



The Use of English Greetings and Terms of Address by Employees and Homestay Owners in Kintamani Tourism Area, Bali

Ni Wayan Pastini¹, Hartanti Woro Susianti^{2*}

¹. Food and Beverage Service, Bali Tourism Polytechnic
Jl. Darmawangsa - Kampial, Nusa Dua 80363, Bali, Indonesia

². Tourism Destination, Bali Tourism Polytechnic
Jl. Darmawangsa - Kampial, Nusa Dua 80363, Bali, Indonesia

*e-mail: worosusianti@ppb.ac.id

ABSTRACT

A good and correct way of communicating is really needed by the people of Bali to support the increase in foreign tourist visits to the Island of the Gods. English is a communication tool that is needed by the people in the Kintamani tourist area. Those involved in tourism industry activities are expected to provide good service to meet customer satisfaction. This qualitative research, which is based on a phenomenological philosophy approach, aims to determine the understanding of employees and homestay owners in Kintamani regarding the use of English greetings and terms of address in their daily tasks. Samples were taken as many as 30 respondents with an accidental sampling technique. While data were collected from respondents through interviews and observations, with recording techniques when respondents served guests at eight representative homestays. Furthermore, the data were analyzed descriptively, referring to basic English grammar theory. The results of the study show that in general employees or homestay owners in Kintamani understand the use of greetings and formal terms to greet guests in English well. However, in daily conversation, they do not use greetings and terms of address in formal English which are theoretically appropriate and prioritize the communicative aspect.

Keywords: *greetings, terms of address, homestay*

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1. INTRODUCTION

A person's success is highly affected by the way they communicate with others. How to communicate well and correctly is needed by the Balinese people, especially those who live in tourism areas. The increasing arrival of foreign tourists to the Island of the Gods has made English an important means of communication, which is needed by people in tourist areas, such as the people of Kintamani - Bangli. Therefore, local residents who generally use their mother

tongue, Balinese, as well as Indonesian as the national language, are encouraged to improve their communication skills in foreign languages, especially English. Those who live in Kintamani and are directly involved in the activities of the tourism industry are expected to provide good service to realize the satisfaction of tourists.

Trudgill (1983) states that in this world people have a variety of cultures that are very different from one another. This diversity will affect their language, especially on aspects of language such as phonological, morphological, grammatical, and semantic. Among these aspects, the semantic aspect is the aspect that most quickly and significantly provides information about the culture underlying a language. Therefore, in studying the culture of a nation, it is very important when we study their language to the semantic aspects, especially those related to the culture of the language. In other words, we not only learn the grammatical aspects which lead us to the success of achieving communication goals, but we will also avoid social phenomena, such as irritation in communication, or even cultural harassment due to our lack of understanding of semantic aspects related to culture. Because language is universal in relation to the culture that underlies it, when we communicate with a particular language, we bring ourselves into the culture of that language.

A small part of cultural differences in language use in daily communication will be presented in this study, namely about greeting and addressing someone in English. Greeting and addressing or calling someone are two things that are almost always present in every conversation. These two things are certainly part of the culture in all languages including Indonesian and English, which have their own rules of use. Inappropriate usage can cause discomfort for those involved in the conversation. For example, greetings in Indonesian are translated directly into English. For example, "Selamat malam" is translated into "good night", so the foreign tourist will feel surprised, when he just arrived at the restaurant around 7 pm, greeted with: "Good night, Sir, Welcome to our restaurant....". This is because the "good night" greeting for tourists is not a welcome greeting because they come at night, but in their language, this greeting means 'good night', which is a farewell to someone at night.

Kintamani tourism area is located in Kintamani District, Bangli Regency, about 80 Kilometers from Denpasar. From Ngurah Rai Airport, the journey to Kintamani can be taken about 2 hours by motorized vehicle. The view of Mount Batur with Lake Batur is the main attraction of this tourist area and is supported by tourist facilities that are very adequate. There are many inns, homestays, restaurants, and food stalls with varying prices. A very interesting thing in the Kintamani tourist area is enjoying lunch while looking at the beautiful scenery of Mount Batur and Lake Batur. Most restaurants in Kintamani serve their food with a buffet system. So tourists can enjoy unlimited food dishes, according to their wishes and tastes.

This area has a hilly nature with fresh air, and the air temperature is around 21 degrees Celsius during the day. The air temperature is almost the same as the air temperature in the Bedugul tourist area. Geographically, this area has great potential for agricultural land, which is supported by cool nature and fertile soil. Therefore, most of Kintamani's residents work as farmers. Popular agricultural products include oranges, tomatoes, cauliflower, and shallots. However, many people in the Kintamani tourist area also work in the tourism sector, such as hotels, villas, homestays, restaurants, and others.

In their activities, people who work in the tourism sector, especially employees/homestay owners in the Kintamani tourist area, are certainly often in contact with foreign tourists, who

use English as their communication tool. While the employees/owners of the homestay do not all have adequate knowledge of English.

Therefore, it is very interesting to study how employees/homestay owners understand a number of things related to cultural differences that underlie the communication that is carried out. The understanding of the employees/owners of some of these homestays, as well as the use of greetings and terms of address in their daily tasks will be the topic of discussion in this research. They use greetings and terms of address to greet guests such as good morning being pronounced from 06:10:00 am which should have been used from 06:00 am – 12:00 am, they are also still confused about using greetings like Mr and sir. In accordance with the theory that Sir is used to greet male guests whose names are unknown, and Mr is used when the guest's name is known, for example, Mr.Lennon and Mr. Well.

Several similar studies have been conducted, such as Oka Griya (2016) who in his research analyzed the use of greetings in English by traders in the Ubud Gianyar Bali Tourism Area, according to Searle's theory of special language functions. Lia Ardiana Safitri (2022) has also researched the English language skills of waiters/waitresses at the Inside By Melia Yogyakarta hotel based on four aspects, namely: Listening, Speaking, Reading, and Writing. Meanwhile, Pastini (2022) also examines the English mastery of restaurant waiters in Ubud, Gianyar, by examining the use of types of grammatical errors in the sentences used by waiters when serving food and drinks. However, there has not been much research on the English language skills of employees/ owners of homestays as seen from greetings and terms of address. For this reason, this research is deemed necessary.

2. METHOD

This research is a qualitative study that relies on a phenomenological philosophical approach. The object of this research is the use of English in the form of formal greetings and terms of address by employees and homestay owners in the Kintamani tourism area. 30 respondents were selected as samples with an accidental sampling technique. The data were collected from the respondents through interviews and observations, with recording techniques when the respondents served guests in eight homestays. The data on their understanding in the use of formal greetings and terms of address were then analyzed descriptively, referring to the basic grammatical theory of English.

3. RESULT AND DISCUSSION

3.1. Homestay Employees/Owners' Understanding of Formal Greetings in English

The data collected is the result of interviews with several employees and homestay owners, regarding the use of greeting words such as good morning, good afternoon, good evening, goodbye, and good night. This can be explained as follows:

Of the 30 respondents, 19 people (63%) answered that good morning is used from 06.00 to 10.00. And 11 people (37%) answered that good morning greetings are used from getting up in the morning until 12 noon. Based on the answers given by respondents, it can be said that employees or homestay owners are still lacking in understanding the use of good morning greetings. They tend to interpret good morning greetings like the use of "Selamat pagi" in Indonesian. Whereas according to theory, good morning is used

from 06.00 to 12.00. But some of them (37%) are correct in understanding the use of good morning greetings, by using them from 06.00 to 12.00.

A total of 12 respondents (40%) answered that good afternoon was used from 10 am to 4 pm, 6 respondents (20%) answered from 10 am to 6 pm and 12 respondents (40%) answered that good afternoon was used after 12 pm until 5 or 6 pm. Based on this explanation, it can be said that not all homestay employees or owners understand the use of good afternoon greetings. There are 40% who answered correctly according to theory, where good afternoon should be used from 12 noon to 6 pm or at sunset.

There is 73% of the respondents (22 people) answered that the good evening greeting is used from 18.00 until late at night. And 8 people answered that good evening is used from 18.00 to 24.00. Based on the respondents' answers, it can be said that employees/homestay owners in Kintamani have understood the use of good evening greetings correctly. According to the theory good evening greetings can be used from 18.00 until before 24.00, if at that time they have not separated. If they separate before 24.00, they may use good night.

The Use of good night and goodbye, where almost all respondents answered that good night greetings are used when parting with tourists at night, or at bedtime. But there were 18 of them (60%) who still could not distinguish it from the use of goodbye. Based on the respondents' answers, it can be said that they have understood the use of the good night greeting, but they have not mastered the full understanding. Because in theory, good night can be used when parting after 20.00. But if parting before 20.00 we can use the greeting goodbye.

3.2. Homestay Employees/Owners' Understanding of Formal Terms of Address in English

The data collected, are the results of interviews with 30 homestay employees and owners, regarding how they address guests or tourists who stay overnight, to whom they address as Sir, Madam, Miss, Ms. Ladies, Gentlemen, Mr. or Mrs., and how they address the guest's family, such as the wife, son and daughter of the guest.

For addressing with the title *Sir*, all respondents answered that Sir is used to addressing a male guest and interpreted it in Indonesian as "Tuan". Based on these answers, it can be said that respondents only partially understand Sir, because according to the theory, Sir can be used to address a guest if we do not know the guest's name. And if we already know the guest's name, we can greet him using Mr, followed by the guest's name. Example: Mr. Lennon (whose name is John Lennon), Mr. John Brown (if the guest's name is John Brown).

Regarding addressing with the title *Madam*, all respondents answered that the title Madam is used when addressing female tourists who are mature or old, and translated it into Indonesian with "*Nyonya*". Based on the respondents' answers, it can be said that they do not fully understand the theory of using the greeting Madam, because according to the theory, Madam is used to address an adult female guest whose name is not yet known. If an adult female guest whose name is already known, then it can be addressed with Mrs. Lennon (wife of Dr. John Lenonn). Mrs. Smith (wife of Mr. John Smith).

For addressing with the title *Miss*, all respondents answered that they use the title Miss when addressing young female guests, with the Indonesian translation "Nona". Based on the respondents' answers, it can be said that homestay employees/owners have correctly understood the use of the Miss greeting in accordance with the theory. And all respondents gave answers that were not in accordance with the theory of using the greeting Ms., because they were not familiar with the designation. According to theory, the Ms. can be used to address adult female guests, both married and unmarried.

For addressing with the title *Ladies*, all respondents answered that they use the title Ladies when they greet some female tourists. So it can be said that they have understood the use of the formal English greeting Ladies for women, whether their names are known or unknown. And for addressing with the title *Gentlemen*, all respondents also answered that they use the English title Gentlemen when they talk to some male tourists. So it can be said that they already understand very well about greetings for some adult male guests.

Regarding addressing with the title *Mr.* all respondents answered that Mr. is used when talking to male tourists, whether they know their name or not. It can be said that they have understood the use of the greeting Mr. but not entirely correct. Because in theory, Mr. can be used to address male guests whose names are known. If the name is not known then the greeting Sir is used to address him, and not Mr. Meanwhile for addressing with the title *Mrs.* all respondents answered that Mrs. is the same as the greeting to Mr. and with the same meaning as Madam. It can be said that the respondents have not understood the theory about the correct use of Mrs.'s greeting. According to the theory, Mrs. is used to address adult female guests whose names are known. Example: Mrs. Lennon (Mr. John Lennon's wife).

For addressing the traveler's family, all respondents answered that they refer to a guest's wife as Mrs. or Madam, refer to his son as Mr. or Sir, and refer to his daughter as Miss or Madam. So it can be said that they already understand the greeting for the guest's family. However, it still needs to be emphasized that the use of Mr./ Mrs. must be followed by the family name.

3.3. Use of Greetings and Terms of Address in Daily Conversations in Homestays

Data on conversations between homestay employees/owners in daily activities, obtained from the recording results when guests check-in and when guests come to eat, can be seen as below :

Conversation 1:

(At 13.00, guest check-in)

R : Hello sir. Madam

G : Yes. I'll check in and I have booked a room.

R : Yes, sir... your room is 206.

G : Thanks

In the above conversation where the employee greeting hallo is an informal greeting, the employee should greet the guest using, good afternoon or good evening.

Conversation 2:

(At 11:30, a couple of guests are having lunch)

W: Good afternoon, sir, madam

G: Good afternoon... we want to have some food

W: Yes, sir... What do you want to order?

In the above conversation, the conversation took place before 12.00 noon, which should have used good morning. According to theory, good afternoon is used from 12:00. Since the above conversation took place at 11.30 am, a good morning greeting should have been used. Meanwhile, addressing with the title Sir and Madam can be said to be correct.

Conversation 3

(At 19.00, a couple of guests are having dinner)

W : Good evening Sir, Madam

G : Good evening

W : What do you want to order sir, madam?

G : We want to have Indonesian food

The conversation above is in accordance with the theory that good evening is used around 6 pm or after sunset. So the employee's understanding can be said to be correct and in accordance with the theory.

Conversation 4

(At 21.00, the guest finished eating)

W: Have you finished your dinner?

G: Yes

W: Thank you for coming and good night

This conversation is also in accordance with the theory so their understanding of greetings and terms of address can be said to be correct.

4. CONCLUSIONS

Based on the discussion of the use of greetings and terms of address in English by employees/ homestay owners in Kintamani, the following conclusions can be drawn:

In general, employees or homestay owners in Kintamani have understood the use of formal greetings in English well. It's just that there are still some of them who understand the use of good morning greetings such as "Selamat pagi" greetings in Indonesian, which can be used from 06.00 to 10.00. So they use the good afternoon greeting at 11:00 am. Meanwhile, according to the theory, good morning greetings are used from 24.00 to 12.00 noon. Employees or homestay owners also do not fully understand the use of terms of address in English. They know and greet with Sir, Mr., or Gentlemen for male guests, or Ladies, Mrs., Miss, and Madam to greet female guests, but have not been able to distinguish when each is used. As per the theoretical example, addressing with Sir or Madam is used when the guest's name is unknown. And in their daily activities when serving guests, employees and owners of homestays in Kintamani do not use greetings and terms to address guests in formal English which are theoretically appropriate, and prioritize the communicative aspect instead.

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