

# CHAPTER 1

## INTRODUCTION

### 1.1.BACKGROUND

When we go to big restaurants in Indonesia, we may find menus which is presented in both Indonesian and English languages. This phenomenon cannot be found in small restaurants or food stalls. It seems that the customers in the big restaurants understand English. Sometimes, there are also restaurants which serve the menus in English only. Once the writer came to this kind of restaurant, the writer overheard that the customers ask the waiters about the menus. This made the writer think that there may be no use to write the menus in English as only some or maybe a few customers who are bilingual.

Actually, the use of English has been popular in business. According to Philipson as cited by (Pegrum, 2004) the association of English and advertisement is modernity. It means that people use English because of modernity. This may be one of the reasons why restaurants' owners use English in the menus. According to Dattamajundar (2006) English also use in ads, he stated "The natural order of the language is modified, shaped, and stylized by the copywriter according to the product of advertisement and the target group of customer. The success of an advertisement depends not only on the degree of effective conscious communication that has been

made possible, but also on the degree of unconscious effect or an ‘unavoidable’ effect of communication that is made possible by a particular advertisement”. Additionally, there is a research who stated that the use of English is also specifically on the product of food and drink. According to Gerritsen (2007, p. 300) the type of products that is the most used in Europe which have the relationship between the use of English and the product advertised are Clothing, shoes, accessories which are number one, then makeup and skin treatment are number two and food and drink are in number five. That article also stated that using English made better results for the ads. Gerritsen (2007, p. 312) said “Our findings for the use of English and the role it plays are not entirely in accordance with those of previous researcher. For instance, we found higher percentage of advertisements with English”. So the writer got affirmation that English can be useful in selling products.

Moreover, there is a trend that people visit other countries for culinary. They go to other countries to enjoy the typical food of the country. It also happens in Indonesia, where people from other countries come to visit Indonesia to enjoy Satay, fried rice, Rendang, which are typical Indonesian food.

Besides, there are also foreign people who work in Indonesia. These people may visit restaurants to enjoy food. They may come to foreign restaurants, like Japanese, Korean restaurants and also Indonesian restaurants. These people may ask questions to the waiter or waitress about the menus as the menus may sound strange for them. This may lead to the use of bilingual menus in restaurants, especially big restaurants like Horapa Restaurant, Pig Bar Restaurant, Ta Wan Restaurant and Ikan Bakar

Cianjur Restaurant. When visiting these restaurants, the writer finds that the menus are bilingual, Indonesian and English. The writer also sees that some of the customers are expatriates.

This condition has led the writer to make a research to find out the customers' perception on the use of bilingual menus. The writer wants to know whether they perceive it positively or not

### **1.2 Field of the Study**

This research can be the beginning of a further research in linguistics within the domain of sociolinguistics which is related with bilingualism because the study is about menus of the restaurants which is written in bilingual.

### **1.3 Scope of the Study**

This study observes the varieties of language and the society within the domain of sociolinguistics. This research focuses on bilingual menus. The writer visited some restaurants to investigate the customers' perception on the use of bilingual menus.

### **1.4 Problem Formulation**

The writer investigated the following question.

- How do customers perceive the bilingual menus in the restaurants?

### **1.5 Objectives of the Study**

The objective of the research is:

- to find out the perception of the customers about the use of the bilingual menus

### **1.6 Significance of the Study**

This research is expected to contribute to people about the knowledge of the use of bilingualism in the menus of the restaurant. Further, the writer also expected that result of this study will give better understanding on the phenomenon of bilingual menus found in big restaurants.

