

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Discourse Analysis**

Discourse analysis is an approach to the analysis of language that looks at patterns of language across text and considers the relationship between language and the social and cultural context in which it is used and is concerned with the description and analysis of both spoken and written interactions. It also considers the ways that the use of language presents different views of the world and different understandings. According to Chimombo and Roseberry (1998) is to provide a deeper understanding and appreciation of texts and how they become meaningful to their users.

The term discourse analysis was first Introduced by Zellig Haris in 1952 as a way of analyzing connected speech and writing. He stated that connected discourse occurs within a particular situation – whether of a person speaking, or of someone sitting down occasionally over the period of months to write a particular kind of book in particular literary or scientific tradition ( 1952, p.3)

So many examples of discourse analysis occur in both formal and informal. It depends on the context to be analyzed. For example of formal such as ceremony, wedding, and tradition. The others are Informal such as Tour Guiding, Radio VJ, etc. In which there are a lot of things that we can analyze.

#### **2.2 Strategies**

Guth (1965) Strategy is the pattern of objectives, purposes or goals and major policies and plans for achieving these goals, stated in such a way as to define what businesses the company is in or is to be in and the kind of company it is or is to be. In a problem solving situation, it would imply "using a plan, step or conscious action toward

achievement of an objective". In this case, the strategies that used for guiding means to organizing or structuring his/her speech, of course it is for handling the problem in the field. There are so many strategies of tour guide when guiding the tourist, such as the Standard Operating Procedure (SOP) or Tour Guiding Technique.

### **2.3 Rhetorical Structure Analysis**

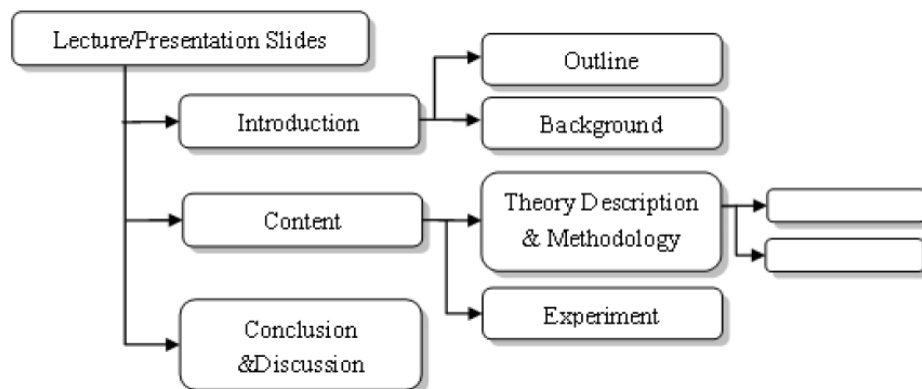
The rhetorical structure theory (RST) by Mann(1999) is an analysis method to find out hierarchical relations between spans of text by using climax of the story. To find climax in the folktale, reader must know how is the plot of the folktale. Because plot is a literary term defined as the events that make up a story, particularly as they relate to one another in a pattern, in a sequence, through cause and effect, how the reader views the story, or simply by coincidence.

According to Mann and Thompson (1988) about RST," Any genre of text, such as the plots of fairytales, or the writing of scientists, includes the problem-solution structure" have been exploring using RST. RST is a framework developed to account for text structure above the clause level, it does so by positing hierarchical relations between spans of text. It is used by linguists not only as a tool for analyzing the structure of natural language text, but also as planning aid in text generation-in particular. To help the computer decide on means to linguistically realize these intra-textual relations. (Mann & Thompson, 1987: p.57)

Initially, Mann and Thompson (1988) use RST to analyze expository texts. The other remake then adopted the framework to analyze relation kinds of texts ranging from folktales, novels, newspaper, and other kinds of texts from different genre. As well as spoken texts or speech, rhetorical structure analysis was comprehensive analysis of texts and the analysis is difficult works.

Mainly, the process including text fragmentation and then followed by two analyses which name, global structure analysis and local structure analysis. In global structure analysis, the analyze start from Background, and then identifying propositional relations among the fragmented texts units. Normally, each fragmented unit contains idea which can be connected through idea relations. This study analyzed the transcript of the guiding speech limited to the global structure analysis, In other words, this study excluded local structure analysis. By analyzing the rhetorical structure of the speech, the writer can identify the coherences of the ideas in the speech. This identification then help the writer examine how the guides speech can be mapped into the organization of ideas as proposed by Mann and Thompson (1988).

The writer found a comparison to analyze the theory of tour guiding speech, the theory is rhetorical structure of lecturer speech, which is choose to help the process of creating the data based on the transcript of tour guiding speech, the writer also will try to compare the rhetorical structure of lecturer speech to make it easier to create the data of tour guide rhetorical structure speech. This is the picture of rhetorical structure basic of lecturer that will the writer try to compare with the tour guiding speech data.



Picture 1. Lecturer rhetorical structure basic

## 2.4 Dell Hymes Theory SPEAKING

People's speech can be comprehended easily not only through the meaning and the idea organization, but also through its contexts. Many linguists believe that contexts are crucial factors in determining the meaning of communication and Interaction. This study includes contextual analysis using SPEAKING Frame as proposal by Dell Hymes. This study wanted to examine the contextual strategies implemented by the guides during their guide speech.

Dell hymes is considered by many to be the founder of the area known as Ethnography of Communication. In 1962 he proposed "ethnography of speaking" as a way to study how people talked. Later the name was changed to include other symbolic means of expression and called ethnography of communication.

One of his goals was to create a theory that helped researchers study language use in specific context (at that time, some researches in the field of Linguistic were trying to study language by itself, removed from the times and places people talked). Hymes thought that by looking at how people actually use language. Patters could be discovered that otherwise would not be by just looking at the words themselves.

Hymes (1974, p.9) states that, "the starting point is the ethnographic analysis of the communication conduct of a community". Communication conduct is what people do when they communicate with each other. He sets out to show that researchers could use his methods to study this communication (talk) systematically. One useful way of looking at the ways in which language is used by particular cultural groups in through the notion of communication (Hymes,1964). Hymes started his work in reaction to the neglect, at the time, of speech in linguistic analyses and anthropological description of cultures. His work was also a reaction to view of language which took little or no account of the social and cultural contexts in which language occurs. In particular, he considered aspect of speech events such as who is

speaking to whom, about what, for what purpose, where, and when, and how these impact on how we say and do things in culture-specific settings.

Hymes notion (1972) of communicative competence is an important part of the theoretical background to the ethnography of communication as well as, more recently, communicative perspective on language teaching and learning. It is also an important notion for the discussion of spoken and written discourse. Communicative competence involves not only knowing a language, but also what to say to whom, and how to say appropriately in particular situation. That is, it includes not only knowing what is grammatically correct and what is not, but also when and where to use language appropriately and with whom. It includes knowledge of rules *speaking*, as well as how knowing how to use and respond to different speech aspect.

#### **2.4.1 The SPEAKING Model**

To help the research, researcher can then proceed to analyze it by using one of the tools that Hymes develop. These tools can be remembered easily by thinking about the words, S.P.E.A.K.I.N.G. By using the tools of S.P.E.A.K.I.N.G., a researcher opens up the potential meanings of a speech community or by examining these smaller units. This set of components and its purpose is to help the analyst to put their analysis in some kind of order as follows:

##### **1. Setting and Scene**

According to Hymes' framework, the setting of a speech event is, where and when it takes place (Coulthard, 1985, p.44-45).” Setting refers to the time and place of a speech act and, in general, to the physical circumstances” (Hymes, p.55)

## 2. Participants

Hymes propose for participant roles, “addressor, speaker, addressee, and hearer or audience” (Coulthard, 1985, p.45). Hymes propose that conversation may require only two roles (addressor and addressee), but others may be require speaking or listening on the behalf of others (Speaker, audience). Speaker and audience, Linguistic will make distinction within these categories; for example, the audience can be distinguished as addressees and other hearers (Hymes, p.54&56).

## 3. Ends

Purpose, goals, and out comes (Hymes, p.56-57) Hymes framework proposes that all speech events” have a purpose, even if occasionally it is only phatic” (Coulthard, 1985, p.47).

## 4. Act Sequences

Form and order of the event. Forms of speech with regard to with the words used, how it is used and fill speech regarding the relationship between what is said what the subject.

## 5. Key

Key is defined as the ““tone, manner or spirit” in which an act is performed” (Coulthard, 1985, p.48). This includes description of sarcasm, where meaning and overt content are opposite, and keys may be signaled by non-verbal signs or changes in voice.

## 6. Instrumentalities

Channel and forms of speech. Channel is “the choice of oral, written, Telegraphic, semaphore, or other mediums of transmission of speech” (Coulthard, 1985, P.49)

## 7. Norms

Referring to the norms or rules of interaction and also refers to the interpretation of the utterance of the speaker.

## 8. Genre

The kind of speech act or event. It refers to the type of form delivery.

### 2.5 Tour Guide Requirement

All the strategies that elaborated in the previous sections can only be managed by professional worker with special trainings or education. A tour guide is a professional job which require huge skills

Formally, a tour guide should fulfill the requirements based on the tourism ministry decree, pos, and telecommunication No. KM.82/PW.102/MPPT-88 dated 17 September 1998, in particular in Pasal 8 Bab III, the terms or requirements to be a tour guide determined as the following:

1. To become a tour guide and travel regulator required to have a certificate as a result of following the course and exam, as well as the given ID (badge) as an operational permit.
2. Test material, the form of certificates, tour guide's ID (badge) and travel regulator established by Direktur Jendral Pariwisata.
3. Certificate and tour guide's photo ID (badge) issued by the Gubernur Kepala Daerah Tingkat 1 or appointed official.
4. Certificate and travel regulator's ID (badge) issued by the Direktur Jendral Pariwisata or appointed official.

This is the requirements to follow the course to be an Indonesian tour guide:

1. Indonesia citizen
2. Age minimal 25 (twenty five) years

3. Mastering Indonesian and one of foreign language fluently.
4. Mastering the knowledge and skills in leading and arranging onward travel.
5. Having certificate or Associate Guides that are experienced in the field of tour guide for 5 years.
6. Having in- depth knowledge. Able to explain about earth science, tourism, population, government, history and culture, also tourism attraction in Indonesia.
7. Education, graduate from senior high school.

## **2.6 Guiding Technique**

Providing service for a tour guide has become a profession. Serving the group of tourist has become the daily activities. However, ways and technique services provided by a tour guide who guides the tourist may be different between one tour guide and another. This is something that is fair because it gives the service more of an art than a science.

Ways and technique here is when tour guides provide services to the group of tourist, there should be a uniformity that can be used to handle tour guides on duty. At least there are some ways that can be used as a guide. And with that ways, it is hoped that the tour will be more successful in the discharge of their duties. Because of that, according to Yoeti (2000), suggested guidelines to organize tour guide strategies of managing, tour guides can be compensated in the following technique :

### **1. Speaking techniques**

Adequate vocabulary and good wording can be further refined by these ways

- a. Do not speak too fast or too slow
- b. Adjusting the volume and tone of voice. It can be trained through the experiences that the tour guides do



- c. Avoiding as much as possible local dialect pronunciation.
- d. Saying the words with passion.

## 2. Mastering content

In this case, when guiding a tourist, a guide should master the topic, itinerary and condition in tour activities.

- a. Stand in a comfortable position, safe, and facing towards the tourists.
- b. Start with a smile, a greeting, and introduce yourself and others crew.
- c. Inform tourists about travel program.
- d. Mention again about what is included and not included in the program
- e. Give the information about distance and duration of the trip to a tourism destination.
- f. Provide general information and rules about the object to be visited

## 2.7 Speech

Speech are the main data on this analysis, the data was transcript that made based on tour guide speech. The writer found out that to analyze the data, he should understand what is speech. There are so many kinds of thing that can describe words "Speech". First, Speech is the physical production of sound using our tongue, lips, plate and respiratory system to communicate ideas, the other meanings are knowledge to solve a problem by delivering an information to the audience. Speech was the way to give information, In this case, tour guide giving information to tourist. And to analyze the speech, the writer will use the strategies of rhetorical structuring and Dell Hymes SPEAKING Framing