

## Use of Foreign Language as *Greeting* in Restaurants, Especially Chung Gi Wa Restaurant Bandung

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**Abstract** . The use of foreign languages as greetings at Restaurants Chung Gi Wa in Bandung reflects a smart communications strategy in the hospitality industry . In the context of globalization and customers diversification , using Korean as a foreigner language in greetings offers significant impacts on the restaurant's image , staff-customer interactions , and overalls customers experience . This research employs a qualitative method to analyze how the use of foreign languages , particularly Korean , influences customers perceptions of the restaurants . The findings indicate that using Korean creates an authentic and consistent image with the restaurant's theme , enhancing the appeal for customers seeking a genuine Korean culinary experience . Moreover , staff-customer interactions are positive affected by using foreign languages as greetings , fostering closer and more personalized relationships .

**Keywords** : Foreign Language , Greeting , Culinary , Restaurant .

### INTRODUCTION

Basically , a restaurant No only is place For enjoy dish delicious , but also a place where culture meet with life everyday (Purwanto, D., & Fila, F. 2020). In context continued globalization continued , use Language foreign as a greeting inside restaurants , especially in places like Restaurant Chung Gi Wa in Bandung, to be the more general and interesting attention . Phenomenon This give rise to various question about identity culture , practice communication , and experience customer . Bandung , as one city biggest in Indonesia, famous with diversity culture and culinary . In the middle crowd city This is Restaurant Chung Gi Wa be one prominent destination with serve authentic Korean cuisine . However , what 's interesting attention No only the cuisine served , but also the experience offered to customers , incl use Language foreign as part from regards opener .

Study related show exists global trends in use Language foreign in context restaurant . This matter can seen as part from effort For create unique experience for customers , as well For reflect global image of restaurant the . The study by Hija, UN, & Nasucha , Y. (2020) highlights importance communication cross culture in industry food and drink , where to use Language foreign can become tool For build connection intercultural between customers and staff . However However , there are also different

views related with use Language foreign in context local . A number of circles Possible feel that use Language foreign can reduce authenticity experience local , while others Possible see it as form progress and modernization .

In context Specific restaurant Chung Gi Wa in Bandung, whereabouts use Language foreign as a greeting raises question about identity culture and adaptation local to global trends . As rich city culture and traditions , Bandung has challenge unique in navigate between maintain inheritance culture local and responding trend globalization . This phenomenon reflects a global trend in the use of foreign languages in restaurant contexts, which has become part of efforts to create unique experiences for customers and reflect the global image of the restaurant (Ananda, 2023) . However, there is the use of foreign languages as greetings in restaurants Chung Gi Wa raises questions about local cultural identity and adaptation to globalization trends. In facing these challenges, the research aims to analyze customer and staff perceptions of foreign language use, explore its impact on local cultural identity, and identify strategies to maintain a balance between global image and local cultural authenticity in customer experiences. Based on the explanation above, researchers are interested in discussing " The Use of Foreign Languages as Greetings in Restaurants , Especially Restaurant Chung Gi Wa Bandung " using qualitative research methods using literature study techniques .

### **ETIS THEORY STUDY**

Use Language foreigners in the hospitality sector , in particular in context restaurant , has become increasingly topic interesting in a number of year final . This matter No only covers use Language foreign in welcome visitor or communicate with them , but also deep interior design , menu and branding whole . Restaurants in various parts of the world, including Indonesia, are increasingly adopt practice This as part from effort For create a unique , modern and often international experience for customer they .

Background globalization and mobility man has give encouragement big for use Language foreign in hospitality industry . When tourists from various countries visited to something place , use Language foreign No only makes it easier communication between customers and staff , but also create friendly and open atmosphere for customer from background behind different cultures ( Hernanda , VA, Azzahra , AY, & Alfarisy , F. 2022). As for example , in cities big like Jakarta, Bali, or Bandung in Indonesia, restaurants luxury and five- star hotels often use it Language English as Language main in interaction with customer them , because Language English considered as Language the most common international understood .

Use Language foreigners can do it too found on the restaurant menu . Although the general menu provided in Language local , like Indonesian in Indonesia, some restaurant Possible add description or Name food in Language foreign , esp If they targeting the tourist market foreign or customers are familiar with Cook certain (Ab, A., Sambilaka , KN, & Sudarmi, 2023). As example , a a steakhouse perhaps enclose term French like “ *filet mignon* ” or “ *entrecôte* ” on their menu , while a sushi restaurant perhaps use term Japan such as " *sashimi* " or " *nigiri* " for describe dish . Additionally , in effort For create identity strong and attractive brand for customers , some restaurant choose For use Name or phrase in Language foreign .

## **RESEARCH METHODS**

A research method is an approach used to address the problem that is the focus of the research. In writing this article, the researcher chose to apply qualitative research methods. Qualitative research focuses on the qualitative aspects or essential characteristics of an object or phenomenon. In essence, the main emphasis in qualitative research is to explore the meanings contained in observed phenomena, which can be a valuable contribution to the development of theoretical concepts.

This article was prepared using qualitative research methods. Within the framework of this research, qualitative methods are used to explore the meaning and important characteristics of the use of Indonesian in advertising and how it influences consumer persuasion. Data collection techniques in qualitative research involve interviews and literature reviews. This literature study technique acts as the main tool in collecting

primary data to examine research results related to the use of foreign languages as greetings in restaurants, especially the Chung Gi Wa Bandung restaurant .

## **RESULTS AND DISCUSSION**

### **Results**

Use of foreign languages in the hospitality sector Restaurants have become an interesting topic to discuss in the context of globalization and the growth of the tourism industry. Theories related to the use of foreign languages in this context include aspects of communication, branding , customer experience, and the challenges faced by the restaurant industry in providing a pleasant experience for customers from various cultural and linguistic backgrounds (Annisa, P. 2019) . In the context of hospitality restaurant , the use of foreign languages is an important part of the communication strategy. One relevant theory is intercultural communication theory which emphasizes the importance of understanding culture and language in interacting with customers from various countries. Restaurants that speak foreign languages well can create a more authentic and enjoyable experience for international customers. This is closely related to the *cross-cultural concept communication* that emphasizes sensitivity to cultural and language differences in communication, so as to minimize misunderstandings and increase customer satisfaction.

Apart from the communication aspect, the use of foreign languages also plays a role in building the image and brand identity ( branding ) of a restaurant. Branding theory states that the language used in public communication, including the use of foreign languages, can influence customer perceptions of the quality, exclusivity and value of a brand. Restaurants that use foreign languages correctly and consistently can give a more luxurious, exclusive or authentic impression according to their positioning. brands ( Kusumaningsh , D. 2018) . This is related to linguistic concepts landscape that observes how language is used in public spaces and can be an important part of a business' branding strategy.

Customer experience is also an important focus in the use of foreign languages in hospitality restaurants . Customer theory experience emphasizes that every interaction with customers, including through the language used, must be designed to create a pleasant, satisfying and memorable experience. Restaurants that present menus, service

and communication in languages that can be understood by customers from various countries will be better able to meet customer expectations and increase their loyalty. Multilingual customer concept service becomes relevant here, where the ability to communicate with customers in their own language can create closer relationships and increase customer satisfaction levels ( Khosiyono , BHC 2018) .

Although the use of foreign languages can provide many benefits, restaurants are also faced with challenges in implementing this language strategy. One related theory is linguistic theory imperialism which refers to the domination of certain languages over other languages in the context of globalization (Saadah, F. 2020) . Restaurants that rely too heavily on foreign languages in their communications may face resistance from local customers or difficulty conveying messages appropriately to all market segments.

In facing these challenges, code-switching theory becomes relevant in the context of foreign language use in hospitality restaurants . Code -switching refers to the ability of an individual or organization to switch between different languages according to the communication context. Restaurants that are smart in using code-switching can adapt their communications according to customers' language preferences, whether foreign or local, thereby creating an inclusive and satisfying experience for all customers.

Overall, the use of foreign languages in the hospitality sector Restaurants are not only about the communication aspect, but are also related to branding , customer experience, and adaptation strategies to the challenges of globalization and cultural diversity. By understanding and applying relevant theories, restaurants can increase their competitiveness in an increasingly globally connected and multicultural marketplace .

## **Discussion**

Identify the use of foreign languages as greetings (greetings or greetings) in the restaurant context, especially restaurants Chung Gi Wa in Bandung, is an interesting topic that reflects the dynamics of culture, communication and customer experience in the hospitality industry . Bandung is known as a city with high cultural diversity and tourism activities. Here, the use of foreign languages can be part of a restaurant's appeal in attracting customers from various cultural and linguistic backgrounds (Rahmawati, A. 2022) . Apart from that, as an educational city with many foreign students, the use of foreign languages as greetings can also reflect the restaurant's inclusiveness and

willingness to serve customers from various countries. Then, use a foreign language as a greeting at the restaurant Chung Gi Wa reflects a smart communication strategy. Korean, as the foreign language chosen for greeting at this restaurant, is closely related to the concept and menu of the restaurant which presents Korean cuisine. Using Korean as a greeting can give an authentic impression and be consistent with the restaurant theme, thereby creating a more comprehensive experience for customers.

In terms of branding, using Korean as a greeting can also strengthen brand *identity* (*identity*) Restaurant Chung Gi Wa. The Korean language carries associations with uniqueness and exoticism, which can attract attention and differentiate the restaurant from its competitors. In branding theory, consistency in the use of foreign languages as part of the brand messaging can form a positive perception of the quality, authenticity and value of a restaurant in the eyes of customers (Susanti, D. 2021). Next, let's discuss the influence of using a foreign language as a greeting on interactions between staff and customers in restaurants Chung Gi Wa. The use of a foreign language can create a sense of familiarity and closeness between restaurant staff and customers who have the same cultural background. This can increase customer satisfaction levels and create a more personal relationship with each visit to the restaurant.

Restaurant staff need to have sufficient language skills to ensure that greetings in foreign languages are delivered correctly and with correct pronunciation. Apart from that, it is also important to pay attention to cultural sensitivity in the use of foreign languages, so as not to offend or confuse customers who may not be familiar with the language (Violita, AL, Deyo, S., & Firdaus, D. 2023). Wider implications of using foreign languages as greetings in restaurants Chung Gi Wa covers the overall customer experience. Greetings delivered in a foreign language can create a positive first impression and increase customers' sense of trust in the restaurant. This can contribute to customer loyalty and positive recommendations to others, which in turn affects the restaurant's image and reputation in the market.

In the context of globalization and the growth of the hospitality industry, the use of foreign languages as greetings can be considered a smart strategy to adapt to a market that is increasingly connected globally and multiculturally. Restaurants like Restaurant Chung Gi Wa who are able to identify and utilize the potential of foreign languages in

their communications can increase their competitiveness and create a more satisfying experience for customers from various cultural backgrounds.

### **Impact Use of Foreign Languages at Restaurant Chung Gi Wa Bandung**

Use of Korean as a foreign language in restaurants Chung Gi Wa has a positive impact on the restaurant's image. The Korean language is closely related to Korean identity which is rich in culture, cuisine and traditions. By using Korean in communication and branding , this restaurant creates an image that is authentic and consistent with the Korean theme it carries. This can increase the restaurant's appeal to customers seeking a true Korean food experience and provide a competitive edge in an increasingly competitive culinary market.

The next impact is on interactions with customers. Use of Korean as a greeting or greeting in a restaurant Chung Gi Wa can create a warm and familiar atmosphere for customers who understand the language. This not only increases customer satisfaction but also creates a more personal relationship between restaurant staff and customers. This good interaction can lead to increased customer loyalty, because they feel appreciated and well cared for by the restaurant. In addition, the use of foreign languages also has a positive impact on the overall customer experience. For customers who are familiar with Korean language or Korean culture, using a foreign language can provide a more authentic and immersive experience in enjoying Korean dishes and the restaurant atmosphere ( Fathikudin , 2018) . This can increase the level of satisfaction and make their eating experience more memorable.

For customers who do not understand Korean, using a foreign language as a greeting may not have a significant impact or may even cause confusion. Therefore, it is important for restaurant staff to have good communication skills and be able to adapt to different cultural backgrounds of customers. From a marketing perspective, the use of a foreign language can also influence customers' perceptions and impressions of a restaurant. Korean can give an exotic, unique and distinctive impression, which can be a special attraction for customers who are looking for a different and interesting culinary experience. This can create a positive image for the restaurant in the eyes of customers and expand their market share, including attracting new customers who are interested in Korean culture.

## CONCLUSION

Use of foreign languages, especially Korean, as greetings in restaurants Chung Gi Wa in Bandung shows a significant impact on various aspects of the hospitality industry. Use of foreign languages such as Korean in restaurants Chung Gi Wa provides an image that is authentic and consistent with the restaurant theme. This creates a special attraction for customers looking for a true Korean culinary experience. Interactions between restaurant staff and customers are also positively affected by the use of foreign languages. Korean as a greeting can create a warm and familiar atmosphere for customers who understand the language, increasing satisfaction levels and strengthening relationships between restaurants and customers.

Using a foreign language as a greeting also provides a more authentic and immersive experience for customers who are familiar with that language or culture. This can increase a positive impression of the restaurant and create a more memorable dining experience. However, the use of foreign languages also needs to be accompanied by staff readiness to communicate with various customer cultural backgrounds. Sensitivity and adaptability in the use of foreign languages is the key to ensuring that the greeting is well received by all customers.

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