

Pragmatic functions of Indonesian in the column “smart traveler” of Bali tribun newspaper

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Abstract - This study aims to see the politeness of Indonesian in a printed daily newspaper published in Bali, namely the daily *Tribun Bali* which presents a page of a column called "Smart Traveler" that discusses tourism objects in Bali. In this study, two points were researched, namely the form of politeness and the form of Indonesian politeness based on the principle of politeness (Leech, 1993). Data obtained naturally by reading the daily *Tribun Bali*, especially the tourism column "Smart Traveler". Then the data is coded according to the function of the Indonesian language, especially in the field of pragmatics concerning the principle of politeness, and transcribed on the data card. The data then were analyzed using two aspects, namely, first, the data were analyzed to determine linguistic elements such as phonology, morphology, syntax, semantics, and pragmatics in a predetermined time. Second, the data were analyzed and presented descriptively, then the results obtained were viewed from a theoretical perspective to find out why that was all that happened. In analyzing the data, the distributional method is used, which is working within the scope of the language itself without connecting things outside it.

Keyword: Indonesian function, language function, newspaper column, politeness principles

1. Introduction

In general, there are two studies in linguistics, namely micro linguistics and macro linguistics. Micro linguistics consists of studies (1) phonology and (2) morphology. Meanwhile, macro studies consist of (1) syntax (2) semantics, (3) pragmatics, (4) semantics, and (5) discourse (Wijana & Rohmadi, 2011).

Phonology is a branch of linguistics that studies the sounds of language and their distribution, or in other words, phonology is a branch of linguistics that studies the sound form of language and its speech tools. Morphology talks about the in and out of morphemes and their combination to form lingual units in the form of words. Syntax learning is a science that studies the combining of lingual units in the form of words to form larger linguistic unions such as phrases, clauses, and sentences. Semantics is a scientific discipline that examines lingual units, whether lexical or grammatical. The branch of science that studies the structure of language externally, namely how the language unit is used in communication is called pragmatic studies. Finally, discourse is a series of related sentences that connect one proposition with another so that it forms a unity (Wijana & Rohmadi, 2011). The difference between semantic and pragmatic studies lies in external studies (pragmatics), while internal studies are studied by semantics.

Politeness is one part of pragmatic studies. Politeness is a form of language refinement to bring social distance between speakers. the concept of politeness is related to two things, namely the language itself and one's behaviour in speaking. In language politeness, there are four principles (maxims) that are discussed, including (1) the principle (maxim) of quality, (2) the principle (maxim) of quantity, (3) the principle (maxim) of relevance, and (4) the principle (maxim) of implementation.

Tribun Bali is a daily newspaper published in Bali. It belongs to the Tribun Network group, with the head office located in Denpasar. This newspaper was first published in 2014. In general, the daily content of Tribun Bali is in the form of news that occurs in Bali such as politics, sports, crime, social problems, and tourism issues. Each has a different proportion of each print. One thing that is in the daily Tribun Bali is a tourism news item called the “Smart Traveler” column. This column specifically discusses news about tourism around the world.

Regarding this writing, there are two previous studies connected as references. The first study was conducted by Purnamentari et al (2017) entitled “Analisis Jenis, Bentuk, dan Fungsi Tindak Tutur Berita Utama Pada Koran Bali Post”. Their research aims to know (1) types of speech acts in the headlines news of Bali Post newspaper, (2) the form of speech acts in the headlines news of Bali Post newspaper, (3) the function of speech acts in the headlines news of Bali Post newspaper. In their research, they found out, (1) in the headlines news there were types of speech acts, they are locutionary act and illocutionary acts, (2) most of the speech acts form in the headlines are declarative, and (3) meaning of speech acts occur in the headlines are assertive, directive, expressive, and commissive.

The second study was conducted by Nirmala (2012), entitled “Pragmatics Function of Metaphors in The Discourse of Indonesian Letters to Editor”. Nirmala research aims to describe the pragmatics function of metaphors in the discourse letters of Indonesian. She did non-participant observation. Nirmala's findings stated that the

metaphors in the discourse letters to the editors are categorized as the assertive, directives, and expressive pragmatics function.

2. Method

Research on the Pragmatic Function of Indonesian in the "Smart Traveler" Column at *Tribun Bali Daily* is a descriptive qualitative because this study aims to describe the facts objectively and systematically regarding language behavior in written discourse in the daily *Tribun Bali*. Sources of data were obtained from *Tribun Bali* daily in the "Smart Traveler" column which is published every Sunday. Data collection techniques are obtained by listening to or reading the daily *Tribun Bali*, especially in the "Smart Traveler" column which contains all information on tourism objects throughout Bali. Given the publication of the *Bali Tribun* newspaper everyday data collection will be limited to 1 month, namely those published from January 1, 2020 - July 31, 2020. Data were analyzed using the refractive identity method (reference equivalent method), introspective reflection, distributional methods, and deductive inference (Sudaryanto, 1993; Krippendorff, 2004).

3. Results and Discussion

From the research that has been carried out for six months, there are several problems that are found, among others.

Speech Act: Speech act (SA) is a speech from a person that is psychological in nature and can be seen from the meaning of action in his speech. SA was introduced by Austin, in 1962, then the theory was developed by Searle (1999) in a book entitled *Speech Act: An Essay In The Philosophy of Language*.

Example

- (1) *Monumen Bajra Sandi terletak di Renon.*
"Bajra Sandi Monument is located in Renon".
- (2) *Saya minta maaf atas kesalahan anak saya.*
"I do apologize for my child's mistake".

The sentence (1) above is a sentence which states information about the location of the Bajra Sandi Monument, which is located in the Renon area in Denpasar city, while in the sentence (2) the speaker does not only say something but also the speaker takes an action, namely showing an apology. In addition to saying something, the two sentences above also state action, in pragmatic studies, it is known as performative action in the two examples above, while the sentence (1) which only states something is called a sentence or constative speech (Chaer, 2010).

Austin (1962) divided into three performatives of speech acts, namely (1) locutionary act, (2) illocutionary act, and (3) perlocutionary act. Locutionary act is an act which states something as it is (the act of saying something). Illocutionary act, besides stating something, it also states an action to do something. Therefore, this illocutionary act is called the act of doing something (action to do something). Perlocutionary acts, are speech acts that have an influence or effect on the interlocutor or the person who hears the speech. Therefore, perlocutionary act is often referred to as the act of affective someone (acts that have an effect on others).

Example

(3) *Berikut ini, 5 cara sederhana dan aman mendukung bisnis pariwisata agar mereka tetap bisa bertahan hingga pandemic ini berakhir: 1. membeli voucher, 2. menulis review positif, 3. belanja online, 4. memesan takeout atau delivery, dan 5. berdonasi (TB, 19 April, 2020).*

“Here are 5 simple and safe ways to support tourism businesses so that they can survive until this pandemic ends: 1. buy vouchers, 2. write positive reviews, 3. shop online, 4. order takeout or delivery, and 5. donate“.

(4) *Blogger tersebut juga mengatakan tidak ada yang lebih indah dari menikmati bunga yang mekar, sambil mendengarkan lagu favoritnya (TB, 12 April, 2020).*

“The blogger also said there is nothing more beautiful than enjoying the blooming flowers, while listening to his favorite song”.

(5) *Dalam potret yang diambil dari udara itu kabut asap yang semula memenuhi langit kota Jakarta pun tidak terlihat (TB, 12 April 2020).*

“In the portrait taken from the air, the smog that originally filled the city of Jakarta is not visible”.

Sentence (3) above was said by the author just to provide information about something, without any tendency to do something, let alone influence other people to do something. The information in a sentence (3) states that there are 5 simple ways to carry out and support the tourism business in order to survive from the pandemic. Namely by buying vouchers, writing positive reviews, online shopping, ordering delivery, and donating.

In sentence (4), it informs that content creators have nothing more beautiful than enjoying the blooming flowers. In sentence (5) informs that the portrait taken from above the air shows smog since the corona pandemic is no longer visible. The effect of this statement is that the air cleanliness index has increased very sharply since all people work from home.

Gunarwan (1992 & 2010, Chaer, 2010) stated that sometimes it's a little bit difficult to distinguish between illocutionary and perlocution speech acts, because in a speech act that states the meaning of the speech, there will also be an effect on the interlocutor. Searle (1975) divided speech act functions into five categories. Those are representative (assertive), directive, expressive, commissive, and declarative.

1) Representative (assertive) is a speech acts that bind the speaker to the truth of what he said. For example reporting, saying, and mentioning.

Example

(7) *Warga Krembangan, Jakarta untuk pertama kali bisa melihat Gunung Gede Panggrango. serta Gunung Salak. Padahal kedua gunung tersebut yang berada di Jawa Barat terlihat sangat jelas (TB, 12 April 2020).*

“Residents of Krembangan, Jakarta, for the first time, can see Mount Gede Panggrango. and Mount Salak. Even though the two mountains are in West Java, it is very clear”.

2). Directive, the speech act performed by the speaker with the intention of making the interlocutor perform the actions mentioned in the speech. For example ordering, begging, demanding, suggesting, and challenging.

Example

(8) *Hal ini merupakan upaya yang dilakukan pemerintah agar masyarakat Korea tetap dapat menikmati musim semi (TB, 12 April 2020).*

“This is an effort made by the government for the Korean people still can enjoy spring”.

3). Expressive, speech acts performed with the intention that the speech is interpreted as an evaluation of what is mentioned in the speech. For example, praising, saying thank you, criticizing, and interrupting.

Example

(9) *Dengan membeli voucher sekarang, kamu memberikan restoran atau toko chasflow tanpa mereka harus menawarkan apapun pada saat ini (TB, 19 April 2020).*

“By buying a voucher now, you are giving a chasflow restaurant or shop without them having to offer anything at this point”.

4). Commissive, speech acts that bind the speaker to carry out what is stated in the speech. For example promise, swear, and threaten.

Example

(10) *Layanan pengiriman makanan online, telah menambahkan tulip dan freesia pada akhir february 2020. Layanan ini akan diantarkan jika dipesan sebelum pukul 23:00 (TB, 12 April 2020).*

“An online food delivery service, has added tulips and freesia to the end of February 2020. This service will be delivered if ordered before 23:00”.

5). Declarative, the speech act performed by the speaker with the intention of saying something new (status, condition, etc.). For example decide, cancel, prohibit, allow, and forgive.

Example

(11) *Namun karena paket tidak diizinkan, jumlah pengunjung yang melakukan wisata jalan kaki menurun sangat drastis (TB, 12 April 2020).*

“However, because packages are not permitted, the number of visitors taking the walking tour has dropped dramatically”.

The Principles of Maxim Principles in Communication

A communication will run well if the speaker and interlocutor in a speech obey the principles of cooperation, as put forward by Grice (1975, Chaer, 2010). In pragmatic studies, this study is called maxims. This maxim is in the form of a concise statement containing the doctrine or truth. Every speaker must obey the four maxims in communication. The four maxims include (1) maxim of quantity, (2) maxim of quality, (3) maxim of relevance and maxim of manner. That maxim is described as follows.

(a) Maxim of quantity, this maxim wants each speech participant to contribute only as much as what is needed by the other person. So, this maxim requires an answer that is not excessive.

Example

(12) *Saya bisa menikmati keindahan bunga ini setiap harinya di rumah (TB, 12 April 2020).*

“I can enjoy the beauty of this flower every day at home”.

For example (12), it is a part of speech in accordance with the maxim of quantity rule. Because the story provides information about the beauty of the flowers that bloom every day in his yard during the spring.

(b) Maxim of quality is the second maxim that must be obeyed by speakers and interlocutors. This maxim requires the participants to tell the truth, according to the facts and data obtained. Unless, speakers do not know for sure (Chaer, 2010).

Example

(13) *Layanan pengiriman makanan online, telah menambahkan tulip dan freesia pada akhir februari 2020. Layanan ini akan diantarkan jika dipesan sebelum pukul 23.00. Tidak mudah, karena satu kotak dihargai 12.900 Won. Namun ini sepadan dengan uang yang saya berikan (12 April 2020).*

“Online food delivery service, added tulips and freesia at the end of February 2020. This service will be delivered if ordered before 23.00. It's not easy, because one box costs 12,900 Won. However it is worth the money I give”.

The speech (13) above is a speech that does not violate the maxim of quality, because the speaker tells about the delivery of food online which is not easy, at a price that is quite expensive, however, it is comparable to what is obtained from the service.

(c) Maxim of relevance is the third maxim that must be obeyed by speech participants and partners. This maxim requires each participant to make a contribution that is relevant to the problem or narrative editorial.

Example

(14) *Saat pandemi virus corona (Covid-19), bersepeda merupakan salah satu kegiatan yang semakin tren untuk menjelajahi perkotaan. Kendati demikian, tidak semua kota ramah pesepeda (TB, 28 Juni 2020).*

“During the corona virus pandemic (Covid-19), cycling is one of the activities that is increasingly trending to explore cities. However, not all cities are cyclist-friendly”.

In the speech (14) above, it can be seen that the first speech contained activities that were trending during the corona virus pandemic (Covid-19), namely cycling. Then in the second sentence, it is said that not all cities are friendly to cyclists. The two sentences above have a very close relationship because in the first sentence it explains the trend during the pandemic is cycling, then, in the second sentence, it explains that not all cities in Europe are friendly to cyclists.

(d) The maxim of manner is the fourth maxim in the principle of cooperation that must be adhered to in a narrative. Maxim of manner requires speakers and interlocutors to speak directly, not obscurely, not ambiguously, not excessively — exaggeration and coherence.

Example

(15) *Adapun beberapa faktor yang dipertimbangkan yakni sebagai berikut: infrastruktur bersepeda, program berbagi sepeda, keselamatan bersepeda, dan keseimbangan gender. Beberapa faktor tersebut digunakan untuk mengetahui kota-kota yang paling ramah terhadap para pesepeda. Lantas, apa saja kota-kota tersebut? Peringkat satu ditempati Kopenhagen. Ibu kota Denmark ini berada di puncak lantaran bersepeda merupakan cara hidup di sana (TB, 28 Juni 2020).*

“Some of the factors considered are as follows: cycling infrastructure, bicycle sharing programs, cycling safety and gender balance. Some of these factors are used to determine which cities are the most friendly to cyclists. So, what are these cities? Rank one is occupied by Copenhagen. The capital city of Denmark is at the top because cycling is a way of life there”.

In speech (15) above, it is clear that there is a clash between one sentence and another. In the speech it was reported that there are several factors that are considered in cycling, such as infrastructure, cycling safety and others. Then in the second sentence these factors are used as a reference to find out which cities are friendly to cyclists. Finally, it was explained that the city of Copenhagen is the friendliest city for cyclists in Europe.

4. Conclusion

Based on the research that has been carried out, the following conclusions can be drawn, 1) there are several types of speech acts in the narrative of the Balinese tribune newspaper, 2) there is a principle of cooperation in communication in the narrative conveyed by the author in the smart traveler column in the Balinese tribune, and 3), for other researchers, this research is still general research on the types of speech act and the principles of the maxim of narrative discourse contained in the newspaper. It is hoped that the next researchers can carry out more in-depth research on the functions of language in the *Tribun Bali* newspaper.

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