

CHAPTER I

INTRODUCTION

This chapter present the background of this research. It includes background of the research, research question, research objective, research significance, definition of key terms, and organization of writing.

1.1 Background

English as an international language has become something important in this globalization era. English is the most widely language in the world and this language is a native language for many countries. In everyday, millions of people will use English in their social life. Meyer (2002:22) says that English is the most widely spoken language not just in the world but in the history of civilization. English is widely used around the world, not just in countries in which it is a native language (Australia, Canada, Ireland, Great Britain, New Zealand, and United State) but in many other countries in which it is either a second language (e.g Hongkong, India, Kenya, Tanzania, and Singapore) or a foreign language (e.g most of Western Europe).

Indonesia is one of countries where many people use English in various aspect life such as education, technology, law, social, politics, economy. At this time, the use of foreign languages especially English has been applied in Indonesia. The use of English that we often find is the name of restaurant or café along with the food menu inside. Many entrepreneurs use English as the name of

their business place include the food menu name to attract their customer and looks more modern and classy.

Naming the food menu in a restaurant or café is a thing that shows the human creativity. Nowadays, there are many names of food menu that seems interest, creative, and innovative that can attract consumers to try and bought the food. Some variatif menu that we can find in restaurant or café are: *Orange Pouch*, *Vanilla Treasure*, *Greentea Frappe*, *French Fries*. Those menu are formed through a process of word formation that is not known by many people, even some of them do not know the meaning and the reason why the menu is named like that.

There is one of popular café in Indonesia which have many unique and interesting food menu name, that café is Warunk Upnormal. A modern cozy café that popular among young age, this café has been scattered in a lot of a big city, one of them in the Bandung city which already has many branch such us Ujung Berung, Jatinangor, Burangrang. Many people would spent their time in this place not only because the place is comfortable, classy, and cozy but also because Warunk Upnormal has their own uniqueness to attract the consumer. The unique thing that the researcher notice the most is the food menu name her is unique and unusual.

According to the phenomenon of naming a food menu in restaurant or café, the researcher try to analyze about the word formation process of naming of

food menu. Because the writer find that menu in restaurant and café is something interesting to discuss in terms of linguistic especially morphology.

Naming process of the food menu included in the study of structure word or commonly known as Morphology. Morphology is the study of the minimal meaningful units of language. It studies the structure of words. As a study of words, morphology also discussed about a word structure include word formation.

Plag (2003:10) says that Word formation itself is the formation of words that are obviously composed by putting together smaller elements to form larger words with more complex meaning. Bauer (1983:1) argues that the use of word formation is of value when the rules for the formation of words are not identical with the rules for the formation of sentences. It means that word formation is specifically formed words with the certain processes.

Some previous research that use a menu restaurant or café as an object and also discuss about word formation have done by some researches, they are: Sundari (2008) from Universitas Dipenogoro in her Magister thesis "*Proses Pembentukan Nama-Nama Menu Makanan Berbahasa Inggris Di Restoran Simpang Lima*" she discussed about the word formation process, phrase structure, and phrase type of English food menu names. She used theory of word formation, phrase structure theory and theory of phrase type. She found there are *derivation, inflection, coinage, conversion, borrowing, compounding, acronym and initialization, back formation, clipping, and blending*.

Another research that used food menu as an object was done by Sulastri (2011) from English Department UIN Sunan Gunung Djati Bandung, her thesis is “*Word Formation and Meaning Of Food Naming In Pizza Hut*” she discussed about the patterns of word formation naming in Pizza Hut and the lexical and contextual meaning which connected to the customers. Here, she made a questionnaire for customers. In her research, the word formation that she has found are: *Blending, Compounding, Derivational, Inflection, Clipping, Borrowing, and Conversion*.

The differences between some previous research and this research is the problem of research. The first research discussed about the word formation process and the phrase structure of naming an English food menu. The second research discusses about the patterns and meaning connected to the consumers but this research just focuses on word formation process and the meaning of an English food menu. Even though Sulastri's and Sundari's research focus on word formation. There are things that are not discussed by Sundari, it is the meaning of the food menu. And also Sulastri, which also discussed word formation but she does not discuss the meaning of the food menu lexically and contextually.

1.2 Research Question

According to the background of research above, the researcher will analyze word formation of English food menu through the question as follows:

1. How is the word formation process in English food menu at Warunk Upnormal?
2. What are the meanings of English food menu at Warunk Upnormal?

1.3 Research Objective

From the view of the background and the questions above, here are some purpose desire to be achieved by the researcher in this research:

1. To find out the process of word formation in English food menu at Warunk Upnormal
2. To understand the meaning of English food menu at Warunk Upnormal

1.4 Research Significance

Academically, this research is expected to give more understanding about the word formation process in form of naming English food menu in café or restaurant also with the types of word formation itself. It also giving some information about the meaning of English food menu in the café by using the theory about word formation and semantic.

Practically, the researcher hopes this research can give some benefit for the students to be used as an additional reference, gives more knowledge and information in morphology study especially word formation study. Hopefully, the reader can increase their knowledge and insight through this research for understanding the morphology and word formation study.

1.5 Definition of Key Terms.

Word Formation Process : The way of forming and creating new words

English Food Menu : The food available or to be served in a restaurant with English Language.

Warunk Upnormal : The cozy-modern café that famous among young-adult.

1.6 Organization of Writing

In order to present this thesis systematically, the researcher present it into five chapter with following organization:

Chapter I : Introduction

This chapter contains of background of research, research question, significance of research, definition of key terms, and organization of writing.

Chapter II: Theoretical Framework

This chapter contains some theories which used in this research. It provides of definition of morphology, morpheme, word and type of word formation, also a the theory of semantics.

Chapter III: Research Method

This chapter is elaborate the research design used in this research; include type of research, data and source data, technique of collecting data and technique of analyzing data.

Chapter IV: Data Analysis

This chapter explain the result of the data analyse which includes the word formation process in English food menu at Warunk Upnormal. And also the meaning of each English menu food in Warunk Upnormal.

Chapter V: Conclusions and Suggestions

This is the final chapter that provides the conclusions of the whole analysis and suggestion as arefernce to the next research.

