

# CHAPTER I

## INTRODUCTION

### 1.1. The Background of the Study

Language is an important thing to do the communication, without existence of language of course we will be difficult to communicate with others. Especially in this globalization era where communication is very absolutely needed for the shakes of getting many kinds of information. The usage of language as a tool of communication has several rules that should be obeyed by the speaker and listener. Every speaker and listener is responsible to the rules deviation of linguistics in communication.

Everyone has certain intention in communication. The communication is expected to be understood by people who are involved in the process of communication. Communication process cannot always run smoothly because some participants in communication do not understand the message received. Therefore, the important of rules in language communication is needed to make the good communication process so that the purpose of communication can be reached. In daily communication, each person has different style in coversation with other people. Holmes (1992:4) states that language provides a variety of ways of saying the same thing. Males and females are different in many ways, both physiologically and psychologically. They are not only different in their physical appearance, but they are also different in the way they use their language. According to Speer (2002:347), women have a higher tendency than men to apply politeness strategies in their speech such as the use of more compliments, more

apologies, and more thanks. Basow & Rubenfield (2003) also state that women are more expressive, tentative, and polite in conversation, while men are more assertive, and power-hungry. Men use their language to exert dominance and achieve tangible outcomes (Leaper, 1991).

In modern era, people can not separate with modern life style. One of modern life style is hangout with family or friend to one place. Then, business of fast food restaurant in Indonesia have been countinously developing. It's not only mushrooming in a big city but this business is also mushrooming in small city. Fast food product is selected by urban community because practically in consuming fast food. Fast food has become lifestyle, the characteristics of society modern (Widaningrum, 2010). Fast food restaurant should have a good service quality, so customer can satisfied by the performance of the entire management of fast food restaurant can maintain and can increase customers. (Poerwopoespito and Utomo, 2010).

Usually, fast food restaurant used self service where the customer select their food and make payment immediatly at the cashier. Before customer make payment, usually the waiter offer their menu to the customer. Sometimes, some of waiter less nimble in process sevice to customer. Another problem that occur in the fast food restaurant is cashier provided is only one, so it can reduce the customer's convenience.

Talking about services, a restaurant should have a good service, food and communication. Therefore, the restaurant industry always tries to reach it, so the customers get maximum satisfaction. If a customer has satisfaction, it is one advantage for the company, it becomes the customer very loyal to the company.

If customers get minimum satisfaction, he/she may move to another place. (Haryono, 2014).

Fast food restaurant is a restaurant that serves food and drinks in a relatively short time of booking until the presentation to the customer. Generally, the food that customer find such as burger, fried chicken, pizza, ice cream, donuts, french fries, pasta, spaghetti, soft drink, and so on. Most houses a quick meal that operates in Indonesia is in the form of franchises or branches of foreign companies. In addition there are also several chain restaurants rapidly from Indonesia such as Kentucky Fried Chicken (KFC), Mc.Donalds (Mc.D), Texas Fried Chicken, A&W, Fountain, J-Co, Burger King, Dunkin Donuts, PizzaHut, Wendys, Four Finger, etc.

Therefore, human resources become the vital requirement in service offerings. Human resources involved in the process of service delivery very important role in determining the service produced and in determining customers perception of the services concerned. The company is required to further optimize service quality of all staff especially the waiters because waiters are the staffs who has longer time in facing customers. The challenge for the management of service such as this restaurant today is how integrating all elements that exist in the waiters in order to in accordance with the strategy and operations of the company which has established.

To maintain and improve the trust of customers, restaurants also needs to maintain a possitive image in the eyes of society. This image is built through service quality, product quality, safety, and quality. Without possitive image of the beliefs that are being and will be built is not will be effective. Therefore, the

restaurant offers security, convenience, attractive interest rate that is almost possessed by all restaurant exist today. For restaurant excellence and quality service owned pull factor prospective customers to want to become customer.

Waiters at a restaurant provides services to customers in particular and society in general with regard to the activities business and daily operations of the restaurant. In the midst of competitive conditions the growing service sector, restaurant companies should continue to improve services. To achieve excellent performance should be able to hold personal communication with good quality considering that the unit customer service is the leading unit that directly deals with customers. Waiters as a customer service must be in good communication.

Communication is the transfer of information and understanding from one person to another. It involves three elements: a speaker, a listener, and signaling system or the language itself (Clark & Clark 1987:23). It is a way of reaching others by transmitting ideas, facts, thought, feeling and values. Being able to communicate effectively in English does not only mean to be proficient in the various language skills involved in the communication progress, but it is also means to be able to use it effectively. The goal of communication often affects our behaviour. One's behaviour during communication also affects other behaviour and human relations. Communication is the structure on which human relations are built. People who communicate politely following the guidelines for human relations tend to have good human relations, while those who do not, have poor relations. In doing communication with the customers, waiters must have good skill by using language.

Politeness is the reaction of someone to show his behaviour in relation to communicate for other people, because politeness is the attitude which can not be separated to the social phenomena. Politeness arises is holding by individually as what Reiter (2000:3) said that politeness is thus a form of social interaction, a form that mediates between the individual and the social. The polite or impolite act is performed by an individual whose choices for the instrumentality of such an act are based on upon collective norms and whose motivation in performing the act is that of structuring social interaction.

Being polite is crucial to successful communication with other people and impoliteness negatively influence the way a person is perceived, bringing judgements of being “rude”, “uncooperative” or “offhand” (Watts, 2002, p,2). The importance of being polite is caused by the content of conversation, since often what needs to be communicated is unpleasant and threatening to the hearer. Moreover, linguistic politeness is not only employed to mitigate Face Threatening Acts (FTA), but the term is also often used for conventionalized forms of linguistic behaviour, words like “please” that occur even if no FTA present.

According to Gibson (2010) states that someone can be more polite to the face of a member of the opposite sex than they were to that of someone of their own sex. Men are more polite to the face of a woman than to that of a man, and vice versa. Gibson also states that more high the number of words that someone said, it means that they are more polite. The researcher want to disproves proposals made by Gibson and brings new ideas or new knowledge to the area of politeness and gender. Are female waiters more polite to male customers or are male waiters more polite to female customers? Are male and female waiters only

polite to the younger customers or are the waiters only polite to the older customers?

Based on theories, the researcher want to investigated the politeness strategies that used by waiters in fast food restaurant. Fast food restaurant is closed related to the customer. Not only all the customer have polite action and polite question while interacted with the waiters or cashiers. Sometimes some of customers impolite to them. The customer feel that they are a king, they are guess who served well. Usually, this situation happenned when the waiters have mistaken in ordering foods and drinks. Or in the other hand, it can be happened when some of customers complaint with the services that provided by the waiters.

Usually in the fast food restaurant, we find the antagonis customer. Although antagonistic positions are one of the characteristics of the customers, the customers service still has to employ politeness to some extent, wheather to mitigate a face threat that his question introduces or to soften the argumentatives of his language in order not to be perceived as “rude” by the customers. To investigate the politeness strategies of Fast Food Restaurant service communication, Brown and Levinson’s politeness theory is applied in this research, as it is the most influential and comprehensive model of politeness. Special attention is given to the choice between possitive and negative strategies. Although they are used to attend to possitive or negative face respectively, one speech act can threaten both faces at the same time (Huang, 2007) and thus the speaker must choose to which face he should prilimary attend.

For the preliminary study the researcher took the research in KFC Sisingamangaraja street on 02 April 2017 at 05.00 pm. The waiter is a male and customer is a female.

The researcher found that some waiters did not apply the positive strategies while communicating to the buyers/customers, like the conversation below:

- Waiter (W) : *Selamat sore mbak, mau makan disini atau bawa pulang ?*  
(Good afternoon miss, want to dine in or take away miss?)
- Customer (C) : *Makan disini mas*  
(Eat here, sir)
- W : *Mau pesen apa mbak?*  
(What do you want to order, miss?)
- C : *Saya mau paket super besarnya dua, es krimnya 1 sama french friesnya dua yaa. Ayamnya dada mentok semua yaa*  
(I want to two packages super size, one ice cream and two french fries. I want all chicken chest yaa...)
- W : ***Kebetulan dadanya habis mbak, mbak mau diganti dengan paha atas? Atau mau coba yang paket bucket wings?***  
(Accidentally, chicken chest is sold out miss, do you want if it replaced with drum stick? Or want to try the bucket wings package?)
- C : *Yaaa... gimana sih.. kok bisa habis ? saya maunya dada*  
(how come? I just wanna chest)
- W : *Iya mbak, tapi kebetulan dada lagi habis. Atau mbak mau menunggu sekitar 15 menitan karena ayamnya masih digoreng mbak.*  
(yes miss, accidentally chicken chest is sold out. Or do you wanna for waiting it about 15 minutes, because the chicken is frying now)
- C : *Ih, malas kali lah..keburu laper.. yaudahlah, kalau saya pesen paket super besarnya 2, ayamnya pake apa ?*  
(Oh, how come.... I'm very hungry....but it's okay. If I offer 2 super big size package, what chicken will I get?)
- W : *Paha atas bisa juga sayap mbak*  
(you get drum stick or wings)
- C : *Harganya ?*  
(How about the price?)
- W : *Harganya sama mbak*  
(Same price miss..)
- C : ***Gimana sih, masak sama? Kalau paha ya sikitlah dagingnya, makanya saya mau yang dada.***  
(Oh, how come??. is it true? If I get drum stick, it should be little meat. So, I want the chest.)

- W : *Jadi gimana mbak ? (sambil memasang muka kecut)*  
 (so How ?)(show bad face)
- C : *Yaudahlah tukar aja, paket besarnya 1 ama es krim aja. Oh..*  
*Rugi saya*  
 (Oh, it's okay. One super big size and ice cream. Oh, my loss...)
- W : *Ok, paket super besarnya satu sama es krimnya satu. Semuanya*  
*tiga puluh lima ribu mbak*  
 (Ok, one super big size and one ice cream. The price thirty five thousand miss..)
- C : *(memberikan uang pecahan lima puluh ribuan)*  
 (the customer give fifty thousand rupiahs)
- W : *ini mbak kembaliannya. Terima kasih*  
 (Here it is, thank you)
- C : *(langsung pergi begitu saja tanpa mengucapkan terima kasih*  
*kembali)*  
 (the customer went out and without saying "you're welcome")

The use of politeness strategy in fast food restaurant service communication depends on the type of customer. One of the social variables that determines the weightiness of an FTA is social distance. This relationship works also in the opposite direction and by choosing certain politeness strategy, the customer service can manipulate the perceived social distance. From the conversation above, the waiters did not use positive politeness strategies in delivering the customer's problem (the waiters shows bad face to the customer), so it made the customer keep stay there and confuse what food will be taken. If the the waiters can apply the suitable strategies, the customer will be comfort and decreases his emotion. That's why the waiters should be informed the importance of politeness in communicating to the customers in avoiding unsatisfying service. According to Suchaeri (2014) said that the customer will not be angry for many hours, wait till the customers tell about all the problems, imagine if you as a disappointed customer.



From this reality we can not conclude that the sources of mistaken are from the waiters itself, we have to consider the another aspects of the environment with whom they speak. In this case, the waiters should be showing politeness attitude in facing all customer although the customer shows impolite attitude or being annoying. For this chance the researcher want to investigate and analyze what strategies is used for the waiters to communicate to the customer. Are the waiters used the politeness strategies to communicate for their customer?

Based on the explanation above, the researcher want to conduct a study about “Gender differences and politeness strategies in offering food at fast food restaurant”.

## **1.2 The Problems of the Study**

Based on the background of the research, the problems of the research are formulated as the following:

1. What types of politeness strategies are used by male and female waiters in offering food at fast food restaurant?
2. How are the politeness strategy differently used by male and female waiters in offering food at fast food restaurant?
3. Why do the waiters use politeness strategies the ways they do?

## **1.3 The Objectives of the Study**

In line with the problems of the study, the objectives of the research are:

1. To find out the types of politeness strategies are used by male and female waiters in offering food at fast food restaurant

2. To find out the politeness strategy differently used by male and female waiters in offering food at fast food restaurant
3. To describe the reasons of the waiters use politeness strategies the ways they do

#### **1.4 The Scope of the Study**

This study attempts to investigate and explain the realization of politeness strategies used by male and female waiters in offering food at fast food restaurant. The main aspects of this study is to see the politeness strategies by male and female waiters in the fast food restaurant in facing customers. Beside that, the researcher also scopes the research to five males and five females waiters of one fast food restaurant in Medan namely KFC. The researcher uses Brown & Levinson Theory to analyze the politeness theory.

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

It is expected that findings of this study are useful and relevant theoretically and practically. Theoretically, the findings of this study are expected to provide even new contribution to the theory of linguistics politeness strategies especially the spoken language. Practically, the study can be used as a reference to everyone who reads this paper in using language politely not only at fast food restaurant but in our daily life because we live in Indonesia where politeness becomes our culture.