

Communication Strategies in the Hospitality Industry: A Comparative Study of Lombok Astoria Hotel and Aruna Senggigi Resort

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ABSTRACT

This study examines the comparison of communication politeness strategies in the hospitality industry, specifically in hotels. Data were collected from two different hotels, Lombok Astoria Hotel and Aruna Senggigi Resort. The research method employed is qualitative descriptive, utilizing the Face Threatening Act (FTA) theory by Brown and Levinson (1987) as a foundational reference. Data collection involved observations, interviews, and recordings. The scope of this research focuses on the politeness strategies used by employees when interacting with customers, superiors, subordinates, and fellow employees in both hotels. The purpose of this study is to describe common occurrences and interactions in hotel environments, particularly in terms of how messages are expressed and responses are received. This insight aims to provide both theoretical and practical learning for students preparing to enter the hotel sector. The study analyzes and explains the factors influencing the expressions used by employees when serving guests and collaborating with superiors, subordinates, and colleagues. Findings indicate that the use of politeness strategies at Lombok Astoria Hotel is predominantly characterized by Save-Face strategies, while Aruna Senggigi Resort employs both Save-Face and Face Threatening Act strategies. The factors contributing to the use of these politeness strategies include familiarity, time, and place, which are further supported by the context of the interactions and the messages conveyed during conversations.

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INTRODUCTION

Tourism involves the movement of individuals from one place to another. The United Nations World Tourism Organization (UNWTO) defines it as "the activity of traveling to a destination outside the personal environment of an individual for vacation, business, or other purposes" (Kurniasari et al., 2022). Tourism plays a crucial role in the global economy. During the COVID-19 pandemic in 2020, the world lost approximately \$4.5 trillion from the tourism industry as people were forced to stay home. As we move past the pandemic, the tourism industry must focus on sustainable development and environmental awareness (Richard Weston et al., 2019).

Hotels serve as essential accommodations for tourists, fulfilling customer needs and desires

(Batinic, 2016). The development of hotels extends beyond merely selling rooms; it is a vital aspect of the hospitality industry. Historically, lodging houses, known as “mansions” in the Roman era, emerged along major city streets to accommodate travelers. These establishments evolved from simple lodgings to more complex facilities, providing bars, salons, and food stalls. This evolution paved the way for modern hotels, which are designed to facilitate communication and interaction among guests. Staff must be attentive to conditions, situations, and operational standards to effectively serve customers (Kadir et al., 2022). According to American Hotel & Lodging Association (2024), friendly staff contribute approximately 25% to positive hotel reviews.

Using polite language creates a favorable impression on customers and colleagues. Politeness strategies are essential for effective communication, helping to avoid embarrassment and protect the faces of all parties involved. Such strategies include caring for one another, giving compliments, and exhibiting friendliness. When conveying messages, speakers should be mindful of not offending their interlocutors (Mawaddah & Fitriani, 2021). Politeness strategies can range from direct communication (bald on record) to more subtle approaches that prioritize saving face, as described by Brown and Levinson (Brown & Gilman, 1960). This framework has been applied in recent research, such as the study by Muhid et al., (2024), titled “Politeness Strategy in Master Ceremony Coaching Clinic: Comparison among Mentors and Mentees.”

Choosing the right words at the appropriate time is crucial for effective communication with customers and partners. The way we express ourselves can significantly influence our interactions. Employees must be aware of their language and diction when communicating with customers, supervisors, subordinates, and colleagues. Effective teamwork is vital to meet customer expectations and enhance hotel service (Sofiandi et al., 2022). Building strong relationships with customers is essential for increasing hotel revenue (Dider, 2021)..

Communication is fundamentally important in the hospitality industry. According to Indonesian law (‘Undang-Undang Republik Indonesia nomor 10 Tentang Pariwisata’, 2009), the hospitality sector is interconnected, with various fields contributing to the production of goods and services that meet tourist needs. This interconnectedness necessitates effective communication between individuals and groups through both direct and indirect conversations, as well as written and spoken interactions. For example, the collaboration between stewards and waitstaff is critical; understanding each other's roles prevents misunderstandings and fosters a comfortable work environment. Regulations must be established to protect employees and ensure fairness.

The influence of communication style and strategy is significant for organizational success (Ardiansyah, 2011). Politeness strategies can effectively convey messages in the hospitality industry, promoting positive interactions. Leadership styles, lifestyle choices, and communication patterns shape the organizational culture (Paulus, 2014)..

This study compares two hotels, Lombok Astoria Hotel and Aruna Senggigi Resort, to explore differences in communication strategies. The aim is to understand how varied diction and communication strategies can enhance staff knowledge and performance (Gustriansyah, 2019). Both hotels are four-star establishments but cater to different markets and employ distinct strategy. Additionally, Rosdiana et al., (2024) discuss strategies for attracting tourists by focusing on customer experiences.

Ultimately, this research aims to describe the communication strategies employed at Lombok Astoria Hotel and Aruna Senggigi Resort. By identifying effective practices, the study seeks to enhance awareness and improve experiences for future hospitality staff at Lombok Astoria Hotel and Aruna Senggigi Resort.

REVIEW OF LITERATURE

There are several case studies that are similar to this research and are considered to be a reference for research thinking and for consideration. Characters in film “Let it Snow” using

politeness strategy with interlocutor because they have any factor as closeness in one character to another character, with close friend sometimes using invitation and compliment as a positive politeness strategy, and sometime using negative politeness strategy while the speaker humbled himself (Mawaddah & Fitriani, 2021), politeness strategy among generation X and generation Y in the PAI2 class of IKACH Pacet Mojokerto graduate students (Naning, 2023) study taken in Islamic Boarding School show separated from communication activity with different communication style based on their background in every generation, while the international student while stay in Indonesia as a strange country with difference environment, this research aim to strategy of foreign student to adapt with local culture and social in a State University in Surabaya (Sari et al., 2019). Politeness strategy of disagreement, there are objective of this study. First, to discover the realization of politeness strategy specifically on disagreement. Second. To show the dominant kind of politeness strategy using. Method of this study is qualitative, (Windika, 2019). the Pragmatic implication that give rise to humorous nuances in jokes by (Zahira, 2023) the research discusses about humor in Japanese language jokes from tweet at @lari0a twitter account that written as dialogue conversation. The purpose of this research is to analyze and describe pragmatic implication that emerge humor nuance in joke on @lari0a's twitter account. the politeness strategy used in relationship (Amin & Khodashemas, 2017) title "Pattern of Politeness Strategy in Teacher-Student Interaction : Investigating an Academic Context". The study in four university classes conduct different teacher randomly selected, observed, and analyzed. Politeness in social media language (Amalia Hafid, 2022) this study purpose to identify teenager politeness strategy in social media conversation WhatsApp group of Junior High School, Senior High School, and Colleges.

METHOD

This study employs a qualitative descriptive method to analyze communication phenomena within the hospitality industry, specifically at Lombok Astoria Hotel and Aruna Senggigi Resort. The primary focus of this research is on the communication interactions between hotel staff and customers, superiors, and colleagues, as well as how politeness strategies are applied in these contexts.

Primary data is collected through direct observations and interviews with staff at both hotels. Observations are conducted to understand communication behaviors in real-life situations, such as how staff greet guests, manage reservations, and resolve complaints. Interviews are carried out to gain deeper insights into how staff interact with each other and with customers, as well as the challenges they face in maintaining politeness.

Secondary data is obtained from relevant literature, including articles, books, and previous research related to communication in the hospitality industry. This data enriches the understanding of the primary findings and provides context for the results obtained.

Data collection involves three main techniques. First, observations are made by directly witnessing interactions between hotel staff and guests, including the processes of receiving phone calls, managing reservations, and handling requests and complaints from guests. This observation aims to identify communication patterns used in various situations.

Second, interviews are conducted with permanent staff at each hotel to explore their experiences in communicating with guests and colleagues. Questions focus on the communication strategies they employ and how they maintain politeness in daily interactions.

Third, meticulous note-taking is essential for capturing every piece of information obtained from observations and interviews to ensure that no data is lost. This recorded information will aid in data analysis and help address the research questions.

Data analysis combines foundational theories with actual field facts. The analysis process involves several stages. Data reduction begins with classifying and selecting relevant information from field notes and transcriptions. This reduction is an ongoing process that continues until the final report is completed.

The next step, data display, involves systematically arranging primary data to create meaning. This process is integral to analysis, including the creation of tables and matrices for qualitative data to clearly present the findings.

Finally, drawing conclusions involves continuous analysis of the data during or after the collection phase to arrive at research conclusions. This process provides insights into communication strategies and politeness within the hospitality industry.

FINDINGS AND DISCUSSION

Subchapters

From the research method used, the research carried out observation, interviews and direct recording of data regarding the politeness strategy used by the two hotels, namely Lombok Astoria Hotel and Aruna Senggigi Resort

Table 1. Comparison Politeness Strategy

Lombok Astoria Hotel	Aruna Senggigi Resort & Convention
1) Staff to Customer Customer: "Pak, ada air jatuh dari atas di ruangan" Staff: "Baik bu, kami akan memperbaiki segera"	2) Staff to Customer Customer: "Apakah ini milik etapol?" Staff: "Benar, bapak etapol berapa?" Customer: "Etapol 2" Staff: "Ini milik Etapol 3" Staff: "Sebaiknya, setiap etapol membawa perwakilan masing-masing agar bisa di foto"
3) Staff to Subordinate Staff: "Gagah, arak engatm toples?." Subordinate: "Siap pak, engatan juluq"	4) Staff to Subordinate Staff: "Mbe taokm? aruan maeh!" Subordinate: "Ujam ne pak beleq" Staff: "kodek ujan ne laguk ye lueq kancen"
5) Staff to Superior Superior: "Kenapa banyak sekali ditaruh saus? Harusnya disesuaikan" Staff: "Baik pak"	6) Staff to Superior Superior: "Kalian belum sarapan?, sarapan dulu, bagaimana kalian handle orang makan tapi belum makan" Staff: "Baik bu"
7) Staff and Staff Staff A: "Ape te kadu berbequean breh malem ne?" Staff B: "Nane ku baitan leq steward" Staff A: "Cobakm engat dengan leq resepsionis nu, selow. Marak dengan ndrak masalahn ruen ndek taok ye penok utangn, pade sak marak dengan jingken ngebox" Staff B: "aku kenem ne" Staff A: "Wow!Kok bisa kamu merasa?"	8) Staff and Staff Staff A: "Uwah te badak sik pak Jo, laguk ndrak unin malik" Staff B: "Aoq, tame ape nane?" Staff A: "Libur mule nane, laguk ape arak doang tesuruq"

Staff is employee, Subordinate is trainee, Superior is Supervisor

Discussion

Data 1

Customer : "Pak, ada air jatuh dari atas di ruangan"
Literal Translation : "Sir, be water fall from a bove at room"

Translation : "Sir, there is water dropping from the top of the room"

Staff : "Baik bu, kami akan memperbaiki segera"
Literal Translation : "Good ma'am, we'll handle immediately"

Translation : “OK ma'am, we'll handle it immediately”

Situation: The customer asked to resolve the problem of dropping water in the room quickly which of course disturbed the customer participants after the lunch break at 13:00 pm, the customer searching staff on corridor, while meeting was in progress

Refer to data 1, interaction between Staff and Customer in Lombok Astoria Hotel, the use of the complementary word “pak” by the customer cause the customer is aware of relationship between the customer and waiter (Brown & Gilman, 1960) when customers and waiter in different position, the customers feel have more power so they can say something directly to waiter as we know like the buyer is king, but in actually they should be using draft of solidarity about feel closer, friendly and respect to our waiter the customers “Pak, ada air jatuh dari atas ruangan.” this word using the politeness strategy off record provide clues to staff indicated something wrong. And urgently as a water make the room flood. According (Windika, 2019) The research show that effective communication using the politeness strategy off record contributes 1,67% in the sixth semester student of English Education student of Islamic State University in Sumatera.

Data 2

Customer : “*Apakah ini milik Etapol?*”

Literal Translation : “What this have Etapol?”

Translation : “*Does this belong to Etapol?*”

Staff : “Benar, Bapak Etapol berapa?”

Literal Translation : “True, sir Etapol how many?”

Translation : “Yes, what’s your Etapol sir?”

Customer : “Etapol 2”

Translation : “Etapol 2”

Staff : “*Ini milik Etapol 3*”

Literal Translation : “This have Etapol 3”

Translation : “This belongs to Etapol 3”

Staff : “*Sebaiknya, setiap Etapol membawa perwakilan masing- masing agar bisa di foto*”

Literal Translation : “Better, every Etapol bring representative each so that can take a picture”

Translation : “*If possible, each Etapol brought their own representative so they could be photographed*”

Situation: The customer looking food supplies in Restaurant at 05:00 am and all of the food incomplete with all participant

Data 2 shows interaction Staff and Customer in Aruna Senggigi Resort. The customer asking “*Apakah ini milik etapol?*” is kind of negative politeness strategy question. To make sure that food for Etapol. Based on interviews with staff, there are events Etapol to cycling activity, Because the customers need food before start cycling activity. The staff answer “*Benar*” then staff asking “*Bapak Etapol berapa?*” would be convey communication strategy negative politeness to hide all the food not ready yet, The customer answer “Etapol 2”, the staff using negative politeness strategy give difference to customer “*Ini milik Etapol 3*” to wait until all the food to be ready, because it will

be considered unprofessional at work if staff says directly what in reality about staff work at the time it's too early morning when only a few people were working at that time, and staff should notice be obey the standardization of hotel. The staff using negative politeness be directed to customers "*Sebaiknya, setiap etapol membawa perwakilan masing-masing agar bisa di foto*" to make customers waiting until all food is ready because its standardization of hotel and avoid mistake (Kadir et al., 2022). Another research confirmed about the cite of negative politeness strategy in a State University in Surabaya (Sari et al., 2019) strategy of foreign student to adapt with local culture and social, using negative politeness strategy commonly formal respect and student using the strategy to avoid conflict and help them to befriend with local.

Data 3

Staff : "*Gagah, arak engatm toples?*"

Literal Translation : "Handsome, be you-see jar?"

Translation : "Handsome, do you see the jar?"

Subordinate : "*Siap, pak, engatan julug*"

Literal Translation : "Ready sir, I take a look advance"

Translation : "Alright, sir, I'll take a look first"

Situation: The staff looking for jar, considered left in one of meeting room at 06:27 am in pantry, and the jar will be used at the time

Data 3 shows interaction between Staff and Subordinate in Lombok Astoria Hotel, the staff talking to subordinate "*Gagah, arak engatm toples?*" because the jar will be used at the time for coffee break and the staff think there are left behind meeting room, in complement "*Gagah*" (with soft and warm tone) to subordinate make good and positive atmosphere in the morning using positive politeness strategy, the positive politeness strategy elements make interlocutor feel happy because humans really like being praised, It could be that a staff member expresses words directly to subordinate but staff in Lombok Astoria avoid of using bald on record as threaten face which that it to make the interlocutor offended, see also research by (Muhid et al., 2024) about the strategy of communication are applied. In addition, they want to teach formal language to subordinate as a trainee by hotel's target market is business people and agency officials that can influence trainees to communicate sound formal, and polite. Research: (Naning, 2023) in Islamic Boarding School, the PAI2 class of IKACH Pacet Mojokerto graduate students research identify formal situation communication always taking care of each other word like using *njih*, *dhalem*, *mboten* or often we called tata krama language point of polite sentence to each other

Data 4

Staff : "*Mbe taokm? aruan maeh!*"

Literal Translation : "Where your-place? Quick here!"

Translation : "Where are you? Come on quickly!"

Subordinate : "*Ujan ne pak beleg*"

Literal Translation : "Rain this sir big"

Translation : "The rain is big sir"

Staff : *"Kodek ujan ne laguk ye hueq kancen"*
Literal Translation : "Small rain this but there are lots friend"

Translation : "The rain is small but friends are much"

Situation: When truck is coming but it is raining, staff call by phone subordinate to load the goods together onto the truck at 08:00 am in Lobby

Data 4 analysis interaction Staff and Subordinate in Aruna Senggigi Resort, the staff call by phone the subordinate *"mbe taokm? aruan maeh"* is bald on record strategy factor cause staff feel the position staff more responsible than subordinate, specifically bald on record using by teenager like trainee, so that the message is conveyed clearly and direct. Research conducted by (Amalia Hafid, 2022) about Politeness strategy teenager in social media communication is bald on record conversation WhatsApp group of Junior High School, Senior High School, and Colleges. Research shown using Bald on Record with three ways of using question, reign, and asking, most dominant bald on record used at the college level to junior high school level.

Data 5

Superior : *"Kenapa banyak sekali ditaruh saus? Harusnya disesuaikan"*
Literal Translation : "Why many put sauce? it should customized"

Translation : "Why do you put so much sauce? Should be adjusted"

Staff : *"Baik pak"*
Literal Translation : "Good sir"

Translation : "Okay sir"

Situation: When the customers want to additional sauce, at 16:00 pm on the buffet and superior look bowl full of sauce

Data 5 analysis interaction Staff and Superior in Lombok Astoria Hotel, the superior asking *"Kenapa banyak sekali ditaruh saus?"*, see the food did not match with sauce, then start blaming staff. with instruction to staff *"Harusnya disesuaikan"* should be staff aware things like that. The staff answer *"Baik pak"* positive politeness avoid disagreement to superior instruction because staff must not go against direction from superior who has a power. Could use negative politeness by giving reason because wasn't pure his mistake. The sauce that the staff takes is the sauce provided by the kitchen its means staff just do his job to fulfill the request of customers but in world of work you should tolerant about what superior blaming, and learn from the moment and be better in future, according research (Prayitno et al., 2019). on the official Instagram account of president Indonesia is President Jokowi. The result of this research the form of positive politeness strategy dominant used by follower to comment with giving attention to the people have power.

Data 6

Superior : *"Kalian belum sarapan?, sarapan dulu, bagaimana kalian handle orang makan tapi belum makan"*

Literal Translation : "You not yet breakfast?, breakfast advance, how you handle person eat but not yet eat"

Translation : "Haven't you had breakfast yet?, have breakfast first, how do you handle people who eat but haven't eaten yet"

Staff : “*Baik bu*”
Literal Translation : “Good ma’am”

Translation : “Yes ma’am”

Situation: in the morning briefing all staff gathered to prepare to start event outside catering in Mandalika Circuit at 05:30 am in the Restaurant

Data 6 analysis interaction Staff and Superior in Aruna Senggigi Resort, the Superior used off record ambiguities to staff “*Kalian belum sarapan?*” indicated the worker need more energy for the work, there are outside catering to Mandalika Circuit far away from the Hotel. “*sarapan dulu, bagaimana kalian handle orang makan tapi belum makan*” superior try to make staff interpret what superior mean, there are many staff in briefing, some staff interpret that you should breakfast now, some staff interpret should already breakfast. Some staff implied meaning just do the best for this event because it’s like important event based on interview there are president director participant this event. The staff answer “*Baik bu*” noticing signifies understood superior mean. In case research by (Sugiono & Lumban Tobing, 2021), it shows that impact communication for employee performance, good organizational management can be realized if organizational goals are achieved in PT, Usaha Makalinnga Mandiri, Jakarta,

Data 7

Staff A : “*Ape te kadu berbequan breh malem ne?*”
Literal Translation : “What we use barbeque later tonight?”

Translation : “What do we use for a barbeque tonight?”

Staff B : “*Nane ku baitan leq stewart*”
Literal Translation : “Now I get it in Stewart”

Translation : “Now I’ll pick it up at Stewart’s”

Staff A : “*Cobakm engat dengan leq resepsionis nu, selow. Marak dengan ndrak masalahn ruen ndek taok ye penok utangn, pade sak marak dengan jingken ngebox*”

Literal Translation: “Try you look person in reception, slow, like person no have problem it seems like, don’t know he lots of debt, same as person currently make a box”

Translation : “Just look at the person at the reception, slow, like a person who doesn’t have problems, doesn’t know that he has a lot of debt, just like someone who is making a boxes”

Staff B : “*Aku kenem ne*”
Literal Translation : “I meaning this”

Translation : “You mean me”

Staff A : “*Wow! Kok bisa kamu merasa?*”
Literal Translation : “Wow! How come can you feel?”

Translation : “Wow, how come you feel?”

Situation: when preparation boxes food for meeting participant, one of the staff was thinking about dinner event tonight at 09:10 in Banquet Office

Data 7 analysis interaction Staff and Staff in Lombok Astoria Hotel, the staff A using off record politeness strategy make clue to staff B “*Ape te kadu berbequan breh malem ne?*” because staff to another staff in same position its not be polite if using word directly or use word that have the feel of commands aim to find solution with another staff because plate in pantry is not enough for event tonight in actually staff A already take the plate but staff A return it again because there are have different event in same time and use plate too, another staff think that staff A only care about himself than seek support from staff B . the situation is identify in research by (Amin & Khodashemas, 2017) The result of this research face-threatening utterance (bald on record) is 46%. Meanwhile, face-saving utterance about (positive politeness, negative politeness, off record politeness) is about 54%. Student would be more comfortable and appreciated if the teacher utterance should polite and enhance their self-esteem.

Data 8

Staff A : “*Uwahn te badak sik pak Jo?, laguk ndrak unin malik*”

Literal Translation : “already told by Mr. Jo?, but not voice again”

Translation : “You have been told by Mr. Jo? But there is no certainty”

Staff B : “*Aoq, tame ape nane?*”

Literal Translation : “Yes, enter what now?”

Translation : “Okey. Whan are you coming to work today?”

Staff A : “*Libur mule nane, laguk ape arak doang tesuruq*”

Literal Translation : “Holiday it should now, but what there is any order”

Translation : “I’m supposed to be on holiday today, but are there any orders?”

Situation: There are staff meet in the parking area at 7:20 am talk about job

Data 8 analysis interaction Staff and Staff in Aruna Senggigi Resort, the staff A look confuse and sad with interruption before than talking with staff B “*Uwah te badak sik pak Jo?*” identify need help from another staff to asking Mr. Jo, “*laguk ndrak unin malik*” (with sad tone) used negative politeness strategy be pessimistic because to attract sympathy from staff B, staff B answer “Aoq”. This is clearly visible in research (Mawaddah & Fitriani, 2021) Characters in film “Let it Snow” using negative politeness strategy while the speaker humbled himself reveals that of the strategies used by speakers when performing negative speech act of politeness is to their interlocutor. This is make speakers and interlocutors can run smoothly, pleasantly, and offend each other.

Table 2. Data collected Lombok Astoria Hotel

No.	Conversation	Politeness Strategy Used		
		Bald on record	Positive Politeness	Negative Politeness
1	Staff to Customers			1
2	Staff to Subordinate		1	
3	Staff to Superior		1	
4	Staff to Staff			1
Percentage (%)		0 %	50%	0%
				50%

The data show from finding above in conversation staff to customers, staff to subordinate, staff to superior and staff to staff in Lombok Astoria Hotel. Politeness strategy used by staff in Lombok Astoria hotel: 50% using positive politeness strategy and 50% using off record politeness strategy. While Lombok

Astoria Hotel always want to give good image of that “face”. In fact, See research by Dhety Chusumastuti & Elizabeth Avelia Poereta (2022) describe Lombok Astoria Hotel aware with that face, they always use strategy to rise good attention, one of that change the name to Lombok Astoria Hotel become Golden Tulip Hotel (Dhety Chusumastuti & Elizabeth Avelia Poereta, 2022)

Table 3. Data Collected Aruna Senggigi Resort

No.	Conversation	Politeness Strategy Used			
		Bald on record	Positive Politeness	Negative Politeness	Off record
1	Staff to Customers			1	
2	Staff to Subordinate	1			
3	Staff to Superior				1
4	Staff to Staff			1	
Percentage (%)		25%	0%	50%	25%

The data show from finding above in conversation staff to customers, staff to subordinate, staff to superior and staff to staff in Aruna Senggigi Resort. politeness strategi used by staff in Aruna Senggigi Resort: 25% using bald on record strategy, 50% using negative politeness strategy and 25% using off record politeness strategy. the effect of used of strategy communication and it should be develop, in research shown by Sofiandi et al. (2022) during the research conclude costumers almost satisfy about Aruna Senggigi Resort with arrange of value wise 87,13% however performance from ability, responsibility and grantee is only 87,07% (Sofiandi et al., 2022).

CONCLUSIONS

This study reveals distinct communication patterns between two four-star hotels, highlighting how different market focuses shape interactional strategies. The findings indicate that Lombok Astoria Hotel predominantly employs "face-saving" politeness strategies, specifically positive politeness (50%) and off-record strategies (50%), consciously avoiding face-threatening acts to align with its business and official clientele. In contrast, Aruna Senggigi Resort utilizes a combination of "face-threatening" and "face-saving" strategies, including bald on record (25%), negative politeness (50%), and off-record tactics (25%). These choices are influenced by contextual factors such as power dynamics, familiarity, time, and place. The primary implication of this research is that communication in the hospitality industry is not uniform; it is a cultivated practice that provides crucial, practical learning for students and professionals, demonstrating how linguistic choices directly impact service environments and professional relationships.

While insightful, this study's limitations include its focus on only two hotels within a specific geographic area, which may restrict the generalizability of the findings. Future research is suggested to expand this comparative analysis to include more hotels with varying star ratings and in different regions to build a more comprehensive understanding of industry-wide communication norms. Furthermore, a quantitative study could be conducted to measure the direct impact of these politeness strategies on customer satisfaction ratings and employee performance reviews. For practitioners, this study suggests that hotel management should consciously develop and train staff in communication strategies that align with their specific target market and organizational culture, which can ultimately enhance both guest experience and teamwork effectiveness.

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