

THE POLITENESS STRATEGY IN THE FOOD AND BEVERAGE SERVICE SECTION AT LAMPION HOTEL SURAKARTA

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Abstract

Food and Beverage service is a section in the Hotel that is incorporated in Food and Beverage department. To do the responsibility in Food and Beverage Service Section as a Waiter, language is really important in speech acts that will be spoken by waiter. The writer do the research because, the writer want to describe the utterances expressed by the waiter in the Food and Beverage service section in Lampion Hotel Surakarta. The writer is also want to explain the speech acts for reflecting politeness strategy by the waiter in the Food and Beverage section in Lampion Hotel Surakarta. The writer is used qualitative descriptive method in searching the data. The method of finding the data are observing, interviewing, recording, and doing documentation directly on the field. The research shows that Lampion Hotel has utterances expressed and politeness reflection that are conveyed by the waiter there are greeting, offering, asking, repeating, clarifying, inviting and closing that reflected politeness. The writer summarizes that the politeness strategy in the food and beverage service section in the Hotel is very important for those who are working in the hospitality world because it is the main point of the person attitude that will serve the guest with their good personality.

Keywords: Food and Beverage Service; Politeness; Pragmatic; Speech Act

Abstrak

Pelayanan makanan dan minuman adalah bagian dari Hotel dan tergabung dalam departemen itu sendiri. Pramusaji adalah penanggung jawab dari pelayanan makanan dan minuman, bahasa sangat penting dalam tindak tutur yang akan pramusaji ingin gambarkan untuk mengekspresikan suatu tuturan oleh pramusaji yang berada di Hotel Lampion Surakarta. Penulis juga ingin menggambarkan tindak tutur dari strategi kesopanan oleh pramusaji di dalam departemen makanan dan minuman yang ada di Lampion Hotel Surakarta. Penulis menggunakan metode deskriptif kualitatif dalam pencarian data. Metode dalam menemukan data adalah observasi, wawancara, merekam, dan mendokumentasikan secara langsung di lapangan. Hasil dari penelitian menunjukkan Laption Hotel memiliki dalam mengeskpresikan suatu ucapan dan kesopanan yang disampaikan oleh pramusaji diantaranya adalah, mengucapkan salam, menawarkan, bertanya, mengulang, menjelaskan, mengundang dan ditutup dengan cara yang sopan. Penulis menyimpulkan bahwa strategi kesopanan didalam pelayanan makanan dan minuman di Hotel sangatlah penting bagi orang-orang yang bekerja dalam dunia pelayanan karena ini adalah poin yang sangat penting dalam memberi layanan kepada pengunjung dengan memiliki kepribadian yang baik.

Kata kunci: pelayanan makanan dan minuman, kesopanan, pragmatik, tindak tutur.

INTRODUCTION

Food and Beverage service is a section in the Hotel that is incorporated in Food and Beverage department. It is responsible to serve the guest by offering service in the Restaurant, Bar, and Coffee Lounge. To do the responsibility above, language is really important in speech acts that will be spoken by waiter. The waiter doing something right in serving the guest is the main point that necessary, that is a pragmatic study in the world of hospitality.

Pragmatic uses social standpoint and the standpoint of cognitive. With the social point of view, Thomas connects with the pragmatic meaning of the speaker (speaker meaning) and secondly, by using a cognitive standpoint, pragmatic interpretation associated with utterances (utterance interpretation). Refer to any trend in pragmatics is divided into two parts, namely, first using a social point of view, connecting with the pragmatic meaning of the speaker. Second, by using a cognitive standpoint, connecting with a pragmatic interpretation of the speech. Furthermore, by assuming that the meaning is a dynamic process that involves negotiations between the speaker and the listener as well as the context of the speech (physical, social and linguistic) and the meaning of potential that may be of a speech, defines pragmatics as a field that examines eating in interaction.

Expression is an utterance of taste, thought, ideas, ideals, fantasies, and others. The emergence is triggered by the interaction of the performers with the environment. If intuition or imagination was accompanied by encouragement from the inside, then the creative process takes place (Soehardjo, 2005: 121). The expression who is doing by the waiter firstly when will serve the guest is saying 'Good morning sir and madam, welcome to Lampion Restaurant', this is the important greeting expression shows that the guests are welcomed to the hotel. There are several expression that showing behaviour agree and sense of honour, 'Absolutely sir' used when the guest request or order something concerning a reservation. 'Pretty right choice sir' the waiter said it because, the guest ordered special monthly menu. In this case, the waiter must make sure that the guest choice is very special for them. 'Certainly sir' used after the guest says or want to add some menu left. 'My pleasure sir' used as polite reply to thanks, when the guest says 'thank you very much' my pleasure is more polite than 'you are welcome'. 'Thank you very much for your order' Said to express greater gratitude than would be conveyed than thank you, in order the guest fell very much honour.

Convey is something that given without asking or not for it on a special occasion and especially to show the unknown things (Seller Mc, 2014: 101). There are several

conveys of the menu in the restaurant. "Norwegian Salmon steak with apple sauce is available very fresh for you, we grill it rare, well-done, and very well done as your pleasure" the waiter must convey this sentence to attract the attention of the guest in order, that the menu provided very fresh accordance with the wishes of the guests. "I will repeat your order once again to make sure, two Norwegian salmon steak with apple sauce well done and very well-done grill and Drinks are one bottle white wine with ice cube. Is that correct sir?". The waiter have to make sure that the orders are really correct. In other word, do not make a mistake. "Alright sir and madam, please wait about 15 minutes". Give an estimated time to the guest so that guests know the time of their order appropriately.

Offer is the process of changing person's attitude, behaviour, ideas, and object using written or spoken words to convey information, feelings, or combination of them. There are several offers to offer the guest the menu. "We grill it rare, well-done, and very well done as your pleasure", To offer the guest so that they willing to choose the menu as their pleasure, "Please take a look our menu on the first page", make the guest see the main menu offered by hotel because, the interesting image and waiter's offer will make them really believe that the taste very delicious and did not disappoint. "You will get 20% discount if you order it now, the last order just until at 10.pm sir", the discount offer is the best way to persuade the guest to do not missed it at the time which has been specified.

Based on the example above, there are three kinds of speech act as follows:

Locution speech

Locutions speech act or what to say is the speech acts to express something. Example; two legs, trees have leaves. Speech acts performed by speakers related to the act in relation of something to say something (an act of saying something), as decided, to pray for, bless and demanding. For example: Awesome monthly menu, we as a foreigner want to try the Special menu in Indonesia.

Illocution speech

Illocution speech acts is speech acts are to say or inform something can also be used to do something. In other words, the speech act performed by the speaker with regard to actions by stating something relations. Illocution speech acts related to the value in the proposition. For example, "I cannot come ". This sentence by one person to carry out his new son's wedding reception, not only serves to reveal something, but also to do something which apologized for not coming. For example: The apple sauce is interesting look like. We choose it. (Willingness to order the food).

Perlocution speech

Perlocution speech acts is an acts committed with utter something, make other people believe something to insist others to do something or influence others. For example:what type of grill and drinks do you want to select sir and madam? (Offering the food)

METHOD

The writer is used qualitative descriptive method in searching the data. The method of finding the data are observing, interviewing, recording, and doing documentation directly on the field. The research shows that Lampion Hotel has utterances expressed and politeness reflection that are conveyed by the waiter there are greeting, offering, asking, repeating, clarifying, inviting and closing that reflected politeness and impoliteness

The characteristic of qualitative method are using natural environment as source of data, data obtained from observations, interviews, documentation, analysis and field notes arranged by researchers in the location. Data and information required in qualitative research are related to the question to reveal the process and not the result of an activity

The methodology of research that used by the writer is qualitative descriptive method in searching the data in the hospitality corporation. The method of finding the data are observing, interviewing, recording, and doing documentation directly on the field has language units such as words, phrases, clauses, and utterances. The writer describes the reality of data that appear in analyzing on narrative because it is focusing on politeness strategy which contains the utterances.

This research is focus on the politeness strategy which is found in the dialogue between the waiter and guest in the restaurant, the politeness strategy is responsible owned by the staffs of the hotel especially in the front office, food and beverage, and housekeeping department.

FINDINGS AND DISCUSSION-HASIL DAN PEMBAHASAN

Utterance Expressed

An utterance is a bit of spoken language, it could be anything from to full of sentences. So when you are saying something, you are making utterances. For example, a waiter saying 'Good morning to the guest' it is an utterance. If you cannot hear it, it is not utterances.

a. Introduction

Greeting: 01/G/U/P

Good evening Sir, welcome to Lampion restaurant may I assist you?

This is the main thing when the waiter is serving the guest. Firstly, the waiter greet to the guest such as the data above because, the first impression that shows great or not the Hotel itself are from the greeting of the staff who works in that Hotel.

Offering : Preference Place 02/G/U/P

Do you want in smoking or non-smoking area Sir?

After greeting, the waiter is responsible to ask what kind of area that the guest wants such as smoking area or no smoking area, it is very important because if the waiter did not ask what type of area, the guest will smoke in the no smoking and they refuse to replace area and it is the waiter fault.

Asking : Number of Person 03/G/U/UP

How many people Sir? please this way

Meanwhile, the waiter should ask how many people who will come to the restaurant to the guest. Placed the guest to the accordance table to the number of person.

b. Taking Order

Offering Preference: Promo 04/O/U/P

Excuse me, this is our menu book in Lampion restaurant. Our special menu of this month we provide oxtail soup and javanese fried noodle for main course as well as for drinks we provide also blue island

Offering the guest with the special menu in the restaurant is the responsibility of the waiter because, it shows the best dishes of the restaurant to the guest and they will curious how delicious the special menu of the restaurant that the waitress offered.

Offering Preference : Menu 05/O/U/P

Please check the menu for the other Sir

If the guest does not like the special menu of the restaurant, try to offer other menu, allows the guest to look the menu book so that the guest will have many choice menu as they wants.

Asking : Decision 06/O/U/P

Have you done with your decission Sir?

When the guest already looks to have finished selecting menu, ask to them as the data above. The waiter should not make the guest tp feel rushed when choosing the menu.

Asking : Menu 07/O/U/P

Anything else Sir?

If the guest already finished says all the menu that they order, the waitress is responsible to ask, is there anything else left or the guest wants to add menu again.

Repeating Menu : 08/O/U/UP

I will repeat your order Sir, lemon squash and spaghetti bolognese. Is it right ?
Repeating guest order is the important thing when the waiter is done taking order to the guest. The waiter have to make sure that the guest orders are completed.

Asking : Waiting Order 09/O/U/P

Please wait a moment for your order Sir

As data above to give an estimated time to the guest to do so that, they will know the time of their order appropriately. The Waiter should say ‘thank you’ so much to the guest, does it will make them more comfortable and honored.

Clarifying : Menu 10/O/U/P

Excuse me, this your order, lemon squash and spaghetti bolognese. Is it complete?

Before the waiter placed the order on the table, the waiter said ‘excuse me’ it will give space to take order from the tray to the table. If the waiter did not said it, might be the unexpected accident will happen such as exposed guest hand and all order falls. After the entire menu placed on the table, ask to the guest are there complete or not as they ordered.

Inviting : Enjoying Ordered Menu 11/O/U/P

Alright Sir, please enjoy our menu

The waiter must make sure that the guest are comfortable and enjoying the menu from the restaurant, the waiter said sentences as above to make the guest feel well and interested to the menu that they ordered.

Asking : Help 12/O/U/P

Yes Sir? is there anything I can help you?

The waiter come back again as the guest wants to help them in other case, so the waiter ask first as the data above to the guest.

c. Transaction

Asking : Waiting for Bill

Please wait a moment, I will take the bill

The data above is the example of the guest command to the waiter, if the guest wants to pay on the table is the guest right.

Asking : Checking Bill

Please check the bill first Sir?

The waiter is responsible to recall the guest to look again the bill printed from the cashier to make sure that is there any mistake on the bill or not.

d. End

Closing : Apreciation & Invitation 13/C/U/P

Thank you for coming at lampion restaurant Sir, I hope you will back again soon

Closing is the second important thing that the waiter should have, as the data above the waiter said thank you very much for the guest visit and the waiter is very responsible to say 'come back again soon to the our hotel' it will make the guest remember how excellence service that waiter served to the guest and they will back again because the hotel has great staff and service.

Polite and Impolite Reflections

Politeness reflection is an attitude that shows good gesture, intonation, and expression of the people who utter something to the hearer. For example, a cashier of mini market saying 'Good morning, welcome to our store happy shopping'. The cashier must shows good gesture such as stand up and body upright, the intonation have to be very soft and clear, and the expression to the guest is very important, the cashier must smile when face to face to the guest, because smiling is an responsibility for those who works in the hospitality world.

Polite and impolite the waiter base on their expression, intonation, gesture, and attitude when served the guest in the Hotel Restaurant (see Table 1). There are the data analyze that reflect polite or impolite utterances.

a. Polite utterances

Good evening Sir, welcome to Lampion restaurant may I assist you?

The waiter said good evening, welcome to Lampion restaurant to the guest with good intonation, smile face, upright body, and nice expression. It is a politeness reflection that the waitress shows in Lampion Hotel.

Excuse me, this is our menu book in Lampion restaurant. Our special menu of this month we provide oxtail soup and Javanese fried noodle for main course as well as for drinks we provide also Blue Island

The waiter said excuse me and then offered the menu from the restaurant with smiling to the guest and smooth intonation so that the guest feel comfortable.

Thank you for coming at lampion restaurant Sir, I hope you will back again soon

The waitress said thank you very much to the guest because, they have visited to the restaurant of the Hotel. This is the main point of closing when face guest. The waitress said farewell to the guest with smiling, good intonation, and nice expression.

b. Impolite utterance

I will repeat your order, lemon squash and spaghetti bolognase. Is that true?

The waitress speaks with low intonation and not smiling when repeating order to the guest, so that it shows impoliteness when taking order to the guest.

How many people Sir? Please this way

The waitress shows ignorant face when ask to the guest how many people will arrive and speaks low intonation when heading the guest to their room.

Based on the research above the writer divide the data into several parts that makes the reader easily sorting out this research where shows polite and impolite utterances expressed as well as consist of details from each parts.

The writer makes the summary of the research (see Table 2) containing details from each part of the data, the writer gets the total points from the research that there are 11 politeness values and 2 impoliteness values. Based on the research above the writer Solo so that, in every hotel in F&B Service section has different politeness from the waiter. Sometimes, they have unexpected customers, so that this condition affect their politeness. If they cannot handle such situation, the restaurant receive unpleasant value. It can give effect to the Hotel knows about politeness and impoliteness reflections values from the waiter at Lampion Hotel.

There are several sentences that showing polite and impolite base on the data from the writer research as follow:

Polite	Impolite
- Always smiling in every condition	- Speaking with low Intonation
- Always cares to the guest	- Not smiling when facing guest
- Speaking with medium intonation	- Showing ignorant face
- Answer the guest question politely	
- Speaks in soft, clear, sort, to the point and easy to understand	
- Keeping eyes on the guest	
- Making the body in good gesture	

Food and Beverage service is absolutely necessary for the supply and service of foods and beverages in the hotel, in other sentence food and beverage service is from the purchase of the food or beverage to the service to the guest especially related to the delivery and serve food and beverage for the guest.

Speech acts is the one to use language activities to the hearer in order to communicate something, what meaning communicated not only be understood in terms of the use of language in spoken but also determined by the communication. In the said sentences, someone will not say the sentence by saying the word itself, when someone

said sentence, the meaning is running things. Kinds of speech acts has important position in pragmatic.

Politeness is showing good manner and etiquette as attitude, speech, and hospitality to the others who is doing an interaction even a conversation in the public. Politeness in the working world are really important of course because it will increase the value of attitude when interview took place, mostly in the hospitality corporation such as Hotel, Bank, and Airlines.

Previous research about the Management, Public relation, and Financial in The Food and Beverage section in the Hotel. The research about The politeness strategy in The Food and Beverage section in The Hotel are heading on hospitality that always needed for those who wants to work in the Hotel, in addition the second point for the first impression when serve the guest after the appearance.

The politeness strategy applied directly to the guests who stay in the Hotel, it is different than the research of previous study above, because they are not make interactions to the guests face to face using technique speaking and politeness strategy.

According to the research it shows that Lampion Hotel has utterances expressed and politeness reflection that convey by the waiter there are greeting, offering, and closing that reflected polite and impolite. The result of total value collected based on the data above in Lampion Hotel by the writer are 11 points for polite and 2 points for impolite. Lampion Hotel has higher points of polite than impolite, Lampion Hotel must erase the impolite point as soon as possible for the good quality of the Hotel and also increase the polite as well.

CONCLUSION

The writer summarizes that the politeness strategy in the food and beverage service section in the Hotel is very important for those who are working in the hospitality world because it is the main point of the person attitude that will serve the guest with their good personality. The utterances expressed by the waiter in the hotel when serve the guest is also the pragmatic as well because the waiter do greeting, offering, and closing when taking order to the guest.

Speech act reflecting politeness strategy in the Food and Beverage section in the hotel is the important point for the waiter, the waiter must have experience before they are working directly to the field. The waiter should greet, offer, and close taking order to the guest as good as possible with their good attitude, intonation, expression and gesture because, those are reflecting the politeness. In this research, the writer wants to know about the utterances expressed and politeness reflection by the waiter in the "Food and

Beverage Service Section in the Lampion Hotel". The writer is interested with this case because The writer is able to use it in the work field as a knowledge even a weapon. Not only in the Hotel, politeness is useful in any kinds of occupation because Someone who learns politeness will be more confidence and reliable when face challenge in the working world. Meanwhile, the writer do the research in the Hotel along the Dr. Radjiman street, Solo because the strategic location in the heart of Solo Raya are often visited by foreigner. Moreover, the special and historical tourist attractions are near by the Hotel around Surakarta.

Politeness strategy does not only have the ways to apply good attitude and etiquette but also it includes pragmatic studies and speaking technique as well. Based on the previous research, the writer has found some missings and try to complete the missing thing such as politeness strategy and pragmatic studies this is very useful for the reader as a knowledge and reference.

Through this research, the writer suggests to the reader to increase politeness strategy everywhere not only in the hospitality world but also in the other working world. The writer provides suggestions that may help other writer to create their own research, the writer got data from the three-stars hotel at Dr. Radjiman street, the writer hope that the other researcher may get the data from the five-stars hotel in the Solo region and find out the utterances expressed even speech acts that reflected politeness strategy deeply.

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FIGURE AND TABLES

Table 1. The Utterances Based on the Data

CODE OF DATA	POLITE	IMPOLITE
01/G/U/P	✓	
02/G/U/P	✓	
03/G/U/UP		✓
04/O/U/P	✓	
05/O/U/P	✓	
06/O/U/P	✓	
07/O/U/P	✓	
08/O/U/UP		✓
09/O/U/P	✓	
10/O/U/P	✓	
11/O/U/P	✓	
12/O/U/P	✓	
13/C/U/P	✓	

Table 2. The Classification of Utterances on Details

Parts	Details	Utterances Expressed Polite	Expressed Impolite
Introduction	- Greeting	1	
	- Offering Place	1	1
	- Asking number of Person		
Taking Order	- Offering Promo	1	
	- Offering Menu	1	
	- Asking Decission	1	
	- Asking Menu	1	
	- Repeating Menu	1	
	- Clarifying Menu	1	
	- Inviting : Enjoying Menu		1
	- Offering Help	1	
Transaction	- Asking : Waiting for the Bill	1	
	- Asking : Checking for the Bill	1	
Closing	- Appreciation to the Guest	1	
	- Invitation to the Guest	1	
	Total	11	2