



Language Function Used by the Front Office Staff at Alosta Luxury Private Villa Ubud

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Abstract. This study aims to analyze the language functions used by front office staff in interacting with guests at the hotel, by referring to the language function theory proposed by Joos (1976) and Halliday (2004). Joos' theory divides language registers based on communication situations that include five types of language styles, namely frozen, formal, consultative, casual, and intimate. Meanwhile, Halliday's theory focuses on language functions, which include ideational, interpersonal, and textual functions. This study uses a descriptive qualitative approach with observation and interview methods with front office staff at Alosta Luxury Private Villa Ubud. The results of the analysis show that front office staff use various types of language styles and language functions according to the communication context that occurs, such as providing information, welcoming guests, or resolving complaints. Formal and consultative language styles are predominantly used in more formal interactions, while casual styles appear in more relaxed and intimate situations. The interpersonal language function is very visible in communication that aims to build good relationships with guests, while the ideational function is used in conveying information related to hotel services. This study provides insight into the application of language function theory in a professional context, especially in the hospitality industry.

Keywords: Language functions; front office staff; communication; hospitality

1. Introduction

Language is a means of communication between humans and has a very important role in society throughout the world. Cross-language communication contributes to the process of cooperation in human life. Because humans will communicate with each other, this is very stimulating to use one language to convey their thoughts and feelings. As a vital aspect for humans, humans cannot be separated from language, language takes part in everything they do. In various parts of the world, English can be found in various forms, be it international news broadcasts or communication with foreigners in countries known for their tourism. Communication is a process that connects one part of life with another part of life (Ruesch, 1957).

English has become an international communication tool throughout the world. English has been used widely not only in the field of science but also in the fields of politics, economics, culture, tourism, and so on. The development of the tourism industry in Indonesia is increasing rapidly. Talking about the tourism industry in Indonesia, Bali is famous for its unique Culture. Balinese people are also very friendly. Bali is the island of the Gods which is often nicknamed the island of a thousand temples, Bali is also famous for its natural beauty such as many hills, mountains, beaches and lakes which are certainly very beautiful to the eye. Bali has many tourism and industrial destinations, one of the tourist destinations in Bali is Ubud. Like other tourist attractions in Bali, Ubud is also visited by many English-speaking tourists, therefore this language is also dominantly used by people who work in the tourism industry in

this area Because of its beauty, many foreign tourists come to Bali.

According to Jakobson (1960), language has six main functions, namely referential function (to convey information), emotive function (to express feelings), conative function (to influence or invite other people), metalinguistic function (to explain the meaning of the language itself), phatic function (to maintain communication relationships), and aesthetic function (to enjoy the beauty of language). Halliday (1978) suggests that language has three main functions: ideational (to convey ideas or information), interpersonal (to interact with other people), and textual (to organize messages in a structured manner). This function reflects how language plays a role in forming meaning in social and cultural contexts.

According to Hamzah (2019). An Analysis of Language Function Of Indonesia Therapeutic Discourse. The conversation in therapeutic is a kind of institutional discourse that have its own characteristic to make the communication. This research aims to find the language function in the Cupping conversation between the therapist and the patient. This research uses descriptive method. The data of this research are the the transcriptions of recorded conversation between the therapist and the patient. The sources of this data are the conversation from five therapist and each therapist have four patients. Hence, there are 20 conversation recorded in this research.

According to Najafi (2008). The Important of The Communicative Function Of Language In Child Language Development. The present article emphasizes the experiential function of language introduced by Halliday's "Systematic Functional Grammar" and the importance of introducing this language function to elementary school students from two perspectives: 1.introducing all processes of this function as a complementary stage in language learning process.

According to Devia Putri, Safnil. Kasmaini (2018). Language Function Used In "NOW YOU SEE ME 2 MOVIE": Purpose Analysis Of Literary Word. The aim of this research was to find out the kinds of language function used and the distributions of the frequency of language function by the main characters in "Now You See Me 2 Movie". This research was conducted by using mixed method research.

According to Hidayat (2018). Language Function Used by Mario Teguh in Mario Teguh Golden Ways Show. This research focuses on two problems: (1) What elements of communication are used in Mario Teguh Golden Ways show (2) What language functions are used by Mario Teguh. This research uses qualitative approach in document analysis to describe the language functions used by Mario Teguh in Mario Teguh Golden Ways show.

According to Arisandy (2015). Language Functions Used In Manusia Setengah Salmon Book By Raditya Dika. Manusia Setengah Salmonbook. This study investigates language functions used in Manusia Setengah Salmon book by Raditya Dika. The objectives of the study are to find the kinds of language function used by the author in the book and to describe the most dominant kinds of language functions found. This study uses descriptive qualitative approach.

Here, what distinguishes my research from previous research is the use of language used by a front office staff. In communicating with English-speaking guests, the English expressions used by the front office staff of Alosta Luxury Private Villa Ubud Bali show various functions. However, the term function is not yet familiar to them. This means that they only say the expressions and know their meaning, without knowing what their function is. This is what prompted the research and analysis of this matter. It is hoped that the analysis of this matter can help provide a better understanding of the front office staff of this hotel which will be used as a source of material studied in this paper.

2. Method

Research methods are defined as tools or instruments used to solve research problems and also demonstrate the validity of the paper. This method explains how the research process is carried out, namely starting from data collection to presenting it in a paper. Therefore, this research method consists of data sources, data collection, data analysis, and presentation of analysis results. The data source is the

research subject from which the data was obtained. Language Function Used By The Front Office Staff at Alosta Luxury Private Villa Ubud were chosen as a data source because their conversations provide a variety of expressions that can be analyzed using English language learning. Data collection refers to the process of collecting data. In collecting data, researchers used observation and recording methods. Stunning technique. Researchers visited Alosta Luxury Private Villa Ubud to directly observe Language Function Used By The Front Office Staff. After observing, the researcher listened to their conversations, then their conversations were written down using note-taking techniques. Data that has been collected from data sources is analyzed in depth using qualitative descriptive methods. The first analysis was carried out on the English expressions used and the second analysis was carried out. about conversation patterns between front office staff and guests by applying theories from Joos (1976) and Halliday (2004). The final step of this analysis is to present the results of the analysis. In this step the data is analyzed using informal methods. The informal method is a method of presenting analysis result using sentences that explain them.

3. Discussion

This section contains the results of the analysis conducted, specifically in answering the problem presented in the introduction. The discussion is made in accordance with the findings of the research conducted. If it is necessary to make a chart in the discussion, then make a clear chart by uniting all the elements of the chart (grouping).

This study explores the language functions used by the front office staff at Alosta Luxury Private Villa Ubud, focusing on how language is employed in their daily interactions with guests. The research examines the types of language expressions used and their specific functions in facilitating communication within the hospitality setting. By analyzing these aspects, this study aims to provide a clear understanding of the linguistic strategies used by front office staff to ensure smooth and professional guest interactions.

The discussion in this research will be divided into two main parts. First, it will identify the types of language used by the front office staff when communicating with guests, considering both formal and informal expressions, as well as the influence of English as an international language. Second, it will analyze the language functions in their interactions, such as greeting guests, providing information, handling complaints, and making reservations. These aspects will be examined to understand how language serves as a tool to deliver excellent customer service.

Through this study, readers will gain insight into the importance of effective communication in the hospitality industry, particularly in luxury accommodations where guest satisfaction is a top priority. The findings will highlight the significance of language choice and its functions in creating a welcoming and professional environment at Alosta Luxury Private Villa Ubud.

Types Of Language Do the Front Office Staff at Alosta Luxury Private Villa Ubud

Based on the data provided, the kinds of language used by the front office staff at Alosta Luxury Private Villa Ubud can be classified into the speech styles defined by Martin Joos. The staff utilize formal style, consultative style, and casual style in their interactions with guests. Here's a breakdown of these language styles based on real scenarios from the data:

Formal Style

Formal language ensures that communication remains clear, respectful, and professional, which is crucial in maintaining the hotel's high standards of service. Since many guests may not be familiar with the hotel's services, the use of formal style helps provide structured and informative explanations.

Conversation 1: Guest Check-in

Guest : "Good afternoon. My name is Michael Thompson, and I have a reservation

under Thompson for four nights."

Front Office Staff : "Good afternoon, Sir. Welcome to Alosta Luxury Private Villa Ubud. May I have your name and reservation details, please?"

Guest : "Good afternoon. My name is Michael Thompson, and I have a reservation under Thompson for four nights."

Front Office Staff : "Thank you, Mr. Thompson. Allow me a moment to verify your booking. Yes, I see that you have a deluxe villa for four nights. May I kindly request your passport and credit card for verification?"

Guest : "Of course, here you go."

Front Office Staff : "Thank you very much. Your check-in process will be completed shortly. In the meantime, please allow me to explain some of our facilities. Breakfast is served daily from 7 AM to 10 AM in our main restaurant, and complimentary Wi-Fi is available throughout the property. Should you require any assistance, please do not hesitate to contact the front desk, available 24/7."

Guest : "That sounds great. Thank you for the information."

Front Office Staff : "You're most welcome. Here is your room key. We hope you have a pleasant stay at Alosta Luxury Private Villa Ubud."

In this scenario, the formal style is used to maintain professionalism and clarity during the check-in process. The front office staff address the guest with honorifics, ensuring a respectful and welcoming interaction. The language is grammatically complete, free from slang, and structured clearly, demonstrating politeness and professionalism. Phrases like "May I have your name and reservation details, please?" highlight the formal tone, which is essential in luxury hospitality. This style ensures the guest feels valued and well-informed about hotel services, contributing to a high-end, reliable guest experience.

Conversation 2: Handling a Complaint

Guest : "Good evening. I apologize for the inconvenience, but my air conditioning unit is not functioning properly."

Front Office Staff : "Good evening, Sir. I sincerely apologize for the inconvenience. Allow me to arrange for our maintenance team to inspect and repair the unit immediately."

Guest : "That would be great. It's quite warm in the room."

Front Office Staff : "I completely understand. In the meantime, may I offer you a complimentary beverage in our lounge while we address the issue?"

Guest : "That is very kind of you. I appreciate the offer."

Front Office Staff : "You're most welcome. We will provide you with an update shortly. Please let us know if there is anything else we can do for you."

The formal style in this complaint-handling scenario demonstrates professionalism, empathy, and efficiency. The staff promptly acknowledge the issue with polite apologies, such as "I sincerely apologize for the inconvenience," and provide clear steps for resolution, like arranging maintenance. Additionally, they offer a complimentary beverage to compensate for the inconvenience, using formal phrases like "May I offer you a complimentary beverage?" This approach ensures the guest remains satisfied, showcasing the effectiveness of formal communication in maintaining professionalism and guest trust during problem-solving.

Conversation 3: Guest Check-out

Front Office Staff : "Good morning, Mr. Thompson. I trust you had a pleasant stay with us. May I proceed with your check-out process?"

Guest : "Good morning. Yes, I had a wonderful time. Please go ahead."

Front Office Staff : "Thank you. I have reviewed your bill, and the total amount is IDR 5,200,000, which includes your room charges and additional spa services. Would you like to settle the bill using the same credit card?"

Guest : "Yes, please charge it to my card."

Front Office Staff : "Certainly. Here is your receipt, and I have arranged for our staff to assist you with your luggage. We hope you had a delightful experience at Alosta Luxury Private Villa Ubud."

Guest : "Thank you for the excellent service. I'll definitely return."

Front Office Staff : "We truly appreciate that, Mr. Thompson. Have a safe journey ahead!"

In the check-out process, the formal style ensures a smooth, professional interaction. The staff greet the guest politely and provide clear, precise billing information, such as "The total amount is IDR 5,200,000." The structured language maintains transparency and professionalism, reinforcing the hotel's service commitment. Polite expressions like "We hope you had a delightful experience" and "Have a safe journey ahead" ensure a positive farewell, leaving the guest with a sense of appreciation for the high-quality service provided throughout their stay.

Consultative Style

Consultative style is semi-formal and is typically used when providing guidance, explanations, or recommendations. This style is common in situations where the staff needs to engage in two-way communication with guests, such as offering recommendations, assisting with transportation, or explaining room features.

Unlike formal style, consultative style allows for more guest participation and natural dialogue. The sentences are still polite and grammatically structured but tend to be more relaxed compared to formal style.

Conversation 1: Recommending Local Attractions

Guest : "Hi, I'd love to explore Ubud. Can you recommend some must-visit places?"

Front Office Staff : "Of course! Ubud is known for its cultural sites and natural beauty. If you enjoy nature, I'd suggest the Tegalalang Rice Terraces or Campuhan Ridge Walk. For cultural experiences, Ubud Palace and the traditional art market are excellent choices."

Guest : "That sounds interesting! Is it easy to get to these places?"

Front Office Staff : "Yes, you have a few options. You can rent a scooter, take a taxi, or book a private driver through us."

The conversation follows a consultative style, which is more interactive and semi-formal, allowing for two-way communication between the guest and the front office staff. The language used is polite but less rigid than in formal situations, as seen in the phrase "Of course! Ubud is known for its cultural sites and natural beauty." Unlike formal speech, which would use more structured phrasing, this response is conversational and welcoming. The staff provide recommendations based on the guest's preferences, offering choices such as "If you enjoy nature, I'd suggest the Tegalalang Rice Terraces." This engagement with the guest encourages participation and ensures that their needs are met effectively.

Additionally, background information is provided in a natural and approachable manner, ensuring that the guest understands the recommendations fully. The guest is also encouraged to ask follow-up questions, demonstrated by "That sounds interesting! Is it easy to get to these places?" This reflects a key feature of consultative speech, where the guest is an active participant in the conversation rather than just receiving information. The ability to ask and receive personalized recommendations enhances the guest experience, making them feel valued and well-assisted in planning their activities.

Conversation 2: Explaining Room Features

Guest : "Hi, I just checked in. Could you tell me more about the features in my villa?"

Front Office Staff : "Of course! Your villa includes a private pool, a king-size bed, and a complimentary minibar. The air conditioning and lighting can be adjusted with the smart control panel near your bed."

Guest : "Oh, that's good to know. And how about room service?"

Front Office Staff : "Room service is available 24/7. You can find the menu on the tablet provided in your villa."

Guest : "Sounds perfect. Thank you!"

Front Office Staff : "You're welcome! Let us know if you need any assistance."

This conversation follows a consultative style, as the front office staff provide guidance and explanations about the villa's features. The tone remains polite yet approachable, ensuring that the guest feels comfortable asking questions. The use of phrases like "Of course! Your villa includes a private pool..." reflects an informative approach, where the staff ensure that the guest receives all necessary details about their stay. Unlike formal style, this interaction is less rigid and more engaging, allowing for two-way communication between the staff and the guest.

Moreover, the front office staff provide additional information based on the guest's inquiries, such as explaining room service availability and directing them to the digital menu. This type of language use encourages guest participation, making it easier for them to understand the amenities without feeling overwhelmed. The consultative style is effective in helping guests navigate their accommodations while keeping the conversation relaxed yet professional.

Conversation 3: Assisting with Transportation

Guest : "I need to get to the airport tomorrow. What's the best way?"

Front Office Staff : "You have several options. The fastest and most convenient is our private shuttle service, which costs IDR 350,000. Alternatively, you can use a taxi or a ride-hailing app."

Guest : "I think I'll go with the shuttle. Can I book it now?"

Front Office Staff : "Certainly! What time is your flight?"

Guest : "It's at 10 AM."

Front Office Staff : "In that case, I'd recommend leaving by 7:30 AM to allow for traffic."

Guest : "Sounds good. Please book it for me."

Front Office Staff : "Consider it done!"

This scenario is a great example of consultative style, where the front office staff provide advice and options based on the guest's needs. The phrase "You have several options..." immediately sets a helpful and advisory tone, ensuring that the guest can make an informed decision. The response is clear, informative, and allows for interaction, rather than being a one-way explanation.

Additionally, the interaction remains semi-formal yet engaging, with phrases like "I'd recommend leaving by 7:30 AM to allow for traffic." This demonstrates the staff's expertise and attentiveness to the guest's needs while keeping the conversation natural and responsive. The consultative style is effective here because it not only provides information but also actively guides the guest in making the best choice for their schedule.

Casual Style

This scenario is a great example of consultative style, where the front office staff provide advice and options based on the guest's needs. The phrase "You have several options..." immediately sets a helpful and advisory tone, ensuring that the guest can make an informed decision. The response is clear, informative, and allows for interaction, rather than being a one-way explanation.

Casual style is informal, relaxed, and used in friendly interactions, especially with returning guests or in small talk. This style is characterized by short sentences, contractions, slang, and a friendly tone. It

is used to create a warm and welcoming atmosphere, making guests feel comfortable and valued.

Casual style is not used in formal hotel procedures but is effective for building guest loyalty and personal connections. It is often applied when interacting with frequent guests who have already established familiarity with the staff.

Conversation 1: Welcoming a Returning Guest

Guest : "Hey! I'm back!"

Front Office Staff : "Hey! Welcome back! It's great to see you again. How have you been?"

Guest : "I've been good! Missed this place, so I had to come back."

Front Office Staff : "That's awesome! Same villa as last time?"

Guest : "Yup! Hope it's still as amazing as before!"

Front Office Staff : "Absolutely! You're gonna love it again!"

This conversation uses a casual style, marked by informal language, contractions, and a friendly tone. The greeting "Hey! Welcome back!" sets a warm, personal atmosphere, strengthening the relationship between the staff and the returning guest. Short sentences like "That's awesome!" make the exchange feel natural and spontaneous. This style fosters a sense of belonging, making the guest feel recognized and appreciated, enhancing customer satisfaction and loyalty.

Conversation 2: Friendly Small Talk

Guest : "Hey, what's a good place to grab some local food?"

Front Office Staff : "Oh, you have to try Warung Babi Guling Ibu Oka! The roast pork is legendary!"

Guest : "Sounds delicious! Is it far from here?"

Front Office Staff : "Nope, just a 10-minute ride. Totally worth it!"

In this casual interaction, the language is informal and relaxed, creating a friendly and approachable atmosphere. Phrases like "Oh, you have to try..." and "Nope, just a 10-minute ride. Totally worth it!" add excitement and personal engagement, making the recommendation feel more natural. This style encourages positive rapport and helps make the guest feel at ease, enhancing their overall experience by making interactions feel personal rather than transactional.

Conversation 3: Offering a Surprise Upgrade

Front Office Staff : "Hey! Since you're a returning guest, we've got a surprise for you."

Guest : "Oh really? What is it?"

Front Office Staff : "We're giving you a free upgrade to a villa with a bigger private pool!"

Guest : "Wow! That's amazing! Thank you so much!"

Front Office Staff : "You deserve it! Enjoy your stay!"

The casual style in this scenario creates a warm and engaging atmosphere, with phrases like "Hey! Since you're a returning guest, we've got a surprise for you" and "Wow! That's amazing!" conveying excitement and appreciation. The relaxed tone, without structured formal language, fosters a personal connection, making the guest feel valued and appreciated. This informal approach helps build guest loyalty and strengthens the relationship, enhancing the overall experience at the hotel.

Functions of the Language Used by the Front Office Staff at Alosta Luxury Private Villa Ubud

The front office staff at Alosta Luxury Private Villa Ubud use language strategically to ensure effective guest interactions and high service standards. Their communication serves five main functions:

instrumental, interpersonal, representational, heuristic, and imaginative, each playing a crucial role in delivering professional and engaging service. These functions, as identified in Halliday's Functional Language Theory, are applied through formal, consultative, and casual speech styles, depending on the interaction context. The following sections break down each function with examples from real front office conversations.

Instrumental Function

The instrumental function is demonstrated when the front office staff use polite language to request actions or provide instructions, ensuring smooth service. For example, during check-in, staff may say, "May I kindly request your passport and credit card for verification?" This request is polite, formal, and operationally necessary, ensuring professionalism while facilitating guest cooperation and smooth service execution.

Interpersonal Function

The interpersonal function focuses on building relationships with guests through warm greetings and personalized engagement. For example, "Good afternoon, Sir. Welcome to Alosta Luxury Private Villa Ubud" creates a formal, respectful tone, while a casual greeting like "Hey! Welcome back!" fosters familiarity with returning guests. This function helps create a friendly, welcoming atmosphere, essential for guest satisfaction and loyalty.

Representational Function

The representational function is used to provide factual and clear information about the hotel's services and facilities. For instance, "Breakfast is served daily from 7 AM to 10 AM" clearly informs guests about the breakfast schedule. This function ensures transparency and helps guests make informed decisions about their stay, providing essential details without unnecessary elaboration.

Heuristic Function

The heuristic function helps guests explore and understand available services by offering clear explanations. For example, when explaining room features, staff might say, "The air conditioning and lighting can be adjusted with the smart control panel." This guidance helps guests navigate hotel amenities effectively, enhancing their experience by encouraging exploration and ensuring comfort.

Imaginative Function

The imaginative function is used to create excitement and enhance the guest experience through playful or engaging language. For example, saying "We've got a surprise for you" builds anticipation and excitement, making the guest feel special. This function enhances emotional engagement, encouraging loyalty and making interactions memorable by adding an element of surprise or delight.

4. Conclusion

Language plays a vital role in front office interactions at Alosta Luxury Private Villa Ubud, where effective communication enhances guest satisfaction and ensures high service standards. This study analyzes the types of language used by the front office staff and guests, along with the functions of that language in hospitality interactions. The findings reveal that different speech styles and language functions are strategically applied to meet guests' needs and provide an exceptional service experience.

Three types of language styles were identified: the Formal Style, the Consultative Style, and the Casual Style. The Formal Style is employed in structured and professional settings, such as check-ins, check-outs, and complaint-handling scenarios. It helps ensure that communication remains polite, clear, and professional, which makes guests feel respected and valued. The Consultative Style is used when staff provide recommendations, explanations, and assistance. It fosters two-way communication, allowing guests to ask questions and seek personalized guidance, which is especially useful when discussing hotel services, local attractions, and transportation. The Casual Style is used in informal interactions, particularly with returning guests or during casual conversations, to create a friendly and relaxed

atmosphere, making guests feel personally connected to the hotel staff.

The language used by front office staff serves multiple functions. Expressing Courtesy and Professionalism ensures that guests receive polite and respectful service, creating a positive and classy hospitality environment. Providing Information and Clarification ensures that guests understand hotel policies, room features, and services, leading to a smooth and hassle-free experience. Offering Assistance and Recommendations helps guests make informed decisions about their stay, such as choosing local attractions, transportation, and dining options, enhancing their overall experience. The five functions of language identified are: Instrumental Function, Interpersonal Function, Representational Function, Heuristic Function, and Imaginative Function.

Instrumental Function is used to fulfill guests' needs or goals, such as providing instructions or information. Interpersonal Function builds social relationships through polite communication, such as greetings. Representational Function conveys information or facts, such as explaining hotel facilities or services. Heuristic Function is used to explore and understand guest needs or preferences, while Imaginative Function involves conveying creativity or stories to create a pleasant and memorable experience. These functions are essential to effective communication and contribute to a satisfying guest experience.

Handling complaints and offering solutions is also crucial for maintaining guest satisfaction. Front office staff must employ empathetic and structured communication to resolve issues professionally and efficiently. Creating a friendly and welcoming atmosphere is achieved through the use of casual language, particularly with frequent guests, to build rapport and long-term relationships. Engaging in small talk and social interaction contributes to a relaxed and enjoyable environment, making guest interactions more personal and memorable. Lastly, expressing appreciation and encouraging guest loyalty strengthens the bond between the hotel and its guests, making them feel valued, recognized, and motivated to return in the future.

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