

CHAPTER I

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Each generation certainly has its own character in work, lifestyle and also language. We live in millennial generation where the generation tends to hang out in Cafés and they do not mind spending hours in a Café for doing their work, talking and hanging out with their friends. Gultom at says that people and hanging out are two things that stick together. After school hours, during the free hours of college, and after working hours many find young people sitting at a Café or restaurant. Strategic location, convenience, and various food-drink menu, as well as different ways of serving make Café become a favorite place to hangout for young people.

Café or restaurants, then, become thriving businesses. According to the Chairman of Indonesian Food and Beverage Entrepreneurs Association (Gapmmi) Lukman, (2017) said in 2016, growth of food business this year can still be equal to the previous year, which is about 8.5%. In addition, Indonesian population continues to grow. This condition makes the needs of food and beverage products stable. The increase in people's needs in food and beverages gives promise to café and restaurant industry.

Language is a symbol system sounds an arbitrary language that allows people to work together, interact, and identify (Kridalaksana, 2009) Language is an important tool that can be used in the area of politics, social,

culture, and trade since it is a medium of communication. In their daily life, millennial cannot be separated from the influence of the outside world, especially the western world, both in terms of lifestyle, style, and their use of the language. Therefore, it is not uncommon to find a phenomenon where people tend to use foreign language vocabulary rather than Indonesian Anwar (2006).

English is spoken as a second or foreign language by an estimated 950 million people worldwide (Saville-Troike, M., & Barto, 2016) Besides becoming an international language, English also becomes a prestigious language because it is known as a predominant language in the world. People have a mind-set that the more they use English. the more they are educated and modern (Pegrum, 2004). People are also learning English because they get many advantages from it. The use of English affects business in many ways. According to Pegrum (2004) English and advertisement is associated in the way that English represents the concept of modernity.

Café is a good business for this few years. with the tendency of stable growth, and the foreign vocabulary that has become a habit of people, and the habits of people today who like hanging out in Cafés, the writer is interested to see how people perceive the use of English in a café menu. The café in this study belongs to the writer. It is located in Jalan Belimbing Pekalongan. The café uses English language in its menu because the writer wants to give a more state-of-the-art touch to his café. To obtain the data on

the customers' perception, the writer is going to ask the customers of this particular café to be his respondents. Based on what the writer has written in the paragraphs above, the writer is interested to conduct a research with the title "*Customers' perception on English menu in enak-enak Café*".

1.2.FIELD OF THE STUDY

This research focuses on linguistics within the domain of sociolinguistics as it discusses the use of English in a non-English speaking environment. In particular, the study is about customers' perception about English language used in Enak-enak Café menu.

1.3. SCOPE OF THE STUDY

This research focuses only on customers' perception toward English language used in *Enak-enak* Café menu, not any other Café's.

1.4. PROBLEM FORMULATION

Based on the background of the study, the writer formulates his problem: 'How do customers perceive English used in *Enak-enak* Café menu?'

1.5. OBJECTIVE OF THE STUDY

With regards to the problem mentioned, this research is conducted to achieve the following objective, which is to find out the customers' perception on the use of English in Enak-enak Café menu.

1.6. SIGNIFICANCE OF THE STUDY

This study can be used as a reference related to the use of English language in non-English speaking environment especially on a café menu. The use of

English language may increase pricing value since Indonesians may assume that using English language give impression about exclusiveness and prestige. Hopefully this research gives inputs to readers on the importance of English language in society.

1.7. DEFINITION OF TERMS

- A. **Perception** is the way in which something is regarded, understood or interpreted (Oliver, 2010)

