

THE POLITENESS STRATEGIES USED BY THE BARISTAS OF “STARBUCKS COFFEE” IN COMMUNICATING WITH THE CUSTOMERS

Samianto, N. P.¹, Kuntjara, E.H.²

^{1,2} English Department Faculty of Letters, Petra Christian University, Surabaya, East Java, INDONESIA
E-mails: novinskyps@gmail.com; estherk@peter.petra.ac.id

ABSTRACT

This is a study about Politeness Strategies used by the Baristas of Starbucks Coffee in communicating with their customers. The writer is interested in analyzing the politeness strategies used by the baristas in welcoming, offering and inquiring their customers. In my study, the writer uses the theory of politeness proposed by Scollon and Scollon (2001). The writer uses the method of descriptive approach supported by quantitative data. The writer found that in welcoming their customers all the baristas tend to use positive politeness strategy which is notice or attend hearer and the negative politeness is use family names or titles. The writer found the most politeness strategies used by the baristas in inquiring the customers are Positive politeness strategy of claim common point of view, opinion, attitudes, knowledge, empathy and the negative politeness used is Give H the option not to do the act. Lastly, in inquiring, all the baristas tend to use negative politeness strategy of making minimal assumption and the positive politeness strategy the most used is indicate S knowH's.

Keywords : politeness strategy, positive politeness, negative politeness.

INTRODUCTION

Politeness is a communication strategy that is used to maintain and develop relationship between speaker and addressee. Politeness is used to maintain the relationships between the speakers and addressee in communication process. In my study I choose the theory of politeness strategy proposed by Scollon and Scollon 2001. Scollon and Scollon (2001: 46) propose a social interaction modal relying on the face relationships in communication. They adopt two terms 'Involvement' and 'independence'. Involvement, on the one hand, refers to the addresser's need to be considered an active and backing member of society via paying attention to the other party (parties). 'Independence', on the other hand, refers to discourse strategies, which highlights, in contrast to 'involvement', the participant's indirectness and individuality. Accordingly, Scollon and Scollon (2001) present two lists of tables of linguistic politeness strategies, one for the 'involvement' strategies or positive politeness strategies to create positive relations with others. Another one is the 'independence' strategies or negative politeness strategies to lessen and decrease impositions to others.

In my study, I intended to analyze the strategies of politeness expressed in the workplace. In this case, I choose the Baristas of *Starbucks Petra Square* as the sample of the politeness analysis containing when they are communicate with their customers. Besides, I also want to know which strategies of positive and negative politeness that are used in communicating with customers, especially in welcoming, offering, and inquiring.

There are some reasons why I choose the Baristas of *Starbucks the Square*. First, I think that some of the Baristas in *Starbucks Coffee* in *Petra Square* are unique because in order to build a good relationship with the customers, they have different treatments to their customers through politeness strategies. Second, I am interested in analyzing the utterances of the baristas in communicating with their customers, especially in welcoming customers, offering *Starbucks* products and inquiring customers order. The use of politeness strategies by the baristas of *Starbucks* not only does carry out efficiently and effectively in handling the customers but also establishes, as well as, maintains an on going relationship with their customers.

The purpose of this research is to analyze kinds of politeness strategies used by the baristas of ‘*Starbucks Coffee the Square*’ to their customers. Besides, I also want to know which strategies of positive and negative politeness that are used in communicating with customers, especially in

welcoming, offering, and inquiring. I limit the area of politeness strategies by observing only on the utterances that are spoken by the employees of ‘*Starbucks coffee the Square arcade*’ in communicating with the customers which contains any type of politeness strategy. Intonation, voice, gesture, and facial expression will not be the consideration of the analysis.

METHODS

In my study, I decided to use descriptive approach supported by quantitative data. It is because the quantitative data will help me to find out the number of occurrences of politeness strategy used by the baristas. With descriptive approach, I make my study to be understandable for the reader because there are some description for each strategies found.

My source of the data analysis is from the utterances containing politeness strategies which were produced by the Baristas of *Starbucks coffee* in communicating with their customers. The subjects of the data were 4 baristas in *Starbucks coffee*. The data were collected on Tumbler day which was on Tuesday, September 22th 2015 at 08.00am till 14.00pm. The reason why I chose that date is because once a month every date 22, *Starbucks coffee* offer a special discount 50% for every customer who has a tumbler sold by *Starbucks coffee* shop. I think that on that day, the coffee shops will be full of customers and there are lots of communication process between the baristas of star bucks and their customers. Since I collected the data by myself, I considered that the instrument of my study is me.

In completing my study, there were several steps that I used in collecting the data. First, since the data were the utterance of the Baristas of *starbucks coffee*, I asked the permission for the one of the baristas *starbucks coffee* in *The Square* to allow me record their utterances while they are communicating with their customers a week before the data recording. Second, at the day of the recording, I sat near the barista’s bar and start to record the communication process between the baristas and their customers. Third, I wrote the utterances produced by them in communicating with their customers. Then in the next day, I tried to analyze each of the utterance produced by the baristas that contains the politeness strategies in communicating with their customers. The table presented below are made to help me in analyzing the data which are utterances spoken by the baristas containing politeness strategies in welcoming, offering and inquiring their customers.

Prepared Table 3.1 Politeness Strategies Produced by the baristas to the customers. (in welcoming, offering, and inquiring their customers)

No.	Utterances	Politeness Strategy			
		Positive Politeness Strategy		Negative Politeness Strategy	
1					
2					
3					

Prepared Table 3.2 Positive Politeness and Negative Politeness Strategies Used in Welcoming, Offering, and Inquiring the customers.

No.	Positive Politeness	Number of Occurance			Negative politeness	Number of occurrence		
		W	O	I		W	O	I
1.	Notice or attend H				Make minimal assumptions			
2.	Exaggerate				Give H the option not to do act			

3.	Claim-in group membership				Minimize threat			
4.	Claim common point				Apologize			
5.	Be optimistic				Be pessimistic			
6.	Indicate Sknow H's				Dissociate S and H from the discourse			
7.	Assume or asset reciprocity				State a general rule			
8.	Use given names and nicknames				Use family names and titles			
9.	Be voluble (speak alot)				Be taciturn (speak little)			
10.	Use H's language or dialect				Use own language or dialect			

The prepared table 3.2 above is made to help me in showing the result of the data which are utterances spoken by the baristas containing politeness strategies in welcoming, offering and inquiring their customers. The letter "W" represents the "Welcoming" utterances, the letter "O" represents the "Offering" utterances, and the letter "I" represents the "Inquiring" utterances.

There are also several steps before I processed the data I found. First, after I finished writing the transcriptions from the data in recorder, I numbered each of the utterance of the baristas and put them in the prepared table 3.1. Second, I read the transcript on table and tried to understand the meaning of politeness strategies that they used in communicating with their customers spontaneously. Third, I classified the utterances in types of welcoming utterances, offering utterances, and inquiring utterances and put it in the right table. Fourth, I marked the utterances contained positive and Negative Politeness Strategy. To make it easy to be analyzed, I separated the table of positive politeness and negative politeness. Fifth, I identified the politeness strategies used in the utterance of the baristas based on the theory of politeness strategies proposed by Scollon and Scollon 2001. Finally, the politeness strategies found categorized into the type of politeness strategies.

FINDINGS AND DISCUSSIONS

Below shows the result of the overall findings based on the utterances spoken by the baristas that contained politeness strategies. The letter "W" represents the "Welcoming" utterances, the letter "O" represents the "Offering" utterances, and the letter "I" represents the "Inquiring" utterances.

Table 4.1 Overall Findings of Positive Politeness and Negative Politeness Strategies Used by the Baristas in Welcoming, Offering, and Inquiring.

No.	Positive Politeness	Number of Occurance						Negative politeness	Number of occurrence					
		W	%	O	%	I	%		W	%	O	%	I	%
1.	Notice or attend H	17	56,7%	-	-	-	-	Make minimal assumptions	-	-	2	5,1%	22	45,8%
4.	Claim common point	-	-	9	23%	-	-	Give H the option not to doact	-	-	8	20,5%	6	12,5%
5.	Be optimistic	-	-	3	7,6%	5	10,4%	Minimizethreat	-	-	6	15,3%	-	-
6.	Indicate Sknow H's	-	-	2	5,1%	11	22,9%	Apologize	-	-	-	-	1	2%

8.	Use given names and nicknames	3	10%	-	-	-	-	Be pessimistic	-	-	1	2,5%	-	-
10.	Use H's	-	-	1	2,5%	-	-	State a general rule	-	-	5	12,8%	1	2%
								State a general rule	-	-	5	12,8%	1	2%
								Use family names and titles	9	30%	-	-	-	-
	Total	21 (70%)	70%	16	43,3%	18	37,4%	Total	9	30%	22	56,2%	30	62,3%

Utterances:
Welcoming : 21 Positive Strategies+ 9 Negative politeness = 30 utterances
Offering : 16 Positive Strategies+ 22 Negative Politeness = 38 utterances
Inquiring : 18+ 30 Negative Politeness= 48 utterances
Positive Politeness

According to what I found, there are ten positive politeness strategies and ten negative politeness strategies proposed by Scollon and Scollon (2001), there are only seven strategies of positive politeness used by the baristas in welcoming, offering, and inquiring their customers and seven strategies of negative politeness that are used in welcoming, offering and inquiring customers. To make it easy to understand, I separated the table into positive politeness strategies at the left side and negative politeness strategies at the right side of the table. I also classified the use of both positive and negative politeness strategies into three specific columns such as, W is for welcoming utterances, O for offering utterances, and I for inquiring utterances

For the baristas in welcoming the customers, they produced 30 utterances containing politeness strategies. There are 21 utterances containing positive politeness strategies such as notice or attend H (17 times, 56.7%), use given names or nicknames (3 times, 10%), and be voluble (1 times, 3.3%). The rest utterances contained negative politeness strategies such as use family names or nicknames (9 times, 30%). One of those strategies can be seen in the following example :

First is the positive politeness in welcoming their customers. The baristas produced the strategy of Positive Politeness Strategy which is Notice or attend H about 17 (56.7%) times from the total number of 30 utterances in welcoming their customers. One of the strategies that is used can be seen in the following example:

Situation : at 09.00am in the morning, one of the barista welcomes their customers who is a student of PCU.

Example : (72) *Pagi, selamat Hari Tumbler, Mau pesan apa ini?*

[Morning, happy Tumbler's Day, what do you want to order?]

Basically, the strategy of *claim common point of view, opinion, attitudes, knowledge* and *empathy* indicates that the speaker wants to satisfy the hearer's positive face, which is to be liked and appreciated by giving the hearer gifts in form of empathy and attention. In welcoming their customers, the first strategy (*notice or attend H*) is used by the baristas. I can see that the baristas, with her consciousness, tried to notice the condition when one customer entered the shop. The barista applies the strategy of *Notice or attend H* in order to show her appreciation to the coming customer. The appreciation given by the baristas is by greetings ‘ ‘ (72) *Pagi, selamat Hari Tumbler, Mau pesan apa ini ? ’ ’* [Morning, happy Tumbler's Day, what do you want to order?] in order to warmly welcome the coming customer. The purpose of using this kind of strategy is to make the customer feel welcomed and make the customer feel to be cared about. Through the barista's action, the customer will feel comfortable and enjoy the service of the barista.

Second is negative politeness strategy used by the baristas in welcoming the customers. the

barista produces the strategy of Negative Politeness Strategy of *Use Family Names or Titles* about 9 (30%) times from the total number of 30 utterances in welcoming his or her customers. One of the strategies used can be seen in the following example:

Example :93. *Selamat siang, bapak, ada yang bisa saya bantu?*

[good morning, sir, is there anything I can help?]

Here, the barista uses the strategy of Negative Politeness Strategy (*use family names or titles*) to an older customer than her. The purpose of using this strategy is to give sense of respect directly to the customer. It can be seen from the utterance above 93. *Selamat siang bapak, ada yang bisa saya bantu ?* [good morning sir, is there anything I can help ?] The barista welcomes the customer by mentioning the term “**sir**”, which is a form of addressing term that is considered as honorable. The purpose of using this strategy indicates that the barista wants to show her respect to the older customer.

In offering the customers, the baristas produced 38 utterances that contained politeness strategies. There are 17 utterances containing positive politeness strategies such as claim common point of view, opinion, attitudes, knowledge and empathy (9 times, 23%), be optimistic (3 times, 7.6%), indicate S knows H's (2 times, 5.1%) and be voluble (2 times, 5.1%). The rest 22 utterances contained negative politeness strategies such as make minimal assumption (2 times, 5.1%), give H the option not to do the act (8 times, 20.5%), minimize threat (6 times, 15.3%), be pessimistic (1 time, 2.5%) and state general rule (5times,12.8%). Two example of the politeness strategies used can be seen in the following example :

First is positive politeness strategy used in offering starbucks products to the customers. Claim Common Point of View, Opinions, Attitudes, Knowledge, and Empathy is one of the strategies which is used can be seen in the following example:

Example :212. *Iya, kak, ini yang terbaru sama yang iced duo chocoa mocha juga baru rasanya strong coffee gitu.*

[yes, this is the newest as well as the iced duo chocoa mocha. The coffee tastes stronger].

From the utterance, it shows that the barista tries to offer the newest menu to the customer as well as share his point of view and opinion about the newest menu in *Starbucks* coffee shop. As seen on the example, the barista mentions his opinion and views about the newest menu of *Starbucks* coffee. ***For example : (yes, this is the newest as well as iced duo chocoa mocha. It tastes like strong coffee)*** The baristas mentions his opinion by explaining the taste of the newest coffee. By giving the customer gifts in a form of opinion and supporting to buy the product, the barista tries to do anything that can please customer's positive face. Here, I can see the purpose of using this strategy is actually to fulfill H's wants for the sake of H.

Second is the negative politeness strategy used in offering starbucks products to the customers. First, In offering *Starbucks* products to their customers, the baristas produced the strategy of Negative Politeness Strategy which is about 8 (20.05%) times from the total number of 38 utterances in offering their customers about *Starbucks* products. One of the strategies used can be seen in the following example:

Example :144. *oke kak rena . Udah ini aja ?gak mau coba tuna pstrynya?*

[ok kak rena... Is that all? don't you want to try the tuna pastry?]

The purpose of using this strategy is basically about not to force the hearer in order to satisfy the hearer's negative wants. In this case, the barista offer some option about buying another cake to the customer but in here, the customer not to really force the customer to choose the one like as seen in the example above *Udah ini aja ?gak mau coba tuna pastrynya ?/ (ok kak rena... Is that all? don't you want to try the tuna pastry?)*. by giving the option to the customer, barista tries to satisfy the customer negative wants. The use of this strategy indicates that the barista indeed offer the wants of her but it depends on the customers rights to refuse the baristas's request and not to buy the cake that barista offers.

According to the table, in inquiring the customers, the baristas produced 48 utterances that contained any politeness strategy. There are 18 utterances containing positive politeness strategies such as be optimistic (5 times, 10.4%), indicate s knows H's (11 times, 23.9%) and be voluble (2 times, 4.1%).

The rest 30 utterances contained negative politeness strategies such as make minimal assumption (22 times, 45.8%), give H the option not to do the act (6 times, 12.5%), apologize (1 time, 2%) and state general rule (1 time,2%). Two kinds of each strategy used will be presented in the following example :

First is positive politeness strategy used in offering *Starbucks* products to their customers. The baristas also produced the strategy of Positive Politeness Strategy which is Indicate Sknow H's 11 (22.9%) times from the total number of 48 utterances in inquiring their customers *Starbucks*. One of the strategies used can be seen in the following example:

Example :174. *dengan totalnya 88ribu. Mau dibayar dengan Starbucks card ya bu?*
[the total is 88 thousand. Would you like to pay with *Starbucks* card yes,ma'am?]

The purpose of this strategy is to show that the speaker knows about H's wants. In this case, the baristas wants to show that him and the customers are cooperators. As seen on the example above (*dengan totalnya 88ribu. Mau dibayar dengan Starbucks card ya bu ?*)(with the total 88 thousand. Would be paid with *Starbucks* card **yes ma'am?**in inquiring the customer, the barista such know that the customer want to do the payment with *Starbucks* card.so that is why the baristas directly point out her opinion about what the customer will do with the *Starbucks* card. It shows the barista sensitivity to the customers wants because the knowledge to the situation and to the customer who at that time hold the *Starbucks* card in her hand. Another purpose of using this strategy to this customers is the baristas wants to minimize also the distance between them because the customer is older than the barista.

Second the negative politeness strategies used by the barista in inquiring their customers. In inquiring the customers, the baristas produced the strategy of Negative Politeness Strategy which is make minimal assumption about 2 (4.1%) times from the total number of 48 utterances in inquiring their customers of *Starbucks*. One of the strategies used can be seen in the following example:

Example :146. *hehehe okedehh kak rena Total smuaa 56 ribu yakakak...dibayar dengan cash ya?*

[hehehe...okay, kak rena... the total is fifty six thousand right, kak.... Pay in cash, right?]

Generally, the function of using this strategy is to soften some action or request for the sake of face by making minimal assumption about the hearer's wants and what is relevant to hearer. In situation above, after mentioned about the prize that the customers should pay the barista tries to inquire the customer about the payment by make an assumption that the payment will be in cash. However, in order to make it more polite here the barista tries to soften her request by assuming with the form of general question like as seen in the example above (*hehehe okedehh kak rena Total smuaa 56 ribu ya kakak... dibayar dengan cash ya ?/ [hehehe...okay, Kak Rena... the total is fifty six thousand right, kakak? Pay in cash right, kak?]*) By using this strategy in inquiring their customers, they want to minimize the possibilities of assuming the customers wrongly.

THE POSITIVE AND NEGATIVE POLITENESS STRATEGIES THAT USED THE MOST BY THE BARISTAS OF STARBUCK IN WELCOMING, OFFERING AND INQUIRING THEIR CUSTOMERS.

From the findings, I found that there are three strategies of Positive Politeness Strategy used the most by the baristas in each type of the communication done by the baristas in welcoming, offering *Starbucks* products and inquiring their customers. The detail of usage of the strategies can be seen in the table below:

Tabel 4.5 Politeness Strategy Used Most by The Baristas of Starbucks in Wecoming, Offering and Inquiring their Customers.

No	Type ofUtterances	Positive Politenessstrategy	ive Politeness Strategy
1	WelcomingCustomers	Notice or attend =56.7% (17 times from 21)	Use family names or titles =30% (9 times from 9)

2	Offering Starbucks Products	Claim common point of view, opinion, and knowledge =23% (9 times from17)	Give H the option not to do theact. =20.5% (8 times from22)
3	Inquiring orders	Indicate S knows H's =22.9% (11 times from28)	Make minimal assumption =45.8% (22 times from30)

As seen on the table above, at least there are three positive politeness strategies that used the most by the baristas in each type of communication process with their customers. Besides, there are also three types of negative politeness strategies used by the baristas the most in welcoming, offering, and inquiring their customers. Basically, when the baristas communicate with their customers of course they need to pay attention to the appropriateness of the politeness strategy produced. This effort of using politeness strategy aims to show that the baristas want to emphasize the relation between them and the customers. Different audiences are reached by different tactics and different communication tools. As well as using politeness strategy, different types of Communication will be reached by the different types of politeness strategy whether it is the Positive Politeness Strategy or Negative Politeness Strategy. In this case, there are three types of communication that classified by I to make I and the readers easy to understand about the usage of politeness specifically. In fact, it helps I to found the reason why the baristas use those politeness strategies the most to their customers in welcoming offering and inquiring.

a. Strategies used the most in welcoming.

The First is in welcoming their customers. I found that there are four positive politeness strategies : *notice or attend H, use given names, be voluble, use family names or titles* and negative politeness strategies : *use given names or nicknames that baristas used to welcome their customers.* Among of all those strategies, I found that the most politeness strategy that mostly used by the baristas is *Notice or attends H* which is Positive Politeness Strategy and *Use family names or titles* which is the only Negative Politeness Strategy used the most by baristas in welcoming their customers.

Next, I will explain about the most Positive Politeness Strategy used: *Notice or attend H*. This strategy occurred 17(56.7%) times which become the highest number of the total 21 utterances contained positive politeness strategies in welcoming the customers. Almost all the baristas produced this kind of politeness strategy in welcoming their customers. This strategy tend to be occurred in welcoming utterances rather than in offering or inquiring because in welcoming their customers, the baristas want to share their attitudes and values (Holmes,2001,p268) to the customers through using the politeness strategy of *notice or attend H*. The other thing is because the criteria of this strategy (*Notice or attend H*) is closely with the things that they have to do when they see the coming customers. Here, the baristas want to satisfy the customer positive face by aware of the condition and give their customer attention when they come in to the coffee shops.

Another politeness strategy that used the most by the baristas in welcoming their customers is the negative politeness ones which is *Use family names or titles* which occurred 9 times (30%) and become the highest number of utterances that contained Negative Politeness Strategy. This strategy of Negative Politeness Strategy :*Use family names or titles* is another strategy of politeness that relevant with the condition in welcoming the customers. This negative politeness used by the baristas the most because they want to directly respect to their coming customers especially the non-student guest outside from Petra Christian University students. The number of using this strategy is as much as the non-student customer who comes to the *Starbucks* coffee at that time. The strategy of use family names or titles appears when the baristas welcoming the older guest in order to give the distance between them and the customers. Using the term like : *bapak/sir, ibu/ma'am* and etc. obviously show their respect to the coming customer who is the non-student.

b. Strategies Used the Most in Offering Starbucks Products

The second one is in offering *Starbucks* products. I found that there are four positive politeness strategies and three negative politeness strategies that are used by the baristas in offering *Starbucks* products to their customers. The strategies are *Claim common point of view, opinion, attitudes, knowledge, and empathy, Be optimistic, Indicate S knows H's and be voluble*. In addition, there are three negative politeness strategies used by the baristas in offering their customers such as *Give H the option not to do the act, Minimize threat and State general rule*. Among those strategies, applied by the baristas in offering *Starbucks* products to their customers, I found the politeness strategy that is mostly used by the baristas are the Positive Politeness Strategy: *claim common point of view, opinion, and knowledge* and the Negative Politeness Strategy: *Give H the option not to do the act*.

The first politeness strategy is Positive Politeness Strategy: *claim common point of view, opinion, and knowledge*. This strategy occurs 9 (23%) times, which is the highest number from the total of 38 utterances contained politeness strategies by the baristas in offering *Starbucks* products. This strategy tend to be occurred the most in utterances when baristas offering *Starbucks* products rather than in welcoming or inquiring. It is because in offering the products of *Starbucks*, the baristas need to set up the strategy to sell their product. That is why they use this strategy to persuade their customer as well as minimize the distance between them and their customers. This strategy done by the baristas when they offer *Starbucks* products to the customer such as: they'd like to share their point of view, give their opinions, and show their knowledge about the product they offer to the customers. Not only that, but also the effort to minimize the distance toward their customers showed when they show their empathy and good attitudes to the customers in offering *Starbucks* products.

Another politeness strategy that used the most by the baristas in welcoming their customers is the negative politeness: *Give H the option not to do the act* (8 times, 20.5%) which become the highest number of utterances that contained Negative Politeness Strategy. This strategy of Negative Politeness Strategy: *Give the H option not to do the act* is another strategy of politeness that relevant with the condition in offering their customers *Starbucks* products. Indeed, in this case the baristas duty to offer *Starbucks* product and persuade their customers to gain more benefits. However, This negative politeness used by the baristas the most because the purpose of using this strategy is basically about not to force the hearer in order to satisfy the hearer's negative wants. In this case, the baristas offer some option about buying another cake to the customer but in here, the customer not to really force the customer to choose by giving the option to the customer, baristas try to satisfy the customer negative wants.

c. Strategies Used the Most in Inquiring The customers

The last one is in inquiring customers' order. I find that there are three Positive Politeness Strategies and Two Negative Politeness strategies used by the baristas in inquiring their customers. The Positive Politeness Strategies that are frequently used are: *Be optimistic* (10,4%), *Indicate S knows H's* (22,9%), and *Be voluble* (4,1%). While, the negative politeness strategies that are frequently used by the baristas in inquiring their customers are: *Make minimal assumption* (45,8%) and *Give H an option not to do the act* (12,5%). Furthermore, from the data, I found the most politeness strategy that often used by the baristas are the Positive Politeness Strategy: *Indicate S knows H's* and the Negative Politeness Strategy: *Make minimal assumption*.

The first is positive politeness that is mostly used by the baristas in inquiring their customers. In offering *Starbucks* products to the customers, the baristas produces the strategy of Positive Politeness Strategy, which is *Indicate S knows H's*, as many as 11(22.9%) times which become the highest number of the use of Negative Politeness Strategy from the total number of 48 utterances in inquiring to their customers. Most of the baristas tend to apply the strategy of *Indicate S knows H's* in order to show that the baristas and customer are cooperators. It can be done by indicating S's knowledge and sensitivity to H's wants. It happens in such because the baristas wants to ask the customer's order and minimize the distance by applying this strategy.

This strategy occurs 22(45.8%) times, which is the highest number from the total of 48

utterances containing politeness strategies produced by the baristas in inquiring their customers. This strategy tends to occur the most in baristas's utterances when they inquire their customers rather than in welcoming or offering *Starbucks* products; because mostly activity in inquiring are seeking and looking for customer orders by asking. That is why the strategy of making minimal assumption is the suitable one for the baristas to ask their customers in a polite way. Since this strategy belongs to Negative Politeness Strategy, it means the purpose is to lessen and decrease impositions to others (Scollon, 2001). The baristas uses this strategy in order to soften some actions or requests for the sake of face by making minimal assumption about what the hearer's want and relevant to hearer.

CONCLUSION

To sum up, I conclude that my study is about the Politeness Strategies used in business communication context. In fact, Politeness is a tool in a communication. It is used to maintain and develop relationship between people.

The result shows that in welcoming the customers, the Baristas tend to use positive politeness strategies. It is because, when they welcomed the customers, the baristas wants to satisfy the customer positive face by being aware of the condition, giving their customers attention when they come in to the coffee shops and minimizing the distance between them. In offering the customers, the result shows that the Baristas tend to use positive politeness strategies Based on the result, I can conclude that in offering starbucks products, baristas put their efforts to minimize the distance toward their customers. It shows when they showed their empathy and good attitudes to the customers when offering starbucks products. In inquiring the customers, the analysis result shows that the Baristas tend to use negative politeness strategies. It happens in such because the baristas wants to ask the customer's order and minimizes the distance by applying this strategy.

In the end I can conclude that the way all baristas communicating with their customers is their strategy to be close in order to build and maintain their good relationship with the customers.

In the end, I hope that my study can be helpful for the students who want to make a further study about politeness strategy. Hopefully, my study will give the future researcher more understanding about the characteristic of positive and Negative Politeness Strategy. Besides, I hope my study may also help the readers to apply the politeness strategies in their life especially in workplace so that they can build a good relationship with others by using the appropriate way of communication.

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