
POLITENESS AND RESPECT: THE STRATEGY OF COMMUNICATING WINISATAWAN IN BALI PROVINCE TOURISM VILLAGE

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ABSTRACT

KEYWORDS

politeness, respect,
tourist satisfaction,
tourist village

Research on civility and respect is an important theme in a pragmatic context. The existence of norms of politeness and respect based on ethical aspects serves as a guideline in behaving in a socio-cultural group environment in order to obey all existing rules, and behave so as not to cause gaps. Having respect for others will maintain our polite attitude in establishing relationships or interactions with others so as to create harmony and peace in social life. This type of research refers to quantitative research. The subjects of the study included tour guides, taxi drivers, pondok wisata waiters, restaurant waiters, food vendors, souvenir sellers, pecalang, and the community as independent variables. While domestic and foreign tourists as variables are bound. Data were collected using reflective questionnaires. All three instruments were expertly validated before being used to obtain readability, reliability, and validity Data was statistically analyzed using Two-Path Variance Analysis with linear multiple regression analysis techniques. The results showed that tour guides, pondok wisata staff, taxi drivers, restaurant waiters, food and beverage sellers, souvenir sellers, pecalang, and the public felt that they could communicate with domestic and foreign tourists with politeness and respect with great courtesy and respect to less politeness and less respect. And, the politeness of acting representative, assertive, directive, declarative, and expressive speech has a significant effect on the satisfaction of domestic and foreign tourists. There are 40 samples collected in this research.

INTRODUCTION

Research on civility and respect is an important theme in the context of pragmatics (Brown & Levinson, 1987; Crystal, 1997; Eelen, 2001; Finegan, 2004, Yule, 2020). The existence of norms of politeness and respect based on ethical aspects serves as a guide in behaving in a socio-cultural group environment in order to obey all existing rules, and behave so as not to cause gaps (communication breakdown). Having respect for others will maintain our polite attitude in establishing relationships or interactions with others so as to create harmony and peace in social life (Gunawan & Aprizawati, 2018; Daulay et al., 2022). Research on politeness and respect in the context of tourist satisfaction in tourist villages in Bali is almost non-existent. Previous research, such as Siregar et al. (2022) only examined the principles of politeness and language politeness strategies in the learning process. This study aims to describe language politeness and the factors that support politeness in the context of learning. The results showed that the learning process was carried out based on polite rules and ways of delivery, both content, language, how to deliver, and mimics and gestures. The main factor that encourages polite language students is that the teacher's language attitude tends to be polite in learning. Siregar's (2022) research focuses more on language politeness for the learning process. Rasa hormat merupakan fenomena psikologis dan interpersonal penting. Li Zao et al. (2022) examined perceived respect and innovative behavior of employees using "Broaden-And-Build Theory" (Fredrickson, 2001). The study explores the effects of perceived respect

on innovative behavior, as well as the mediating effects of developing emotions in the workplace and the moderate functioning of spiritual leadership. The results showed that perceived respect promotes employees' innovative behavior, either directly or indirectly through the mediating effects of emotions in the workplace. Research on politeness and respect as communication strategies in Bali Province tourism villages is different from the two studies above. The purpose of this study is directed at a critical analysis of the politeness and respect of *winisatawan* or individuals (people) in tourist destinations who interact with tourists in tourism activities (Putera, 2022). In Bali tourist village destinations, *winisatawan* consists of 1) tour guides, 2) taxi drivers, 3) pondok wisata waiters, 3) restaurant waiters, 4) food vendors, 5) souvenir sellers, 6) pekalang, and 7) the community. This research is based on Broaden-And-Build Theory, which is a theory of positive emotions to understand how positive emotions, namely politeness and respect benefit *winisatawan* in tourism activities in the tourist villages of Bali Province. The research problem is focused on: 1) Is there a significant and simultaneous influence of politeness in the tourist village of Bali Province on the satisfaction of domestic and foreign tourists?; 2) Is there a significant interactional influence of politeness in the tourist village of Bali Province on the satisfaction of domestic and foreign tourists? The research design was designed using quantitative methods (Sugiono, 2018). The subjects of the study consisted of *winisatawan*, namely: 1) tour guides, 2) taxi drivers, 3) pondok wisata waiters, 3) restaurant waiters, 4) food vendors, 5) souvenir sellers, 6) pekalang, and 7) the community. Data were collected using multiple methods, namely: self-evaluative questionnaires, observations, and document studies. Data were analyzed using descriptive statistical methods to measure central tendencies and dispersion. In addition, inferential analysis is used to examine the difference between two independent variables moderated by the classification of less developed and advanced tourism villages (Two-Way Analysis of Variance). After significant differences are found, the analysis is continued with Multiple Comparison or Post hoc Analysis. The practical benefit of the results of this study, namely to affirm that politeness and perceived respect are positively correlated with tourist satisfaction in the tourist villages of Bali Province. *Winisatawan* is very concerned about language politeness and feelings of respect in tourism activities (Weyland, 2011). Therefore, cottage owners must pay attention to building a polite and respectful organizational culture because it provides a good atmosphere for domestic and foreign tourists (Abid et al., 2018; Harper & Mansoor, 2018).

Meanwhile, the theoretical benefits of this research have relevance in building spiritual leadership by positively moderating the relationship between politeness and respect felt in tourist destinations in Bali Province (Zhang and Yang, 2020). *Winisatawan* especially those in Bali Province Tourism villages are not only able but also more willing to innovate, thus proactively promoting innovative behavior in Bali Province tourism villages.

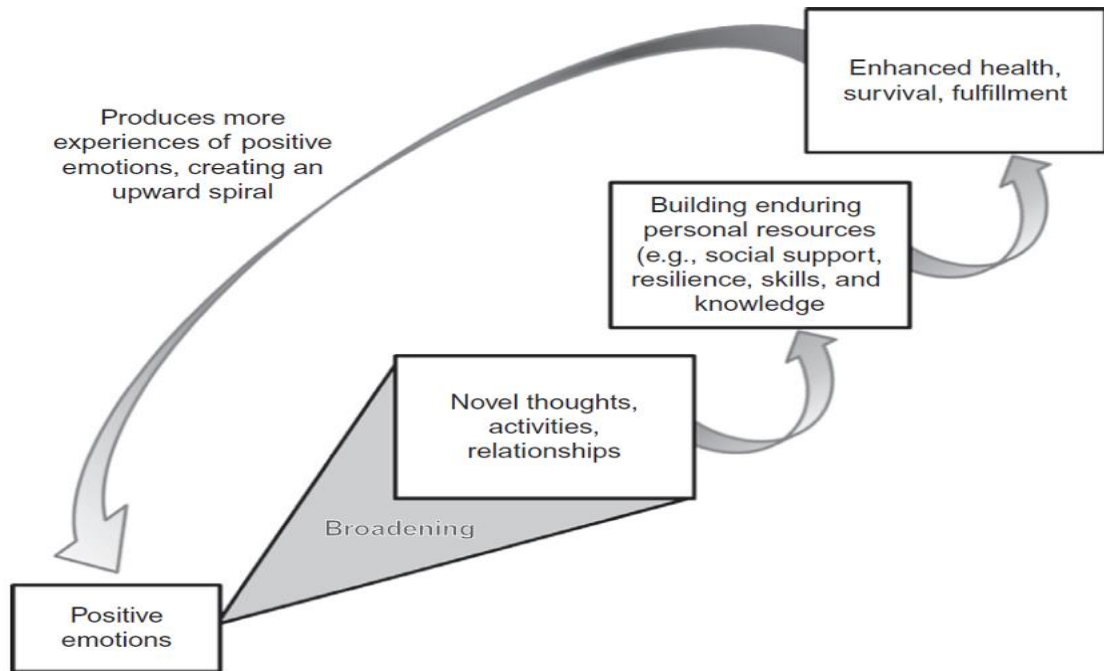
Theoretical Framework

This research is inspired by the Broaden-and-Build theory. Fredrickson's Broaden-and-Build theory (1998) is a psychological theory that explains how positive emotions broaden an individual's thought-action repertoire, which in turn builds their personal resources over time. According to Fredrickson, the resources gained through positive emotions outlive the emotions from which they were acquired. Resources build up over time and increase the individual's overall well-being.

Broaden and Build theory was first proposed by Barbara Frederickson as a way to address the lack of research on positive emotions and the greater emphasis on negative ones.¹ Broaden and Build theory was introduced to expand on the work that had been done in psychology on negative emotions and psychological maladjustment. The theory is based on the notion that positive emotions can have the effect of broadening awareness and response to events as well

as building resiliency and coping skills. Rather than arguing that positive emotions should replace negative emotions, the premise of the Broaden and Build theory is that both types of emotions must co-exist and that positive emotions build resources to cope with negative emotions.

This theory includes four steps: 1) experience of positive emotion 2) broadening of thoughts and behaviors 3) building personal resources and 4) transforming the self by increasing health, well-being, and survival.



RESEARCH METHOD

This type of research refers to quantitative research (Sugiono, 2018). There are two independent variables, namely: politeness (X1) and respect (X2) measured using interval measurement metrics. One dependent variable (Y) is traveller satisfaction measured using interval measurement metrics. One moderator variable (X3) is included to distinguish the influence of the independent variable at each level of the dependent variable, namely the classification of less developed and advanced tourist villages. The subjects of the study included 1) tour guides, 2) taxi drivers, 3) pondok wisata waiters, 4) restaurant waiters, 5) food vendors, 6) souvenir sellers, 7) pecalang, 8) communities, and 9) domestic and foreign visitors. There are 40 samples collected from respondents.

Data were collected using reflective questionnaires. All three instruments are expertly validated before being used to obtain readability, reliability, and validity (Sugiyono, 2018). The readability, reliability, and validity of the three instruments were reviewed by two people, namely an academic in tourism and hospitality and an academic who understands research methodology. The technique of analyzing readability, reliability, and validity uses the Gregory (2009) technique, which compares the approval and disagreement of the two raters against each statement item in the instrument. The number of approvals divided by the total number of approvals is equal to or greater than 75%, so it can be concluded to have readability/reliability/validity (Sugiyono, 2018). Data dianalisis secara statistik menggunakan Analisis Varians Dua Jalur, perbandingan ganda (*post hoc multiple comparisons*), dan analisis kecenderungan (*trend analysis*) (Sugiono, 2018).

The study population includes all individuals, namely 1) tour guides, 2) taxi drivers, 3) homestay employees, 4) restaurant attendants, 5) souvenir traders, 7) village security guards,

and 8) people in Sibetan Tourism Village, Karangasem District of Bali. The sample size includes 40 people recruited using the snowball sampling technique, namely those who are interacting with domestic and foreign tourists until they reach a minimum number of 30 or more to ensure the normality of data distribution (Arikunto, 2002; Ansori, 2010). Each tourist involved in tourism activities in Sibetan Tourism Village is represented by 5 people each, so the sample size is 40 people. Data were collected using questionnaires designed based on Broaden-and-Build Theory (Fredericson, 2004). To each individual was asked questions about his perceived ability to communicate politely and respectfully. To the travellers, were asked questions about their satisfaction with the individual's communication strategy in a polite and respectful manner.

RESULTS AND DISCUSSION

Before the data is analyzed, a test of parametric statistical analysis requirements is carried out first (Sugiyono, 2018). The normality test aims to ensure that the population distribution is normal. Normality data on the population were tested using the Kolmogorov-Smirnov technique with the help of SPSS-x Version 26. Theoretically, the data contribute normally if the asymptotic coefficient is significant or greater than 0.05. Before the data is analyzed, a test of parametric statistical analysis requirements is carried out first (Sugiyono, 2018). The normality test aims to ensure that the population distribution is normal. Normality data on the population were tested using the Kolmogorov-Smirnov technique with the help of SPSS-x Version 26. Theoretically, the data contribute normally if the asymptotic coefficient is significant or greater than 0.05 (Sugiyono, 2016). The results of the data normality analysis test show a coefficient = 0.056, meaning that the data on the population is normally distributed. The homoscedasticity test or homogeneity of variance requires that all three groups of samples have similar variances. The homogeneity test was carried out with the Levene test (Sugiyono, 2018). The results of the homogeneity test using the Levene technique concluded that there was no significant difference in mean or variance between the two groups of study samples.). The results of the data normality analysis test show a coefficient = 0.056, meaning that the data on the population is normally distributed. The homoscedasticity test or homogeneity of variance requires that all three groups of samples have similar variances. The homogeneity test was carried out with the Levene test (Sugiyono, 2018). The results of the homogeneity test using the Levene technique concluded that there was no significant difference in mean or variance between the two groups of study samples.

Data Description: Mean and Standard Deviation

Describing data aims to explain the shape, location and distribution or dispersion of data (Sugiyono, 2018). Measurement of central tendency and dispersion shows the location and variability of data on politeness and respect of *winisatawan* in tourist village destinations of Bali Province. In general, the measurement results of the three variables are as follows.

Table 01. Mean and Standard Deviation

| <i>Winisatawan</i> | | Politeness | Deference | Tourist's Satisfaction |
|--------------------|----------------------|------------|-----------|------------------------|
| Tour Guide | | | | |
| | • Mean | 6.60 | 6.40 | 6.60 |
| | • Standard Deviation | 0.55 | 0.55 | 0.55 |
| Taxi River | | | | |
| | • Mean | 5.60 | 5.20 | 5.20 |
| | • Standard Deviation | 0.55 | 0.55 | 0.55 |
| Homestay Staff | | 6.80 | 6.20 | 6.00 |

| | | | | |
|------------------------|--------------------|------|------|------|
| • | Mean | 4.45 | 4.45 | 0.00 |
| • | Standard Deviation | | | |
| Restaurant Staff | | | | |
| • | Mean | 6.20 | 6.20 | 6.00 |
| • | Standard Deviation | 0.71 | 0.84 | 0.45 |
| Food & Beverage Seller | | | | |
| • | Mean | 4.00 | 3.80 | 4.00 |
| • | Standard Deviation | 0.71 | 0.45 | 0.71 |
| Souvenir Seller | | | | |
| • | Mean | 3.40 | 3.40 | 3.20 |
| • | Standard Deviation | 0.51 | 0.51 | 0.45 |
| <i>Pecalang</i> | | | | |
| • | Mean | 1.60 | 1.60 | 1.60 |
| • | Standard Deviation | 0.55 | 0.55 | 0.55 |
| Society at large | | | | |
| • | Mean | 1.40 | 1.40 | 1.20 |
| • | Standard Deviation | 0.55 | 0.55 | 0.45 |

Source: data analysis of SPSS versi 26, February 2023.

Successively, *winisatawan* feel they have the ability to speech acts (representative, assertive, directive, declarative, and expressive) with courtesy and respect for domestic and foreign tourists as follows.

1. Tour guides who take tourists to tourist villages feel that they can communicate quite politely with tourists (mean = 6.20; standard deviation = 0.55). However, the tour guide's ability to communicate with respect was quite good (mean = 6.40; standard deviation = 0.55). Tourist satisfaction with the politeness and deference of the *winisatawan* was responded very satisfied (mean=6.60; standard deviation = 0.55).
2. Cottage staff and cottage owners feel that they can communicate almost very politely with tourists (mean = 6.80; standard deviation = 0.55). The ability of cottage staff to communicate with respect is quite good (mean = 6.20; standard deviation = 0.55). Tourist satisfaction with the politeness and respect was responded quite satisfied (mean = 6.00; standard deviation = 0.00).
3. Taxi drivers who take tourists to tourist villages feel that they can communicate quite politely with tourists (average = 5.60; standard deviation = 0.55). However, taxi drivers' ability to communicate with respect is categorized as good (mean = 5.20; standard deviation = 0.55). Tourist satisfaction with the politeness and respect was responded satisfactorily (mean = 5, 20; standard deviation = 0.55).
4. Restaurant waiters and waitrees in homestays feel that they can communicate quite politely with tourists (mean = 6.20; standard deviation = 0.71). The waitress's ability to communicate with respect is categorized as good (mean = 5.20; standard deviation = 0.84). Tourist satisfaction with the politeness and respect was responded quite satisfactorily (mean = 6.00; standard deviation = 0.45).
5. Food and beverage vendors feel less able to communicate politely with tourists (mean=4.00; standard deviation=0.71). The ability of food and beverage vendors in tourist villages to communicate with respect is poor (mean = 3.80; standard deviation = 0.45). The response of tourist satisfaction to the politeness and respect was classified as less satisfied (mean = 4.00; standard deviation = 0.71).

6. Souvenir sellers felt that the ability to communicate with tourists in a polite and respectful manner was lacking (mean = 3.40; standard deviation = 0.51; mean = 3.40; standard deviation = 0.51). Travellers' satisfaction with polite language and respect was less satisfied (mean=3.20; standard deviation=0.45).
7. *Pecalang* felt less able to communicate politely and respectfully to tourists visiting villages (mean = 1.60; standard deviation = 0.55; mean = 1.60; standard deviation = 0.55). Travellers' satisfaction with both polite and respectful behaviour was less satisfied (mean=1.60; standard deviation=0.55).
8. The general public who do not directly interact intensively with tourists feel that the ability to communicate politely and respect is relatively low. Similarly, the response of tourist satisfaction to politeness and respect is classified as less satisfied.

The Effect of Politeness and Respect on Traveller Satisfaction

The research hypothesis, namely politeness and respect in communicating with tourist satisfaction was tested using the Two-Way Analysis of Variance with a linear regression approach at a significance level of 99% ($\alpha = 0.01$) (Sugiyono, 2018). The results of the hypothesis test are shown in the following.

| Model | Total Squares | df | Mean Squares | F | Sig. |
|------------|---------------|----|--------------|---------|------|
| Regression | 155.053 | 2 | 77.526 | 444.928 | 0.01 |
| Residual | 6.447 | 37 | .174 | | |
| Total | 161.500 | 39 | | | |

The table above shows that politeness of speech and respect have a significant effect on tourist satisfaction with the attitudes and communication styles of *winisatawan* in tourist villages of Bali Province ($F = 944.928$, $df = 39$, $\alpha = 0.01$). That is, *winisatawan* can communicate their thoughts, feelings and ideas to domestic and foreign tourists with courtesy and respect. The strategy of communicating *winisatawan* in the form of representative, assertive, directive, declarative, and expressive speech acts in a polite and respectful manner is very memorable, thus triggering the satisfaction of tourists in particular.

DISCUSSION

Communication strategies in using representative, assertive, directive, declarative, and expressive speech acts range from very polite to less polite and very respectful to less respectful. *Winisatawan* who has a very polite communication strategy and has respect for tourists can be sorted, namely tourist guides, pondok wisata staff, restaurant waiters, and taxi drivers. The four *winisatawan* have gone through education and training in the hospitality sector for a long time and continuously, especially in acting speech using ethics (Ali, 2015; Hidayat & Zulfa, 2022).

The types of training obtained by *winisatawan*, among others: training in the field of ticketing manager, tour leader, tour attendant, travel consultant, CHSE, occupational safety and health (K3), tourism destination management, homestay / cottage / tourist village management. Meanwhile, other *winisatawans*, such as food and beverage sellers, souvenir sellers, *pecalang*, and the general public rarely interact intensively with tourists, so they rarely attend similar training (Kriska & Simbolon, 2019; Ramdani & Karyani, 2020; Rizkianto & Topowijono, 2018). The influence of *winisatawan* communication strategies politely and with respect is very significant on the satisfaction of domestic and foreign tourists. It can be explained that politeness and respect in communicating are strongly felt in social interactions especially with tourists to form a positive perception of tourist villages (Yamamoto, 1999; Izumi, 2014).

In addition, the purpose of politeness norms includes, building order in people's lives, creating mutual respect and respect or respect, both towards others and elders, and regulating politeness so as not to act as they wish. The norm of courtesy and respect is a rule or rule of life for human behavior arising from the association of the group which contains certain orders, prohibitions and sanctions. Norms of politeness and respect are relative, meaning that what counts as norms of modesty varies across different places, environments, or times (Alviah, 2014; Cahyaningrum, 2018; Endahhati, 2019).

CONCLUSION

From this study can be concluded that Tour guides, pondok wisata staff, taxi drivers, restaurant waiters, food and beverage vendors, souvenir sellers, pecalang, and the public feel that they can communicate with domestic and foreign tourists with politeness and respect with great courtesy and respect to lack of courtesy and lack of respect. The politeness of acting representative, assertive, directive, declarative, and expressive *winisatawan* has a significant effect on the satisfaction of domestic and foreign tourists.

Research Implication

First, this study confirms that politeness and perceived respect have a significant effect on tourist satisfaction in Bali Province tourist villages. Tourists who care about politeness and feelings of respect are recognized as one of the important factors by domestic and domestic tourists (Weyland, 2011). Therefore, related parties in tourism villages must pay attention to building a culture of polite and respectful organizations, providing a good working atmosphere for tourists and tourists (Abid et al., 2018). Politeness and respect in communicating with tourists can produce more positive attitudes and behaviors conducive to innovation in the tourist villages of Bali Province. Such tourists have the confidence to reach the destination of tourist villages, are willing to share resources and information with colleagues, and seek innovative breakthroughs.

Second, the results of this study show that politeness and respect in communicating with tourists are positively related to the visiting and staying behavior of domestic and foreign tourists in tourist villages of Bali Province. In other words, women thrive in the workplace, are more energetic, good at learning and acquiring resources, and are more eager to produce innovative behaviors. Therefore, cottage owners must pay attention to activating tourism tourism, thereby increasing their initiatives to innovate sustainably (Boyd, 2015). The government can also provide more training and learning resources for *winisatawan* to strengthen their knowledge and understanding of innovations in rural tourism (Niessen et al., 2012).

Finally, the results of this study show that visits and decisions to stay at tourist cottages positively moderate the relationship between politeness and respect in communicating in tourist villages. That is, politeness and respect play a role in explaining the satisfaction of domestic and foreign tourists. For the sustainable development of tourist disa it is necessary to stimulate the internal motivation of *winisatawan*. Cottage managers can set an example for other *winisatawan* to learn, pay active attention to emotional states, affirm their contributions, meet their needs, and provide them with care, respect, and support (Hunsaker, 2020). Managers must also protect the unique characteristics of employees, give them the opportunity to try new ways of working, and encourage them to express different opinions (Zhang and Yang, 2020). In this way, *winisatawan* are not only able but also more willing to innovate, thus proactively promoting their innovative behavior.

Limitations And Directions Of Future Research

This study has several limitations that need to be corrected in future studies. First, the mechanism of emotional promotion needs to be studied further. Based on the Broaden-And-Build Theory that politeness and respect felt as positive emotions can effectively enhance the innovative behavior of *winisatawans*. However, the context of a tourism village is dynamic and complex, with various interrelated situational cues, such as the different types of resources that the tourism village has. Tourist perceptions of civility and respect may vary. Thus, the influence of various emotional factors on the innovative behavior of *winisatawan* deserves further discussion. Future research may explore more influencing factors from other theoretical perspectives to enhance and enrich the theoretical development of civility and respect in increasing tourist satisfaction in the tourist villages of Bali Province.

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