

The Language Functions Used in Guiding Conversation: Pragmatics Approach

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Published: 30/04/2021

How to cite (in APA style):

Susanthi, I. G. A. A. D., Muliawan, M. S. D., & Suarjaya, A. A. G. (2021). The Language Functions Used in Guiding Conversation: Pragmatics Approach. *Retorika: Jurnal Ilmu Bahasa*, 7(1), 1-9. doi: <https://doi.org/10.22225/jr.7.1.2903.1-9>

Abstract—The research about language in use is very important to be developed, it can be applied in every branches of studies for instance in tourism, economics, linguistics, etc. In communication people use language, so that in doing the interaction there are some expressions which have specific functions. This research aims to describe the formulation of language in use in guiding conversation and expressions can be used based on the formulation. The analysis of this research is language in use in guiding conversation. The data of this research were taken from the guiding conversation between guide and the guests during their travel in Ubud-Bali. The language function that can be used in Welcoming Guest at The Airport are expressive function consist of greeting and asking/getting information, informational function, and phatic function. Other than that, the language function used in Escorting the Guest to The Tourist Destination are expressive function, informational function, and directive function. Next, the language function used at Tourist Destination (Monkey Forest) are directive function, informational function, and directive function. The language used in Tourist Destination (Tegalalang Rice Terrace) are informational function, directive function consist of offering and suggestion. Language used in Tourist Destination (Tirta Empul) are informational function. While the language used in taking the Guest back to the Hotel are expressive and phatic function.

Keywords: Guiding, Language function, Ubud

I. INTRODUCTION

Communication can be done verbally or nonverbally, of course in doing communication people use language to deliver the message to the listener, the message itself can be idea, meaning that will be transferred to the listener. The study of language in use will help the people to learn and understand the functions of utterances that can be used in doing the communication because basically, language is universal as well as unique which always provides various alternatives for language learning (Umiyati, 2015). While according to (Kusumaningsih, 2019) the function of language

is divided into two parts. Generally, people use language to communicate their intentions to others. Specifically, language is used by people to convey messages, ideas and thoughts or to send information so that conversational activities can run smoothly.

People must have language skill in communication. For every countries, it is very important to improve languages skill, for example in Indonesia, it is very important to improve language skill especially English as an international language. There are some purposes to study English, it is based on our profession which is called as English for specific purposes

or ESP namely, English for tourism, medical, etc.

This present research focuses on the language functions used in guiding. The language in used is classified into the functions. According to [Leech \(1993\)](#), the functions are classified into five functions, namely: informational, expressive, directive, aesthetic, and phatic functions. While according to [Blundell, Middlemiss, & Higgens \(1996\)](#), the expressions can be ‘greeting’, ‘introducing’, ‘asking’, etc. However based on the conversation in guiding, the theory must be presented based on the procedures which were applied during the guiding process, so that it can be applied in doing the practice.

Some latest related studies, such as language function used by guide in promoting tourism ([Sandriya, 2018](#)), another latest related research was about an analysis of language function used in Indonesian therapeutic discourse: cupping therapy ([Seruni & Hamzah, 2019](#)), and the third latest related research was about Language Functions in ESL Textbooks ([Casta & Hufana, 2016](#)).

Based on the explanation, the problems can be formulated as how is the formulation of language in use in guiding conversation? And what expressions can be used based on the formulation? Therefore, based on the formulation above, the research aims are to describe the formulation of language in use in guiding conversation and expressions can be used based on the formulation.

In formulating the language functions, this research used some steps based on the procedures applied by the guide. The conversation generally ranges from welcoming the guest when the guide picks up the guest at the airport, picking up the guest for travelling,

escorting the guest to tourist destination, and taking the guest back to the hotel. By using those procedures which are applied by the guide, the expressions can be classified based on the functions. This research can help the guide to stress every point of language in use and they can be easier in using the expressions or utterances in English.

II. METHODS

Surveys were conducted among guides. They were asked about the guiding process particularly when they meet the guest and pick up the guest at the airport, take the guest to the hotel, the next day will be escorting the guest to the tourist destination, and taking the guest back to the hotel. The guides of this research were the guides who were on duty in Ubud-Bali. Note taking and recording technique were also used in collecting the data. There are some tourist destination to be visited by the guide in Ubud, namely: monkey forest, Tegalalang rice field, and Tirta Empul. Once the conversation had been identified and collected, they were examined for information about language in use. The theory proposed by the experts were designed based on the finding namely expressions used during guiding. The formulation of language in use were classified into functions and expressions. The utterances or expressions were classified based on the functions. The utterances or expressions are presented in English. Here are five language functions according to [Leech \(1974\)](#), and the examples of English expressions this following table is used to be easier in analyzing the data. The functions and expressions can be drawn as follows:

Extract II. adapted from ([Susanthi, Pastika, Yadnya, & Satyawati, 2018](#))

Language Functions by Leech (1974)	The examples of expressions
Informational Function (giving information)	Giving Information: Yes, there are some restaurants in front of the hotel
Expressive Function (greeting, anger, amazement, irritation, asking or getting information, etc)	Amazement: It is a very wonderful place
Directive Function (requesting or command)	Requesting: Can I have the salt, please?
Aesthetic Function	The awesome flowers of yellow, the sparkling of trees, the nature is nice, those all really make my day!
Phatic function	Stopping communication line:

	Have a nice day...see you soon!
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III. RESULT AND DISCUSSION

This sub discussion presents the findings based on the research questions. We start with the procedures which were applied by the guide during the guiding process. There are some procedures which were used by the guide, namely picking up the guest at the airport, take the guest to the hotel, the next day will be escorting the guest to the tourist destination, and taking the guest back to the hotel.

Based on the collected data the formulation of language functions which designed by the experts can not be totally found in the guiding process, the aesthetic functions in this research can not be found.

Language in Use for Welcoming Guest at The Airport

The guide had made appointment with the guest, they communicated by chat. When the guest arrived to Bali, the guide waited at the airport and held the signboard, on the signboard it was written the guest's name, so that the guest would be able to find out the guide at the airport.

Guide: Hi Miss..welcome to Bali, nice to meet

you

Guest: Excuse me.. I'm Helen nice to meet you

Guide: Well, how was your flight?

Guest: yes, that was nice

Guide: So where are we going now? Do you want to go to the hotel directly or somewhere else like money exchange, minimart, etc?

Guest: Yes, I want to buy something to drink near here

Guide: Yes, sure there indomaret on the way
.....

Guide: Here you can buy something miss

Guest: yes, wait a minute
.....

Guest: I get it...(get into the car)

Guide: so, for tomorrow, what time do you want to start the trip?

Guest: What time is it possible?

Guide: We gonna start after your breakfast around 8-9 am. How do you think? To avoiding traffic jam

Guest: it sounds great

Guide: Well see you tomorrow at 8-9 am

Guest: I will wait at hotel lobby

Guide: yes, ok see you tomorrow

Table 1. Language Function and Expression used for Welcoming Guest at The Airport

Language Funtion	Expressions in English by the Guide
Expressive function (greeting)	Hi Miss welcome to Bali. Nice to meet you
Expressive function (Asking/getting information)	Well, how was your flight?
Expressive function (Asking/getting information)	Do you want to go to the hotel directly or somewhere else like money exchange, minimart, etc?
Informational function (giving information)	We gonna start at 8 or 9 am
Phatic function (stopping communication)	Ok ..see you tomorrow

Based on table (2) above, the function used in greeting and welcoming the guide is expressive function. While the expression can be "Hi, Miss welcome to Bali".....

Occasionally, some researches used in this study present information about linguistic expressions in terms of greeting according to degree of formality, it is illustrated in Extract I below:

Extract II. adapted from (Susanthi et al., 2018)

Formal	Greetings
	Good Morning, how may I assist you? (English)
	Hello, Mr. Jim. How are you?

Informal	(English)
	Hi, what's up? (English)

Brown & Levinson (1987) explained about the how to use the formal and informal expressions. Those all can be based on social stautus, social distance. However, some guides do not know the reason in using those expressions. So that the they also must know that there is degree of formality in using those various expressions, by knowing the degree of formality they will be able to posit themselves on the right position. In English we can greet people formally by using “good morning”, “good afternoon” or “good evening”, the words “hello” or “hi” can be used for less formal situation. So that in Indonesian we can greet people formally by using “selamat pagi” in the morning, “selamat siang” in the afternoon” and “selamat malam” in the evening, while “hallo” or hai can be used for less formal situation. In Indonesian “hallo” or “hai” can be used when we greet friends.

Language in Escorting the Guest to The Tourist Destination

This situation was taken on day 2, the guide picked up the tourist at the hotel and escorted the tourist to the tourist destination. The language functions and expressions for this stage are presented and analyzed as follows.

Guide: Good morning, are you ready for the trip today?
 Guest: sure
 Guide: As your request we gonna visit some places around Ubud area, such as: Monkey forest, Tegallalang rice terrace. You can have lunch in Tegalalang rice terrace and last stop will be Tirta Empul temple. For your information every temple in Bali has a rule for woman who on their menstruation period are strictly prohibited to entering the temple
 Okay, fasten your safety belt and enjoy the ride
 Guest: How far is our first destination?
 Guide: It is approx. 1 hour drive from the hotel
 Guest: How long have you been working as tour driver?
 Guide: I have been working as a tour driver more less 5 years. How about you? What do you do for living?
 Guest: I have some restaurant in my region
 Guide: Wow, amazing..so business woman
 Guest: Thanks...so where are we going for the first destination?
 Guide: First destination gonna be Monkey Sanctuary Ubud
 Guest: Oh Nice

Table 2. Language Function and Expression used in Escorting the Guest to The Tourist Destination

Function	Expression in English
Expressive function (greeting)	Good morning, are you ready for the trip today?
Informational Function (give information)	As your request we gonna visit some places around Ubud area, such as: Monkey forest, Tegallalang rice terrace. You can have lunch in Tegalalang rice terrace and last stop will be Tirta Empul temple. For your information every temple in Bali has a rule for woman who on their menstruation period are strictly prohibited to entering the temple
Directive function (command)	Okay fasten your safety belt and enjoy the ride

Based on table (2) above, the functions used for escorting the guest to the tourist

destination are expressive function, informational function and directive function. The conversation took place when the guide picked up the tourist at the hotel on day 2, they would like to visit some tourist destination such as Monkey sanctuary Ubud, Tegallalang Rice Terrace and Tirta Empul. The guide used formal greeting “Good morning” to greet the guest in the morning. After that he gave information to the guest about the tourist destination of the day by saying “we gonna visit some places...”, the word “gonna” is informal way of “going to”, here it will be better if the guide used “going to” instead of “gonna”. In giving information, the expression “for your information...” is also clearly can be used for giving information to the guest. The conversation also showed an expression of giving command, namely “fasten your safety belt...”

Language in Use at Tourist Destination (Monkey Forest)

This situation was taken when the guide and the guest arrived at the tourist destination, namely Monkey Sanctuary Ubud. The language functions and expressions for this stage are presented and analyzed as follows.

Guest: Oh yes..i’ll get the ticket..is that over there?

Guide: Just follow me, that is the ticket counter, I will wait at the entrance

.....
 Guest: I’ve got the ticket. Should I give it to the staff?
 Guide: yes, they gonna check it inside
 Guest: Ok.. are the monkeys wild?
 Guide: Yes, they are wild because they live in their real habitat they are not aggressive,because get used to human
 Guest: Oh I see.. so where is the nice spot to take picture?
 Guide: Follow me.. I will show you, there is pond where the monkeys playing and swimming, you gonna like it
 Guest: I think it is a nice spot..oh..the monkeys are coming. Can we feed them?
 Guide: Yes, sure you can but becareful
 I’ll take you to walk around, if the monkeys jump to your shoulder don’t be panic, just calm down. Let me know if you are ready for next stop
 Guest: do we still have time here?
 Guide: yes, we still have around half hour
 Guest: Where are the monkeys coming? Are they from other region?
 Guide: They just live here from long time ago. It is the only forest left in Ubud
 Guest: Oh..I see this is their home. We are ready for the next stop let’s go
 Guide: alright. So please wait at pick up point. I will take the car.

Table 3. Language Function and Expression used at Tourist Destination (Monkey Forest)

Function	Expression in English
Directive function (invitation)	- Just follow me, that is the ticket counter - Follow me.. I will show you, there is pond where the monkeys playing and swimming, you gonna like it
Informational function (giving information)	Yes, they are wild because they live in their real habitat they are not aggressive,because get used to human
Directive function (suggestion)	if the monkeys jump to your shoulder don’t be panic, just calm down.

Table (3) above shows, some functions were used by the guide at Monkey Sanctuary Ubud, namely directive function, and informational function. The conversation took place when the guide accompanied the guest at Monkey Sanctuary Ubud, this situation took place when they were at Monkey Sanctuary Ubud, it was as

the first destination. After arriving there, the guide invited the guest to buy the ticket by saying “just follow me...” or “follow me...” can be used to invite someone. After that he gave information to the guest about the monkeys there by saying “yes, they are.....”. The expression of giving suggestion also used in the

conversation namely “if the monkeys jump to your shoulder don’t be panic, just calm down....” . “don’t be” Can be used in giving suggestion, other example can be “don’t be lazy..”, “don’t be sad” and so on.

Language in Use in Tourist Destination (Tegalalang Rice Terrace)

This situation was taken when the guide and the guest arrived at the tourist destination, namely Tegalalang Rice Terrace. The language functions and expressions for this stage are presented and analyzed as follows.

Guest: alright. So next stop will be Tegalalang Rice Terrace, right?
 Guide: Yes, you are right, so are you ready. Let’s go.....
 Guest: does the rice field belong to a company?
 Guide: it belongs to the local farmers but now the management handle by the village. Alright we have arrived. Let me park the car.
 Guest: wow. It is a great place. Where is the ticket counter? I’ll get the ticket first
 Guide: I’ll show you the way, it is IDR 10.000/pax
 Guest: I’ve got the ticket . let’s go

Guide: Ok. There are many souvenir shops before the rice terrace, do you want to have a look?
 Guest: Are they local souvenirs..oh yeah..that’s great.....
 Guide: Do you want to do small tracking on the rice terrace or just want to see the view?
 Guest: Oh sure, small tracking will be grat. Is that ok if we walk on the grass?
 Guide: yes, grass but muddy, becareful and watch your step
 Guest: Waw.. nice view take picture please
 Guide: Yes, sure I am a good photographer by the way.....
 Guest: can we get lunch here?
 Guide: Oh yes, I forget..we can get lunch here. There are many restaurants with rice terrace view
 Guest: nice..let’s have lunch together
 Guide: yeah, great thank you so much ..
 Guide: How was you lunch? Are you ready for the next trip?
 Guest: Yes..that’s delicious..sure we are ready now
 Guide: We gonna drive there around half hour from here

Table 4. Language Function and Expression used in Tourist Destination (Tegalalang Rice Terrace)

Function	Expression in English
Informational Function (giving information)	- it belongs to the local farmers but now the management handle by the village. Alright we have arrived. Let me park the car - we gonna drive there around half hour from here
Directive function (offering)	Ok. There are many souvenir shops before the rice terrace, do you want to have a look?
Directive function (suggestion)	becareful and watch your step

Table (4) above shows, some functions were used by the guide at Tegalalang Rice Terrace, namely informational function and directive function. The conversation took place when the guide accompanied the guest at Tegalalang Rice Terrace, this situation took place when they were at Tegalalang Rice Terrace, it was as the second destination. After arriving there, the guide gave information to the guest that the rice terrace belongs to local farmers by saying “it belongs to.....” After

that he offered the guest to have a look around the souvenir shop by saying “do you want to....?” This expression can be used to offer something other example can be “do you like...?”, would you like to have...” and so on . The expression of giving suggestion also used in the conversation namely “becareful and wacht your step....” . The conversation showed that the guide did not have enough knowledge in forming passive form, it can be seen from the the utterance which was spoken by the guide “it

belongs to the local farmers but now *the management handle by the village*. Alright we have arrived. Let me park the car” the italic sentence must be in passive form namely “the management is handled by the village”. The guide often used informal “gonna” in the conversation. It is suggested to use formal form or expression in conversation which is related to hospitality.

Language in Use in Tourist Destination (Tirta Empul)

This situation was taken when the guide and the guest arrived at the tourist destination, namely Tirta Empul. The language functions and expressions for this stage are presented and analyzed as follows.

Guide: it is not too far.

Guest : We are going to pray there right? And get the holy water. I’ve read that the Tirta Empul has fountain? What is that

for?

Guide: yes, you are right the holly water is for purification, to clean your body from negative energy, you can pray there if you want

Guest: How to talk to the fountain?

Guide: don’t worry I will talk to the staff there, you need to buy the entrance ticket and for purification in the fountain, I think you just pay donation only

Guest: Oh..that’s great.. the parking area is large here and today it is crowded

Guide: Yes, everyday is busy here, Tirta Empul is one of most famous tourist destination in Bali. Tirta Empul was built around a large water spring in 10-14 century during Warmadewa dynasty

Guest: that’s a great history.. so..where should we change our clothes?

Guide: You can find enaging room over there

Guest: over there..oh ya.. I see

Table 5. Language Function and Expression used in Tourist Destination (Tirta Empul)

Function	Expression in English
Informational Function (giving information)	- Yes, you are right the holly water is for purification, to clean your body from negative energy, you can pray there if you want
	- Yes, everyday is busy here, Tirta Empul is one of most famous tourist destination in Bali. Tirta Empul was built around a large water spring in 10-14 century during Warmadewa dynasty

Based on table (5) above, the function was used by the guide at Tirta Empul, namely informational function. The conversation took place when the guide accompanied the guest at Tirta Empul, this situation took place when they were at Tirta Empul, it was as the third destination. After arriving there, the guide informed the guest about the history, about what we can do at this place by saying “holly water is for.....”and explained about the history.

Language in Use in (Taking the Guest back to the Hotel)

This situation was taken when the guide and the guest were back to the hotel. The language functions and expressions for this stage are presented and analyzed as follows.

Guide: are you ready to go back to hotel?

Guest: yes sure...I feel so fresh now

Guide: Yes, it can get your body and soul fresh.....

Guest: I’m going to have dinner at hotel

Guide: yes, I’ll take you to the hotel directly

Guest: yes

Guide: which one is your favourite place?

Guest: Tirta Empul is my favourite..i feel different energy there and it makes my body fresh. I must visit Tirta Empul again.

Guide: yes, sure..you can get relax in the car miss, maybe the trip makes you tired

Guest: yes..but I enjoy it so much.....

Guide: we have arrived miss...

Guest: thank you for driving us Joni

Guide: see you tomorrow

Table 6 Language Function and Expression used in (Taking the Guest back to the Hotel)

Function	Expression in English and Indonesian
Expressive function (getting information)	- Are you ready to go back to hotel? - Which one is your favourite place?
Phatic function (stopping communication)	- See you tomorrow

Based on table (6) above, some functions were used by the guidewhen he took back the guest to the hotel, namely expressive function and phatic function. After visiting Tirta Empul as the third destination, the guide took the guest to the hotel. On the way to the hotel, the guide asked which destination is as the favourite one,

by saying “which one is your favourite?” this expression can be used to get information about the most favourite destination. Other expression such as “which place do you like the most?” can also be used to get information about the favourite place.

**Table 7
The Occurrence of Functions**

Functions	The Occurrence of each Functions (Times)
Informational Function	5
Expressive Function	5
Directive Function	5
Aesthetic Function	0
Phatic Function	2

The occurrence of functions can give contribution to the guide or textbooks writers. The occurrence can help the guide to understand in using the language, the guide can find out the effective ways to develop their competence in using the expressions, formality, social status, social distance, and politeness. Moreover, guide can see what function that mostly used in the conversation, it is shown (table 7) informational function, expressive function and dricetive function have the same frequency in the conversation, by this research guide can learn about the grammar, the polite form that can be used in asking information give explanation, and so on more intensively, the polite form is important to be suggested to the guide, in order to make the guest feel relax and comfortable during their trip. However, much time and effort are needed for researcher to find more information on linguistics tourism. This research also gives a beneficial contribution to the textbooks writers to create beter textbooks and

present more examples of expressions such as in the real practice.

The conversation book often present expressions without explanation about the functions. Even if there is no illustration for the guide when some expressions and what for the expressions are used. This research has tried to reveal the benefit of introducing language in use in the field of tourism linguistics. The formulations of language in use in the conversation between guide and the guest help the guide to enrich their knowledge in speaking during on duty to handle the guest’s trip. The occurrence of functions (see table 7) will be very beneficial in studying the English for guide, in this case the guide can see the function how to greet the guest, how to ask information, hor to give information during the guiding process, this study give some choices of sentences, explain the grammar and so on. Without knowing the language functions, the guide will face difficulties to use the

expressions. Future language functions research is needed to enrich the language functions knowledge especially in tourism

IV. CONCLUSION

Based on the collected data the formulation of language functions which designed by the experts can not be totally found in the guiding process, the aesthetic and the phatic functions in this research can not be found.

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