

CHAPTER I

INTRODUCTION

1.1 Background of Study

Restaurant business is rapidly developing nowadays. According to Hayes (2017), a restaurant is a food service operation that brings profit, that main business includes selling food or drinks to individuals and guest in small groups. Language plays a pivotal role in the hospitality industry, influencing customer perceptions and experiences. According to Forsdale (2017), communication is an important element in work group, especially for waiters or waitresses in the restaurant. In the restaurant communication is very instrumental to facilitate the operational work. With good communication waiters or waitresses are inseparable from the language functions and language expression. Language expression and language functions are very useful for waiters or waitresses to give information to guest.

There is a hotel in Bali named Ayana Resort Jimbaran Bali, that implements high standard English language function and expression in serving customers or guest. It is a good model in restaurant communication that needs to be learnt by those who are willing to be restaurant staff especially waiters or waitresses. This hotel is located in Jalan Karang Mas Sejahtera, Jimbaran Bali. Ayana Resort Bali is one of the five-star hotel and this hotel also one of the luxurious hotels in Bali. The resort is a part of the larger Ayana Estate, which includes sister properties of Rimba Jimbaran Bali, Ayana Segara, and The Villas at Ayana Resort. The resort offers a variety of rooms and suites designed to cater to different preferences and needs. These include deluxe rooms, ocean view suites, club rooms and suites, and also private villas. Ayana resorts boast an impressive array of dining options, ensuring guest enjoy a diverse culinary experience. Some of the restaurants include, Scuca Restaurant, Kisik Bar and Grill, Rock Bar, Dava Steak&Seafood, Sami Sami, Ah Yat Abalone Seafood, and also Padi Restaurant. Ayana Resorts one of five-star hotel in Bali and they have motto committed to bring excellence service to the guest. That is one reason for writer to choose Scuca Restaurant by Ayana Resort Jimbaran Bali for conduct the research.

There were several studies conducted by some researchers. Purnamaningsih (2020) conducted research at Puri Saron Lovina, on the language expression used by waiters and waitresses. It was found out that there were 22 language functions and expression which

were commonly used. Sardianti (2020) conducted research at Grand Nikko Hotel, on the language functions and language expression used by waiters and waitresses. Indrisari (2020) conducted research at Enjung Baji Resorts, on the language expressions used by waiters and waitresses. It was found out there were 12 language expressions which were commonly used. The language functions and language expression were used to perform polite and professional service to the customer.

From this literature review, it was found that this research is still limited. Similar studies have never been conducted at Scusa Restaurant by Ayana Resort Jimbaran Bali. Therefore, since it has not been done by others before, this research will examine the language functions and language expressions at Scusa Restaurant by Ayana Resort Jimbaran Bali. The result of this study is expected to contribute significantly for the improvement of English for specific purpose especially English for Hotel and Restaurant.

1.2 Statements of the Problem

Based on the background, the problem can be stated as the following:

1. What are the language functions used by the waiters/waitresses in Scusa Restaurant by Ayana Resort Jimbaran Bali?
2. What are the language expressions used by the waiters/waitresses in Scusa Restaurant by Ayana Resort Jimbaran Bali?

1.3 Purposes of Study

From the formulation of the problem, the purpose of study can be formulated as follows:

1. To identify the language functions which are used by the waiters/waitresses in Scusa Restaurant by Ayana Resort Jimbaran Bali.
2. To identify the language expressions which are used by the waiters/waitresses in Scusa Restaurant by Ayana Resort Jimbaran Bali.

1.4 Significances of Study

The results of study are expected to be useful as follows:

1. Theoretical Significance

It can enrich the theory of ESP especially that concern on the language functions and expression by the waiters/waitresses at Scusa Restaurant by Ayana Resort Jimbaran Bali.

2. Empirical Significance

The result of this study can be used as empirical consideration in the future for researcher who wants to conduct similar research in food and beverage section.

1.5 Scope of Study

The study was limited in Scusa Restaurant by Ayana Resort Jimbaran Bali and may not be generalized to other restaurants or cultural settings. This study will provide valuable insight into the role of language in the hospitality industry, specifically in handling guests during join breakfast restaurants. Understanding the language functions and expression used can help to improve staff training programs, enhance guest experiences, and contribute to the overall success of the restaurant. Data collection will be dependent on the willingness of participants to engage in observations, and interviews. By exploring the language functions and expression used in Scusa Restaurant, this study aims to shed light on the critical role of language in delivering exceptional service and creating memorable dining experience for guests.

1.6 Definition of Key Terms

To provide clear insights and avoid misunderstandings about this research related to language function and language development expression.

1.6.1 Language Functions

Language function is a language used in the certain occasion and it has function like greeting, offering assistance, expressing gratitude, farewell, and etc. Richard and Long (2016) stated, language function can be used to express something based on situation.

According to Madani (2022), language generally functions as a social communication between two people. The existence of language is essential as a human tool for communication because language is the basis for forming words and combining phrases to become sentences that will be conveyed to another person. There is a hotel in Bali named Scusa restaurant by Ayana Resort Jimbaran Bali, that implements high standard English language function in serving customers or guest. It is a good model in restaurant communication that needs to be learnt by those who are willing to be restaurant staff especially waiters or waitresses. This hotel is located

in Jalan Karang Mas Sejahtera, Jimbaran Bali. Ayana Resort Bali is one of the five-star hotel and this hotel also one of the luxurious hotels in Bali.

1.6.2 Language Expressions

Language expression is a language which used by person to communicate with another person or only to show what does he or she fell at the moment. Sripurnami (2015) stated, language expression is the language used to convey meaning, ideas, emotions, and information. Language expression is one of the ways that we use for communicating with foreign people. Usually, language expression is used to make a good communication with foreign people. Language is the system of words or sign that people use to express thoughts and feelings to each other, while expression is the act of making your thoughts, feelings, known by speech, writing, or something.

Language expression is the act of expressing something by language Merriam Webster Dictionary (2024). Language in general has several characteristics that are used by human needs as tool for expressing themselves, communicating, organizing, adapting to social interactions and social control in their environment stated Laliyah (2018). There is a hotel in Bali named Scusa restaurant by Ayana Resort Jimbaran Bali, that implements high standard English language expression in serving customers or guest. It is a good model in restaurant communication that needs to be learnt by those who are willing to be restaurant staff especially waiters or waitresses. This hotel is located in Jalan Karang Mas Sejahtera, Jimbaran Bali. Ayana Resort Bali is one of the five-star hotel and this hotel also one of the luxurious hotels in Bali.

1.6.3 Scusa Restaurant by Ayana Resort Jimbaran

Scusa Restaurant is a dining establishment located at the Ayana Resort in Jimbaran, Bali. Known for its upscale ambiance and exceptional culinary offerings, Scusa specializes in Italian cuisine, featuring a variety of classic and contemporary dishes. As a part of Ayana Resort, it caters to diverse clientele, including international tourists and local patrons.