker tries to make the hearer know or think deeper about the statement said by the speaker.

Searle (1969: 23-24) begins by proposing that when an individual speaks, they engage in three distinct acts: utterance acts, propositional acts, and illocutionary acts. Utterance acts involve simply uttering sequences of words, including morphemes and sentences. In contrast, propositional acts (such as referring and predicating) and illocutionary acts (such as stating, questioning, commanding, promising) inherently involve uttering words within sentences in specific contexts, under particular conditions, and with a defined intention. Searle (1969: 25) incorporates Austin's concept of the perlocutionary act into these three ideas. There exists a connection between illocutionary acts and their subsequent consequences or effects on the actions, thoughts, beliefs, of listeners. Speech acts can be classified into five categories as Searle in Levinson (1983: 240) states that the classifications are representatives, directives, commissive, expressive, and declarations.

## 1. Representatives

Representative are statements that obligate the speaker to the truth of the proposition being communicated. The speaker generates utterances by observing specific phenomena and subsequently expressing factual or opinionated statements derived from those observations. For example;

- a) She's beautiful
- b) The sun rises in the east.

From two example the speaker might either make a statement based on objective facts or simply express their personal opinion of a person's physical appearance. Additionally, it expresses the speaker's beliefs regarding the situation. Statements of fact, assertions, conclusions, and descriptions all exemplify the speaker's representation of the world based on their beliefs.

## 2. Directive

Searle (1979: 13) states that directives are attempts by the speaker to get the hearer to do something such as ordering, commanding, requesting, advising, and recommending. Directive is a verbal act that a speaker employs to urge another person to do something that the speaker wants them to accomplish. Requesting, interrogating, commanding, ordering, and proposing are all examples

- a) Could you possibly lend me a pencil, please?
- b) Would you make me a cup of coffee?
- c) Burn!

The utterance (a) representation of the speaker making a request to the hearer to perform an action, specifically for the hearer to lend him a pencil. The example of (b) This sentence is a directive that functions as a polite request. The speaker is asking or instructing the listener to prepare a cup of coffee. This sentence is a directive that functions as a command or imperative. The speaker is instructing or commanding someone or something to burn it show on (c) the example.

### 3. Commissive

Commissive are speech acts in which the study connect the speaker to some future course of action; examples of such speech acts by include promising, threatening, offering, refusing.

### 4. Expressive

Expressive are speech acts in which the utterances convey a subjective state. These speech acts encompass expressions of gratitude, remorse, hospitality, and felicitations. Expressive are speech acts in which the utterances convey a psychological state. The speech acts encompass expressions of gratitude, remorse, hospitality, and felicitations. For instance, when an individual utters the phrase "do not hesitate, feel free to make yourself at home in my residence." The statement signifies the speaker's sentiment of extending a warm reception to someone.

### 5. Declarative

Declarative are verbal expressions that promptly bring about improvements in the established conditions of an institution and typically

depend on complex non-verbal systems. From those it can be immediately alter an institution's status and typically rely on elaborate extra linguistic institutions. These include the terms employed to excommunicate, declare war, christen, and terminate someone's employment, as an illustration, consider the phrase "you are dead to me."

### **2.3.2 Context of situation**

A number of linguists and discourse analysts have examined the importance of context in connection to society and interpersonal communication. These linguists have provided subjective definitions of all communication situations in order to elucidate how contexts frequently differ within the same social scenario and might impact the understanding of social discourse. Contexts refer to the connections between society and social discourse. The concept of context has consistently been a subject of shared interest across all fields of study. Researchers and scholars have undertaken extensive research on context from various disciplines and perspectives, resulting in the proposal of diverse context models.

According to Halliday (1970), the context of a situation can be classified into three categories: field, tenor, and mode. According to Halliday, language is divided into three meta-functions: Ideational, Interpersonal, and Textual meta-functions. Each of the three language meta-functions is associated with distinct aspects of the universe and encompasses diverse kinds of meaning in sentences. The ideational meta-function, specifically the clause as representation, refers to the way in which speakers articulate their perception and understanding of the external world.

The term “field” is a contextual component that, along with its counterpart, helps to describe what the text is about. Language serves as the means by which human experiences are communicated, utilizing specific lexical and grammatical resources unique to each language. The term "tenor" pertains to the social roles and relationships that exist among participants in a communication event.

The text explores how the nature of these relationships, such as their equality or hierarchy, formality or informality, influences the selection of language and the dynamics of interaction. Tenor comprises multiple facets, such as social roles (e.g., teacher-student, boss-employee), power dynamics (the distribution of authority), and levels of formality and familiarity in the encounter. For instance, the interaction between a customer and a waiter in a restaurant is usually focused on providing service. The waiter attends to the customer's needs in a courteous and respectful manner, which reflects a formal connection. Conversely, the atmosphere among friends dining together is typically less formal and more laid-back, marked by a sense of equality and the use of casual language. Furthermore, tone encompasses the emotional and attitudinal dimensions of communication, determining whether the conversation is amicable, impartial, or adversarial. Through the examination of tenor, we can get insight into how the social environment and participant roles influence the language characteristics of communication. This influence guides the selection of mood (declarative, interrogative, imperative) and modality (indicating likelihood, obligation, etc.) in their interactions.

The term "Mode" refers to the specific channel of communication and the function that language serves within a particular context. Linguistic analysis is

examining the organization and utilization of language based on the medium (spoken or written) and the purpose it serves (action-oriented or introspective). The form of communication determines whether the interaction is impromptu and reliant on the situation, as observed in verbal conversations, or deliberate and disconnected from the immediate context, as observed in written documents. For example, when people engage in a discussion in person, the spoken language tends to be more interactive and dynamic. This is often enhanced by non-verbal cues and quick feedback, resulting in a more flexible and responsive use of language. Written communication, such as emails or reports, differs from other forms of communication in that it is typically more organized and formal. It necessitates a clear framework and specific language to properly express meaning. Mode also takes into account the level of engagement, which can vary from highly engaged modes, such as discussions or debates, to more detached modes, such as reading or producing reports. Through the analysis of mode, we can get knowledge about how the medium and communicative goal influence the structure of the text, the use of cohesive devices, and the overall language usage. This allows for a more profound comprehension of how language operates in various situations and activities.