CHAPTER I

INTRODUCTION

1.1. The Background of the Study

In today's world, tourism is considered the world largest and most diverse business sector. It has become an important, even vital, source of income for many regions and even entire countries because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists like hotels, entertainment, food and recreation as well as generates opportunities for employment in the service sector of the economy associated with tourism.

The World Travel and Tourism Council (WTTC) in Dirgeyasa (2015) reports that regional tourism increased by the following percentages during 1997-2007: North East Asia 52%, Southeast Asia 103%, South Asia 119%, and Oceania 44% (The Mountain Institute, 2000). In Southeast Asia, Indonesia as one of the emerging tourism countries has set up tourism industry as one of the priorities for its national development sector. By the year 2008, the Indonesian government declared a similar program known as "Pesona Indonesia 2008" (Wonderful Indonesia 2008) at the commemoration of the 100th year of Indonesian awakening. By years, this program seemingly has not yet optimally attracted tourists to visit Indonesia.

In order to promote Indonesia as one of the rising countries to visit, the government of Indonesia has declared that North Sumatra becomes one of the main gates for tourists in the western part of Indonesia. It seems that it is realistic

because it is widely known that North Sumatra has a number of tourism objects either natural, cultural or historical ones. Ekayati and Saniaty (2018) stated that Bukit Lawang is one of the most popular tourism object in Sumatra, as it is the main access point to enter Gunung Leuser National Park. Bukit Lawang is becoming the most favorite tourism spot in Leuser since its attractiveness of having orangutan as well as the beauty of tropical forests. Bukit Lawang was a rehabilitation center for orangutan. However, this place develop becoming the Orangutan viewing centre which attract many domestic and international tourists to experience playing with orangutan.

Furthermore, many activities can be done in Bukit Lawang, like hiking, rafting, touring the bat cave, seeing the beauty of waterfall and many more. For tourists who wants to enrich their knowledge and experience, they can enjoy eco-farming tourism object where they can experience how to farm or visiting a school built by a swiss to voluntary teach english to local students.

The tourism object guarantees employment for more than half of communities, directly or indirectly. Tour guide is one of the important occupations that directly deal with tourism. They work in the travel industry, giving guided tours to groups of visitors. They are experts on the history of the location and offer their tour groups interesting or enlightening information about points of interest at nature attractions, historic sites, museums, scenic locations, and other travel destinations. Tour guides have a number of responsibilities as providers of tourism experiences, with sometimes competing roles in order to meet the needs of visitors, employers, and host communities (Weiler and Ham, 2002).

In order to give the best service for the tourist, a tour guide should be able to master some languages so that he/she can communicate well, to give explanation to the tourists. As language function is to fulfill human needs in the exchange of experience (Halliday, 2004). Human beings need to exchange experience as human kinds are social beings, 'social products' and consequently cannot live isolated, no one can completely fulfill one's needs; one needs others and only human beings are destined with interpersonal function; human culture and civilazation; history.

In relation to the language function, Dirgeyasa (2015) stated that the needs for the language functions varied using by tourism employees. There are ten language functions were needed and frequently and intensively used by the tourism employees. The tourism employees used almost all of the language functions (including asking and giving information, offering help, commanding and requesting, stating agreement and disagreement, etc). The language functions such as offering something, asking and giving information and direction, and asking and giving opinion are really intensively and frequently used by the tourism employees. The other functions including asking and giving advice, commanding and forbidding statement, forgiving and responding to excuses, and stating agreement and disagreement, agreeing partially are also quite dominant. However, the language functions such as complementing, stating sympathy, and inviting are rarely used by the tourism employees.

The interaction between tour guides and tourists constitutes the most important part in all their touring activities. The tour guide should be able to use the speech function or linguistic function in the proper context of conversation.

They will perform two roles, namely giving and demanding in their conversation. The way of tour guide in giving the information, ask and offer something, even to command the tourist will affect to responses of tourists. Appropriate tour guides utterances can create harmonious atmosphere and at the same time promotes a more friendly relationship between tour guides and tourist.

When tour guides and tourists interacts each other, they perform interpersonal function of language. Halliday & Matthiessen (2004) stated that the interpersonal metafunction determines how a clause is represented as an exchange between speaker and listener. The speech function involves or specifies the role played by the conversant, commodity exchanged and orientation taken by the interlocutors in the interaction. The role played by the interlocutors in a conversation is either that of giving or demanding. The commodity involved in the act of giving and demanding divides into information and goods or services.

The speech function function is realized at two levels namely at the level of (discourse) semantics and lexicogrammar. Halliday (2004) stated that the speech function is semantic in the sense that it is an aspect of meaning. The speech function find their realizations in mood which is an aspect of interpersonal meaning at the level of lexicogrammar. Further, lexico-grammatically, the analysis of the text related to the presence or absence of the subject and finite elements of the clauses and in what order they occur with respect to one another. These are important because they determine the grammatical choice of the mood of a clause: either declarative, interrogative, or imperative. In other words, with reference to the semiotic system the speech function is analogous to meaning and the Mood is to expression. Thus, in their unmarked or congruent representations

the basic or proto speech functions of statement, question and command are respectively realized or expressed by declarative, interrogative dan imperative Moods.

This study is interested to find out the differences of speech function used by male and female tour guides at Bukit Lawang since the tour guide is the important part in tourism. As it is stated by Lakoff (1975) that men and women speak differently, women talk more than men, longer sentence forms in women than in men. Women's speech are less direct/ assertive than men. The form of women's language is reputed to be more polite than the form of men's. Further, there is different ways men and women phrase commands. Men tend to use simple, direct statements, whereas women rely on couching their commands as inclusive suggestions for action.

By adapting Lakoff (1975) theory, the researcher take several utterances from the tour guides in *Bukit Lawang*, *WA* is male tour guide and *WTR* is female tour guide. Researcher focuses on their utterances produced by the male and female tour guides in *Bukit Lawang* when they interact with the tourists. Based on previous observation that researcher got, there are problems in speech functions of male and female tour guides of *WA* and *WTR* in mood realization. The researcher quotes several utterances from them as the preliminary data as follows:

WA (Male Tour guide):

(1) Why don't you try to feed them? (Speech Function: Command, Speech Function realized in Mood by using Interrogative Mood).

Based on the clause above, it can be analyzed the speech function and realization in mood:

Why	*Don't*	*You*	*Try to feed*	*Them*
Adjunct/wh	Finite	Subject	Predicator	Complement
Residue	Mood		Residue	

In this preliminary data, it shows that the male tour guide didn't say what he really means to say directly. His utterances may be ended to ambiguity. As the male tour guide said that "Why don't you try to feed them?" is categorized as interrogative sentence which is the realization of question or demanding information. However in this case, the tour guide was aking the tourist to feed the Orangutan because the tourist was holding the banana which is supposed to be given to the Orangutan. Thus, it can be concluded that the utterance belongs to command but was methaphorically realized in interrogative sentence.

(2) It is better if you keep walk here. (Speech Function: Command, Speech Function realized in Mood by using Declarative Mood).

It	Is	Better	if	you	Keep walk	here
Subject	Finite	Complement		Subject	Predicator	Cir. Adjunct
Mood		Residue		Mood	Residue	

In second preliminary data above, it's also shown that the male tour guide didn't say what he really means to say directly. His utterances may be ended to ambiguity. As the male tour guide said that It is better if you keep walk here is categorized as declarative sentence which is the realization of statement or giving information. However in this case, the tour guide was aking the tourist not to walk near the building construction because it may harm them. But the tourist cannot understand the message of language, is it showing demands or just giving information. So that the tourist was confuse what really the tour guide's said to him. Therefore, the speech functions which role to be understood easily to the

tourist become difficult and get misunderstanding based on the above case. Thus, it can be concluded that the utterance belongs to command but was methaphorically realized in declarative sentence.

As Halliday and Matthiessen (2014: 136) stated that the four speech function are statement, question, offer and command. And the realization of speech function in moods are declarative, interrogative, and imperative (Saragih, 2013: 21), meanwhile those speech function in preliminary data are incongruent with the realization of speech functions in mood. Then, opposite with the theory of Lakoff (1975) which states that men speech is more direct than women. The fact is *WA* speech less direct when interact with his tourist. It is very rarely used by men when talking with the other's person.

And also *WTR* as follows:

WTR (Female tour guide):

(1) Look at this! (Speech Function: Command, Speech Function realized in Mood by using Imperative).

Based on the clause above, it can be analyzed the speech function and realization in mood:

Look	*at this*
Predicator	Cir adjunct
Residue	

In this preliminary data, *WTR* who is female tour guide realized her command by using imperative mood.

(2) Do you want to play rafting? (Speech Function: Question, Speech Function realized in mood by using interrogative mood)

Do	you	want to play	rafting
Finite	Subject	Predicator	Complement
Mood		Residue	

In second preliminary data above, *WTR* realized her question by using interrogative mood. The two utterances of *WTR* above very opposite to the theory of Lakkof (1975) that women usually use less direct speech or indirect command when talking with the other's person.

Based on utterances above it can be seen that, *WA* use interrogative and declarative mood when commanding the tourists. Meanwhile Halliday (1994) in his theory state that speech functions are action or performance done by language users in order to fulfill the intention of the speakers and listeners. It is different from *WTR* which use imperative mood directly when demanding the tourists and use interrogative mood when asking to the tourist. While Lakoff (1975) states that the women usually use less direct speech or indirect command. Based on the phenomena above, there is gap between theory and the reality in speech functions of male and female tour guides in their interaction with the tourists in tourism object of *Bukit Lawang*, Langkat District.

Fikri, Padmadewi & Suarnajaya (2014) conducted a study of mood structure analysis of teacher talk in EFL classroom with emphasis on the realization of mood in teacher talk, the realization of mood in teacher's role, and the mood realization difference between male and female teacher talk in EFL classroom. He found some differences of male and female teacher talk in selecting mood system in expressing interpersonal meaning to the students. Male teacher employed seven speech functions and female teacher employed eight speech functions during their classroom interaction. Cultural and social factor of the

teacher are believed as the contributions to the differences. The research similarly discuss about speech function in mood analysis between male and female teacher.

This research is different from previous reseach because takes different participant and setting. The participant of the research above is male and female teacher but this research discuss about speech function between male and female tour guide in tourism object. As we know, tourism is considered as the world largest and most diverse business sector. It has become an important, even vital, source of income for many regions.

Therefore, this study is aimed at speech function used by male and female tour guides in their touring interaction with the tourists, to describe the realization of speech function used by male and female tour guides as well as to explain the reason of the occurence of speech function used by male and female tour guides in the way they are.

1.2 The Problems of the Study

Based on the description of the background of the study stated above the problems of the study are formulated as the following:

1. What types of speech functions were used by male and female tour guides in their touring interaction with the tourists at Bukit Lawang?
2. How were the speech functions realized by male and female tour guides in their touring interaction with the tourist at Bukit Lawang?
3. Why were the speech functions by male and female tour guides in their touring interaction with the tourists occured in the way they are?

1.3 The Objectives of the Study

With reference to the problems of study above, the objectives of the study are as the followings:

1. To investigate the types of the speech functions used by male and female tour guides in their touring interaction with the tourists at Bukit Lawang.
2. To describe the realization of speech function by male and female tour guides in their touring interaction with the tourists at Bukit Lawang.
3. To explain the reason of speech function by male and female tour guides in their touring interaction with the tourists occurred in the way they were.

1.4 The Scope of the Study

This study is focused on speech functions of male and female tour guides in their touring interaction with the tourists at Bukit Lawang, Langkat District. This study applied the concept of interpersonal metafunction in systemic functional linguistic as proposed by Halliday (1994) in investigating the speech functions of male and female tour guides in their touring interaction with the tourists and applied Lakoff (1975) theory to support the differences between male and female tour guides.

1.5 The Significances of the Study

The findings of the study are expected to be relevant and significant theoretically and practically.

1. Theoretically, the findings are expected to extend and enrich the horizon of theories in Systemic Functional Linguistic (SFL).

2. Practically, the findings of this study are expected to be useful for:

1) Tour guides, to consider their proper utterances in order to maximize a more friendly relationship between tour guides and tourists.
2) Researchers, as reference for the next researchers in identifying speech functions of tourguide's utterances in any field of language studies.
3) Students, to give some contribution in the field of applied linguistic practitioners, reader and students who are interested in studying systemic functional linguistic especially in the speech functions.

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