

UNDERGRADUATE THESIS
THE EFFECTIVENESS OF USING ENGLISH IN MENUS

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F041171325



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APPROVAL FORM

Referring to the Dean of Cultural Sciences Faculty's decree number 1436/UN.49.1/KEP/2020 regarding thesis supervision, we hereby approve the thesis draft of Bernard Reynaldi Chandra (F041171325) to be further examined at English Department, Faculty of Cultural Sciences.

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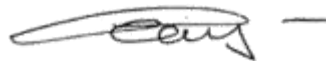
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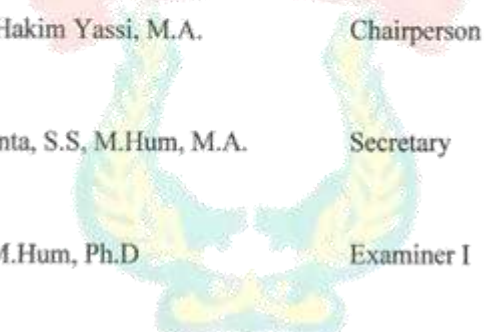
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Today, March 25th, 2021, the Board of Thesis Examination has kindly approved a thesis by **BERNARD REYNALDI CHANDRA** (Student Number: **F041171325**) entitled **"THE EFFECTIVENESS OF USING ENGLISH IN MENUS"** submitted as one of the requirements to obtain Sarjana Sastra (S.S) degree at English Department, Faculty of Cultural Sciences, Hasanuddin University.

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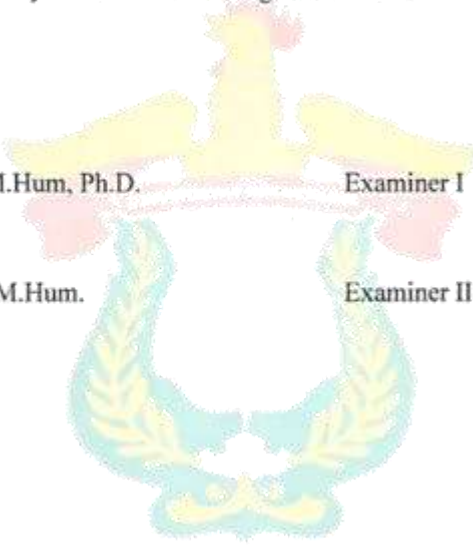
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The thesis of **BERNARD REYNALDI CHANDRA** (Student Number: **F041171325**) entitled "**THE EFFECTIVENESS OF USING ENGLISH IN MENUS**" has been revised as advised by the examiners on Thursday, March 25th, 2021 and is approved by the Board of Undergraduate Thesis Examination.

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STATEMENT OF WORK'S ORIGINALITY

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Hereby, the writer declare that this thesis is written by himself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except the quotations and references.

Makassar, March 25th 2021



Bernard R.Chandra

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ABSTRACT

Bernard Reynaldi Chandra, 2021, *The Effectiveness of Using English in Menus*, supervised by **Abdul Hakim Yassi** and **Karmila Mokoginta**

This research was conducted to find out the effectiveness of using English in menus. Following the statement, the author came up with two questions: 1) can menu written in English be considered more effective to attract customers than menu written in Indonesian language, and 2) between the two languages, which language is more familiar to the respondents when it comes to food and beverages?

In analyzing the data, the writer decided to use the qualitative design approach. There were 100 respondents from Makassar city, ranged from the age of 18 to 43 included in this research. The data were collected using open-ended and close-ended questions collected through Google form. The results were sorted by age in order to make it easier to analyze.

The findings of this research showed that majority of the respondents consider that English can be effective to attract customers with several reasons. The most common response was that English might enable restaurants to introduce local food and beverages to tourists. Moreover, English can be intriguing and stimulate curiosity when reading a menu. Another finding from this research was that majority of the respondents were more familiar with food and beverages items written in English. This means that the use of English in menus can be effective.

Keywords: effectiveness, familiarity, menu.

ABSTRAK

Bernard Reynaldi Chandra, 2021, *The Effectiveness of Using English in Menus*, dibimbing oleh **Abdul Hakim Yassi** and **Karmila Mokoginta**

Penelitian ini bertujuan untuk mengetahui seberapa efektif penggunaan bahasa Inggris untuk menu pada rumah makan. Maka dari itu, penulis memiliki dua pertanyaan yang mendasari pernyataan tersebut: 1) apakah menu yang ditulis dalam bahasa Inggris dapat dikatakan lebih efektif daripada menu yang menggunakan bahasa Indonesia, dan 2) diantara dua bahasa yang disebut, bahasa mana yang terdengar lebih familiar bagi responden dalam hal membaca suatu menu.

Dalam menganalisis data, penulis melakukan pendekatan dengan menggunakan metode desain kualitatif. Penulis berhasil mengumpulkan responden sebanyak 100 orang dari kota Makassar yang berusia 18-43 tahun. Data dikumpulkan dengan memberikan responden beberapa pertanyaan menggunakan metode open-ended dan close-ended melalui google form. Hasil dari form tersebut kemudian diuraikan dengan mengelompokkan responden berdasarkan umur.

Hasil dari penelitian ini menyatakan bahwa mayoritas dari responden memutuskan bahwa bahasa Inggris dapat dikatakan efektif untuk memancing kostumer dengan beberapa alasan. Mayoritas responden mengatakwn bahwa penggunaan bahasa Inggris dapat membantu suatu restoran untuk memperkenalkan makanan lokal kepada turis yang berkunjung. Lagi, bahasa Inggris dikatakan dapat memancing rasa penasaran kepada kostumer. Selain hasil diatas, penelitian ini mendapatkan hasil bahwa responden lebih familiar dengan menu yang dituliskan dalam bahasa Inggris. Ini menyatakan bahwa penggunaan bahasa Inggris dalam menu dalat dikatakan efektif.

Kata kunci: familiaritas, efektifitas, menu.

CHAPTER I

INTRODUCTION

A. Background

As a global language, English is known to undertake almost every country in the world; let it be as the country's main language or second language. Today, English is the number one most used language in the world; hence the usage of the language in technology, scholarship letters, media, and even a study subject in Indonesia. The English language is a "not-so" foreign language in Indonesia per se, but many people consider that English has a higher degree than the Indonesian language. Therefore, the majority of people who buy items will consider buying if something is sold in English.

As mentioned before, Indonesians consider English to have a higher level than their own mother language. This statement can be physically seen anywhere. For example, many seminars use English as their main title, but the language used during the event is Bahasa Indonesia. Another case of English being considered fancier than Indonesian is brand or logo naming in restaurants or café. In this case, people think that going to a restaurant with an English brand, with a full English menu, and a western-like environment is fancy. The factors that affect this might be highlighted by the existence of social and digital media, influencers, television, and many other sources that might turn people into thinking that English is better.

It is very apparent that when making a purchase, the majority of people would prefer their items to have exceptional quality. Consumers tend to judge a product through its attributes (Tauhidi, 2009), even go as far as not trying to understand nor examining the detail of the product thoroughly. However, one way to understand consumers' perception is not received through their awareness nor their rational thinking but from their emotional drive (Arnold, 1992). In this case, their emotions are drawn to the exterior of a certain product; could be the writing, image, or color display. When we correlate emotional drive and customers judgment in restaurant, one thing comes to mind: the menu. Menu is the first thing the customers examine when they are entering the restaurant; it is their first contact with the food and beverages. Many restaurants in Makassar provide menus with mixed language. However, the author noticed that the fonts of the English language are written in a rather larger font than the Indonesian one.

Example:

“Mixed-vegetables Salad with Peanut Sauce”

(Gado-Gado).

Gado-Gado is a well-known food in Indonesia, but in a restaurant, it has zero appeal if we compare it with the English name. In this case, the usage of English has already shown that this restaurant tries to invite the customers with a local menu but with foreign language names so they can be more

intrigued by the content of the food. It is visible that most restaurants will try to solicit the people's preferences before creating their menus; hence, the English language became the dominant language in their menu. People these days consider a restaurant as a prestigious place, and the application of the English language can boost the theme of this so-called "prestigious" restaurant.

While observing the attitudes of the customers, the author will also seek the linguistics aspects from the customers' perspective. It goes without saying, the author needs to captivate the essence of linguistics to prove scientifically that language has a significant role in determining customers' choices; in this case, understanding the benefits of using English.

When customers look at the menus, they often consider the price, the ingredients of the food and beverages, and the pictures. The visualization occurring during the reading process is called consumer behavior. It is the factors that affect customers through literally anything in their surroundings. The use of English in advertising with other language slogans had been recognized to attract the consumers' attention. Thus, inviting the author to figure whether or not that the English language attracts more people when reading a restaurant menu.

B. English Privilege in Indonesia

The growth of English language in Indonesian is not limited to education, international law, or for international meeting. English has grown past the need of traditional standard mentioned above. English now serves as a daily communication language, advertisement, branding, and many more. It is arguable that English might have more appeal to Indonesian citizens rather than their own language. As we all know, English is now the language claimed to be the International language, and of course with such great title, a pride follows behind it. In Indonesia, the English language can be seen as a social representation, a subject seen by the society that represent how certain people can be affected greatly by the language (Prayoga & Khatimah, 2019). There are several cases that can proof why English is considered to represent a high maintenance language. It is quite apparent that these days, many parents send their child to study or even master the English language in order for them to have a better education (sending them to International school or university abroad) rather than in Indonesia. In universities, many seminars are held each year using English as the headline, inviting people to join with English, and even set the advertisement fully in English. However, the usage of English in advertisement does not mean that the speakers will be speaking the language in accordance to the advertisement. This kind of advertising shows that people are far more intrigued when seeing English in the cover.

C. Identification of the problem

In this research, the writer noticed that many features help human mind in making decision, such as the positive impact that English could bring to the restaurant, theme of the restaurant, visual of the restaurant, and many more. It is intriguing to find out the role of language in determining people's decisions when reading a menu.

D. Scope of the problem

This research aims to find out whether English can be seen as effective for attracting customers from the point of view of a restaurant customer. It will mainly focus on the restaurant customers from age 18 to 45 living in Makassar.

E. Research Questions

1. To what extent is the English language considered to be more effective than Indonesian menus in attracting customers?
2. Between the two languages, which language is more familiar to the respondents when it comes to food and beverages?

F. Objectives of the Study

1. To see how English can be more effective for a menu than Indonesian to attract customers in a restaurant.
2. To figure out the familiarity of Indonesian people with western food and beverages.

G. Significance of the Study

After finishing this research, the writer hopes to give contributions and benefits for an academic and practical sphere, with hope such as:

1. Academic Benefits: Raising awareness about the growth of English language in Indonesia and try figuring out how to take further advantage of the language through its practice.
2. Practical Benefit: The result of this research may hopefully help other researchers for their research in studying customers' interest through the usage of English language.

CHAPTER II

LITERATURE REVIEW

A. Previous Study

The writer tries to support his research by seeking out important related research that deals with the food or brand usage in foreign language study. Comparing these researches will help the author's research even more. Based on other researches, the writer found some similarities and differences in each of the research. Below are the previous studies:

1. Tjandra et al. (2015) "Interferensi Bahasa Asing Dalam Penamaan Menu Makanan"

This research aimed to find out the perception young adults (aged between 18-20) on selected local foods and international foods. The purpose of this research was to reveal the decreasing use of Indonesian language due to the existence of English. The method they used in collecting their data was the quantitative-descriptive method. They gave a questionnaire consisting of some food names in Indonesian and asked whether or not this food would sound more appealing if they changed it in English. The result showed that out of 56 respondents, 84.3% agreed that changing the Indonesian words into English could make the food more appealing. Their findings stated that the Indonesian

language struggles to rise against the English language as it has less flavor to it. This intrigued the interest of the author, since customer's interest is needed when writing a menu, this type of research can help business owner to undermine what costumers are familiar with; food and beverages written in English or in Indonesian.

2. Vidyarini Dwita (2019) "The Consumer Attitude Towards the Language of Advertisements in Indonesia".

In her research, Dwita explained that Indonesian consumers have favorable impression of the English language as a symbol to ascribe a product that is advertised using English slogan. It is also mentioned that the use of English might not be effective to explain the product, but then again, people interpret the meaning differently from what the sellers intended because the use of English in Indonesia is different from the one used by the native speakers. Dwita mostly analyzed the attitude of those who were over the age of 25, one of the respondents stated that the usage of English encouraged them to find out the advantages that a certain product has, and if it was right, then they would just buy it directly. English in advertising has attracted customers not for the actual information contained in the advertisement, rather it was just the value of symbol in the English language that creates a reaction where a product with English language shows expensiveness, and high quality. Since

menu is considered as the contract between a customer and their foods, we can assume that menu is an “advertisement” that sells food and beverages.

3. Khasanah et al. (2015) “Fenomena Penggunaan Bahasa Asing dalam Penamaan Bisnis Kuliner di Kawasan Soekarno Hatta Kota Malang”.

This research was trying to find out why most restaurant owners named their restaurants with a foreign language. The reason they chose the culinary business around Soekarno Hatta district in Malang is that this place is crowded and has some of the most prestigious educational institutions around. The focus of this study was to analyze the people’s tendency to choose restaurants with foreign language and the impact it had on the Indonesian language. Their research uncovered that the use of other languages in naming a restaurant is to add more charm to it; that way, they can attract more customers. Moreover, the use of foreign language implies that this restaurant is prestigious, classy, and professional. Few owners also stated that by putting another language as their brand, they did not seem old-fashioned, but rather trendy. It made them an international level restaurant with exceptional quality in food.

These researchers above have similarities in which they seek to discover the impact of another language in particular products or brands. In the first research, the majority of the respondents agreed that the usage of the English language in naming foods and beverages could add more appeal to it. Meanwhile, in the other research, Dwita discovered that people would

interpret the usage of English in a particular product as quality assurance. It means that when they see a product written in English, they can guarantee the quality of the items. Furthermore, the use of English is mentioned to be able to stimulate people's curiosity towards the product. The third research mainly focused on the external factor and tried to see the language use from the perspective of the owner. The research mainly focused on understanding how the owner perceived the use of language and projected it into the mind of the customer.

As a helpful reading for this thesis, these researches solicit a few differences with this thesis. In **Khasanah** et al. (2015), they discovered that several restaurants owner put their signboard or given their restaurant name with English because it followed the trend; thus, attracting customers. While this thesis is focused on how menu written in English can attract more costumers. The other study conducted by **Chandra** et al. aimed to promote Indonesian language by looking at their respondents' familiarity with menu written in English. Nevertheless, they considered people's familiarity with English as a disadvantage as they acknowledge the English menu better than Indonesian. For this research however, the familiarity of people with English menu can be counted as one of the ways of showing the effectiveness of using English in writing a menu.

B. Theoretical Background

1. Menu

According to Seaberg (1971), menu is a piece, or a set of papers provided by restaurants, on which expressions and demonstrations of available dishes are printed. When a customer walks into a restaurant, the first thing they want to see is the menu, because menu serves as the first impression and the spokesperson of the restaurant (Bowen & Morris, 1995). In the environment where the author lives, most people spend around one to two minutes studying the menu with a foreign language, because English is not the first language. Considering the average time spent looking at an English menu, a concept of English being more interesting can be developed in a person mind when looking at the menu. Panitz (2000) contended that a menu with common and familiar descriptions would not attract sophisticated customers; certain words hold more marketing power than others. The author noticed several restaurant putting up extra vocabularies to enhance customer's interest such as *homemade*, *granny's*, etc. In his study, Panitz also include several words such as *roasted*, and *cooked in wood-fire oven* which can be more appealing than simply *fried*. For this research, the author decided to look solely on restaurant menus, not including cafes, street food, etc. because

the author believed that restaurant menu is more sophisticated in terms of writing. Restaurant menus are commonly using a list format, ranking down the menu from the appetizer, main course, dessert, beverages (Ann & Arnold, 1980), meaning the restaurant had considered everything they want the customers to see first. From that study alone, the author considered restaurant menus eligible for this research because it had been thought thoroughly before it got printed as the restaurant's official menu.

2. Restaurant

According to Barrows, Powers, and Reynolds (2012), the term 'restaurant' comes from the French word 'restaurant' which means 'restorer of energy'. In the mid-1700s the word restaurant meant a public place that gave soup and bread, but now the concept of a restaurant is more comprehensive. A restaurant is a for-profit foodservice operation whose primary business involves the sale of food and beverage products to individuals and small groups of guests (Ninemeier & Hayes, 2006). Every restaurant has its characteristics that could be defined based on its service, food, and pricing. Powers and Barrows (2006) divided restaurants into two types; the dining market (restaurants that primarily serve social needs; fine dining, casual dining restaurants) and the eating market (restaurants that primarily serve biological needs; quick-service restaurants). While cafés are also using English for their menu, the author decided to pick

restaurants due to the perception that restaurants are more likely to have proper English to maintain its high status.

C. Theoretical Framework

Before writing this thesis, the author had conducted a small research, by giving questionnaire, and asked whether people are more interested with Indonesian menu or English menu. This small research gave a breakthrough to the author, because majority of the respondents agreed that English written menus are either more eye-catching, appetizing, or have more class than the one written in Indonesian. Taking it further, in this research, the questionnaire has been made more in-depth, and the author tried to gather more respondents. Following the step of **Chandra et al.** in the previous study, the author would also like to know whether majority of the target respondents are more familiar with food and beverages that are written in English, or the one written in Indonesia. The take of this thesis is to look further than what Chandra et al. have researched before.