**LLT Journal**, e-ISSN 2579-9533, p-ISSN 1410-7201, Vol. 24, No. 1, April 2021

*LLT Journal: A Journal on Language and Language Teaching*
http://e-journal.usd.ac.id/index.php/LLT
Sanata Dharma University, Yogyakarta, Indonesia

# SOCIO-PRAGMATIC PROFILING ON ENGLISH IMPERATIVE AT THE AIRPORT

**Yune Andryani Pinem**
Sekolah Tinggi Teknologi Kedirgantaraan
correspondence: j.andryani@gmail.com
**DOI:** 10.24071/llt.v24i1.2662
received 19 June 2020; accepted 10 March 2021

## Abstract
Regardless of its function to order someone to do or not do something, commanding and requesting are different on socio pragmatics basis. Related to the dual-service of security and comfort at the airport, authority and politeness entailed in an imperative utterance can be expressed differently according to the context. Social backgrounds including gender, occupation, and job experience or training of 6 aviation workers portray various expressions and pitches of 5 imperative operators in 10 different situations divided by level of danger. Profiling on implicature over those backgrounds is described by locating stress point switches on the expression given.

Keywords: imperative, implicature, intonation, profiling, socio-pragmatic

## Introduction
Imperative as one of the sentence types has conventional expression of commanding or requesting. Sharing the same force of requiring to make/order someone to do or not do something, imperative is not necessarily exclusively interpreted as commands. This interpretation is varied in more specific subtypes in several languages such as command, invitation, request, prohibition (Ramlan, 2005), and allowing in Indonesian (Rahardi, 2006) or obligation, permission, acceptance and wish (Lapeyre, 1993) or threats and dares (Takahashi, 2004) in English with difference in pragmatics or sociolinguistics property.

An explicit difference can be seen between imperative force exertion of Commanding and Requesting in pragmatics. The first is based on psychosocial influence of authority exerted by the speaker (01) which is attached to the imperative operator. Meanwhile, the latter is related to politeness to save the ego of the hearer (02) from Face-Threatening Act (FTA). The ability to differentiate imperative pragmatic as a real form of imperative means has been set as an indicator of 01's level of politeness in communicating toward 02. This pragmatically imperative choice is strongly related to context (Rahardi, 2006).

Authority and politeness have been proven as two opposite poles. Adaptation strategy done in audio-visual translation in a corpus of expression translation of video games "Half life 2" to Persian is for the purpose of politeness. However, transfer to imperative sentences is done to represent the power of the main character (Touiserkani, 2015). In Tembang Dolanan, straight directive speech is considered full of force and no politeness but indirect directive speech is meant to

lessen force and encourage willingness to obey the order (Winarti et al., 2015). In a bottom-up situation where 01 is considered lower in social status, politeness is needed more than authority. Requesting is done by students as lower status of 01 toward their teacher mostly in form of interrogative and some in declarative to make it more polite (Nadar, 1998). Influenced by Javanese speech level, commanding is transformed into requesting and inviting along with language shifting into the higher level of diction and lower pitch tone when it is addressed toward high level status of 02 (Pinem & Nasution, 2019). Consequently, it is common that whenever the urge of authority in an imperative sentence emerges, politeness is overlooked and vice versa.

Politeness in the service industry is an obligation as part of hospitality attached to service and facilities, which the price pays for such as accommodation hotel and airport service, tourism and many other related services. Polite, care and tolerant are some characteristics mentioned as elements which are vital in the hospitality industry (Langvinienė & Daunoravičiūtė, 2015). In tourism services provided by Javanese practitioners, various politeness acts are able to be implemented with similarity and difference toward tourists whose backgrounds are Western, Indonesian and Javanese interchangeably. This is claimed to be successful because the service operator has Javanese cultural background and practices triglossia of Ngoko-Madya-Krama (Purnomo, 2011). For business purposes, a research and development approach is implemented to observe the need of spa therapists in hotel and resort on hospitality English (Nugraheni, 2018).

This has been one of the major concerns of Angkasa Pura (AP) as facility provider at the airport to provide safety, security and comfort standardization (Visi, Misi Dan Nilai Angkasa Pura Airports, 2019). For this reason, AP requires these authority and politeness as part of Aviation Security (Avsec) officer skills (Aviation Security Tingkat Basic, 2016). This dual-service skills is influencing for slightly more than 50 percent in giving customer satisfaction at the airport (Sufiani, 2019). In fact, this kind of service is not only provided but also evaluated in quality by other institutions such as bank (Pramana & Rastini, 2016), tax office (Fuadi & Mangonting, 2013), hospital (Nurrizka & Saputra, 2011)and many other public facility providers.

Paying attention to strategies, markers and context is common in delivering politeness. As strategies, the interlocutor can merely use requesting (Sukarno, 2018; Syahri, 2013)or choosing the most proper pronoun to address his/her addressee (Mahmud, 2011; Susanto, 2014). Context as background to deliver it can be found in translating Qur'anic imperative verses (Al Farisi, 2018), responding compliment (Sukarno, 2015), competing on debate (Rosari, 2016) or showing cultural identity in mindset (Sudaryat, 2015). Politeness in imperative can be found in additional gestures as markers such as in Laos. Triggered by dualism pragmatics conflict of over-telling and under-telling imperative on social communication in Laos, big-gestures of large movement, full arm and eye gaze are used by infants to say "where" or "which one". Meanwhile, small-gestures are utilized to add important reference to the speech. (Enfield et al., 2007). Low considered native language of Vietnamese compared to English projects, its left phrase-structure is rather low in imperative, interrogative and modal construction (Duffield, 2013). This shows correlation between high-low position of language and illocutionary features.

Intonation has been mentioned many times as one of the markers occurring or even relating to imperative illocutionary variations as appeared between Down-stepped Level Terminal Contour (DLT) and imperative sentence types (Jeong & Condoravdi, 2018). Even though this intonation on imperatives has been proven to display not necessarily more tonal variation circumstantially on (semi-) spontaneous speech than lab speech in Mexican Spanish (Feldhausen et al., 2014) but it is illustrated significantly different in utterance of Argentinian Spanish while producing imperative commands and requests (Gabriel et al., 2010). While imperative command is typically pictured in H+L* L% nuclear configuration, this imperative utterance is illustrated as L+H* +L followed by L% boundary tone on imperative requests. However, lack of deeper discussion on how different social backgrounds of the speaker may vary intonation on imperative based on the urge of either authority or politeness.

Social background can also affect one's intonation in utterance. For instance, a study finds that separate parts (frontal, temporo-parietal and subcortical) of brain lesions in patients' right hemisphere results in different emotional intonation. In addition to the study, brain organization of prosodic function which plays a role in recognizing and conveying emotions in communication is different by gender. Frontal lesions for women are more detrimental while subcortical lesions lead to stronger impairment in men. Therefore, emotional prosody produced by each gender is also different (Rymarczyk & Grabowska, 2007). In another study, Turkish first year students are proven to have no awareness on English stress and intonation in words, phrases, clauses and sentences because their language is syllable-timed. Consequently, recommendation for these students is to have additional training on listening and pronunciation class (Demirezen, 2015). Again, social factors determine one's intonation choice.

Socio pragmatics is used to reveal social use of language on why certain groups of people produce language to adjust to a communication. In greetings, socio pragmatics perspective on Spanish politeness is taken differently by Persian immigrants. A cross cultural shock occurs when these immigrants experience different types of politeness shown by Spanish girls' non-verbal greetings involving kissing. Different social norms are the main reason for this behavior which leads to boundaries of having effective communication (Elhami, 2020). Socio pragmatics factors play roles when a Spanish speaker modifies the phonetic properties of intensity in an imperative utterance depending on the situation whether formal or informal. Therefore, the appearance of L*L% contours are attested in formal imperatives while L+H* LH% and L+H* HL% are more common in informal ones (Robles-Puente, 2019).

To find how respondents produce real imperative expressions in two simulations with different levels of danger is the objective of this study. Later, stress point in intonation of those expressions is observed to determine what speaker's pragmatic implicature is. Using profiling skill, characteristics shown from respondents' social background is extrapolated and classified based on their illocutions to be used as predictors on how a certain profile reacts to similar situations. This information will be beneficial as a model to deal with duality of service of authority and politeness in a training course of new airport officers or interns.

## Method

At the airport, authority is generally represented by an aviation security (Avsec) officer and politeness is attached to a flight attendant. Therefore, respondents for this study are taken from these two occupations which are carefully selected using purposive sampling. Social background chosen includes kinds of professional experience and training representing level of competencies which contribute to work performance (Poovathingal & Kumar, 2018). Each criterion is represented by one male and female. Considering those elements, six respondents are selected including 2 (male and female) flight attendants, 2 (male and female) senior Avsec officers, 2 (male and female) Avsec trainees. Each respondent is given 10 contexts which require imperative expression of (1) 'stop', (2) 'go', (3) 'get out', (4) 'empty your pocket' and (5) 'open your luggage' to take place. For every context, all respondents give a level of priority to choose whether authority (A) or politeness (P). Every response is analyzed to know (1) level of priority choice in situations presented on scale 3 (high) to 0 (none) and (2) language choice: word, phrase and/or sentence. Recorded sound observed is pitch in hertz to represent intonation. Stress point in intonation for each utterance is later observed to determine illocutions of the expression. Eventually, a profiling is done to generate and classify characteristics of an officer based on his/her social background when choosing implicature and producing pitch in commanding vs. requesting a customer at the airport.

## Result and Discussion

### *Implicatures on Imperative of Authority (IoA) and Politeness (IoP)*

From collected sound recording, each respondent's production can be displayed in forms of pitch value (hertz) and diagram. By concentrating on each imperative operator (IO) from expression over every designed situation, comparison between imperative pragmatic of authorization (IoA) and politeness (IoP) can be analyzed.

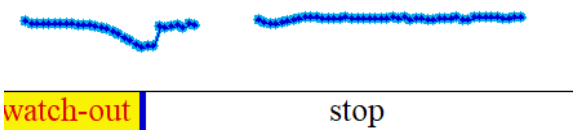



**Figure 1. R1 IOA Visible Pitch Contour**

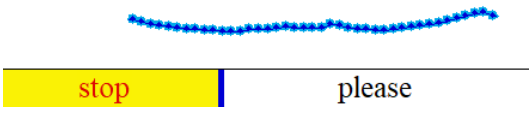



**Figure 2. R1 IOP Visible Pitch Contour**

For example, the R1 language expression used for IoA-Stop is **'<<watch out, stop>>** with pitch diagram on fig.1 and IoP is **'stop, please'** with pitch diagram on fig.2. On IoA, R1 uses not only one but two IOs at once which are **'watch out'** and **'stop'** in order to enhance force on the authority implied. This indicates a level of danger in the phrase choice **'watch out'** which is also signified by the choice of the highest level of authority (3) and zero level of politeness (0). Therefore, likely illocution on this order is a warning. Visible pitch contour for

**'watch out'** is declining from the beginning. This stops where IO **'stop'** starts in L* and tends to increase and lengthen in the initial sound /s/ and final sound /p/. Later, it reaches peak on H* and continues in a constant high level of pitch and eventually ends in a high level of boundary H-H% (fig.1 and table 1). Peak functions as primary stress which stands out to give special points to the idea. In case of R1-IOA, sentence stress locates in the production of <<stop>> as IO, which highlights it as the significant point of the message.

(1) IOA 'stop' R1
Watch out! Stop [warning]

On the contrary, IO in IOP **'stop, please'** shows a declining diagram on **'stop'** and an inclining diagram on **'please'**. This suggests a level of priority switches from authority (1) to politeness (3) which means even though this imperative expression still has ordering meaning, pragmatically this order turns more to be more polite than it should be. In this case, illocution used for this order is requesting with respect. Afterward, this command is followed by '**Do you keep anything in your pocket, sir? Please put your belonging on the tray'.** These expressions are meant to firstly clarify in form of a question (2b) and later instruct detailed instruction on what $0_2$ must do next in form of a request (2c). Expression of **'stop'**, which functions as IO, starts in respectfully high level of pitch H* (fig 2 and table 1) and declines until it reaches the lowest pitch. After that, it starts to increase and later reaches its peak at the final of **'please'**. Surprisingly, instead of peaking in IO as the core of an imperative, R1's overall expression on **'stop'** for politeness context puts peak on a question (2b) making it a significant point. This is a rising intonation phenomenon, likely occurring in a yes/no question form, which fortifies the purpose of the sentence to clarify.

(2) IOP 'stop' R1
Stop, please! [request]
Do you keep anything in your pocket, sir? [clarification]
Please put your belonging on the tray [request]

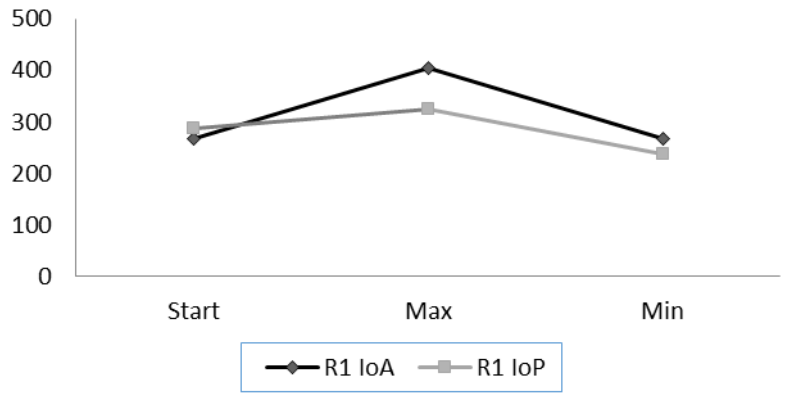



**Figure 3.**
**R1 'Stop' Pitch Production on IoA and IoP**

Imperative operator (IO) in sentences is predicative represented by a verb. Thus, paying attention on how intonation is made while producing it will be able to show its purpose. Respondent 1 (R1) production on IO 'stop' both on IoA and IoP contexts can be observed as in figure 3 and table 1. Pitch diagram of 'stop' on IoA and IoP depicts a distinctive gap on the maximum pitch produced. This puts IoA one-fourth higher than IoP regardless if its pitch starts slightly lower than IoP. IoA's pitch production starts in low level and reaches its peak on hearts in almost 100 points rise. Consequently, this appearance brings significant difference between two IO's purposes whether Authority or Politeness.

**Table 1**
R1 'Stop' Pitch Production

| Imperative Expression | IoA 'Watch out, ***stop***' | | | IoP '***Stop***, please' | | |
|---|---|---|---|---|---|---|
| Pitch on Hertz | Start | Highest | Lowest | Start | Highest | Lowest |
| | 267.33 | 404.69 | 267.33 | 287.05 | 325.60 | 237.18 |

By looking at this example on R1 production, comparison between IO of IoA and IoP is done to the rest of respondents in order to look at similarity and difference. Every respondent reacts variously in expressing imperatives based on context given. However, similarity can still be found showing the most common use in such situations. From each comparison, pragmatic implicature of imperatives and intonation can be analyzed.

(3) O 'stop'

| | |
|---|---|
| R2A Stop, please | [request] |
| R2P Would you, stop please | [request] |
| R3A Excuse me, stop please | [request] |
| R3P Stop, please | [request] |
| R4A Stop, stop. Please madam, be careful | [warning] |
| R4P Stop, please you repeat again | [request] |
| R5A Bus, bus. Stop! Madam, please be careful | [warning] |
| R5P Stop, mister. Please empty your pocket and repeat again | [respecting] |
| R6A Stop, stop, stop! Madam. Bus is coming | [warning] |
| R6P Stop, Madam. Take off your belonging and repeat again | [respecting] |

By looking at pitch portrays on all production, main stress of peak (H*) appears largely on <<stop>> (1, 3e, 3f, 3g, 3i). On authority, this happens to highlight the command, which majorly interpreted into [warning] represented by the repetition of IO (3i) and diction **'be careful'** (3e, 3g) as an advice. This is also shown by the high level of score on Authority (3) given by all respondents. Considering the level of danger implied on the simulation, warning is logically accepted to secure $0_2$ from potential hazard. Since mostly IO appears at the beginning of a longer expression used, intonation tends to decrease for the rest of the sentence. Besides warning, there is also an illocution indicator of [respecting],

which attaches to the peak on addressee (3h, 3j). Contrariwise, politeness implicature is represented by lowering the level of ordering into requesting represented by peak occurrence on **'please'** (2, 3a, 3b, 3d), **'excuse me'** (3c).

(4) IO 'go'

| | |
|---|---|
| R1A Go, hurry up | [strong recommendation] |
| R1P Please, go ahead | [permission] |
| R2A Sir, please go. It's a final boarding for you | [recommendation] |
| R2P OK, you may go now | [permission] |
| R3A Go, go, go | [strong recommendation] |
| R3P Go, ahead | [permission] |
| R4A Please go to the waiting room, sir | [request] |
| R4P Go to the aircraft, please | [request] |
| R5A Please, go hurry to waiting room, sir | [strong recommendation] |
| R5P Go to the aircraft, please | [request] |
| R6A Go, madam, go! Hurry up! | [strong recommendation] |
| R6P OK, madam. Please go to aircraft. | [permission] |

Implicature on IO **'go'** results in three which are [recommendation], [permission] and [request]. This can be seen from the absence of peaks on IO consistently. Therefore, the highlight of every imperative expression has shifted from ordering to these implicatures. Obviously all recommendations take place in authority with minor differences of level – strong and regular, which are represented by diction **'hurry'** (4a, 4i, 4k) and repetition on **'go'** (4e, 4k). This illustrates the importance of recommendation over situations provided on the simulation. Meanwhile, implicature on politeness is divided into permission - depicted by diction **'OK'** (4d, 4l), **'may'** (4d) and **'ahead'** (4b, 4f) - and request.

(5) IO 'get out'

| | |
|---|---|
| R1A Get out, hurry, hurry, hurry | [strong recommendation] |
| R1P Get out from departure gate | [recommendation] |
| R2A OK, everybody. Get out from here | [strong recommendation] |
| R2P Maybe get out from, maybe get out from this building | [recommendation] |
| R3A Evacuate, get out | [warning] |
| R3P Get out, please | [request] |
| R4A Get out. Go to the emergency exit | [strong recommendation] |
| R4P Please get out and turn left | [recommendation] |
| R5A Get out. Go to the emergency exit | [strong recommendation] |
| R5P Please get out and turn left | [recommendation] |
| R6A Get out, get out. Exit to assembly point | [strong recommendation] |
| R6P Get out and turn left. It is beside Air Asia check in counter | [recommendation] |

Recommendation still becomes the main implicature in IO **'get out'**. Diction such as **'OK'**, **'maybe'** and **'please'** portray this implicature as well as repetition on **'hurry'** (5a), **'maybe'** (5d) and **'get out'** (5k). Interestingly, this evolves not only in authority but also in politeness with variance in levels – strong and regular. Similar to IO **'go'**, repeatedly, peak is found in other than IO with two exceptions (5d, 5j). Further look on these expressions, diction representing implicature which are **'maybe'** and **'please'** appears at the beginning of the sentence while IO emerges right after that. Syntactically, this composition does

not follow the general imperative structure which puts IO as predicate at the beginning of the sentence.

(6) IO 'empty your pocket'

| | |
|---|---|
| R1A Excuse me sir, empty your pocket, please | [request] |
| R1P Excuse me sir, empty your pocket, please | [request] |
| R2A Sir, your pocket is empty? | [clarification] |
| R2P OK, are you sure, your pocket is empty? | [strong clarification] |
| R3A Please, empty your pocket | [request] |
| R3P Empty your pocket, please | [request] |
| R4A Sorry, sir. Empty your pocket, please | [request] |
| R4P Empty your pocket, sir. Please | [request] |
| R5A Empty your pocket, sir and put it to an x-ray | [request] |
| R5P Empty your pocket, please | [request] |
| R6A Excuse me, miss. Please empty your pocket and put your belonging and repeat again | [request] |
| R6P Excuse me. Please empty your pocket and put your belonging and repeat again | [request] |

(7) IO 'open your luggage'

| | |
|---|---|
| R1A What do you keep on your luggage, sir? Open your luggage, please | [request] |
| R1P What do you keep on your luggage, sir? Open your luggage, please | [request] |
| R2A Open your baggage, please | [request] |
| R2P Would you open your baggage, please | [request] |
| R3A Excuse me, open your baggage please | [request] |
| R3P Open your baggage, please | [request] |
| R4A Please open your baggage | [request] |
| R4P Ok, sir. I'm sorry. Please open your baggage | [request] |
| R5A Please open your baggage please, sir | [request] |
| R5P OK, sir. I'm sorry. Please open your baggage | [request] |
| R6A Please open your baggage because your belonging suspicious | [request] |
| R6P Please open your baggage | [request] |

Last two IOs consist of longer sentences – 3 words, therefore potential intonation or stress point is unlimited. Implicatures applied on them are dominated by [request] both in authority and politeness. Modification of sentences on both IOs is done by the adding of the word **'please'** and **'excuse me'**. Meanwhile modification on implicature only occurs on <<empty your pocket>> which is [clarification] and represented by question putting IO as H*. Stress on this is highlighted on several variations such as in IO (6c, 6d, 6h, 7c, 7f, 7g), noun - **'pocket'**(6g), '**belonging'** (6k), **'baggage'** (7d, 7k, 7l), **'please'** mostly on <<empty your pocket>> and addressee **'sir'** (6a, 6b, 7a, 7b, 7j). Unique appearance takes place on stress points of **'put'** (6i) and **'OK'** (7h).

**Table 2**
Implicature based on Sentence Stress

| Imperative Operator | Stress Point (H*) | Implicature | |
|---|---|---|---|
| | | IOA | IOP |
| Stop | IO, mister, madam, please, excuse me | ● request<br>● warning: 'be careful', 'stop-stop-stop' | ● request<br>● respecting: 'mister', 'madam' |
| Go | hurry, please, may, IO, ahead, to, madam | ● request<br>● recommendation (strong and regular): 'hurry', repeating IO | ● request<br>● permission: 'OK', 'may', 'ahead' |
| Get out | hurry, departure, IO, to, evacuate, please, beside emergency | ● recommendation<br>● warning: 'evacuate' | ● recommendation<br>● request |
| Empty your pocket | sir, IO, please, pocket, excuse me, empty, put, belonging | ● request<br>● clarification: interrogative sentence | ● request<br>● clarification: interrogative sentence |
| Open your baggage | sir, IO, please, excuse me, OK, baggage | ● request | ● request |

Classification on table 2 displays different stress points for all expressions produced by respondents. The aim of an imperative initially is to make someone do or not do something which puts the force in the imperative operator (IO) in the form of a verb. However, considering pragmatic implicature comprised on the sentence, instead of falling in the verb, this stress switches to a different word class. Produced by respondents in two different occupations with variance level and type of competencies, these stresses fall on noun, addressee, modal, additional verb, preposition and adverb.

IO's stress point produced by Avsec officers and flight attendants brings out a variant of illocutions on imperative. Dominated by requesting which appears in five contexts of politeness and four contexts of authority, directive force of imperative used at the airport is considered generally lower than the original imperative. Directive speech act presented by females as in Jane Austen's novels is transformed into asking, requesting, advising and suggesting (Suryanovika & Julhijah, 2018). In this study, there is no difference in gender among officers in producing imperative. Instead of merely commanding customers, in rank, airport officers tend to (1) request, (2) recommend, (3) clarify, (4) permit and respect when expressing an imperative for both authority and politeness. This finding is relevant to the shifting in meaning at ordering speech act translation of Christ the Lord out of Egypt novel in order to make it more appropriate to Indonesian culture (Aloojaha et al., 2018) or when bottom-up situation as in students-teacher conversation occurs involving shift to local language in order to make directive acts more polite, profitable, considering face notion or allowing honor toward

each partner (Saddhono & Kasim, 2016). However, whenever a level of danger is involved, the officer gives warning to the customer.

Regardless of all illocutions mentioned to explain intonation's variance over respondents' production, there is no difference in response toward $0_2$ from both levels of social status (high and low). This means that in producing imperatives containing authority and politeness element of pragmatics, all respondents agree to make no different treatment to all levels of social status. It is an obligation for an officer to see that all customers are important thus his/her attitude must be set accordingly in putting customers in higher level status. It is depicted on procedure to address all ages of customers using either Sir or Madam as a form to respect.

***Social Factors affecting intonation choice***

Imperative operator (IO) is the directive force on an imperative. Hence the level of its pitch determines the level of power in the command. According to pitch level on table 3, all respondents' productions on IO for each situation show a distinctive number of difference in mean for IOA and IOP. They are 12.45 Hz on starting point, 33.32 Hz on peak and 9.29 Hz on lowest point. However, all these productions put IOA higher than IOP in every point. This can only mean that for starting, peak and lowest point, every respondent spontaneously raises his/her pitch in a situation where authority is set as priority. This also represents respondents' awareness to contrast IOA and IOP since everyone marks IOA with high priority of authority and on the contrary agrees to give priority of politeness over IOP.

**Table 3**
IOA and IOP Pitch Comparison

| Imperative Illocution | IoA | | | IoP | | |
|---|---|---|---|---|---|---|
| Total Pitch (Hz) | Start | Highest | Lowest | Start | Highest | Lowest |
| | 6231.90 | 7884.34 | 5180,97 | 5858.34 | 6884.73 | 4902,31 |
| Mean | 207.73 | 262.81 | 172.70 | 195.28 | 229.49 | 163.41 |

Later, respondents' responses also differ in starting, reaching peak and lowering his/her intonation based on his/her social background. Category on social factors by gender is male or female. Authority at the airport is represented by Aviation Security (Avsec) Officer while Politeness is attached to a flight attendant. Thus, respondents of this study are taken from these occupations. Furthermore, an Avsec Officer is also leveled by competence represented by type of licenses (basic-junior-senior) or length of working period that he/she has.

***Starting Imperative Operator for Authority and Politeness***

Both, male and female respondents show some similarity in differentiating the start point of IOA and IOP. IO's Pitch production depicts fewer gaps on **'empty your pocket'** and **'open your luggage'**. This occurrence takes place because both IOs contain more than 2 words in accordance with phonological

tendencies. However, there is a significant difference between male and female respondents on IOA's pitch level since female's pitch is overall higher than male's. Further, there is an unusual phenomenon shown by R2 who is a senior male flight attendant. R2 tends to lower his IOA's pitch when giving instruction, the higher R2's priority on IOA, the lower his pitch and the longer his expression becomes. These occurrences can be found in more than one word of IO (get out, empty your pocket and open your luggage). Meanwhile, R3, who is a female flight attendant, gives quite a noteworthy gap between IOA and IOP on one word IO (go and stop).

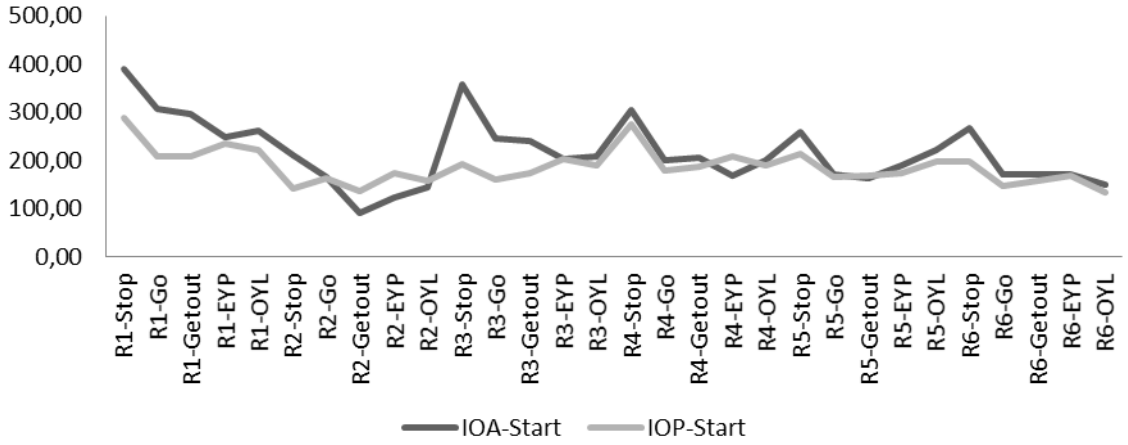



**Figure 4.** IO pitch production on starting point

***Peaking Imperative Operator for Authority and Politeness***

All respondents overall are able to maintain the IOA peak of their pitch higher than IOP with a slight difference of gap. Different average on this gap is 33.32 Hz (262.81 IOA and 229.49 IOP). R2, R3 and R4 display a distinctive gap between IOA and IOP. R2 and R4 have different genders and occupations, however they make similarity on this range of gap on more than 1 word of IO <<get out>>, <<empty your pocket>> and <<open your luggage>>. Meantime, R3 constantly makes a similar gap on one word of IO (go and stop) as in starting pitch.

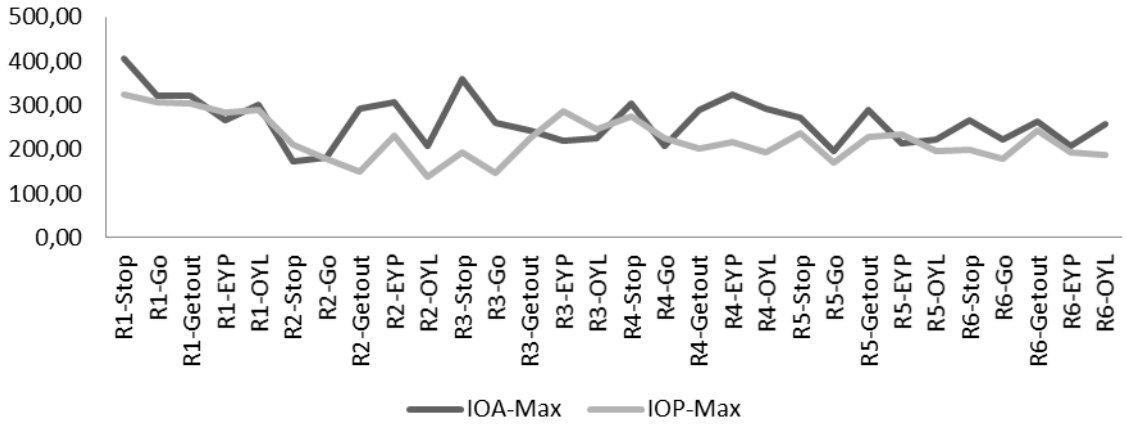



Figure 5. IO pitch production on peak

***Lowering Imperative Operator for Authority and Politeness***

Data generated from the lowest pitch of respondents' production shows that IOP is consistently lower than IOA as in starting and peak point. R2, a senior flight attendant, is the only respondent who oppositely switches the graphic line and puts IOP higher than IOA. With fewer gaps between IOA and IOP lines, significant difference appears on some respondents' production. This wider gap shows up mostly on more than one word of IO <<empty your pocket>> and <<open your baggage>> for most all respondents, but on one word of IO for all female respondents.

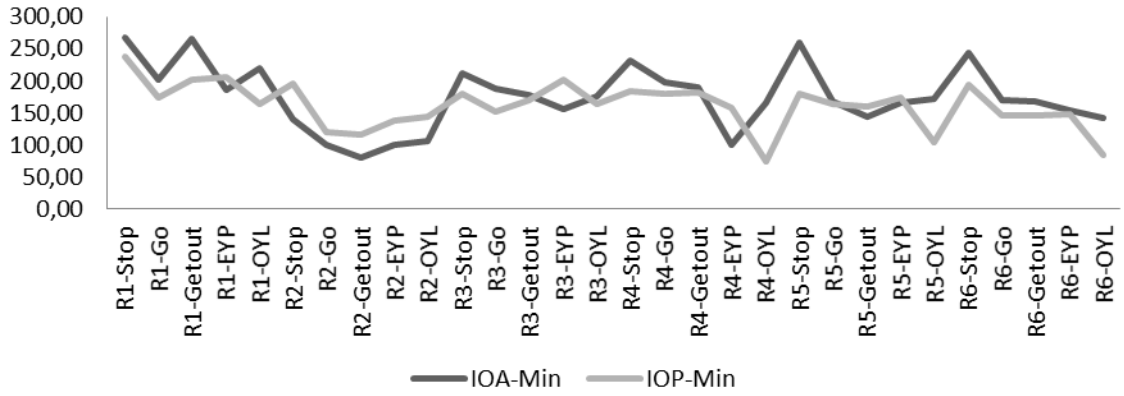



Figure 6. IO pitch production on lowest point

***Socio-pragmatics profiling on intonation***

Looking at illocutions produced by respondents and how it is uttered in intonation, there are two findings related to authority and politeness. Firstly, the illocution of warning, which is categorized in authority implicature can be only found in the expressions produced by all Avsec officers (senior, junior and trainee). Preventing an incident to occur in the simulation of "**Getting out from terminal, everyone is on their way to the plane crossing the apron. Out of boarding gate, a shuttle bus is approaching and blocking access to the plane. Someone, without noticing, tries to cross the apron**", Avsec officers tend to (1)

add alarming verbs of **watch out** or (2) repeat IO twice or three times to enhance meaning or repeat subject of danger in this case the bus. This expression is also confirmed by respectively high pitch in IOA produced by this category of respondents. A phenomenon of producing illocution of warning in a dangerous situation meets the characteristic of Avsec officers which relates strongly to safety and security. Meanwhile, flight attendants for this simulation tend to transfer imperative command to requesting illocution represented by the expression of excuse me and please.

Next trend on the expression and intonation produced by officers at the airport is illocution of permitting. Represented by the expression of **go ahead, you may go now** and **OK! Madam**, both flight attendants produce imperative expressions with lower IOP pitch compared to IOA. Meanwhile, Avsec senior and junior officers turn imperative into illocutions of requesting by adding the expression of please with constricting intonation gap of IOA and IOP. Surprisingly, both Avsec trainees with only 3 months of working experience also show a tendency of using permitting as in flight attendants. Lack of experience in new officers is the reason for inconsistency among Avsec officer respondents.

## Conclusion

Sentence stress produced by all respondents varies from one production to another. This is represented by peak (H*) point occurring on IOA and IOP. Based on intonation for each production, the stress point of 5 situations falls frequently on please, addressee, different verb, noun and preposition. Exception is seen on modal and adverb appearance. It can be concluded that even though action verbs are the original purpose of an imperative operator, for the intention of authority and politeness, airport officers highlight stress in different sentence production. This switch changes the aim of imperative to command into illocutions of requesting, recommending, clarifying, warning, respecting and permitting.

To start, peak and lower pitch in IO, all respondents from every social background agree to put differences between IOA and IOP. In general, pitch production on IOA seems to be higher than IOP. Personnel with particular characteristics produce consistently unique reactions which are different from others. These personnel are male senior flight attendant with 35 year experience in service, female flight attendant with some flying experience and a female junior Avsec officer with standard license. Two findings in illocutions of warning and permitting set Avsec Officers and Flight Attendant into two different poles. Warning has become characteristic which is attached to Avsec officers while permitting is attached to flight attendant or Avsec trainees.

This study limits only on make-up conditions in the form of arranged simulations. Results may be different when it comes to real situations. However, considering socio-pragmatic elements which are enclosed in the simulations, real situations may not result differently from what has already been discussed here. Further thought related to this research may include other occupations at the airport not merely differing authority and politeness over Avsec officers and Flight Attendant only.

## References

Al Farisi, M. Z. (2018). The impact of techniques and translation ideologi on the

clarity of pragmatic meanings translation of The Qur'anic imperative verses. *Indonesian Journal of Applied Linguistics, 7*(3), 676–686.

Aloojaha, A., Nababan, M. R., & Djatmika, D. (2018). The impact of translation techniques on shifting meaning of ordering speech act. *Lingua Cultura*, *12*(3), 279. https://doi.org/10.21512/lc.v12i3.4301

Demirezen, M. (2015). The perception of primary stress in initially extended simple sentence. a demonstration by computer in foreign language teacher training. *Procedia - Social and Behavioral Sciences*, *186*, 1115–1121. https://doi.org/https://doi.org/10.1016/j.sbspro.2015.04.136

Duffield, N. (2013). On polarity emphasis, assertion and mood in Vietnamese and English. *Lingua*, *137*, 248–270. https://doi.org/https://doi.org/10.1016/j.lingua.2013.09.007

Elhami, A. (2020). A Socio-pragmatic perspective of Spanish and Persian greeting. *Theory and Practice in Language Studies*, *10*(9), 1009. https://doi.org/10.17507/tpls.1009.01

Enfield, N. J., Kita, S., & Deruiter, J. P. (2007). Primary and secondary pragmatic functions of pointing gestures. *Jurnal of Pragmatics*, *39*(10), 1722–1741. https://doi.org/10.1016/j.pragma.2007.03.001

Feldhausen, I., Brehm, A., & Lausecker, A. (2014). The intonation of imperatives in Mexican Spanish (semi-spontaneous speech). In S. Fuchs, M. Grice, A. Hermes, L. Lancia, & D. Mücke (Eds.), *Proceedings of the 10th International Seminar on Speech Production (ISSP), Köln (Germany)* (pp. 53–56). www.issp2014.uni-koeln.de

Fuadi, A. O., & Mangonting, Y. (2013). Pengaruh kualitas pelayanan petugas pajak, sanksi perpajakan dan biaya kepatuhan pajak terhadap kepatuhan wajib pajak UMKM. *Tax and Accounting Review*, *1*(1), 18–27.

Gabriel, C., Feldhausen, I., Peskova, A., Colantoni, L., Lee, S.-A., & Arana, V. (2010). Argentinian Spanish intonation. In *Transcription of Intonation of the Spanish Language (Lincom studies in phonetics 6)* (pp. 285–317). Lincom.

Jeong, S., & Condoravdi, C. (2018). Imperatives and intonation: The case of the down-stepped level terminal contour. *Proceedings of the 35th West Coast Conference on Formal Linguistics*. www.lingref.com

Langvinienė, N., & Daunoravičiūtė, I. (2015). Factors influencing the success of business model in the hospitality service industry. *Procedia - Social and Behavioral Sciences*, *213*, 902–910. https://doi.org/10.1016/j.sbspro.2015.11.503

Lapeyre, M. C. (1993). A semantic-pragmatic analysis of the English imperative. *Estudios Ingleses de La Universidad Complutense*, 55–67.

Mahmud, M. (2011). Pronoun choices in Bugis: The road to encode politeness. *Humaniora*, *23*(2), 209–218.

Nadar, F. . (1998). Indonesian learners' requests in English: A speech-act based study. *Humaniora*, *9*, 61–69.

Nugraheni, R. (2018). Hospitality English for spa therapists in Banyan Tree Hotels and Resorts. *LLT Journal: A Journal on Language and Language Teaching*, *21*(1), 27–35.

Nurrizka, R. H., & Saputra, W. (2011). Pengukuran indeks kepuasan masyarakat terhadap pelayanan kesehatan. *Manajemen Pelayanan Kesehatan*, *14*(1), 11–19.

Pinem, Y. A., & Nasution, F. F. Y. (2019). Stylistic analysis of English imperative command mood transfer to Javanese. *LLT Journal: A Journal on Language and Language Teaching*, *22*(1), 11–22. https://doi.org/doi.org/10.24071/llt.2019.220102

Poovathingal, J. S., & Kumar, D. V. (2018). Quantifying the contribution of competencies toward performance. *International Journal of Productivity and Performance Management*, *67*(4), 693–716. https://doi.org/10.1108/IJPPM-12-2016-0267

Pramana, I. G. Y., & Rastini, N. M. (2016). Pengaruh kualitas pelayanan terhadap kepercayaan nasabah dan loyalitas nasabah bank Mandiri cabang Veteran, Denpasar, Bali. *E-Journal Manajemen Unud*, *5*(1), 706–733.

Purnomo, B. (2011). Tourism service language: A crosscultural perspective on politeness. *Humaniora*, *23*(2), 185–196.

Rahardi, K. (2006). *Pramatik: kesantunan imperatif bahasa Indonesia.* Erlangga.

Ramlan, M. (2005). *Ilmu bahasa Indonesia: Sintaksis.* CV. Karyono.

Robles-Puente, S. (2019). Sociopragmatic factors and melodic patterns: Spanish vocatives and imperatives compared. *Studies in Hispanic and Lusophone Linguistics*, *12*(1), 179–204. https://doi.org/10.1515/shll-2019-2005

Rosari, M. (2016). Politeness strategies applied by the characters of The Great Debaters Movie. *LLT Journal: A Journal on Language and Language Teaching*, *19*(1), 19–33.

Rymarczyk, K., & Grabowska, A. (2007). Sex differences in brain control of prosody. *Neuropsychologia*, *45*(5), 921–930. https://doi.org/https://doi.org/10.1016/j.neuropsychologia.2006.08.021

Saddhono, K., & Kasim, F. (2016). The form and function of local language in directive speech act at a university in Central Sulawesi. *Lingua Cultura*, *10*(1), 37. https://doi.org/10.21512/lc.v10i1.848

Sudaryat, Y. (2015). The mindset of sundanese people in their language expressions. *Indonesian Journal of Applied Linguistics*, *5*(1), 126–133.

Sufiani, W. K. (2019). *Skill profiling personil keamanan penerbangan dalam memberikan layanan ganda kepada penumpang di bandar udara internasional Lombok.* Sekolah Tinggi Teknologi Kedirgantaraan.

Sukarno. (2015). Politeness strategies in responding to compliment in Javanese. *Indonesian Journal of Applied Linguistics*, *4*(2), 91–101.

Sukarno. (2018). Politeness strategies, linguistic markers and social contexts in delivering requests in Javanese. *Indonesian Journal of Applied Linguistics*, *7*(3), 659–667.

Suryanovika, C., & Julhijah, N. (2018). Directive speech acts and hedges presented by female main characters of Jane Austen's novels. *Lingua Cultura*, *12*(4), 345. https://doi.org/10.21512/lc.v12i4.4118

Susanto, D. (2014). The pragmatic meanings of address terms sampeyan and anda. *Indonesian Journal of Applied Linguistics*, *4*(1), 140–155.

Syahri, I. (2013). Resemblance of indirectness in politeness of EFL Learners' request realizations. *Indonesian Journal of Applied Linguistics*. https://doi.org/10.17509/ijal.v3i1.197

Takahashi, H. (2004). *The English imperative: A cognitive and functional analysis* [Hokkaido]. https://doi.org/10.14943/doctoral.r6255

Touiserkani, F. (2015). Politeness in adaptation of Persian Multimodal Texts: The

case of “Half Time2” videogame. *Procedia - Social and Behavioral Sciences*, *192*, 796 – 802. https://doi.org/https://doi.org/10.1016/j.sbspro.2015.06.098

Winarti, D., Wijana, I. D. P., Poedjosoedarmo, S., & Ahimsa-putra, H. S. (2015). Variations of directive speech act in tembang dolanan. *Humaniora*, *27*(3), 305–316.