



THE PERCEPTION OF OWNERS AND CUSTOMERS TOWARD ENGLISH MENU AT CAFES IN PONTIANAK

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ABSTRACT

Developments in the business world are getting faster. These advances often require entrepreneurs to be creative and innovative, including entrepreneurs whose businesses are in the beverage and food sectors. The restaurant or café business with English menu in Pontianak city is also developing particularly in Gajah Mada and Adisucipto areas. This study aims to investigate the owners' purposes in using English in the menu at their cafes and to find out the customer's perceptions about the use of English in the café's menu. There were 15 customers and 2 owners of Kopi Viral and Adis.Coffee who participated as respondents and informants in this study. Data were analyzed using a descriptive qualitative method. The result of this study showed that the owners' use English in their menu to make them seem more exclusive, modern, and to educate customer. Customers' perception is in line with the owners'. They viewed the menu as more exclusive and modern. But customers prefer menu in local language.

Keywords: *English, menu, design, language*

INTRODUCTION

In 2019, the café business growth in Jakarta was predicted to reach 15% - 20% compared to 2018. Syafrudin, the chairman of Specialty Coffee Association of Indonesia (SCAI), predicts that café business growth rate will continue to increase by 35 – 40% Zuhriyah (2019). With the development of the café business, it will also help Indonesia's economy to become better. The café business of Pontianak city is also developing which is in Gajah Mada street. The writer has observed and found that there are several cafes in Gajah Mada street offer menus in English. While, not necessarily all Pontianak people understand English, and not all the business owners write a menu in English with no reason, so the writer is quite interested in doing this research.

Based on the previous research by Kaspere (2012), entitled "What's on the Menu? The English Versions of Menus of Some Top Restaurants in Vilnius" also explained that, the menu becomes a socio-cultural and linguistic phenomena. The menu is also serves as an informative text detailing the dishes and ingredients of a restaurant. Not only providing information, but the menu can also represent a country's culture. Then, the language used on the menu must be done precisely, so as not to cause miscommunication. The quality of English language in the translation of the menu is important because it will give the best impression to the visitor.

In this research, the writer focuses on the use of English language on the menu at three cafes in Pontianak area, which are Le Ponty Alfresco Lounge (Hotel Gajah Mada), Apostroffee (Hotel Neo), and 5G Garden Café & Lounge (Hotel Harris). Basically, the writer focus on the owner's purposes using English language at their cafes and the perception of customers about the café's menu written in English.

LITERATURE REVIEW

Language

Language functions as a tool for communication (Castillo, 2015), to convey messages to others (Sidiq, 2019). Moreover according to Santoso (2019), there are four functions of language:

1. Informative

Language plays an essential role in conveying information which can result in a reciprocal process between speakers.

2. Self-Expression

Language can be used to express everything that happens to a person, such as feelings, attitudes, emotions, ideas, and so on.

3. Adaptation and Integration

By language, everyone can adjust and mingle in community environment.

4. Social Control

Language can function to influence the attitudes and opinions of others. Both those who are in direct conversation, as well as listeners without direct communication.

Coffee Shop / Cafe

Along with the high consumption of coffee in Pontianak, the coffee shop business, commonly known as a cafe, also increases food and drinks consumption. This phenomenon creates great opportunities for entrepreneurs to start a cafe business. The coffee shop provides coffee drinks and a wide variety of interesting foods and beverages. Apart from food and drinks, cafes also provide education and unique experiences. For example, customers can enjoy the decoration atmosphere of a coffee shop.

Building a cafe business requires good planning to be competent in the business world, including creativity and innovation that is on target (Rahardjo et al., 2019). Giesen (2010) confirmed, business model innovation is essential in achieving the success of an organization or company. The growing era demands every company to innovate, adapt, and to the changes that keep occurring.

Customers' Perception on The Use of English in Menus

English is a global language and is a critical ingredient of a successful personality because English can be used worldwide. English language skills are essential in this modern era to communicate effectively and expand the global business environment. Generally, English is used in the world of education. However, nowadays, English is widely found in the business. Some examples are writing an e-mail, doing negotiations, making presentation materials, attending a meeting, or telephone, also in menu writing. English is used not only for domestic, but also to communicate with the international (V. C. S. Rao, 2017).

According to Baiomy (2016), the menu is a list of food and drink items provided in a restaurant. Several authors explained that a menu is a crucial marketing and selling tool. Menus can be written in multiple language. For example in Malaysia, Ismail (2019) confirmed, that there are also several menus in the of Research University that also use English language. The unique menu can attract customer's attention. Some of the attributes of the menu that essential in attracting customer's satisfaction are menu design, menu item description, and menu variety. Menu is also an objective that include communication and tangible evidence (Bowen & Morris, 1995). There are few explanations of menu design, menu item description, and menu variety.

1. Menu design is useful for impressing the customer. A well-designed menu can affect customer satisfaction. The National Restaurant Association identifies seven elements from the design menu: cover design, physical design format; typefaces and sizes; type weight; paper quality; color, and white space (Bowen & Morris, 1995).
2. The menu item description can build an image in the customer's mind about the restaurant he visits. A clear and attractive description greatly influences the purchasing decision

because the menu provides positive expectations about the quality of food and drinks offered by a restaurant (Wansink et al., 2005).

3. Menu variety is also an important attribute in the menu. In fact, “the menu variety has been debated in the literature for decades due to its strong contribution in generating revenue for the restaurant / cafeteria” (Ismail et al., 2019). The reason is that the menu provided has various variations and categories. In line with this, customers can try a variety of different food and drinks or not monotonous. In sum, the menu is an essential promotional aspect for the company because it has an important role, such as promotional media for companies, and is a supporting factor for customer purchasing decisions.

All customers decisions on the menu are the basis of a perception. Based on KBBI (Kamus Besar Bahasa Indonesia) (2019), “perception is an immediate response (acceptance) of something / the process of someone knowing things through their five senses.” In other words, customers’ perception are huge impact towards customer’s decision and it is affect the business profit. Hence, the business must influence customers’ perception towards reality by using a business strategy to make the profit higher. For example, the cafe business using an English menu to attract customers with simple word selection, so customers can be easily understood the English menu meaning. Fuentes – Luque (2017) confirm that, menus must be made in a professional, quality, and error-free manner so that customers can have a good perception and make decisions that satisfy both parties.

Empirical Studies

The writer uses these three journal articles in an empirical study to help the writer to do the research:

1. "The first journal research is written by (Choi et al., 2018) with the title “Consumer Response to Authentic-Language Versus English-Language Menu Labeling in Ethnic Dining”. This research is discussed about the comparison of the English menu between the authentic-language menu, spesifically to find out which menu do consumers like. The study used a menu labelling which English vs authentic as the object of NFCC (Need For Cognitive Closure) quasi-experimental and have a total of 171 U.S adults consumers as the subject to complete this study. The findings of this study show that, consumers with low NFCC prefer menus labeled with the authentic language, while the consumers with high NFCC more favorably the English language. Finally, the result of this study describes that menu liking positively affects consumer’s point of view toward the restaurant.
2. The second is a research with “Intelligibility of Thai English Restaurant Menus as Perceived by Thai and Non-Thai Speakers” title by (Duangsaeng & Chanyoo, 2017). This study uses a quantitative method with the T-Independent test with descriptive statistics such as the mean score, percentage and standard deviation were utilized for data analysis. The menus were retrived from Phra Athit Road, `Maharaj Road, Tha Phrachan (Phrachan Pier), Yaowarat Road, Khao San Road and Sukimvit Soi 38. The number of participants are 55 native Thai speakers and 41 international, the total is 96. The result of this research shows that Thai speakers pay more attention to the mistake in translating English menus into local languages. Apart from that translation, Thai speakers also found odd vocabulary or spelling in the menu as well. One of the reasons behind the results of this study lies in the participants' knowledge of English and Thai, so that speakers can identify difficulties and mistakes.

The similarity of this second research with the writer’s is the customer’s perspective about English menu. The writer would like to know how the subject of the research, which is the customers from seven cafes mentioned in Pontianak area, react the cafe’s menu.

3. The third study is “What’s on The Menu? The English Versions of Menus of Some Top Restaurants in Vilnius”, researched by Kaspars (2012). The subject of this study is the

customer of 25 Vilnius restaurants and cafes in Lokys, Neringa, Balzac, Graf Zeppelin, La Provence, Stikliai, Amatininkai, Bistro 18, Zoe's Bar & Grill, Belmonto kriokliai (Vila Gloria), Aula, St Germain, Vapiano, Da Antonio, Medininkai, Narutis, Brasserie de Verres en Vers (Radisson), Markus ir Ko, Zola vyninė, California Gourmet, Esse, Tores, Fiorentino, Steakhouse Hazienda, Debut Cafe. This study is also used the language of the menus from 25 restaurants and cafes in Vilnius as the object. The purpose of this study was to discuss the impression of English menu to the visitor.

The findings show that there are technical mistakes which is in spelling, which show poor knowledge of English spelling. All of them indicate negligence of the restaurant owner and / or translation agency regarding the quality of the translation. The next mistake is about grammatical nature, especially varied are suggestions to get information from the waiter, some article usage mistakes (*on a top* (on top)), also numerous word order and word usage mistakes (*fresh various vegetable salad* (various fresh vegetable salad)). Those all completely confusing to the visitor.

METHODOLOGY

This is a qualitative descriptive research. According to Perry (2005) “qualitative research have originated with anthropologists and sociologists who rely heavily on verbal description rather than numbers.” According to Sugiono (2010) descriptive research is a type of research that aims to describe factually, accurately data, and tries to describe phenomena in detail.

The research was conducted on Gajah Mada street Pontianak from March 2021 until May 2021. Purposive sampling method (Sugiyono, 2018) was used. The subjects of this research are the owners/marketing officer of three coffee shops or cafes in Jl. Gajah Mada. There are 15 customers and 2 owners interviewed in this research. The customers must have visited the cafe at least 2-3 times and they are grouped based on characteristics such as age, profession, etcetera.

The cafes that will be researched are Le Ponty Alfresco Lounge (Gajah Mada Avara Hotel), Apostroffee (Neo Hotel), 5G Garden Cafe & Lounge (Harris Hotel). The writer choose those three cafes because the writer had glimpsed it while on the road (pre-observation of Gajah Mada street). In Gajah Mada street, there are some cafes that provide menu in English, crowded with visitors, strategic location, unique, modern, and luxury decorations as the writer’s cafe criteria, but only these three cafes have the most dominant English language on their menu. The object of this research is the menu of the three cafes that predominantly use English.

Primary data were obtained through observation (Sugiyono, 2010), observing the menus at Le Ponty Alfresco Lounge, 5G Garden and Lounge, and Appostroffee located in Gajah Mada street, Pontianak. Primary data were also obtained through interview (Bastian et.al., 2018). The writer interviewed the business owners/marketing and customers of seven cafes in Gajah Mada street, Pontianak, with semi-structured method. The writer recorded the interview conversation’s audio as evidence or screenshot the text (via Whatsapp). The writer will use literature, e-books, and dictionaries that related to the research topic as secondary data (Sugiyono & Republik Indonesia, 2010).

The data were then analyzed using Huberman’s (2014) data analysis technique:

1. Data Condensation

“Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and/or transforming the data that appear in the full corpus (body) of written-up field notes, interview transcripts, documents, and other empirical materials.” In this research, the writer will give a code to the data like rename the audio record from default to something, also categorize the data, then transform the data become that show in complete corpus (body).

2. Data Display

The good appearance is the main criterion for a robust qualitative analysis. “All are designed to assemble organized information into an immediately accessible and compact form, so that

the analyst can see what is happening and either draw justified conclusions or move on to the next step of analysis that the display suggests may be useful.” The data display of this research is the voice recording and the observation sheet of seven cafes in Gajah Mada street.

3. Conclusion Drawing and Verification

From the start of data collection, the qualitative analyst interprets what things mean by noting patterns, explanations, causal flows, and propositions. Final conclusions may not appear until data collection is over, depending on the size of the corpus of field notes; the coding, storage, and retrieval methods used; the sophistication of the researcher; and any necessary deadlines to be met. The conclusion drawing and verification will be explained by the writer into the conclusion to make the data valid.

FINDINGS AND DISCUSSION

Observation Result

The observation was done by observing the English menu at Kopi Viral on Jl. Pondok Indah Lestari, Komplek Pawan Permai Mas 2 No.E1 and Adis.Coffee on Jl. Adisucipto No. 16, Pontianak. Based on observations made by the writer, it was found that the menu offered by Kopi Viral has a good appearance. With a simple design, font and sentences that made it easier for the writer to read the menu. Kopi Viral has a display menu with a fairly simple description.

The results of the observations on Adis. Coffee's English menu found that Adis. Coffee's menu display is quite interesting, the sentences of the menu can be easily understood, equipped with a product image, and the product name is according to the product reflection, so that the writer can guess what the main ingredients of the product are. For example: “Matcha Latte Taro”, the writer gets an overview of the main ingredients of the drink, the drink will be made with matcha and taro flavors. There is no price description on Adis.Coffee menu.

Interview Result

The customers perceived English menu as having a more exclusive and luxurious impression, even unique. According to VAN's opinion, "The English menu is very unique and makes me curious about the food or drink that is offered." The writer also gets customers' opinions regarding the influence of English on the price of food and beverage offered. Regarding prices, there were 12 customers who stated that English greatly influenced the price height because they used more premium ingredients and English was an international language as if it came from abroad, even though some products came from within the country. One example is "es teh" or "chicken sate" as a menu in Indonesian and "ice tea" or "chicken skewer with peanut sauce". Based on the above statement, it can be seen that the English menu seems more attractive.

There are 3 customers, IA, LS, KA, who have different perceptions that a menu can be expensive when using English. These customers perceived that a complete menu display can also give the best impression to the customers rather than the English language. Furthermore, what makes the menu more expensive is the place or building of the cafe, production costs, and other costs of the cafe itself. The more classy decoration and the building, The higher the price on the menu offered because the owners need to cover the costs incurred, including paying annual taxes or other expenses.

As for the results of the interviews conducted by the writer regarding whether the customers prefer menu written in English or Indonesian, almost all customers have chosen Indonesian. The customer's reason for choosing a menu in the local language because it is easier to understand without having to think or translate it into the local language. Nine of the customers also stated that it all depends on the conditions. When visiting a cafe that does use English, customers still have to deal with it. Furthermore, nine customers gave suggestions and

hopes the cafe's owner also considered adding additional descriptions to the menu to make it easier for consumers to choose the food or drink they wanted.

Based on the result from the interviews, it is shown that the two owners have the same perception about the purpose of using English menu at the cafes, that is, "even though I'm not good in English and there are still customers who do not understand English, I decided to use English on the menu." Ms. Victoria Nini said, "Over the time, my customers will understand my menu because customers usually share information, reviews and tell others about the menu at Kopi Viral". Otherwise, the two cafes owner used English menu to make it look more up to date in accordance with "English is recognized as one of the most expanded languages for the world-wide communication include business, it has attained global status" (P. S. Rao, 2019), and to give a more exclusive impression to customers. Based on the viewpoint of the owner of Kopi Viral, Ms. Victoria Nini, that education on the use of English must also be done in business too, so that all customers will familiar with the menu and do not judge that the price of a product is determined by the language used on the menu.

The writer asked the owners using voice call about the effect of menus on prices, the two owners spontaneously answered that English had no effect on the prices. In determining the price, the owners make special calculations. An example of a general calculation given by Kopi Viral owner, such as the total costs incurred divided by the available cups is the same as the capital yield of one glass and then, the owner adds some percentage (%) per glass on top of the initial cost of each glass, the percentage is called profit. Therefore, the use of pure English is only to give an exclusive impression and educational to all customers.

In addition, in this study the writer also found new findings that menu design and menu descriptions in English are unique strategies in business. For example, Adis.Coffee's menu used a black background menu design, attached some drink photos and simple descriptions to attract customers' attention. Adis.Coffee owner prefers to use a black background menu as a reflection of simplicity and elegance. The use of English on the menu is not mandatory, but it can be used as an appropriate alternative for business people in the food and beverage industry because English pronunciation is not that far from Indonesian pronunciation, such as "cafe" and "kafe", "coffee" and "kopi", and so on. The two owners have also agreed that the language on the menu can be mixed, for example Indonesian mix English "*menantea*" or "*mateamatika*". Based on the previous sentence, at a glance it can be guessed that the menu is a drink and tea-based which is modern and a bit comedy-themed, so it all depends on the tastes, strategies, and goals of each owner in determining the language to be used on the menu.

Based on the explanation above, it can be seen that the two cafe owners have the same purposes in using English on the menu, which are to make the product and cafe look more modern, seem exclusive, also impressive. In addition to the similarity in the purpose of using English menus found by the writer, there is another findings which is Kopi Viral will also educate customers about English through the menu offered that the use of English on the menu does not affect the price increase. All customers in this study admit that the English menu has a special impression. Menus that use English seem more unique, interesting, and exclusive. However, some customers also prefer to make transactions on the local language menu because it is easier to understand.

CONCLUSION

The conclusion based on the result of the research are as follows:

1. In this research, there are some purposes expressed by the owners in using English on the menu at the café. Those purposes are to create the impression of being more exclusive and following the increasingly modern times because English is the international language. Besides that the owner also educates the customer through the menu offered with the aim

that the customer does not think that an expensive product is influenced by the English language on a menu.

2. Regarding customer perceptions of English menus, all customers admit that menus that use English are very exclusive, even unique. However 14 of all customers prefer to make transactions using menus in local languages because they are easier to understand.

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