

CHAPTER I

INTRODUCTION

This chapter gives some introductions pertinent to the current study. This included background of the study, identification of the problems, limitation of the study, reasearch questions, purposes of the study, and significances of the study.

1.1 Background of the Study

Human beings were the greatest creatures of God on this earth. Human beings, however, were not perfect creatures as they were social beings who had to interact with each other. This human's interaction with others called communication. Communication was the important element in humans' life. Communication was a tool in order to help people around the world to interact with each other. According to Loose (1999), communication only occurs when two associated informations processed each other. In this case, the speaker communicated with each other or the audience in order to express their emotions by using words, facial expressions and gestures (Loose, 1999).

There were two forms of communications namely verbal communication and nonverbal communication (Loose, 1999). Quite away, many people assumed that verbal communication was more relevant than nonverbal communication (Jhonstone & Slepeng, 2000). Most people believed that verbal communication was more relevant because it was performed orally and easier to understand than nonverbal communication by using signs or modes (gesture, hand movement, eye

contact, etc.). However, according to Norris (2004), the use of verbal communication and nonverbal communication was relevant and could be combined. The use of nonverbal communication could emphasize the meaning of verbal communication. This combination of both verbal communication and nonverbal communication in a conversation was called multimodal communication (Norris, 2004, 2007)

Krees and Van Leewuen (2006) stated in their book entitled “Reading Image”, that multimodal communication was the sequence of the verbal interaction and the nonverbal interaction or visual situation. According to Norris (2004), during the conversation that happened between the speaker and the interlocutor, they were not only concerned about the spoken language, but rather with the gesture, facial expression and eyes contact used. Basically, in the conversation by the speaker and the interlocutor, the modes of spoken language, gesture, gaze, hand movement, facial expression occurred simultaneously or alternately and this action was called higher-level actions (Norris, 2004). This matter depended on the communication’s culture of the people doing it. The focus of this study was analyzing the implementation of higher-level actions of six waiters including the waitresses at three restaurants in Tabanan Regency, Bali Province and investigating the functions of higher-level actions applied by the waiters and waitresses when serving the foreign guests.

In analyzing the multimodality in communication, the multimodal researcher should be able to capture the contextual meaning of someone’s utterance (Krees and Van Leewuen, 2006). Multimodal communication researchers were highly interested in the role that language played in social life

based on the cultures of the speakers and interlocutors (Norris, 2004). Therefore, to analyze the multimodal communication, the researcher had to investigate the communication's role of the people when interacting with others in real situations (Norris, 2004, 2007). There were three levels that could be analyzed by the multimodal researcher in analyzing the multimodal communication namely lower-level action, higher-level action, and frozen action (Norris, 2004)

Because of this matter, especially in this study, it became an interesting matter by the researcher to analyze the higher-level actions of Indonesian people especially the Balinese people when communicating with foreign guests. This study analyzed the higher-level actions of waiters or waitresses who working in Bali's local restaurants, especially in Tabanan Regency. The reasons were most waiters or waitresses who working in the local restaurants were local people who used English as their international language when communicating with foreign guests from various countries. Waiter or waitress was someone who served food and drinks in a restaurant, and also a restaurant employee who waiting for the presence of restaurant guests (Marsum, 1999). They should give clear informations to the foreign guest. This study also investigated the functions of higher-level actions of multimodal communication by the waiters or waitresses in serving foreign guests. This kind of study was like something new study at Ganesha University of Education, especially in analyzing the higher-level actions of people. This study was focused not only on verbal communication by the waiters or waitresses of the restaurants but also on the gesture, facial expression, and eyes contact. Therefore, this study was called a study of multimodal communication.

There were some previous studies on multimodal communication that the other researchers have done. Such previous studies used as the empirical review of this study and to prove the concept that this study applied. For instance, Nagao & Takeuchi (1994) conducted a study entitled “Speech Dialogue with Facial Display: Multimodal Human-Computer Conversation”. Busso (2008) conducted a study entitled “Multimodal Analysis of Expressive Human Communication: Speech and Gesture Interplay”. Dogan (2010) conducted a multimodal communication analysis of preschool children. Hermawan (2012) conducted a study entitled “Multimodality: *Menafsir Verbal, Membaca Gambar, dan Memahami Teks*”. Norris (2016) conducted a study entitled “Concepts in Multimodal Discourse Analysis with Examples from Video Conferencing”. Suandi (2016) conducted a study entitled “*Tindak Komunikasi Verbal dan Nonverbal Bentuk Lepas Hormat dalam Bahasa Bali*”, this is a kind of Multimodal analysis of communication acts of Balinese speakers’ loosely respective forms. Another research about multimodality was done by Marsakawati (2019) who analyzed multimodal study entitled “An Indonesian EFL Learner’s Use of Evaluative Language and Gesture in a Spoken Persuasive Presentation”.

Therefore, the researcher conducted a study of multimodal communication, especially the higher-level actions of waiters and waitresses in serving foreign guests at three restaurants in Tabanan due to some findings from the preliminary observation was founded. Those findings were (1) those restaurants were three of several famous and popular restaurants in Tabanan, (2) The waiters or waitresses of those restaurants were the local people who speak English as their international language when communicating with the foreign

guests, (3) In communicating with the foreign guests, the waiters or waitresses combined verbal communication with certain modes (gesture, eye contact, facial expressions), (4) The waiters and waitresses had an important contribution to get the satisfaction of the foreign guests.

From these findings, the researcher conducted a study entitled “Multimodal Communication Analysis: The Higher-Level Actions of Waiters and Waitresses in Serving the Foreign Guests at Three Restaurants in Tabanan”. In this study, the researcher was analyzing multimodal communications by waiters or waitresses in applying the higher-level actions in serving foreign guests. The researcher also investigated the functions of higher-level actions of waiters or waitresses in serving foreign guests.

1.2 Problems Identification

According to Jhonstone & Slepeng (2000), most people assumed that verbal communication was more relevant than the nonverbal communication because it was easier to understand than the nonverbal communication that used signs or modes (gesture, hand movement, eye contact, etc). All communications that happened were not only using language spoken by the speaker, but also the gesture, eye contact, and facial expression were performed by the speaker. Both verbal and nonverbal communication was interrelated.

According to Norris (2004), the use of verbal communication and nonverbal communication was relevant and could be combined with each other. This combination of verbal communication and nonverbal communication was called multimodal communication. Every communication that happened between

the speaker and the interlocutors was a kind of multimodal communication in terms of higher-level actions (Norris, 2004).

1.3 Limitation of Study

This study had been focused on modes' sequence of multimodal communication of waiters or waitresses in applying the higher-level actions in serving foreign guests. This study investigated the functions of higher-level actions of waiters or waitresses in serving foreign guests.

1.4 Research Questions

Refer to the background of the study, the problems of the study can be formulated as follows. They are:

- 1) How are the sequences of higher-level actions used by the waiters or waitresses in serving the foreign guests?
- 2) What the functions are reflected by the higher-level actions used by the waiters or waitresses in serving the foreign guests?

1.5 Purposes of Study

From the research questions, this study had two purposes. The purposes of the current study were stated as follows:

- 1) To describe the sequences of the higher-level actions used by the waiters or waitresses in serving the foreign guests
- 2) To find out the functions of higher-level actions used by the waiters or waitresses in serving the foreign guests

1.6 Significance of Study

1.6.1 Theoretical Significance

The results of this study could give some contributions to the current literature on multimodal communication especially related to the benefits for the future study with the same topic. The results of this study were expected to improve the knowledge of English perspective and to enlarge the speaking competency in the restaurant's services especially for the waiters or waitresses and for the tourism students.

1.6.2 Practical Significances

First, the results could be used as a learning material in tourism school. Second, this study can give inspiration and advice to the tourism workers being more understand about the process of communication with the foreign guests. Third, this study could be a guidance as the future studies with the same topic especially for the students of English Language Education.

