

Multimodal Communication Analysis: The Higher-Level Actions of Waiters and Waitresses at Three Restaurants In Tabanan

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ABSTRACT

This study aimed (1) to analyze the multimodal communication of waiters and waitresses at three restaurants in Tabanan, Bali Province, in applying higher-level actions in serving foreign guests and (2) to investigate the functions of the higher-level actions of waiters and waitresses in serving the foreign guests. This study used theories proposed by Fishman (1972) on functions of using verbal and nonverbal communication, Kress and Van Leeuwen (2006) on multimodal communication, and Norris (2004) on higher-level actions. The subjects of this study were four waiters and two waitresses who were working at three different restaurants in Tabanan regency. The results of this study showed that in each conversation, there were many sequences of higher-level actions used by waiters or waitresses to serve the foreign guests. The waiters and waitresses used a sequence of modes alternately or simultaneously in their higher-level actions, depending on the situation. The functions of waiters or waitresses' higher-level actions in serving foreign guests made their messages clearer to foreign guests, and this made the waiters or waitresses' messages more believable to the foreign guests.

Key words: *Multimodal Communication, Verbal Communication, Nonverbal Communication, Higher-level actions*

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ABSTRAK

Penelitian ini bertujuan (1) untuk menganalisis komunikasi multimodal para pramusaji di tiga restoran yang berlokasi di Tabanan, provinsi Bali, dalam menerapkan higher-level actions dalam melayani para tamu asing dan (2) untuk menyelidiki fungsi higher-level actions dari pramusaji ketika melayani para tamu asing. Studi ini menggunakan teori yang diajukan oleh Fishman (1972) tentang fungsi menggunakan komunikasi verbal dan nonverbal, Kress dan Van Leewuen (2006) tentang komunikasi multimodal, dan Norris (2004) tentang tindakan tingkat yang lebih tinggi (higher-level actions). Subjek penelitian ini adalah empat pramusaji pria dan dua pramusaji wanita yang bekerja di tiga restoran berbeda di Kabupaten Tabanan. Hasil penelitian ini menunjukkan bahwa ada beberapa urutan tindakan higher-level actions yang digunakan oleh setiap pramusaji atau pelayan ketika melayani tamu asing di setiap percakapan. Para pramusaji menggunakan urutan mode dalam higher-level actions secara bergantian atau bersamaan pada saat yang sama tergantung pada situasi. Fungsi tindakan higher-level actions daripramusaji dalam melayani tamu asing membuat pesan mereka yang diberikan kepada tamu asing lebih jelas, dan itu membuat tamu asing lebih percaya dengan pesan dari pramusaji.

*Kata kunci: Komunikasi Multimodal, Komunikasi Verbal, Komunikasi Nonverbal,
Tindakan tingkat tinggi (higher-level actions)*