The Application of Maxim Quantity in Explaining Tourist Objects by Diploma 3 Students of Tour and Travel Department

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Submission History:
Submitted: August 3rd, 2023
Revised: August 16th, 2023
Accepted: September 7th, 2023
Available Online: December 31st, 2023

Abstract

The history and culture of Bali has become an additional value for the development of Bali tourism. In addition to natural beauty such as the sea and mountains, local wisdom which is still upheld by the people of Bali makes Bali a special place for the tourists who are visiting Bali Island. Tourism in Bali is one of the economic sectors that the Balinese people are most involved in. One of the jobs in the tourism sector that many Balinese people are involved in is a tour guide. Good communication skills are very necessary for tourism workers, one of the languages which is commonly used is English. The application of the principle/maxims of quantity in the utterances of tour guides is the subject of study in this study. The research objects in this study were 21 diploma students majoring in tour and travel department at Triatma Mulya University. This research is a qualitative research that analyzes the application of the maxims/principles of quantity in students’ utterances while explaining tourist objects. The data obtained will be sorted and processed based on pragmatic theory and then it would be presented descriptively. During the explanation of tourist objects, students have applied the principle of quantity in several utterances that are spoken. However, some of the students’ speeches did not apply the principle/maxim of quantity. This happened because in processing utterances students were mostly influenced by internal factors such as the
language factor that is possessed by students were still limited and the mastery of content components. Students’ unpreparedness during practice is one of the inhibiting factors for students to apply the principle/maxims of quantity to their utterances.

**Keywords:** communication, tour guide, pragmatic, speech, maxim of quantity

**INTRODUCTION**

Bali is one of Indonesia’s tourist attractions that has become worldwide. Diversity of cultures, customs, languages, and nature characterizes this island. In 1958 Bali officially became its own province with the capital city was Singaraja, then in 1960 it moved to Denpasar. Bali province itself has the island of Bali and small islands around it such as; Nusa Penida, Nusa Lembongan, Nusa Ceningan, and Serangan Island. (tarubali.baliprov.go.id, 2023). Bali is a province in Indonesia which has 8 regencies and 1 city. Each district has its own features that attract local and foreign tourists. One of the attractions that has become an icon of this island is Balinese culture, which is still maintained by the Balinese people. The number of Balinese architectural buildings that have historical value is a distinctive feature that becomes an attraction for tourists.

Balinese history and culture is an added value for the development of Bali tourism. In addition to natural beauty such as the sea and mountains, local wisdom which is still upheld by the people of Bali makes Bali a special place for visiting tourists. Tourism in Bali is one of the economic sectors that the Balinese people are most involved in. This is what makes people who are struggling in the tourism sector to compete in providing maximum service to tourists who are visiting Bali. According to (Sinambela, 2011,p.5) service is an activity or sequence of activities that occurs in direct interaction between a person and another person or machine physically, and provides customer satisfaction. In other words, service is a form of human interaction that benefits someone. Someone can be said to get good service if they get proper attention and assistance. In addition to accommodation factors and adequate physical facilities, communication is also one of the main keys in service. According to Hornby in (Sari, 2021), communication is the activity or process of expressing ideas and feelings or giving people information. So it can be said that communication is a process in which a person or more can convey ideas and feelings and even information to others. The establishment of good communication certainly cannot be separated from the element of language. Language is an important tool in communication, especially for expressing feelings or ideas to others.
Tour guides have the main task of guiding a tour where they accompany tourists while on vacation in an area. While guiding the tour, the tour guide explains some of the tourist objects visited during tourists’ vacation. Tourist objects that are often used as itineraries for tourists to visit are historical or cultural attractions. Many local and foreign tourists who want to know about the history and culture of Bali. Tour guides are also required to master information, history, background, culture, and activities related to the tourist objects visited. Thus communication will be one of the main keys in conveying information to tourists.

In the tourism sector, tourism practitioners are required to be able to master more than one language other than their mother tongue. One of the foreign languages often used in this industry is English. English is one of the main languages that must be mastered by tourism practitioners besides other foreign languages. Good language skills are needed for tourism practitioners, especially those who work as tour guides. In an effort to provide the best service, the use of good language is very important as an additional skill in the hospitality business, Jokosaharjo and Sari, 2023.

The ability to communicate cannot be separated from the language and the method of conveying information. One of the fields of study in linguistics that studies speech in communication is pragmatics. Pragmatics can be interpreted as a correlation between the code of speakers and listeners (Rahman, 2019). (Rahardi, 2005) defines pragmatics as a branch of linguistics that is interrelated with meaning, the meaning in question is the meaning of speakers and pragmatics not only study aspects of language but also aspects outside language. (Wijana and Rohmadi, 2011) also define pragmatics as a branch of linguistics that studies language structure externally or how linguistic units are used in communication. From the description of the theory above, it can be concluded that pragmatics is a branch of linguistics that studies speech (from a linguistic point of view) related to the speaker’s environment (context).

Pragmatics was applied in this study to find out the forms of speech applied by third-diploma students majoring in tour and travel department during tour guide practice. Students carried out tour guide activities, where they provided information about the tourist objects they visited. The information provided is history, local culture, and activities during the tour, facilities offered at tourist objects, as well as all information related to the tourist objects they visited.
This study uses several references taken from references to previous research results. As for some research that raises the same topic and is still related to this research can be described as follows. The first study used as a reference in this study was conducted by Budiarsa et al (2009) with the title "Bentuk, Fungsi, dan Makna Pragmatik Tuturan Pemandu Wisata di Daerah Pariwisata Badung dan Denpasar, Bali ". In this study analyzed data in the form of dialogues that contain elements of pragmatics and cultural background. The results of this study indicate that most of the verbal expressions used are in the form of direct speech acts and have expressive functions, while the pragmatic meaning of speech is the locutionary meaning such as the lexicon that forms the utterance. From the level of politeness it is known that the tour guide's verbal speech is generally very polite, while the dialect used shows the close relationship between the tour guide and tourists and through language there has been cultural contact between tour guides and tourists.

The second study was conducted by Fibiani Mufadila et al. (2021) with the title “Sindiran Melalui Pelanggaran Maksim Kuantitas di Acara TV Lapor Pak”. This research focuses on the form of satire through violation of the maxim of quantity in the TV show Report Pak! and the government’s response to the insinuation that was conveyed. This type of research is qualitative. The data was taken from the speeches of the cast of the TV show Report Pak! Data collection was carried out by listening to free conversation techniques which were then analyzed through Miles and Huberman’s interactive model. The results of the research show that satire is conveyed by violating the maxim of quantity. As in practice, even though they have to violate the maxim of quantity, the goal in communicating has been achieved, namely in the form of satire. The types of satire expressed are in the form of irony, parody, and satire itself.

The third study was conducted by (Nazizah et al., 2020) with the title “Maksim Kuantitas pada Ragam Kolokial dalam Sentra Pelayanan Publik”. This article outlines the maxim of quantity for the use of everyday language in public service centers. The approach in this research is a qualitative approach. The data in this study is the use of the maximum quantity in daily use according to the appropriate level in an interaction. The data sources in this study are two examples of community service videos obtained from the YouTube site. Data collection was carried out using note-taking techniques. The data analysis technique uses the theory of Miles and Huberman and uses a complete flow of data collection, data reduction and drawing conclusions. The results of the study show
that the maximum quantity representation in everyday use in public service centers leads to) the use of root words, the use of vowels in a word, the use of the last syllable of a word. And the use of consonants in a word.

The fourth study was conducted by Rendo Andi Marta (2020) with the title “Pelaksanaan Maksim Kualitas dan Kuantitas dalam iklan Komersial di televisi (Kajian Analisis Percakapan)”. This study aims to explain the application of quality and quantity maxims in a conversation. In this study, the conversation studied was a conversation in a commercial advertisement on television. This type of research is research based on a qualitative approach using descriptive methods. The source of the calendar used is utterances in the form of conversations that exist in commercial advertisements on television. Dates in this study are conversational utterances that contain quality and quantity maxims. The results of this commercial advertisement were in the form of five types of commercial advertisements, including the Yamaha Jupiter MX version of “Valentino Rosi”, the Pepsodent version of “prospective father-in-law”, the ABC soy sauce version, the US Card version “Raja dangdut”, and the Lifebuoy soap version. Recapitulation of research data found that there is a maximization of quantity in the form of 4 dates and fulfillment of the maxim of quality 3 dates. While quantity violations are committed a maximum of 3 dates and quality violations are committed 4 dates.

METHOD

This study analyzes the application of the maxim of quantity to student speech during learning outside the classroom (describing tourist objects). research data obtained in the form of students’ utterances when describing tourist objects. The data is recorded and then classified into maxim of quantity. The data obtained will be processed based on pragmatic theory which in this case focuses on the application of the maxim of quantity contained in the theory of cooperative principles initiated by Grice. The theory is used to analyze the data obtained and then the results of the processed data will be described descriptively. This research is a qualitative research. Qualitative research is research with the aim of understanding the phenomenon of what is experienced by research subjects as a whole by means of descriptions in the form of words and language, in the specific context experienced and by utilizing various scientific methods, (Moloeng, 2007). Qualitative research is also research based on the philosophy of postpositivism, which is
used to examine the condition of natural objects, here the position of the researcher is the key instrument, then data collection techniques are triangulation, data analysis is qualitative in nature and research results emphasize meaning rather than generalization (Sugiono, 2011).

The objects in this study were 21 students majoring in tour and travel in semester 3 of Triatma Mulya University. The data obtained is the result of the utterances they make when they practice guiding tours where they have the task of describing the tourist objects they visit in English. This tour guide activity is also a role play where students were divided into 2 groups, one group acted as a tour guide and the other group acted as a tourist. During practice they explained some attractions. While explaining the tourist object the researcher focused on student utterances in the application of maxims. The data obtained were recorded and then processed and analyzed based on pragmatic theory.

The data analyzed in this study is qualitative data. Qualitative data in this study were in the form of utterances or utterances uttered by students during the practice of guiding tours. The data sources in this study consist of two sources, namely primary data and secondary data. Primary data is a data source that directly provides data to data collectors. The data was collected by the researchers themselves directly from the first source or where the research object was carried out (Sugiono, 2019) The primary data in this study were in the form of utterances of students who applied the maxim of quantity while carrying out the practice of guiding tours. Secondary data, according to (Sugiyono, 2019), is a source that does not directly provide data to data collectors. Secondary data in this study were obtained from indirect sources, including documentation and archives that support the research results in this study in the form of syllabus, learning program units (SAP) as well as textbooks and other supporting documents.

Several research instruments were used in this study such as diaries, syllabus, SAP, cameras and recording devices. The diary is used to record things that happen during the teaching and learning process and data recording carried out by the author. Syllabus and SAP were used in this study to support the student learning process and as a reference for the author regarding topics or teaching materials that have been obtained before practicing tour guides.
Data collection in this study was using observation method. (Rai, 2012) provides a definition of the observation method, which is data collection that is carried out by systematically observing and recording the symptoms investigated. This method is used to observe students’ ability in communication during the practice of guiding tours, especially the application of the maxim of quantity in the utterances that are spoken. The analytical technique used in this study uses descriptive qualitative analysis techniques. Qualitative analysis in this study was carried out by comparing data, where the authors compared one data with another. The data that has been compared is then verified and presented. The data presented in this study presented in the form of words exposure to provide a clear picture of the object and the issues discussed. The activities of data comparison, presentation and drawing of conclusions sequentially become a series of analytical activities based on literature review, concepts and theoretical foundations.

The presentation of the results of the analysis is delivered both formally and informally. Formally, the results of data analysis are presented in the form of tables, charts or pictures. Informally the results of the analysis are presented in narrative form.

**LANGUAGE ACQUISITION**

During the activity of guiding tours, students’ communication skills are one of the factors that influence students a lot in the utterances delivered when explaining tourist objects. Communication skills in this case are students’ ability to speak foreign languages (students’ ability to communicate in English.) (Arifudin, 2010) stated two language acquisition experienced by humans, they are first language acquisition and second language acquisition. Acquisition of the first language or mother tongue is the first language acquired for the first time. And the acquisition of a second language is how a person acquires a language other than his mother tongue or first language.

Klein in (Sari, 2013) stated that there are two types of second language learning processes, namely direct or spontaneous acquisition and guided language acquisition. Acquisition spontaneously or directly shows the acquisition of language in everyday life in a natural way, and free from systematic guidance. In contrast to spontaneous learning in guided language learning, each language acquisition is 'guided' by several factors, such as the scope and type of linguistic data available to the learner.
There are several stages that a person experiences during the language acquisition process. (Hynes, 2007) suggests several stages in second language acquisition such as;

1) Pre- production (silent period)
   At this stage someone is new to the second language and can only respond to images or other visuals by using several ways such as pointing, carrying out an activity and using signs.

2) Early production
   At this stage one or two word phrases can be expressed and understanding of new material can be demonstrated by giving short answers to questions.

3) Speech Emergence
   At this stage a person has the ability to dialogue and ask and answer simple questions. Longer sentences can be produced even though there are still shortcomings such as grammatical errors in communication.

4) Intermediate Proficiency
   One characteristic that begins to appear at this stage is the production of more complex sentences. A person can express opinions, ask questions for clarification, share opinions or exchange ideas, and speak longer in a second language.

5) Advance fluency
   Someone is said to be proficient which is marked by the ability to speak English using grammar and vocabulary that can be compared or almost the same as a native speaker.

In this study, English became the second language whose application was examined by students during the practice of guiding tours.

**PRAGMATIC**

The discussion in this study is related to pragmatic studies. According to (Kridalaksana, 2008), there are two notions of pragmatics, namely; (1) conditions that result in the use of language in communication being compatible or not, (2) aspects of language use or the external context of language that contribute to the meaning of utterances.

During the communication process, appropriateness of time, place, interlocutor and other aspects are things that must be considered in communication, so that communication can take place well. One of the theories used in this research is the speech ethnography theory proposed by (Dell Hymes, 1972). Ethnography of speech is a number
of elements that build a speech situation. There are eight elements which are abbreviated into an acronym, namely SPEAKING. The eight elements are described as follows:

1. S : Setting/Scene

The setting/scene in a communication refers to the place where the communication occurs or the place where the communication takes place.

2. P : Participant

Participant in this element refers to the speech participant or speech partner during communication. The participants are various combinations which include speaker and listener, addressee and addressee, sender and receiver. They generally fill certain socially specified roles such as gender, status, age or profession of the participants.

3. E : Ends

Ends here are the goals, results, or consequences of the ongoing conversation. In other words, it can be said as the purpose or goal of the participants in the speech event.

4. A : Act Sequence (mandate)

Act sequence refers to the form and content contained in the form of words and subject matter.

5. K : Key (way)

In this element, the key is the method or effort made in participating in the conversation. Key also refers to the tone, manner or spirit in which a particular message is conveyed: light-hearted, serious, precise, pedantic, mocking, sarcastic, and so on.

6. I : Instrumentalities (tools)

The instrument element in this case refers to the variations and ways of using language when the event is carried out. Or in other words, the form or method of delivering the communication, such as oral, written, or telegraphic, and to the actual forms of speech employed, such as the language, dialect, code, or register that is chosen.

7. N : Norms
The norm element in this case refers to the behavior or special characteristics of the speaker. In other words, the meaning of norms here are the social rules that govern the event, the actions and reactions of the participants.

8. **G**: Genre

The genre elements referred here are the categories of conversational forms which is used in a speech event such as; sermons, lectures, etc.

The use of speech ethnography theory in this study is to see the suitability of students in communicating and its relation to the utterances that were uttered during the practice of guiding tours.

In communication there is a process of interaction between the speaker and the speech partner so that good and smooth communication is realized. Good cooperation between speakers and speech partners is needed in communication. One of the pragmatic principles that raises cooperative relations between speech participants is the cooperative principle put forward by (Grice, 1975). Grice put forward several principles in conversation so that communication can take place well. This principle is divided into four maxims (principles) as follows:

1. **Maxim of Quantity**
   - Give the right amount of information, which is as follows.
     - a) Your contribution of information should be as informative as required
     - b) Your contribution of information should not exceed what is required

2. **Maxim of Quality**
   - Try to keep your contribution of information correct, such as follows.
     - a) Do not say something that you believe is not true
     - b) Don’t say something that has less convincing evidence.

3. **Relationship Maxims**
   - Try to keep what you say relevant

4. **Maxim way**
   - Try to make it easy to understand, such as follows.
     - a) Avoid vague statements
     - b) Avoid ambiguity
     - c) Try to be concise (avoid long and broad and wordy questions)
     - d) Make sure you speak regularly
In this research, Grice's principle of cooperation is used to determine the maxim used and the application of this principle by students in communicating during tour guiding practice, especially the application of the principle/maxim of quantity in English.

FINDING AND DISCUSSION

The discussion and analysis in this research is based on pragmatic theory and language acquisition where the results of the analysis are explained. The results of the research in the form of data while carrying out the research are presented in this section and analyzed using several theories that have been previously described.

Ethnography of Speech Analysis

Ethnographic analysis of speech has been done to adjust the suitability of time, place, speech partners, and other aspects so that communication can run well and suitable to the topic of conversation. This is also related to the utterances spoken by students during the learning process of guiding the tour.

1. Setting: tourist attraction

The setting for this conversation took place at the tourist attractions visited, namely Kertagosa, Klungkung Monument, Goa Lawah Temple and Penglipuran Village.

2. Participant : Tour guide and guests

The participants in this conversation consist of a tour guide and a group of guests.

3. Ends: giving information about tourism object

The purpose of the conversation is to explain information about the tourist object visited. The guests listen and see the tourism while the tour guide is explaining and showing the object.

4. Act: information which is related to tourist object (history, activities, society)

the tour guide explains information about the tourist object visited

5. Key: the conversation is carried out casually but seems formal so that the information provided can be received clearly.

6. Instrumentalities: conversations conducted directly (face to face) between the tour guide and guests.
7. Norm: During the conversation, the tour guide serves guests politely, kindly and patiently, so that information can be conveyed well.

8. Genre: communication in this conversation includes service to the public.

Application of the Maxim of Quantity

During the practice of guiding tours, students interacted and communicated in English. The application of the maxim/principle of cooperation can be seen from the utterances or utterances conveyed by students when explaining information about the tourist attractions visited. The utterances spoken by students were analyzed based on Grice’s theory of the principle of cooperation which focused on the application of the maxim of quantity.

1) Tour Guide : Now we are in kertagosa before I talk about kertagosa I want to introduce myself to your, my name is kevin you can call me kev.

   In the speech above, the student who acts as a tour guide has applied the principle or maxim of quantity. This is implied in the speech spoken where the tour guide provides sufficient information and is not excessive. The guide conveys information about where the conversation takes place. In introducing yourself, the tour guide also provides sufficient information and is not excessive. If we examine the stages of language acquisition by students, from this speech it can be seen that students are still in the speech emergence stage where students already have the ability to dialogue, but there are still several errors in the application of grammar. This can be seen in the utterance "I want to talk to you" where the word "your" is a possessive adjective and does not match the sentence where what is needed is the object of the utterance.

2) Tour Guide :

   (a) Ok before we go inside to see all about kertagosa, now I want to tell you a little about kertagosa. Kertagosa is one of tourist attraction in klungkung.

   (b) The located from kertagosa is on middle of the city klungkung regency.

   The utterance "Okay, before we go inside to see all about Kertagosa, now I want to tell you a little about Kertagosa. Kertagosa is one of the tourist attractions in Klungkung." In this speech, students or tour guides have applied the principle or maxim of quantity where the tour guide conveys a little information to guests before entering the tourist attraction area. The information provided is not excessive and is in accordance with existing facts. However, in the words "The location from
Kertagosa is in the middle of the city Klungkung Regency." There is information obscuration in the utterance, the speaker does not apply the maxims or principle of quantity which can be seen from the choice of words whose meaning becomes blurred and confusing. This occurs due to students' lack of ability to communicate in English or they are still in the speech emergence stage which can be seen in errors in choosing vocabulary when explaining the location of tourist attractions.

3) Tour Guide:
   (a) In past time it was used as a place to discussion about the security situation in a territory of kingdom of Bali.
   (b) Attraction from this place is about the characteristic from the building which characterizes typical Balinese culture from the 17th century.

In utterances a and b the tour guide has applied the principle or maxim of quantity, which can be seen from providing clear and unambiguous information. In the speech of a tour guide, he wants to convey the function of the tourist attraction, namely as a place to hold discussions between the king and his subordinates. However, there are still a few errors in word choice or application of grammar in English. This is still influenced by the limitations of students' language skills but does not change the overall meaning of the speech.

4) Tour Guide: Okay ladies and gentle follow me to go inside to see all about Kertagosa, come on please

In the speech above, the tour guide has applied the principle or maxim of quantity, seen in the speech where the tour guide directly directs guests to follow their guide to see the tourist attraction being visited.

5) Tour Guide : Gentlemen, you can see this is the building.

In the tour guide's speech above, the tour guide does not apply the principle or maxim of quantity. This can be seen from the words at the beginning of the guide only mentioning male guests (gentlemen) whereas the guide should have also mentioned female guests (ladies) because during the conversation, there were also several female guests who were part of the tour group. From the remarks above, it gives the impression that tour guides pay less attention to female tourists.

In the utterance "you can see this is the building" the tour guide does not apply the maxim of quantity because the sentence or utterance delivered is less efficient as
can be seen from "this is the building". The word "this" in English already refers to the pronoun in the speech above "the building" has the same meaning. The word "this" in the statement above can be directly replaced with "the building/this building" because both words have the same meaning.

6) Tour Guide:
   (a) The people here call it the bale
   (b) Because this is the building, the people from here to make a discussion about the security discussion the situation from the territory of kingdom of bali.

   In the above speech the tour guide does not apply the principle of quantity, this can be seen in the expression "because this is the building" where this utterance has an exaggerated meaning because tourists already know and have seen the building first hand. The use of the phrase "the people from here to make a discussion about the security discussion the situation from the territory of the kingdom of bali." Also does not apply the maxim of quantity where there is unclear information in the speech. This is due to the limited vocabulary and knowledge of the students' English grammar.

7) Tour Guide : You can see on the left side you and on the right side you about a security a statue about history the war between company solider solider against the people of Kusamba.

   In the speech above the tour guide does not apply the principle/maxims of quantity, this can be seen from the information provided which is not clear which occurs due to the students’ lack of English proficiency resulting in errors in pronunciation and word selection in the word 'soldier' which should be 'soldier' and the phrase 'a security a statue about history', where grammatical errors and word choices make the utterance unclear and difficult for the speech partner to understand.

8) Tour Guide :
   (a) The company solders was led by General Michael and the people of kusamba were lead by lady whose name was Ida Gede I Dewa Agung Istri Kanya.
   (b) General Michael was died in the battle because of being stabbed by magic Keris of the king of klungkung kingdom.

   In statements a and b above, the tour guide applies the principle or maxim of quantity, which can be seen from providing clear and not excessive information.
9) Tour Guide:
(a) In here you can read on the table (menunjuk ke papan informasi) about the history of the monument around here.
(b) b. Eight king of Bali they have a meeting in Denpasar

In utterances a and b the tour guide does not apply the quantity principle to the utterances above. There is a mix of information from the tour guide. In utterance 1 of the word "on the table", there was an error in word choice by the tour guide who should have used the word board (information board). This means that the speech above does not apply the principle of quantity due to an error in word choice in the speech. In utterance 2, there was also an error in the application of tense, which made the sentence have a different meaning which of course would have an impact on providing information.

10) Tour Guide:
(a) Ida I dewa klungkung kingdom in 1686 and was the successor of the black jungle that dynasty.
(b) Gelgel kingdom at the time was the center of the kingdom in bali.
(c) In addition to the statue of the king there is also a statue of the office's son I Dewa Gede Agung.
(d) There is also statue of Patih on the right hand man of the king namely Patih Lingsir and Patih Anom as well.

In the four utterances above, the tour guide has applied the principle or maxim of quantity. This can be seen from the speech that is conveyed clearly and the provision of sufficient information. The tour guide provides clear and straightforward information. The English used is good so that there is no obfuscation of information and all information conveyed can be received well.

11) Tour Guide:
Goa lawah temple is build mpu kulturan it about 2007 and goa lawah temple have a beautiful location.

In the speech above, the tour guide did not apply the principle/maxim of quantity. This can be seen from the information given is less specific and there are some errors in word choice and grammatical elements in English. The lack of optimal delivery of the above information is influenced by the students' limited English language skills in conveying information. So the information provided cannot be optimal and clear.

12) Tour Guide:
You can see the local people here and there are also foreigner people there maybe the have been finished to enjoy around here to see all the pray of Bali pura. Okay please follow me.
In the speech above, the tour guide does not apply the maxim of quantity, this can be seen from the unclear speech and giving information that seems doubtful by using the word "maybe" which means "uncertainty". This gives the impression that there is still hesitation in the utterance. The lack of application of the maxim of quantity can also be seen from the choice of the word "pray" which is not used correctly in this sentence. The word 'pray' itself is a verb in English which means 'to pray', while the word needed in the sentence when referring to its meaning is the noun "prayer" which is also the object of the sentence/utterance. Apart from the word 'pray', the use of the word 'pura' is also a factor that obscures information because the tour guide does not translate the word 'pura' into 'temple' in this utterance.

13) Tour Guide : Good morning, how are you today? (a)
   Tourist : I'm fine how about you? (b)
   Tour Guide : I'm pretty good okay let me introduce myself my name is yuki namao I'm tour guide. (c)
   Today we are going to visit goa lawah temple. (4)

   In the conversation above, both tour guides and tourists have applied the principle or maxim of quantity. Those utterances were conveyed clearly and responded to clearly. Questions and providing information are conveyed sufficiently and not excessively. The existence of a connection between the questions and answers in the conversation above shows that the conversation is going well between the speaker and the speech partner.

14) Tour Guide : Well ladies and gentlemen how are you this morning? I hope all of you is in very good condition so today we are going to penglipuran village but before that I will call you one by one to make sure nobody left.

   The application of the maxim of quantity can be seen in the speech made by the tour guide above. The provision of information and questions are conveyed well and clearly. Providing information is not excessive so that it can be well received by tourists.
CONCLUSION

Based on the results of the research and discussion that have been previously studied, several conclusions can be drawn regarding this research, as follows:

1. Based on speech ethnographic analysis, students have carried out tour guide activities well so that communication can run smoothly. The utterances spoken have been adapted to the time, place, addressee, and other aspect so that communication can run well and is in accordance with the topic of conversation.

2. Based on the results of the analysis that has been carried out, several utterances/utterances used when guiding tours apply the principle/maxim of quantity. The application of this maxim can be seen from the students' utterances which are appropriate to the context of the conversation and do not seem excessive or outside the context of the conversation being held.

3. In addition to the application of the maxims of quantity that exist in the speeches of students when guiding tours, several utterances/speech uttered do not apply the principle or maxim of quantity. The absence of the application of the maxim of quantity in student speech occurs due to the limited ability to speak English or the linguistic factors of students. This can be seen from the many mistakes in the choice of words made by students, mistakes in the application of English grammar, and the pronunciation of vocabulary that is spoken when guiding tours. In addition to the linguistic factors above, apart from linguistic factors, mastery of content components is also one of the obstacles experienced by students. Mastery of the content components includes the relationship between the content and the topic, the structure of the content, the quality of the content, and the quantity of the content. The unpreparedness of students when carrying out the practice of guiding tours is also one of the factors that influence students' mental readiness. In addition to these factors, situations and circumstances outside the learner also provide obstacles and influence during the process of guiding the tour, such as a slightly crowded environment so the guide must turn up the volume to make it clearer. As well as some students who are less focused on tour guide activities.

4. Linguistic factors are one of the inhibiting factors for students in explaining tourist attractions during tour guiding practice. This linguistic factor makes the utterances / utterances conveyed unclear or obscuring the meaning of the utterances spoken by students. The limited ability of some students to speak English while explaining
tourism objects occurs because they are still in the stage of speech emergence, this can be seen from their ability to hold dialogues and ask and answer questions still in the form of simple utterances. Several longer sentences can be produced even though there are still shortcomings such as grammatical errors and word choice in communication.

REFERENCES


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