

Chapter I

Introduction

In this chapter, the writer discusses research background, identification of the problems, limitation of the problems, research questions, objectives of the problem, and significances of the study.

1.1 Research Background

In this digital era, people are too busy with their job, working start in early morning until almost in the middle of night becomes habitual. Economic factor becomes the most important thing in life, even people willing do everything to get much money. Their get money after work hard to fill their daily needs, both primary and secondary needs. After a day of work and after their daily needs can be filled, they also need something that can make them fresh again after a tired and busy work. Vacation, holiday becomes one of an important thing in life because their money and achievements will be useless if they are not able to enjoy the world by way of holidaying. Then, the role of the tourism is indispensable and will be a profitable business.

According to Mill and Morison (1998: 2) Tourism is an activity. It is an activity that takes place when, in international terms, people cross borders for leisure or business and stay at least 24 hours but less than one year. There is some elements related to tourism business, such as transportation, accommodation, travel agent, tourist attractive and facilities and infrastructure.

Hotel becomes one of the main elements of accommodation because a hotel is the important thing when somebody take a holiday in another city.

Nowadays, hotels business is growing rapidly, because it is the most profitable business. But, a hotel is not going to provide great benefits if it is not managed well and if it does not have good human resources too.

According to Bardi (2003: 9) A hotel usually offers guests a full range of accommodations and services, which may include reservations, suites, public dining and banquet facilities, lounge and entertainment areas, room service, meeting rooms, laundry, swimming pool and other recreational activities.

Hotel is not only rent a room. Besides that, hotel has some other facilities as mentioned previously. One of the hotel's inseparable facilities is the restaurant. Marsum (2001: 7) said that *Suatu tempat atau bangunan yang diorganisasi secara komersial, yang menyelenggarakan pelayanan dengan baik kepada semua tamunya baik berupa makan atau minum.* (= A commercially organized place or building that provides good service to all its guests either the form of food or beverages).

A classy restaurant named food and beverages with French or English language to make the guest more attracted to the restaurant, the menu that using foreign language can influencing the price even though the shape and type of food and beverages are same and it will make the visitors or guests feeling curious to that food and beverages.

Belle Vue restaurant at G.H. Universal hotel is one of a classy restaurant that has a Renaissance classical style and hotel with breathtaking 360 degrees panoramic city view of Bandung. The restaurant has food and beverages menu

and named some menu with French language but there is also English language in the menu because they are using European style.

In Pasundan University there is a paper that has written with same venue, it discussed about front liner such as Yogi Gunarsah's research paper entitled "The Influence of Receptionist's English Speaking Skill on the Service Quality of G.H. Universal Hotel Bandung" published in 2016th. In this occasion, the writer has different topic and get interest to analyze the menu in Belle Vue restaurant at G.H. Universal hotel.

The interest comes because mostly of the visitor is a native and foreign visitor approximately only 25% who come to Belle Vue restaurant. Sometimes the native feeling hard to understand what is the meaning of the menu that using French and English language consider that the menu has no image and they are asking the waiter or waitress directly to explain what kind of the food and beverages. Furthermore, the waiter just explains the ingredient with a simple sentence to make the guest understand and choose the menu easily.

The writer argues that translation is such a way to give others new perception of menu knowledge, transition of information, expand knowledge and solve the curiosity. Accordingly, this is the reason why the writer chooses this topic.

1.2 Identification of the Problems

European style restaurant as Belle Vue are definitely use English and French language to adjust the design or theme of the restaurant itself. In this case

the writer will analyze the meaning by using procedures are used to translate From English into Indonesian Language, because as mentioned above there is many people who did not understand about words or sentences in the menu that used foreign language and they have to struggle when choosing even reading the food and beverages in a restaurant.

1.3 Limitation of the Problems

In Bandung city there is so many restaurant existed, But the writer choose the Belle Vue restaurant of G.H. Universal Hotel Bandung because the writer thought that the restaurant is unique and it has a good landscape and atmosphere, besides the writer has been done her job training in that hotel. The writer knows well how the situation and condition about the restaurant and it will make the writer easier while analyzing this paper. Furthermore, the writer limits this study analyzing the meaning of the menu. Besides that, the writer analyzes what kind of the procedures used to translate the menu from English to Indonesian language. Thus, the writer is only focus in analyzing food menu. Because the beverage menu is written in single word such as any kind of Juice, Coffee, Spirits, tea, Cocktails and others. If the writer keep on analyzing the beverage menu it will explain the ingredient and it will deviates from the topic.

1.4 Research Questions

As the writer described before, appeared several questions such as

1. What kinds of procedure are used to translate the menu of Belle Vue restaurant?
2. What are the meaning of the menu of Belle Vue restaurant?

1.5 Objectives of the Problem

1. To find out what kind of procedures are used to translate the menu of Belle Vue restaurant.
2. To find out what are the meaning of the menu in Belle Vue restaurant.

1.6 Significances of the Study

The result of the study is expected to give meaningful contribution to the writer herself and the readers generally in understanding how to translate and know more about the meaning of the menu at European style restaurant. The writer means to make everyone enjoy in hotel business, especially in restaurant and get interested in enjoyable make a research paper.

Theoritically this research contributes for relevance science development, interprets the phenomena that exist in society and enhance its capabilities. Then, to be expected to become a reference of how to find and analyze translation about foreign language menu and for further knowledge in learning translation.

Practically, this research can be a reference for the next researcher in tourism department, especially hotel and give new knowledge about menu from the restaurant, not only for next researcher but can give new knowledge for other people also. This research can become an example for the next translator and can inspire English Department Faculty of Arts and Letters's student to improve their creative skill of thoughts.