

# **CHAPTER I**

## **INTRODUCTION**

This chapter is concerned with the background of this study, the researcher of problems, purposes of the study significances of the study and also definition of key terms.

### **1.1 Background of the Study**

In daily conversation, people need partner to communicate. In communication, there are two or more people to understand what the communication is about. Every people which did communication will have role in communicating such as the speaker should give or have information to a listener. In communication there should be goals or purposes so that it will make a conversation between speaker and listener to be clear. It is also will give direct influence to speaker and the listener. Communication is the most important thing in daily activity; with communication it build engagement with other people. According to Hornby (2005) communication as process of interaction in a community to delivered and express the feeling and the idea in sharing information.

Nowadays in the modern era, there are many departments that need development in the field of communication. It means that the people who work in department should know or master the basic thing from that department. For the example the people who work in hospitality, they should use English with fluency and correctly. In specific department such as work in the restaurant to being waiters and waitress the people should master what kind that able in restaurant service, for the example like used Jargon. According to Merriam-Webster Jargon said as the language used for a particular activity or by a particular group of people, so jargon also can used to communication in each group, it is like a special word to another people but only the member of that group who really understand what the meaning from that Jargon. According to

Chaer and L. Agustia (2010) jargon is language that only used by some particular grouping in societies. Used jargon in societies mean as group identification, such as in hospitality and entertainment. Jargon can use in every department especially in the hospitality department such as Food and Beverage, Front Office and House Keeping department. In every department has a different Jargon it's make jargon have a different meaning.

According to Barber and Swales “ESP has in its brief history adopted various approaches to text analysis ,from the early register analysis associated with the identification of key grammatical elements of scientific communication” it means to create a various text in ESP it is need adopted and identify the grammatical elements in scientific communication. According to Dudley-Evans, (1997) , ESP or English for Specific Purpose is “defined to meet specific needs of the learners” it means this study used to give the full the needed from the students, for the example when they are students from doctor department, ESP have a function to teach all vocabulary about doctor department in English. Well they know the vocabulary about doctor in English. In another ways “ESP is centered on the language appropriate to these activities in terms of grammar, lexis, register, study skills, discourse and genre.” It means the material that student will learn is related to the activity like grammar, lexis, and skill. Moreover to teaching ESP has been develops procedures appropriate to learners whose main purpose is learning English for a purpose other than just learning the language system. In ESP there are three type which are English for Science and Technology (EST), English for Social Studies (ESS) and English for Business and Economic (EBE)

Moreover, hotel is one of the job-field that used jargon, in the hotel have many department such as HRD, Housekeeping, Front office, Food and Beverage and so on. To communicate to each other every departments have a different Jargons, like in Food and Beverage in the restaurant have two side which are product and also service, product mean the food and drink that make by the chef and bartender, and service mean the people who bring the order from the customer that is waiters and waitress. Jargon in product and service is different.

This research will focus to the Jargon that use in the service. The waiters and waitress have jargons like “ waiters friends” in the food and beverage department “waiters friends” means the things that waiters or waitress should bring when they on the work like note pad, pen, tray and also napkin. The another example like “A la Carte” it means the menu already have price in every items.

Restaurant is one of sector business in hospitality area. Restaurant as a tourism sector in restaurant focus on communication of waiters and waitress in outlet of Food and Beverage Department. According to Sujatno (2011) restaurant is “Restoratives which means a refreshing drug in the hope that it can provide refreshment for many people” restaurant come from France language that have meaning refreshing or to relaxing to get refreshment for many people. it means This study the researcher chose an analysis jargons that used in restaurant at The Lovina Bali because in this restaurant happens interaction between waiters and waitress and other staff too and use language very well in communicating with other people in restaurant area.

Food and beverage have two sides which are product and also service. In the product it means the food and drink and in the service means give service to the costumers. Service as the process of preparing, presenting and serving of food and beverages to the customers. According to Soekresno dan Pendit (1998:4) “food and beverage department is part of the hotel that takes care of and is responsible for the needs of food and beverage services and other related needs, from the guests who live or not stay in the hotel and are managed commercially and professionally” it means food and beverage have a job to give service to the guest like cook and bring the food that they order to eat, the first job from food and beverage department is to make sure the guest get their service and provide the best service to guests so that guests feel satisfied.

Based on the previous background, the research conducted research about jargon used by Food and Beverage in service especially in waiters and waitress at The Lovina. Based on the another research observation, not all people know or familiar with Jargon used in Food and Beverage in service. The manager of that hotel said the staff who work at The Lovina was normally from senior high school

because of that used jargon in Food and Beverage in service always there are misperception. Meanwhile, the researcher is interesting and observe, form of jargons based on the form word formation and the meaning of the jargons used in Food and Beverage Service.

## **1.2 Statement of Problem**

Based on the background of the study, there were four problems formulated as follow:

- 1.2.1** What are the Jargons that used in the waiters and waitress in Food and Beverage at The Lovina Bali ?
- 1.2.2** What are the forms of the jargons used in the waiters and waitress in Food and Beverage at The Lovina Bali view from their word formation?
- 1.2.3** What are the meaning of the jargon used in waiters and waitress in Food and Beverage at The Lovina Bali?

## **1.3 Purpose of the Study**

Based on the problems, the purpose of this study is expected to give information as much as possible to people who wants to know and learn in Food and Beverage service especially in waiters and waitress.

- 1.3.1** To identify what jargons are used in the waiters and waitress in Food and Beverage at The Lovina Bali.
- 1.3.2** To identify and analyze the linguistic form of jargon used by waiters and waitress in Food and Beverage at The Lovina Bali.
- 1.3.3** To identify and describe the meanings of each jargon used by waiters and waitress in Food and Beverage at The Lovina Bali.

## **1.4 Scope of the Study**

The scope of the study was to identify the Jargon used in The Lovina Bali. The research analyzed the use of the Jargon specially in the how many Jargon, in the form, the meanings of each Jargon used in Food and Beverage service especially in waiters and waitress at The Lovina Bali.

## 1.5 Significant of the Study

This study was expected can help the reader to know about Jargon in The Lovina Bali. The significant in this study were divided in two parts:

### 1.5.1 Theoretical Significant.

This study was expected to contribute to the development of knowledge, especially in the field of Linguistic and Sociolinguistic.

### 1.5.2 Practical Significant.

- a. For the other researcher.

The result of this study was expected to be the good sources and the guidance for the other researcher who conduct the study with same Theme about Jargon in Food and Beverage service especially in waiters and waitress.

- b. For the Student of English Language Education.

This study can improve the student who want to get work in Food and Beverage to be waiters and waitress, this study can be guidance to student.

- c. For the Lecture of English Language Education.

This study can be reference to Lecture in English Language Education especially in Tourism course to teach vocabulary about Jargon in Food and Beverage service especially in waiters and waitress