

## Politeness Strategies Used in Conversation of Balinese in Tourism Sector to Foreign Tourists at Canggu, Bali

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### ABSTRACT

This study aims to examine the implementation of politeness strategies by four Balinese individuals working in the tourism sector while communicating with Australian and English tourists in Canggu, Bali. The research employs a descriptive qualitative approach, with data collected through non-participant observation. Brown and Levinson's theory of politeness is utilized to analyze and categorize the data. The findings reveal that the communication between the Balinese and the tourists involves four politeness strategies: bald-on record, positive politeness, negative politeness, and off-record. Among the four, positive politeness and off-record strategies are the most frequently employed by the Balinese speakers. The use of the strategies are primarily influenced by the tourists' roles as guests and customers, prompting the Balinese speakers to use direct yet polite and friendly language to satisfy the tourists. The results show that that the objective of the Balinese as a speaker employing the politeness approach is to please the listener's face and reach a better and more relevant discourse.

Tourism is rapidly growing, and a large number of people travel globally. Therefore, cross-cultural communication is necessary to facilitate these interactions. In the hospitality profession, courtesy and proper language usage are essential. Bali, one of Indonesia's islands, is among the most popular tourist destinations, attracting visitors from all over the world. People travel to Indonesia to experience the pleasure and majesty of Bali. Furthermore, Bali receives recognition from the PVK Award 2022 as the world's most popular tourist destination (Sari, 2020). From January to July 2022, the total number of international tourist visits is 1,220,180. "The entrance with the highest number of foreign tourists' visits is Ngurah Rai, with 246,442 visits in July, followed by the Soekarno-Hatta entrance, with 119,179 visits in July. The third is the Batam entry, which receives 56,610 visitors in July 2022," said Margo Yuono during an online press conference on the quarter's economic growth. These statistics indicate that the majority of foreign tourists choose Bali as their main destination in Indonesia, as Ngurah Rai Airport receives the most visitors (Inasis & Novianti, 2022).

Conversations between Western visitors and Indonesian locals in Bali often become a source of contention due to cultural differences and the influence of each speaker's mother tongue. These linguistic variances may lead speakers to misinterpret the intent and purpose behind each other's words. As a result, speakers are encouraged to be more attentive and cautious in using politeness strategies during conversations. Politeness tactics in language help reduce misunderstandings, thereby improving social relations between speakers and their conversation partners. According to Yule, as cited by Alwi (2004, p. 21), "Language represents its nation," emphasizing the importance of understanding the link between language, attitude, and behavior in communication.

Polite interactions are created not only through spoken words but also through behaviors such as body language, eye contact, and facial expressions. Expressions or body language may cause misunderstanding between the speakers in which it may lead to social disharmony and hindered communication.

Leech (1983) and Culpeper (2011) distinguish pragmalinguistic, socio-pragmatic, and pragmatic approaches. Pragmatics examines the general conditions of language use from a socio-cultural perspective. According to Brown and Levinson, as cited by Handayani et al. (2022, p. 75), politeness involves diverse linguistic strategies influenced by cultural backgrounds, contexts, and situations. They classify politeness strategies into four: positive politeness, negative politeness, off-record, and bald on-record.

Lakoff, as cited by Safitri (2022, p. 121), defines politeness as a strategy to facilitate interaction between speakers and listeners by minimizing conflict and confrontation in human communication. Similarly, Abitza et al. (2022, p. 36) argued that politeness goes beyond merely saying "thank you" or "please" in appropriate contexts; it reflects how language is effectively used to address the intended audience. Togatorop (2019, p. 38) explained that politeness theory addresses the redress of face-threatening acts to maintain social harmony. Mubarak and Rhaif (2022) further emphasized that politeness serves as a communication technique to foster compatibility in society, ensuring a harmonious atmosphere during interactions.

Previous studies extensively examine politeness strategies, with notable research conducted by Martina (2020), Griyani (2018), Andriyani (2018), Marlina (2016), Kristianto et al. (2015), and Rachmawati (2015). Each study employs a distinct methodological approach and focuses on specific aspects of politeness strategies. This diversity in approaches and topics provides a comprehensive foundation for understanding the multifaceted nature of politeness in communication. Building upon these foundational works, the current research elaborates and formulates its framework by referencing the most relevant studies, thereby contributing to the ongoing discourse on politeness strategies.

Based on previous studies, similarities exist with the current research in terms of discussing the use of politeness strategies, particularly through the application of Brown and Levinson's theory. Among the reviewed studies, one focuses on students in a classroom setting, while another analyzes politeness strategies within a talk show. Notably, three of the six studies focus on the use of politeness strategies directed at tourists, with English as the primary language analyzed. In contrast, one study examines similar strategies within the context of Indonesian language.

However, differences emerge between the previous studies and the present research, particularly in terms of subject and location. This study specifically analyzes conversations between Balinese speakers and tourists, focusing on the use of politeness strategies by Balinese speakers. Additionally, the research takes place in the Canggu tourism areas—specifically at Canggu Beach, Alkaline Café, and Pablo's Laundry—which are well-known holiday destination for tourists in Badung, Bali.

The purpose of this study is to explore how Balinese speakers employ politeness strategies when interacting with tourists in the Canggu tourism area. By focusing on a specific location and cultural context, this research aims to deepen the understanding of the interplay between language and politeness in cross-cultural communication, ultimately contributing to the broader study of Pragmatics and effective communication in tourism settings.

## 2. METHOD

This research uses a descriptive qualitative method. The study is conducted in the Canggu tourism area (Canggu Beach, Alkaline Café, and Pablo's Laundry) in Badung, Bali. The participants of the study are four Balinese individuals (surfing trainers, waitresses, cashiers, and laundresses), each of whom engages in conversations with tourists in the Canggu tourism areas.

The data were collected from conversations between surfing trainers and two Australian tourists, waitresses and English tourists, cashiers and English tourists, and laundresses and English tourists. The data consist of utterances transcribed from these conversations, focusing on the politeness strategies used by the Balinese participants (surfing trainers, waitresses, cashiers, and laundresses).

According to Sugiyono (2019, p. 18), qualitative research methods are used to investigate natural settings where researchers serve as key instruments. Data collection was conducted using triangulation techniques, which include description, reduction, and selection. In qualitative research, Sugiyono outlines five steps based on triangulation: (1) thinking, (2) asking, (3) analyzing, (4) concluding, and (5) sensing. Based on the explanation of the research approach and methods, this study is categorized as descriptive qualitative research.

## 3. RESULT AND DISCUSSION

The findings showed that four Balinese people interacted with tourists in attraction areas near Canggu Beach, Bali. Those taking part are:

1. a surfing trainer (ST) with his two guests (B and K),
2. a waiter (W) with his customer (L),
3. a cashier (C) with her customer (L), and
4. a laundress (S) with her customer (L).

All of them employed politeness strategies in their utterances during conversations with their speech partners to establish effective communication.

### 3.1. Surfing trainer (ST) with his two guests (B and K)

#### 3.1.1. Bald-on Record

In this case, B gives information to ST about a movement that she made while having surfing session with him. B is not sure whether ST has seen her move or not. Therefore, she asks her trainer (ST) to make sure whether it was correct or wrong.

- B : "If about then right... you know my... the front foot comes first then the back foot. Is that wrong right?"  
 ST : **"Wrong, back foot first always come first. On can straight it together. It's together."**

Based on the dialogue, the surfing trainer (ST) provides important information to his guest, B. The initial word used by ST is "wrong" intended to emphasize the critical point that B needs to understand. This emphasis is further explained through the statement, "back foot first always comes first." In this instance, ST does not prioritize saving the hearer's face or mitigating the face-threatening act (FTA). Instead, he focuses on delivering his message directly and clearly, aiming to resolve his guest's hesitation effectively.

#### 3.1.2. Positive Politeness

The conversation begins with ST applying surf wax on the deck of his board. He then asks his guests about the remaining days of their stay in Indonesia. In response, B asks about the current date.

- ST : **"The guys, three days left yes?"**  
 B : "A... today is what, twenty.."  
 ST : "Two."  
 B : "Today is twenty two?"  
 ST : "Twenty one."  
 B : "Twenty two, twenty three, twenty four, three days."  
 ST : "Three days?"  


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 (B is nodding the head)

The question reflects the use of the in-group identity marker strategy. ST addresses his guests by saying "guys" instead of mentioning their names or using a term like "all." He chooses "guys" to create a sense of unity, suggesting that they share similar interests, experiences, or goals. This approach helps make the conversation more relaxed and informal.

By addressing the hearers using "guys," ST minimizes the potential of face-threatening act, as he treats them as part of the same group. This choice of address fosters a sense of inclusivity and similarity, helping to build rapport and reduce social distance between the speaker and the hearers.

#### 3.1.3. Negative Politeness

B practices an incorrect movement and demonstrates it to ST. In response, ST wanted to show B a picture related to that movement but was unsure whether he has already sent it or not.

- B : "I need to... when I'm going down right, I need to I need to like this right not like this, like like this like this like this."  
 ST : "Ssss." (while practicing the move)  
 B : **"I think I send you picture; I don't know about it."**  


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 "I think because when going down I a... then instead of like this and like this."

Based on the dialogue, ST's uncertainty is evident in his utterance, reflecting a sense of pessimism. By saying "I think," he mitigates the impact of his statement and seeks to preserve the hearer's negative face. Since he is unsure about the truth, he avoids making a definitive claim about whether he has sent the picture or not.

#### 3.1.4. Off Record

The conversation happens when ST asks the guest about their plan for surfing.

- ST : “The guys, three days left, yes?”  
 B : “A... today is what, twenty...”  
 ST : “Two.”  
 B : “Today is twenty two?”  
 ST : “Twenty one.”  
 B : “Twenty two, twenty three, twenty four, three days.”  
 ST : “Three days?”  
 B : (nodded the head)  
 ST : “Twenty three is two days.”  
 B : “A two days ya.”  
 ST : “A... two, a yeah, two days, ehehe. So, you wanna surf every single day?”  
 “A...” (silence like thinking then talking to his partner)

In this dialogue, ST responds to his guest's statement about their remaining time in Indonesia. His response, "A... two, a yeah, two days, ehehe," reflects hesitancy or uncertainty, possibly as he processes the information. He then follows up with, "So, you wanna surf every single day?" This question seeks to clarify the guest's intentions regarding surfing lessons.

The use of "ehehe" adds a casual and friendly tone, making the interaction more relaxed. By asking the follow-up question, ST not only confirms the guest's plans but also subtly expresses his willingness to accommodate their schedule, reinforcing his role as a supportive surfing trainer.

### 3.2. Waiter (W) with his customer (L)

#### 3.3.1. Positive Politeness

W and L have a conversation while enjoying the breakfast buffet. L wants to take coffee and other beverages, and W shows her the way and explains the menu options. They then engages in a discussion covering a few topics. During the conversation, W asks L about her country of origin.

- W : “So, where are you from?”  
 L : “I am from England.”  
 W : **“From England?”**

The dialogue shows that W asks L about her country of origin, as indicated in his initial question. After L answers, W responds by repeating what L had said, asking, “From England?” This repetition reflects the seek agreement strategy, as W repeats the hearer's answer to confirm and seek approval for what he hears. By slightly emphasizing the repetition, W aims to reassure himself of the accuracy of the information while engaging his conversation partner.

#### 3.3.2. Off Record

L tells W that before arriving in Bali, she has to stop in Singapore first. She mentions that she landed in Singapore before continuing her journey to Bali. However, when L tries to mention Singapore, she momentarily forgets how to pronounce the name of the country. To ensure she pronounces it correctly, she asks W for confirmation. After W confirms that her pronunciation is correct, he follows up with another question to continue the conversation.

- L : “Singapore?”  
 W : “Singapore, he'em.”  
 L : “That means, it's Singapore, yeah.”  
 W : **“And then Jakarta, then Bali, right?”**  
 L : “Noo, it was just non-stop. Stay here.”

Based on the dialogue, W's question, “And then Jakarta, then Bali, right?” reflects the incomplete or ellipsis strategy. W uses a few words that do not form a complete sentence, but the meaning is still clear to the hearer when she checks and understands the context of the conversation. Without the context, W's question would be

difficult to understand literally, as it lacks a complete meaning and can confuse the hearer. However, the hearer understands that W is asking about her travel route. The waiter is uncertain whether, after traveling to Singapore, L would go to Jakarta first, with Bali being the final destination. L is able to answer W's question despite the missing words because both of them understand the context of their conversation.

### 3.3. *Cashier (C) with her customer (L)*

#### 3.4.1. *Bald-on Record*

The Bald-on Record strategy is applied by the cashier (C) who aims for maximum efficiency by delivering her utterances directly and spontaneously. Rather than focusing on satisfying the customer (L) as the hearer, she prefers using this strategy to communicate her message more clearly and quickly, as both parties are already familiar with the context. Additionally, the conversation takes place in a crowded environment, surrounded by many customers, which necessitates the cashier providing efficient service in a timely manner. Therefore, C uses this strategy to ensure the conversation is clear, quick, and easily understood by the customer. Based on the analysis, this strategy is identified in one instance of the cashier's dialogue. This strategy is applied when L approaches the cashier area and says "hey" before ordering coffee.

- L : "Ok, hey."  
 C : **"Hello." (smile)**  
 L : "Is it possible to place order among good coffee?"  
 C : "Sure." (smile)

The dialogue shows that C greets the customer when she approaches. After L, the customer, says "hey," C, the cashier, responds with a greeting. This represents a welcoming strategy (B9), where the cashier, as the speaker, offers a greeting ("hello") to the customer at the beginning of the interaction. The cashier uses this strategy to avoid threatening the customer's negative face. This strategy is often employed by individuals who know each other, typically as an opening in a conversation. However, the cashier uses it with the customer to demonstrate good service and hospitality, making the customer feel valued as a guest in the restaurant. This may enhance the customer's experience, as they receive attentive service from the restaurant staff.

#### 3.4.2. *Positive Politeness*

L and C has a conversation in the cashier area, where L, as the customer, wants to place an order.

- L : "Is it possible to place order among good coffee?"  
 C : "Sure."  
 L : "With oat milk or..."  
 C : **"With oat milk?"**  
 L : "If whatever you have?"  
 C : "We provide soy milk, coconut milk and oat milk."

The dialogue shows that C repeats L's utterance, which belongs to the "seek agreement" strategy. She says, "With oat milk?" using intonation that indicates her utterance is a question directed at L. By repeating what L said, C seeks approval to confirm whether L is ready to order the oat milk or is still unsure. The cashier's repetition helps maintain the customer's positive face, as it expresses emotional agreement and shows that she shares the same understanding as the customer.

#### 3.4.3. *Negative Politeness*

Negative politeness occurs when the speaker tends to hide their wants and uses indirect utterances to avoid face-threatening acts (FTAs). This strategy is only used once by the cashier to communicate with the customer. The type of negative politeness used by the cashier in her dialogue is the nominalize strategy (N9). The finding shows that the cashier almost never uses negative politeness strategy to deliver messages indirectly when serving the customer. The datum occurs when the cashier brings the coffee to the customer's table.

- C : **"This is your coffee with Americano share with oat milk, oat milk and the peanut butter."**

- L : "Thank you very much."  
 C : "Thank girl."
- 

Based on C's dialogue, C delivers her expression by changing a word, which alters the structure of the sentence. She prefers using a noun rather than a verb to make her utterance more formal, thus increasing its degree of formality and politeness. The dialogue shows that C chooses to use the phrase "your coffee" instead of "you order coffee." By changing the structure and using a noun phrase, C can save the hearer's face and minimize the FTA.

#### 3.4.4. *Off Record*

C says something to L in the cashier area while waiting for her order to be taken.

- C : "**Thirty thousand.**"  
 L : "Thirty thousand. Thank you so much. Wait a... yes em."

Based on the dialogue, the strategy used in the bolded utterance is the "incomplete or using ellipsis" strategy. This occurs because C says just two words that do not form a complete sentence and lack a literal meaning on their own. C simply says "thirty thousand," which, without context, can have multiple interpretations and does not convey an easily understandable meaning. However, L can understand the utterance because she shares the same knowledge as the speaker and both are engaged in the conversation's context. C's utterance indicates that L needs to pay thirty thousand rupiahs (Rp30.000, -) to finalize her order.

### 3.4. *Laundress (S) with her customer (L)*

#### 3.4.1. *Bald-on Record*

The laundress (S) greets the customer (L) before she returns to her guest house. This occurs after both have finishes discussing L's laundry list.

- L : "Thank you so much."  
 S : "Thank youu.."  
 L : "Cool, I'll see you, see you tomorrow. Bye."  
 S : "**Ya, see you tomorrow. Bye.**"  
 L : "Bye bye."
- 

The dialogue shows that S expresses a greeting to L before they part ways, which belongs to a farewell categorized as an FTA-oriented bald-on record usage. S uses this strategy to avoid threatening the hearer's positive face.

#### 3.4.2. *Positive Politeness*

S asks L the method of drying the clothes she prefers, whether by sun or by machine.

- S : "Do you want dry by sun or by machine?"  
 L : "By sun."  
 S : "**By sun?**"  
 L : "Yea by sun."

The dialogue shows that S repeats L's words, which belongs to the seek agreement strategy. The purpose of repeating the word is to confirm that the choice is correct, as she hears it. It is a form of seeking agreement by asking again to ensure that they share the same understanding. By saying "by sun?" this expression helps save the hearer's positive face.

#### 3.4.3. *Negative Politeness*

The laundress asks the customer to write her number on the bill so that the laundress can contact her when the laundry is ready.

- S : **“Yah, can you write your name and WhatsApp number please?”**  
 “Yap. Name is Lauren and it’s... WhatsApp number is 8777663. (writing the  
 L : WhatsApp number while talking by herself)  
 Good..alright. That is my name and my number.”  
 “Ya, wash and fold, ok?”
- 
- S : “Wash and fold, yes.”  
 L :

The dialogue shows that S uses conventionally indirect strategy where she wants the customers to write her name and Whatsapp number but through interrogative utterance. It softens the request to the hearer. Adding the phrase “can you” and the word “please” are ways to soften the request which can save hearer’s negative face.

#### 3.4.4. Off Record

L asked to have her bag back from the laundress because she wanted to make sure that she had put all her laundry inside.

L	:	“Drop, I want back that bag, thank you.”
	:	“Just show I know I’m just gonna make sure I take put cloth laundry.”
S	:	“Ehe yah.”

The dialogue shows that S responded with a simple “ya” while giving a light, grinning smile to the customer beforehand. Her response reflects an understatement strategy, where the speaker chooses to say less in her reply. This might indicate that the laundress feels slightly annoyed by the customer's actions but decides to minimize her response to avoid causing a potential face threat to the customer.

Based on the findings of the politeness strategies used by the four Balinese, this research analysed the frequency of the use of each strategy and identified the most frequently employed strategy by each Balinese individual while interacting with their guests or customers.

### 3.5. Surfing Trainer

This conversation took place at the beach area between the surfing trainer and two Australian tourists, a husband and wife. The types of politeness strategies used and their frequency, based on the conversation script, are presented below.

**Table 1 Politeness Strategies Used by Surfing Trainer**

No	Politeness Strategies Used by ST	Frequency	Percentage
1	Bald-on Record	23	30.6%
2	Positive Politeness	29	38.67%
3	Negative Politeness	3	4%
4	Off Record	20	26.66%

Table 1 illustrates the various classifications of politeness strategies used by the surfing trainer, depending on the context and conditions during communication. Each politeness strategy serves a distinct function. According to the frequency, the most frequently used strategy by the surfing trainer is positive politeness. This strategy is employed to satisfy the guests’ positive face, foster friendliness, and establish intimacy, ensuring the training session runs smoothly. The trainer’s use of this strategy reflects his intent to provide a satisfying experience for his guests, enhancing their perception of his service during the training class.

The second most frequently used strategy is bald-on record. This strategy is used when the trainer conveys direct instructions or interjections. The trainer often employs this approach to ensure clarity, especially when instructing guests on what actions to take or avoid. These direct utterances are typically delivered without consideration for the guests’ positive face, as they are focused on efficiency and clarity. This strategy is often used spontaneously, particularly in urgent situations.

Off-record ranks third in terms of frequency. The trainer uses this strategy to soften his speech and maintain a casual, friendly tone, even though he has just met the guests during the session. By using indirect speech, the trainer avoids face-threatening acts (FTAs) while still effectively conveying his message.

Lastly, although negative politeness is rarely used, the surfing trainer employs this strategy three times during his interactions with the guests. This suggests that while the trainer primarily relies on more direct or positive approaches, he occasionally resorts to negative politeness to maintain formality or show deference when the context requires it.

### 3.6. Waiter

This conversation took place at Alkaline Vegan Restaurant between a waiter (W) and an English tourist (L). The types of politeness strategies used by the waiter, who is Balinese, and their frequency, based on the script of his conversation with the English tourist, are presented below.

**Table 2. Politeness Strategies Used by Waiter**

No	Politeness Strategies Used by ST	Frequency	Percentage
1	Positive Politeness	11	55%
2	Off Record	9	45%

Table 2 illustrates that W employs two distinct politeness strategies: positive politeness and off-record strategies, during his interaction with the customer, L, at Alkaline Vegan Restaurant. Among these, positive politeness emerges as the more frequently used strategy. This approach is utilized to meet the customer’s positive face needs, demonstrating friendliness and attentiveness. By using positive politeness, the waiter aims to ensure that the customer feels comfortable and well-served, fostering a welcoming and supportive atmosphere.

Meanwhile, the waiter also uses off-record strategies, albeit less frequently. This indirect approach allows him to communicate casually while maintaining politeness and avoiding potential face-threatening acts (FTAs). By softening his language and speaking informally, he builds rapport with the customer, ensuring the intended message is conveyed without imposing. Despite the difference in frequency, the use of both strategies highlights the waiter's ability to adapt his communication style to the context and maintain a balance between professionalism and friendliness.

### 3.7. Cashier

This conversation took place at Alkaline Vegan Restaurant between the cashier (C) and an English tourist (L). L wanted to order a coffee at the cashier counter, which initiated their conversation. The table below presents the types of politeness strategies employed by the female cashier, a Balinese, along with the frequency of each strategy as observed in the script of her interaction with the tourist.

**Table 3. Politeness Strategies Used by Cashier**

No	Politeness Strategies Used by ST	Frequency	Percentage
1	Bald-on Record	1	12.5%
2	Positive Politeness	4	50%
3	Negative Politeness	1	12.5%
4	Off Record	2	25%

Table 3 shows that during the conversation with L, the cashier employs all types of politeness strategies. However, the most frequently used strategy is positive politeness, which appears four times in the conversation. This suggests that she aims to maintain the hearer’s face by adopting a friendly approach toward her customer. Positive politeness indicates the speaker’s attempt to minimize threats to the hearer’s positive face by making the hearer feel valued and respected.

Additionally, the cashier also uses bald-on record and negative politeness strategies in her interaction with the tourist customer, but each of these strategies is used only once. Off-record, however, is used twice, making its frequency slightly higher than bald-on record and negative politeness. Although the ratio of use between these strategies is 1:2, the off-record stands out due to its relatively greater frequency.

### 3.8. Laundress

This conversation took place at Pablo’s Laundry, located near Nelayan Beach, between the laundress (S) and an English tourist (L). L wants to wash her clothes at this location, so they meet and have a conversation to finalize the arrangements based on L’s preferences as a customer. The types of politeness strategies employed by the female laundress, a Balinese, along with their frequencies, are presented below.



**Table 4. Politeness Strategies Used by Laundress**

No	Politeness Strategies Used by ST	Frequency	Percentage
1	Bald-on Record	1	2.94%
2	Positive Politeness	13	38.23%
3	Negative Politeness	2	5.87%
4	Off Record	18	52.95%

Table 4 illustrates that the most frequently used politeness strategies by the laundress (S) in her conversation with the tourist customer (L) are positive politeness and off-record strategies. According to the study, positive politeness appears thirteen times in the conversation. This indicates that the laundress frequently aims to satisfy the customer's positive face by being friendly and considerate.

S used bald-on-record strategy the least, with only one instance in the conversation. In contrast, the negative politeness strategy appears twice, suggesting that the laundress uses this strategy sparingly to avoid imposing on the customer's negative face.

The most frequently used politeness strategy by the laundress is the off-record strategy, which occurred eighteen times. This indicates that the laundress often employs indirect speech with implicit meanings. The off-record strategy allows the speaker to communicate more ambiguously, often using shorter utterances or phrasing that is less direct. It provides the hearer with the opportunity to infer the speaker's intention, based on the context of the conversation.

#### 4. CONCLUSION AND RECOMMENDATION

The four Balinese in the tourism sector use a variety of politeness strategies to satisfy and serve their clients, ensuring smooth communication. This is demonstrated by the examples of politeness strategies employed by these four Balinese, as shown in the data. The strategies are as follows: bald-on-record, positive politeness, negative politeness, and off-the-record. However, the frequency with which each strategy is used differs. Certain politeness strategies are more likely to be employed by these Balinese than others.

The surfing trainer uses positive politeness and bald-on-record strategies more frequently. Meanwhile, the other three Balinese (waitress, cashier, and laundress) use positive politeness and off-record strategies more often and bald-on-record less. The surfing trainer communicates with clients in a more direct and informal manner compared to the waitress, cashier, and laundress. However, all four Balinese generally use positive politeness and off-record strategies, as these approaches foster stronger relationships and create a more comfortable and pleasant environment for communication with clients.

It can be concluded that the aim of Balinese speakers when using politeness strategies is to preserve the listener's positive face while achieving a more effective and relevant discourse. As a result, it is recommended that Balinese individuals in the tourism sector pay more attention to the politeness strategies used in communication, depending on the context, to ensure customer satisfaction.

We expect that this research can serve as a reference for future studies on politeness strategies in contexts beyond tourism. Furthermore, we believe that this research will increase public awareness of the role of politeness strategies, as different contexts, situations, and environments may require different approaches. Ultimately, the implementation of more appropriate politeness strategies could result on higher levels of politeness in communication.

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