

**POLITENESS STRATEGIES AND GENDERED LANGUAGE IN
HOSPITALITY: A CASE STUDY IN HOTEL IBIS STYLES JAKARTA
MANGGA DUA SQUARE**

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BY:

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF SOSIAL HUMANITIES

UNIVERSITAS BINA DARMA

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APPROVAL PAGE

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MOTTO AND DEDICATION

Motto:

Its fine to fake it until you make it, until you do, until its true
(Taylor Swift)

Dedication:

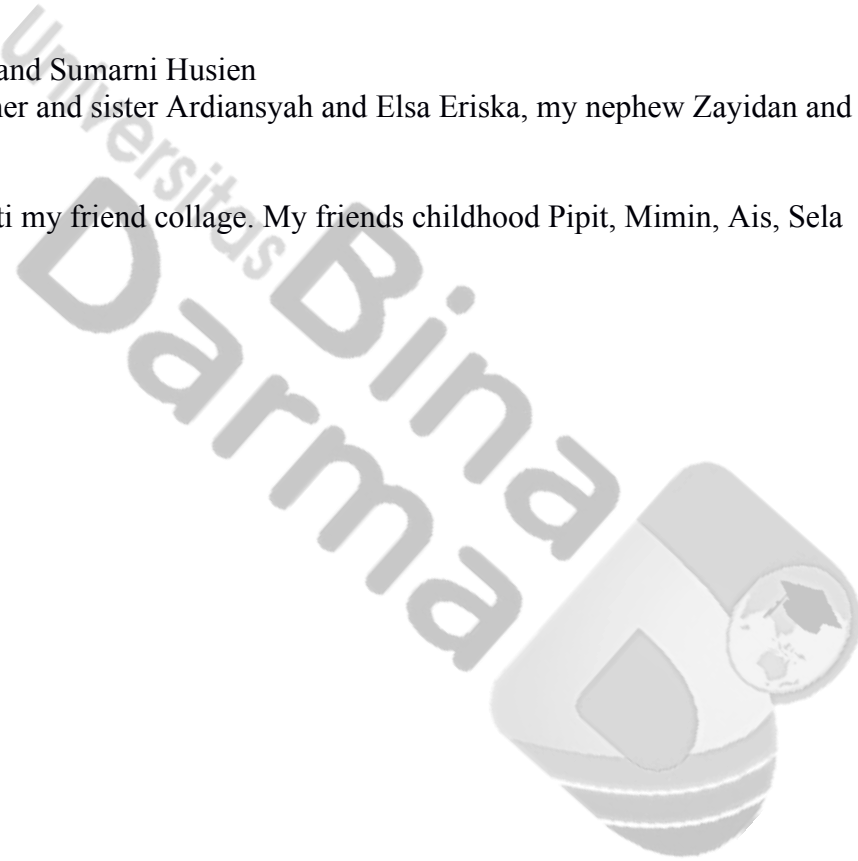
Allah SWT

My parents Yudi Edward and Sumarni Husien

All of my family my brother and sister Ardiansyah and Elsa Eriska, my nephew Zayidan and Zeline my cousin Pagudil

My beloved partner

My best friend Agnes aristi my friend collage. My friends childhood Pipit, Mimin, Ais, Sela



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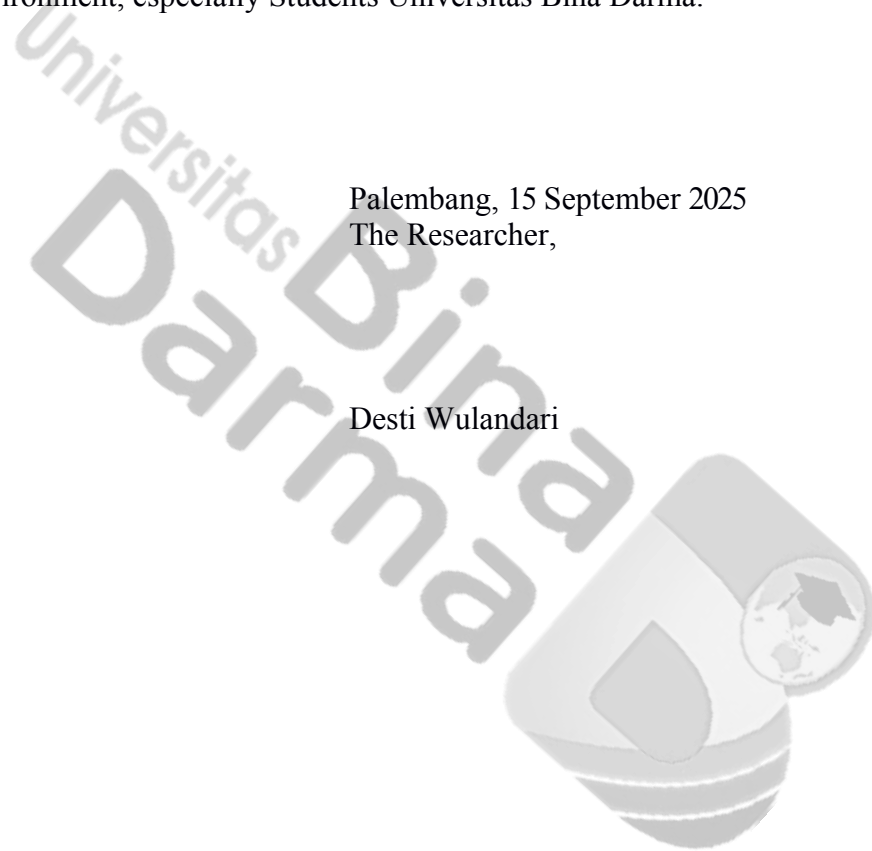
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7. Finally the researcher hoped that this thesis would be useful to readers and could have a positive impact on the environment, especially Students Universitas Bina Darma.

Palembang, 15 September 2025
The Researcher,

Desti Wulandari



ABSTRACT

This research investigates the use of politeness strategies and gendered language among hospitality professionals at Ibis Styles Jakarta Mangga Dua Square. The objectives of this research are to identify the types of politeness strategies employed by the hotel staff, analyze how gender influences language use in guest interactions, and determine the significance of these linguistic choices in enhancing customer satisfaction and improving professional communication within the specific context of Ibis Styles Jakarta Mangga Dua Square. Through an analysis of observed interactions and interviews with hospitality staff at the hotel, this study reveals prevalent politeness strategies such as positive and negative politeness, and explores subtle variations in language use between male and female employees. The findings highlight the critical role of linguistic choices in fostering positive guest experiences and offer insights for training and development within the hospitality sector, specifically tailored to the context of Ibis Styles Jakarta Mangga Dua Square.

Keywords: Politeness strategies, Gendered language, Hospitality, Communication, Customer service, Ibis Styles Jakarta Mangga Dua Square.

TABLE OF CONTENTS

APPROVAL PAGE	i
MOTTO AND DEDICATION	ii
ACKNOWLEDGEMENTS	iii
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLE	vii
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Problems of the Study.....	4
1.3 Objectives of The Study.....	4
1.4 Significances of the Study.....	5
1.5 Limitation of The Study.....	5
CHAPTER II LITERATURE REVIEW	7
2.1 Politeness Strategies.....	7
2.2 Gendered Language.....	8
2.3 Hospitality.....	9
2.4 Semantic & Pragmatic Theory.....	10
2.4.1 Semantic Theory.....	10
2.4.2 Pragmatic Theory.....	11
2.5 Previous Related Study.....	11
CHAPTER III METHODS AND PROCEDURES	15
3.1 Methodology.....	15
3.2 The Object of the Study.....	15
3.3 Techniques for Collecting the Data.....	16
3.4 Techniques for Analyzing the Data.....	17
3.5 Trustworthiness of The Data.....	19

CHAPTER IV FINDINGS AND INTERPRETATION	22
4.1 Findings.....	22
4.2 Interpretation.....	47
CHAPTER V CONCLUSIONS AND SUGGESTION	50
5.1 Conclusions.....	50
5.2 Suggestion.....	51
REFERENCES	54
APPENDICES	57



LIST OF TABLE

Table 4.1. Politeness strategies used by staff.....	38
Table 4.2 Guest Satisfaction Survey.....	43
Tabel 4.3. Result In-Depth Interview with Front Office Staff.....	46
Table 4.4 Comparism between Female and Male Staff.....	55

