

Xenomania on Cafe Menu Lists in Solo and Its Implementation in The Learning of Indonesian Text Procedure in Middle Schools

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Abstract

The phenomenon of linguistic xenomania is currently unknowingly developing widely and has been used in the social realm of coffee shops or cafes. Of the several cafes in Solo that use foreign languages, they include the Coffee Bagaia Bersama cafe and Eden Soc which are located in the city of Solo. This research aims to 1) find out the form of use of foreign languages in the menu list in a coffee shop in Solo, 2) find out why the managers of Bahagia Bersama and Eden Soc cafes use foreign languages in the menu list, and 3) find out the implementation of xenomania in the cafe menu list in Solo. Solo in learning procedure texts in junior high school. The data collection techniques that researchers use are interviews, documentation and observation. The subjects in this research are the managers of the Coffee Bahagia Bersama cafe and Eden Soc cafe, while the object of this research is the menu of the Coffee Bahagia Bersama cafe and Eden Soc cafe. This research has concluded the results of research from two coffee shops in Solo. The research findings consist of 1) the use of foreign languages in the Bahagia Bersama and Eden Soc cafe menu lists, French fries, one example of a form of xenomania which means French fries which are named after the use of foreign language to become French fries. 2). The reason why the managers of the Bahagia Bersama and Eden Soc coffee cafes prefer to use foreign languages in the menu list, the managers of the two coffee shops use foreign languages in their menu lists because it is to attract the attention of buyers or readers. The managers even explained that using a foreign language can provide a strong attraction. strong towards buyers. 3). Implementation of xenomania on cafe menu lists using procedure text learning. The implementation of xenomania on the cafe menu is one of the procedural texts, the steps for making lychee tea in junior high school. In implementation, researchers used guidelines for the syllabus of the 2013 curriculum (K-13). The researcher made a comparison between middle school procedure text learning and high school procedure text learning.

Keywords: xenomania, procedural text, menu list, cafe, coffee

Introduction

The phenomenon of xenomania is a preference for the excessive use of foreign languages. The xenomania phenomenon has garnered attention within various business circles and beyond. Conversely, language serves a pivotal function as a socio-cultural construct, enabling individuals to grasp its significance within the framework of society, as elucidated by Widiyanto and Zulaeha (2016). The inseparable nexus between language and culture underscores their inherent correlation. Language is considered a social practice that facilitates communication in society. Sumarsono, (2004).

The advent of an increasingly liberal market presents opportunities for prospective employees endowed with high levels of competitiveness and personal skills to navigate global challenges. There are several strategies that can be implemented to improve the quality of prospective workers in Indonesia. One efficacious approach entail providing instruction or education in foreign language proficiency. Novitasari et al. (2010:35) assert that language serves to streamline communication.

According to Riskiansyah et al. (2017:26), language serves as a conduit for collaboration through communication, constituting an intrinsic understanding of language itself. Thus, language in society can be used to create a relationship based on certain principles. Humans cannot be separated from the use of language. Humans are inexorably bound to the utilization of language, through which they can articulate a myriad of ideas, concepts, thoughts, and aspirations while conveying opinions and information. Language has a role as a means of interaction between one another, in a social environment that has a social nature, namely the use of language at every level of society.

Khasanah et al. (2015:1-2) stated that the process of globalization is more feared than understood and then anticipated wisely and carefully. Therefore, excessive worry results in defensive anticipation. In the realm of communication, the attainment of mutual understanding and the efficacy of a communicative exchange hinge upon both participants possessing a shared comprehension of the subject matter. The phenomenon of employing a foreign language to designate a local product presents a compelling avenue for investigation. It can be said that it is interesting that even though it is no longer appropriate to mention a phenomenon, it has become a symptom, this is one of xenomania which is a preference for excessive use of foreign languages in a simple sense.

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Language, as posited, is not an insular construct; its utility and comprehension are contingent upon the speaker and interlocutor. Precision in linguistic expression is heightened when both parties grasp the intended meaning. A common phenomenon that often occurs is the phenomenon of globalization. Alvin Toffler proposed the third wave as a transition phase, replacing the first wave in agriculture and the second wave in industry. Globalization engenders a reconfiguration of power dynamics, shifting from traditional bastions of authority rooted in land ownership towards a more fluid landscape underscored by financial capital, precipitating profound societal transformations. According to Markamah (2009:15) spoken words are those commonly employed in verbal discourse, prevalent in everyday communication.

Ibda (2019:52) emphasizes the importance of considering the acquisition of Indonesian at all levels in accordance with the current zeitgeist. The pervasive use of foreign languages in contemporary society threatens the vitality of Indonesian, one of the nation's official languages, potentially leading to its erosion. Language ethics, encompassing ethical considerations in communication, assumes paramount importance. Swandy (2017: 1) accentuates that employing written communication characterized by stylization, slang, abbreviations, and misspellings may engender adverse perceptions among younger cohorts.

Successful communication, as elucidated, ensues when interlocutors effectively comprehend and articulate each other's viewpoints. Exploring the practice of using foreign languages to label domestic products is a really interesting phenomenon to study. It is noteworthy that although it is no longer considered acceptable to refer to a phenomenon, it has developed into a phenomenon, specifically xenomania, characterized by a strong tendency for excessive use of foreign languages. It is called a speech act because in uttering this expression, a speaker also does or acts on something (Prayitno, 2009:19).

Industry managers are taking advantage of this situation as a profitable opportunity to run business operations, such as in the hotel, spa, culinary, souvenir centers and other related sectors (Suryawati, 2019:30). The current millennial generation can be called generations X and Z, which are characterized by globalization which can have both beneficial and detrimental impacts on consumers. The use of foreign languages has become a common form of communication among young people and teenagers today.

This situation is used by industry managers as an opportunity to run a business, for example in the hotel, spa, culinary, souvenir center and so on Suryawati, (2019:30). In the current era, millennials can be called the generation x and z era, which is a globalization that can have both good and bad effects for its users. Language xenomania pervades as a prominent conversational tool among present-day adolescents and teenagers.

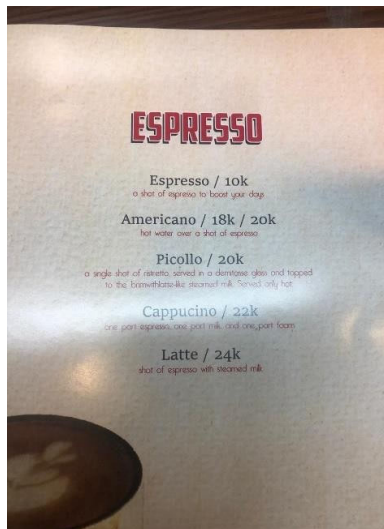


Figure 1. Menu kafe Bahagia Bersama



Figure 2. Menu Kafe Eden Soc

The image above is an example of a menu image in both coffee shops. In the first picture, it shows the cafe menu Bahagia Bersama. Meanwhile, the second image is an example of an image of a menu list found in a cafe Eden Soc. These two coffee shops have almost the same menu.

The widespread use of foreign languages nowadays has also resulted in a lack of use of Indonesian. This could result in the disappearance of one of the national languages. In language, there is also a need for ethics, which is explained by Swandy, (2017: 1) who explains that a language ethic for young people sometimes gives a bad impression when conveying written, stylized and slang messages full of abbreviations and spellings. -spelling.

The use of menus in foreign languages is one of the facts found and encountered in Indonesia in various restaurants and cafes. Even though the food and beverage businesses that were found were actually local businesses in Indonesia and did not come from abroad. There are several problem formulations in this research, namely, what is the form of use of foreign languages on the cafe menu list? What are the reasons cafe managers use foreign languages when writing menu lists? And how is the implementation of the cafe menu list with procedural text learning in junior high school?

This research has a goal, the aim of this research is to describe the form of xenomania in cafe menu lists in Solo, next, namely, to find out the reasons for cafe managers using foreign languages in writing menu lists, and to explain how to

implement it in cafe menu lists by learning procedural texts in JUNIOR HIGH SCHOOL. In this research, the researcher focuses on the cafe menu list which is analyzed based on several processes of its formation in sociolinguistics, and several discussions in the form of foreign language use in coffee shops which are included in the cafe menu list. So, the researcher was interested in choosing the title " Xenomania on Cafe Menu Lists in Solo and Implementation in Learning Indonesian Procedure Texts in Middle Schools".

Literature Review

Theoretical Review

Xenomania, as defined in the KBBI, refers to a strong liking for everything foreign, especially that which comes from another place. Xenomania is closely related to a cognitive framework which then manifests in pessimistic attitudes and behavior. This can be seen from the variety of applications of foreign languages, such as in brochures, food menus, and other similar contexts. This can also eliminate love for the Indonesian language itself. Xenomania is seen in language attitudes when individuals engage in speech acts in the presence of someone who considers themselves more contemporary, intelligent, or knowledgeable. This happens if the statement spoken contains foreign vocabulary or phrases.

In this contemporary era, foreign languages really need to be learned. A foreign language is a connecting language for two speakers of different national languages. However, in this era of globalization, many foreign languages are used in digital media. In the field of promotion and marketing, many people also use foreign languages. Especially in companies now that use a lot of foreign languages. Food menus, and coffee shops that use foreign menus on their menus. The use of foreign languages must be used according to the situation.

Xenoglossophilia is an excessive tendency towards the use of foreign languages originating from other countries. This entertainment can be realized through words. Nowadays foreign languages are increasingly used. Excessive use of other languages can cause the erosion of the Indonesian language. Indonesian, which is often used by young people and adults, is called a foreign language or loan language. Of course, this creates confusion which can hinder the progress of Indonesian as a state language. Pratama, (2021:136). Lanin, (2018) stated that xenomania is someone who is too fond of everything foreign, in this case foreign vocabulary. This indicates that the use of a foreign language can also be compared to a disease or epidemic. From all groups who use their language or style using a foreign language.

Relevant Research

Before conducting this research, researchers consulted related previous research. This research utilizes previous research as a source. This research can benefit from utilizing a collection of previous research as follows: Research conducted by Khasanah. et al, in 2015 entitled "The Phenomenon of Using Foreign Languages in Naming Culinary Businesses in Soekarno Regency, Hatta Area, Malang City." Based on his research, he emphasized the importance of Indonesian in promoting and disseminating knowledge. He found these words in the 2013 curriculum motto. The good and appropriate use of Indonesian reflects the essence of national identity. Proficiency and accuracy in using Indonesian is closely related to the self-confidence of Indonesian people. Proof of Indonesia's sovereignty can be seen from the good and appropriate use of Indonesian by its residents. The use of foreign languages in the culinary field is now a trend that continues to increase and shows growth every year. Entrepreneurs in the culinary sector tend to prefer international names over Indonesian names

Hija wrote a research paper entitled "Foreign Language Analysis on the Coffee Cafe Menu List with Mochi Pictures and Its Implementation in Learning Procedure Texts". This study, written in 2020, covers several research objectives. The aims of this research are as follows: 1) to find out the specific use of foreign languages on the menu of coffee cafes that serve mochi, 2) to find out the reasons behind the coffee cafe management's decision to include foreign languages in their menu. menu list, and 3) to gain insight into the practical application of foreign languages in coffee cafe menu lists. Hija's research focuses on analyzing cafe menu lists, specifically examining the sociolinguistic process of production. The discussion largely revolves around the semantic interpretation of the terms found in the menu list.

Kurniasih wrote a research paper in 2018 entitled "Utilization of Foreign and Regional Languages in Signboards and Business Advertisements." This research has two main objectives: The objectives of this research are twofold: first, to present a comprehensive analysis of the decision to use foreign and regional languages on business signs and advertisements in Bnajarbaru-Martapura; and second, to explain the rationale behind selecting a particular language for this purpose. Researchers collected data from certain samples in the form of sales company nameplates obtained in the Banjarbaru and Martapura areas. The data were analyzed descriptively, particularly with a focus on describing the errors present in the samples collected.

The study entitled "Use of Foreign Languages and Regional Languages in Naming Culinary Business Places in the Medan Region" was conducted by Utami, et al. in 2020. This research aims to achieve two objectives: first, to provide a comprehensive analysis of the use of foreign and regional languages in naming culinary places in the Medan area; and second, to explain the reasons underlying this phenomenon. Data was collected from several culinary places that use international and local languages in the following areas: East Medan, West Medan, Medan Johor, Medan Helvetia, Medan Tembung, Medan Polonia, and Medan Maimun. Data analysis uses a descriptive methodology which specifically aims to explain the relevance

and terminology of the culinary sector in Indonesia, based on the data obtained. In addition, this analysis also attempts to offer appropriate gastronomic legal terminology.

This research investigates consumer attitudes and perceptions towards the attributes of foreign and local brand cafes in the city of Bandung. Consumer attitudes and perceptions towards the characteristics of foreign and local brand cafes in Bandung. This research publication was written by Rahmi in 2019. Cafes exist as a place for individuals to unwind with loved ones, establish professional networking, or find a peaceful environment. In this day and age, eating at cafes has emerged as a new practice or way of life to fulfil tasks, run a business, or simply relax after a day of activities. Bandung is famous as a tourist center, with many cafes to suit all tastes. These places include internationally recognized cafes with a cosmopolitan atmosphere, as well as local cafes that specialize in authentic Indonesian coffee. In contrast, Indonesia has laws and regulations that regulate the use of trademark names in languages other than regional languages.

However, many cafes in the city of Bandung still use foreign languages. This is based on consumers' need for social affirmation. Patronizing cafes affiliated with international brands apparently affects consumers' social relationships. The aim of this research is to determine customer attitudes and perceptions towards the attributes of international brand cafes and domestic brand cafes in the city of Bandung. The methodology used is a quantitative descriptive approach. The data obtained will be analyzed using the Fishbein multiantibiotic model and Perceptual Mapping. Research findings show that consumers prefer foreign brand cafes compared to domestic brand cafes. The consumer attitude score towards foreign brand cafes (337.3) exceeds the consumer attitude score towards local brand cafes (322.9). It is hoped that further research can explore this topic more comprehensively, thereby increasing its practicality in helping cafe owners understand their clients.

The research is entitled "Foreign Language Learning in Indonesia: Balancing Globalization and Hegemony." Santoso, in 2014. Indonesian people obtain information and follow global advances in science and technology by learning foreign languages in Indonesia. Apart from that, this platform also functions as a medium for Indonesian individuals to interact with individuals from other countries. However, there are concerns about the influx of foreign values, especially from Western culture, which has the potential to weaken the sense of Indonesian identity among students. This problem arises due to the inclusion of Western cultural components and values in the acquisition of a foreign language. If not examined critically, these Western values have the opportunity to change the way students view cultural values that are worth practicing in their lives. Learning foreign languages is also seen as a means for the West to expand Western hegemony over the East such as Indonesia. Based on research conducted by Zainuddin and Zumrudiana, (2022) that foreign languages encourage creativity, innovation and language skills which can help students prepare to face the challenges of the industrial era 4.0 which involves communication skills and good use of language.

Sundari (2008) conducted research exploring a similar topic. Researchers use qualitative and descriptive methodology to articulate findings through verbal or written expression. The researchers obtained data through survey, recording, and categorization procedures. To examine the data, advanced approaches are used such as the collection method, loss technique, reversal technique, and replacement methodology. Researchers used a dataset consisting of 200 English food menu titles collected from six restaurants located in the Simpang Lima area of Semarang.

Harahap (2010) also analyzed similar research. The research entitled "Language Shows Nation: A Case Study of Xenoglossophilia in Menu Lists" explores the phenomenon of xenoglossophilia in menu lists. This study provides a brief examination of the phenomenon of xenoglossophilia, especially what is commonly found in coffee shops or cafes in the Yogyakarta area. By implementing various social mores, language use has developed into an indication of social dysfunction, where a person's sense of self-worth and self-worth is increasingly ignored and marginalized, while the use of foreign languages has become more prevalent. The aim of this brief study is to provide a comprehensive analysis of how the use of this non-native language achieved its supremacy in many communities in Indonesia. This essay will use Fairclough's critical discourse analysis approach to examine and analyze the phenomenon of xenoglossophilia which is manifested in the menus at EarthCafe and Aqeela cafe, two coffee shops and cafes. This study will specifically target vocabulary and idioms, ignoring other linguistic aspects. This paper aims to explore the reasons behind the increasing prevalence and use of xenoglossophilia on cafe menus in Yogyakarta through the application of critical discourse analysis. This study validates the notion that the adoption of foreign languages, known as xenoglossophilia, is a consequence of the influence of market-oriented English ideology, which replaces traditional cultural traditions associated with the Indonesian language.

The next study is entitled "Use of Cafe Names in Semarang and the Pragmatic Influence of Vega". Setyani and colleagues (2022). This research aims to provide a comprehensive overview of the use of cafe names in Semarang, as well as the related pragmatic influences. This research uses qualitative descriptive techniques using observation and interview methods for data collection. The findings of this research reveal that the use of cafe names mostly relies on phrase-level language forms which are influenced by English phrases (MD). The type of language is dominated by Indonesian, while the meaning of the language includes existential meaning and considerable pragmatic strength, falling into the strong and medium categories. Weak and weak. In today's era of globalization, technical advances have resulted in a variety of linguistic options for naming products or businesses. Including the names of cafes in the city of Semarang. The aim of choosing a name for a cafe is to effectively catch the attention of potential customers and attract them to visit the place. Therefore, cafe owners of course try hard to choose a distinctive and charming name to use as an identifying label for their establishment. Choosing a suitable name for a cafe is an important initial task for entrepreneurs, because this name will become the distinctive identity of the future company. In addition, the name of the cafe has another purpose, namely to serve as a draw. Using distinctive and charming language in the cafe's name is one way to emphasize its attractive role.

The research completed by Aulia Rifa Urban in 2020 was entitled "Use of English in Culinary Brands in Cafes and Street Vendors in Magelang." This research is analogous to an investigation carried out by a researcher. The author of this

research emphasizes that Indonesian cuisine as a cultural component is also a matter of national pride. Magelang offers a variety of gastronomic offerings. Starting from traditional culinary delights to contemporary culinary delights, they are easy to find at street vendors or other small eating places. To be able to compete effectively with other culinary products, it is very important to have a strong trademark. Many of them use English as their distinctive symbol. This research will present research findings that investigate the use of English as a typical symbol for food and drink by street vendors and small cafe owners. Collecting data, conducting interviews, categorizing information, looking for relevant hypotheses, and comparing them with other findings and theories are key stages in preparing this research. Culinary product brand owners have various goals and requirements that require the use of English for the products they sell.

Research Method

The method in this research is a qualitative descriptive method. According to I made Winartha, (2006) the qualitative descriptive analysis method is a way of analyzing, describing and summarizing various conditions and situations from various data collected in the form of interviews or observations regarding the problems being researched that occur in the field. In this research, the researcher chose this topic because he was interested in Xenomania (the use of foreign languages) which shows forms of writing cafe menus at Bahagia Bersama Coffee and Eden Soc using foreign languages.

There are several forms of writing using foreign languages, where the writing can also be written in Indonesian. In collecting data in this research, researchers used interview, observation and documentation data collection techniques. The subjects in this research are the managers of the Coffee Bahagia Bersama cafe and Eden Soc cafe, while the object of this research is the menu of the Coffee Bahagia Bersama cafe and Eden Soc cafe.

The research found several forms of xenomania in the cafe menus at the two coffee shops, Coffee Bahagia Bersama and Eden Soc. The data amounts to 60 forms of foreign language use (xenomania). Of the 60 data, some will be analyzed to be able to describe excessive use of foreign languages (xenomania). The researcher's steps before presenting the analysis were the main data in the form of xenomania, followed by finding the reasons for the use of coffee shop managers using foreign languages in cafe menus, and finally the preparation of procedural texts from the data that had been collected.

Result and Discussion

Based on research data, researchers have obtained research results from two coffee shops in Solo. The research findings consist of 1) forms of xenomania in cafe menus coffee Bahagia Bersama and Eden Soc, 2) said the cafe manager coffee Bahagia Bersama dan Eden Soc prefer to use foreign language in the menu list, 3) implementation of xenomania on cafe menu lists using procedure text learning. Forms of use of xenomania in cafe menus coffee Bahagia Bersama and Eden Soc totaling 60 foreign language menus. The researcher explains this in table form as follows:

Table 1. A form of xenomania on the menu list of Coffee Bahagia Bersama

No	Daftar menu	Bahasa Asing	Bahasa Indonesia
1	<i>Espresso</i>	<i>Espresso</i>	Espresso
2	<i>Americano</i>	<i>Americano</i>	Amerika
3	<i>Piccolo</i>	<i>Piccolo</i>	Piccolo
4	<i>Cappucino</i>	<i>Cappucino</i>	Kapucino
5	<i>Latte</i>	<i>Latte</i>	Susu
6	<i>V60</i>	<i>V60</i>	V60
7	<i>Dark Knight</i>	<i>Dark Knight</i>	Kesatria kegelapan
8	<i>Hallow Vanilla</i>	<i>Hallow Vanilla</i>	Hallow vanilla
9	<i>Old School Latte</i>	<i>Old School Latte</i>	Susu sekolah tua
10	<i>Lover Boy</i>	<i>Lover Boy</i>	Kekasih lelaki
11	<i>Dash Pink</i>	<i>Dash Pink</i>	Garis merah muda
12	<i>Matcha</i>	<i>Matcha</i>	Macha
13	<i>choco</i>	<i>choco</i>	coklat
14	<i>Could it Play</i>	<i>Could it Play</i>	Mungkinkah bermain
15	<i>Moca Martin</i>	<i>Moca Martin</i>	Moka martin
16	<i>Lady Joy</i>	<i>Lady Joy</i>	Nona joy
17	<i>Lychee Mojito</i>	<i>Lychee Mojito</i>	Leci mojito
18	<i>Blue Ocean</i>	<i>Blue Ocean</i>	Laut biru
19	<i>Tamarise</i>	<i>Tamarise</i>	tamaris
20	<i>Heart Agony</i>	<i>Heart Agony</i>	Penderitaan hati
21	<i>Adore You</i>	<i>Adore You</i>	memujamu
22	<i>Tea</i>	<i>Tea</i>	Teh
23	<i>Lychee Tea</i>	<i>Lychee Tea</i>	Teh leci
24	<i>Rose Tea</i>	<i>Rose Tea</i>	Teh mawar
25	<i>Strawberry Tea</i>	<i>Strawberry Tea</i>	Teh stroberi

26	<i>French Fries</i>	<i>French Fries</i>	Kentang goreng
27	<i>Plater Senang</i>	<i>Plater Senang</i>	Plater senang
28	<i>Chicken Barbeque</i>	<i>Ayam Barbeque</i>	Ayam barbeque
29	<i>Chicken Black Pepper</i>	<i>Ayam Black Pepper</i>	Ayam lada hitam
30	<i>Croffle</i>	<i>Croffle</i>	croffle

From the table data above, it is a form of use of foreign languages in the cafe menu list coffee Bahagia Bersama. Of the 30 menu lists contained in the menu list, only a few are a form of excessive use of foreign languages or a form of language xenomania. To be able to see the form of xenomania, researchers present a menu list, foreign language form, and form in Indonesian. Where, the researcher concludes or provides a translation definition of a menu list that uses a foreign language. Actually, the menu list at Bahagia Bersama coffee is not only that. But with the researcher's aim of conducting research, the researcher only presented a menu list that used a foreign language.

Table 2. A form of xenomania on the menu café of Eden Soc

No	Daftar menu	Bahasa Asing	Bahasa Indonesia
1	<i>Late brown sugar</i>	<i>Late brown sugar</i>	Susu gula merah
2	<i>Latte</i>	<i>Latte</i>	Susu
3	<i>cappucino</i>	<i>cappucino</i>	Kapucino
4	<i>americano</i>	<i>americano</i>	Amerika
5	<i>Vanilla</i>	<i>Vanilla</i>	Vanila
6	<i>matcha</i>	<i>matcha</i>	Maca
7	<i>Green tea</i>	<i>Green tea</i>	Teh hijau
8	<i>Red velvet</i>	<i>Red velvet</i>	Beludru merah
9	<i>Hazelnut</i>	<i>Hazelnut</i>	Kemiri
10	<i>Caramel</i>	<i>Caramel</i>	Karamel
11	<i>Banana ice</i>	<i>Banana ice</i>	Es pisang
12	<i>Blue coracao</i>	<i>Blue coracao</i>	Coracao biru
13	<i>Mohito mint</i>	<i>Mohito mint</i>	Mohito mint
14	<i>Mocha romma</i>	<i>Mocha romma</i>	Moka romma
15	<i>Machiato almond</i>	<i>Machiato almond</i>	Kacang almond
16	<i>Chocolate ice</i>	<i>Chocolate ice</i>	Es Coklat
17	<i>Orange</i>	<i>Orange</i>	Jeruk
18	<i>Yogurt lemon</i>	<i>Yogurt lemon</i>	Lemon yogurt
19	<i>Chicken</i>	<i>Chicken</i>	Ayam
20	<i>Fish</i>	<i>Fish</i>	Ikan
21	<i>Beef</i>	<i>Beef</i>	Daging sapi
22	<i>Black papper</i>	<i>Black papper</i>	Kertas hitam
23	<i>Onion ring</i>	<i>Onion ring</i>	Cincin bawang
24	<i>Combo snack</i>	<i>Combo snack</i>	Camilan kombo
25	<i>Barbeque</i>	<i>Barbeque</i>	barberkyu
26	<i>Chicken drum stick</i>	<i>Chicken drum stick</i>	Paha ayam
27	<i>French fries</i>	<i>French fries</i>	Kentang
28	<i>Mushrom</i>	<i>Mushrom</i>	Jamur
29	<i>Chicken pocorn</i>	<i>Chicken popcorn</i>	Popcorn ayam
30	<i>Cheese</i>	<i>Cheese</i>	Keju

From the data in table number 2 above, this is a form of use of foreign languages in the cafe menu list Eden Soc. Of the 30 data contained in the menu list, only a few are forms of excessive use of foreign languages or forms of language xenomania. To be able to see the form of xenomania, researchers present a menu list, foreign language form, and form in Indonesian. Where, the researcher concludes or provides a translation definition of a menu list that uses a foreign language. Actually, the menu list contained in the coffee Bahagia Bersama. not only that. But with the researcher's aim of conducting research, the researcher only presented a menu list that used a foreign language. The researcher also presents a discussion regarding forms of excessive use of foreign languages or language xenomania from the two tables that the researcher presents.

Examples of forms of xenomania can be found in table 1 and table 2:

1. **Cappucino** This form of menu xenomania is a form of writing the name of a coffee menu using a foreign language (English). The manager uses slightly stylish writing, using foreign language which makes it attractive to consumers.
2. **French fries**, The second form is French fries which are named using a foreign language **French fries**. This form of xenomania was also chosen by the management to use a foreign language (English) so that it becomes attractive and gives the impression that the shop they own looks luxurious, like an expensive coffee shop. If written in Indonesian it is a little less stylish. It could also be that consumers are less interested in buying it.
3. **Dark Knight**, The next form is Dark Knight, this menu if translated into Indonesian has a unique meaning, namely

satria kegelapan. Managers who write in a foreign language also have their own purpose. The purpose of writing it in a foreign language (English) so that consumers who want to buy it understand that it is a form of drink. If it is written in Indonesian, consumers who want to buy it will feel confused and strange to hear.

4. **Chocolate ice**, The fourth form of xenomania is a form of xenomania which, if translated into Indonesian, becomes **Es coklat**. Many coffee shops write their ice menus in foreign languages. However, even if it were written in Indonesian, everyone would already know it. It doesn't have to be written in a foreign language (English).
5. **Chicken drum stick**, Next, the fifth form of xenomania is Chicken drum stick which, if translated into Indonesian, becomes **paha ayam**. Chicken thighs are a dish that is quite popular in Indonesia, with changes to the spelling of the name which makes it slightly different from the original name. Chicken thighs can be written in Indonesian, it doesn't have to be written in a foreign language (English). Everyone must already know chicken thighs, writing them in a foreign language is one of the strategies used by coffee shop managers.
6. **Banana ice**, *Banana ice* is a form of xenomania which means banana ice. This foreign language writing is intended by the manager to make it seem luxurious like other cafe menus. When writing a menu, if it is written in Indonesian, it is not strange to hear. However, keeping up with the times, the manager wrote down the menu for banana ice *Banana ice*.
7. **Black paper**, this form of xenomania, if translated into Indonesian, has meaning **kertas hitam**. If the manager writes this food menu in Indonesian, consumers who want to buy it will be confused. In fact, consumers who don't understand what black paper is means that the menu won't sell well. Black pepper is a spicy food that is like a black cherry snack. By writing in English, which is known as Black Paper, consumers already understand and know that it is food, not black paper **Chicken**, *what is meant by writing this menu is ayam*, but not live chicken, but fried chicken. This writing has its own purpose, to gain attraction from consumers. The fried chicken menu is also popular among teenagers. Writing using a foreign language which contains elements of slang style writing. Therefore, managers write in a foreign language (English) rather than using Indonesian.
8. **Mushroom**, this form of xenomania is almost the same as fried chicken. Mushroom which has meaning **jamur**, what is meant by mushrooms is a snack in the form of fried mushrooms. Fried mushrooms are also much liked by today's teenagers. The writing of this menu was also motivated by the use of slang. By writing the menu using slang language, the manager can provide quite a large appeal to consumers.
9. **Onion ring**, *Onion ring* is a snack menu made from onions cut into circles. *Onion ring* have meaning **cincin bawang**. It would sound strange if this menu was written in Indonesian. Writing using a foreign language provides understanding for consumers who want to buy it. If name of this menu using Indonesian for onion rings, it will attract a little less attention from consumers.

The form of xenomania contained above is motivated by writing using a foreign language (English), with several goals, these goals include providing an attraction for consumers, the manager also wants to develop not only by writing the shop menu like in the past. Now many food and drink menus are in foreign languages. This also affects the use of Indonesian, can reduce interest in using Indonesian properly and correctly. The decline in the use of Indonesian can also be caused by xenomania. From the little things that are spoken or written using a foreign language (English).

Based on the results of interviews and analysis that have been carried out, the two managers or business people who are motivated use foreign languages excessively (xenomania). From various data that researchers have obtained, from coffee shops Bahagia Bersama and Eden Soc Researchers can conclude that the reason for using foreign languages on the menu list is because first they follow the trend of teenagers, then they want to look more prestigious and modern in doing business. Apart from that, the managers of the two coffee shops use foreign languages in their menu lists which are used to attract the attention of buyers or readers. The managers even explained that using foreign languages can provide a strong attraction to buyers.

By using a foreign language, can attract the attention of consumers, making it an opportunity to make big profits. Apart from that, the management can also provide more benefits by using foreign languages in the menu lists at these two coffee shops. The manager also included several menus in Indonesian. Not all menu lists that business managers use are in foreign languages.

This was also stated by business managers, in order to help those who do not understand English. and the manager also provides a list of menus that use everyday language in accordance with existing menus in Indonesia. An example of a menu that does not use foreign languages is a cafe menu found in a coffee shop Bahagia Bersama and Eden Soc such as fried noodles, fried rice, and others. Fluent use of a foreign language has great benefits for business people. Usually the use of foreign languages is applied to making pamphlets and so on.

The language xenomania on this cafe's menu gives a Chinese image and high appeal to consumers. By using a foreign language, this is in the same class as a professional business with high language use. The role of using foreign languages has a big impact on all business people who have a class of professionalism that lies in the language used. Excessive use of foreign languages also applies to restaurants and other places. Like a high-class restaurant menu which also utilizes the use of foreign languages which gives the restaurant a high-class charm. This is also what the two coffee shop managers think.

Foreign language words that provide positive energy for their business which gives a positive feel also provide a professional role for the business run by the coffee shop manager Bahagia Bersama and coffee shop manager Eden Soc. This is in accordance with the description outlined by Khasanah, (2015) who stated that the use of foreign languages

provides an image as well as charm and attraction to consumers. Professionalism in the social class of a business lies in the language used. Gives the impression of a prestigious restaurant. Used to increase the existence of the restaurant, and also improve the quality of the restaurant. The same thing is thought by the managers of these two coffee shops in Solo, who also provide a high-quality existence for their coffee shops.

Keeping up with increasingly advanced developments has become a strategy and opportunity for business people. The development of the times is increasingly advanced, which has a huge impact in various fields. One of them is in the culinary and business fields. The developments in this era of globalization are being exploited by big business people. By developing their business through developing technologies, their business becomes more advanced. Nothing other than that, in ancient times in coffee shops, coffee grinding was still done simply and manually. Now with the times and the development of increasingly advanced technological tools, these two coffee shops take advantage of technological developments by using coffee machines. Which is different from ancient times.

In the implementation of this study, researchers implemented procedural text learning. Procedure text is a text that presents the steps in carrying out an activity or various stages used to do or produce something. The implementation of this research also uses guidelines for the current independent curriculum syllabus. Procedure texts are often found in writing that determines the method or steps in carrying out certain activities. Ways and tips or tutorials in procedure texts that can be found show imperative words or command words to carry out one of the activities or what is being discussed in the text so that the reader does what is instructed in the contents of the procedure text in accordance with the steps or methods specified. determined.

In the implementation of this research, researchers used guidelines for the syllabus of the 2013 curriculum (K-13). The researcher made a comparison between middle school procedure text learning and high school procedure text learning. This comparison is presented in the following table:

Table 3. KD Middle School Procedure Text

KD	Indicator
4.2 Develop procedure texts by focusing the results of analysis on content, structure and language.	4.2.1 determine development patterns in writing procedure texts.

Table 4. KD High School Procedure Text

KD	Indicator
4.2 Develop procedure texts by paying attention to the results of analysis of content, structure and language.	4.2.1 Compile procedural texts by paying attention to the structure and dominant language.

After comparing the two KD above, the implementation of xenomania is suitable for use in junior high schools compared to high schools.

Researchers chose procedural texts in implementing language xenomania because the excessive use of foreign languages is also related to the purpose of procedural texts. Where someone has a goal of doing something. Applications that can be carried out related to foreign languages also have the same goal, namely attracting readers' interest so that readers have a desire or are interested in foreign languages used on cafe menus.

In this culinary realm, it is very influential and has a positive impact on the existence of a cafe or restaurant by preparing a list of menus that are served that are attractive and have an impression that follows an elite, modern and prestigious era. This relationship is interrelated because it aims to attract someone's interest in the menu list using a foreign language. By using a foreign language menu, students can learn various culinary names using a foreign language.

Train students to imagine how to use menu lists in foreign languages that they are previously familiar with. Apart from that, the excessive use of foreign languages in the menu list also provides benefits as a means of learning foreign languages for students. In this way, the teacher will develop procedural text learning by using a menu list that uses the available foreign languages. The predominant language in this cafe's menu list is English, so before preparing students, they are required to choose one of the menus that uses English to do their assignments. For example, a procedural text for tips on making lychee tea:

Material:

1 tea bag

2 tsp granulated sugar

Enough lychees

200 ml water from lychee syrup

Ice cubes as needed

How to make lychee tea:

First of all, add the previously brewed tea, then add 2 tablespoons of granulated sugar, then stir until all the ingredients are mixed and then add 200 ml of lychee syrup, stir again until all the ingredients are mixed, then add enough ice cubes and add the lychee fruit. enough into a glass, lychee tea is ready to be served.

These tips for making lychee tea directly help students in compiling procedural texts and also help students in practicing their English learning. With a learning process that can provide value and creativity for students to learn and teachers get a new learning process that has variations, attracts students by applying this method.

Implications

Based on the research results, it can be seen that there are several implications that can be identified. First, the use of foreign languages or xenomania in coffee shop menus Bahagia Bersama and Eden Soc has the aim of attracting consumer attention. This can increase the attractiveness of the coffee shop and give it a modern and prestigious impression, thereby increasing customers and business income. However, not all menu lists adopt foreign languages, but only certain menus.

Second, the use of foreign languages in menu lists also has an impact on the use of Indonesian. Language xenomania can cause a decrease in interest in using Indonesian properly and correctly. This can have an impact on reducing the quality of communication in Indonesian, especially among teenagers who are more influenced by the trend of using foreign languages.

Third, the implementation of xenomania in this research is related to learning procedural texts. Procedure texts are used to teach students how to organize the steps in carrying out an activity, and in this case, the use of foreign languages in menu lists is an example of procedure texts. This can help students understand the use of foreign languages in real contexts and improve their language skills.

Fourth, the use of foreign languages in the menu list can also provide a high-quality existence for the coffee shop. This creates a high image and attraction for consumers, giving the impression that the coffee shop has a high class of professionalism. The use of foreign languages is an effective marketing strategy to attract consumer interest.

Thus, the use of foreign languages in coffee shop menus has implications for aspects of marketing, language communication, and procedural text learning. This can be a consideration for business owners in developing marketing and learning strategies in the future.

Conclusion

Based on the facts and debate above, it can be concluded that linguistic xenomania has a significant influence on the use of menu lists in cafes, thereby providing a beneficial impact. The use of Indonesian has several rational implications related to its ability to adapt to different circumstances and contexts. Indonesian language proficiency is very important in the corporate world, along with the increasing importance of foreign languages, especially English, in various sectors including coffee shops and restaurants. The emergence of foreign languages in the commercial world is slowly replacing Indonesian, thereby increasing the superiority of foreign languages over Indonesian. Foreign languages are used more frequently than Indonesian on both cafe menus, as shown by their widespread use. Coffee shop managers can take advantage of the many foreign languages in this menu to create a good impression on readers, thereby conveying a modern and contemporary impression. In a competitive business landscape, coffee shop managers have realized the strategic value of using foreign languages due to the rapid advancement and technical progress in the industry. Not only these two cafes, but also various cafe shop managers, restaurants, and so on use foreign languages to attract interest. consumer. However, to preserve and maintain the Indonesian language, when choosing or using food and drink menus or using product names, can also use Indonesian. With an attractive and not boring style. Indonesian is also no less good if people can modify it or use it properly and correctly. Excessive use of foreign languages also results in the erosion of the language culture of the Indonesian archipelago. With an attractive, more modern style, it attracts consumers, especially teenagers.

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