ANALYSIS OF LANGUAGE EXPRESSIONS USED BY THE BARISTAS OF TEMANI KOPI BULELENG

Ketut Agus Wirma Ardi Ferdian[1], Putu Ayu Prabawati Sudana[2], Putu Suarcaya[3]
Ganesha University of Education, Indonesia
agus.wirma@undiksha.ac.id

Abstrak: This research aims to analyze the language expressions used by baristas at Temani Kopi Buleleng. The research method used was qualitative with a case study design, using instrument observation checklist and interviews guide and subject in this reaserch is two baristas at Temani Kopi. This research presented the application of language expressions used by the two baristas at Temani Kopi. The researcher conducted observation using a checklist and interviews as part of the data collection process. The observations which were for five times, it can be seen that there is consistency in the use of language expressions used on different days, such as greeting, offering help, asking for orders, repeating orders, and offering recommendation menu, and thanking. However, it found that there were variations in certain language expressions used by baristas, especially in offering help and offering menu recommendations. It is hoped that this research can provide a better understanding of the practice of using language expressions by baristas, in the context of barista service with customers at Temani Kopi Buleleng.

Kata Kunci : barista, verbal communication, language expressions

1. INTRODUCTION

The rapid development in Indonesia today, especially in the tourism industry such as coffee shops, has become something new. Originating from America, coffee shop culture quickly influenced Indonesian society, showcasing a variety of interesting concepts. Regardless of age, coffee consumption is everywhere, especially the millennial generation who make it a lifestyle choice. Based on data from the Ministry of Agriculture and Information Systems, domestic coffee consumption has continued to increase over the past few years. In particular, in 2020/2021, Indonesia ranked fifth globally in coffee consumption, with an estimated total of 5 million 60 kilogram bags (International Coffee Organization, 2021).

This growing coffee culture creates good opportunities for coffee shop entrepreneurs in various cities in Indonesia, including the Singaraja and Bali areas which have their own charm. Singaraja, which is famous for its educational institutions and natural tourist attractions, has now become the center of attention for coffee lovers. In the midst of the development of the coffee industry, coffee shop owners are involved in intense competition to provide the best products and create the best service, which is important for customer satisfaction. In this competitive coffee shop industry, baristas have a very important role, because their performance and interpersonal skills have a significant influence on the success of a coffee shop. Apart from operating the coffee machine and mixing drinks, baristas must also have good communication skills because they often interact with customers.

Communication is the process of conveying information from one person to another, either in writing or orally. According to (Syamsuddin, 1986) language is a tool for forming thoughts and feelings, desires and actions, a tool for influencing and being influenced. To communicate with other people, we need to use correct expressions so that the person we are talking to understands what we say.

Several language characteristics that are commonly used in language expression are opening and closing, introduction and address systems, invitations, thanking people and replaying to thanks, apologize, expressing anger and resolving conflict, giving compliments and replaying to compliments, getting people and interrupting, agreeing and disagreeing, controlling the conversation, getting information (Tillit & Bruder, 1999).

Ketut Agus Wirma Ardi Ferdian[1], Putu Ayu Prabawati Sudana[2], Putu (2024). Seminar Nasional Trilingual Bahasa, Sastra, dan Pariwisata II. Volume 1

There is also a further explanation regarding the practical application of language expressions, which provides an understanding of the use of language expressions in the tourism industry. From analysis (Septiawan, 2020). Starting from language expressions at hotel receptions to analysis (Adnyana, 2021). Of waiters language in restaurants, these studies have been very influential in understanding the use of language expressions and their impact on customer interactions. Research (Ani, 2021). Regarding the language expressions of telephone operators at Sofitel Bali Nusa Dua Beach Resort and research (Wicaksana, 2023). Regarding language expressions in bartending operations at The St. Regis Bali Resort also provides an understanding of the use of language expressions, but there are slightly different variations. Through this theoretical analysis, it can provide a basis for researchers in analyzing the use of expressions made by baristas at Temani Coffee. This research discuss of the language expressions used by the baristas of Temani Kopi. These has not been much research on this topic in the available references. This research will be conducted at Temani Kopi. This research will be beneficial for students for them to understand the proper language expressions they can use when performing job as baristas.

2. METHOD

The research method used in this research is a qualitative approach with a case study design. Two baristas from Temani Kopi were chosen as research subjects because they often interact directly with customers. Data will be collected through direct observation, using an instrument in the form of an observation checklist to record the language expressions used by baristas when interacting with customers, observations carried out five times as well as an interview guide to obtain data related to the use of language expressions used by baristas in serving customers. By using this instrument, it is hoped that this research can provide an in-depth picture of the use of language expressions in customer service by baristas at Temani Kopi.

3. RESULT AND DISCUSSION

This research focuses presented the application of language expressions used by the two baristas at Temani Kopi. The researcher conducted observation using a checklist as part of the data collection process. Based on the observations which were for five times, it can be seen that there is consistency in the use of language expressions used on different days, such as greeting, offering help, asking for orders, repeating orders, and offering recommendation menu, and thanking. However, it found that there were variations in certain language expressions used by baristas, especially in offering help and offering menu recommendations.

Table 1. Language expressions used by the baristas at Temani Kopi

Language Function	Observation	Barista 1	Barista 2
Greeting	1	"Good afternoon, Madam welcome to the Temani Kopi. How was your day?"	"Good evening, Sir welcome to the Temani Kopi. How may I assist you?"
	2	"Good afternoon, Madam welcome to the Temani Kopi. How may I assist you?"	"Good morning, Madam welcome to the Temani Kopi"
	3	"Good morning, Sir welcome to the Temani Kopi. How may I assist you?"	"Good afternoon, Sir welcome to the Temani Kopi. How was your day?"
	4	"Good evening, Madam welcome to the Temani Kopi. How may I assist you?"	"Good morning, Sir welcome to the Temani Kopi. How was your day?"
	5	"Good afternoon, Sir welcome to the Temani Kopi."	"Good evening, Madam welcome to the Temani Kopi. How was your day?"
Offering Help	1	"May I help you Sir?"	"Are you need for coffee or non-coffee? And want it to be made hot or ice?"
	2	"Are you need for coffee or non-coffee?"	"May I assist you Madam?"

	3	"Are you need for coffee or non-coffee? And want it to be made hot or ice?"	"May I assist you Sir? "
	4	"Are you need for coffee or non-coffee? And want it to be made hot or ice?"	"Are you need for coffee or non-coffee? And want it to be made hot or ice?"
	5	"How may I assist you Madam?"	"Are you need for coffee or non-coffee? And want it to be made hot or ice?"
Asking About Order	1	"Do you want an extra shot espresso in your Hot Latte?"	"Do you have a request for a less ice or extra ice?"
	2	"Do you want an extra shot espresso in your Hot Caramel Latte?"	"Do you have a request for a less ice or extra ice?"
	3	"We also provide a snack menu from Temani to as an accompaniment to your coffee or drink"	"Do you want an extra shot espresso in your ice coffee milk? and do you have a request for a less ice or extra ice?"
	4	"We also provide a snack menu from Temani to as an accompaniment to your coffee or drink	"Do you want an extra shot espresso in your ice coffee milk? and do you have a request for a less ice or extra ice?"
	5	"Do you want an extra shot espresso in your ice coffee milk? and do you have a request for a less ice or extra ice?"	"Do you want an extra shot espresso in your ice coffee milk? and do you have a request for a less ice or extra ice?"
Repeating the Order	1	"I will repeat your order Madam, your order is hot latte and ice mocha. Are there additional orders?"	"I will repeat your order Sir, you order is v60 with Wanagiri beans. Are there additional orders?"
	2	"I will repeat your order Madam, your order is pandan latte. Are there additional orders?"	"I will repeat your order Madam, your order is regal milk. Are there additional orders?"
	3	"I will repeat your order Sir, your order is Americano ice and pancake. Are there additional orders?"	"I will repeat your order Sir, your order is chocolate ice and chicken katsu. Are there additional orders?"
	4	"I will repeat your order Madam, your order is hot latte. Are there additional orders?"	"I will repeat your order Sir, your order is brown latte with extra shot. Are there additional orders?"
	5	"I will repeat your order Sir, your order is lemonade long black. Are there additional orders?"	"I will repeat your order Madam, your order is rice bowl teriyaki and lemon tea ice. Are there additional orders?"
Offering Recommendation Menu	1	"May I recommendation variant coffee Madam, we have signature coffee from Temani it is ice Lemonade Long Black"	"May I recommendation variant milk based Sir, we have signature drink from Temani it is Orange Sunshine"

	2	"May I recommendation variant coffee Madam, we have best seller coffee from Temani it is Caramel Latte or Pandan Latte"	"May I recommendation variant coffee Madam, we have signature drink from Temani it is ice Dark Barry"
	3	"May I recommendation variant snack Sir, we have best seller snack from Temani it is Chicken Katsu or Banana Pancake"	"May I recommendation variant coffee Sir, we have signature drink from Temani it is ice Lemonade Long Black"
	4	"May I recommendation variant main course Madam, we have signature main course from Temani it is Rice Bowl Geprek or Rice Bowl Teriyaki"	"May I recommendation variant sparkling drinks Sir, we have best seller drink from Temani it is Fresh Barry or Green Day"
	5	"May I recommendation variant milk based Sir, we have signature milk based from Temani it is Regal Milk and Orange sunshine"	"May I recommendation variant coffee Madam, we have best seller drink from Temani it is Caramel Latte or Pandan Latte"
Thanking	1	"Thank you for visiting Madam, have a nice day"	"Thank you for visiting Sir, have a nice day"
	2	"Thank you for visiting Madam, have a nice day"	"Thank you for visiting Madam"
	3	"Thank you for visiting Sir"	"Thank you for visiting Sir, have a nice day"
	4	"Thank you for visiting Madam, have a nice day"	"Thank you for visiting Sir, have a nice day"
	5	"Thank you for visiting Sir, have a nice day"	"Thank you for visiting Madam"

The results of the observations which were done five times are as follows.

1. Greeting

   Barista 1 consistently starts the greeting and more often immediately offering help, but occasionally asks about the customers day, while Barista 2 consistently starts the greeting and asks about the customer day but occasionally also offers help.

2. Offering Help

   Barista 1 and Barista 2 consistently offering help and ask customer needs regarding coffee or non-coffee choices and whether they prefer hot or iced drinks.

3. Asking About Order

   Barista 1 and Barista 2 ask for specific request regarding the customer order, such as adding extra espresso or adjusting the amount of ice.

4. Repeating the Order

   Barista 1 and Barista 2 consistently repeat the customer order, checking whether it is correct or not and asking if there are additional orders.

5. Offering Recommendation Menu

   Barista 1 tends to recommend typical coffee or milk-based drinks, while Barista 2 suggests a variety of menu items including coffee, snacks, main dishes and sparkling drinks from Temani Kopi.

6. Thanking

   Barista 1 and Barista 2 consistently thank the customer for their visit and said have a nice day to customer.

This reaserch carried out with the aims of analysis language expression use by the baristas in Temani Kopi. This reaserch obtained of variations in the use language expressions by the Barista 1 and Barista 2 use

communication that sounds friendly by asking about the customer day, which has the potential to create a positive experience to customers and is also balanced by good communication which is focuses on customer request, which can be seen from the service of the two baristas. They consistently offering help and asks about customer needs. This approach ensures customers feel cared for and can easily communicate their needs and wants. Apart from that, two baristas always thank customers for their visit and said have a nice day to customer, so that make a more positive customer experience at Temani Kopi. This findings are similar to previous research conducted by Wicaksana in (2023) which said that there were seven language expressions at the stage of receiving orders by the bartender. Additionally, Adnyana (2021) stated that there are nine variations of language expressions said by the waiters when serving guests in restaurants. The language expressions used varied depending on the situation when serving guests. In this research, aside from the variations in the use of language expressions, there is also consistency observed in the table above regarding the use of language expressions such as greetings, repeating the order, and thanking by baristas. When using language expressions, especially in greetings, baristas always use "good morning/afternoon/evening, Sir/Madam" and also follow this by asking about news or offering help to customers. Septiawan (2020) also found something similar, saying that the use of greetings and thanks used by front office staff was always consistent in their use and front office staff always offering help to guest after greeting. So this expressions is used more often because it sounds more polite. Instead of using "hello Sir/Madam"

4. CONCLUSION

That results of this research found six language functions with different language expressions. Including: 1) Greeting, 2) Offering Help, 3) Asking About Order, 4) Repeating the Order, 5) Offering Recommendation Menu, 6) Thanking. Baristas use various language expressions in serving customers. Although there are variations in the use of language expressions, they always consistently adapt their interactions to customer requests and desires therefrom creating a positive experience for customers.

For students, can benefit from the findings as they showed the language expressions used by baristas in handling guests at the workplace. Students should learn the proper language expressions to be used according to workplace procedures to result in good communication with the guests.

For future research, it is recommended to examine more deeply the impact of language expression in the context of customer service in the tourism industry, especially coffee shops. in order to develop a new research.

5. ACKNOWLEDGE

6. REFERENCES

Syamsuddin, A.R. 1986. Sanggar Bahasa Indonesia. Jakarta: Universitas Terbuka Jakarta.

Tillitt, B., & Newton Bruder, M. (1999). Speaking Naturally. Communication Skills in American English (p. 128).

Masdakaty , Y. (2023, July 5). *Situs Jual Mesin, Grinder & Alat Kopi | Otten Coffee*. Ottencoffee.co.id. https://ottencoffee.co.id/majalah/sekilas-tentang-barista