

Conversational Structure Used in Guiding Conversation on YouTube Channel

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Abstract - The development of science and technology plays an important role in human life to face the digital era. Technological development in the digital era leads people to use social media, one of them is community activities that can be uploaded through the YouTube channel. These social networking accounts can be used as business media and can be followed by the wider community. The number of followers of the account can be recovered, even it can be hundreds or thousands, the account can also be used as a model to become popular. The term for those who earn money from social networks, especially YouTube, is called as YouTuber. It becomes something interesting to study when some YouTubers uploaded their activities, one of them was the video when they went on tours or travel trips to guide the foreign tourists using English during the tours they uploaded. How the structure of the conversation they used was one of the interesting things to study. This is descriptive qualitative research which aims to describe conversational structure of tour guide in YouTube channel. The data were collected through listening, transcription, and note-taking techniques. The collected data then were analyzed using the chosen theory. The results showed that.

Keywords: Conversational Structure; Guide; YouTube.

I. INTRODUCTION

The development of science and technology plays an important role in human life to face the digital era. Technological development in the digital era leads people to use social media, one of them is community activity that can be uploaded through the YouTube channel. These social networking accounts can be used as business media and can be followed and liked by the wider community. The number of people who like the uploaded videos on a YouTube channel is called subscribers, we can see the

number can be hundreds or thousands, the more followers and subscribers of the uploaded videos, the youtuber will be more popular and automatically the income of the youtuber will be increased. In this case, the YouTube account can also be used as a medium to become popular, and it can also be used for business or promotion. Online media is a tool that changes the pattern of information dissemination from broadcast media that is monologue (one previously to many audiences) to social media

dialogue (many audiences to many audiences) (Chaer, 2012).

In this digital era, many people use YouTube as a media to do interaction. Likewise, tourism practitioners who use YouTube to do social interaction, to promote their business, for example tour guides who upload their tour trips on the YouTube channel. So that, it is very possible between business people and consumers who use YouTube to view or know the products through the YouTube channel account. Lately, many people also use YouTubers to promote their business product on the YouTube channel (Grice, 1975). YouTuber is a term for users of YouTube accounts that are well-known on the social networking site, where the word refers to the word YouTube or it means people who have YouTube accounts. It becomes very interesting to do research on the conversation structure used in social media, especially on YouTube. The uploaded videos are interesting to watch. In this case, language is very important in the process of delivering information. Language is a tool used to communicate by members of the community. Language is a system of arbitrary sound symbols used by members of social groups to work together, communicate, and identify themselves (Chaer, 2009).

(Susanthi, 2020) explained that English conversation, especially the conversation of the tour guide itself, can be said to be a fairly complicated conversation structure, because tour guides must understand English before they can explain the journey of a location or interact with foreign tourists. According to (George, 2006) the structure of any conversation that we have assumed is something that is already well known through previous discussions, pragmatically, this means that conversation is a scope of pre-existing conversational elements from the previous conversation of the addressee. From this background, it becomes very interesting to be used as a pragmatic study. In this study, we will discuss the conversational patterns of tour guides who are also YouTubers on their travels.

II. METHODS

This present research is about the structure of speech YouTubers on YouTube accounts. This

study follows up on previous research, namely a discussion of politeness in tour guide conversations, although the data sources are different. With the rapid development of technology, the data source is related to technology, such as social media, especially YouTube. This is because the impact of social media plays a very important role in people's communication behaviour in the digital era. The researcher directly involved in observing and collecting data in the form of speeches by tour guides from YouTube accounts. Researcher did not only observe and record the data that was needed in this study. In this case it could be said that the researcher was one of the research instruments, the researcher was also as a data collection tool (Moleong, J, 2006). The data collection methods used in this research were listening and writing method by listening to the speech of the tour guide as a YouTuber. The use of the listening method was realized through basic techniques and advanced techniques. the basic technique used tapping techniques, then proceeded with free listening and speaking techniques and note-taking techniques (Sudaryanto, 2015). Qualitative research that emphasizes meaning, focuses more on quality data with qualitative analysis (Sutopo, 2006). This research is related to previous research. The previous study was about the politeness of a tour guide's conversation, the current study uses a YouTube account as the object or source of the study. This research was also conducted to find out how the existence of tourism practitioners on social media, especially YouTube. Thus, English, for tourism especially guiding as one of the special English languages that must be developed.

III. RESULT AND DISCUSSION

The data was obtained from the YouTube channel, namely <https://youtu.be/7f5Mn-g--Bk>, with the title "Pengalaman Aku Menjadi Guide Bule di Bali". The YouTube account contains conversations of tour guides when traveling with foreign tourists in Bali. This video was selected based on the following considerations, namely, this video can answer the formulated problem, the video is clear and natural, the sound is clear and easily captured by the researcher.



Figure 1. YouTube Channel

The data were analyzed based on the theory of conversational structure presented by (Dornyei, 1992) which divides the conversation structure into seven parts, namely: opening, turn-taking, adjacency pair, overlapping speech, interrupting, topic shift and closing. According to (Leech, 1983) every conversation has a conversational structure so that the conversation is well organized. The data used in this study is from the YouTube channel. This study discusses the structure of the conversation between tour guides and guests. In the data, tour guides guide the journey of tourists from Germany, namely Steve and Esteban who are video creators from Germany, they are very interested in introducing the natural beauty of Bali to the world. The initial trip is to Kintamani to see the beauty of the sunrise from a height. Preparation begins at 02.00 in the morning. The following discussion is an analysis of the structure of their travel conversation. There were several scenes taken in the conversation between tour guides and tourists, namely: The structure of the conversation when heading to Kintamani, the structure of the conversation when they were eating, structure of the conversation when they were in Kintamani to enjoy the sunrise, structure of the conversation when visiting Ulun Danu Batur Temple, conversations when visiting rice fields, and conversations when visiting waterfall. The following is a discussion of each conversation structure.

1. Conversational Structure when Heading to Kintamani

Their initial trip was to Kintamani to see the beauty of the sunrise from a height. Preparation for the trip began in the early morning at 02.00. Steve and Esteban are very enthusiastic to see the sunrise, they would make a vlog to introduce Bali to the world community through the videos they get. The following is a conversation and analysis of their conversation structure at the beginning of the trip.

Table 1. Conversational Structure when Heading to Kintamani

Elements of conversational Structure		Expressions found
Opening	Greeting	Guide : Good Morning. Are you ready bro? Steve : Of course. Yeay.
Turn-taking	Asking	Guide : Are you ready bro Esteban? Esteban : Yes .. Guide : Give me high five first Esteban : Sure

The context of the conversation above occurred when the tour guide and group were preparing to Kintamani to see the sunrise. This is where their journey started at 02.00 in the morning. The tour guide started the conversation by greeting Steve and Esteban by greeting and asking their readiness "Good morning. Are you ready bro?". From the data above, it could be seen that the tour guide greets "Good morning" which is an opening greeting in the context of a

conversation. In addition, turn taking is also found in the context of the conversation. Turn taking is the process of changing roles between the speaker and the addressee in a conversation. Turn taking in the context of a conversation could be seen when the tour guide asked Esteban's readiness that morning. In this case, the tour guide gave Esteban the opportunity to answer his questions. From the data above, it could be seen that the turn taking pattern could be described such as tour guide-Esteban-tour guides-Esteban. Thus, the structure of this conversation can be categorized as turn-taking. In the context of the conversation above, there are no adjacency pairs, overlapping, interrupting, topic shifts and closings.

2. Conversational Structure when Eating Activities

On their way to Kintamani, they stopped for a moment to look for food. They stopped at a place to enjoy green beans. The following is a conversation and analysis of the structure of their conversation at mealtime.

Table 2. Conversational Structure when Eating Activities

Elements of conversational Structure		Expressions found
Turn-taking	Asking	Guide : is it good? Steve : it is super tasty.
Overlapping	Giving information	Guide : it is Kacang Hijau Steve : Kacang Hijau? Guide :Yes. --Green bean-- Steve : -----great----

In the conversation above, Turn taking is also found in the context of the conversation. Turn taking in the context of a conversation can be seen when the tour guide asked the taste of the green beans they enjoy for breakfast. In this case, the tour guide gave Steve the opportunity to answer his question, which was about the taste of the green beans, and it was replied by Steve that he really liked the green beans by answering "it is super tasty". From the data

above, it could be seen that pattern of turn taking conversation namely the tour guide-Steve. Thus, the structure of this conversation can be categorized as turn-taking. In the context of the conversation above, it is also found that overlapping is the state of the speaker and the addressee speaking at the same time. This happened when the tour guide said the name of the food they were eating and Steve also spoke at the same time which could be seen in the phrase green bean and the word great. In the context of the conversation, there are no opening, adjacency pairs, interrupting, topic shifts and closings.

3. Structure of the Conversation when They Were in Kintamani to Enjoy the Sunrise

After eating, they headed to Kintamani at a high place to see and record the beauty of the sunrise. The scenery was very beautiful because they could see Mount Batur, Mount Agung and Mount Abang from that place and enjoyed the sunrise. The following is a conversation and analysis of the structure of their conversation at the time of seeing the sunrise.

Table 3. Conversational Structure when They Were in Kintamani to Enjoy Sunrise

Elements of conversational Structure		Expressions found
Turn-taking	Asking	Guide : What do you think about this place? Steve : Great.. really nice guys
Topic Shift	Confirming	Guide : Steve you are from Germany and you make vlog YouTube too Steve : yes, right
Overlapping	Confirming	Guide : And you Esteban work for full go pro, right? Esteban: --sometimes--

In the conversation above, Turn taking is also found in the context of the conversation. Turn taking in the context of a conversation can be seen when the tour guide asked Steve and Esteban's opinion about the beauty of the sunrise in Kintamani. In this case, the tour guide gave Steve the opportunity to answer his question, namely about Steve's opinion about the beauty of the sunrise that morning they saw from a place in Kintamani, and Steve really liked the beauty of the sunrise in Kintamani by answering "great. really nice guys". From the data above, it could be seen pattern of turn taking conversation namely the tour guide-Steve. Thus, the structure of this conversation can be categorized as turn-taking.

In the context of the conversation above, it is also found Topic Shift, that is a shift in the topic of conversation, which can be found when the tour guide changes the topic of conversation about Steve's work. The shift in the context of the conversation, which initially talked about the beauty of the sunrise, and then the conversation turned to a different topic, namely about Steve's work, this was found in the sentence "Steve you are from Germany and you make vlog YouTube too".

In the context of overlapping conversations, it is also found that the state of the speaker and the addressee speak at the same time. This happens when the tour guide asked Esteban's job and Esteban also spoke at the same time which could be seen in the tour guide's interrogative sentence to Esteban ----"And you Esteban work for full go pro, right? Esteban replied at the same time ----sometimes---sometimes". In the context of the conversation, there are no opening, adjacency pairs, interrupting, and closing.

4. Conversational Structure when Visiting Ulun Danu Batur Temple

The next destination was Ulun Danu Batur Temple, they wanted to see the magnificent temples in Bali and saw community activities at the temple. The following is a conversation and analysis of their conversation at Ulun Danu Batur Temple.

Table 4. Conversational Structure when Visiting Ulun Danu Batur Temple

Elements of conversationals Structure		Expressions found
Turn-taking	Asking	Guide: What do you think about this temple? Steve: Beautiful. It's a beautiful temple and quite busy.
Adjacency pair	-	Guide : Esteban do you like it? Esteban : very like it

In the conversation above, Turn taking or taking turns is also found in the context of the conversation. Turn taking in the context of a conversation can be seen when the tour guide asked Steve and Esteban's opinion about Ulun Danu Batur Temple they visited. In this case, the tour guide gave Steve an opportunity to answer his question, namely Steve's opinion about Ulun Danu Batur Temple by asking the question "what do you think about this temple?", and it was replied by Steve that he really liked Ulun Danu Batur Temple by answering " beautiful..it is a beautiful temple and quite busy". When they visited Ulun Danu Batur Temple the people were busy preparing for the ceremony so the atmosphere was quite busy as stated by Steve. From the data above, it could be found the pattern of turn taking namely the tour guide-Steve. Thus, the structure of this conversation can be categorized as turn-taking. In the context of the conversation above, it is also found that Adjacency Pairs, which is a pattern that occurs automatically in conversation and always consists of two parts spoken by two different parties. Adjacency pairs could be seen when the tour guide asked if Esteban likes the place, namely by asking "Do you like it?" and Esteban answered "very like it". The questions and responses given are automatic pairs in conversation, when someone asks, of course, they can be answered with a response, in this case a positive response was given by Esteban. Thus, the structure of this conversation can be categorized as adjacency pairs. In the context of

the conversation, there were no opening, overlapping, interrupting, topic shift, and closing.

5. Conversational Structure When Visiting Rice Field

Rice field is one of the tourist objects that is also a favorite of foreign tourists. The tour guide took Steve and Esteban to a beautiful rice field. The following is a conversation and analysis of the structure of their conversation when visiting the rice field.

Table 5. Conversational Structure when Visiting Rice Field

Elements of conversational Structure		Expressions found
Turn-taking	Asking	Guide : before you come to Bali, you go to another rice field? Steve : Yes, but here is a secret spot. Nobody's here, we are the only tourist
Closing	Giving information	Guide : After this. We are going to waterfall Steve : Amazing

In the conversation above, Turn taking is also found in the context of the conversation. Turn taking in the context of a conversation can be seen when the tour guide asked Steve's experience of visiting the rice fields. In this case, the tour guide gave Steve an opportunity to answer his question, which was about Steve's experience visiting the rice fields, and Steve replied that he had visited the rice fields before, but the rice fields he visited this time was a special place because the place was very private, he expressed his opinion by answering " Yes, but here is a secret spot. Nobody's here, we are

the only tourist". Nobody is here, we are the only tourists." So that, from the data above, it could be seen that there is a shift pattern that can be described namely, the tour guide-Steve. So, the structure of this conversation can be categorized as turn-taking. In the context of the conversation above, Closing is also found when they wanted to leave the rice field and visit the next place. In the context of the conversation, there were no openings, adjacency pairs, interruptions, topic shifts, and overlapping.

6. Conversational Structure When Visiting Waterfall

The next tourist object is a waterfall, this tourist object is the last tour of their trip. The following is a conversation and analysis of the structure of their conversation when visiting the waterfall.

Table 6. Conversational Structure when Visiting Waterfall

Elements of conversational Structure		Expressions found
Turn-taking	Asking	Guide : Do you like it? Steve : Of course. I have been wearing this since five days.
Topic Shift	Asking	Guide: Indonesia most wanted? Steve : Yes, Indonesia most wanted

In the conversation above, Turn taking is also found in the context of the conversation. Taking turns in the context of conversation can be seen when the tour guide asked Steve's opinion about the clothes Steve was wearing a cloth with logo Indonesia Most Wanted. In this case, the tour guide gave Steve an opportunity to answer his question, which was about Steve's opinion about the cloth, and Steve answered that he really

liked the cloth by answering "Of course...I have been wearing this since, five days". From the data above, it could be found that there is a pattern of conversation turn taking in the conversation namely from the tour guide-Steve. So, the structure of this conversation can be categorized as turn-taking. In the context of the conversation above, it was also found Topic Shift in the conversation, namely it is a shift in the topic of conversation, which can be found when the tour guide changes the topic of conversation regarding the cloth that Steve was wearing. Shifting or changing the topic of conversation in the context of the conversation, which initially talked about waterfalls, and then the conversation turned to a different topic, namely about the cloth Steve was wearing. In the context of the conversation, there were no opening, adjacency pairs, interrupting, overlapping, and closing conversations.

IV. CONCLUSION

Based on the analysis, it can be concluded that conversational structures used by tour guides in their YouTube channel include six elements and four expressions. Six elements refer to opening, turn-taking, topic shift, overlapping, adjacency pair, and closing. In these elements, there are also four expressions such as greeting, asking for information, giving information, and confirming. Expression of greeting consists of formal greeting namely 'Good morning'. Asking for information about condition, readiness, and opinion. Giving information regarding the desire to go somewhere. Meanwhile, confirming expressions are used to ensure specific information about the guest.

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