

CHAPTER 1. INTRODUCTION

This chapter deals with reasons and consideration why the writer intends to make table manner video for international business people as final project. It consists of background, objective, and significances.

1.1 Background

Globalization era is a world phenomenon which requires human being expands their social intercourses in any aspects, especially in doing a business. International business occasion involves some certain aspects of communication start from language until manner. The manner means the behaviour on the table because almost of business is conducted over the course of meal. The manner at the table becomes the consideration of the business acquaintance in determining our manner in other social relationships or work settings. This phenomenon obliges the business people to practice their behavior on the table so they will not get nervous over napkins or choosing the right forks. People called these behaviors as table manner.

Table manner plays an important role in making good impression. According to Zhang (2013), "Any foreigner would encounter some difficulties in intercultural communication and feel baffled or a little nervous about local cultural customs if they had no basic knowledge about table manners in a new country." Those difficulties may cause some incidents which could make bad impression of the business people in front of the client or other acquaintance. Therefore is why the general senses of table manner are needed. To get further information about general sense of table manner we visited some places of Hotel and Restaurant to do interview about table manner such as ASTON, Bandung Permai Hotel, Bintang Mulia and Safari. At the end, the one who could help the writer in conducting table manner for the final project is Safari Hotel and Restaurant because the other hotels did not give permission to the writer to conduct this final project.

Safari Hotel and Restaurant is three stars standard hotel which provides table manner. It is located on Kh. Achmad Dahlan Street, Kaliwates, Jember, East Java. Safari Hotel and Restaurant provides a table manner event as its product. It gives the participants particular certificate which stated that they have done a practicum of table manner. The participants who buy and practice table manner at Safari Hotel and Restaurant include the staff of Bank Indonesia, Gus and Ning, also the students from nearby high school. The writer could observe those table manner activities by looked at the documentation files of table manner events. Safari Hotel and Restaurant also called an instructor to guide the participants in order to learn table manner. Those were the reasons why the writer visited Safari Hotel and Restaurant to get the primary data about table manner. Based on our interview with The Manager of Safari Hotel and Restaurant, Sri Widayanti, the writer knew that the common sense of basic knowledge of table manner around the world was continental style. The person who comprehended the basic knowledge of the continental style of table manner surely could custom with the table manner of destination country. Mrs. Widayanti also stated that the continental style is international table manner standard. The menu of continental style would be provided in one package (appetizer, main course, and dessert). To practice table manner used continental style, an intensive and comfortable practice process was required.

Table manner would be easily conducted if there were sufficient materials or guideline such as textbook, guidebook, or video. Mrs. Widayanti said, "There has to be significant practicum and material to learn table manner." She added that textbooks or guidebook is one of useful material to comprehend the theories of table manner but it could not guarantee someone to poses the behavior of table manner. Unfortunately, Safari Hotel and Restaurant did not have sufficient materials except guidebook to conduct table manner practicum. The guidebook itself only presented us some written text and black and white pictures. Considering those problems, the writer intended to make interesting material of table manner to help Safari Hotel and Restaurant in conducting table manner event in the form of video. By using the video Safari Hotel and Restaurant can

provide appropriate the media to teach table manner so that the participants can get sufficient knowledge about table manner.

Jewitt (2012) stated that, “Video can provide a fine-grained record of an event detailing gaze, expression, body posture, gesture, and so on.” Video is the right media to deliver the example of table manner so people can watch the detailed body posture and gesture of the manner at the table and the appearance of the utensils of table manner. Jewitt also stated that video is durable, malleable, and shareable record. It can be re-watched whenever we want; the viewers can make it in slow or fast motion; and it can be used as a reference. In this way, the writer considered video as the most suitable material in conducting table manner practice. The video can complete the instructor in giving the instruction in table manner event. It would also be the appropriate material for the writer to achieve the writer’s very first intention to provide a sufficient material for international business people in practicing table manner. It consisted of all continental styles of table manner starts from definitions, history, functions, meals, equipment, and etiquette. As the further action, the writer uploaded the video to You Tube. Thelwell and Kousha (2012) stated that, “Video production is increasingly simple with modern digital video cameras or mobile phones and editing suites. The result can be easily shared on popular sites like You Tube.” You Tube helps the writer to reach world-range viewers.

Dealing with the background above, the writer decided to make a video of table manner. By doing this activity, the writer hoped that the international business people who want to poses table manner feel at ease after watching the video of table manner we shared. Besides that, the writer promoted this product to Safari Hotel and Restaurant as their material in conducting table manner event.

1.2 The Objective

The objective of the final project was to make a video of table manner that could be used as guide in learning the table manner in any occasion, mainly in business meeting.

1.3 Significances

The significances of this final project are explained below:

1.3.1 For International Business People

General senses of table manner in this final project could be very useful for business people in their meeting whether to impress the employer, enhance client relationship or normal business meeting.

1.3.2 For Safari Hotel and Restaurant

The writer hoped the result of this final project would be useful for Safari Hotel and Restaurant in conducting table manner event or became appropriate guidance to train the employees before they handled table manner event, also as one of product to help the guest while experiencing table manner event.

1.3.3 For the Writer of Final Project

By conducting this final project, the writer applied the knowledge that had been learnt in English for Hotel and Restaurant and Writing courses.

1.3.4 For English Study Program

The result of this final project would be useful for The English Study Program of Politeknik Negeri Jember. It could be used as a reference for the students in this study program who want to conduct the project especially in designing any tutorial media of table manner. Furthermore, it would become a media for teaching learning process of lecturing of English for Hotel and Restaurant.