

CHAPTER I

INTRODUCTION

In this chapter, the researcher present about : (1) Background, (2) Research Focus an Subfocus, (3) Problem Formulation, (4) Research Objectives, (5) Benefits of Research.

1.1. Background

English has become a universal language used extensively across various domains such as trade, tourism, education, technology, and the hospitality sector. The ability to communicate effectively in English has transitioned from a luxury to a necessity in today's interconnected world (John Benjamin Publishing Company, 2013). People from diverse linguistic backgrounds can communicate and comprehend each other effectively through English, facilitating easier cross-cultural communication, cooperation, and exchanges. According to Herlina (2023), English is taught to Indonesian students with the aim of enhancing their oral and written communication skills in the language.

Apart from that, Dewi Kartika Sari et al. (2021) assert that speaking English is a significant advantage for individuals aspiring to advance in their careers and explore the world. Strong English language skills are essential in numerous professions, especially those in commerce, tourism, hospitality, and international relations. Proficiency in English not only enhances employability but also provides a competitive edge in the global job market.

The description of life's reality is found in language. As social creatures, humans, communities, and nations (users) utilize language as a tool to connect and communicate with one another, expressing feelings about circumstances and events. Users' ideas and situations influence linguistic expressions. The way a society uses language reveals its cultural identity, and linguistic usage can reflect societal conditions. Language and culture are thus intricately linked, making linguistics a valuable tool for studying sociocultural reality. This research is particularly fascinating from a linguistic perspective because language users consciously and unconsciously adopt new terms through daily interactions, both online and offline.

According to Chaer (2007), "Linguistics is a science about language; it is the science that makes language the object of study." Chaer (2007) further explains that the word linguistics (corresponding to "linguistics" in English, "linguistique" in French, and "linguïstiek" in Dutch) is derived from the Latin word *lingua*, which means "language." In Romance languages, which are languages derived from Latin, there exist words similar or analogous to the Latin word *lingua*.

"Humans have two universals: language and food," states the book *Culinary Linguistics*. "Food provides more than just the basics of existence, and language offers more than simply the transmission of information. Both serve as significant loci for identity formation, socializing, and the daily creation and perception of the world as a purposeful and organized space." The book provides an overview of the field of culinary linguistics and conducts a thorough literature analysis on the relationship between food and language. It is the only periodical that offers a linguistic understanding of food-related topics and studies. This collection of

studies covers a wide range of linguistic domains, from historical methodologies to the teaching of English to non-native speakers, making it valuable for anyone interested in the general public's familiarity with two categories of cuisine: traditional food and modern food.

"The process of modifying our diets to fit the kinds of food that were readily available and the kinds of activities that the community engages in regionally," explains Sampathoio in Eliazer (2013), "has resulted in what we now call traditional food. This type of cuisine has been consumed regularly for generations, featuring recipes that cater to local tastes, respect religious or cultural beliefs, and utilize locally available foods and spices." Eating traditional meals was a prevalent eating custom in the past. Through generations of adaptation and development, traditional food has emerged as a reflection of regional dietary practices, incorporating local ingredients and culinary techniques while respecting cultural and religious considerations.

"A recipe is made up of various components that correspond to different stages in the food preparation process," explain Multi Karina and Titi Amrihati (2017). "Firstly, choosing what to cook involves making decisions about the desired outcomes of the process. Secondly, choosing ingredients sets up the necessary conditions for the actual food preparation, the third stage." According to these components, a potential reader of a cookbook expects three categories of information in a recipe: name, ingredients, and procedure. A good recipe is one that is easy for the reader to read, comprehend, and implement while preparing the food. Recipes are structured to guide cooks through the process of preparing a dish by providing clear instructions on what to cook, the ingredients required, and the

procedures to follow. The clarity and simplicity of a recipe are crucial for its effectiveness in helping readers successfully recreate the dish.

"Procedural text instructs the reader on how to do a specific task," state Delpech and Saint Dizier (2008). According to Derewianka (1990), the objective of a procedural text is to explain how something is carried out through a series of acts or processes. Additionally, Eco-linguistics is an interdisciplinary field of study that integrates linguistic ecology with language, where ecology, defined as the study of human-environment interactions, forms the foundation of this approach. Procedural texts serve the purpose of guiding readers through tasks by providing clear, step-by-step instructions. Meanwhile, eco-linguistics explores the intricate relationship between language and the environment, focusing on how language reflects and influences human interactions with the natural world.

"Linguistic strategies in the English language teaching process have a strong correlation with how students learn and understand the language," emphasizes the discussion. According to theories of language acquisition, such as Krashen's Input Hypothesis or Vygotsky's Socio-Cultural Theory, focusing on linguistic aspects like grammar, vocabulary, and sentence structure enables teachers to effectively enhance students' comprehension of English and foster improvement in their communication skills. Effective English language teaching hinges on employing appropriate linguistic strategies that address grammar, vocabulary, and sentence structure, supported by theories of language acquisition. These elements play a crucial role in facilitating students' learning and enhancing their ability to communicate effectively in English.

Based on the explanation above, "You can cover the importance of linguistic strategies in presenting traditional recipes and contemporary dishes, focusing on text procedures." The problems identified above aroused the researcher's curiosity to investigate linguistic strategies in text procedures in detail. Therefore, the research conducted was titled "Linguistic Strategy in a Culinary Context: Procedure Text Approach to Traditional Food and Current Cooking Recipes at SMK N 5 Palembang."

1.2 Research Focus and Sub focus

Research on "Linguistic Strategy in a Culinary Context: Procedure Text Approach to Traditional and Current Cooking Recipes" focuses on dissecting the language used in recipe compilation. The objective is to comprehend how readers' comprehension and execution of recipes are influenced by word choice, sentence structure, and the usage of culinary terms. The study also examines the effects of linguistic methods on readability, instruction clarity, and the overall impression conveyed to recipe readers.

Sub-focuses in the research on linguistic strategies in culinary contexts with a procedural text approach to traditional and contemporary recipes can include how language is utilized in specific communicative contexts. This strategy encompasses word selection, sentence structure, and information organization aimed at achieving desired communication goals.

1.3 Problem Formulation

In research on Linguistic Strategies in a Culinary Context using a procedural text approach to traditional and contemporary cooking recipes, the problem

involves understanding how the context of linguistic strategy influences language choices in composing procedure texts.

1.4 Research Objectives:

The objectives of this research on "Linguistic Strategies in a Culinary Context" using a procedural text approach to traditional and contemporary recipes are: "To explore how cultural context influences the choice of language and linguistic strategies in compiling recipe procedure texts."

1.5 Benefits of Research

Research on linguistic strategy in a culinary context, using a procedural text approach to traditional and contemporary recipes, can provide insights into how culinary information is conveyed. By studying linguistic strategies in the context of cooking, particularly with regard to procedural texts for traditional and modern recipes, one can gain an understanding of cultural history through historic recipes while also learning about the latest trends and developments in modern cuisine. The use of linguistic techniques can enhance dining experiences and facilitate the sharing of culinary knowledge across different generations and cultures.

Research on linguistic strategies in a culinary context, using a procedural text approach to traditional and contemporary recipes, can provide various benefits, including:

1. **Preservation of Cultural Heritage:** Emphasizing linguistic techniques in traditional recipes contributes to the preservation and propagation of cultural heritage. This ensures the survival and transmission of cultural values embedded in culinary language.

2. **Innovations in Culinary Communication:** Examining language techniques in modern recipes can reveal advancements in culinary communication, leading to more engaging and effective methods of information delivery.
3. **Enhanced Culinary Experience:** Improving users' comprehension of the cooking process through linguistic strategies enhances their culinary experience. Understanding the language used in recipes provides users with better guidance and support during food preparation.