

AN ANALYSIS OF ENGLISH LANGUAGE POLITENESS USED BY THE LOCAL TOUR GUIDE OF BELUMBANG TOURISM VILLAGE IN TABANAN, BALI

Ni Luh Putu Sri Widhiastuty¹, Made Ernila Junipisa², Ni Nyoman Nidya Trianingrum^{3*}

Business, Tourism, and Education Faculty, Triatma Mulya University¹²³

Email: sri.widhiastuty@triatmamulya.ac.id, ernila.junipisa@triatmamulya.ac.id,

nidya.ningrum@triatmamulya.ac.id*,

A B S T R A K

Tujuan penelitian ini adalah untuk mengkaji dan menganalisis kesantunan berbahasa Inggris yang digunakan oleh pramuwisata lokal di Desa Belumbang, Tabanan, Bali. Pendekatan yang digunakan adalah metode kualitatif dengan pendekatan fenomenologi. Data penelitian dikumpulkan melalui kuesioner yang diisi oleh responden serta wawancara terstruktur dengan informan kunci, yang memberikan pandangan langsung tentang praktik komunikasi dalam konteks pariwisata. Data yang terkumpul dianalisis menggunakan metode deskriptif kualitatif, dengan merujuk pada teori kesantunan berbahasa yang dikembangkan oleh Leech (1983), yang mencakup enam maksim kesantunan berbahasa: (1) Tact Maxim, (2) Generosity Maxim, (3) Approbation Maxim, (4) Modesty Maxim, and (6) Sympathy Maxim. Penelitian menunjukkan bahwa pramuwisata lokal di Desa Wisata Belumbang secara konsisten menerapkan keenam maksim tersebut dalam interaksi sehari-hari, baik dalam memberikan informasi maupun pelayanan kepada wisatawan. Hal ini mencerminkan kesantunan berbahasa yang tinggi, yang sangat penting dalam menciptakan pengalaman wisata yang positif, memperkuat hubungan interpersonal, dan menjaga nilai budaya lokal.

Kata Kunci: Analisis, Kesantunan Berbahasa Inggris, Pramuwisata Lokal, Desa Wisata

A B S T R A C T

The purposes of the research were to study and to analyze English Language Politeness used by the local tour guides of Belumbang Tourism Village in Tabanan, Bali. The approach used is a qualitative method with a phenomenological approach, which allows an in-depth understanding of the behaviour of tour guides in communicating with tourists. The research data was collected through questionnaires completed by respondents as well as structured interviews with key informants, who provided first-hand views of communication practices in the tourism context. The collected data were analysed using a qualitative descriptive method, with reference to the theory of language politeness developed by Leech (1983), which includes six language politeness maxims: (1) Tact Maxim, (2) Generosity Maxim, (3) Approbation Maxim, (4) Modesty Maxim, and (6) Sympathy Maxim. The research shows that local tour guides in Belumbang Tourism Village consistently apply the six maxims in daily interactions, both in providing information and services to tourists. This reflects a high level of language politeness, which is crucial in creating a positive tourism experience, strengthening interpersonal relationships, and maintaining local cultural values.

Keywords: An Analyzes, English Language Politeness, Local Tour Guides, Tourism Village



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Received : January, 2025

Revised : February, 2025

Accepted : March, 2025

Published : May, 2025

INTRODUCTION

Bali is one of the most favourite tourism destinations in Indonesia which has been very famous to all over the world. Bali Province is one of the national tourism barometers which is defined as an Indonesian tourist destination (Putra et al., 2020). It has been very well known because of its natural beauty, especially its beaches, its arts and cultures which are very unique and interesting. Tourism is the sector most impacted during the pandemic, while the effort to make tourism go back to normal post-pandemic will promote economic development (Dewi et al., 2024). The development of tourism is becoming faster and complex have made Bali as one of the most popular tourism destinations in the world at the present time. By the support of its natural beauty, the uniqueness of its customs and traditions, the cultures and traditions, therefore the potency for developing the tourism activities in Bali are still widely opened.

Bali has so many tourism destination areas which are spread in almost every regency and municipality in Bali. Tourism destination areas, according to Arjana (2015) is a place (region/area) which determined by the local government. The determination of a place/region/area as the tourism destination is based on several considerations, such as: the geographical location, the possibilities of developing the integrated product. Moreover, in order to prove the quality of a tourism destination there are several factors which are needed to be considered, such as tourism attractions factors, accessibility factors, safety and comfortably factors (Pitana & Gayatri, 2005)

In line with the development and growth of tourism, nowadays the tourism destinations are brought to the villages which have some tourism potency as stated in the previous sections (Yoeti, 2000)). Tourism which has developed in villages has been internationally known as Community Based Tourism (CBT) which aimed at empowering and improving the welfare of the community or the local people both economically and socially, maintaining the local culture and the village environment. In shorts, this is called as a Tourism Village (Ernawati et al, 2018: 2).

Tourism village, according to Hayat & Raudhatul (2018: 12) is a village which has unique potency and specific tourist attraction, either village natural and physical characteristics or social cultural life of the community which are managed and packaged attractively and naturally by developing the supporting tourism facilities, in an harmonious ecological management, and a well-planned and management, so that it is ready to receive and enhance to drive the tourism economy which can improve the welfare and the empowerment of the local community. Rural tourism has been widely recognized as a means of promoting the revival of traditional villages and has been supported by numerous researchers (Yanan, 2024)

Belumbang Village is one of the tourism village in Tabanan Regency. The determination of Belumbang Village as Tourism Village is based on the decision letter of Tabanan Regent Number 180/607/03/HK/2022 about the determination of Belumbang Village as a Tourism village in Tabanan Regency (Widhiastuty & Murdana, 2023) The decision of determining Belumbang Village as a Tourism Village because the village has its various tourism potency which are in accordance with the criteria and characteristics of a tourism village (Widhiastuty & Murdana, 2023)

As the availability of tourism objects, such as The Beji Temple, village temples, tourism activities facilities, such as camping ground, river trekking, accommodation facilities, such as: De Catu Home Stay, The Dukuh Retreat Guest House at Belumbang. Tourism Village made the foreign tourists attracted to come and to visit the village. The visit of the foreign tourists to the village is pushed by their keen on enjoying the natural beauty of the village, to see the attraction, performances, to know or to learn their tradition, arts and cultures of the local people (Kusherdaya, 2018).

In order to give information about the local tourist objects, the local tourism activities as well as to accompany the tourists to see and to enjoy the beauty of the village the presence

of local tour guides at Belumbang Tourism Village is very important. This is as true as stated by Suyitno (Suyitno, 2005) that a local tour guide must be able to speak English politely. By polite language as Holmes (2001: 268) cited in Murdana (2014: 21) stated that the language acts which are used by choosing the right ones based on the social relationship between the interlocutors (the speaker and the hearer) so that the feeling of the interlocutors can be maintained.

Language politeness is one aspect of language that can improve the emotional intelligence of speakers because in communication speakers and interlocutors are not only required to convey the truth, but also must remain committed to maintaining harmonious Relationships (Ningsih et al., 2020). In relation to the language politeness, Holmes (2013) cited stated that there are six maxims of politeness as follows: (1) tact maxim, (2) generosity maxim, (3) approbation maxim, (4) modesty maxim, (5) agreement maxim, and (6) sympathy maxim. The use of language politeness, in this case the language politeness maxims in English by the local tour guides at Belumbang Tourism Village in communication with the foreign tourist is a social and language phenomenon which is very interesting and challenging topic or problem or gap to be searched to. This is because the interaction and communication occurred between the local tour guides and the tourists involved the interlocutors or the people from different social and cultural background. If in the communication process occurred a misunderstanding, it could cause conflict and can make negative impact to the smooth and the success of the communication. Therefore, in order to prove the problems or the predicted gaps an empirical research needs to be carried out in order to get valid and reliable data in order to support the solution of the problems (Abdul & Leonie, 2010).

The important actors in the class, teachers, and students need to practice politeness as a way to create effective classroom interaction (Mahmud, 2019). Similar research studies were carried out by three previous researchers, namely (1) (Okta Fiani et al, 2013), (2) (Husni, 2017), and (3) (Dika & Pertiwi, 2022). These researchers were mainly studied and analyzed the use of English language politeness on general purposes and the subjects of the research were also general subject like the politician, language young learners, children, the daily life of common people, and the university students. Compared to the previous research studies, the present research was specifically focus on the use of English language politeness used by the professional staff who worked in tourism and hospitality industries, especially in accommodation industry like villa or home stay. In other words, it can be said that the differences between the previous research studies and the present ones will be the novelty of the present research studies.

The language politeness theory used in this research referred to the one proposed by (Leech, 1983) which consisted of six politeness maxim as follows: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, sympathy maxim. The tact maxim emphasizes that interlocutors should minimize benefits to others in communication. The generosity maxim encourages respect by minimizing self-benefit. The approbation maxim highlights the importance of appreciating others and avoiding negative remarks (Rahardi, 2005). The modesty maxim stresses humility, where speakers should minimize self-praise to avoid being perceived as arrogant. The agreement maxim promotes mutual understanding, suggesting that politeness is achieved when interlocutors reach an agreement in communication. Lastly, the sympathy maxim encourages maximizing sympathetic behavior, as showing antipathy is considered impolite (Rahardi, 2005).

METHOD

The method applied at the present research is the descriptive qualitative research approach which largely relied on the philosophy of phenomenology approach (Alhazmi & Kaufmann, 2022). Methods and activities for data collection are flexible, and the analysis is designed to be aligned with the theoretical and philosophical assumptions underlying qualitative research (Alhazmi & Kaufmann, 2022). The present research entitled: “An Analysis of English Language Politeness Used By The Local Tour Guides Of Belumbang Tourism Village in Tabanan Bali” applied the descriptive qualitative research approach which is largely relied on the philosophy of phenomenology approach. The phenomenology approach is an approach which is focused on phenomena or social reality especially lingual phenomena which are tighten by complex context, dynamic and meaningful, phenomena cannot be measured except to be understood and described (Muhammad, 2023). In order to make the use of the term phenomenology more clearer, it can be further described that the existing lingual phenomena or the language problems at the language society or the language community needed to be researched and to be found out the solution.

The location of the present research entitled “An Analysis of English Language Politeness Used By The Local Tour Guides” is at Belumbang Tourism Village in Tabanan Bali. The reasons for choosing the place as the location for doing the research are as follows: (1) Belumbang Village as a tourism village is visited by many foreign/international tourists, (2) the foreign tourists used English to communicate with the local people or the local tour guide, (3) to study and to analyzed the language or the lingual phenomena occurred in the communication processes between the foreign tourists and the local tour guide.

The types of data used at the present research are the qualitative data. The examples of qualitative data are in the forms of English language politeness used by the local tour guides at Belumbang Tourism Village. There are four methods for collecting data as follows: (1) Interview. The interview will be done by the researchers to the key informant, namely the head of Belumbang Village, the leader of POKDARWIS, and the leader of the local tour guide. The purpose of the interview is to get the primary data about the use of the language politeness. (2) Observation. Observation will be done by observing the local tour guides while they are guiding the foreign tourists using English. The purpose of observation is to get the primary data on the use of English language politeness. (3) Recording. Recording will be done to record the dialogue between the foreign tourists and the local tour guide. The purpose of the recording is to collect the primary data on the use of English language politeness. (4) The questionnaires will be done by distributing questions to the respondents of the 30 local tou guides. The purpose of the questionnaire is to collect the primary data on the used of English language politeness. In determining the frequency of each politeness maxim the verbal interaction of local tour guide were recorded. Each utterance was analyzed and categorized by six politeness maxims. The number of instances of each maxim was tallied. The percentage of each maxim was determining using the formula (Krippendorff, 2018) :
$$\frac{\text{Number of Instances of a maxim}}{\text{Total Instances of all maxims}} \times 100$$

RESULTS AND DISCUSSION

Results

The study investigates the use of English Language Politeness among local tour guides at Belumbang Tourism Village. The finding indicate that all six maxims: Tact maxim, generosity maxim, approbation maxim, modesty maxim, aggrement maxim, and sympathy maxim.

Table 1. Frequency of politeness Maxims Used by Local Tour Guide

Politeness Maxim	Number of Intances	Percentages (%)
Tact	4	10%
Generosity	6	20%
Approbation	6	20%
Modesty	4	10%
Agreement	4	10%
Sympathy	4	10%
Total	28	100%

Generosity and Approbation maxim were the most frequently used. These maxim highlight the tour guides' effort in respecting and appreciation tourist by offering helpful information. Tact, Modesty, Agreement, Sympathy were used less frequently. These maxims supported tour guide polite interactions but not as dominant as generosity and approbation maxims. The result indicate local tour guides prioritized maximizing benefits for tourist and minimizing self benefit.

The findings suggest that local tour guide at Belumbang Tourism Village adopt a politeness-driven approach, focusing on generosity and approbation as the key interaction strategies. The other maxims support a well rounded politeness a pleasant experience for tourists.

Discussion

The data analysis on the use of English Language Politeness used by the local tour guides at Belumbang Tourism Village will be done by applying the language politeness theory proposed by Leech (2014) which consisted of 6 politeness maxims, as follows: (1) Tact Maxim, (2) Generosity Maxim, (3) Approbation Maxim, (4) Modesty Maxim, and (6) Sympathy Maxim.

Each of those 6 language politeness maxims will be analyzed and described in the following sections as the research findings and discussion of the present research below. The data analysis and result discussion are presented as the following: .

The data on the use of “Tact Maxim”

(1) Local Tour Guide 1 (LTG.1) - Data 1 (D.1): “Good Morning sir/madam. Welcome to our tour today”.

The data LTG.1-D.1 above is the data on the use of English Language Politeness “Tact Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has tried to minimize the benefit of himself/herself by trying to maximize the benefit of the tourists by politely using the expressions of “greeting” and “welcoming” at the tour to the tourists.

(2) Local Tour Guide 2 (LTG.2) - Data 2 (D.2): “ Allow me to introduce myself, sir/madam. My name is Made”.

The data LTG.2 - D.2 above is the data on the use of English Language Politeness “Tact Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has tried to minimize the benefit of himself/herself by trying to maximize the benefit of the tourists by politely introducing himself/herself to the tourists.

The data on the use of “Generosity Maxim”

The data on the use of language politeness of “Generosity Maxim” can be presented as follows:

(1) Local Tour Guide 3 (LTG.3) - Data 3 (D.3): “Excuse me, sir/madam. This is our local tour program today”.

The data LTG.3-D.3 above is the data on the use of English Language Politeness “Generosity Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has tried to express his/her respect/appreciation to the tourist as well as has tried to minimize the benefit for himself/herself and to maximize the benefit to the tourist by informing the local tour program today.

(2) Local Tour Guide 4 (LTG.4) - Data 4 (D.4): “ Ladies and Gentlemen, Let’s start our local tour program now”.

The data LTG.4-D.4 above is the data on the use of English Language Politeness “Generosity Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has tried to express his/her respect/appreciation to the tourist as well as has also tried to minimize the benefit for himself/herself and to maximize the benefit to the tourist by suggesting that they will start the local tour program soon.

The data on the use of “Approbation Maxim”

The data on the use of language politeness of “Approbation Maxim” can be presented as follows:

(1) Local Tour Guide 5 (LTG.5) - Data 5 (D.5): “ Please ask me about something interesting on the way, sir/madam”.

The data LTG.5-D.5 above is the data on the use of English Language Politeness “Approbation Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has tried to express his/her respect/appreciation to the tourists by giving the tourists the chance/opportunity to ask him/her about something interesting on the way during the tour program.

(2) Local Tour Guide 6 (LTG.6) - Data 6 (D.6): “ Please tell me to stop if you want to take some photos, sir/madam”.

The data LTG.6-D.6 above is the data on the use of English Language Politeness “Approbation Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has tried to express his/her respect/appreciation to the tourists by giving advice/suggestion to the tourists to stop him/her whenever the tourists want to take some photos/pictures of interesting place/view/object.

The data on the use of “Modesty Maxim”

The data on the use of language politeness of “Modesty Maxim” can be presented as follows:

(1) Local Tour Guide 7 (LTG.7) - Data 7 (D.7): “ The villagers serve the guests with their sincere heart”.

The data LTG.7-D.7 above is the data on the use of English Language Politeness “Modesty Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has been trying to express his/her modesty, that is, humble, generosity, sincere heart in giving services/assistance to the tourist to visit/stay at the village.

(2) Local Tour Guide 8 (LTG.8) - Data 8 (D.8): “ The home stay staff are very humble to serve the guests”.

The data LTG.8-D.8 above is the data on the use of English Language Politeness “Modesty Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has been trying where he/she has been trying to express his/her modesty, that is, the attitude of humble,

generosity, sincere heart in giving services/assistance to the tourist who visit/stay/tour at the village of Belumbang.

The data on the use of “Agreement Maxim”

The data on the use of language politeness of “Agreement Maxim” can be presented as follows:

- (1) Local Tour Guide 9 (LTG.9) - Data 9 (D.9): “ I completely agree with you to maintain the sustainability of the village natural resources”.

The data LTG.9-D.9 above is the data on the use of English Language Politeness “Agreement Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has been trying to maintain the agreement with the tourists by giving an agreement to the tourists about the sustainability of the village natural resources.

- (2) Local Tour Guide 10 (LTG.10) - Data 10 (D.10): “ I agree with you about the village green tourism”.

The data LTG.10-D.10 above is the data on the use of English Language Politeness “Agreement Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has been trying to maintain the agreement with the tourists by giving an agreement to the tourists about the village green tourism.

The data on the use of “Sympathy Maxim”

The data on the use of language politeness of “Sympathy Maxim” can be presented as follows:

- (1) Local Tour Guide 11 (LTG.11) - Data 11 (D.11): “ Thank you very much, sir/madam for your participation today and I hope you enjoy the tour”.

The data LTG.11-D.11 above is the data on the use of English Language Politeness “Sympathy Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has been trying to maximize his/her sympathy to the tourists by saying/expressing his/her thankfulness for the tourists participation on the tour and also hopes that the tourists enjoy the tour.

- (2) Local Tour Guide 12 (LTG.12) - Data 12 (D.12): “ Goodbye sir/madam. Hope to see you again and have a nice day”.

The data LTG.12-D.12 above is the data on the use of English Language Politeness “Sympathy Maxim” by a local tour guide at Belumbang Tourism Village, where he/she has been trying to maximize his/her sympathy to the tourists by saying/expressing his/her thankfulness for the tourists participation on the tour today and also saying goodbye to the tourists and hope to see them again next time.

Among those Lecch’s six maxim of politeness, the most dominantly used by the local tour guide are Generosity Maxim and Approbation Maxim because they respect and appreciate the tourists, while the four maxim of politeness: tact, modesty, agreement, and sympathy maxims are secondary used.

CLOSING

Conclusion

The general conclusion of the present research which can be withdrawn was that the local tour guide at Belumbang Tourism Village consistently applied the six maxim in their daily interaction , both in providing information and services to the tourists. This reflected a high level of language politeness, which included in creating a positive tourism experience, strengthening interpersonal relationship, and maintaining local cultural values. There are six

items of conclusions of the discussions as follows: 1. Tact maxim has been used by the local tour guides to show that local tour guide has been minimized the benefit of themselves and has been maximized the benefit for tourist. 2. Generosity maxim has been used by local tour guide to show the respect to the tourists by minimizing the benefit of themselves and maximizing the benefit for the tourist. 3. Approbation maxim has been used by the local tour guides to show appreciation to the tourists. 4. Modesty maxim has been used by the local tour guides to give the service to the tourist using sincere heart. 5. Agreement Maxim has been used by the local tour guides to express mutual agreement in communication with the tourist. 6. Sympathy maxim has been used by local tour guides to maximize sympathy to the tourist. The study reveals that politeness plays a crucial role in the communication strategies of local tour guide in Belumbang tourism village. Among six maxim, the generosity and approbation maxim were the most dominant, demonstrating the tour guide efforts to show respect and appreciation toward tourist. These maxim enhance tourists' experience by creating a welcoming and engaging atmosphere. While tact, modesty, agreement, and sympathy maxim were used less frequently, these still contributed to overall polite interactions.

Suggestion

There are two suggestions namely: (1) theoretical suggestion, and (2) practical suggestion. (1) The theoretical suggestion was addressed to both the present researcher and the future researcher to the similar research topic in order to keep on using, maintaining and developing the capacity building of the language politeness theory which consisted of 6 politeness maxims starting from the tact maxim until the sympathy maxim. (2) The practical suggestion was addressed to the stakeholders of Belumbang Tourism Village, such as the head of the village, the leader of POKDARWIS, as well as the leader and members of Belumbang Local Tour Guide in order to use, implement and practice the result of the present research of English Language Politeness in their daily jobs in guiding and/or giving information to the foreign guests who visited the village.

Acknowledgement

The authors would like to thank the following personnel who have supported the writing of this article as follows: (1) Head (Perbekel) of Belumbang Tourism Village, Bapak Drh. I Ketut Dhyana Putra for his permission in doing the research in the village, his availability as a key informan as well as his important data/information in answering the structural interview. (2) The leader (Ketua) of Belumbang Village POKDARWIS (Kelompok Sadar Wisata), Bapak I Wayan Sudartayana, S.Par. (3) The local tour guide of Belumbang Tourism Village.

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