

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Bar is one of the most frequent visited places by adults that can be found in hotel or big cities. The type of glass, drink components, and the method of producing the drink are just a few of the terminology used in bar since different beverages require different way of serving. There are a lot of technical terms used in bar depends on its field. Technical terms are a phrase that describes a thing conceptually. The word “*word*” and “*term*” have different meaning in which “*word*” is a phrase or a word that has specific meaning (Cambridge University Press & Assessment, 2024). Moreover, Oktamovna and Nasriyevich (2021) mentioned that “*term*” is a phrase or a word that has specific meaning but it depends on the context. For example, “*Long Island*” means an island that is longer in size which is defined as a normal phrase. On the other hand, if “*Long Island*” defined as a term in which the context is related to bar or bartender, it defines a name of a drink.

Technical terms in bar are as important as learning letters before learning words and sentences which means it is one of a basic knowledge that is compulsory required before advancing to the following step since every person has their own basic knowledge structure (Cohen, 2005). Self-perception is not enough to gain knowledge unless it comes from reliable source (Cohen, 2002). Those who start working on initial situation is not be able to work properly since they cannot rely on their own perception. This study is based on the researcher’s initial experience when having OJT (On-the-Job Training) program at The Lovina Bali Hotel. The researcher finds difficulties on identifying technical terms used at Sunset Bar at The Lovina Bali Hotel

Insufficient knowledge related to the technical terms used in bar is mostly experienced by OJT students and start-up bartender/bar staff. Barustyawati and Suardana (2023) found that OJT students have insufficient knowledge related to the technical terms applied in bar when being involved to work in real-world-working situation. This leads to difficulties on recognising the technical terms in bar such as equipment, drinks, etc. while doing the task. 73% respondents consist of English for Food & Beverage (F&B) course students who had the OJT program at F&B Department confirm that acknowledging technical terms of products fundamentally provides a lot of benefit while performing set of progresses during the work.

This research is based on the researcher's own initial experience while having the OJT program at The Lovina Bali Hotel. The writer has experience difficulties on identifying menu, especially the glassware since there are various kinds of unknown terms applied at Sunset Bar at The Lovina Bali Hotel. Moreover, a preliminary survey involving 10 trainee students is conducted to collect information about their initial experience during their internship/OJT program at a number of hotel bars around Bali. The survey consists of 30 fill-in-the-blank questions related to technical terms in bar including drinks, equipment, and bartending techniques. The questions are formulated and are adopted from a number of references which include those from (Cousins, Lillicrap, and Weekes, 2014). The results show that all the 10 respondents earn an average score of 5.5 which indicates the respondents' product knowledge is low. These results are in accordance with the F&B supervisor and manager's information which is gathered in the previous study. Moreover, theoretical knowledge that is learned in educational institution is different to the real working world which might lead to difficulties for OJT students in performing the task.

Bar operation plays an important role to guests' satisfaction. The field ranged from the quality of the service, time management, appropriateness of the drinks, and many more. In order to achieve satisfying bar operation in bar, professionalism should be applied among all the workers, including OJT students who are still learning. For that reason, having a good preparation such as initial understanding related to the technical terms of products and service should be inquired, especially for OJT students. Wardhana and Sigit (2019) conducted a study on English for Specific Purpose (ESP) and found out that each sector of F&B Department needs particular language skill. The finding and discussion display that the study focuses to communication skill of restaurant bartenders and waiters with guests without mentioning basic knowledge about products and technical terms in bar. The present study focuses to identify technical terms used in bar which include products, glassware and equipment, and techniques. Another research conducted by Dewi (2017) which is focus to identify the most frequent questions asked by the guest at The Lovina Bali Hotel in which is purposed to give references for hotel receptionists or OJT students who are going to take training/internship program. Additionally, previous research by Artini (2017) about technical terms applied on online reservation context at The Lovina Bali Hotel also focus to give references related to technical terms used in online reservation at The Lovina Bali Hotel. Lastly, research by Ayuningsih and Maftukhah (2020) about direct and indirect influences of product knowledge in business involving word of mouth provide positive outcomes. These previous studies related to terms appear to be crucial for hotel and restaurant staff, and OJT students on their initial experience.

A study gap from the previous studies appears to be one of the reasons for the present study to focus on identifying technical terms used in bar. Another background of the present study is to provide reference for Foreign Language Major students, especially the English Language Education study program who are going to take the OJT program at The Lovina Bali Hotel. The data collection is acquired from

The Sunset Bar menu, books related to bar, and the bartenders at Sunset Bar at The Lovina Bali Hotel. The technical terms are identified through tables consist of the technical terms, definitions, and images. Therefore, this study provides reliable references for students from the same department mentioned above.

The focus of this research is to provide references for OJT students who are involved in the training program especially at the F&B Department at The Lovina Bali Hotel. Other studies related to technical terms at The Lovina Bali Hotel are conducted to different field of technical terms such as the front office. The present study is mainly focus to provide references in the F&B Department area at The Lovina Bali Hotel which has never been conducted at the present time.

### **1.2 Statement of Problems**

In relation to the background of the study, this research consisted of several number of problems as follows:

1. What technical terms are used at Sunset Bar at The Lovina Hotel Bali?
2. What is the definition of the terms used at Sunset Bar at The Lovina Hotel Bali?

### **1.3 Purposes of the Study**

In relation to the background of the study, this research consisted of several number of purposes as follows:

1. To identify the technical terms used at Sunset Bar at The Lovina Hotel Bali
2. To define the meaning of technical terms used at Sunset Bar at The Lovina Hotel Bali

## 1.4 Significances of the Study

In relation to the significance of the study, the researcher has great optimism as this research has plenty benefit to support different subjects in theoretical and practical uses as follows:

### 1.4.1 Theoretical Significance

#### 1. ESP Area

ESP area consist of subjects who are interested to certain area of English. This study provides references about the terms used in bar and it is expected to be helpful for those who are interested to F&B services especially at bar to have reference related to the technical terms.

#### 2. On-The-Job-Training Student/Start-Up Worker/Worker

This study is expected to provide numbers of technical terms at bar followed by the description of the term. The subjects mentioned might use this as a reference while performing set of progress or basic preparation knowledge about the terms before being united at a real-world job situation.

#### 3. Researcher

This study is based on the researcher's initial experience while doing the On-the-Job Training at Sunset Bar at The Lovina Hotel Bali. Therefore, this study is also expected to help the researcher to acquire sufficient knowledge about technical terms used in bar, especially at Sunset Bar at The Lovina Bali Hotel.

### **1.4.2 Practical Significance**

#### **1. On-The-Job-Training Student/Start-Up Worker/Worker**

The study focuses to identify the technical terms, definition, and the image which help OJT students who is involved in F&B service program to be able to run set of progress such as product knowledge when offering a drink and choosing the correct glassware for specific drinks.

### **1.5 Scope of the Study**

Terms is defined as specific words at specific context. The scope of the study is to identify list of terms used in bar. The term identification is followed by the definition together with the image. The data source of this research has limited range in which the data is collected through The Sunset Bar Menu, Equipment, and Sunset Bar Bartender. Then the data is defined using books related to bar and YouTube videos related to bartending techniques.

### **1.6 Key Terms Definition**

#### **1. Bar**

Bar is a part of Food and Beverage Department in hotel. This study is conducted at Sunset Bar at The Lovina Bali Hotel which is located at Kalibukbuk, Mas Lovina Street, Buleleng Regency, Bali, Indonesia. The hotel is known as one of the best hotel accommodations in North Bali since it is a 4-star hotel with a lot of facilities including a total of 93 bedrooms out of 11 room types, beach front swimming pool, restaurant, massage and spa, garden, bar and many more.



2. Definition

This study is purposed to identify and to define technical terms used at Sunset Bar at The Lovina Bali Hotel. Therefore, the definition of technical terms in this study is defined using references from trusted and reliable glossaries, dictionaries, and two bar books which are (1) ULTIMATE BAR BOOK: The Comprehensive Guide To Over 1,000 Cocktails by Mittie Hellmich and (2) Bartending For Dummies 5<sup>th</sup> Edition by Ray Foley.

3. Technical Terms

Technical terms consist of the identification and the definition. Each of the terms is taken from different kind of fields at bar. This study focuses to identify the terms related to drinks, glassware/equipment, and bartending techniques. The identification process is followed by the determination of the definition of each technical terms identified at bar.

