



SPEECH ACT FUNCTIONS OF TOURISM WORKERS UNDER THE INFLUENCE OF PLURILINGUALISM: A SOCIOPRAGMATIC STUDY

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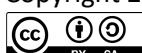
Abstract

The ability of a speaker to use more than one foreign language as a medium of communication is often found in the tourism domain. This ability is known as plurilingualism. This study is a qualitative descriptive research that aims to identify the functions of speech acts performed by tourism workers in various interactions adjusted to situational contexts. Data in the form of dialogues in different foreign languages were determined based on the origin of tourists visiting the tourism sites. The research was conducted in Badung Regency and Gianyar Regency. The study seeks to examine the implementation of speech act functions of tourism workers in cross-cultural interactions influenced by plurilingualism. The presence of tourists from diverse linguistic and cultural backgrounds requires tourism workers not only to master linguistic skills but also sociopragmatic competence related to politeness in language use. Data collection methods and techniques were carried out through observation by listening, recording real interactions, and conducting in-depth interviews with tourism workers at multilingual destinations. The findings show that the dominant speech act functions found in every tourism service context are directive, expressive, commissive, and assertive acts.

Keywords: *Cross-Cultural Tourism, Plurilingualism, Politeness, Speech Acts, Sociopragmatics.*

Sari

Kemampuan seorang penutur menggunakan lebih dari satu bahasa asing sebagai media komunikasi sering ditemukan dalam ranah pariwisata. Kemampuan tersebut dikenal dengan istilah plurilingualism. Penelitian ini merupakan penelitian kualitatif yang bersifat



deskriptif, bertujuan untuk menemukan fungsi tindak tutur dari pekerja pariwisata dalam berbagai interaksi yang disesuaikan dengan konteks situasinya. Data dalam bentuk dialog dari berbagai bahasa asing ditentukan dari asal wisatawan yang berkunjung ke obyek wisata. Lokasi penelitian yaitu berada di kabupaten Badung, Kabupaten Gianyar. Penelitian ini bertujuan untuk mengkaji implementasi fungsi tindak tutur pekerja pariwisata dalam konteks interaksi lintas budaya yang dipengaruhi oleh plurilingualism. Kehadiran wisatawan dari beragam latar belakang bahasa dan budaya menuntut pekerja pariwisata untuk tidak hanya menguasai keterampilan linguistik, tetapi juga kompetensi sosiopragmatik yang berkaitan dengan kesantunan berbahasa. Metode dan teknik pengumpulan data melalui observasi dengan cara menyimak. Mencatat interaksi nyata didukung dengan merekam dan wawancara mendalam dengan pekerja pariwisata di destinasi wisata multibahasa. Hasil penelitian menunjukkan bahwa fungsi tindak tutur dominan yang ditemukan dalam setiap konteks pelayanan pariwisata yang terjadi yaitu, tindak tutur direktif, ekspresif, dan komisif, asertif. Plurilingualism mampu membangun kedekatan emosional dengan wisatawan berkontribusi positif dalam meningkatkan fleksibilitas komunikasi sehingga hospitality terimplementasi secara tidak langsung karena wisatawan merasa nyaman. Fungsi tindak tutur yang tepat digunakan sebagai pedoman saat interaksi terjadi sangat ditentukan dengan adanya kompetensi sosiopragmatik pekerja pariwisata, bukan sekadar kemampuan linguistik secara umum. Penelitian dapat berkontribusi kepada dinas pariwisata tentang perlunya pelatihan bahasa dan komunikasi lintas budaya yang menekankan strategi kesantunan multibahasa sebagai upaya meningkatkan kualitas layanan pariwisata bagi pekerja pariwisata di Bali.

kata kunci: *Pariwisata Lintas Budaya, Plurilingualism, Kesantunan, Tindak Tutur, Sosiopragmatik.*

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Introduction

Speech acts are a medium of communication for participants as well as a marker of their identity, which is bound to the situational context (Parker, 1986). Utterances are not merely intended to convey information but rather to perform actions through speech. In other words, utterances do not only function as a sequence of words, but serve as instruments for carrying out actions determined by context, the relationship between interlocutors, and cultural norms (Austin, 1962). Speech acts are used in various domains

of human life, one of which is tourism. Tourism in Bali has become one of the most important sectors contributing significantly to the economy of Balinese society. In its activities, numerous cross-cultural interactions occur, with foreign languages serving as the medium of communication that determines the success of tourism services. Tourism workers in informal situations, such as service providers, beach boys, and street vendors, not only act as information givers but also as cultural mediators between tourists and local communities. To fulfill this role, they employ more than one foreign language, referred to as plurilingualism, even if only at a basic level, since their foreign language proficiency is not yet optimal but can be understood in simple terms. Plurilingualism is the ability to use more than one language and, therefore, to view a language from the perspective of the speaker and the learner. This means that speakers use the languages they know with the purpose of constructing meaning in different social situations (Beacco, 2016). Plurilingualism functions as a capacity that enables individuals to use several languages flexibly, according to social contexts and communicative needs. It not only reflects the ability to use multiple languages but also demonstrates the speaker's adaptability in adjusting speech acts to the social and cultural context of the interlocutor. In the tourism domain, the appropriate, polite, and culturally sensitive use of language becomes the key to creating harmonious communication. Therefore, the phenomenon of plurilingualism in tourism environments needs to be examined not only from a structural linguistic perspective but also from a sociopragmatic aspect, namely the relationship between linguistic forms, speaker intentions, and the socio-cultural context in which the language is used.

Sociopragmatic studies provide a broad perspective in understanding how language strategies are employed to achieve specific communicative goals, such as building politeness, showing respect, or negotiating intercultural meaning. In cross-cultural communication situations, tourism workers often have to adjust their speech acts to align with the cultural expectations of tourists, for example in greeting, offering assistance, apologizing, or expressing gratitude. Differences in politeness norms across cultures may lead to potential misunderstandings if not balanced with strong pragmatic competence.

Interactions in tourism services rely heavily on the effective use of speech acts. The appropriate selection of speech acts according to context can create comfortable interaction situations. The role of tourism workers is not only to provide information but

also to build social relationships. However, phenomena occurring in informal situations within complex contexts of plurilingual environments require workers to manage sociopragmatic strategies in their speech acts. Based on their functions, speech acts can be classified into five types: Assertive speech acts, generally focused on stating what the speaker believes, marked by verbs such as explaining, narrating, providing information, and so forth. Directive speech acts, aimed at instructing the interlocutor to perform an action, using verbs that command or request, leading someone to act or move. Expressive speech acts, closely related to utterances that express the speaker's feelings to the interlocutor, such as joy, sadness, and others. Declarative speech acts, functioning to bring about a change in condition, for example marrying, baptizing, or declaring (Searle, 1969; Leech, 1993; Yule, 1996:92; Djatmika, 2016:18–19). Although numerous studies have focused on speech acts, their findings vary widely, such as: *Speech Act Theory in Pragmatic Linguistics Studies* (Saifudin, 2019); *Speech Acts in Buying and Selling Processes in Surakarta Traditional Market* (Sari, Sumarlam & Purnanto, 2016); *Illocutionary Speech Acts in Buying and Selling Interactions at Kramat Jati Central Market* (Megawati, 2016); *Locutionary, Illocutionary, and Perlocutionary Speech Acts in Seller–Buyer Interactions at MMTC Market* (Cahyo, 2022); *Speech Acts in Seller–Buyer Interactions in Penglipuran Village Traditional Shops* (Andriyani & Ardiantari, 2023).

In addition, speech acts are also studied in education, such as *Speech Acts in Conversations between Students and Lecturers at Al Asyariah University* (Andriani, Irmayani & Azis, 2024); *Speech Acts of Elementary School Teachers in Developing Students' Critical Thinking Skills* (Relisa & Alwi, 2024). Research in tourism includes *English Speech Acts of Front Office Staff at Budget Hotels in Ubud Tourism Area* (Murdana, 2022); *Speech Act Analysis of TripAdvisor Hotel Reviews: A Pragmatics Study* (Rahmadewi, Sukarsih & Uttami, 2023).

In the tourism communication domain, studies on how tourism workers construct, adjust, and negotiate their speech acts remain limited. Understanding the types of speech acts that emerge, their social functions, and the sociopragmatic strategies underlying them is crucial to improving the quality of intercultural interactions in tourism settings.

From this need, the present study focuses on the speech acts of tourism workers, particularly how they employ various forms of speech acts in communication situations influenced by plurilingualism. The research emphasizes identifying dominant speech act

forms and analyzing sociopragmatic strategies applied to maintain effective, polite, and harmonious communication amid the linguistic diversity of tourists. Research on speech acts of tourism workers under the influence of plurilingualism is important to understand how speech acts manifest in everyday communication practices within multilingual and multicultural tourism sectors. This study seeks to examine language phenomena in real social contexts while contributing to the development of cross-cultural communication competence among tourism workers. The findings are expected to serve as a reference for tourism authorities in supporting the improvement of human resource quality toward sustainable tourism.

Methods

This study employed a qualitative approach within a sociopragmatic framework of a descriptive nature, as it describes the meaning of phenomena, events, and occurrences related to individuals or communities being studied in the context of social life (Sutopo, 2006; Subroto, 2007). The aim is to identify the speech acts of tourism workers in various interactions adjusted to situational contexts. Data in the form of dialogues in different foreign languages were determined based on the origin of tourists visiting tourism sites such as art markets, beaches, and other attractions located in Badung Regency and Gianyar Regency. The research subjects consisted of tourism workers who directly interact with tourists, such as street vendors, beach boys, souvenir sellers, massage service providers, drivers, and others. The method and techniques of data collection were carried out through observation. The observation in question was passive participation, yet involving visits to the sites of events to observe and gather information about behaviors and environmental conditions (Sutopo, 2006:76). This was supported by listening, recording real interactions, note-taking, and conducting in-depth interviews with tourism workers at multilingual destinations. To maintain the validity of qualitative data, triangulation was applied by exploring various truths related to the information obtained by the researcher through multiple informants. The procedure involved comparing and confirming data and its degree of accuracy through different sources of informants. In addition, triangulation of methods was employed by checking data obtained from the same source using different techniques. Once the data were validated, they were analyzed using a pragmatic equivalent method, since the determinant instrument used was the

interlocutor. The analysis was conducted through several stages, namely: identifying utterances, determining the context of speech, including: who the speaker is, who the interlocutor is, the interaction situation, and the purpose of the utterance, interpreting the meaning of the utterance, and determining the type of speech act. The technique and presentation of data analysis were expressed in ordinary words to facilitate readers' understanding of the content of the analysis.

Results and Discussion

The functions of speech acts that emerged in the context of service interactions between tourism workers and foreign tourists in informal tourism settings were directive, expressive, commissive, and assertive. The ability of tourism workers to use more than one foreign language, referred to as *plurilingualism*, has succeeded in creating comfort and emotional closeness, thereby enhancing communication flexibility so that hospitality is indirectly implemented. The appropriate use of speech acts serves as a guideline during social interaction. Directive speech acts appeared dominantly because tourism workers often uttered sentences of invitation to tourists. Their plurilingual ability created favorable conditions, as they were able to select words and speech patterns appropriately, adjusted to the culture of the tourists who acted as interlocutors. Expressive speech acts emerged in the form of apologies, gratitude, compliments, and others, with the purpose of creating a friendly and warm atmosphere. Commissive speech acts were closely related to utterances of promises or commitments, while assertive/representative speech acts were used by speakers to state what they believed to be true or not, marked by verbs such as stating, saying, answering, elaborating, and explaining.

Table 1. Functions of Speech Acts in Tourism Services

No	Type of Speech Act	Example Meaning	Socio-pragmatic Function in Cross-Cultural Context
1	Directive	Commands, invitations, requests	Enhances message clarity, avoids miscommunication, and maintains service effectiveness.
2	Assertive	Explaining information	Negotiates meaning and adjusts explanations to tourists' linguistic repertoires.
3	Expressive	Greetings, thanks, apologies	Creates positive politeness and strengthens social relationships.
4	Commissive	Promises, offers of help	Builds trust and portrays workers as competent.

Speech acts in tourism serve as tools in service language to establish warm relationships with tourists. Language functions as a medium of communication, aiming to create feelings of safety, comfort, and respect. Tourism workers select appropriate speech acts by using foreign languages aligned with the cultural background of their interlocutors.

Data (1)

Context of Speech Situation (1):

Speaker : Beach Boy
 Interlocutors: Japanese, Australian, and Malaysian tourists
 Situation : A beach boy greets a Japanese tourist passing by, then an Australian tourist carrying a surfboard, and later a Malaysian tourist strolling with a group at Kuta Beach.

Dialogue:

Beach Boy : *Konnichiwa, Okyakusama, mitsuami douzo? Sa-finggu bo-do rentaru dou desuka?* (Good afternoon, please have your hair braided. How about renting a surfboard?)
 Tourist (Japan) : *Daijoubu desu* (No need)
 Beach Boy : *Yasui yo, douzo* (It's cheap, please)
 Tourist (Japan) : *Iranai* (No need)
 Beach Boy : *Hello, Sir...how are you*
 Tourist (Australia): *Hai... hello, I am good*
 Beach Boy : *You need cold drink?*
 Tourist : *No, thanks*
 Beach Boy : *Hallo, tengok tengok sekejap... mari*
 Tourist (Malaysia): *Oh, thanks*

This dialogue illustrates interaction between a beach boy and three tourists of different nationalities (Japan, Australia, Malaysia). It demonstrates the beach boy's ability to practice plurilingual pragmatics, using multiple language codes (Japanese, English, Malay) functionally according to social context. The interactions occurred in a public, informal beach setting, with the main purpose of greeting, building familiarity, and attracting tourists' attention as an initial step in communication.

Plurilingualism here emphasizes dynamic interaction across languages, adjusted to the tourists' national origins. The beach boy effectively applied language choices and cross-linguistic communication strategies according to each tourist's social and cultural background. This reflects adaptive pragmatic competence, enabling tourism workers to adjust speech styles to cultural differences, levels of formality, and politeness expectations (Canale & Swain, 1980; Kramsch, 1998).

Table 2. Speech Act Functions Used by Tourism Workers in Multilingual Interactions

Situation	Form of Speech Act	Example Utterance	Type of Speech Act (Austin/Searle)
Beach boy greeting Japanese tourists	Konnichiwa, Okyakusama	Greeting and opening interaction by offering services	Expressive
Beach boy greeting Australian tourists	Hello, Sir...how are ayou	Greeting + small talk to build rapport	Expressive and Social Interrogative
Beach boy greeting Malaysian tourists	Hallo, tengok tengok sekejap... mari	Greeting + command + invitation	Expressive and Directive

Data (2)

Context of Speech Situation (2):

Speaker : Street Vendor
 Interlocutor : Chinese tourist
 Situation : The vendor greets a Chinese tourist and continues offering goods despite limited response.

Dialogue

Vendor : *Hello, Ni hao!* (Hello!)
 Tourist (China): (no response)
 Vendor : *Lai, lai, Cheap price!* (Come, come, cheap price!)
 Tourist (China): *No, thank you*

In this context, it is clearly evident that the vendor is able to communicate with the tourists using Mandarin, albeit in a simple form. By speaking in the language mastered by the tourists, tourism workers can adjust their communication style to be more polite and in accordance with the cultural norms of each tourist, thereby creating a deeper positive impression with the aim of improving the quality of hospitality services. The ability to use more than one foreign language is the definition of the concept of *plurilingualism*. This concept is not merely about linguistic ability, but also relates to the ease of cross-cultural communication, which can enrich the tourist experience and enhance the quality of service. The following is an overview of the types of speech acts in data (2).

Table 3. Illocutionary Analysis of Speech Acts in Vendor Tourist Interaction

Aspect	Example	Illocutionary Analysis	Type of Speech Act
Vendor's utterance	<i>Hello, Ni hao!</i>	Attempt to open interaction and invite purchase	Expressive
Tourist's response	Silence / walking away	No verbal illocution	Silence
Vendor's utterance	<i>Lai, lai, Cheap price!</i>	Offering goods, promise of low price	Commissive

Initiating interaction upon seeing Chinese tourists, the street vendor promptly greeted them with “*Hello, Halo!*” with the intention of opening a communication channel and building social closeness. Illocutionarily, “greeting” belongs to expressive speech acts.

Even without a response from the Chinese tourists, the vendor continued to offer his merchandise in the form of souvenirs, providing the expectation that the price was cheap. The tourists, as interlocutors, did not respond, which indicated an implicature of polite refusal without threatening the vendor's face. The utterance "*Lai, lai, Cheap price!*" ("Come, come, cheap price!") functioned both as a greeting and as an assurance of low price. It also contained an invitation or promotional element intended to attract tourists to stop. In cross-cultural interactions such as the data above, it is clearly evident that tourism workers employ various foreign languages according to their abilities to adapt to tourists from different countries they encounter. This reduces communication barriers and makes message delivery more effective. Furthermore, using the foreign language of the tourists in their role as interlocutors and consumers is expected to create emotional closeness. Tourists feel appreciated, welcomed, and more comfortable in interacting, even if their final response indicates that they do not need what has been offered (Coste, Moore, & Zarate, 2009).

Conclusion & recommendation

This study demonstrates that speech acts are a key element in the success of communication between tourism workers and tourists. In interactions characterized by linguistic diversity, tourism workers employ speech acts as tools to convey information, build social relationships, and maintain the smoothness of services. Assertive, directive, commissive, and expressive speech acts were found to be the most dominant forms, each playing a different role in supporting the communicative needs of tourism.

Plurilingualism has a significant influence on how workers construct and adjust their speech acts. This study emphasizes that language competence in the tourism domain is not merely the mastery of foreign languages, but rather the pragmatic ability to select appropriate speech forms in plurilingual situations. Understanding the functions of speech acts forms the basis for developing tourism communication training that is more sensitive to linguistic and cultural diversity, thereby improving the quality of services and the experiences of tourists visiting Bali in particular.

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Conflict of Interest

The authors declare that there is no potential conflict of interest related to the research, authorship, or publication of this article.


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