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Medan, North Sumatra - Indonesia



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Rundown of The 4th Annual Internatioanal Seminar on Transformative Education and Educational Leadership (AISTEEL) 2019
Garuda Plaza Hotel, Medan, 23 – 24 September 2019

1st day (Monday, September 23, 2019)

Time	Activities	PIC
15.00 – 20.00	Registration in Garuda Plaza Hotel	committee

2nd day (Tuesday, September 24, 2019)

Time	Activities	PIC/Moderator
07.00 – 08.30	Poster Sessions 1	Section Poster 1
08.30 - 09.00	Opening Ceremony 1. MC Speech 2. Traditional Welcome Dance 3. Indonesian National Anthem 4. Pray 5. Chairperson Report 6. MoU signing between Unimed and PSU - Thailand 7. Welcoming speech of Director of Postgraduate School 8. Welcoming speech and official opening of Rector of State University of Medan	MC
09.00 – 09.40	Plenary Lecture 1: Prof. Dr. Syawal Gultom, M.Pd (State University of Medan– Indonesia)	Moderator Section
09.40 – 10.25	Plenari Lecture 2 Prof. W. L. Quint Oga-Baldwin (Department of Education, Faculty of education and Integrated Art and Sciences, Waseda University - Japan)	Prof. Amrin Saragih, PhD (Panel)
10.30 – 11.15	Plenari Lecture 3 Prof. Dr. Wu-Yuin Hwang (Graduate Institute of Network Learning Technology National Central University, NCU - Taiwan)	
11.15 – 12.00	Plenari Lecture 4 Prof. Dr. Ekkarin Sungtong (Dean of Faculty of Education Prince of Songkla University - Thailand)	Mangara Simanjourang, PhD (Panel)
12.00 – 12.45	Plenari Lecture 5 Asst. Prof. Patcharin Panjaburee, Ph.D. (Mahidol University – Thailand)	
12.45 – 13.30	Lunch Break/ Poster Sessions 2	Section Poster 2
13.30 – 15.30	Parallel Session 1	
15.30 – 16.00	Break/ Poster Sessions 3	Section Poster 3

15.50 – 18.00	Parallel Session 2	Moderator/Operator
18.00 – 19.00	Break/ Prayer	
19.00 – End	Banquet (Gala Dinner) - Announce of Best Presenter - Announce of Best Poster	Consumption Section

Proceedings of the 4th Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2019)

Preface

The 4th Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2019) was held in Garuda Plaza Hotel, Medan City-Indonesia on 23-24 September 2019. This seminar is organized by Postgraduate School, Universitas Negeri Medan and become a routine agenda at Postgraduate program of Unimed now.

The AISTEEL is realized this year with various presenters, lecturers, researchers and students from universities both in and out of Indonesia participating in, the seminar with theme “Education, Learning and Leadership Innovation.”

The plenary speakers coming from various provinces in Indonesia have been present topics covering multi disciplines. They have contributed many inspiring inputs on current trending educational research topics all over the world. The expectation is that all potential lecturers and students have shared their research findings for improving their teaching process and quality, and leadership.

The fourth AISTEEL presents a keynote speaker and 4 distinguished invited speakers from Indonesia, Japan, Taiwan, and Thailand. In addition, presenters come from various Government and Private Universities, Institutions, Academy, and Schools. Some of them are those who have sat and will sit in the oral defence examination.

There are 310 articles submitted to committee, some of which are presented orally in parallel sessions, and others are presented through posters. The articles have been reviewed by double blind reviewer and 172 of them were accepted for published by Atlantis Press indexed by International Indexation and 96 papers are published by digital library indexed by google scholar.

The Committees of AISTEEL invest great efforts in reviewing the papers submitted to the conference and organizing the sessions to enable the participants to gain maximum benefit.

Grateful thanks to all of members of The 4th Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2019) for their outstanding contributions. Thanks also given to publisher for producing this volume.

The Editors

Bornok Sinaga
Rahmad Husein
Juniastel Rajagukguk

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Uswatun Hasanah

Speech Functions Used by Male and Female Tour Guides in Their Touring Interaction with Tourists in Bukit Lawang

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Abstract— In today's world, tourism is considered the world largest and most diverse business sector. The interaction between tour guides and tourists constitutes the most important part in all their touring activities. Appropriate tour guides utterances can create harmonious atmosphere and at the same time promotes a more friendly relationship between tour guides and tourist. This study was aimed at investigating the differences of speech function used by male and female tour guides in their touring interaction with the tourists. This research was conducted in a qualitative research. The data were clauses consist of speech functions used by male and female tour guides in their interaction with tourists in Bukit Lawang. One male and female tour guides are selected by using purposive sampling. In order to identify the types of speech functions used by the tour guide, Halliday's theory of Interpersonal Function was used as well as Lakoff's theory about gender to find out the differences between male and female tour guide's utterances. The findings showed that the types of speech functions found in male and female tour guides in their touring interaction with the tourists are statement, question, command, offer, and minor. In which statement is more often used by male tour guide in the interaction with the tourist, followed by question, command, offer and minor. While, the question is more often used by female tour guide, followed by statement, command, offer and minor. Therefore, male and female tour guide have different ways in communicating the language especially in their interaction with the tourists.

Keywords—*Speech Functions, Tour Guide, Interaction*

I. INTRODUCTION

In today's world, tourism is considered the world largest and most diverse business sector. The World Travel and Tourism Council (WTTC) in Dirgeyasa (2015) reports that regional tourism increased by the following percentages during 1997-2007: North East Asia 52%, Southeast Asia 103%, South Asia 119%, and Oceania 44% (The Mountain Institute, 2000). In order to promote Indonesia as one of the rising countries to visit, the government of Indonesia has declared that North Sumatra becomes one of the main gates for tourists in the western part of Indonesia. It seems that it is realistic because it is widely known that North Sumatra has a number of tourism objects either natural, cultural or historical ones. Ekayati and Saniaty (2018) stated that *Bukit Lawang* is one of

the most popular tourism object in Sumatra, as it is the main access point to enter Mount Leuser National Park. *Bukit Lawang* is becoming the most favourite tourism spot in *Leuser* since its attractiveness of having *Orangutan* as well as the beauty of tropical forests.

The tourism object guarantees employment for more than half of communities, directly or indirectly. Tour guide is one of the important occupations that directly deal with tourism. Tour guides have a number of responsibilities as providers of tourism experiences, with sometimes competing roles in order to meet the needs of visitors, employers, and host communities (Weiler and Ham, 2002). In order to give the best service for the tourist, a tour guide should be able to master some languages so that he/she can communicate well, to give explanation to the tourists. As language function is to fulfill human needs in the exchange of experience (Halliday, 2004).

In relation to the language function, Dirgeyasa (2015) stated that the needs for the language functions varied using by tourism employees. There are ten language functions were needed and frequently and intensively used by the tourism employees. The tourism employees used almost all of the language functions (including asking and giving information, offering help, commanding and requesting, stating agreement and disagreement, etc). The language functions such as offering something, asking and giving information and direction, and asking and giving opinion are really intensively and frequently used by the tourism employees. The other functions including asking and giving advice, commanding and forbidding statement, forgiving and responding to excuses, and stating agreement and disagreement, agreeing partially are also quite dominant. However, the language functions such as complementing, stating sympathy, and inviting are rarely used by the tourism employees.

However, As it is stated by Lakoff (1975) that men and women speak differently, women talk more than men, longer sentence forms in women than in men. Women's speech are less direct/ assertive than men. The form of women's language is reputed to be more polite than the form of men's. Further, there is different ways men and women phrase commands. Men tend to use simple, direct statements, whereas women rely on couching their commands as inclusive suggestions for

action. By adapting Lakoff (1975) theory, the researcher takes several utterances from the tour guides in *Bukit Lawang*, WA is male tour guide and WTR is female tour guide. Researcher focuses on their utterances produced by the male and female tour guides in *Bukit Lawang* when they interact with the tourists. Based on previous observation that researcher got, there are problems in speech functions of male and female tour guides of WA and WTR in mood realization. The researcher quotes several utterances from them as the preliminary data as follows:

WA (*Male Tour guide*):

(1) *Why don't you try to feed them?* (Speech Function: Command, Speech Function realized in Mood by using Interrogative Mood).

Based on the clause above, it can be analyzed the speech function and realization in mood:

Why	Don't	You	Try to feed	Them
Adj./wh	Fin.	Subject	Predicator	Compl.
Residue	Mood		Residue	

In this preliminary data, it shows that the male tour guide didn't say what he really means to say directly. His utterances may be ended to ambiguity. As the male tour guide said that "Why don't you try to feed them?" is categorized as interrogative sentence which is the realization of question or demanding information. However in this case, the tour guide was asking the tourist to feed the Orangutan because the tourist was holding the banana which is supposed to be given to the Orangutan. It can be concluded that the utterance belongs to command but was metaphorically realized in interrogative sentence. Therefore, this study is aimed at investigating speech function used by male and female tour guides in their touring interaction with the tourists and finding their differences.

II. LITERATURE REVIEW

A. Systemic Functional Linguistics

SFL analyzes language from the view point of meaning. In other words, SFL views language as a resource for making meaning. It concerns with how words, word groups, and clauses (element of language) are structured to form meaning that language-users want to communicate. Halliday shows (1994) that there are twenty-one possible applications of SFL which one of them includes theoretical concerns (to understand the nature and functions of language). Generally, to all those systematic linguistics is an interest in how people use language with each other in accomplishing everyday social life. This interest leads systemic linguists to advance four main theoretical claims on language; they are: (1) that language use is functional, (2) that its function is to make meanings, (3) that these meanings are influenced by the social and cultural context in which they are exchanged, and (4) that the process of using language use is a semiotic process, a

process of making meanings by choosing. In brief, that language use is functional, semantic, contextual and semiotic.

Based on those it can be concluded that, Systemic Functional Linguistics is a functional approach with respect to its functional meaning. It focuses on the functions of language with reference to different contexts and applied orientation to linguistics' study.

B. Interpersonal Functions

The interpersonal metafunction of speech represents the way the addresser and the audience interact, the use of language to establish and maintain relations with them, to influence their behavior, to express our own viewpoint on things in the world, and to elicit or change theirs (Ye, 2011: 14). In other words; the interpersonal metafunction in speech mainly concerns on the roles between the addresser and the audience which the basic purposes in exchange are giving and demanding for information or goods and services.

According to Halliday and Mathiessen (2014), in any communicative language, there are four basic speech roles: giving information, demanding information, giving goods and services, demanding goods and services. The usual labels for these functions are Statement, Question, Offer and Command. In which, the functions of Statement is closely associated with particular grammatical structure, that is, the declarative clauses; Question is related to interrogative clauses; and Command is associated with imperative clauses. These functions are labeled as Speech Functions.

C. Speech Functions

Halliday and Mathiessen (2014) states that speech function involves in roles and commodities. Role consists of giving and demanding, and commodity consists of information or goods and services. When the roles and commodities are cross classified, four specific activities or speech functions are derived. With reference to systemic functional linguistics theories, as developed by Halliday (2014) and other systemicists, the four speech functions can be briefly concluded as follows:

1. Giving/Information : Statement (S)
2. Demanding/Information : Question (Q)
3. Giving/goods and services : Offer (O)
4. Demanding/goods & services : Command (C)

D. Gender in Language

Gender is defined as "one of the primary categories that people use to understand and think about their social world" (Kendal, 2010). Gender refers to values, rights and responsibility socially and culturally given to someone due to or as the consequences of the fact that s/he is male or female. According to Lakoff and Spender (1975), women's speech is characterized "as more hesitant, less fluent, less logical, less assertive than men's speech. Women, in their view, are more talkative, interrupt less frequently than men, use tag questions and modal verbs more than men, use cooperative strategies in conversations rather than competitive ones, and so on" (in Mills, 1995: 45). Therefore, men and

women's choices of conversation content, language use or speech style are not different only because of their different sexes, but also because of their socio-cultural background setting, social status, power and authority are other factors that determine the degree of differences.

Lakoff (1975) stated that men and women speak differently, women talk more than men, longer sentence forms in women than in men. Women's speech is less direct/assertive than men. The form of women's language is reputed to be more polite than the form of men's. Further, there is different ways men and women phrase commands. Men tend to use simple, direct statements, whereas women rely on couching their commands as inclusive suggestions for action.

E. Tour Guide

Tour guides are tourism promoters and they sell the next tour (Hu, 2007: 22). It affirms that tour guides as employees are expected to offer service that is high in quality to boost not only satisfaction of visitors but also profits margins. It is confirmed that tour guides becomes representatives of their employees from the commencement of every tour and their performance influences not only current visitors' experiences but also potential visitors' intention to buy products because of effect due to word-of-mouth (Hu, 2007). It is, therefore, argued that interaction between tour guides and visitors, especially during interpretation and education, can provide chances of tour guides to have great impacts on tourists as regards to promoting attractions in the destination area. It is said that interaction can lead to personal selling as a means of promotion. The responsibility to make customers be satisfied mostly relies on the tour guide because they are involved with tour participants in a continuous and intense contact throughout the whole tour.

III. RESEARCH METHOD

This research will be conducted in a qualitative research. According to Ary, Jacobs and Sorensen (2010), qualitative research focuses on understanding social phenomena from the perspective of the human participants in natural setting. The data of this study are clauses consist of speech functions used by male and female tour guides in their interaction with tourists in Bukit Lawang. The clauses are uttered in English language and will be concerned on linguistic features. The source of data of this research is taken by using purposive sampling. As Ary, Jacobs, Sorensen & Razavieh (2010:428) stated that in purposive sampling, also known as judgment sampling, is sample elements judged to be typical, or representative, are chosen from the population. Qualitative research that aims to choose participants and social situations (settings) will choose purposive samples to get maximum information and an in-depth understanding of what is being studied.

There are about 200 tour guides under the organization of Himpunan Pramuwisata Indonesia (HPI). In this study, three male and three female tour guide will be selected by using purposive sampling. The sample is chosen based based on

some criteria, namely:

1. Indonesian citizens (WNI)
2. Physically and mentally healthy
3. Master of Indonesia language and foreign language, especially English
4. Have the best experience, quality, and professionalism in guiding the tourist

Two tour guides (a male and a female) will be chosen as the source of the data based on the information from the head of tour guide organization or *Himpunan Pramuwisata Indonesia* (HPI) in Bukit Lawang. Each male and female tour guides are selected since they are the most experienced guides in accompanying the tourists around Bukit Lawang.

The technique of data collection is observation technique. The instrument of the data collection was audio recorder and observation sheet. The data are collected by recording the conversation of the male and female tour guides while they are engaged in interaction with the tourists. Then, researcher transcribes the utterances from the conversation, and analyzed them through speech function theory.

IV. RESULT AND DISCUSSION

In analyzing the data, this research follows the step of data analysis. They are data condensation, data display and verification and conclusion. These steps are to describe three problems of this research including the types of speech functions of male and femaletour guides in their touring interaction with the tourists.

A. Male Tour guide

It is better if you keep walk here. (Speech Function: Command, Speech Function realized in Mood by using Declarative Mood).

It	is	Better	if	you	keep walk	here
S	F	Comp.		S	Pred.	Cir. Adj.
Mood		Res.		Mood	Residue	

From the analysis above, it is shown that the male tour guide didn't say what he really means to say directly. His utterances may be ended to ambiguity. As the male tour guide said that *It is better if you keep walk here* is categorized as declarative sentence which is the realization of statement or giving information. However in this case, the tour guide was asking the tourist not to walk near the building construction because it may harm them. But the tourist cannot understand the message of language, is it showing demands or just giving information. So that the tourist was confuse what really the tour guide's said to him. Therefore, the speech functions which role to be understood easily to the tourist become difficult and get misunderstanding based on the above case. Thus, it can be concluded that the utterance belongs to command but was metaphorically realized in declarative sentence.

B. Female Tour Guide

WTR (Female tour guide):

(1) Look at this! (Speech Function: Command, Speech Function realized in Mood by using Imperative).

Based on the clause above, it can be analyzed the speech function and realization in mood:

<i>Look</i>	<i>at this</i>
Predicator	Cir adjunct
Residue	

In this preliminary data, WTR who is female tour guide realized her command by using imperative mood.

(2) Do you want to play rafting? (Speech Function: Question, Speech Function realized in mood by using interrogative mood)

Do	you	want to play	rafting
Finite	Subject	Predicator	Complement
Mood		Residue	

From the data above, WTR realized her question by using interrogative mood. The two utterances of WTR above very opposite to the theory of Lakkof (1975) that women usually use less direct speech or indirect command when talking with the other's person.

C. Speech Functions of Male and Female Tour Guide in their Interaction with Tourists

After having analyzed the data, there are five types of male and female tour guide's speech functions. They are statement, question, command, offer, and minor. As it is shown in table I.

SF	Male	%	Female	%
Statement	97	74.04	78	38.80
Question	19	14.50	90	44.77
Command	7	5.34	25	12.43
Offer	2	1.52	4	2.00
Minor	6	4.60	4	2.00
Total	131	100	201	100

Based on Table above it can be seen that, the types of speech functions that have been found from male tour guide in their interaction with tourists were statement, question, command, offer, and minor of response. The male lecturer have produced the statement were 97 (74.04%) so that it can

be categorized as usually, while question were 19 (14.50%) that can be categorized as often, command were 7 (5.34%) that can be categorized as sometimes, offer were 2 (1.52%) that can be categorized as rarely then minor were 6 (4.60%) that can be categorized as sometimes.

Furthermore speech functions of female tour guide found in their interaction with tourists were statement, question, command, offer, and minor of response. The female tour guide have produced the statement were 78 (38.80%) so that it can be categorized as often, while question were 90 (44.77%) that can be categorized as usually, command were 25 (12.43%) that can be categorized as sometimes, offer were 4 (2.00%) that can be categorized as rarely then minor were 4 (2.00%) that can be categorized as rarely.

Based on the Table I, all of types of speech functions occurred in their interaction with tourists. Meanwhile, statement is the dominant type of speech function which is used by male tour guide. It happened because interaction in the process of guiding was as the place to act giving and demanding information. The conversation shows how the male tour guide initiates declarative mood. However, question is dominantly used by female tour guide in their interaction with tourists.

V. CONCLUSION

Types of speech functions that have been found in the male and female tour guides in their touring interaction with the tourists namely (1) statement, (2) question, (3) command, (4) and (5) minor. In here, male tour guide have produced statement is 97 clauses (74.04%), question is 19 clauses (14.50%), command is 7 clauses (5.34%), offer is 2 clauses (1.52%) and minor is 6 (4.58%). The female tour guide have produced the statement is 78 clauses (38.80%), question is 90 clauses (44.77%), command is 25 clauses (12.43%), offer is 4 clauses (1.99%) and minor is 4 clauses (1.99%).

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