

Language Functions in Culinary Conversation on Youtube Channel

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Abstract--Nowadays people can share their activities on You Tube, and can be viewed by their followers. Culinary activity will be very common but it is interesting to be viewed, it can give us idea about restaurant, price, menu and the taste of the food. In addition, when we visit a new place, we must have some references especially for the culinary. In culinary activities, there must be service and hospitality that offered by the restaurants. This research reveals the language functions especially in culinary conversation found on YouTube channel. The theories of this research were language functions theory proposed by Geoffrey Leech (1974). Research related to culinary linguistics so far is still relatively small and the object of research so far is still in restaurants. This research reveals culinary conversation on You Tube channel. The results of this study are the language functions used in culinary activities on You Tube channel.

Keywords: Language Functions, Culinary, You Tube

I. Introduction

Nowadays people can share their activities on You Tube, and can be viewed by their followers. Culinary activity will be very common but it is interesting to be viewed, it can give us idea about restaurant, price, menu and the taste of the food. In addition, when we visit a new place, we must have some references especially for the culinary. In culinary activities, there must be conversation for example in explaining the menu. Conversation begins from the notion that conversational interaction involves 'doing things with words, for example, describing, questioning, agreeing, offering and etc., are all examples of social actions that we use words to perform. It developed from social science perspectives that recognized the fundamental nature of human action and interaction in the formation and management of personal identity, social relationships, and human institutions.

The success of the communication depends on how the interlocutor reacts to the speaker's utterance. In the communication, the interlocutor should be sensitive to the speaker's illocutionary acts, such as the purpose or the mood of the speaker's sentence. As the initiator of communication, the speaker bears the greater responsibility for the communication success. The speaker should consider the effect of his or her words.

In hospitality industry, a good conversation intertwined because of the good command of the language. Communication that occurs in the world of tourism has its own limitations in accordance with the standards and procedures of each hotel. According to Halliday (1973:7), in the most general terms, people do differently with their language, that is; they expect a large number of different purposes by talking, writing, listening and reading.

Understanding of performance expectations are keys to the achievement of tourist satisfaction. Therefore mastering English becomes one of the main skills that must be possessed by people who work in the hospitality industry. Also, as individuals who work in the tourism industry, should have the knowledge and ability to establish good communication with guests. Conversation analysis has an important role in

understanding the purpose and objectives when communicating in order to produce the same perception, so as to achieve the target in accordance with existing provisions.

This research reveals the language functions especially in culinary conversation found on YouTube channel. Research related to culinary linguistics so far is still relatively small and the object of research so far is still in restaurants. This research reveals culinary conversation on You Tube channel. The results of this study are the language functions used in culinary activities on You Tube channel. The theories of this research were language functions theory proposed by Geoffrey Leech (1974).

1.2 Problem

In the foregoing it has been stated, that determining language functions in the field of culinary is very interesting to study. In this regard, the problems that arise in this study are as follows.

1. What types of language functions used by the youtuber in their culinary activities?
2. What expressions are used by the youtuber in in their culinary activities?

1.3 Research Objectives

Based on the formulation of the problem, the purpose of this study is divided into two types, namely general objectives and special objectives. Each of these objectives can be described as follows.

1.3.1 General Purpose

In general, this research aims to apply and develop critical and in-depth language functions related to culinary conversation used by the Youtuber in introducing and explaining food and beverage.

1.3.2 Special Purpose

The specific objectives of the study can be explained as follows.

1. Identify the types of language functions in culinary conversation on You Tube
2. identify the expressions used in culinary conversation.

1.4 Research Benefits

Based on the description of the specific research objectives above, there are several benefits that are expected to be derived from the results of this study. These benefits can be broadly grouped into two types, namely (a) theoretical benefits and (b) practical benefits. The two benefits can be described one by one as follows.

1.4.1 Theoretical Benefits

Theoretically, the results of this study are expected to provide benefits for the following things.

1. Benefits for the development of science in linguistics. This is important because the implementation in the field of macro linguistics.
2. Benefits for the enrichment and availability of reference sources and information in the treasury and the field of macro linguistics in particular, because the results of this study are expected to be able to add and enrich reference sources about the language functions.

1.4.2 Practical Benefits

The results of this study are expected to be of practical use for the following matters

1. The benefits for tourism students, especially restaurant. This study will give idea about the language used in explaining traditional menu.
2. Benefits for other researchers who are interested in conducting research about language in used which until now research related to culinary linguistics is still relatively very rare. The results of this study can be used as reference material or references in other foreign languages research. In addition, matters or gaps that have not yet been investigated in this study will result in the emergence of special culinary linguistics research results with other foreign language research objects.

II. Theoretical Basis

2.1 Language Functions

According to Leech (1974:41) Function of Language are to expand knowledge and pass information. And also facilitate cooperation between members society. Mainly, Leech proposed that there are five important communicative functions of language. Furthermore, the explanation about each of the five functions will be discussed in the following explanation:

The first language function is for an informational function. This language function is used to focus the information on the subject matter, the speaker or writer give the information to the listener or readers and it tends to assume as the most important function. The second language function is for an expressive function. This language function is used to express its originator s feeling and attitudes such as; anger, amazement, irritation, etc.

Further, the third language function is for a directive function. The directive function is aimed to influence the behavior or attitudes of other. The most straightforward instances of the directive function are commands and request. The receiver and the listener and reader are as the focus of this language function. It can express greeting, offering, promise, invitation, and suggestion.

The next following of the language is for an aesthetic function. This language function is to create an artistic affect, and focused on the message of the language itself. It is used to express the idea, and feeling, particularly in aesthetic value of the language. The speaker uses this language function to express his or her idea and feeling in choosing the words, which are considered aesthetically. In this case, the speaker tends to choose the words according to his or her desire.

Then, the last function of the language used is as a phatic function. Phatic function is the function of keeping communication lines open and keeping social relationship in good repair. This language function correlates with the channel of communication. It is used for opening, keeping or stopping communication line, to examine whether the communication can take place or to get attention of listener and to make sure whether the listener still follows the lines of communication. In fact the purpose of the phatic function is to keep social relationship in good repair or maintaining cohesion within social group in which the information is the only for courteous, not the real one.

III. Research Methods

Method occasionally plays an important role in all sorts of scientific activities. The method of doing research has very important role in determining the success of the research as well. The method that is used here consists of data sources, data collections, and data analysis, which will explained as follows:

Data were taken from the conversation of the youtuber in their culinary activities. The data of this research were collected by using the method of direct observation, audio recording and note taking technique. It means that in collecting the data I involved myself in the activities. After all the data were collected, the data were analyzed based on the theory applied. The analysis finished by mentioning the conversation quoted as the data source. Explanation and discussion about the English functions used by the youtuber in their culinary activities.

IV. Research Results

In this subdiscussion the analysis will be done based on the expression of English produced by the youtuber in their culinary trip.

Functions of English Expressions

The research was taken in <https://youtu.be/5r-jxlwPHKs>. The data was obtained by investigating English used by the youtuber closely integrated with language function, such as greeting, asking for information, giving information, giving suggestion, requesting, inviting, thanking and saying goodbye, which all of the functions used take an important role in everyday life. When the youtuber makes the video, he will communicate with the people in the video and they will attract the audience who watch the video. They produce some sentences, phrases, or linguistics unit in the forms of utterances. Furthermore, in this subdiscussion the analysis of the data of their English functional expressions will be shown below:

Greeting and Welcoming

It can be explained again that greeting is the act or words used by a person to greet or welcome another person. As said above, the greeting expression is also important because that expression can create a good communication and makes the conversation even better. The formal and informal expression of greeting and welcoming based on the situation (setting) can be seen in the following data:

Data 1

Mark : Hello there, nice to meet you..

Andre : Nice to meet you, Mark.

From the conversation above, it can be seen that the expression from Mark belongs to the function of greeting. The expression of greeting that used is not only "Hello" but it is followed by "nice to meet you" to start the conversation. The greeting expression in the data above was used by Mark when he met his partner trip during his culinary adventure. The greeting belongs to informal expression because this expression uses the word *Hello* as the opening of the expression. It showed that Mark and Andre are partner, they can greet by using informal greeting, and the situation on the video is informal too. According to Geoffrey Leech (1974), this greeting belongs to phatic function because it was used to keep social relation in good repair.

Giving Information

Giving an information is also found in the data. This is used when the youtuber explained the menu to the audience. The information that the youtuber should tell or give to the audience must be right, detail and believable, so that the audience feel satisfied to watch. Based upon the result of the research, the English expressions used for the function of giving information is presented in the following conversations:

Data 2

Andre : We have ceremony every six months in Bali..and then that one is Surya. Most of the family come here to pray

Mark : this is literally right off the tree...

With reference to the data above, it can be seen that Andre is giving an information about the family temple. Andre invited Mark to walk around his house and when they arrived in the family temple, Andre gave an information about the activities of his family in the temple and also the name of some buildings. So, Andre's utterance clearly shows about giving information to Mark and audience about the family temple.

Data 3

Mark : *Satay Lilit* is very very common in Bali, and it is very very comfort food for Balinese.. Ok and then after that we are going to make *lawar*

Andre : yeah..

The conversation above shows about the language in use for giving an information. It can be seen that Mark is giving an information about Balinese menu, that is *Satay Lilit*. In giving information about this food, he tells the

name of the food, then he gives information about its comfort for the Balinese. So, Mark's utterance shows that he tells information to the audience about this traditional menu.

Inviting

It can be stressed here again that the expression used for inviting, especially inviting someone to do something, is also common expression to use in the English conversation, and it is also expressed by someone when he or she, for example, requests the other person in the specific events at the specific time and place. The specific events, for example lunch, dinner or any special events. The English expression used for the function of inviting is also used in this culinary trip, such as inviting the audience to try Balinese food. Further, the data of the youtuber's English expression which are used for this function below:

Data 4

Mark : **If you don't have any plan, we have come to the end** of this absolutely incredible Balinese food.

Andre : (enjoying the food)

Based on the conversation above, it can be examined here that Mark's utterance is used to invite Andre and the audience to enjoy the last food and come to the end of the culinary trip the Bold utterance is shown an invitation. When Mark invited Andre to taste the last food, Andre directly ate and enjoyed that food.

Thanking

Expression of thanking, is the expression that we commonly use to show our appreciation to the other people. The thanking expressions are frequently expressed at the end of the conversation. Beside at the end of the conversation, the thanking expressions are also often expressed at the beginning or in the middle of conversation to the other people. The thanking expression is very common apparent in the communication because it is used by any people, including the youtuber on his or her YouTube channel. The expressions which are used by the youtuber, is shown in the data below:

Data 5

Mark : A huge thank you to Andre and his entire family for hosting us here they have been extremely generous to us and the have also been very welcoming

Andre : (smiling)

Based on the data in the conversation above, Mark used an expression for thanking to Andre and family as the host and invited Mark to join in the cooking preparation and enjoyed the Balinese traditional food at Andre's house. From the data above, Mark thanked to Andre at the end of the culinary video, and it is also as the closing session of the culinary experience. Mark also expressed his respect to Andre's family by saying thank you to Andre's big family.

Saying Good Bye

Saying Good Bye is one of the expressions used when we leave someone. There are two categories of this expression, those are: saying good bye for long time or forever, and saying good bye for short time to meet someone again soon. In relation to saying goodbye, based on data that I have got in the data, I could find the

expression used by the youtuber on the culinary video. Here is the expression of saying good bye by the youtuber on the culinary channel:

Data 6

Mark: Goodbye from the really of the paradise island of Bali and I will see you on the next video

The utterance above was stated by Mark. He closed the culinary trip by saying goodbye to the audience and he also invited the audience to watch his next trip on his YouTube channel. So, here the word goodbye can be as the closing statement that used by the youtuber.

V. Research Findings

Every study will have the findings. The findings are described in accordance with the analysis in answering the problem and based on the theory used in analyzing the problem. The finding of this study, namely (1) theoretical findings Theoretical findings directly contribute to linguistics, especially language functions, in the field of culinary linguistics.

VI. Conclusions and Suggestions

Conclusions and suggestions in this study are based on analysis and findings as answers to the formulation of the problems raised in the study. There are some language functions used by the youtuber on the culinary video, namely (1) greeting and welcoming, (2) giving information, (3) inviting, (4) Thanking, (5) Saying goodbye.

This research can be used as a reference source for other researchers interested in researching the field of language functions, especially culinary linguistics. In addition, the development language in use as the findings in this study can also be applied in other language such as Japanese, Chinese, etc. Moreover, the tourism students can also use this article as reference to explain Balinese food to the guest, or costumer at hotel or restaurant.

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