

SEMANTIC ROLES ON TOURISM NARRATIVE TEXTS FOUND IN WEB

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Abstract

This study aimed to determine the types of semantic roles and its phenomenon related to the utilizations of types of semantic roles on 3 chosen hotel websites. The phenomenon related was the language of hospitality namely English for Tourism Purposes (ETP) which is a necessity in hospitality field. The study conducted the qualitative method for content analysis to analyse 10 web pages of each three hotels through observation and comprehensive structural analysis (Roller, 2019: 2). The end result of the study were its correlation with the ETP and concluded in a statistics and showed based on the three hotels combined as follows: agent (465) times, patient (1,101) times, theme (564) times, experiencer (16) times, beneficiary (221) times, instrument (289) times, location (397) times, goal (93) times, source (116) times, and stimulus (89) times.

Keywords: Kempinski Hotel, Sixsenses Hotel, Discovery Kartika Plaza Hotel, Semantic Roles, Web Pages.

INTRODUCTION

Meaning is proven to be the core value of any linguistics study as the semantic aspect always exists in any prior researches involving language be it speech analysis, language analysis, name analysis, or even metaphorical meaning out of colors and many more, all of which strives to depict the meaning of each of its own subject (Asmara & Kusumaningrum, 2021: 92; Nasution & Mulyadi, 2020: 236; Oktami, Manaf, & Juita, 2019: 46). Without the correct understanding of meaning any messages would be either vague or completely misunderstood.

Proven to be important, any failure of interpreting certain utterance must not be compromised as the accuracy of perceiving any message bases the true message behind what authors or addresser intended to convey (Ningrat, Kardana, & Umiyati, 2019: 122). To begin

with the correct understanding of the theory itself, it is a must to comprehend the definition of semantic.

The theory of semantics focuses as the discipline of meaning in language which is also a branch of linguistics (Hurford et al., 2007: 1). Semantic roles is a study that is part of semantics in which it discusses the approach to determine the different roles or functions which the participants of events carry (Kittilä, Västi, & Ylikoski, 2011: 7; Maisarah, Kadhim, & Veasar, 2016: 50; Marlina, 2012: 2; Rissman & Majid, 2019: 1850; Wang et al., 2017: 1913). Semantic roles act as a utility tool to help researchers interpreting the given utterance through labeling the roles of each word in the utterance which is vital especially to comprehend the subject of this study which is the Hospitality language or the ETP (English for Tourism Purposes). Hospitality language is the

language that is commercially used as expressions to help the tourism employees perform their quality of service which is the main feature of interaction in tourism and interwoven with the use of language (Kristianto, 2015: 42).

There are many theories regarding semantic roles which have been discussed by many linguist experts throughout the time and many of whom still couldn't agree completely about the most correct and exact number of roles in semantic roles. Charles W. Kreidler, in his book *"Introducing English Semantics"* proposed that there are 8 semantic roles exist through his definition which are actor, affected, affecting, agent, associate, effect, place, and theme (1998: 70). Thomas E. Payne in his journal also proposed another model of semantic roles which consist of 10 roles which are agent, causer, instrument, experiencer, patient, theme, recipient, benefactee, location, and possessor (2007: 1). These model of semantic roles proposed by Thomas are mostly inspired from Berk (1999). Lynn M. Berk (1999: 16–44) proposed in total of 16 semantic roles which subbed between subjective and objective semantic roles which are agent, causer, instrument, experiencer, patient, described, located, empty it, and cataphoric it for the subjective semantic roles and patient, experiencer, created, locative, empty it, recipient, and benefactive for the direct object semantic roles which she covered through syntactic approach.

Furthermore, John I. Saeed, in his book *"Semantics, 4th edition"* also proposed his compilation of semantic roles, he proposed that there are 10 semantic roles which are agent, patient, theme, experiencer, beneficiary, instrument, location, goal, source, and stimulus (Kardana, Wrihatnala, & Satyawati, 2016: 387; Saeed, 2016: 150–151).

From each of the linguist experts' proposition, this study takes interest to Saeed's theory as the theory is considered to be practical and suits the aim of the study even better.

On the other hand, from the perspective of tourism aspect, aside of it is mentioned that hospitality services are interwoven with verbal interactions (Kristianto, 2015: 45). Many also covered that hospitality language is a part of the English for Specific Purposes (ESP) which is very much important and is a term that is used to refer for English teaching or studying for a specific particular career for instance law and medical or for even business (Anggreni, 2018: 24; Suprayogi & Eko, 2020: 87; Wijayati & Khafidhoh, 2021: 30; Zahedpisheh, Bakar, Zulqarnain, & Saffari, 2017: 87). Historically, Momtazur Rahman in his journal *"English for Specific Purposes (ESP): A Holistic Review"* (2015: 25) explained that ESP has existed since 1960 and has 4 characteristics which differ ESP to general teaching of English which is English Language Teaching (ELT) despite of ESP is a branch developed through the discipline of ELT.

The tendencies are as follows: (1) ESP is related for specific field of disciplines; (2) ESP may utilize different methodology from ELT; (3) ESP is likely taught for adult learners either in tertiary institution or in a professional working circumstance; (4) Despite that, there is still a chance for secondary school level which is mostly taught for intermediate or advanced students and most of the ESP courses would assume the learners to have some basic knowledge of the language system.

This study aims to find out the phenomenon of the tendency of hospitality language which is applied on tourism working aspect based on the 3 chosen hotels for the analysis which are Apurva Kempinski Hotel, Discovery Kartika Plaza Hotel and Six Senses Uluwatu Hotel through identifying and analyzing the types of semantic roles applied on the hotels' 10 web pages of their own websites since lingual expressions are interwoven with the tendency of hospitality in their working area of tourism.

Semantic roles would play a very important and relevant role in encoding the meaning of certain sentences through

labeling and classifying the roles and relationships among other roles in a sentence (Allen & Teng, 2018: 235; Sidabutar & Zakrimal, 2020: 59) as it is helpful to give a better comprehension of the messages during analyzing the narrative texts from the websites.

The theory of semantic roles is ideal to breakdown the structure of certain sentences to be analyzed making it easier to find out the meaning of the utterances. Semantic roles don't merely only put label on given participants of the events but also declaring of who did what to whom, when and where which gives clear idea of information describe in an ideal events (Mohapatra, Gantayat, & Dasgupta, 2019: 1–2; Siahbani, Vadlapudi, Whitney, & Sarkar, 2013: 1).

What more important is the consistency of semantic roles during analysis to create a bridging of meaning that is correct despite of the structure of the sentences which is important as the precision of meaning would play the most important role to create a correct comprehension that is expected from the writers or speakers to the readers or listener.

With the application of agent and patient roles only for instance in a simple sentence as “Bob breaks the machine” would give a clear answer of who did what to whom case. However, when the sentence were written in passive, there would be no difference even though the subject and object were swapped. This is the true benefit of consistency from semantic roles which give researchers advantages through analyzing discourses as semantic roles give clear and persistent results despite of different writing styles which changes the circumstances in grammatical perspective.

In accordance with the consistency of the range of discussion, the scope of discussion would be limited to the finding of the types of semantic roles which is utilized by the three hotels on their 10 webpages and discussing the relation of the application of types of semantic roles to the phenomenon of hospitality

language's or the English for Tourism Purposes' (ETP's) characteristics.

METHODS

This study conducted the qualitative method for content analysis which is a method that is ideal for this study considering its tendency that correlates with this study perfectly which is to provide the best comprehension of the phenomenon of the study and insights as qualitative method for content analysis is not merely counting words game to examine the language used in large numbers of texts intensively (Downe-Wamboldt, 1992: 314; Hsieh & Shannon, 2005: 1278).

The method itself focuses more on the tendencies of the language itself as a media to communicate with specific attention to the content of the text contextually as it is a method of systematic analysis and handling messages that involves not only what was communicated but also who as in what kind of people communicated and where as in what kind of circumstance it was communicated which might also affect the way of the message being communicated (Budd et al., 1967: 331).

The study exploited also the theory of semantic roles based on John I. Saeed's (2016: 150–151) theory which is described in his book “*Semantics, 4th Edition*” to analyze the texts from each of three hotels which are Apurva Kempinski Hotel, Discovery Kartika Plaza Hotel and Six Senses Uluwatu Hotel.

The roles according to the theory consist of ten (10) semantic roles which are agent, patient, theme, experiencer, beneficiary, instrument, location, goal, source, and stimulus.

The data source would be primarily taken from the websites of these three chosen hotels which would be evaluated under three categories as follows: (1) The website should provide enough information to be analyzed; (2) The webpages should contain relevant and up-

to-date information from the hotel (information regarding hotel's regulation in accordance with the COVID-19 pandemic would be included); (3) the webpages should provide information which is textually written and not just symbolic or photographic. The data sample size would be limited to ten (10) web pages from each of the hotels (Abu-Taieh et al., 2020: 29–30).

The data would undergo these processes as follows: First, ten (10) web pages would be selected from the three chosen hotels which was valued that these hotels could provide sufficient information that are required during the study for the analysis.

Second, the data would be then collected through analyzing the ten (10) webpages from each of the three hotels with content analysis method and labeling the semantic roles with each of the proper category based on the applied theory of semantic roles which is done thoroughly and intensively detailed in this study which consisted the processes of breaking down the structure of the sentences, segregating the parts of the sentences which are the participants of the events to the correct classification semantically based on the theory of the ten (10) semantic roles and evaluating the data by counting the results which these processes are important in this study.

Third, the results would be then represented by one example from each of the ten (10) roles to be discussed for its correlation with the theory of semantic roles and depicted on a chart and further discussed from the dominant utilized types of semantic roles to find out the correlation between semantic roles and the tendency of hospitality language namely the English for Tourism Purposes (ETP) which is also part of linguistics' phenomenon as the language of hospitality is different from a mediocre utilization of language.

FINDINGS AND DISCUSSION

The study finds out fascinating results throughout the analysis. To begin

with, the results from the three hotels combined are shown to be as follows: agent (465) times, patient (1,101) times, theme (564) times, experiencer (16) times, beneficiary (221) times, instrument (289) times, location (397) times, goal (93) times, source (116) times, and stimulus (89) times.

The huge spike on patient role might have the correlation with the hospitality language as most likely the sample would provide information regarding certain entity which would gain treatments or action from the agent.

Many examples have the tendency of explanation such as the guests will be treated or taken care of in certain way, with something, or featured by the staff employees or the facilities which clearly resembles the concerns of hospitality through verbal expressions written on each of their webpages (Blue & Harun, 2003: 74).

Findings

Agent

#DATA_431

Agent by provided definition means the initiator of some action, capable of acting with volition (Saeed, 2016: 150). It is the doer in certain events which creates the event by doing something that would eventually affect some other entities. Agent is the third most dominant role throughout the study.

Example:

To this extent, all hosts on duty will wear face masks and use other protective equipment as necessary and as required by local governments.

The example takes the circumstance of the hotel's regulation during the application of quality services within COVID-19 pandemic era. It is the embodiment of hospitality's number one mission which is to give assurance and security towards the guests; security itself means involving both the staffs and employees of hotels and the guests themselves to be prevented from death or

injury both from the aspects of internal or external (Chan & Lam, 2013: 203; Nwokorie & Igbojekwe, 2020: 196) which is why it is very important and be part of hospitality's number one aspect of their mission.

Another point is that usually hotel would obey the regulations ruled by local government in order to give assurance for the guests in terms of security (Chan & Lam, 2013: 203) which is depicted that the hotels followed already the local government's regulation in terms of their services during the COVID-19 pandemic.

This instance depicts the hospitability aspect through their commitments providing the best service in this dangerous and challenging era.

In the aspect of linguistics, the instance shows that the entity "all hosts on duty" creates an action of wearing the face masks and other protective equipment which take effects of the events.

Patient

#DATA_1012-1014

Patient, which is the most dominant semantic role utilized in this study's results, is the entity undergoing the effect of some action, often undergoing some change in state (Saeed, 2016: 150). It is the role which becomes the object of the events or the entity that takes the effect of an action made by the agent in certain events.

Example:

Social distancing is practiced by all hosts at our properties, and guidance on personal hygiene and cleaning procedures is clearly communicated and displayed in host areas.

From the linguistics perspective, semantically, the sentence means that the entities "Social distancing", "guidance on personal hygiene" and "cleaning procedures" undergo the events of being practiced, communicated, and displayed which are done "by all hosts" in the hotel. Despite that it is written in passive sentence, this is the important feature of

semantic roles which can give clear depiction of which entity is being the object or undergoing the events regardless of the structure of the sentence.

Even if some passive sentences aren't written with the agent or doer in the sentence, semantic roles would still depict the entity that undergoes the event as patient. From the perspective of Hospitality, it is still about the COVID-19 pandemic that it is also important to conduct such essential programs like social distancing, and regulating about hygiene to reduce the risk of COVID-19 pandemic as part of the expression of concerns that the health in the property is taken seriously and with care to gain trust of the guests (Shin & Kang, 2020: 3).

Theme

#DATA_29-31

The definition explains the role theme as the entity which is moved by an action, or whose location is described (Saeed, 2016: 150). In other words, it is the role that describes about certain entity for being the topic of the events; sometimes, it takes action but can't be described the same as patient as it is more focused as the topic of the sentence itself.

Example:

Inspired by our 123 years of luxury hospitality expertise, Kempinski White Glove Services is a comprehensive range of measures to ensure the safety of our guests and employees, without compromising on luxury.

From the statement given, the entities "Kempinski White Glove Services", "a comprehensive range of measures" and "compromising on luxury" are the focus of the sentence which serve as introductory to the guests and employees as a measurement of health risk prevention program from one of the hotel Apurva Kempinski Hotel.

It could be seen that through this program the mission is to give assurance in regards of the safety of the guests and employees in this challenging era of

COVID-19. Theme itself is the 2nd most dominant semantic role used in the study as many facilities, features and many regulations are introduced and being conducted by the hotels.

Linguistically, the way this sentence was presented or written could be seen contextually situated as the way the hotel promote their accommodation through their product or facilities so that the readers would understand what is “Kempinski White Glove Services” to attract their trust to stay in the hotel or in other words it is the form of “commercial hospitality” (Blue & Harun, 2003: 74; Pratiwi et al., 2019: 44–45).

Experiencer

#DATA_11

Not many instances could be found in the study as experiencer role is the least utilized role throughout the analysis. By definition, experiencer is the entity which is aware of the action or state described by the predicate but which is not in control of the action or state (Saeed, 2016: 150) which means that the experiencer role creates an indication of first person perspective as it tells what the entity either feel, sense, or describe without doing any action to trigger the events.

Example:

This one-day spa takeover is a great immunity reboot if you're feeling sluggish, sniffly or fatigued from a stressful few months or long-haul flight.

The instance gives a depiction about the sense of the guests when feeling down about their life due to the stressful pressuring time or the travel activities that give indication of what the guest experienced. It is really ideal to become the instance of experiencer role as it is addressed more personal to what the guests feel deep beneath their psychological factor. Another side also, the hotel doesn't stay still instead it offers such exquisite offerings through the facility of its spa to create a solution for the guests as an embodiment of their concerns.

Beneficiary

#DATA_128-133

Beneficiary is role of the entity for whose benefit the action was performed (Saeed, 2016: 151). The role of beneficiary nearly shares the same definition with the role of patient and it indicates a perspective that is more into being profited. However, the role of beneficiary should be taken with the recipient's perspective as sometimes good deeds (supposedly pure beneficiaries) don't mean truly good for the recipient which creates the meaning of malefactive

(Nisbet, 2005: 63; Puigdollers, 2016: 374–376; Quint, 2010: 305). Thus, the results show a far more little utilization of beneficiary compare to the role of patient. However, it doesn't conclude that the role is pretty much irrelevant.

Example:

This massage releases stress, eases muscle tension, boosts circulation and improves mobility, as well as muscle and skin tone.

The role of beneficiary could be purely beneficial for some cases both for the hotel's side or the guest's side as it indicates the profitable chance even clearer than the role of patient. It can be pretty much a convenient tool to create a good advertisement for commercial use of the hotel (as in the era of COVID-19 pandemic many advertisement would rely on verbal strategies linguistically) but still providing the best hospitality for the guests which could be the selling and buying point for both sides (Kasni & Budiarta, 2021: 425).

Instrument

#DATA_104

Instrument is the role that indicates the means by which an action is performed or something comes about (Saeed, 2016: 151). In other words, the role of instrument is the tool which helps the agent to do certain action or events. The role of instrument is relevant as some works couldn't be done easily without any help of tool.

Example:

Feels like a royal on your holiday with our special Suite Sensation offer tailored especially for you

On this particular example, the agent might not be stated, however, the indication of the triggered event could be seen clearly that it happens through the use of the entity "special Suite Sensation offer". Without that, the feeling of being a royal couldn't be produced.

From the side of linguistics, many of these kinds of statements happen a lot in the language of hospitality applied by the three hotels. Each of the hotels try their best to create an attraction for the future guests by offering their facilities aside of for introductory but also for commercial use.

Location

#DATA_290-291

The semantic role of location indicates the place in which something is situated or takes place (Saeed, 2016: 151). There are many utilizations of the role location which in fact it is the 4th most used semantic role throughout the study. It is very much optional (Allen & Teng, 2018: 236) however its application would create a better understanding especially locating the whereabouts as an optional information

Example:

The Retreat is a private estate within the Bali cliff resort, following a "resort within a resort" concept, perched on the cliff's edge with stunning ocean views

Many instances from the hotels used the semantic role location strategically for describing their facilities such as rooms, suites, features and many more. Simply saying, in the language of hospitality, the semantic roles location is described for the commercial use due to the fact that location is one of the biggest factor that influences the guests' satisfaction level (Alrawadieh & Law, 2019: 87–91; Hargreaves, 2015: 210–214).

Goal

#DATA_84

The essence of goal semantic role is partially the same as location semantic role as it tells about whereabouts but mostly it indicates the whereabouts where certain entity either was moved or moved or indicating the destination point. By definition it is the entity toward which something moves, either literally or

metaphorically (Saeed, 2016: 151). Many clear instances have been provided by the hotels indicating the locative destination point. However, it is rather intriguing to explain the metaphorical usage of goal semantic role.

Example:

Take a breather as flowing water infuses life and movement to your spa surroundings.

As part of the wellness program in Sixsenses Hotel Uluwatu, the metaphorical meaning of this wellness program is to give back the long awaited serenity of life that has been awaited. Through this wellness program it is addressed that guests could have a providing strategic venue to do their fitness and their yoga activities to regain their peaceful calming life.

Source

#DATA_37

The definition of source semantic role doesn't differ that much from the definition of goal semantic role. However, it acts as the counterpart of goal as it explains the whereabouts' origin of certain entity. By definition it means as the entity from which something moves, either literally or metaphorically (Saeed, 2016: 151).

Many of the hotels' description is closely similar with the goal semantic role as it is mostly used to explain about venue for the commercial purpose.

Example:

The hotel's unique structure has resulted in various types of views from different accommodation types.

From the perspective of linguistics, it is clear that it indicates the source of the various types of views which originated from the "different accommodation types" which indicates that other types of suites or rooms would create a myriad of views to

choose for the guests' best satisfactory aim.

The hotel's unique structure of Discovery Kartika Plaza Hotel gives the guests these options as it is their main facility to provide the guests their best due to the fact that spatial aspect is part of the main reason of guests' satisfactory level of which it also indicates the commercial aspect of hospitality language which offers the hospitality at price of their offers.

Stimulus

#DATA_46

Stimulus role by definition is the entity causing an effect (usually psychological) in the Experiencer (Saeed, 2016: 151). The role stimulus from the many instances creates an indication of something that influencing certain entity to be done so or to be shaped so.

Example:

The cliff-top one-bedroom Uluwatu villa is inspired by Balinese architecture

As what one of the instance indicated, it explained that the architecture of the room from Sinsenses Hotel Uluwatu was inspired by the "Balinese architecture" which is an indication of influencing activity and in regards to the application of the theory, inspiration does go along with the psychological aspect because it constructs the psychological aspect (Thrash & Elliot, 2003: 876–877).

From the aspect of tourism language, it is a good introductory for the guests to give the guests information about the origin of their style as it is important for the guests to meet their expectation.

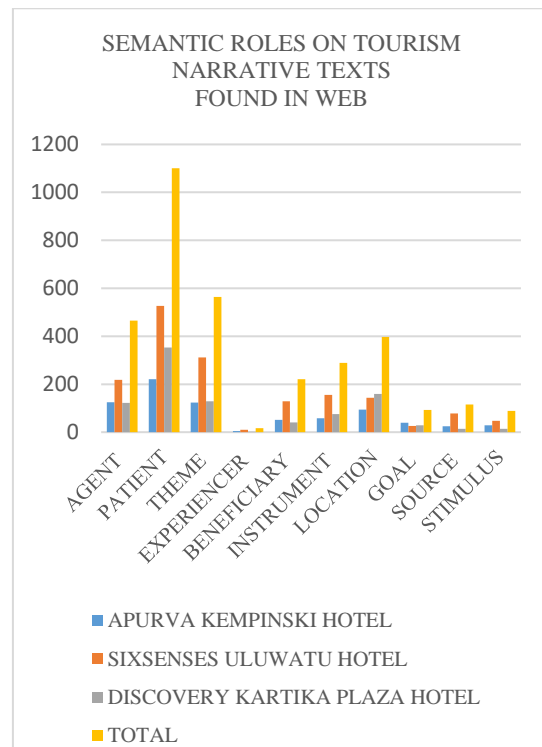
Clearly, when the guests expect to stay in a hotel with Balinese theme they could refer to hotels which are inspired by Balinese architecture making this typical of sentence to often appear when describing the hotel facilities.

Discussion

Statistics

In regards to the conclusion of the study, the results could be shown in Figure 1.

Figure 1. Total Usage of Semantic Roles



From the results of the study, it indicates that the role patient is the most dominant type of semantic roles that is mostly utilized from the three chosen hotels combined. It is fascinating as from the many instances given from the hotels, there have been some correlations shown through the verbal expressions written on their webpages. Be it either for showing the concerns through their regulations or introductory of their facilities as part of commercial uses, these expressions are important to create the indicators of the language of hospitality or English for Tourism Purposes (ETP).

The tendencies of the language of hospitality could be then concluded as follows: (1) Showing concerns towards guests through their services which gives

assurance such as avoiding health risk to gain guests' trusts or as a media during giving quality services; (2) verbal expressions of "commercial hospitality" to gain guests' attraction as selling points through introductory of their facilities, historical background, or their theme of hospitality.

In regards of the total results, the study finds out the results of the utilizations of types of semantic roles on the three hotels' websites as follows: agent (465) times, patient (1,101) times, theme (564) times, experiencer (16) times, beneficiary (221) times, instrument (289) times, location (397) times, goal (93) times, source (116) times, and stimulus (89) times.

Throughout the study, it is noticeable that there is still another chance for the study of English for Tourism Purposes (ETP) to be even broader and deeper.

It is very much expected that there should be many more researches regarding the language of hospitality in the future as linguistically speaking the language of hospitality is part of a phenomenon that derives its purposes for specific purpose that it even has its own

utilization in certain aspect of real working field as a media of communication.

CONCLUSION

The study finds many interesting results from the 10 semantics role which are agent (465) times, patient (1,101) times, theme (564) times, experiencer (16) times, beneficiary (221) times, instrument (289) times, location (397) times, goal (93) times, source (116) times, and stimulus (89) times.

From the applications of types of semantic roles, it shows clearly that the role of patient is the most utilized role throughout the study that has its correlation with the language of hospitality.

The phenomenology itself shows clear existence that there are many occasions given from the webpages provided by the hotels that have tendencies of hospitality applied in the form of written lingual expressions. Either through showing the concerns from the hotels as part of gaining trusts or as commercial uses through introductory of facilities, the language of hospitality serves these purposes. Thus, allowing the language to utilize many occasion with the role of patient.

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