

Honorific Words in Business Domain in Japanese Restaurants

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Abstrak

Kata-kata sapaan digunakan oleh penutur untuk menyapa mitra tutur dan pihak ketiga. Penelitian ini merupakan penelitian kualitatif yang bertujuan untuk mendeskripsikan bentuk dan jenis kata-kata sapaan yang dominan muncul dalam interaksi antara pramusaji dan konsumen di restoran Jepang. Jenis data yang digunakan adalah data primer dengan sumber data lingual yang diperoleh dari tuturan berupa dialog dengan berbagai interaksi yang terjadi di restoran Jepang. Lokasi penelitian adalah restoran yang khusus menjual makanan Jepang, yang berada di tiga kabupaten, termasuk kabupaten Gianyar, mengingat ketiga kabupaten tersebut merupakan destinasi wisata baik bagi wisatawan lokal maupun mancanegara, khususnya Jepang. Metode observasi dengan teknik pengumpulan data dengan cara menyimak, mencatat dan merekam interaksi tanpa pengetahuan agar dapat memperoleh data secara alamiah. Analisis data menggunakan pendekatan kontekstual dengan mempertimbangkan penutur, kepada siapa, topik pembicaraan, situasi, bentuk bahasa yang diucapkan, kapan diucapkan, di mana diucapkan, sesuai dengan konsep SPEAKING dari Dell Hymes. Hasil analisis dijabarkan dengan menggunakan kata-kata biasa agar mudah dipahami. Hasil penelitian menemukan bahwa terdapat bentuk-bentuk honorifik dalam ranah bisnis yang merupakan bagian dari omotenashi “keramahtamahan”. Kosakata yang dominan meliputi kata-kata irasshaimase, ohayougozaimasu, konnichiwa, konbanwa, okyakusama, okyakusan, saudara, ibu, ayah. Honorifik juga diucapkan bersamaan dengan sapaan dalam struktur pembukaan interaksi, dengan tujuan untuk menciptakan kesantunan dan rasa hormat bagi pengunjung sebagai konsumen yang mencerminkan hubungan sosial antara pelayan dan konsumen. Diharapkan hasil penelitian ini dapat memberikan kontribusi bagi pembelajar bahasa Jepang, khususnya dalam ranah bisnis, untuk memahami bentuk-bentuk dan jenis-jenis honorifik yang sangat penting sebagai bagian dari keramahtamahan dalam ranah bisnis Jepang.

Kata Kunci: Honorifik; interaksi bisnis; SPEAKING; keramahtamahan

Abstract

Honorific words are used by speakers to greet speech partners and third parties. This research is a qualitative study that aims to describe the forms and types of honorific words that dominantly appear in interactions between waiters and consumers in Japanese restaurants. The type of data is primary data with lingual data sources obtained from speech in the form of dialogue with various interactions that occur in Japanese restaurants. The research locations are restaurants that specifically sell Japanese food, located in three districts, including Gianyar district, considering that these three districts are tourist destinations for both local and foreign tourists, especially Japan. Observation method with data collection techniques by listening, taking notes and recording interactions without knowledge in order to obtain data naturally. Data analysis uses a contextual approach by considering the speaker, to whom, the topic of conversation, the situation, the form of language spoken, when it is spoken, where it is spoken, according to Dell Hymes' SPEAKING concept. The results of the analysis are described using ordinary words to make it easy to be understanding. The results of the research found that there are forms of honorifics in the business domain that are part of omotenashi "hospitality". The dominant vocabulary includes the words irasshaimase, ohayougozaimasu, konnichiwa, konbanwa, okyakusama, okyakusan, brother, mother, father. Honorifics are also spoken simultaneously with greetings in the opening structure of interaction, with the aim of creating politeness and respect for visitors as consumers which reflects the social relationship between waiters and consumers. It is hoped that the results of this research will contribute to Japanese language learners, especially in the business domain, to understand the forms and types of honorifics which are very important as part of hospitality in the Japanese business domain.

Keywords: *Honorifics; business interactions; SPEAKING; hospitality*

1. Introduction

Honorific in Japanese are called "taishoushi". This word is a pronoun used to greet the second person (Brown & Gilman, 1960). In their interactions, the participants in the speech, both the speaker and the speech partner, have the choice of second person pronouns when the speaker speaks to the speech partner by considering the existence of power and solidarity. This view is supported by the theory presented by Kridalaksana (1982:14) stated the definition of the honorific word that refers to a word or phrase used to refer to and call the participants in a language event. The participants in question refer to the speaker, the speech partner, and the person being talked to. In addition, greetings are words that function to greet, reprimand, refer to the second person or anyone who does not want to be spoken to (Chaer, 1998). It can be concluded that greetings are words or phrases used to greet or call someone in everyday conversation. These words are often used at the beginning or throughout an interaction to show respect, familiarity, or formality. In the realm of buying and selling, especially in Japanese restaurants, honorifics and greetings in Japanese restaurants have an important function in creating a friendly, professional, and respectful atmosphere for customers. In Japanese restaurants, the interaction between sellers and buyers is marked by the use of typical honorifics to show politeness and respect for guests. These honorifics are not only a form of greeting but also a way to build a harmonious relationship between the two parties. Honorifics are often used to attract attention or respect the person being spoken to and function to start, attract attention, or refer directly to someone. Greetings show closeness, respect, or familiarity between the speaker and the listener. However, indirectly honorifics are spoken when starting or ending a conversation with politeness and respect. However,

generally both honorifics and greetings function to build good relationships in communication with different contexts. Honorifics are an integral part of this communication, reflecting the values of politeness and respect for customers. Generally, honorifics are often used as a form of service to customers that occurs in Japanese restaurants. Honorifics according to Japanese culture are a form of communication culture that is very polite and structured between sellers and buyers. Honorifics are not only a form of honorific, but also as a tool to build good relationships between staff and customers. Previous studies have found many research results on the topic of honorifics, including the use of honorifics (Taishoushi) in the Hospitality Work World by taking dialogue data from Japanese TV Dramas and Films. The results of the study found that social factors that influence the choice of honorifics are the speaker's power over the interlocutor, the social distance of the interlocutor to the speaker, and the gender of the speaker and interlocutor (Pratiwi, 2020). The results of this study have not specifically described honorifics in the business realm in restaurants, especially Japanese restaurants. Other research also found that the honorific words in Japanese restaurants are: Kata Sapaan yang Menjadi Penciri berada di Restoran Jepang adalah Kata “Irassaimase” (Fatimah, 2014), and also Exploration of Honorifics in Japanese-Balinese Intercultural Marriages (Andriyani; Ardiantari & Saddhono, 2024). However, those researches had not focused on the realm of buying and selling in Japanese restaurants as a form of service. This study uses a descriptive approach to describe the important role of greetings in creating a pleasant and professional experience for customers, the dominant vocabulary that appears in implementing greetings and maintaining the tradition of politeness in Japanese restaurant culture. The results of this study are expected to contribute to Japanese language learners, especially in the business realm, to understand the forms and types of honorifics that are very important as part of hospitality.

2. Method

The type of data is primary data with lingual data sources obtained from speech in the form of dialogue with various interactions that occur in Japanese restaurants. The research locations are restaurants that specifically sell Japanese food, located in three districts, including Gianyar district, considering that these three districts are tourist destinations for both local and foreign tourists, especially Japan. Observation method with data collection techniques by listening, taking notes and recording interactions without knowledge in order to obtain data naturally. Data analysis uses a contextual approach by considering the speaker, to whom, the topic of conversation, the situation, the form of language spoken, when it is spoken, where it is spoken, according to Dell Hymes (1972) SPEAKING concept.

3. Result and Discussion

Context of Speech Situation (1):

Speaker : Waitress
Speech Partner : Okyakusama
Location : Japanese Restaurant

Context of situation: Waitress greets guest and invites Okyakusama to come in and order food.

Dialogue:

Waitress : Hi.... Irasshaimase, Hi Douzo (*smiles to greet*)

Okyakusama : *Silent and looking for a seat*
Waitress : Sumimasen, Okyakusama nan mei sama desuka
Okyakusama : Hitori dake...
Waitress : Hi, wakarimashita (*smiles*)

Analysis:

Data (1) is an interaction that occurs in a Japanese restaurant between the waitress and Okyakusama.

Starting the dialogue, the waitress greets with a smile by saying “hi, Irasshaimase” and invites Okyakusama to sit down. The word Irasshaimase in the context above is a greeting or welcoming expression used in the context of service to greet customers or guests politely and friendly. While the word "Hai" is not a greeting, but rather an affirmation or form of politeness that complements the greeting. In addition, the word Okyakusama is a word that is spoken to greet or refer to customers in a very polite and respectful manner. The word "okyakusama" is a very polite and formal form of greeting, used to show high respect, often used in the context of service. According to Japanese culture, the word is a form of communication culture that is very polite and structured in the realm of hospitality in buying and selling interactions. Honorifics are not only a form of greeting, but also as a tool to build good relationships between staff and customers. This can affect customer perceptions of the quality of service and the atmosphere of the restaurant. In Japanese restaurants, the interaction between sellers and buyers is characterized by the use of typical honorifics to show politeness and appreciation for guests.

Context of Speech Situation (2):

Speaker : Waiter
Speech Partner : Okyakusama
Location : Japanese Restaurant

Context of situation: Waiter greets local guest and asks what they want to order and immediately confirms

Dialogue:

Waiter : konnichiwa, irasshaimase.... (Good afternoon, sir, please)
Customer : Thank you
Waiter : Please have the menu sir. (waiting for customer) Can I take the order now sir?
Customer : I will order 1 Ra-men and 1 Ocha directly
Waiter : Okay.... I will confirm again 1 Ra-men and 1 Ocha yes sir
Okyakusama : Yes....
Waiter : Okay sir thank you for your order please wait (*smiles*)

Analysis:

The dialogue in data (2) is an interaction between the waiter and a local customer who is not a Japanese citizen. However, the waiter still says the greeting *konnichiwa* ‘good afternoon’ followed by the word *irassaimase*. But after that the dialogue uses Indonesian. As a form of fast and friendly service, the waiter immediately provides the menu and invites the customer to order. The greeting to customers in the adult male category uses the word "Bapak". This word is a greeting, to greet adult men, directly. The intensity of the interaction that occurs in dialogue (2) occurs in communication between customers and waiters in Japanese restaurants.

Confirming orders to customers is a form of good service and the speech is a greeting and expression that is commonly used to ensure polite and pleasant interactions until the end of the interaction in the context of asking customers to wait.

4. Conclusion

Honorifics are not only a form of greeting, but also a tool to build good relationships between staff and customers. This can affect customer perceptions of service quality and restaurant atmosphere. Japanese culture, which is rich in social hierarchy and social norms, influences the use of honorifics in various contexts, including restaurants. This reflects the importance of respecting each individual's position and role in everyday interactions. By gaining a deeper understanding of the use and role of honorifics in the realm of Japanese restaurant commerce, this study can provide valuable insights for restaurant managers in improving interactions with customers and strengthening cultural identity in their services.

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