

AN ANALYSIS OF LANGUAGE FUNCTIONS AND EXPRESSIONS USED BY *POKDARWIS* TOUR GUIDES OF SUDAJI VILLAGE IN HANDLING GUESTS

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Abstract: This study aimed at identify language function and describe language expressions used by Sudaji tour guide groups (*Pokdarwis*). Language functions used in the conversation were also the focus of this study. 5 tour guides from Sudaji village who met the criteria in this study were taken as the subjects. The data were collected by observation and interview. The instruments used in data collection were field notes and an audio recorder. The data were then analyzed descriptively. Based on the analyses of the use of language functions and expressions, it was found that 8 language functions and expressions were used by the 5 tour guides, including greeting, introducing themselves, giving information, dealing with questions, giving directions, informing the rules and security, giving an apology, and giving thanks and farewell.

Key Words: language functions, language expressions, tour guides.

1. INTRODUCTION

A tour guide has an important role in advancing the development of tourism in an area. Tour guides are tasked with providing detailed information about the places visited by tourists as well as being responsible for handling tourist trips. Usually, each region has a local tour guide who joins a tourism awareness group which is called *Pokdarwis*. *Pokdarwis* consists of several local tour guides who have been selected to join. Based on the statement of the [Ministry of Tourism and Creative Economy \(2012\)](#), *Pokdarwis* is a group of community members who are concerned for the development of tourism in their area. The function of *pokdarwis* in an area is to promote tourism by developing the potential of an area and its people so that it can be known more widely by the general public.

To become a tour guide, the most important thing that must be owned and mastered is being able to use a good foreign language such as English. According to [Dewi et al \(2019\)](#), in carrying out duties as a tour guide, it is necessary to have a good understanding of English such as knowing the language functions and expressions of English. Language function is part of what people use in order and support communication. Therefore language function helps the speaker to deliver that meaning about something with the result that makes the listener easy to comprehend the purpose ([Nababan, 1991](#)). In tourism, language functions are usually used by tour guides when they handle guests. They are used to support and explain the point or main ideas from a situation and that is why they can make the information clear and easy to understand.

[Van Ek \(1977\)](#) in [Mahardika \(2019\)](#) says that language expression is expressions of words presented to achieve certain functions. The staff employees at hotels, villas, homestays, and others in handling guests use language functions and expressions to handle guests. The following are forms of expression commonly used by tour guides in general such as, *Halo/hai dan good morning/afternoon/evening/night* (greeting), *let me introduce my self* (introducing themselves), *Bendungan Gandameru is located at Sudaji village* (giving information), *what is nasi goreng?* (dealing with questions), *so around 20 minutes later me and Isma will escort you to visit water slide from Lemukih village* (giving direction), *please walk on the grass because the way is very wet after rainy so be careful* (telling rules and safety), *I apologize for choosing this track because we never knew yesterday we got*

the rain but now the fact is slippery you difficult to walk (giving apologizing) and *last thank you for coming to Sudaji village, see you and goodbye* (giving thanking and farewell).

Good knowledge of language functions and expressions of English should be owned by all tour guides, including those in Sudaji village. This is one of the villages in North Bali, Buleleng. Sudaji village succeeded in getting an award as 2nd place of Anugrah Desa Wisata in 2022. Many tourists visit Sudaji village, therefore Sudaji's tour guides pay more attention to how to communicate well so that tourists easily understand information related to Sudaji village tourism. To maximize their service, it is important for tour guides to improve their English knowledge such as the grammar of the expressions used by tour guides to convey clear functions.

Moreover, language function is one of the important things that is required for good communication with other people especially with guests. According to Savignon (1983), the main things that help fluency in communication when handling guests are to know and understand the English functions and expressions. Similarly, English function is the thing used to achieve a target or goals with speaking, writing, reading, and listening (Astina, 2018). Van Ek (1977) in Mahardika (2019) says that language expression is expressions of words presented to achieve certain functions. The staff employees at hotels, villas, homestays, and others in handling guests use language functions and expressions to handle guests.

According to Dewi et al (2019), English is said to be the absolute language needed by a tour guide in handling tourists so that the information conveyed is clear. In carrying out his duties as a tour guide, there are several things that are an important part that must be understood and mastered by a tour guide based on Dewi et al (2019), including the following: greeting, introducing yourself, showing place of interest, telling some information about the place general, telling about rules and safety, dealing with question, giving apologizing.

Some previous studies conducted similar topics on language functions and language expressions. The first study is conducted by Irawan, (2016) who investigated "The needs of English and what kinds of language functions that were used by tour guides at Karimunjaya Islands". The second study according to Pramana (2022) "The Identification of Language Expressions and Functions in Handling Check-in and Check-out by Receptionist at New Sunari Lovina Beach Resort". The third study is about "The language function and expression used by tour guides at Bali Memory Tours in handling tourists" by Dewi, (2017). And last by Thiana et al, (2018) "Errors Analysis of Language Functions Used by the Local Guides in Danau Tamblingan Buleleng Bali"

2. METHOD

This study used a descriptive qualitative to identify the language function and to describe language expression. Subject for this study used 5 tour guides from Sudaji village who met the criteria in this study were taken as the subjects. The data were collected by observation and interview. The instruments used in data collection were field notes and an audio recorder. The researcher observed 5 times in different weeks with each tour guide of Sudaji village *pokdarwis*. In carrying out observations, in addition to recording important points during the observation, researchers also use audio recording to record tour guide activities when handling tourists so that later researchers do not miss important points that will be used as data results. After conducting audio recording, the researcher conducted an interview stage by asking several questions related to the function and language expression. Interviews were conducted to review important information that was deemed inaccurate during observation and audio recording.

This research focuses on analyzing what are the functions and language expressions used by Sudaji village tour guides when handling tourists. There are four steps to analyze the data, such as data collection, data display, data condensation, and drawing conclusion and verification. The steps of data analysis can be seen in the following diagram.

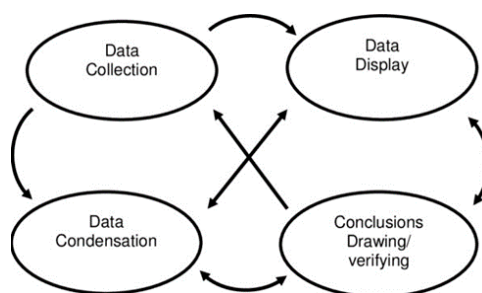


Figure 1 Interactive Model by Miles, Huberman, and Saldana (2014)

3. RESULT AND DISCUSSION

The first research objective was intended to find out the language functions used by the *pokdarwis* tour guides in Sudaji village in handling guests. There were 8 language functions used by the *pokdarwis* tour guides in Sudaji village in handling guests such as follow :

Tabel 1 Types of language function used by *pokdarwis* tour guides Sudaji village

Number	Types of language function
1	Greeting
2	Introducing themselves
3	Giving information
4	Dealing with questions
5	Giving directions
6	Informning the rules and safety
7	Giving an apology
8	Giving thanks and farewell

Based on Dewi et al (2019) , there are explanation about several language functions including the following: greeting (greeting is certainly mandatory for a tour guide to open a conversation with several greeting phrases), introducing themselves (it is mandatory for all tour guides to introduce their identity in the form of name, origin, etc), giving information (in this section the tour guide first explains in general about the place visited with tourists) , dealing with questions (while handling tourists tour guides are no strangers to receiving various questions from tourists, therefore, tour guides must be ready and able to answer well the various questions from tourists), giving directions (when the tour guides giving an direction about some activities) , informing the rules and security (when visiting a place, the tour guide is required to provide information to tourists regarding regulations and safety during the tour and while visiting a tourist spot) , giving an apology (the function is saying and asking for an excuse about our fault from someone/a guest), then last giving thanks and farewell (the function is to close on conversation and a meeting with someone).

The second research objective was itended to describe language expressions. Those language expressions such as the table below :

Tabel 2 Types of language function used by *pokdarwis* tour guides Sudaji village

Number	Types of language function	Types of language expression
1	Greeting	-Om Swastyastu -Halo/hai -Good morning/afternoon/evening/night - How are you?
2	Introducing themselves	-Welcome to my village -Let me introduce my self - I am Coco (guide's name) is your tour guide today -My name is -I would like to introduce myself - They are Jamila and Seresad our guests today
3	Giving information	-We have three packages for tracking and we have short, middle, and long -This is one of the subak temple in this is dedicated to god of Dewi Sri - This is very interesting here in this village, you can see rice field, to see the sunset, waterfall, and we have 7 secret waterfalls hear near by - There's lot rice fields around

		here, and this is black sticky rice which usually we use for Balinese cake
		- Siobak is a food made from pork that is boiled and then cut into small pieces according to taste and mixed with thick spices.
		- Bendungan Gandameru is one of The famous destinations that we Have. Most tourists who visit this Village usually come here and see how the beautiful and fresh river
4	Dealing with questions	-What's the fruit? -How wide and high is the village? - Is that far from here? - What is nasi goreng? - Can you take some photos and videos for me? - What about the thing you already Promised before?
5	Giving directions	-Please change your clothes before going swimming in the river - so around 20 minutes later me and i will escort you to visit water slide Lemukih village - Come on you have to try washing your face here and after that feel how fresh it is. - Changes your clothes with Bali traditional dress or kamben. I'd like to show you of Balinese ceremony - I think we must stay here for several minutes after the rain stops
6	Informing the rules and safety	-Just take care of yourself, there's a way downhill - Please walk on the grass because the way is very wet after rainy so be careful - If you go down to the step of the waterfall just make sure everything is like we don't expect we need to be secure and safe during your activity and also be careful on your step and floor because, this is with nature - Please use sunscreen and whatever is just be safe taking care of your skin as well as your face bring your hat, and bring your rain jacket if rain is coming - Sorry maybe the wet is quick Slippery be careful or so you can Hold my hand - Come on Sheryl before we get on the boat to see the dolphins, use a life jacket first.
7	Giving an apology	-I apologize for choosing this Trake because, we never knew

8	Giving thanks and farewell	yesterday we got the rain but now the fact is slippery -I am sorry our trip today was not good because, the sudden rain - I am sorry I left you I just fast to The work you left back then - I am sorry I was thinking that you understand because this is about cross junctions on three junctions but it's okay no problem this is my fault I will give you walk just a little by your self at leats it's okay i am so happy to find you again -Thank you -See you next time -Bye - What do you think about the activity? Are you guys enjoying it? thank you for coming to Sudaji village, see you and goodbye
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The findings of this research are not in line by the research done by Dewi, (2017) in "An Analysis of Language Function and Expression Used by Tour Guides at Bali Best Memory Tours in Handling Tourists", this researcher uses the same method, subject and based on this research found 6 language functions, and expressions (Greeting, Giving information, Offering, Apologizing, Thanking, Saying goodbye) from 2 tour guides at Bali best memory tours. And then from this current study can conclude 8 language functions and expressions (greeting, introducing ourselves, giving information, dealing with questions, giving direction, informing rules and safety, giving apology, giving thanks and farewell) from 5 tour guides at Pokdarwis Sudaji village. But this study has little bit difference between the two research results is that Dewi, (2017) previous research did not find language functions for dealing with questions, giving direction, informing Rules and safety which can be found in the latest research.

The second study are in not line according to Thiana et al., (2018) "Errors Analysis of Language Functions Used by the Local Guides in Danau Tamblingan Buleleng Bali" This study produced 14 kinds of language functions and 4 types of grammar errors from 3 tour guides who were used as an object in the study. The 4 grammar errors from the research include omissions, additions, misinformation, and misordering. This study also has little bit difference between the two research results is that current research did not find language functions for giving advice, refuse, offer something, ask for information.

4. CONCLUSION

The importance of this research is carried out to find out overall how the functions and expressions of the english used by the *pokdarwis* tour guides Sudaji village in handling tourists. This research is also carried out to be used as a comparison with the results of further research, especially on the types of language functions and expressions used by tour guide. Based on the findings, it can be concluded that there are 8 types of language functions and various kinds of expressions obtained from the analysis during observations, interviews by the 5 tour guides of Sudaji village during handling tourists. In addition, there were several language function including, 1) Greeting, 2) Introducing themselves, 3) Giving information, 4) Dealing with questions, 5) Giving Direction, 6) Informing rules and safety, 7) Giving an apology, 8) Giving thanks and farewell.

Based on the conclusions above, this research is expected to be a reference for other researchers who choose the same theme as this research. First, language and hospitality students can use this research as a reference to learn about kinds of language functions and expressions used by tour guides. Second, lecturers can use this research as a module to teach students and understand the importance of using language functions, and expressions in handling guests. For other researchers, it can also be used as a further reference to expand and deepen the analyses, especially in analyzing about language functions and expressions using English. In addition, this study only used 5 subjects which is arguably limited, therefore future researchers can use a wider range of subjects and examine more deeply on such topics.

5. ACKNOWLEDGE

We would like to express gratitude for the party concerned that always support and give the motivation to researcher. And this was prepared as one of the requirements for completing the Diploma four (4) Program or Applied Bachelor majoring in Foreign Language, Faculty of Language and Arts, Ganesha University of Education.

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