

HOW TUNE HOTEL'S PALEMBANG EMPLOYEE EXPRESS THE SPEECH ACT OF APOLOGY BOTH IN ENGLISH AND BAHASA INDONESIA

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Abstract: A good employee should have an ability to serve the customers well. By using a good language and right manner, employee can make customers feel satisfied and they wanted to return back and stayed there again. A good language followed by the right manner can be called speech act. When someone did something wrong, what would they like to do or to said. This article focused on the way hotel employees said and acted to express their apology. The result revealed that most employees used speech act in many situations both genders had similarity in using apologizing strategies. They employed most similar categories in term of certain situations.

Keywords: Speech Act of Apology, Employee

INTRODUCTION

Language is a system of sign, symbols, gestures, and rules used in communication. It could be mean as communication of thoughts and feelings through a system, of arbitrary signals, such as voice sounds, gestures, or written symbols. Harimurti (1993:21) stated that language is a symbol system sounds an arbitrary language that allows people to work together, interact, and identify.

It is very necessary for daily life communication to know some rules in communication to avoid misunderstanding between speaker and listener. One of the rules in communication is speech act. Speech act is part of Pragmatic and Discourse Analysis principles. People sometimes are easier to say something wrong but they don't mean it. In some cases, it is harder for them to say sorry about their mistakes. Therefore to make it good communication between people there are principles, such as: (a) discourse and frame; frame analysis is a type of discourse analysis that asks, what kind of activity are the speakers engaged in when they say this? What do they think they are doing by talking in this way at this time? That is why between speakers should have the same perception in order to avoid misunderstanding, between speakers should have the same perception, (b) Turn - taking; conversation is a turn-taking effort in which one person speaks and another listens to each other. Some signals in turn-taking are intonation, pausing, and phrasing, (c) Discourse Markers; discourse markers are words or phrases used in speaking and writing

to break the speech up into parts and show the relation between parts. Some of the markers usually used are 'well', 'oh', 'but', and 'and' to manage the gap and mark when it changes, and (d) Speech Acts; a speech act is an utterance that serves a function in communication. Studying speech acts such as complimenting allows discourse analysts to ask what counts as a compliment, who gives compliments to whom, and what other function that they can serve.

Most of the communicative acts people attempt to produce and comprehend are speech acts such as gratitude, inviting, refusing, love, hate, apology, offering etc.

From the data above, surprisingly that most Tune Hotel's employee the result is not like I expected to be. I asked 30 employees from two different departments, 13 employees Front-Office department and 17 employees from House-Keeping department to make some expressions in this case speech acts in Bahasa Indonesia and English. The speech acts were gratitude, apology, request, offer, invitation, appointment, refusal, persuasion, love, and hate. The result shown the employee used expressing of apology more frequent that other expression.

In the following pages, I will discuss about their words or sentence to express apology. Some examples and explanation was provided in order to know their reason to use the expression of apology.

Speech Act

Speech acts are not isolated moves in communication: they appear in more global units of communication, defined as conversations or discourses. Vanderveken (1994, 53) gives an explicit version, asserting that

"Speakers perform their illocutionary acts within entire conversations where they are most often in verbal interaction with other speakers who reply to them and perform in turn their own speech acts with the same collective intention to pursue with success a certain type of discourse."

Thus, above all, the use of language is a social form of linguistic behavior. It consists, in general, of ordered sequences of utterances made by several speakers who tend by their verbal interactions to achieve common discursive goals such as *discussing a question*, *deciding together how to react* to a certain situation, *negociating*, *consulting* or more simply *to exchange greetings* and talk for its own sake. For terminological convenience, I will call such ordered sequences of speech acts *conversations*.

Types of Speech Acts

According to Allan (1998) in Guztav 2000, there are two ways of classifying speech acts. One is what he calls a lexical classification, which distinguishes among speech acts according to the illocutionary verbs they express. The second approach classifies them according to the act they express, such as requesting, apologizing, promising, and so on.

According to Austin's theory (1962) in Juhana (2011), there are three kinds of speech act namely locutionary, illocutionary, and perlocutionary act (Austin 1962, Huang, 2007). Further they explain that *the locutionary* act is the basic act of speaking; the literal meaning of what is said for example *It's hot in here*, this utterance has literal meaning of *it's hot in here*. *The illocutionary* act refers to the function of the speaker intends to fulfill; the social function of what is said. In other words when we say something, we usually say it with some purpose in mind. It expresses more than the literal meaning of the utterances. For instance, the utterance '*It's hot in here*' could be: an indirect request for someone to open the window; an indirect refusal to close the window because someone is cold; or a complaint implying that someone should know better than to keep the windows closed. *The perlocutionary* act concerns the effect an utterance may have on the addressee; the effect of what is said. Thus, the utterances of '*It's hot in here*' could result in someone opening the windows.

Apologies

As a type of speech act, the apology has also been the object of numerous studies that attempted to clarify what exactly an apology is and how the different ways of apologizing can be classified, and also how this particular speech act is performed and perceived both in English and in different languages around the world. The following sections will give an overview of these issues.

There are five possible semantic principle appear when the offender really tends to do apology according to Olshtain and Cohen (1983) namely:

1. An expression of an apology. In this principle the speaker uses a number of expressions such as :
 - a. An expression of regret, e.g. "*I'm sorry*"
 - b. An offer of apology, e.g. "*I apologize*"
 - c. A request for forgiveness, e.g. "*Pardon me*", "*Excuse me*"
2. Acknowledgement of responsibility. It is used when the offender recognizes his/her fault and he/she feels responsible for the offence. The recognition level consists of:
 - a. Accepting the blame, e.g. "*It's my fault*"
 - b. Expressing self-deficiency, e.g. "*I was confused*", "*I didn't see you*", "*I was thinking*", or "*You're right*".
 - c. Expressing lack of intention, e.g. "*I didn't mean to*"
 - d. Recognizing of deserving apology, e.g. "*You are right*"
3. An offer to repair. It is something to do with physical injury or other damage resulting from the speaker's infraction, e.g. "*I'll buy for the lost book*"
4. An explanation or account of the situation. The offence explains the situation that brings about him/her to do an indirect way of apologizing. For instance, "*There was a terrible traffic jam*", "*The bus was delayed*"

5. A promise of forbearance. The offender promise not to do the offense again, e.g. *"It won't happen again"*.

FINDINGS

From the data, most the employees are easier to express their love, hate, and other expression, but when they express their apology most of them write *I'm sorry*. So, I give them situation to know their expression of apology based on their working situation and their internal situation, which guided from apology according to Olshtain and Cohen.

1. Express regret, most of them write *"I'm so sorry"* (saya benar-benar minta maaf atas kesalahan yang telah saya buat)
2. An offer of apology, they do not say a word but offer a hand for handshake, but some of them say *"forgive me."* (maafkan saya)
3. A request for forgiveness to supervisor, most of them answer. *"oh, I'm sorry. Sir. I will learn more and please tell me the right one."* (saya minta maaf. Pak. Saya akan belajar lagi dan tolong beritahu saya apa yang seharusnya saya lakukan).
4. Accepting the blame, they write *"ok. That's my own fault, sorry"*(Baikah, Pak. Itu adalah kekeiruan yang saya telah buat, maaf).
5. Expressing self-deficiency, they write *"I don't know, sir." "it wasn't my fault", "sorry, I wasn't my responsibility."* (Maaf, saya tidak tahu itu, Pak. Itu buakn kesalahan saya, Pak. Maaf, Pak. Itu di luar tanggung jawab saya)
6. Expressing lack of intention, they answer, *"I didn't mean to", "I'm careless"* (Maaf, saya tak bermaksud begitu pada anda, saya bukan bermaksud begitu, maaf, saya kurang hati-hati. Maaf saya tidak sengaja)
7. Recognizing of deserving apology, they write. *"Ok. That's fine", "it wasn't a big problem", "Only for this time,ok.", "Don't make any trouble, anymore."* (Ok, tidak ada masalah, Bukan masalah yang berarti, lupakanlah, untuk kali ini saya maafkan, ok.", jangan ulangi kesaahan yang sama")
8. An offer to repair. It is something to do with physical injury or other damage resulting from the speaker's infraction, e.g. *"I'll return it back", "Would you be willing to reschedule the staff-meeting"* (Saya akan segera mengembalikannya ke tempat semua, akan lebih baik jika bapak menjadwal ulang meeting untuk para staff)
9. An explanation or account of the situation. The offence explains the situation that brings about him/her to do an indirect way of apologizing. For instance, you are coming late for the first time when there is staff breafing. *"There was a terrible traffic jam", "My motorcycle's tire was blew up", "I have to pick my mother up to hospital."* (Maaf saya terambat karena jalanan sangat macet, "maaf karena ban motor saya pecah", "saya harus mengantar ibu saya ke rumah sakit dulu")

10. A promise of forbearance. The offender promise not to do the offense again, most of them write, *"I will not do the same mistake", "it will not happen again"* (Saya janji saya tidak akan mengulangi kesalahan saya", "Saya janji hal ini tidak akan terjadi lagi", "Maafkan saya karena telah meakukan kesalahan dalam menginput tamu, saya janji ini terakhir kalinya")

CONCLUSION

Based on explanation and examples above, most of the employees use the expression of apology consciously or subconsciously in their daily life working. Hotel employees' are facing the situation where they have to meet many people from different educational background, social background, and sometimes different heart-mood. So, the employees are trained to maintain their ego, and keep in good attitude to serve the guest or customer. They sell service, so implicitly even they don't really stated that they feel sorry about their weaknesses but it was seen from their gesture or action act. In handling the guest complains most of the employee especially the supervisor or the manager should express their apology explicitly or implicitly. Because in one case, the guest needs to be understandable. From the situation and question I gave to them, they realize that in their daily working hour they used more apology expression that other expression. I also found that female employees are more expressive in writing their answer. It is because they want to make clear meaning and to avoid misunderstanding to delivering their idea in writing.

Based on Juhana (2011) Generally both males and females mostly used IFID + EXPL (*giving explanation, cause, or reason*) categories in all situations. Both genders used the categories in order to lessen their guilty of the offence so that they mostly used explanation to tell the situation they faced at the time. For some extents, females tended to use EXL! (*expressing surprise*). It might happen because females are more expressive than males. Both genders also mostly used REPR (*an offer of repair or compensation for the damage*) in some situations. This category was used by both genders as a remedial support (Trosborg 1995). They considered a spoken apology was not sufficient to reestablish their social relationship with the hearer. The result of this paper shows that in many situations both genders have similarity in using apologizing strategies. They employed most similar categories in term of certain situations.

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