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ICoSI International Conference on Sustainable Innovation

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This certificate is awarded to

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at The 1st International Conference on English Language
Teaching, Literature & Linguistics (ICoELTICs)
held from 30-31 July 2019 at the Universitas
Muhammadiyah Yogyakarta, Indonesia

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Chairperson of
The Third ICoSI 2019

dr. Iman Permana, M. Kes., Ph. D.

PROCEEDINGS

The 3rd International Conference on Sustainable Innovation 2019 (ICoSI)

ICoSI — International Conference on Sustainable Innovation

Focal Conferences

- **ISHERSs** (International Symposium on Social Sciences, Humanities, Education, and Religious Studies)
- **ISETH** (International Symposium on Engineering, Technology, and Health Sciences)
- **ICoSA** (International Conference on Sustainable Agriculture)
- **ICoELTICs** (International Conference on English Language Teaching, Literature & Linguistics)
- **ICIEFI** (International Conference on Islamic Economics and Financial Inclusion)
- **ISCEIE** (International Symposium on Civil, Environmental, and Infrastructure Engineering)
- **ICONURS** (International Conference on Nursing)
- **ASIAN COL** (Asian Conference on Comparative Laws)
- **ICISDE** (International Conference on Islamic Studies in the Digital Era)

Universitas Muhammadiyah Yogyakarta
Jl. Brawijaya, Kasihan, Bantul, Yogyakarta 55183, Indonesia

July 30 – 31   2019

Proceedings
The Third International Conference on Sustainable Innovation

ISBN No. 978-623-7054-15-3

Foreword ICoSI 2019

Assalamu'alaikum wr.wb.,

The Third International Conference on Sustainable Innovation 2019 has developed this proceeding. This event was held by Universitas Muhammadiyah Yogyakarta. It's a continuous work from the second one in 2014 which already published in Springer (https://link.springer.com/book/10.1007%2F978-981-287-661-4?page=1#toc). Unfortunately, the existence of the first conference cannot be traced down to provide the evidence of its continuity.

This book of proceeding is a remarkable work of scientific effort, trying to serve as a scientific showcase of vast range of field from technology and engineering, health sciences and nursing to social sciences, law, humanity, education and religious sciences. Basically, comprising all schools that exist in this university. At this point, it is a prove of a significant improvement from the previous conference in 2014. While, the previous event only covered three field of agriculture, economics and technology, current conference composed of 9 fields incorporating 9 focal conferences. Those are International Symposium of Engineering, Technology and Health Science (ISETHS), International Symposium of Social Science, Humanity, Education, and Religion Studies (ISHERS), International Symposium of Civil, Environmental, and Infrastructure Engineering (ISCEIE), International Conference of Islamic Economic and Finance Inclusion (ICIEFI), International Conference of Nursing Science (ICoNurs), Asian Conference on Comparative Laws (ASIAN COL), International Conference on English Language Teaching, Literature & Linguistics (ICoELTics), International Conference on Sustainable Agriculture (ICoSA) and International Conference on Islamic Studies in Digital Era (ICISDE).

The abundance of focal conference led to the massive participation and, of course, the richness of works presented, which to the other end meant the difficulty in the organization of the whole event. The complexity of the work can also be found in the selection process of the articles. Indeed, this proceeding has served as the basic platform for the selected participants to present their works apart from others indexed platform. Nevertheless, as can be seen from the articles, the quality of the works is still unquestionable.
With the theme of "Sustainable Innovation in Disruptive Era", this conference established two key points of "sustainability" and "innovation" which served as an umbrella theme for the 9 focal conferences. It is also a prove of a sustainability process following theme of "Technology and innovation challengers in natural resources and built environment management for humanity and sustainability" from the previous ICoSI 2014. The relevancy of those words has taken into a more prominent place, nowadays, with the emergence of current issue of sustainability in industry 4.0, where innovation is playing as a prominent factor. Therefore, this conference has successfully lift itself up to act as a showcase for academician, policy maker and students alike to give broaden perspectives of how to keep innovative in this disruptive era.

We are looking forward to seeing the next ICoSI 2020.

Wassalamu'alaikum wr.wb.

Preface ICoSI 2019

Assalamu'alaikum wr.wb.,

Welcome to the Proceeding of ICoSI 2019.

This book is a showcase of articles presented at the ICoSI 2019, composed of a various range of field incorporating the 9 focal conference. The production of the proceeding was based on the 9 focals, those are: International Symposium of Engineering, Technology and Health Science (ISETHS), International Symposium of Social Science, Humanity, Education, and Religion Studies (ISHERS), International Symposium of Civil, Environmental, and Infrastructure Engineering (ISCEIE), International Conference of Islamic Economic and Finance Inclusion (ICIEFI), International Conference of Nursing Science (ICoNurs), Asian Conference on Comparative Laws (ASIAN COL), International Conference on English Language Teaching, Literature & Linguistics (ICoELTics), International Conference on Sustainable Agriculture (ICoSA) and International Conference on Islamic Studies in Digital Era (ICISDE).

The ISETHS consists of two main field of technology and engineering, and health sciences with several topics: Mechanical engineering, Electrical engineering, Informational engineering, Industrial engineering, Environmental engineering, Medicine, Dentistry, Pharmacy, Biomedical, Public Health, and Health administration. Biomedical, Public health and Health administration.

The ISHERSs incorporates articles from various field those are communication, government studies, education, religious studies, and international affairs. Under the field of communication several topics are developed: journalism, marketing communication, broadcasting, advertising, public relations and communication and new media. The field of government studies comprises of democratic government, public policy and gender and equality. The field of education discuss about educational leadership, technology in education, teaching and learning, assessment, curriculum, cultural issues in education, instructional design and character education. The field of religious studies explores several topics range from Religious and Spiritual Discourses in the Digital World, New Religious Media and Shift of Religious Authority, Digital Religious Learning and the Formation of Self-Piety, The Role of Social Media in Religious Radicalism and its Eradication, Transformations of Religious Rites, Rituals, and Festivals in the Digital Era, Teaching Religious Studies in A New Digital World, Religious Communities and their Role in the Digital Economy, Interfaith Conversations and Debates in the Virtual World., The Future of Digital Religion: Strengthening or Destroying Conventional Religion?. Digitalization of Religious Texts and Interpretive Practices in Contemporary Society. The international relations dig deeper into the topics of Area Studies, Diplomacy and Foreign Policy, Security, Conflict and Resolution, Global and Transnational Issues, Gender and International Relations, New Thinking of International Relations Theory.

The focal of ICoSA discusses several topics include of food security, sustainable agriculture, natural resource productivity, Advances in biotechnology, information and engineering technology, management of agricultural practices.

The ICoNURS covers a various range of topics such as nursing education, bio-psycho-social-spiritual in nursing practice, palliative care, spiritual care, and other specialistic topics in nursing such as community, mental health, and surgical nursing.

For ICIEFI, this event served as the fourth international conference. Current event provided 4 sub theme under the main theme of "Balancing Innovation and Sustainability in Disruptive Era", those are: Islamic

Economics & Halal Industry, Economics, Banking and Finance Innovation; Assessing Environment Vulnerability, Energy Innovation, Ecotourism and Disaster Management; Islamic Philanthropy (Zakah & Waqf) and Innovation in Education, Health and Social System; and, Small Medium Enterprise, Fintech & International Trade in Industrial Revolution 4.0. All sub-themes were directed toward the spirit of sustainable economic development in disruptive era.

The ISCEIE focused on various field in civil engineering. It covered the field of: Structural Engineering; Construction Materials; Construction and Asset Management; Geotechnical Engineering; Transportation Systems and Engineering; Water Resources Engineering; Environment Engineering; Disaster Mitigation and Prevention.

The ICoELTICs covered a vast field of: Teacher Professional Development, Teachers' Identity, Teacher Training Education, Teachers' Competencies in the EIL 4.0, Pre-service Teachers Readiness in facing the EIL 4.0, 21st Century Skills and Training, Digital Literacy, Character Building in EIL 4.0, Best Practices of EIL 4.0 in School Contexts, Changing Policies in EIL 4.0, Curriculum Development, New Approaches, Methods, and Techniques, Current Trends in Assessment and Evaluation in Language Learning, Recent Issues in Literary Studies, Linguistics and Applied Linguistics, New Trends in Translation, Fostering Entrepreneurship and Innovation, Online and Distance Learning, The Implementation of E-learning Management System, Blended Learning: Effective Tools and Approaches, ICT-based Instructional Design in Language Learning, Immersive Learning with Augmented Reality/ Virtual Reality/ Mixed Reality, Revolutionising Higher Education with Artificial Intelligence, Gamification to Revolutionize Learning Experience.

The ASIANCOL explored the main topic of comparative law, within the perspective of location, geography, space or place. It also questioned traditional narratives of comparative law in the context of the increasing complexity of legal orders within, between and beyond states. The continuity of comparative law in contrast to the law of the states; the implication of this circumstances to the plural legal system; how does the different type of laws (dis/re)-located?

The ICISDE comprised of several topics: Quran and Hadith studies in the Digital Era; Islamic Theology, Philosophy, Mysticism, and Psychology in the Digital Era; Islamic Economics and Finance: Opportunities and Challenges of the Digital Era; Islamic law and politics in the Digital Era; Islamic Education: Opportunities and Challenges of the Digital Era; Islamic Digital Humanities; Innovation and Sustainability in Muslem world; Islamic Communication in New Media; Halal markets, brands, and industries; Islamic ethics in a social media communication; The Divergence of Islamic Authority in the Digital Era; Exploring New Ways of How to be Muslim and Pious in the Digital Era.; Islam and Socio-Political Transformation in the Digital Era; Islam, Radicalism, and Social Media; Islamophobia, Muslim advocates, and Social Media.

In the production of this valuable work, let me convey my gratitude. First of all, to Allah swt, the mighty God, who has given the blessing, so this event has accomplished fruitful. To the Rector of Universitas Muhammadiyah Yogyakarta, specially for the Vice Rector for Academic Affairs who has taken the responsibility to assure this event was accomplished successfully. To all the participants who have share their ideas and effort to presenting their works. To all faculty members of UMY; Dean and Vice Dean, who

have supported us in encouraging and supporting their faculty members in presenting their works. To all supporting staff of UMY in assuring the event was running very well. Last but not least, to all committee members of ICoSI, for their great effort and dedication; especially for the vice chairpersons who have given their full support, considering my paucity of experience and knowledge in conducting such a great event. For me they are not only associates but also the best of friends. Friends who have been spent the last year of sweat and tears to assure all preparation has done perfectly, almost. Just an expression, since there is no perfection in this earthy-world, except in Jannah; the day after. Thus, hopefully, Allah would give you all the best of rewards there, in syaa Allah.

Wassalamu'alaikum wr.wb.

Yogyakarta, 10 Desember 2019

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Persuasive Function in Food and Beverage Service: A Sociolinguistics Approach

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Abstract—**Language is an arbitrary symbol of sound system, which is used for social interaction, consists of form, meaning, and expression. The study of language (Linguistics) focuses on both aspects of micro and macro linguistics. This current paper belonged to the later, i.e. Sociolinguistics, as it discussed about the use of language in society. Specifically, this study was aimed to identify the use of persuasive functions in the context of Food and Beverage Service. The persuasive function is used for persuading and affecting the hearer (i.e. the customers) to try or buy the products offered. Focusing on the study of English for Tourism and Hospitality (ETH), this paper applied the phenomenology qualitative methods. The data were collected through observation, and analyzed using text analysis. The findings of the paper showed that persuasive functions were represented through micro functions, i.e. 'recommending', 'offering', 'promising', 'suggesting', and 'persuading'.**

Keywords—English for Tourism and Hospitality, Persuasive Function, Language Functions, Food and Beverage Service

I. INTRODUCTION

Language is something coming from the outside, from the speech community, something offered to the speaking subject from the tradition in the technique of speaking [1]. It is an arbitrary symbol of sound system, which is used by the speaking community to interact. Language is also pragmatic in that it functions to prove the truth and see the practical uses of human knowledge. Language, both oral and written, consists essentially of form, meaning, and expression. Language activities in any situation cannot be separated from competence and performance. Competence is the knowledge possessed by a speaker of a language about his language, while performance is a reflection of competence namely the use of language in the real situation [2]. The study of language, called Linguistics, not only examines aspects of micro linguistics, such as from the view point of phonology (the sound of language), morphology (word formation), and syntax (sentence arrangement), but also of macro linguistics, which connects language to the social environment (sociolinguistics), with human development (psycholinguistics), language with its natural environment (eco linguistics), and the use of language in everyday life (pragmatic). There is also a branch of linguistics, called Applied Linguistics, which analyses language learning, such as TEFL, TESOL, and ESP, as discussed in this article.

Language functions as a communication tool that can be used to express opinions, views, and help people understand each other so that communication can succeed [3]. Language activities actually refer to communicative interactions and rather than to a set of language rules. Thus, language learning

should be directed at the use of language in everyday contexts. Language learning is essentially an attempt to acquire oral communication skills with an emphasis on acquiring speaking skills and habituation in using language to communicate. Only by having good communication skills can speakers express themselves and learn to follow the prevailing social and cultural rules [4]. People speak because they have something to say. The activity of speaking does not constitute a simple reality but a complex one, since it involves other activities, some of them directly observable, and some manifesting themselves if we add something to the facts observed [1].

Foreign language learning generally aims to develop four language skills, i.e. reading and listening as receptive skills, writing and speaking as productive skills. The learning objectives are divided into three categories, the first is general purpose, where students learn the structure of the target language in terms of tenses, conjunctions, or word classes to meet daily language needs, while the second is for academic purposes, such as preparation for further study abroad, and the third objective is for specific purposes (English for Specific Purposes or ESP), to fulfill the needs for English in professional fields such as tourism, law, health, and finance. The basic principle of communication is language use. Among the four language skills, speaking is the main focus in foreign language learning [5].

Despite the current trend in TEFL, which tends to promote fluency before accuracy, linguistics knowledge is still compulsory to be given to the students of foreign language in order to raise their awareness of the language being learnt [6]. The teaching of structures in L2 is seen as a collection of prescriptive rules which indicates whether a grammatical form is correct or not [7]. The productive vocabulary knowledge of L2 learners could be predicted through their spontaneous speech production. It means that the more proficient L2 learners are, based on their productive vocabulary scores, the more spontaneous they could speak with fewer pauses and repetitions, and at a faster tempo [8].

On the other hand, the study of ESP is gaining more popularity in the tourism sector. English is very important as a media to expose the product knowledge and service. The world of tourism is closely related to hotels and restaurants, which provide accommodation for foreign tourists. The positions which mostly need English skills in hotels and restaurants are at the front office and the food service because the staff there are in direct contact with the customers. Services that have a high level of contact with customers require interaction between service providers and customers which are the determinants to satisfaction. Local wisdom

should be reflected in all aspects of service at the hotel, including the use of English [9].

This paper analyzed the use of language functions in food service. The findings in this study were expected to provide benefits both theoretically and practically. The novelty of this study–the formulation of persuasive function and its representations–may enrich applied linguistic theories and become a reference for language researchers to conduct similar research in the future. The use of language functions in the food and beverage service may contribute to the development of English learning in tourism and hospitality context. This study offered a meaningful contribution to the improvement of service quality in the restaurant, by providing useful phrases which were applicable in upselling the products, as well as minimizing guests' complaints due to lack of communication skills.

II. LITERATURE REVIEW

The A restaurant is a place where the room is specially designed and managed commercially to provide service and presentation of food and beverages intended for the general public [10]. Servers are restaurant employees who are in charge and responsible for serving food and beverage needs for guests in a professional manner. It can be said that they are the spearhead of the business because they play a role in providing guest satisfaction, which indirectly will benefit the restaurant.

The main purpose of food and beverage service is to sell as many food and drinks as possible at a price that has been determined according to standards, provide the best possible service to guests, to get the maximum benefit with business continuity. This study focuses on the use of English in the field of dish management with the consideration that the servers are in charge of serving guests to eat and drink so that they have more opportunities to communicate directly with guests using English.

There are two terms that are most often used in the food and beverage service, namely: service and hospitality. Service is an action to fulfill the wishes, needs, and expectations of guests or consumers. Restaurants provide services to meet the expectations of every guest who comes, for example, clean tables and cutlery, and healthy food [11]. Hospitality means creating a pleasant atmosphere as long as guests are in the restaurant, for example, greeting guests kindly, smiling, remembering guests' names, knowing food ordered, and anticipating guest needs [11]. Both of these, service and hospitality, are the most important elements in the restaurant business that can make guests want to come back, and be able to increase sales in restaurants. Satisfying service to guests is also a means of selling restaurant products, namely food and beverages offered, so as to increase revenue on sales. Therefore, good knowledge about sales is also an important thing for a server.

When serving guests in a restaurant, a server must follow several work procedures called the sequence of service. In general, guest service procedures in restaurants can be described as follows [12].

(1) Welcoming guests
(2) Seating the guests
(3) Checking comfort and seating arrangement
(4) Serving water
(5) Presenting menu
(6) Taking order
(7) Recommending
(8) Repeating orders
(9) Presenting food and drinks
(10) Checking guests' satisfaction
(11) Offering dessert
(12) Clearing and crumbing
(13) Presenting the bill
(14) Thanking the guests and farewell

Meaning is the purpose, aim or function of language, whereas expression is valid as far as it is an instrument of the purpose, aim or function of language [1]. The act of speaking, saying and knowing, is apprehended and purposefully transformed in its way of being, created in the conscience of the speaking, saying and knowing subject.

'Functions' focus more on the purpose of the speaker than the effect on the listener. They involve the purpose of the language in general (macro function), and the action carried out by speech specifically (micro function) [13]. The function of language is basically the goal achieved by language, for example stating, asking, responding, greeting, saying farewell words, and so on [14].

G. Leech [15] divides the communicative functions of language into five, such as: 1) Informational functions to convey information; 2) Expressive functions to express the feelings and attitudes of speakers; 3) Directive functions are used to influence the behavior and attitudes of others; 4) Aesthetic functions, the use of language for the sake of the work itself without hidden intentions, for example in poetry; 5) Phatic function, oriented to means of communication with the aim of keeping the lines of communication open and to maintain good relations in society. Four of the five language functions proposed by G. Leech [15] are very suitable to be used as an analytical knife to identify the representation of language functions in the field of food service, namely informational, directive, expressive, and phatic functions, while an aesthetic function (which tends to be poetic) may not be suitable to be applied in the language variation in restaurants which are mostly informative.

Meanwhile, M. A. K. Halliday [16] divided language functions into seven categories described as follows An instrumental function is the function of language to manipulate the environment, and to create certain situations or events; 2) Regulatory functions, namely the function of language in controlling circumstances or events; 3) Representational functions, namely the function of language to make statements, convey facts and knowledge, explain or bring back reality as people see it; 4) Interactional function, which is a language function that refers to its function as an interacting tool; 5) Personal function, which is a language function that implies the meaning that language is a tool to identify oneself; 6) Heuristic function, which is used to obtain knowledge; and 7) Imaginative functions, which can be used to imagine or create ideas. The most appropriate with the objective of this research is the fourth function, namely interactional functions that mainly aim to interact. This function requires a speaker to understand cultural values including politeness that applies in certain language.

Previously, K. Bühler [17] argued that language could fulfill three functions: i.e. representational functions, conative

functions, and expressive functions. 1) Representational functions are carried out by signs of language, e.g. text, utterances, sentences, etc.; 2) The conative function will be fulfilled when the text asks the reader or listener to do something, mentally, emotionally or physically, and influences their behavior, and 3) Expressive function will be achieved when the text is able to express the inner state of the writer or speaker. Whereas, R. Jacobson [18] divided language functions into six, namely: 1) Emotive function, used in human feelings as a tool to express themselves; 2) Conative function, used to motivate others to behave or do something; 3) Referential function, used to discuss a problem with a particular topic; 4) Poetic function, used to convey a specific message or message; 5) Phatic function, used to greet each other simply to make contact with others; and 6) Metalingual functions, used to discuss language problems with certain language.

The four theories of language function were then reformulated in D. Lestari [19] which was adjusted to the use of language in the restaurant, called the food service, which was described as follows: 1) Informative function is used to exchange information represented in the function 'explain', 'state' , and 'ask'; 2) The directive 'ordering' function is refined to 'invite' or 'ask'; 3) The interactive function is identical with the effort to create as well as to maintain harmonious and communicative interactions between participants, which is represented in the function of 'greeting', and "chit-chatting'. 4) Indicative functions are used as markers in a conversation, which are realized in the function of 'thanking' and 'apologizing'; 5) Persuasive functions are used when offering and providing alternatives to guests with the aim of selling restaurant products; and 6) Permissive functions to create comfort and smoothness in a speech event. The use of non-standard English that remains acceptable, the use of intonation, and the use of passive forms is the representation of permissive functions.

The taxonomy in table 1 shows that the extended study of language functions is getting more interesting to discuss, especially if it is associated with studies outside the language, such as tourism and hospitality. In food and beverage service, the language function mostly used is the informative function, that is, when the waiter provides information to guests about the menu or facilities available. Therefore, the problem raised in this study is: how is the function of informative language represented in the expressions of language used in restaurants? The findings in this study can be used as a needs analysis and contribute to the preparation of ESP learning materials, especially in the field of tourism and hospitality.

TABLE 1: TAXONOMY OF LANGUAGE FUNCTIONS (LESTARI, 2017)

Leech (1974)	Halliday (1973)	Bühler (1965)	Jacobson (1960)	Lestari (2017)
Informational Directive Phatic Expressive Aesthetic	Representa-tional Instrumental Interactional Personal Imaginative Regulatory Heuristic	Represen tational Conative Expressive	Referential Conative Phatic Emotive Poetic Metalingual	Informative Directive Interactive Indicative - - - Persuasive Permissive

1) Interactive function

The interactive functions are synonymous with efforts to create and maintain harmonious and communicative interactions between participants. One of the micro functions of interactive functions is the 'greeting' function, which is generally used to initiate conversations. This kind of activity do not contain important exchange of information, but only to make small talk. However, the function of 'greeting' does not only aim to maintain interaction, but also can be used to provoke listeners to express or 'declare' their objectives, for making reservations, changing or canceling or simply asking information about the restaurant. For example, when the reservation staff answers the telephone by saying: "Good morning, Mamasan Restaurant, Wati speaking", the caller might immediately say "Can I book a table for tonight, please?" This proves that interactive functions are closely related to the informative function of handling reservations in restaurants.

2) Informative function

The informative function has a function to exchange information. The function of this language is represented in the function 'explaining', 'declaring', and 'asking'. The function "stating" aims to convey the intention / purpose or desire of the speaker which is generally realized in a declarative form, as in the phrase "I am calling to cancel my booking". However, the function 'stated' can also be realized in an interrogative form, for example "Can I book a table for tonight, please?" The interrogative form "Can I …", in addition to asking, can also be used to express the speaker's wishes.

The function 'asking' is used to get the information needed (for example regarding the availability of places in the restaurant) and to determine the next action (whether accepting or rejecting the incoming guest). The use of the function 'asking' by the restaurant (for example, "Do you have a reservation?" Or "Have you been here before?") Often triggers statements, explanations, and determinants of subsequent responses or actions. The use of the function 'ask' is not only intended to ask for information, but also to 'offer' something or 'persuade' the listener to try or do something, or also to 'ensure' or confirm information obtained previously. The 'ask' function can also be used to inform choices available to guests so they can more freely make choices when ordering food. For example, "What would you like for the vegetables? We have salads and steamed vegetables. "The questions asked by the waitress can also serve as a 'feed' to sell products more leverage. Therefore, it can be conveyed that the informative function, especially the function 'asking', is closely related to the persuasive function, namely 'recommend'.

In addition to the function 'declare' and 'ask', there are also several micro functions of the informative function. The 'ensure' function is used to confirm the message as well as to avoid mistakes or problems later. Therefore, restaurant staff must always repeat or reassure every message received from the guest. The 'reject' function used by staff is always followed by the 'offer' function as an attempt to do business in a restaurant. The 'explain' function is an informative function, which is used in conjunction with a persuasive function, which acts as an amplifier or explanation of the various alternatives offered. For example, in the sentence "For the Butter Chicken, better with the plain nan, or garlic or

cheese." Which is used by the waitress when explaining while recommending complementary dishes to guests.

3) Directive Function

In food and beverage service, staff are not free to use directive functions directly. Given the higher guest status, staff are required to always use more polite sentences. The strategy they use is to change the forms of the order into a form of invitation or offer. For example, when the reservation staff tells the caller to record the reservation code, he uses an interrogative form to refine his instructions, namely in the sentence "Could you write for the booking number, please?" It can be said that directive functions cannot be used freely when dealing with guests in restaurants that have a higher social status. The 'tell' function is often refined to the function 'invite' or 'ask'. Thus, directive functions are closely related to persuasive functions and informative functions.

4) Persuasive function

The persuasive function, which is the development of directive functions, is a language function that is often used by restaurant staff when offering and providing alternatives to guests for the purpose of selling restaurant products. In the realization of a persuasive function, all language expressions used when recommending food and drinks aim to make guests interested and finally choose the recommended menu. Restaurant staff certainly cannot force guests to choose or do something, so every instruction or offer must be made with more polite expressions. For example, the waitress managed to influence guests to add food orders by recommending complementary dishes in the sentence "Would you like some rice? Like a ... rice, nan, or some vegetables for your Butter Chicken? For the Butter Chicken, better with plain nan, or garlic or cheese. "This persuasive function is often used by restaurant staff to increase product sales. The use of persuasive functions is always accompanied by various explanations as reinforcement recommendations. Thus, it can be said that the persuasive function is closely related to the informative function.

5) Indicative function

Indicative functions, which are developed from expressive functions [15], [17] and emotive functions [18], are used as markers in a conversation. For example, the 'thank you' function is not only used to show gratitude, but can also be used as a marker to end a conversation. The 'apologize' function does not always mean that the speaker made a mistake, but it can also indicate that the speaker (staff) cannot accommodate the request of the other person (guest).

6) Permissive function

The permissive function is used to create comfort and fluency in a speech event. The use of non-standard English is still acceptable, the use of intonation, and the use of passive forms is the realization of permissive functions. Given the position of English as a foreign language in the homeland, the use of English which is not appropriate or not in accordance with the rules of grammar in English becomes a language phenomenon that cannot be ignored. However, as long as the use of non-standard English can still be understood by the speech partner, then the expression of the language can be said to be acceptable. Thus, permissive functions are related to various other macro functions in a communicative context.

III. METHODOLOGY

This research was conducted at Mamasan Restaurant, located on Jalan Raya Kerobokan No. 135, Kuta-Bali, which has been operating since 2011. With the concept of Urban Retro, Mamasan Restaurant serves a variety of Asian specialties. The restaurant has 20 servers, and it serves lunch at 11 am – 3 pm every Monday to Saturday, and dinner from 6 -11 pm every day.

When the research problem requires a profound understanding of human experiences common to a group of people**,** the method of qualitative phenomenology can be used [19]. It is an alternative of representing the realities that participants experience in their lives [20]. Qualitative data were in the form of verbal data, as well as interviews or elicitation of the waiters. The data collection resulted in a number of recordings ranging from reservations to guest services according to the Standard Operating Procedure in the restaurant. The method used for collecting data was the method of non-participatory observation. The researcher only observed and recorded the language expressions used by the waiter and guests at the restaurant. The observation and interview aimed to identify the representations of English language functions used in the food and beverage service. The data were analyzed using qualitative method by reducing data, describing data, and drawing conclusions. The presentation of the findings was done informally using verbal descriptions through brief descriptions in the form of narrative texts.

IV. RESULT AND FINDINGS

The persuasive function is a language function that is often used by restaurant staff when offering and providing alternatives to guests with the aim of selling restaurant products [21]. In the representations of persuasive function, all language expressions were used to make guests interested and finally order the recommended menu. The micro functions occurred in the data included 'recommending', 'offering', 'promising', 'suggesting', and 'persuading'.

Restaurant staff certainly cannot force guests to choose or do something, so every instruction or offer must be made with more polite expressions. For example, waitresses managed to influence guests to have additional food orders by recommending complementary dishes in the sentence "Would you like some rice? Like a ... rice, nan, or some vegetables for your Butter Chicken? For the Butter Chicken better with the plain nan, or garlic or cheese.".

When explaining the menu that is served in a restaurant, a server is obliged to make recommendations. Thus, having excellent product knowledge is very important in serving food and beverages. Although a server is very fluent in English, if he does not have product knowledge or understanding of the menu served, he will still not be able to communicate well in front of the guests.

In Mamasan Restaurant, each server must undergo training as a runner for approximately three months to study each dish served at the restaurant, starting from ingredients, cooking methods, to complementary dishes (side dish). A runner is not allowed to receive orders directly from guests, he only helps the server to get food from the kitchen. If the server on duty is busy serving other guests, the runner may help serve food to the guest table. The following data show the use of the 'recommending' function.

(1) Server : Good evening, ma'am, sir. Have you been here before?

Guest : No, it's our first time.

Server : So we will explain the Mamasan concept, please. Our concept here is family dining, like a family self. So we put the food in the middle, you can share between you like the starter or the main course. But for the entrée, start from the Grilled Scallops until the Chicken Betel Leaf is come one pieces, and the rest you can share in the middle. **And this is good come with the side dishes like the Nan or some rice**. And ... are you OK with the spicy or you have any allergy, please?

(2) Server : Good We are Southeast Asian Restaurant, so we suggest you for the share dining, from the starter until the side dishes this is portion for the sharing. And for the entrée, the entrée from the Grilled Scallops until the Chicken Betel Leaf this is individual portion, this is come like one pieces, and for the rice this is portion for the sharing. So we can put in the middle on your table and you can share between you.

Data (1) and (2) were the explanations of the restaurant concept by a server on duty. In explaining the concept of the restaurant, the server tried to insert suggestions or recommendations on food and beverages that become the signature menu. This could be seen in the use of the phrase "And this is good with the side dishes like the Nan or some rice". The demonstrative pronoun 'this' in this sentence referred to the two foods mentioned earlier, namely Grilled Scallops and Bethel Leaf Chicken. By using these sentences, the server tried to influence the guests to choose complementary dishes in the form of Nan or rice. The server's recommendations were only in the form of suggestions that guests did not have to comply with. Data (1) and (2) represented the characteristics of persuasive function.

The use of the 'recommending' function or 'suggesting' can be done in several ways [22], including: 1) using gerund, e.g. "How about trying our special today?"; 2) infinitive forms, e.g. "It might be a good idea to book in advance"; 3) basic verbs, e.g. "Maybe you could see the dessert menu again?"; and 4) negative questions, e.g. "Why don't you have a look on our lounge upstairs?".

In addition to recommending dishes, a server was also obliged to help guests choose the food to be ordered. As in data (3), the server used the 'promising' function to calm the feelings of guests who did not know which dishes were spicy and which were not.

(3) Server : Do you have any food allergy?

Guest : Actually, I'm allergic to shell fish.

Server : I see. Do you have any problem with spicy?

Guest : Not too spicy, maybe.

Server : Alright. Because mostly our food here is spicy, so I'm gonna tell you if you order for something that is really spicy. Please have a look first, let me know if you are ready to order.

The food served at Mamasan Restaurant tended to have a spicy flavor, which was less attractive to foreigners. Thus, the server promised to notify if guests accidentally chose spicy food. This 'promising' function was also included in the category of persuasive functions.

The 'offering' function was very often used in the field of food service. As an industry oriented to selling food and beverages, the restaurant put effort to make its products sold out. Therefore, the servers always used this language function to do upselling without causing the impression of overly compelling the customers. The 'offering' and 'suggesting' functions were included in the category of persuasive language functions that aimed to influence or persuade listeners to be willing to follow the recommendation.

Not only when recommending menus, the use of persuasive functions was also apparent in terms of recording guest orders. The most commonly used exponents when giving advice on foods and drinks were "I recommend you ..." and "May I suggest you ..." In addition, servers can also add expressions that were persuasive, e.g. very popular, tasty, delicious, and special, to create the impression that a dish had a very tasty flavor or was very popular among restaurant customers, as used in data below.

(4) Server : Excuse me, Ma'am. Are you ready to order?

Guest : I don't know ... I cannot decide, so do you have recommendation?

Server : Certainly, Ma'am.... The normally for the entrée and the starter you can keep two different things from the starter, I recommend you for the Scallops and then Pork Belly so you can share together with your friends, and for the main course you can keep two different things from the main course, **I recommend you for the Pork Vindaloo, and then the Crispy Whole Fish, that's very popular food in our restaurant and very tasty, Madam.**

Guest : **The Crispy Whole Fish, does it come in big portion?**

Server : Ehm.... that's... ehm.... **that's only five hundred grams of the Snapper, deep fried of a Snapper with chilly jam sauce, and the taste is a bit spicy, sweet and spicy.**

Guest : Oh, **the fish itself is already spicy?**

Server : Yes, Madam.

Guest : And is it big? No, **it's not too big?**

Server : No, not too big.

Guest : **We can share?**

Server : **Because it comes with the bones, so I think the meat is not too much.**

(5) Server : Do Excuse me, Ma'am. Are you ready to order?

Guest : Yes, maybe.

Server : Would you like to start with the appetizer?

Guest : Do you have a recommendation?

Server : May I suggest you, we have a Snapper Dumplings. It's a **special dumpling** here, it's made from Snapper, and a .... with ginger

with garlic. This is spicy, but you can share with your friends, this is four pieces. ...

Data (4 and 5) showed that the function 'explaining' was used after the function 'suggesting'. In the data above, the server recommended two types of food, namely Pork Vindaloo and Crispy Whole Fish. The recommendation succeeded in attracting guests who then asked for more information about Crispy Whole Fish. The server immediately explained that the dish was in small portions so it was not for sharing, and had a sweet and spicy taste.

Explanation of the menu consists of descriptions of how to cook (methods of cooking), ingredients, and the taste that show characteristic of the dishes offered. In explaining the cooking method, passive forms are used, i.e. fried, sautéed, boiled, baked, roasted, and steamed [23]. The use of this passive form is to emphasize more on what is done, because guests are certainly more interested in the method of cooking a particular dish rather than the person who cooks it. It should also be stated here that in general foodstuffs can be categorized into 1) seafood consisting of fish and shellfish; 2) meat consisting of poultry, beef, veal, lamb, and pork; and 3) vegetables. Drinks can be classified as non-alcoholic drinks and alcoholic beverages. Nonalcoholic drinks consist of hot drinks (coffee, tea, hot chocolate) and cold drinks (juice, soft drinks). Alcoholic beverages consist of wines, spirits, cocktails, liqueurs, and beer [23].

For flavor (i.e. sweet, salty, sour, bitter, spicy, and tasteless), the most frequently asked by guests is spicy. This is because Mamasan Restaurant serves Asian dishes that tend to be spicy, while customers who come mostly come from Australia and Europe who are not accustomed to spices. Therefore, the server in this case is obliged to explain which dishes are spicy and which are not. A server must have excellent knowledge of each menu served. However fluent a server is in English, without product knowledge he will not be able to explain or recommend his restaurant products effectively.

(6) Server : And your main?
     Guest   : One Butter Chicken, and …
     Server : Would you like some rice? Like a ... rice, nan, or some vegetables for your Butter Chicken? **For the Butter Chicken better with the plain nan, or garlic or cheese.**

In data (6) above, the server first asked what guests wanted to order for the main course. After guests chose Butter Chicken, the server immediately offered complementary dishes such as rice, nan bread, or vegetables to complete the main course. This persuasive offer was followed by an explanation that Butter Chicken would taste more delicious if enjoyed along with nan bread, garlic bread or cheese. This explanation served to strengthen the offer that had been submitted previously, and aimed to persuade the guests to order the food.

All language expressions used when recommending food and drinks aimed to make guests interested and finally choose a menu suggested by the server. The 'suggesting' function was slightly different from the 'offering' function. If the function 'suggesting' was used to recommend food and drinks accompanied by explanations and various appetizing expressions, the function 'offering' was only limited to the usual offer without further explanation [19], as shown in the following data.

(7) Server : Excuse me, are you finish your entrée? Can I take your plate? Are you finish? May I clear up?
     Guest   : Yes, please.
     Server : Would you like to see the dessert menu?
     Guest   : No, thank you. We're full.

(8) Server : Excuse me, would you like some dessert?
     Guest   : No.
     Server : Coffee or tea?
     Guest   : No, thanks.

After the guest had finished dining, a server or runner would immediately take dirty plates and glasses and cleaned the table (crumbing down). There were not many conversations occurred at this stage. After cleaning the table, the server offered dessert or drinks. Data (7) and (8) contained the 'offer' function used by the server after the guest finished his dinner. In data (7) the server asked the guest if he wanted to see the dessert menu. This offer was refused by the guest politely which gave the reason that they were full. While on data (8) the server offered a dessert which was also directly rejected by the guest. Knowing that guests did not want to order dessert, the server immediately offered tea or coffee drinks. This showed the efforts of the servers to keep selling their products to guests.

V. CONCLUSION

Based on the description above, it is clear that the persuasive function is different from the directive function. The fundamental difference between the two functions lies in the purpose of their use. The directive function aims to make the listener do what the speaker says, while the persuasive function only aims to influence the mind and choice of the listener, without requiring him to approve or do what the speaker says. The use of persuasive functions in food and beverage service is closely related to other language functions, especially the informative function because when recommending a dish a server can certainly provide an explanation of the dishes. The findings of this present study could help improve the communicative competence of the servers at the restaurant. The implication of this study may promote more meaningful interaction when serving food and beverages, by providing verbal representations of persuasive functions. The phrasal data might be used as references for future researches, specifically when developing teaching materials in food and beverage service context.

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