

## Positive Politeness Strategies Used by Visitor in Tripadvisor Review of Garuda Wisnu Kencana Cultural Park

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### ABSTRAK

Penelitian bertujuan untuk mengetahui penggunaan strategi kesantunan positif oleh pengunjung Taman Budaya Garuda Wisnu Kencana Teori Brown dan Levinson (1987) tentang berbagai teknik kesantunan digunakan dalam penelitian ini sebagai dasar metode deskriptif kualitatif untuk menggambarkan data. Menurut teori, hanya enam dari enam sub-strategi kesantunan positif yang digunakan pengunjung ketika memberikan ulasan yaitu: (1) melebih-lebihkan (minat, persetujuan, simpati dengan H), (2) intensifikasi minat kepada H, (3) mencari kesepakatan, (4) menawarkan Janji, (5) memberi atau meminta alasan, dan (6) memberi hadiah barang H, simpati, pengertian, dan kerjasama. akibatnya, pengunjung menggunakan pendekatan yang ramah untuk mengekspresikan perasaan mereka saat mengunjungi Taman Budaya Garuda Wisnu Kencana.

### ABSTRACT

This study aimed to identify if visitors to Garuda Wisnu Kencana Cultural Park used positive politeness strategies. The theory of Brown and Levinson (1987) regarding the various politeness techniques was employed in this study as the basis for a descriptive qualitative method to depict the data. According to theory, only six of the six sub-strategies in positive politeness were used by the visitor when giving a review: (1) Exaggerate (interest, approval, sympathy with H), (2) Intensify Interest to H, (3) Seek Agreement, (4) Offer Promise, (5) Give or Ask Reason, and (6) Give Gifts to H Goods, Sympathy, Understanding, and Cooperation. As a result, the visitor employs a gracious approach to express their feelings while visiting Garuda Wisnu Kencana Cultural Park.

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## 1. Introduction

Pragmatics is the study of the interaction between these three parts as well as the users of these language forms; syntax, semantics, and pragmatics; According to Yulee, only pragmatics makes it possible to study people (1996). Essentially, pragmatics is the study of language use in context. Implementing the language function in materials is realized in English teaching and learning.

The one of the themes covered in pragmatics is the theory of politeness strategy. Politeness techniques are created, according to Brown and Levinson (1987), to preserve the hearers' "face." Face is the concept of having regard for oneself and upholding that self-esteem in both public and private settings. Most of the time, people want to avoid embarrassing or upsetting other people. Face-threatening behaviors (FTAs) interfere with the hearer's right to respect and self-esteem. The main goal of developing politeness strategies is to deal with these FTAs. They are Off Record, Bald on-Record, Positive Politeness, and Negative Politeness. Each technique has a distinct use based on the circumstance. Positive politeness strategy aim to prevent offending by emphasizing kindness. Negative politeness strategy aim to avoid offending by appearing respectful. Questioning, hedging, and framing disagreements as opinions are some of these tactics. Known to be bald, The iconic "Bald on Record" strategy are employed to directly address the listener or the other person to communicate the speaker's requirements. It is a straightforward method of communication that doesn't ignore imposition. It is a straightforward communication method without neglecting imposition and Off-Record strategy. This study examined the courteous behavior of travellers who left nice TripAdvisor reviews encouraging other travelers to visit the Garuda Wisnu Kencana Cultural Park.

The speaker (S) may utilize the positive Politeness Strategy to lessen any dangers to the hearer's (H) positive face. This tactic makes an effort to close the gap between showing friendliness and genuine interest. Because it emphasizes friendliness and addresses the person's good face, the Positive Politeness method makes for an intriguing subject for analysis. The positive Politeness approach is used in written material as well as in-person interactions, such as in a TripAdvisor online application review.

TripAdvisor, based on Wikipedia, the largest online travel company that operates websites and applications that offer hotel and restaurant reservations, transportation, travel destinations, and travel experiences created in February 2000 by Stephen Kaufer, Langley Steinert, Nick Shanny, and Thomas Palka. On TripAdvisor, there is Garuda Wisnu Kencana Cultural Park, which makes it easy for guests or visitors to obtain information and reservations through the application. In addition, there are reviews or comments by the visitor in the application that everyone can read.

The visitor gives the review to Garuda Wisnu Kencana Cultural Park. A positive review will appear when a customer has a memorable stay and excellent services during their visit. While negative reviews will appear when a customer has a problem during their visit as they expected it is not their expectation, the place is not good, the facilities are bad and they did not receive excellent service from the staff. There are (2,014) reviews on TripAdvisor that visitors write during their visit, and the majority of them are constructive (TripAdvisor 2022). Otherwise put, Garuda Wisnu Kencana Cultural Park gets more good reviews than bad reviews.

The first review of related literature was taken from Rastafathya, and Mulatsih's (2022) article entitled Positive Politeness Strategies Used in "Johnny's Communication

Center" Vlog. In the study, the authors identified the positive politeness strategies contained on the NCT DAILY YouTube channel, there is vlog episode 27. According to the study's findings, this vlog employs twelve positive politeness strategy. Data source from Rastafathya and Mulatsih's (2022) study is taken from the utterances in vlog episode 27 on the NCT DAILY YouTube channel. The second related study was "An Analysis of Politeness Strategies in Sule's Podcast" from Hartati (2021). This study intends to investigate the types of politeness techniques Sule employed in his podcast with Rizky Febian, as well as the variables affecting the employment of those techniques. This research is descriptive qualitative in research. Focusing attention, attending to the listener, exaggerating, intensifying interest in the hearer, using ingroup identity markers, seeking agreement, avoiding disagreement, making jokes, being upbeat, giving or asking for specific reasons, and giving gifts to the listener were all examples of positive politeness strategies that were revealed in the podcast. Both data were categorized and examined using Brown and Levinson's approach (1987).

The paper "A Pragmatic Analysis of Politeness Strategies as Reflected by The Characters in Carnage Movie" by Archia served as the source for the third review of the literature (2014). The research employed descriptive qualitative methods. The data was presented in the form of statements made by the characters in the Carnage film. As a result, the study's objectives are to (1) discover the positive politeness techniques used by the characters in Carnage and (2) pinpoint the specific forms of maxim violations committed by those characters while expressing those positive politeness strategies. Fourth related study was "Politeness Strategies in American: Movie Me Before You," written by Putri and Heryono (2022). The purpose of this study is to investigate politeness strategies and the elements in the American movie "Me Before You." A qualitative descriptive methodology was adopted in this investigation. Brown and Levinson's theory of politeness strategies was used to analyze both sets of data (1987).

The fifth relevant study was "Ikalamsi's "The Positive Politeness in Conversation Performed by The Students of Timor University's English Study Program" (2017). In this study, courtesy in the students' conversations is primarily examined. The purpose of the study is to describe address terms of positive politeness and to determine the prevalence of these terms in student dialogues. A descriptive qualitative approach was used in this investigation. The sixth relevant study came from "The Trainers in the Room Division Department Used Politeness Strategies, Bapepar Nusa Dua" by Putri (2017). At order to practice on-the-job training in hotels, the trainers in the room division department use a variety of politeness strategies, which are analyzed and discussed in this article. The trainer and the guest's dialogue was observed and recorded for this study. The two discussions that were the subject of the analysis of the trainer's politeness tactics were the types of politeness strategies he utilized in the room division department and the ramifications of those politeness strategies. The investigations incorporated the theory from Brown & Levinson's Politeness: Some Universals in Language Usages, published in 1987.

This study chose the topic of Politeness Strategies as the main discussion because it also applies to written language. In written language communication, people must be aware of using appropriate words because we cannot know how the expression or the tone of the interlocutors is. The theory of Politeness Strategies is used to avoid offending and misunderstanding by accentuating friendliness. Therefore, reviews through TripAdvisor were chosen because they are interesting to analyze. A review is an evaluation in the form of written language communication, and in addition, the reviewer can give a rating on the review to show its relative advantages. There are differences

between this study and previous related studies, which can be seen in the data source taken from the TripAdvisor Review of Garuda Wisnu Kencana Cultural Park.

## 2. Method

The data in this study were collected from a TripAdvisor review of Garuda Wisnu Kencana Cultural Park. For this study, a sample of six reviews was employed. Review of Garuda Wisnu Kencana Cultural Park was used as the data source since it offers information about politeness methods, particularly helpful ones. The data were gathered by the observational approach, and utilizing Brown and Levinson's (1987) theory on the various politeness strategies, they were qualitatively examined. In positive politeness strategies, there are the visitor utilized six different review-writing techniques: (1) exaggerate (interest, approval, sympathy with H); (2) intensify attention to H; (3) seek agreement; (4) offer promise; (5) give or ask reason; and (6) give gifts to H in the form of goods, sympathy, understanding, and cooperation. In analyzing the data, the researchers used a descriptive technique as follows; First, this study used the data on TripAdvisor review of Garuda Wisnu Kencana Cultural Park. Second, this study transcribed the data, and Third, it analyzed the data based on the theory applied.

## 3. Finding and Discussion

Politeness Strategy is used when in some situations, the speaker (S) tries to reduce dangers to the hearer's (H) positive face. This strategy provides an effort to reduce the space between friendliness and genuine curiosity. Reviewers give feedback based on their feelings by being respectful and positive about Garuda Wisnu Kencana Cultural Park. Brown and Levinson (1987) describe 15 techniques for reducing risks to the hearer's (H) positive face. Only six of the guest's recommended methods were used in the TripAdvisor review. (1) exaggerate (your interest in, approval of, or compassion for (H)); (2) intensify your interest in H; (3) offer an agreement; (4) make a promise; (5) provide or request justification; and (6) present goods, sympathy, understanding, or cooperation as gifts. One example was used to illustrate each technique, and it is provided below:

### a. Exaggerate (Interest, Approval, Sympathy with H)

According to Brown and Levinson (1987), this strategy was frequently used along with intensifying modifiers and heightened intonation, stress, and another prosodic element. This strategy is shown below.

#### Data 1:

*"It's most amazing park for me in Bali! I fell in love with Garuda story & all architecture in a park. We were walking there for hours, it's fantastic place to see & to feel it's energy. Highly recommended for visiting & seeing on of the biggest statues in the world!"*

(The visitor who has the named account Diana Klimova on The review was published on TripAdvisor on September 13, 2019. The vacation period came in September of 2019).

On September 13, 2019, the visitor left a review as feedback on TripAdvisor. The visitor came during September 2019. Using a scale of 1 to 5, the visitor from Kyiv, Ukraine, gave a rating of 5. The review's title was Family vacation. The information above in italic is *"It's a most amazing park for me in Bali!"* and *"Highly recommended for visiting & seeing one off the biggest statues in the world!"* These phrases are categorized as sub-exaggerated positive politeness strategies. Diana Klimova left comments as a

visitor to the Garuda Wisnu Kencana Cultural Park. ; at first, the review stated that the destination was the *most amazing park* and *highly recommended* for visiting & seeing one of the biggest statues in the world. Diana Klimova also stated the walking area is a fantastic place to see and feel the energy of Garuda Wisnu Kencana Cultural Park in a favorable manner. From the data above, Diana Klimova was exaggerating the review used and overstating the utterance by adding *amazing* was used in the following statement and denoted the highest score. Exaggeration is employed by visitors to convey courtesy and satisfaction with the services provided by the destination as a result of their interest in the area. The visitor embellishes their speech with terms like astounding and *highly* in order to convey their emotion.

### **b. Intensify Interest in H**

By adding more interest to his or her own contributions to the conversation by telling "a good story," S can show H that some of his or her desires are shared by S. (Brown and Levinson, 1987). Data 2 below provides an illustration of this strategy.

#### **Data 2:**

*"This visit was long anticipated and were not disappointed the day was great. We had kids aged 2 and 9 and they managed to walk no problem. Not expensive we felt it was good value and good service. The golf carts are big help and assist everybody get around. Good car parking with shuttle bus, starbucks on site lots of smaller attractions to entertain the kids highly recommended and a 20 min drive from Nusa Dua."*

(The guest who has a named account, Ian & Tri, at TripAdvisor wrote the review on July 2022).

One of several visitors who provided input on the location in July 2022 was Ian & Tri. Ian & Tri adds Jakarta, Indonesian, as nationalism. Garuda Wisnu Kencana Cultural Park received a review from a visitor who visited during July 2022 and received a score of 5 out of 5. The review's title was GWK Cultural Park (Family). The underlined sentence above, *"This visit was long anticipated and were not disappointed the day was great."* as the data indicated the use of positive politeness strategy with case intensify interest to H. The visitor with the username Ian & Tri, whoever visited Garuda Wisnu Kencana Cultural Park, used a positive politeness strategy because, based on the review, she/he was long anticipated and was not disappointed the day was great when in Garuda Wisnu Kencana Cultural Park. The data contains the visitor's interest in the destination by making a good story which talks about the good version of Garuda Wisnu Kencana Cultural Park. She/he also spoke, "we're not disappointed," which means that she/he tried to give respect to the destination's face by talking about the positive review of Garuda Wisnu Kencana Cultural Park.

### **c. Seek Agreement**

According to Brown and Levinson (1987), bringing up a "safe issue" enables S to emphasize that he agrees with H and thus satisfy H's need to be "correct." The visitor used this tactic when writing a review, as shown in data 3 below:

### Data 3:

"Our day at the GWK Cultural park was great so much to see. *Lots of free shows all included in the addition price. Free shuttle too and from the car park.* The place is amazing to wander around. The giant statue can be seen, from all over the east of island, well most of it !!. I was told that the smaller statue to the GWK statue the gig new one with restaurant by the new statue, should be something to see. Well worth a visit."

(The visitor who has the name account Davyboy3 on The review is from TripAdvisor. The vacation timeframe took place in September 2019).

The visitor with the username Davyboy3 wrote a review as feedback on the TripAdvisor site in September. Davyboy3 visited Garuda Wisnu Kencana Cultural Park on period September 2019. On TripAdvisor, a traveler from Adelaide, Australia gave Garuda Wisnu Kencana Cultural Park a rating of 5 out of 5. The highlighted passage from Davyboy3 is utilized as data "*Lots of free shows all included in the additional price. Free shuttle to and from the car park.*" is categorized as a positive politeness tactic that includes subseek agreement. Davyboy3, as a visitor who has been to the place destination, strives to get acceptance. The reviewer explained what the guest said, the destination looked like in a detailed way, and in the underlined sentences, the guest tried to inform another visitor that if they bought a ticket with an additional price, they would have enjoyed lots of free shows and a shuttle from the car park. It means that better you have the ticket with an additional price on you and save your money compared to purchasing a single standard ticket.

#### d. Offer Promise

In order to correct the probable treatment of some FTAs, S might assert that, within a specific field of relevance, everything H wants, S wants for him and will help to acquire. This was stated by Brown and Levinson (1987). Here is an example of this strategy.

### Data 4:

"This is fantastic. Not quite finished yet, but if all the projected plans are finalized it will be an amazing sight! *Can't wait to return and see the finished product.* Well worth a visit, now and in the future."

(The visitor who has the named account Robyn T on the review was published on TripAdvisor on August 7, 2019. The vacation time happened in August of 2019.).

The visitor wrote a review in August 2019. The guest from Canberra, Australia, visited the destination in August 2019. Robyn T rate the place destination at 5. The review was entitled Well worth the effort. The data above, "*Can't wait to return and see the finished product.*" is categorized as a sub offer promise positive politeness strategy.. Robyn T, as a guest, wrote feedback as a review on the the TripAdvisor website Garuda Wisnu Kencana Cultural Park. The review stated that the visitor would undoubtedly return and see the finished result.. The reason Robyn T employed an offer promise that he liked the project and the product as part of a positive politeness strategy of the Garuda Wisnu Kencana Cultural Park. The visitor loves the amazing sight that Garuda Wisnu Kencana Cultural Park has. The guest's utterance indicated that the Garuda Wisnu Kencana Cultural Park was well worth a visit from now and in the future. However, all the project plans are not quite finished yet. The visitor's utterance stated the good side

of the place's destination. They will be satisfied to return when they have their future holiday.

#### **e. Give or Ask Reason**

Where S provides a justification for their desires, they add that doing so while also conveying "I can help you" and presuming collaboration is a sign that assistance is required (Brown and Levinson, 1987). Below is an example of this strategy.

#### **Data 5:**

"The cultural park is beautiful with stunning views of the city and ocean. I loved looking at all the statues and reading about their stories, although *I would have liked some more in deep information about the cultural beliefs and the stories behind the statues*. The art museum there is worth giving a visit and entry came free with our entry ticket into the park. It was interesting looking at exhibits displaying all the traditional Balinese and Javanese art forms although it was set up to take photos in which we weren't really interested in and *I would have appreciated more information about the traditional arts*. We did catch a traditional Balinese dance in the amphitheater before we left. Which was beautiful and they even got some people up from the audience to participate which was funny to watch. The music they were dancing to was all played on traditional Balinese instruments too which was great to listen too. Again I would have enjoyed more information on the history of Balinese dance. Overall it's definitely worth \$ 12. 50 AUD entry free and I would recommend anyone interested stops by"

(The visitor who has the named account Maddie on TripAdvisor wrote the review on July 13th, 2022. The period of the holiday was in July 2022).

The guest wrote the review as feedback on July 13st, 2022, on the TripAdvisor site. The guest visited in the period July 2022 and gave a rate of 4 to 5. The review was entitled Great display of culture, but I would have enjoyed more information about the history and stories. The data are "*I would have liked some more in deep information about the cultural beliefs and the stories behind the statues*" and "*I would have appreciated more information about the traditional arts*" categorized as a positive politeness strategy with the option to give or ask the reason. Garuda Wisnu Kencana Cultural Park's TripAdvisor review received comments from Maddie as a visitor mentioning Garuda Wisnu Kencana Cultural Park was beautiful and stunning, but there was only bad point in which the statues and exhibits, story, and information did not contain complete information. The visitor used a positive politeness strategy to discuss the positive aspects of the location. The information revealed that she attempted to reduce threats to the review receiver in her statement. There was an attempt to reduce the distance between friendly expressions by listing the Garuda Wisnu Kencana Cultural Park's positive aspects. Meanwhile, just because of the bad points about the information. Politeness was given there by asking Reason to learn more about the past and traditions. The Brown and Levinson-discussed positive politeness method was used, according to Asking Reason (1987).

#### **f. Give Gifts to H Goods, Sympathy, Understanding, Cooperation.**

According to Brown and Levinson (1987), S may be able to fulfill H's positive face wants by offering gifts, but there are other human interaction wants as well, such as the desire to be liked, cared about, understood, and so forth, in addition to genuine gifts. Below is an example of this strategy.

#### Data 6:

“Definitely the best place to visit in Bali; the sculptures are just impressive and magnificent. We were in love with all that we were around. 100% recommended. *It is a little bit more expensive than other attractions in Bali, but it is what you should expect for the absolutely amazing artwork around.* Around \$155.000 Rp per person. I just love this place.”

(The guest who has the named account Markkela at the review was posted on TripAdvisor in July 2022.).

The visitor's username Markkela from South Slokan, Canada, on the TripAdvisor website posted a review for Garuda Wisnu Kencana Cultural Park in July 2022. The trip was Couple and entitled Just Wow!. Markkela rated a score of 5 out of 5. The data *“Is a little bit more expensive than other attractions in Bali, but it is what you should expect for the absolutely amazing art work around”*, if you provide gifts to H, classify your behavior under the categories of sympathy, understanding, and cooperation. Even though Markkela stated in the data above that the Garuda Wisnu Kencana Cultural Park was slightly more expensive than other Bali attractions, that was not a major deal as long as there was absolutely wonderful artwork all around. When the visitor observed the excellent conditions the location gave for the amazing artwork, they understood why Garuda Wisnu Kencana Park was so pricey. Additionally, to lighten up the area and reduce the distance between Markkela and the Garuda Wisnu Kencana Cultural Park. With the case of giving gift to H goods, sympathy, understanding, and collaboration as gifts, Markkela employed a considerate manners technique that she documented in writing: *“what you should expect for the absolutely amazing art work around.*

#### 4. Conclusion

It can be concluded from the discussion above that the reviewer, who is a tourist, employs the positive politeness method when providing comments on their experience at Garuda Wisnu Kencana Cultural Park. The visitor employed six different strategy when writing the review: (1) exaggerate (interest, approval, sympathy with H); (2) intensify interest to H; (3) seek agreement; (4) offer promise; (5) give or ask reason; and (6) give gifts to H goods, sympathy, understanding, and cooperation. Furthermore, 6 sample data have the same allocation used in positive politeness strategies.

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