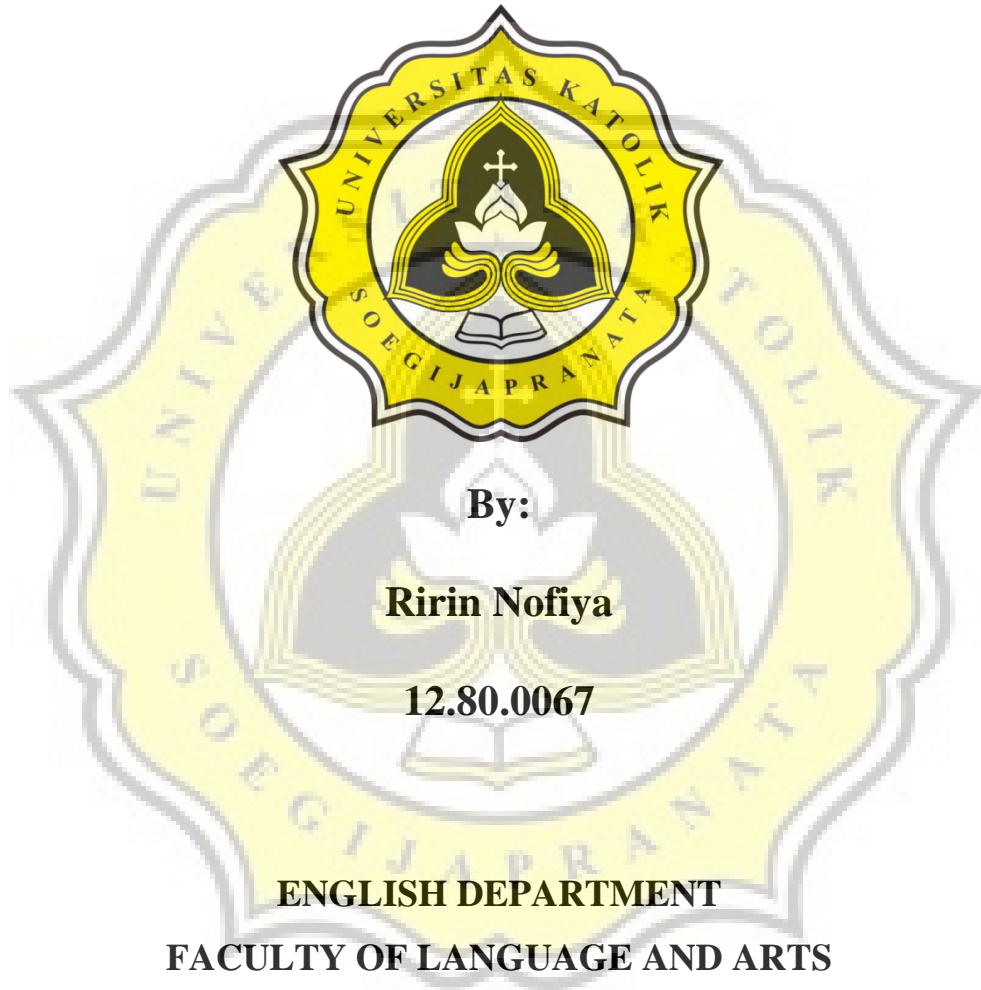


**THE PERCEPTION OF RESTAURANTS' CUSTOMERS ON
THE USE OF BILINGUAL MENUS**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
Bachelor Degree in the English Linguistics Study Program**



By:

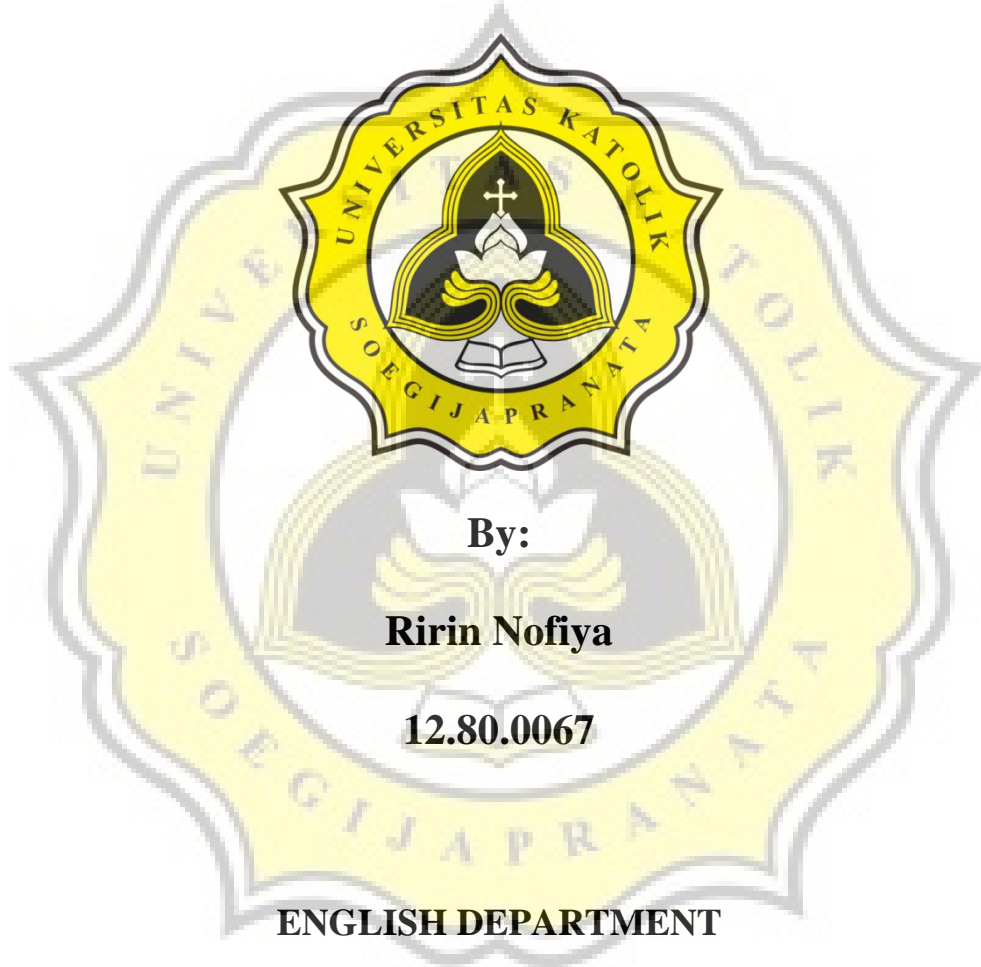
Ririn Nofiya

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**ENGLISH DEPARTMENT
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The writer

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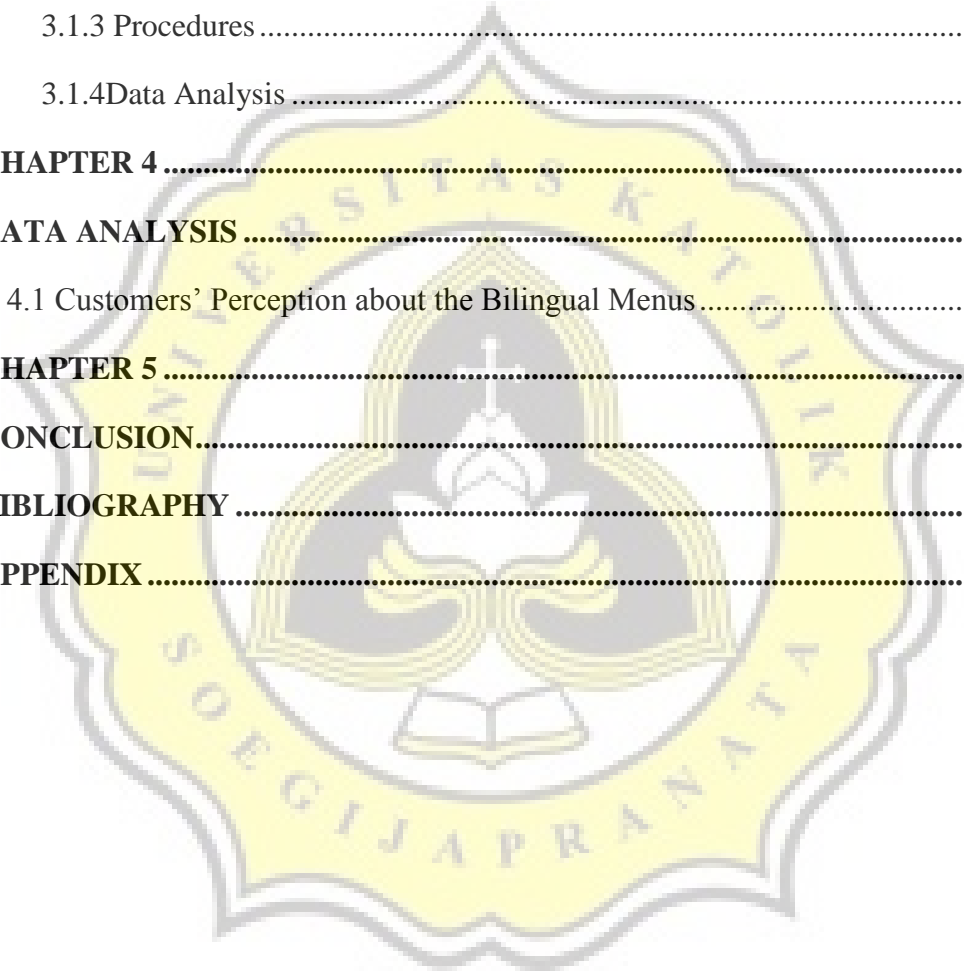
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ABSTRACT

There is a trend that many restaurants use bilingual or even multilingual menu to introduce their restaurants and to communicate with their customers. This research was conducted in order to find out the perceptions of the customers of the restaurants about the bilingual menu, English and Indonesian. To collect the data, the writer used a questionnaire with Likert Scale. There are seventeen statements asking customers' perceptions on bilingual menus. Forty customers were chosen from four different restaurants with ten people per restaurant. The data collected was analysed using SPSS to get descriptive statistics. It was found out that most customers perceive that a restaurant with menus in English is a modern restaurant and it can help foreigners understand the menus. Half of the respondents agree that the price in such restaurant is higher than Indonesian restaurants. However, around half disagree that such restaurants are expensive, making them proud, causing them spend more money. Almost all of respondents disagree that only rich people eat in those restaurants. An interview with the owners of the restaurants supported that the use of bilingual menus is needed to help foreigners understand the menus. Besides, they believe that bilingual menus make the restaurant gain better impression that the restaurants look modern without necessarily make the restaurant more pricy in price.

ABSTRAK

Ada kecenderungan bahwa banyak restoran menggunakan menu dua bahasa atau bahkan multibahasa untuk mengenalkan restoran mereka dan untuk berkomunikasi dengan pelanggan mereka. Penelitian ini dilakukan untuk mengetahui persepsi pelanggan restoran tentang menu dwibahasa, bahasa Inggris dan bahasa Indonesia. Untuk mengumpulkan data, penulis menggunakan kuesioner dengan Skala Likert. Ada tujuh belas pernyataan yang menanyakan persepsi pelanggan pada menu dua bahasa. Empat puluh pelanggan dipilih dari empat restoran yang berbeda dengan sepuluh orang per restoran. Data yang dikumpulkan dianalisa dengan menggunakan SPSS untuk mendapatkan statistik deskriptif. Diketahui bahwa sebagian besar konsumen merasa bahwa sebuah restoran dengan menu dalam bahasa Inggris adalah restoran modern dan dapat membantu orang asing memahami menu. Setengah dari responden setuju bahwa harga di restoran tersebut lebih tinggi dari restoran Indonesia. Namun, sekitar setengah tidak setuju bahwa restoran semacam itu mahal, membuat mereka bangga, menyebabkan mereka menghabiskan lebih banyak uang. Hampir semua responden tidak setuju bahwa hanya orang kaya yang makan di restoran tersebut. Wawancara dengan pemilik restoran mendukung hasil dari kuesioner bahwa penggunaan menu dua bahasa diperlukan untuk membantu orang asing memahami menu. Selain itu, mereka percaya bahwa penggunaan menu dua bahasa membuat restoran mereka modern namun harganya tidak tinggi.