

CHAPTER I

INTRODUCTION

In this chapter, the researcher explained the background of the study research questions objectives of the study significance of the study, and the definition of key terms.

A. Background of Study

In the F&B industry, effective communication is the key to success in serving customers. Good communication is the foundation of great customer service. When you can communicate effectively with customers, you build trust and relationships that can result in repeat business and customer loyalty (Hyken, 2015). One important aspect of communication is the pronunciation of words in a language that is understood by all parties involved. In this context, coffee shops are an interesting place to learn variations in the pronunciation of certain words, especially since these words are usually found on the drink menu that customers often order. Even though it looks simple, the pronunciation of the word can vary depending on native English speakers and non-native speakers of the language. These variations can be influenced by factors such as geographic origin, social background, or even individual preferences (Tracy, 2011).

This has been mentioned in Surah Al Baqarah verse 263

قَوْلٌ مَّعْرُوفٌ وَمَغْفِرَةٌ خَيْرٌ مِّنْ صَدَقَةٍ يَتْبَعُهَا أَذًى وَاللَّهُ غَنِيٌّ
حَلِيمٌ

This Surah provides important teachings about the importance of communicating well and giving sincerely, without causing reproach or misunderstanding. This verse teaches that in communicating, both verbally and in writing, it is important to use good words. In the context of a coffee shop, barista need to use clear, friendly and polite words when explaining the drink menu to customers. This helps create a pleasant environment and makes customers feel cared for and appreciated. Good deeds and sincere giving are far better than alms accompanied by reproach or arrogance.

English has now become an urgent need in various aspects of life, especially in the increasingly globalized world of work. In the service industry such as coffee shops, English language skills are very important, especially for frontline workers such as baristas who interact directly with customers. The role of a barista is not only limited to serving coffee, but also includes effective communication with customers, both local and international (Covey, 1995). The ability to understand and use English not only helps baristas interact with foreign customers, but is also needed to understand various special terms in the world of coffee, most of which come from English. This includes the names of drinks such as *latte*, *cappuccino*, *espresso*, to the equipment used such as *coffee grinder*, *portafilter*, and others (Hoffmann, 2014).

In various big cities, coffee shops have become centers of dynamic social interaction. However, in smaller areas such as Rantau, the phenomenon of the development of modern coffee shops is also starting to increase. Naya

Coffee Shop, as one of the fairly well-known coffee shops in Rantau, is an example of a place where baristas are faced with the challenge of meeting increasingly high service standards, including mastery of English. Baristas at Naya Coffee Shop must be able to not only serve the best quality drinks, but also provide clear and friendly explanations to customers, including in English if necessary.

In reality, not all baristas at Naya Coffee Shop have a formal educational background in English. Many of them may have limited mastery of this foreign language, so the process of learning English is more often done informally, through daily interactions at work or through direct experience serving customers. This condition raises various questions about how baristas at Naya Coffee Shop learn English, what challenges they face in the learning process, and what strategies they use to improve their skills.

In addition, the presence of English in the menu and daily interactions at Naya Coffee Shop also presents additional challenges for baristas. Many terms on the drink menu come from English, so mastery of pronunciation and understanding of these terms is essential. Mistakes in pronunciation or misunderstanding of certain terms can lead to misunderstandings between baristas and customers, which can ultimately affect the quality of service and customer satisfaction.

This study aims to explore more deeply how the English learning process among baristas at Naya Coffee Shop in Rantau takes place. The main focus of this study is to determine the methods used by baristas in learning

English, both through formal and informal learning methods. In addition, this study will also identify the challenges faced by baristas in understanding and using English, and how they overcome these obstacles.

One of the important objectives of this study is to provide an overview of the impact of English language proficiency on barista performance, especially in terms of customer service. In this context, English is not only a means of communication, but also functions as a means to strengthen the branding of Naya Coffee Shop as a modern coffee shop that is able to compete in the midst of globalization. Baristas who are able to master English well can create a more professional and friendly atmosphere for international customers, which in turn can improve the image and reputation of the coffee shop.

Furthermore, this study is expected to contribute to the world of education and training in the service sector. By understanding the English learning process experienced by baristas at Naya Coffee Shop, it is hoped that more effective learning methods or approaches can be found, which can be applied by other coffee shops in training their employees. Structured and tailored training programs for employees can help improve their English skills, which in turn will improve the overall quality of service.

In this modern era, English proficiency is no longer a privilege, but a basic need that must be possessed by workers in various sectors, including the culinary and service industries (Schlesinger, 1994). Therefore, this study

is important to explore further how baristas, as one of the professions that interact a lot with customers, learn and use English in their work context.

This study highlights the importance of English in the daily work of baristas at Naya Coffee Shop Rantau. English is not only a means of communication, but also plays an important role in improving the quality of service, understanding the menu, and creating a better customer experience. Through this study, the researcher wants to know the methods of learning English by baristas, so that they can provide better service and improve their language skills in the workplace.

B. Definition of Key Terms

In order to avoid mistakes that lead to misunderstanding, there are several keys in this study. Key terms used in this study are defined as follows:

1. Barista

A barista is a professional who is responsible for mixing and serving various types of coffee-based drinks in a cafe or coffee shop. They are not only experts in coffee-making techniques such as espresso and latte, but are also responsible for providing friendly and informative customer service. Baristas often need to have a deep understanding of different types of coffee, brewing equipment, and the ability to communicate well in serving customers.

2. English

English is an international language used in various fields, such as business, education, and technology, and is a widely studied second language throughout the world. Mastery of English provides wider access to global information and cross-cultural communication. In the world of work, English language skills are essential for interacting with international clients, understanding technical literature, and keeping up with global industry developments.

3. Naya Coffee Shop

Naya Coffee Shop, with its Instagram handle @rumaanaya, is a modern coffee shop chain gaining popularity in Tapin. It offers a cozy and stylish ambiance perfect for catching up with friends, working on your laptop, or simply enjoying a cup of coffee in a relaxing environment. Address at A. Yani, Kupang, Tapin

C. Research Questions

Based on the existing background, the research problem can be formulated as follows:

1. How barista at Naya Coffee shop learn English?
2. What are the difficulties faced by baristas at Naya Coffee shop in learning english?

D. Objective of Study

The purpose of this research can be stated

1. To find out how baristas at Naya Coffee Shop learn English, either through work experience or other learning methods.
2. To identify the difficulties faced by baristas at Naya Coffee Shop in the difficulty of learning English.

E. Significance of Study

From this study researcher are expected to share theoretical and practical contributions.

1. Theoritically, This study is expected to provide theoretical contributions by adding to the literature on how to learn English in the workplace, especially in the service industry such as coffee shops. The results of this study will enrich insight into the informal language learning process, as well as factors that influence foreign language acquisition by workers in the non-academic sector. In addition, this study can also be a reference for further studies on English learning in the service sector.
2. Practically, this study is expected to provide input for the management of Naya Coffee Shop in designing a more effective English training program for baristas. By understanding the difficulties faced by baristas in learning English, management can provide appropriate support, such as language training, supporting materials, or direct guidance in the workplace. This study can also be useful for baristas themselves in developing better and more effective learning strategies in mastering English.