

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

English has been playing a big role in today global communication and growing impact on international youth today through movies, social media and pop music (Leech, 2006, p. 230). It has become an international language to communicate or building a relation. English is also known as the medium of communication in fields, such as science and aviation. People need to have a good knowledge in language skill to communicate and understand each other.

Media such as smart phone, TV programs and movies are some factors which increase the use of English. English is a language of developed countries. Western lifestyle can bring a great impact on any advertisement and social life. Nowadays, many young people are influenced by the Western lifestyle (Damira Akynova, 2014).

Nowadays, English is not only used by Western countries, but also by the Asian countries. Asian countries, such as Indonesia, have been including English as a required subject in school. Even some colleges make English as main language. For example in English department, Andalas University, all students must speak English during the class.

English is the most used language in international trade, especially between the big countries in this world (Leech, 2013, p. 229). Nowadays, many companies are looking for people who have the ability to speak English. Even many companies facilitate the use of English of their employees to communicate in business. According to Tsedal Neeley (2012), Hiroshi Mikitani, a manager of Japan's largest online marketplace, English is commanded as the official language for his company. This proves that English is one important element in business.

In culinary business, some businessmen are likely to use the English for their place branding or the menu in their restaurant or cafe. In fact, the use of English for food or drink's name will affect the price. For example, "*es teh*" in local restaurant only three thousands rupiahs, when it is converted into English it becomes "*iced tea*" in western restaurant, and the price becomes fifteen thousand rupiahs or more. This is probably due to the prestige of English language as an international language.

In Padang, there are lots of restaurant and cafe, especially in 'Pondok' area which is located in Sout Padang. They serve a good name and cozy place for the customers. Assuming from the name of restaurant or cafe, it makes young people to come to enjoy the place, to eat or just to hang out with friends. It is not only the place name that uses English but also the menu, wall decoration and any announcement are mostly written in English.

In fact, not all restaurants or cafes in 'Pondok' area that use English in terms of list of menu. There are still many restaurants that use Indonesian language or other languages for the name of food or drink. However, the writer is only interested to research for the restaurants or cafes that use English in terms of lists of menu.

Regarding to the source of this research, data come from a list of menu in restaurants and cafes in 'Pondok' area, South Padang. The owner of restaurants and cafes commonly have had a Bachelor Degree and ever went abroad for school and stayed for some time.

Based on the above phenomena, this research focused on the noun phrase structure in the menu list. The writer tries to find out the syntactical of noun phrase structure and interpret the patterns of the use of language from list of menu from all of the restaurants or cafes in 'Pondok' area, South Padang.

1.2 Identification of the Research

There are some following questions in this research, as follows:

1. What are the types of noun phrase structure used in the list of menu in restaurants or cafes in Padang?
2. What are the most dominant type of the noun phrase structure in the list of menu?

1.3 Objectives of the Research

The objectives of this research will investigate several things :

1. To describe the noun phrase structure types in the list menu in restaurant or cafe in Padang especially in 'Pondok' area

2. To find out the most dominant type patterns of the noun phrase structure in the list of menu in restaurants or cafes in Padang especially in 'Pondok' area

1.4 Scope of the Research

This research look at the use of English in culinary business. The products of food and drink and the reason of using English by the owner will be investigated. This research will be held in ten restaurants or cafes in Padang, West Sumatera, especially in South Padang. South Padang is a small place in Padang where there are lots of restaurant and cafe. The writer lives around South Padang, so that it is easier to conduct the research. Those ten restaurants or cafes have list of menu served in English language.

1.5 Method of the Research

This research is conducted by following three steps, they are collecting data, analyzing data, and presenting the result of the analysis.

1.5.1 Data Collection

Data is collected by doing an observation in ten restaurants and cafes in South Padang. The data were collected by take a picture of menu list in chosen restaurants. Then, menu list is identified to find out the structure of the NP. Next, all the NP is analysed based on the type discussed by Noel Burton and Peter Collins.

1.5.2 Data Analysis

After collecting the data, the writer analyzes the data by using the noun phrase structure. To analyze the noun phrase structure, the theory used is the theory from Noel Burton (2013) and Peter Collins (2000) about analyzing sentences and English grammar. To identify the head noun of noun phrase structure, the writer used deletion technique by Sudaryanto (1993).

1.5.3 Presenting the Result of Analysis

The result of the analysis, the writer make a syntactic class and function in the noun phrase structure. The function label is presented first and followed by the class label. Then, the writer will use the tree diagram to present the syntactic unit. After that, the writer will give some explanation and interpretation based on the analysis of the data.