

# Chapter I

## Introduction

### 1.1 Background

Bandung is the capital city of West Java and one of the largest city in Indonesia. The average temperature throughout the year tends to be cooler than most cities in Indonesia due to the altitude influence. It is approximately around 17 degree Celsius up to 34 degree Celsius. It makes people of the hotter city such as Jakarta, Tangerang, Purwakarta, Karawang, Bekasi etc. come over Bandung frequently. Bandung has always been attracting so many tourists by its beauty so it is known as Paris Van Java, as a matter of fact, the recent mayor, Mr. Ridwan Kamil said that this city should be a lovable and livable city.

Most of Bandung people are originally Sundanese which is known as a suave people which are always greet and smile to other or in Sundanese language it is named *soméah*. So the tourists will feel comfort and easy even in 1990 the city of Bandung became one of the safest cities in the world by Time magazine survey.

Moreover, the first engineering college built in Indonesia was in Bandung namely *Technische Hogeschool te Bandoeng* or now is called the Bandung Institute of Technology – ITB. Thus, the city becomes one of the main destination for education. The students spread all around Bandung from the north to the south and east to the west. Therefore, Bandung has so many students inside and it feels like university-town. The students spend their times mostly for studying beside they

also go outside to have some fun in a café or restaurant or go to some tourism attractions around the city.

We can see so many students are having fun in café to gather with their friends or only for browsing on the internet because some cafés provide free WiFi. They eat food and beverage products which are provided by the café and restaurant, discuss, study and so on. The beverage products are vary so the students or the customers will never bored to taste even so there are still hundreds of cafes around Bandung, so they might try another one.

The beverage products itself are original from Bandung and some are imported. Some use Indonesian as the name of the beverage and some are not. Nevertheless, if we might compare between those two languages, we will have so many customers or societies tend to be more interested in the English beverage products than the Indonesian. However, we still do not know what lead the societies prefer to choose the English one than the Indonesian.

Perhaps it is due to the development of the times which make people are required to be good at an international language, one of them namely English language. Therefore it is natural that there are so many cafes and restaurants who use the name of the beverage menu by English language in Bandung. As well as orange juice similar to Jus Jeruk, milkshakes similar to Susu Kocok, black coffee as the same as Kopi Hitam and so forth. Or perhaps, it is because of the sense of prestige which makes people leave Indonesian language in the naming of beverage

slowly and move on into English language in the naming of the products. As in the previous research by some UMN students entitled *Interferensi Bahasa Asing Dalam Penamaan Menu Makanan* (2015) said that;

*Pengaruh bahasa asing terhadap menu makanan di Indonesia cenderung mendapatkan respon baik dari sebagian besar masyarakat. Hal itu menghasilkan perubahan pola pikir masyarakat Indonesia untuk menggunakan bahasa Inggris yang merupakan bahasa Internasional dipakai dalam menu makanan. Pengaruh itu, dapat menyebabkan kemerosotan bahasa Indonesia dalam penamaan menu makanan.*

Which means that the influence of foreign languages on the food menu in Indonesia tend to get a good response from most people. This results in a change of mindsets of Indonesian people to use English which is the international language that is used in food menu. The influence can lead to deterioration of Indonesian language in the naming food menu.

In any case, no matter what the cause, there must be the reasons why societies are more interested in using English language on beverage products. And there must be an influence that the English language gives to the society. This is what underlies why this research entitled “*The English Influence on Society’s Interests in Beverages Menu*”.

## **1.2 Research Problems**

The presence of most people responses is more inclined to like the use of English in the name of beverage. This is something positive in the field of entrepreneurship because we can know what most customers want, and what customers interested in. This then will be the increase in the turnover of a company. But the causes and the reasons that lead societies tend to more interested in the English beverage is still a question without any answer yet. Therefore, in this case, there is a study issue such as the following:

1. Is there any English influence on society's interests in beverages menu?

## **1.3 Limitation of the Problems**

In this study, the authors limit the problems as follows;

1. The menu that is used, is the beverage menu in Bandung.
2. The menu is not taken as a whole from a restaurant but taken randomly and with a certain amount.
3. The study is conducted to 53 university students at English Department, Faculty of Arts and Letters, Pasundan University in academic year 2012 at Bandung. .
4. Only non-alcoholic beverages are used in this research.

#### **1.4 Objectives**

The objectives of this research are as follows:

1. To know whether there is English influence on society's interests in beverage menu.

#### **1.5 Significances**

The significances of this research are as follows:

1. As a consideration of cafe and restaurant employers in increasing turnover by changing the product name into the English language.
2. To enrich treasures of English language theory in their influence on society.
3. As a reference for students, businessmen or readers who want to develop their business.