

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Gresik is known as the “City of a Thousand Cafes” (Iriyanto 2018). It is demonstrated by the annual increase in the number of cafes in Gresik. According to Ardian (2019), the café initially only served coffee drinks as the main menu; however, many changes have occurred, including the addition of other drink menus, snacks, and main meals. In the modern era, the language used on the menu is also evolving, with the menu frequently written in English. According to the study (Wijayanti, Bella Wahyu, Imro’atul Mufiddah 2018), cafes in Malang provide food menus in English more often. Meanwhile, the Taiwan night market offers a bilingual menu in both Chinese and English (Ke and Kuo 2013).

The dominant use of English can also be found in several Gresik cafes. Even the use of English in the café business has grown in popularity. As a result, customers are more familiar with terms such as milkshakes, brown sugar milk, rice bowls, toast, etc., compared to susu kocok, roti lapis, susu gula aren, etc. According to Thonus (1991), people perceive English as more modern, scientific, fashionable, and provides superior product credibility. It is in accordance with (Wijayanti, Bella Wahyu, Imro’atul Mufiddah 2018) research that revealed the use of foreign languages is more attractive, more selling, and classier. It is most likely the reason why business owners include English on their menus. Furthermore, it can help in attracting customers to the business. According to the research (Ke and Kuo 2013, 49) in the case of bilingual menus, bilingual menus can help some vendors in

Taiwan's night market attracts foreigners. It is also possible that the café owner in Gresik uses English in the menu for these reasons.

On the other hand, though English is often chosen as the language for business, including in café menus, according to the English Proficiency Index of the Indonesian people in the 2021 version of Education First, Indonesia is ranked 80 out of 112 countries, indicating that it is still in the low category. It means that Indonesian business people are still unaware of the situation of English at various levels in Indonesia, despite the fact that exposure to and need for English is increasing while Indonesian people's English proficiency remains low. Furthermore, from initial observations, customers visiting cafés in Gresik often inquired about the English menu. As stated by (Tauhidi in Tur 2019) English products will affect the customer's perception of the product. Therefore, this study focused on English usage on café menus and customers' language attitudes.

When a person acquires something through interaction with social objects or social events, he or she creates an attitude. According to Grosjean (1982), as cited in Khalid (2016), a person's attitude toward a language is formed whenever s/he comes into contact with it. It is a common attitude among people who speak the languages involved. This is a language attitude. According to Coulmas (2005) language attitudes are feelings or ideas that a person has about her/his language or other languages. As a result, this attitude will have a significant impact on the individual's ability to use a language.

Language attitudes can be either positive or negative. A positive language attitude, according to (Chaer and Agustina 2010), is a positive response to a

language that supports the existence of a language, whereas a negative language attitude is a negative response to a language that transfers pride in one's own language to another language. Furthermore, Baker (1992) explained that language attitudes are motivated by two types of motivations: instrumental motivation and integrative motivation. Integrative motivations are oriented toward language used in social or community settings, whereas instrumental motivations are oriented toward self-achievement.

Regarding the language attitude of customers of cafes in Gresik, this study is directed toward certain participants: workers, college and high school students. It is due to their familiarity with English. In fact, English is taught in Indonesia since first grade in elementary school (Maduwu 2016). However, workers tend to not use English while college and high school students still use English for their educational purposes. Since there are differences in familiarity with English between senior high school students, college students, and workers, this study is expected to be able to describe customer language attitudes based on occupation.

Further, several studies indicated gender differences in language attitudes. According to Wati (2018), male undergraduate students have more positive language attitudes toward English than female undergraduate students. Meanwhile, Paradewari and Mbato (2018) discovered that female learners have a more positive attitude toward English than male learners. Since gender also influences language attitude, this study investigates café customer's language attitude toward English menu based on occupation, and gender. As stated by (Baker 1992), research on

attitudes toward a language can investigate differences between individuals such as gender, age, or language background.

In order to reveal café customer's language attitude, this study gathered participants from three cafes: Gresik Empire, Pits-Stop Coffee Gold (KIG), and AADG (Ada Apa Dengan Gresik). These cafes are chosen because their locations are closer to the city center, the cafes use English in the menu, and most customers are workers, college, and high school students. While the data were collected through questionnaires and open interviews. The data then analyzed and statistically described using the theory proposed by (Baker 1992).

Language Attitude research is quite abundant, with various focus, domains, and regions. However, there are not many studies on customers' language attitudes. Previous study investigated visitors' language attitudes toward restaurant names written in Javanese, Indonesian, and English (Ilmi 2014). The result was that visitors had a favorable attitude toward Indonesian and English restaurant names, but a negative attitude toward Javanese restaurant names. Research on perception and language attitude toward the English menu were conducted by (Scudetto 2018), and (Aisyah 2019), and the respondents tend to show a positive attitude toward the English menu. While researches on language attitudes towards advertisement in different languages were conducted by (Syarifah 2018) and (Dwita 2019). Participants indicated a positive attitude toward English and Indonesian, but a negative attitude toward Javanese advertisements Syarifah (2018). On the other hand, Dwita (2019) demonstrated that English was successful in influencing consumer language attitudes.

In comparison to previous research, this study investigates language attitudes toward English in menus among café customers. This study dwelled into factors such as occupation and gender, including the motivation of customers' language attitude toward English usage in menus which is still under research. Thus, the results of this study may differ from those of previous studies and provide new insight on English usage in food and beverage sectors in Indonesia.

1.2 Statement of the Problems

1. What is the language attitude of customers based on gender and occupation toward the dominant use of English in the menus at Gresik cafes?
2. What motives are influencing the language attitudes of the customers based on gender and occupation toward the dominant use of English in menus at Gresik cafes?

1.3 Objectives of the Study

1. To reveal the language attitude of customers based on gender and occupation toward the dominant use of English in the menus at Gresik cafes
2. To describe the motives of customer's language attitude based on gender and occupation towards the dominant use of English in the menus at Gresik cafes

1.4 Significance of the Study

As stated earlier, the purpose of this study is to reveal the language attitude of café customers based on gender and occupation and discover the motives behind

the language attitude toward the use of English in the menu. Therefore, theoretically, this study is expected to contribute to the linguistic study, especially in the sociolinguistic study, particularly on language attitude analysis which relates to the attitude of an individual toward a certain linguistic phenomenon. It is also expected to be a reference for students interested in observing language attitudes in business and other sectors.

Practically, the writer hopes that this study may serve as additional information about café customer language attitude toward English in particular so that business owners can select the proper language for their menus. Secondly, this study is expected to provide information regarding the advantages of using English in menus.

1.5 Scope and Limitation

This study covers language attitude and motivations of café customers toward the use of English in menus at Gresik cafes. Customers from three Gresik downtown cafes participated in this study: Gresik Empire, Pits-Stop Kopi (KIG), and AADG (Ada Apa Dengan Gresik). These cafes are considered research locations because they are located in a strategic area of Gresiks city center, specifically in the Manyar, Kebomas, and Gresik sub-districts; and use dominant English in the menu. However, this study is focused on certain customers based on their occupation and gender and the number of participants is limited to 60 participants using purposive sampling. Due to the total population of the three cafes being unknown; hence, the data of this study may not be representative of the entire population.

1.6 Definition of Key Terms

Language attitudes : Feelings or ideas a person has about his or her native language or other languages (Coulmas 2005).

English usage : Usage refers to how certain words in a language or languages are commonly used (Cambridge dictionary). Thus, English usage refers to how the English language is used, spoken, or written in the community.

Customer : a person or group that purchases goods or services from a store or business (Cambridge dictionary).

Menus : a list of foods along with the prices (bill of fare) that are provided to customers (Kinton and Caserani cited in Sutaguna 2017)