

CHAPTER I

INTRODUCTION

1.1 Research Background

One of the businesses visible in society today is the rapid development of coffee businesses or coffee shops in Indonesia. Coffee shops originally came from America, but in recent years in Indonesia, the growth of the coffee shop business has been very rapid. It has been presented with various exciting concepts. In this modern era, age is no longer an excuse for coffee consumers; everyone, from the older to the younger generation, has started consuming coffee. Coffee has become a lifestyle for people, especially children of the millennial generation. Coffee is not only a tradition at banquets, but in today's modern world, coffee remains the main item on the menu for people. Coffee has become part of communication because drinking coffee deepens friendship.

Based on data from the Ministry of Agriculture and Information System, domestic coffee consumption in Indonesia has continued to increase over the last five years. According to data from the International Coffee Organization (ICO), Indonesia will have the fifth-largest coffee consumption in the world in 2020/2021. The total is 5 million 60-kilogram sacks. ICO also added that, various cities throughout Indonesia have an excellent opportunity to build this coffee shop business because the coffee shop business can be said to be very promising in the modern era now, therefore human resources greatly influence the smooth running of a business. So coffee shop business owners must also be ready to look for and employ baristas or staff who have good performance and human resources.

Coffee shops in Indonesia are increasing, including in Singaraja and Bali. Singaraja is famous as an educational city with natural tourist destinations that are very popular with foreign tourists. Apart from that, Singaraja also has exciting culinary delights, and many coffee shops have recently started to appear. Thus, the owner of a coffee shop will compete to make good quality products and provide the

best possible service to increase and retain customers if a coffee shop business has a barista with good performance or human resources. A coffee shop can keep up with existing competition because the barista's performance greatly influences this. Apart from being good at using a coffee machine and mixing coffee, a barista must also have good communication skills.

Good communication is one of the skills a barista must have because baristas interact very often with customers. Good communication becomes one of the primary keys to create good service. One of the types of communication that a barista must carry out well is verbal communication. According to Kristiyani (2015), through good communication, a common understanding will be achieved between the organization and its public and in the end, it will always support the organization's activities. In the service, verbal communication is carried out through written and spoken language, while non-verbal communication is carried out through body language. Although non-verbal communication is often unplanned or less structured, non-verbal communication has a more significant influence than verbal communication in customer service. Non-verbal communication can be realized through speaking attitudes, eye contact, smiling, facial expressions, appearance and other body language. Through non-verbal communication, customers will feel how the service provider treats them. According to Goesth and Davis (2019), service quality is a dynamic condition related to service products, people, processes, and environments that can meet or exceed consumer expectations.

One realization of verbal communication is language expression between the barista and the customer. For example for greetings, the language expressions are “good morning, hi, hello, or how are you?” for offering help, the language expressions are “may I help you?” so it’s very important for a barista to know the right language expressions to be able to handle customers in a coffee shop. The use of proper language expressions when performing the procedures of work is very important to answer effective communication between baristas and customer. This is also important to make the customer feel comfortable so they will visit again.

This research will discuss of the language expressions used by the baristas of Temani Kopi. These has not been much research on this topic in the available references. This research will be conducted at Temani Kopi. This research will be beneficial for students for them to understand the proper language expressions they can use when performing job as baristas.

1.2 Research Question

Based on the background of this research, the problem formulation is as follows.

1. What language expressions used by the barista at Temani coffee shop?

1.3 Research Purposes

Based on the problem formulation above, the objectives of this research are as follows.

1. To find out the language expressions used by barista at Temani Coffee

1.4 Significance of Research

The significance obtained from this research are as follows.

1. This research is expected to provide an overview of language expressions used by the baristas at Temani Coffee when interacting with customer