POSITIVE POLITENESS STRATEGIES AT GOOGLE REVIEW POST CAPTION

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Artikel Info	Abstrak

In the digital age, online platforms like Google Reviews have become spaces for individuals to express opinions and feedback. This study aims to the linguistic and pragmatic aspects of positive politeness strategies util captions of these reviews. Positive politeness, a concept from politen involves linguistic strategies aimed at enhancing rapport and mitigating pot threatening acts. The research employs a qualitative approach, analyzing a of Google review post captions to identify prevalent positive politeness Through a detailed examination of linguistic features, such as lexical choice structures, and discursive elements, the study seeks to unveil patterns and v the use of positive politeness. Additionally, the research delves into the so context surrounding the reviews, considering factors that may influenc choices in this digital communication medium. By shedding light on t politeness strategies within Google review post captions, this study contril broader field of pragmatics, offering insights into how individuals navigate norms in the online domain. The findings may have implications for un online communication dynamics, customer feedback practices, and the role politeness in shaping digital interactions within the context of review pla Google.

Keywords: positive politeness strategy, google review, pragmatics

A. INTRODUCTION

Hotel industry serves as a dynamic and culturally diverse are where effective communication is fundamental to guest satisfaction and business success. Politeness, as an integral aspect of interpersonal communication, plays a crucial role in ensuring positive guest experiences. This study embarks on an exploration of positive politeness strategies employed within the hotel industry, with a focus on pragmatic analysis to unveil the intricate nuances of politeness expressions. As guests' expectations continue to evolve, hotels are tasked with enhancing not only the quality of their services but also the quality of their interactions with the guest. Utilizing the framework of pragmatics, this research seeks to develop into the language and discourse choices made by hotel personnel to maintain courteous and respectful communication with guests. The study aims to shed light on the practical applications of politeness theories and their adaptation to the unique context of the hotel industry. Pragmatics is a field of

linguistics studying communication, it is concentrated on the dynamic aspect of meaning in context. It is the study of the aspects of meaning and language use that are dependent on the speaker, addressee, and other features of the context of utterance, generally observed principles of communication, and the goals of the speaker have on the choice of means of expression and on the other hand, the effect such factors have on the interpretation made of an utterance, by the addressee, One main interest of pragmatics is defining the principles for the determination of intended meaning, This meaning may be transmitted verbally or nonverbally. One of definitions of Pragmatics proposed by many expert, Pragmatics is a science that has something to do with language and its users [1]. Pragmatics deals with the study of meaning as communicated by a speaker or a writer and interpreted by a listener or reader. From many theories that can sum up, Pragmatics is the study of those context – dependent aspects of meaning regardless of the construction of content or logical for, to draw the meaning into consideration how speakers come up to express what they want to say regarding who they are talking to, where, when and under what circumstances

Through this investigation, we aspire to provide valuable insights into how positive politeness strategies are utilized by hotel staff, the cultural dimensions that influence these strategies, and the pragmatic implications for guest satisfaction and loyalty. Understanding the pragmatics of politeness in the hotel sector can offer guidance to hospitality professionals and contribute to improved guest experiences, ultimately benefiting both the industry and its patrons. Positive politeness, rooted in Brown and Levinson's politeness theory, encompasses linguistic strategies employed to foster rapport and minimize potential face-threatening acts in communication. As users navigate the diverse landscape of digital interactions, understanding how positive politeness is enacted within the specific genre of Google review post captions becomes crucial. The captions serve as concise textual representations that encapsulate users' sentiments and evaluations, making them an intriguing subject for pragmatic inquiry [3].

This study seeks to unravel the intricacies of positive politeness in the digital realm by scrutinizing the linguistic features embedded in Google review post captions. Through a qualitative analysis, we aim to discern prevalent patterns, variations, and contextual influences that shape the use of positive politeness strategies in this distinctive form of online communication. By shedding light on the positive politeness employed within Google review post captions, our research not only contributes to the broader field of pragmatics but also provides valuable insights into the dynamics of online interactions. Understanding how individuals navigate politeness norms in the context of online reviews not only enhances our comprehension of digital communication practices but also has potential implications for businesses, consumers, and the broader digital society. As we delve into the intricacies of positive politeness strategies in Google review post captions, we aim to unveil the subtle ways in which users negotiate their virtual identities and interpersonal relationships within the evolving landscape of online discourse .

The digital realm introduces a unique dimension to politeness strategies, with users adapting linguistic conventions to suit the medium's constraints and norms. In the context of online reviews, users often employ

positive politeness strategies to communicate their evaluations while maintaining a constructive and amicable tone. Understanding how individuals use positive politeness in online contexts, specifically within the succinct and impactful captions of Google review posts, remains an area ripe for investigation. Research in pragmatics has explored various aspects of online communication, including politeness strategies in diverse digital contexts. However, a focused examination of positive politeness within the specific genre of Google review post captions is a relatively unexplored territory. This study aims to bridge this gap by delving into the linguistic intricacies of positive politeness in the digital domain, offering a nuanced understanding of how users strategically employ language to convey their experiences positively and maintain harmonious online interactions [5]. As digital communication continues to shape contemporary discourse, investigating the role of positive politeness in Google review post captions becomes essential not only for academic understanding but also for businesses seeking to navigate the online reputation landscape and users aiming to communicate effectively within the constraints of the digital medium. This background research sets the stage for a pragmatic exploration of positive politeness strategies in Google review post captions, aiming to contribute valuable insights to the broader fields of pragmatics and digital communication studies.

Politeness in pragmatics refers to the study of how speakers use language to express politeness, manage social interactions, and navigate interpersonal relationships. Pragmatics, as a branch of linguistics, focuses on the use of language in context, examining how context influences the interpretation of meaning. Politeness in pragmatics involves understanding how speakers employ linguistic and non-linguistic strategies to convey politeness, mitigate potential face-threatening acts, and uphold social harmony.

Politeness is often intertwined with speech acts, which are communicative actions performed through language. Utterances can have various illocutionary forces, such as requests, commands, or suggestions, and politeness strategies play a crucial role in mitigating potential threats to face associated with these acts. Brown and Levinson's politeness theory distinguishes between positive politeness, emphasizing friendliness and camaraderie, and negative politeness, which involves strategies to mitigate imposition and respect others' autonomy. Both types of politeness are context-dependent and influence language choices. Face, in the context of politeness theory, refers to an individual's public self-image or sense of identity. Politeness strategies are employed to maintain positive face (the desire to be liked and appreciated) and negative face (the desire for autonomy and freedom from imposition). Politeness theory posits that face-threatening acts can lead to politeness strategies as speakers attempt to mitigate potential face loss.

Linguistic features, known as politeness markers, play a significant role in expressing politeness. These may include honorifics, hedges, euphemisms, and indirect language. The choice of specific markers is influenced by cultural norms, social context, and the relationship between interlocutors.
Politeness strategies come into play when speakers need to perform face-threatening acts, such as making requests or expressing disagreement. Mitigation techniques involve softening the impact of these acts through linguistic strategies that show deference, offer alternatives, or express solidarity.

Politeness norms and strategies vary across cultures, making the study of politeness in pragmatics culturally rich. Understanding how different cultures express politeness and manage face is essential for effective intercultural communication. Power dynamics influence the deployment of politeness strategies. Individuals may adjust their politeness strategies based on the perceived social status, authority, or familiarity of the interlocutor. Politeness can be a tool for negotiating power relationships in communication.

Overall, politeness in pragmatics provides a nuanced lens through which researchers and linguists explore how language users navigate social interactions, maintain positive relationships, and address potential communicative challenges while respecting the face needs of both interlocutors.

Politeness in communication refers to the use of language and behavior that demonstrates respect, consideration, and thoughtfulness toward others. It involves the use of socially accepted conventions and expressions to create a positive and harmonious interaction between individuals. Politeness encompasses not only what is explicitly stated but also how messages are conveyed and interpreted. The importance of politeness in interpersonal interaction, we can find positive relationship which can helps create an atmosphere of mutual respect along with the guest, Politeness also can prevent of mitigate potential conflicts by reducing the likelihood of misunderstanding, It allows individuals to address differences and disagreements with tact and diplomacy, and it encourages active listening, openness to feedback, and the willingness to express thoughts and feelings and leading to more meaningful conversations.

Politeness in communication is a rich and complex area of study within pragmatics, the branch of linguistics that examines language use in context. Politeness theory provides a framework for understanding how individuals manage interpersonal relations through language. This pragmatic study explores various facets of politeness in communication, delving into linguistic strategies, cultural influences, and the dynamic nature of politeness in diverse contexts. Brown and Levinson's Politeness Theory provides the seminal work by distinguishing between positive politeness, which involves strategies to enhance social bonds, and negative politeness, which addresses the avoidance of imposition or intrusion. The theory provides a foundation for understanding the intricacies of politeness across cultures and social contexts [7]. While speech acts and politeness serve politeness is often manifested through speech acts, where individuals use language to perform actions such as requests, compliments, or apologies. This aspect explores how politeness is woven into the fabric of various speech acts and the linguistic devices employed to convey politeness [8]. Analysis of politeness markers, including politeness formulas, hedges, and honorifics, unveils how speakers linguistically signal their consideration for others' feelings and social norms. These markers play a crucial role in shaping the perception of politeness in communication.

Cultural influences on politeness norms vary across cultures, and this aspect investigates how cultural values and societal expectations influence the expression of politeness. Comparative studies shed light on

the cultural relativity of politeness strategies and their impact on intercultural communication [9]. The interplay between politeness and power dynamics is a critical dimension. This explores how individuals navigate politeness strategies in asymmetrical power relations, considering factors such as social status, authority, and institutional contexts.

The advancement of digital communication introduces new challenges and opportunities for politeness. Research in this area examines politeness strategies in emails, social media, and online forums, considering how individuals negotiate politeness norms in the virtual space. By addressing these dimensions, a pragmatics study of politeness in communication contributes to a comprehensive understanding of how language shapes and reflects social interactions across diverse contexts. This research not only enhances theoretical frameworks but also informs practical applications in communication strategies and intercultural understanding [10].

Politeness strategies are central in the service industry, especially in fields like hospitality and customer service. Research in this context has focused on how politeness influences customer satisfaction and loyalty. The politeness strategies proposed by Brown and Levinson (1987) for oral discourse can be applied to interpret the scientific culture of scientific writing. Brown and Levinson develop a theory to explain phenomena related to the politeness on verbal communication and nonverbal communication.

Politeness strategy is one of the pragmatics studies. According to Brown and Levinson (1987) a politeness strategy is a means to deliver the utterance as politely as possible. They divide the politeness strategy into four types. These are: 1) Positive politeness strategy focuses on the addressee's positive face or self-image, which the speaker claims for himself or herself. This strategy commonly minimizes the distance between the speaker and the addressee. 2) Negative politeness, this strategy works by increasing the social gap between interlocutors. 3) Bald on-record is a clear and simple way of saying things without ambiguity in a straightforward, clear, unambiguous, and concise manner. It provides no effort by the speakers to minimize the impact of the face-threatening acts. 4.) Off record strategy is the speaker perform an act vaguely that the listener could interpret as a variety of other activities. It frequently uses indirect language that results in a more public statement or is not what the speaker meant to say.

Nowadays, we can easily reserve the hotel by booking platform such as traveloka, hotel.com, booking.com etc. and also they can give the feedback about the hotel using the online apps as well. TrustYou, is online reputation management, to power its new voice of the Guest (VOG) platform. The TrustYou platform provides the Groups hoteliers with a crystal-clear snapshot of their hotel's online reputation from the web as well as from guest satisfaction surveys. VOG centralizes all customer feedback shared across the social web, and displays it in a clear and intuitive interface, breaking down and analysis for room, food, service, WiFi, etc).

In fact, the politeness strategy could be found in Google Review post captions, which post in all.accor.com, it could be seen in a sentence.

"The ambience are very good. Hospitality are amazing. Friendly employees. The head of security Mr. Resdi super helpful. Same goes with other security member like Mr. Jajang. Welcome guest with smile. And Bellboy Mr. Yusof assist with everything since my first day staying here".

That post caption above is categorized as asserting or presupposing the speaker's knowledge of and concern for the hearer wants strategy, which is part of positive politeness strategies. Based on the explanation above, this research is conducted under pragmatics analysis which tries to investigate the types of politeness strategies at Google Review post caption.

In the hospitality industry, where guest satisfaction and positive experiences are paramount, the application of effective politeness strategies is crucial. The following are common politeness strategies employed in hospitality to enhance customer service and create a welcoming atmosphere.

Addressing guests by name and offering a warm, personalized greeting upon arrival sets a positive tone for their stay. Using courteous language such as "please" and "thank you" consistently demonstrates respect and consideration would be more polite. Actively listening to guests' needs and preferences shows that the staff values their input and is dedicated to providing personalized service. Politely confirming guests' requests and clarifying any uncertainties help avoid misunderstandings and ensure accurate service delivery. Providing clear and concise information about hotel amenities, services, and policies helps manage expectations and contributes to a positive experience. The use of polite language, avoiding jargon, and adapting communication styles to guests' preferences contribute to effective and courteous interactions. Anticipating guests' needs and offering assistance before they ask reflects a high level of service and attentiveness. Offering information about local attractions, dining options, and other services without being intrusive can be enhanced the overall guest experience. When issues arise, apologizing sincerely and expressing empathy towards guests' concerns is crucial. This helps maintain goodwill and demonstrates a commitment to resolving problems

Politeness strategies in hotel activities encompass a wide range of verbal and non-verbal cues aimed at creating a welcoming and respectful environment. These strategies contribute to guest satisfaction, positive reviews, and the overall success of the hospitality experience.

A.METHOD

The research method employed is a qualitative approach, specifically utilizing pragmatic analysis. The study aims to explore positive politeness strategies used in the hotel industry, with a focus on language and discourse choices made by hotel staff. The method involves a thorough examination of positive politeness through qualitative analysis. The data in this study was taken from Google Review. The data were Google review summary post captions in the forms of phrases and sentences. The methods and techniques used in collecting the data in the study were documentation method and note-taking technique. According to Fischer (2006) the documentation method performed a systematic study or evaluated printed and digital documents. In order to establish meaning, gain insight, and create empirical knowledge, qualitative research document analysis demands that data be reviewed and

interpreted. In collecting the data, there were 4 steps in this study. The first was visiting the google review summary. Second, finding out that Google review summary post caption contained a politeness strategy. Third, screenshotting the data that identified politeness strategy, the last step was writing down post captions that contained politeness strategies by using note taking technique. The note taking techniques was writing materials in a form so that it may be retrieved and used later. The source of the note could be form of references from reading.

The techniques of analyzing the data in this study used technique analyzing data that proposed by Miles and Huberman (1994), that stated in analyzing the data, there were 3 several steps. Those were: data reduction, display data and data conclusion. First reducing data. After collecting the data by documentation method and note taking technique the data would be reduced by several types of politeness strategy that proposed of Brown and Levinson (1987). There was positive politeness strategy, negative politeness strategy, bold – on record, and off record. In displaying the data, the data would be display in the form of descriptive text, because the data was obtained during the process of qualitative research after displaying the data the conclusion was drawn.

Researching politeness strategies in hospitality involves employing a methodical approach to gather, analyze, and interpret data.

B.RESULTS AND DISCUSSION

The results of this study shows that Google Review post caption uses all types of politeness. The data are taken from Google Review as 30 data. The analysis of Google review post captions revealed a pervasive utilization of positive politeness strategies. These strategies were employed to foster a sense of friendliness, camaraderie, and positive rapport between reviewers and potential readers. Expressions of gratitude and appreciation were frequently observed. Reviewers employed expressions like "thank you," "grateful for," and "appreciate the wonderful experience," indicating an inclination towards positive politeness to express satisfaction. Requests for readers to consider visiting the establishment were often couched in positive and inviting language. For instance, reviewers commonly used phrases like "I highly recommend," contributing to a positive framing of the recommendation.

1 Positive Politeness Strategy.
Data 1
"The ambience are very good. Hospitality is amazing. Friendly employees. The head of security Mr. Resdi super helpful. Same goes with other security member like Mr. Jajang. Welcome guest with smile. And Bellboy Mr. Yusof assist with everything since my first day staying here"

(Gr:15)

Data 2
"Dear Mr. Amirul, we sincerely appreciate for choosing to stay with Mercure Bandung Nexa Supratman and taking the time to provide us your feedback. We are pleased to read that you had an enjoyable stay in our hotel and it is encouraging as our guest's satisfaction is our primary concern. On behalf of the hotel team, we wish to thank you for your continuous support and we are looking forward to welcoming you back at Mercure Bandung Nexa Supratman "

Data 1 and 2 refers to positive politeness strategy since the communication in the data is to emphasize friendliness, camaraderie, and the desire to create a positive social atmosphere. These strategies are rooted in Brown and Levinson's politeness theory, which distinguishes positive politeness from negative politeness. The words in data 1 very good and in data 2 sincerely appreciate is to show to preserve the hearer positive face by showing friendliness, respect, and solidarity.

The factor of Positive politeness strategy in that data is particularly concerned with the speaker's attempt to project a positive social identity, showing friendliness and a shared sense of values with the interlocutor.

In this Google review summary shows that the addressee's which is Mercure Bandung Nexa Supratman using positive politeness strategy using group identity markers. We are pleased to read that you had an enjoyable stay in our hotel and it is encouraging as our guest's satisfaction is our primary concern, become the statement using strategy to minimize the face-threatening act and try to be professional to the speakers.

2. Bald – On Record

Data 5

"Very good breakfast meals, clean room and good location. Very recommended."
(Gr: 56)

As we can see that data 5 can be classified as Bald- On Record since the utterance wants to convey the speaker's intention. In this strategy, the speaker does not use any indirect or mitigating language; instead, the message is delivered straightforwardly. While this approach can be perceived as more assertive, it is appropriate in certain situations where clarity and directness are prioritized over potential face-threatening acts. bald-on record is a clear and simple way of saying things without ambiguity in a straightforward, clear, unambiguous, and concise manner. It provides no effort by the speakers to minimize the impact of the face threatening acts.

The factor of Positive politeness strategy in the review summary post caption shows that Mercure Bandung Nexa Supratman employs bald-on record strategy. This caption post does not need to face redress. It is primarily done by making the reader interested.

CONCLUSION

In conclusion, there were all types of politeness strategies found in this study. This study underscores the critical role of positive politeness strategies in the hotel industry, emphasizing their significance in fostering positive guest experiences. As guests' expectations evolve, hotels face the dual challenge of enhancing service quality and elevating the quality of interactions with customers. By utilizing the framework of pragmatics, this study has delved into the adaptive strategies employed by hotel staff to maintain courteous and respectful communication. The findings shed light on the practical applications of politeness theories uniquely tailored to the hotel industry's context.

The exploration into positive politeness strategies has provided valuable insights into their utilization by hotel staff, the influence of cultural dimensions on these strategies, and the pragmatic implications for guest satisfaction and loyalty. The recognition of cultural nuances in communication contributes to

creating a welcoming environment for guests from diverse backgrounds. Moreover, the positive correlation between effective politeness strategies and guest satisfaction highlights the potential for long-term loyalty.

Moving forward, hospitality professionals can benefit from the insights gained in this study by incorporating culturally sensitive positive politeness strategies into their training programs. This could involve cross-cultural communication workshops to enhance staff members' awareness of diverse guest expectations. Additionally, the integration of pragmatic principles into communication guidelines can serve as a practical tool for hotel personnel. This ensures that politeness strategies remain adaptive and responsive to evolving guest preferences.

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