A Discourse Analysis on Workplace with Hymes 'Speaking Model' Between Owner and Staff in Puri Itoma Corporate kuta Lombok: A Study on Ethnography of communication

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Abstract

Ethnography in general is communication in society. Ethnography of communication combines ethnography, description and structural and functional analysis of society and culture, and linguistics of cultural behavior that guides and helps share knowledge, art, morals, beliefs, and everything that people acquire as members of society. Communication Ethnography is an approach to understanding society and culture and reconstructing this ethnic group, especially society in general. Discourse is also very often used in communication in society, at work, offices, schools and public places, both formally and informally. Discourse in English is called discourse and is defined as expression in communicative interaction. Speech events are based on eight speech components. Hymes summarizes these components with the acronym SPEAKING. Ethnography of communication in this discussion refers to the use of language in certain community groups. A smile means, for example, eight components of speech: (1) Setting and scene, (2) Participants, (3) Ending, (4) Sequential action, (5) Key, (6) Instrument, (7) Interaction norms, and (8) Flow. This study shows that the main focus of workplace research is a professional workplace and the ability to express oneself calmly at work. However, as stated in this review article, there are several interesting studies regarding the topic of communication in workplace briefings, for example using relaxed language but still targeting different jobs and power or positions, different nationalities, even different cultures. but still respectful. with each other between the owner and sales marketing staff, as in the discussion above. Another potential growth area is the study of multilingual conversation patterns in the workplace and communication norms at press conferences. Recent research in this area explores the importance of ideology and effectiveness in multilingual communication in the workplace. The research clearly shows the importance of communication ethnography, namely the dense interaction of participants. High network density is essential. This research describes communication competence. each participant is considered to have expressed his opinion. All statements from the meeting created strong communication between the three members. At the same time, it can be assumed that the participants are owners and sellers who have long established close relations, even quite proper, relaxed, clear and concise cooperation. So, their level of cognition deserves thumbs up. Another important thing is to create clear communication in the office space. Another achievement is that Participant 2 is a sales marketer from Germany who is able to adapt to the work environment and belongs to a lower caste. But it shows the same thing as the relevant statement. However, external participants, despite coming from upper caste strata, gave conflicting statements. Even though people from different castes always try to fulfill their demands or desires in conversation.

Keywords: *Discourse Analysis; Speaking Model; Ethnography*

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Introduction

The analysis of workplace discourse has proliferated over the last two decades and has evolved in terms of methodologies and types of attention-grabbing discourse as in analytical approaches. In sociolinguistics, qualitative micro-level analysis prevailed instead of quantitative macro-level analysis, as the studies discussed in this chapter illustrate. Previous discourse studies in the workplace have focused on conversation in institutional settings, with interviews being the most popular genre and conversation analysis (CA) dominating the analysis of note-taking data. Practitioners, as in the remarkable collection edited by Drew and Heritage (1992). More recent research has expanded data collection techniques to include ethnographic interviews as well as taking notes and written material, and scientists' interests now span a wide range of workplace conversations and locations, from factories and construction sites to offices and boardrooms. More recent studies of workplace discourse also include monolingual, multilingual, and multicultural workplaces. Therefore, Ethnography, in general, is communication in society. Ethnography of communication combines ethnography, structural and functional description and analysis of society and culture, and linguistics of cultural behavior that guides and helps share knowledge, art, morals, beliefs, and everything that people acquire as members of society. Ethnography Communication is an approach to understanding society and culture and reconstructing this ethnic group, especially the people in general. Discourse is also very often used in communication in society, in workplaces, offices, schools, and public places, both formally and informally. Discourse in English is called discourse and is defined as an expression in a communicative interaction.

Discourse is a sequence of complete utterances in an organized and systematic communicative activity that contains ideas, concepts, or effects that are formed in a specific context (Foucault, 1972 pp,48-49). Hymes names six areas of culture exactly as follows: speech community, speech situation, speech event, general communication style, and way of speaking. The relationship between speech and social class is also discussed, and ethnographic research is conducted. The main argument is that communicative ethnographic research requires recognizing the inseparable relationship between Language and the extra-linguistic cultural context. It is also recognized that the most common form of in-depth research is ethnography. Tries to understand human behavior in his social environment.

The discourse is also influenced by several existing analytical approaches. Even more experienced researchers may need to provide a comprehensive account of discourse analytic approaches in humanities and social science disciplines. These include pragmatics, speech theory, variation analysis, adaptive theory of communication, system-functional linguistics, semiotics, proxemics, and various rhetorical, stylistic, semantic, and narrative analyses. The main theory of this article is the ethnography of communication started by Hymes (1972). In his book Models of the Interaction of Language and Social Life, according to Hymes (1972), the speech event is based on eight speech components. Hymes summarized the components with the acronym SPEAKING. Ethnography of communication, in this discussion, refers to the use of Language in particular groups of people. Smiles mean, e.g., eight speech components: (1) Setting and scene, (2) Participant, (3) End, (4) Act of sequence, (5) Key, (6) Instruments, (7) Norms of interaction, and (8) Genre.

Hymes The Speech Model According to Hymes, the ethnography of communication takes into account the following aspects:

S setting and scene. Hymes opined that "setting refers to time and place during a scene describes the environment of the situation.

P participants. It refers to who is involved in the speech, including the speaker and the audience. E-ends. Purpose and objectives of the speech and possible outcomes of the speech.

An Act. The sequence of events that occurred during the speech. K key. General tone or manner of speaking.

Instrument. Speech form and style.

Norms-Define what is socially acceptable at the event.

G-genre speech that is given

The ethnographic communication model considers the "communicative event" the basic unit of analysis, and meaning is conveyed through "speech acts" (Searle, 1969). There are studies in the field of interaction or society that aim to provide communication models in the home country and apply socially conscious planning in such situations. Thus, the focus of social anthropology must provide information on the complex understanding of relationships in the workplace or office, whether between supervisors, employees, or even owners and employees, and discourse analysis research, analyzing workplace communication patterns or styles, with both owners. And employees and managers and employees In Puri Itoma Corporate at Kuta Lombok. That is why researchers are interested in ethnographic methods to conduct social research related to communication patterns in such environments (Lofland & Jhon, 1984).

Methodology

This research is descriptive research using a qualitative approach. According to Meredith D. Gall, Joyce P. Gall, and Walter R. Borg (2003), descriptive qualitative research is carried out holistically and is described in the form of words and Language in certain contexts and methods. This qualitative research aims to understand the phenomena experienced by research subjects. The research method used is a The interactions analyzed come from the results of data that has been taken through semi-structured interviews and note-taking collected as part of the Language in the Workplace project at Puri Itoma Corporate. This is an excerpt of an eight-minute briefing relating to one issue in The office during a workplace briefing taken from the start of a longer meeting between five people in the office. Workplace in Puri Itoma Kuta Lombok. and ethnographic information will be provided where relevant to each analysis. This gives the note-taking group a basic version that is easy to use alongside note-taking when analyzing and discussing the quote and also a version that is fairly neutral in that it is not tied to any particular analytical Approach. Therefore, this study will discuss the development of explanations and perspectives on social phenomena and intensive discourse analysis in workplaces in Puri Itoma Corporate at Kuta Lombok. This research uses a descriptive study approach because descriptive research focuses on intensive analysis in one place, and this research explains and analyzes discourse analysis in the workplace and how to communicate in the office. The participants in this study were three people: two people, an owner of local people, and one person who came from Germany as the sales marketing. The purpose of this study is to analyze communication in the workplace and to know the model language used in the workplace. A qualitative method was used using a descriptive study as the research design. This design was chosen because of the uniqueness of the phenomenon that attracts researchers to investigate it. This is in line with Creswell (2009), who states that descriptive research allows researchers to make a detailed analysis of communication, process, or one or more people. Usually, it explores a phenomenon in depth and offers the greatest knowledge about the research subject based on the data collection, namely semi-structured interviews and taking notes. Data collection techniques used regarding the analysis of communication analysis in the workplace are semi-structured interviews and taking notes. Apart from that, semi-structured interviews and taking notes were also collected to support interview data and conclusions. After the data is collected, it is reduced and classified based on the theme to obtain detailed and important information related to the research problem. Then, the data group based on the theme is displayed in a conceptual graph. The final step is to draw conclusions based on the presentation of the data and discussion of the results.

Results

In the results of the research conducted in the press conferences of the researchers of Puri Itoma Corporate, research findings were found, which were "types of Discourse in the Workplace."Here, researchers identified words and phrases in workplace briefings as situations, genres, and discussion fields. While interviews have long been a popular focus of workplace conversation analysis, meetings, both small and large, are increasingly attracting attention. Other types of spoken discourse analyzed by different researchers include conversations between the owner and staff of Puri Itoma Kuta Lombok, humor, and stories. Researchers analyzing written discourse have looked at communication during discussions and note-taking in the workplace. In what follows, I focus on the study of spoken discourse in the workplace, first discussing interviews and meetings as paradigmatic genres or types of workplace interaction and then describing small talk and humor as specific types of workplace discourse. From the results of the semi-structured interview data, the researcher found the identities of the Three members, namely two company leaders or owners who were Indonesian and one staff member who was from Germany. The researcher also wrote down the results of note-taking of several conversations between the company owner and employees who came from Germany.

Discourse analysis on the Briefing Section Between Owner and Staff in Puri Itoma Bungalows Corporate Kuta Lombo

Briefing sections, both large and small, have attracted much attention in workplace discourse analysis; this is justified since business communication researchers Romano and Nunamaker (2001: 5) found that senior managers may spend as much as 80 percent of their time in meetings or the briefing process. Briefing, which means direction, is carried out by a person or group. Usually by a superior, or it can also be done by someone in the group who is considered to be more experienced in doing the job/activity. Discourse analysts have researched many different aspects of interaction in briefings and meetings, including briefing management, namely the process of preparation when and before starting work and problem-solving or directing for better performance at work. By paying attention to the details of the discursive means through which problems are identified and owned (Angouri and Bargiela-Chiappini, 2011) and resolved (Stubbe, 2010). Workplace briefings are an appropriate venue for the enactment of institutional power, as demonstrated by Sarangi and Roberts (1999). maintain and develop collegial relationships and carry out "rapport management" (Spencer-Oatey, 2008). Gatherings are also promising places to study manifestations of gender behavior, as indicated by Tannen (1994), a theme discussed in further detail below. In addition to briefing organization features, such as agenda management and topic control, discourse analysts have identified a very specific set of strategies through which power is realized in meetings. As seen during the briefing at the workplace, there are Three members in the sales division consisting of the owner and sales marketing, namely at Puri Itoma Bungalows Corporate Kuta Lombok as follows.

Briefing Conversations between Owner and Staff in Puri Itoma Bungalows Corporate Kuta Lombok

Participant 1 is The owner from Indonesia: Hey Tamms, good afternoon. How are you? this briefing, we talk about how to prepare ourselves well for good service for our customers (while smiling)

Participant 2 as sales marketing from Germany: Hay, good afternoon to the Boss. I am fine today, hmmm yeah, we have to provide good service to our customers, and we always prepare for good performance, Boss hmmm (smiling)

Participant 3, as the owner from Indonesia: Nice, bro!!!! (while good smiling)

Participant 1, as the owner from Indonesia: Hmmmm wahoo, good job, taams! I think while briefing, we should have a coffee break, and we should also eat crepes for our snack this afternoon he (laughing)

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Participant 3: Yeah, I agree with you (while smiling)

Participant 2: Wow, boss, that sounds good, I agree hmmm (smiling) Hmm, by the way, Boss, don't worry about our preparations for good service for our customers because we always do the best for all customers, and almost all of our customers and all customers are always happy with us (with a smile)

Participant 1: Wow, good job.. OK, I'll give you coffee with Nutella crepe, OK? (laughing)

Participant 2: Uwaoo (laughing) Thank you very much, my Boss. Hmmm, Boss, Can I choose another menu besides coffee and Nutella crepe? Hehehehe (while laughing) just kidding my Boss(again while laughing)

Participant 1: no worries!!!Participant 3: Let's go!!!!

Implication of Hymes Theory in Communication Ethnography

Hymes, in his famous ethnographic theory, coined the concept of synchronized speech components as SPEAKING. Each of these speeches.

These components will be explained in the following discussion:

(S) Setting and Scene

Setting and scene are the first factors, which include the time and place where a communication event occurs. S-setting and scene. Hymes argues that "setting refers to time and place, while scene describes the environment of the situation. The place is Puri Itoma Bungalows Corporate, which is located on the Kuta Pujut highway, Central Lombok. In the briefing room, there are wooden chairs, aesthetic room accessories, laptops, wooden tables, coffee breaks, and unique windows. Aesthetic pictures and scenarios cover the walls. A clock is on the wall near the door.

2.(P) Participants: There was a briefing group consisting of 3 members who were present to discuss the sales process and express their opinions regarding the next agenda, and the owner encouraged the staff cheerfully without being tense.

3.(E) End: The conversation begins with joking about making coffee and tasting crepes while giving a briefing on the short sales project process and an explanation of sales marketing, namelyterms we called teams from Germany.

4.(A) Actions: The speech acts in briefings that are most often discussed are related to the speaker's interests regarding today's or even this month's sales projects.

5.(K) Key Other communicative speech is friendly and joking. The briefing starts at noon and ends at 12.15 pm. only 15 minutes of briefing.

6.(I) Instrument: Members are met face to face in Puri Itoma Bungalows Corporate Kuta Lombok.

7.(N) Norms: There are many briefing norms. All members maintained it carefully by using good, polite, concise, and clear speech, even if there were jokes.

8.(G) Genre: The owner and sales marketing state their opinions clearly and joke a little so as notto get tense. However, his opinion was different, and his colleagues helped him.

In the short briefing above, the two owners asked about the staff's preparation when serving customers and asked to what extent they were prepared before carrying out the work, and asked specifically Structurally, from requests for confirmation of information that They want to be verified, requests for new information, the questions also become more serious, even though there is a slightly

joking discourse so as not to get tense in the briefing situation. The two owners provide free coffee and snacks, even though the staff are of German nationality. The staff looked happy when the two bosses offered it. The staff even made joking remarks such as asking, "Can I order another menu too, boss?" while laughing embarrassedly. The recipient. It is clear that even in conversations about these routine matters, the tams and the Boss control the topic and the development of the discourse, even though he was just an ordinary staff member.

Humor strategies, or expressing alternative perspectives or opinions, have also been the focus of discourse analysis, with several discourse analysts showing the importance of detailed analysis of social context and discourse in categorizing expressions of "deviant opinions" as threatening or not. As mentioned in the methodology section, the expansion of analytical tools through multimodal analysis shows a direction that is increasingly being adopted in the analysis of workplace interactions (e.g., Djordjilovic, 2012; Ford & Stickle, 2012). Face-to-face meetings in the workplace have provided more useful insights into how people achieve transactional goals and negotiate through workplace disputes and conflicts, as illustrated by Kendall (2004) and Stubbe (2010). Challenging the hegemony of gender stereotypes, Saito (2011) provides a perspective on

managing confrontational situations in meetings, which describes skills in handling confrontational situations. where the male leader and even the Boss is also a woman who succeeds in persuading their subordinates to work together. The types of talk studied so far show that discourse analysts have produced good results. Much attention is paid to conversations that are aimed at completing something transactional, where power and control may be most clearly seen in the charisma or attitude and behavior of a boss or company leader who has his way of expressing an elegant statement. In workplace situations, problem-solving and decision-making are illustrations of this tendency. The Attention of Leaders in the Workplace However, it is also very often done by the two owners for the type of workplace discourse that is more relationally oriented, including small talk and humor.

Conclusion

Workplace discourse research includes qualitative approaches, both workplace discourse analysis and intensive in-depth ethnographic research and detailed case studies. This study shows that the main focus of workplace research is the professional workplace and the ability to express oneself calmly at work. However, as noted in the review above, there are some interesting studies on this topic of communication in workplace briefings, for example, using casual Language but still targeting work and different powers or positions, different nationalities, and even different cultures, but still respecting each other between the owner and the sales marketing staff, as in the discussion above. Another potential area of growth is the study of multilingual workplace conversation patterns and communication norms at press conferences. Recent research in this area has explored the importance of ideology and effectiveness in multilingual workplace communication. The research clearly shows the importance of ethnography of communication, which is a very dense interaction of participants. A high network density is very important. This study describes communication competence. In the above discussion, it is considered that each participant has expressed his opinion. All the statements of the meeting created a strong communication between the three members. At the same time, it can be assumed that the participants are owners and sellers who have long had a close relationship, even a rather appropriate, relaxed, clear, and concise cooperation. So, their level of cognition is commendable. Another important thing is to create clear communication in the office space. Another achievement is that Participant 2 is a German sales marketer who can adapt to the work environment and belongs to a lower caste. But it shows the same with relevant statements. However, the external participants, although they were from upper caste strata, gave conflicting statements. Although people belonging to different castes always try to fulfill their demands or desires in conversation.

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