

CHAPTER I

INTRODUCTION

In this chapter, the researcher stated the background of the research, statement of the problem, objectives of the research, significance of the research, scope of the research, and operational definition.

1.1 Background of the Research

In this modern era, traditional food has been replaced with modern food. Reporting from Medcom.id, 80% of people prefer to eat modern food. This phenomenon occurs in many parts of Indonesia, such as in the Central Java region. Many people in Central Java prefer to consume modern food because it is more popular than traditional food.

One of the cities in the Central Java region that has a lot of modern food is Kudus City. Kudus City is one of the cities in Central Java Province. Kudus City is famous as the City of Kretek. In addition, Kudus City also has many restaurants and cafes that are suitable for the current generation of teenagers to visit (Anindya & Lutfina, 2020).

Modern food has unique names such as food names in Europe that are unknown to most Indonesians. The selection of food names in Indonesia that are like the naming of foods in Europe is inseparable from the development of foreign cultures and languages in Indonesia. In fact, the naming of foods in Europe is mostly based on the vocabulary or lexicon that exists there and does not match the vocabulary or lexicon used by Indonesians in general. Thus, it is difficult for Indonesians to understand food names in cafes or restaurants that use foreign languages for naming. Food examples include Barbeque Strip, Flamin' Hot Wingers, The Cheeseyard, etc. While examples of beverages such as Bananut, Kiwi Wave, Lady Rose, Limelight, Strawberry Swing, etc.

Indonesian people in their daily lives generally do not use foreign languages to communicate. This is because Indonesian people have their own language that is

used to communicate with fellow Indonesians, namely using Indonesian. So, it is known that language is very important to be learned and also known by the whole community. Language is a means of communication between individuals in the form of pronunciation of sounds produced by humans. Basically, language is one of the important elements in knowing what humans mean. Thus, humans describe things using language.

In this field of language, there is an important term that needs to be known, namely vocabulary or lexicon. This is because the development of language cannot be separated from the development of vocabulary or lexicon. Vocabulary or lexicon in this context can be understood as the wealth of words in a language or complete words in a language (Hendra et al., 2021). From that explanations, it can be concluded that the lexicon is a number of words in a language that are used actively and passively that are scattered among the community or that have been united into a dictionary.

From all the explanations about foreign languages and lexicons, it can be concluded that they are interconnected. The naming of food and beverages is taken from a foreign language lexicon or vocabulary which is then used in restaurant and cafe menus. The use of lexicon or vocabulary in naming food and beverages in restaurants and cafes still pays attention to language elements that are understood by the Indonesian people. An example is the naming of "French Fries" where Indonesians understand the language better because it is more familiar to hear.

Previous research entitled *Pergeseran Bahasa Sunda Dalam Leksikon Makanan Tradisional Sunda Di Kabupaten Bandung Dalam Perspektif Sociolinguistik Mikro* by Wagiati (2018) shows that Sundanese language shifts in Sundanese traditional food lexicon in Bandung Regency are influenced by social factors such as globalization, migration, and demographic changes, as well as linguistic factors such as adaptation to language development. This shift has a significant impact on cultural identity and communication dynamics within the local community. This research uses a micro-sociolinguistic approach by

analyzing social interactions around language use in the context of traditional food.

Another article entitled *The "Spooky Menu" of Indonesian Culinary: Morpho-Pragmatic Perspectives* by Setiawan & Susanti (2021) found that the use of food menu names can be associated with mystical things that create a unique experience to attract customers. The morphological structure and pragmatic context of the words play an important role in the selection and interpretation of menu names.

Another research entitled *Bentuk Morfologi Leksikon yang Digunakan Dalam Tradisi Merariq Masyarakat Suku Sasak di Lombok* by Ihsani (2023) found that the lexicon used in the Merariq tradition of the Sasak people in Lombok has a rich and complex morphological structure. The words used often have distinctive roots and are changed by affixation or reduplication to convey deep meaning in the context of rituals so as to strengthen the cultural identity and cultural heritage of the Sasak tribe. This study uses a morphological analysis approach to explore the forms of words used in the Merariq tradition.

A similar article entitled *Kajian Penamaan Kuliner di Balikpapan Menggunakan Teori Semantik Ogden-Richard* by Simatupang & Setyawati (2023) shows that culinary naming in Balikpapan reflects local cultural characteristics, market preferences, and marketing strategies. The use of certain words in naming has connotations and implications that can affect consumers' perception of the product. This study uses Ogden-Richard semantic theoretical approach to analyze culinary names in Balikpapan.

Seeing the many lexicons in naming food and beverages makes researchers want to examine the use of lexicons in food and beverages in restaurants and cafes in Kudus City. The purpose of the researcher conducting the study is to explain to readers the vocabulary, word formation, and reference for naming food and beverages in restaurants and cafes. The previous research discusses the same thing about the culinary lexicon but what makes it different from this research is the

location in Kudus City while the previous research was in another city. Previous research also discusses the impact of the lexicon on the global era or traditional culinary lexicon on existing culture in the community, while this study is more about vocabulary or naming of food and beverages that use English.

1.2 Statements of the Problem

The research statement is usually formulated in the form of a complete question regarding the problem to be studied. For example:

1. What vocabulary and names are used for food and beverages in restaurants and cafes in Kudus City?
2. What is the structure of vocabulary in naming food and beverages in restaurants and cafes in Kudus City?
3. What are the vocabulary references in naming food and beverages in restaurants and cafes in Kudus City?

1.3 Objectives of the Research

The research objective describes the target or purpose of the research that conducted. The research objective is formulated in the form of a statement that is in line with the problem statement.

1. To identify what vocabulary and names are used for food and beverages in restaurants and cafes in Kudus City.
2. To explain the structure of vocabulary in naming food and beverages in restaurants and cafes in Kudus City.
3. To explain the vocabulary reference in naming food and beverages in restaurants and cafes in Kudus City.

1.4 Significance of the Research

From the results of this study, it is expected to provide several benefits, namely theoretical and practical benefits.

1. Theoretical Benefits

Theoretically, this research is expected to be a reference and benefit in increasing knowledge about vocabulary and correct pronunciation. Especially for ordinary people who do not really understand English so that they understand the pronunciation.

2. Practical Benefits

Practically, the results of this study are expected to be of benefit and input for all parties,

a. Readers

This research can provide information about the structure of word formation and references used in English food menus in restaurants and cafes, and add insight for readers.

b. Other Researchers

This research can provide references that are relevant to the related title, and is expected to help other parties in presenting information to conduct similar research.

1.5 Scope of the Research

Research on the food and beverage lexicon that aims to find out the vocabulary structure in naming food and beverages had cover 25 restaurants and cafes in Kudus City. This research will focus on food menus in restaurants and cafes.

1.6 Operational Definition

Based on the research title, there are three provisions that can be defined in the operational definition.

- a. Lexicon: Lexicon can be defined as a collection of words or terms found in a particular language along with their meaning, pronunciation, and additional information such as related words, synonyms, antonyms, and usage examples.

Lexicons are often organized alphabetically in dictionaries or in database form in online dictionaries.

- b. Naming: Naming is the process or practice of giving names or labels to people, places, things, concepts, or other entities. Naming allows us to identify, distinguish, and communicate about these entities in a clear and consistent way.
- c. Food and Beverage: Food is any substance consumed by humans or animals to obtain nutrients necessary for growth, metabolism, and other bodily functions. Beverages are liquid substances consumed by humans to quench thirst, provide hydration, and in some cases, provide additional nutrients.

