

CHAPTER 1. INTRODUCTION

This chapter dealt with reasons and consideration why the writer intended to make table manner video for international business people as final project. It consisted 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 determine 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, the writer visited some places of Hotel and Restaurant such as ASTON, Bandung Permai Hotel, Bintang Mulia and Safari, and did an interview about table manner. At the end, the one who could help the writer in conducting table manner for the final project was Safari Hotel and Restaurant, Because the others Hotel 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 provide 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 the product 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 also looked at the documentation files of table manner events. Safari Hotel and Restaurant also calls an instructor to guide the participant 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 is continental style. The person who comprehends 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 will be provided in one package (appetizer, main course, and dessert). To practice table manner using continental style, an intensive and comfortable practice process is required.

Table manner will be easily conducted if there are 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 cannot 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 some written text and black and white pictures. Considering those problems, the writer intended to make more interesting and complete material of table manner to help Safari Hotel and Restaurant in conducting table manner event in the form of video. By using video Safari Hotel and Restaurant

can provide appropriate media to teach table manner so 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 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 YouTube. Thelwell and Kousha (2012) stated that, "Video production is increasingly simple with modern digital video cameras or mobile phones and editing suites. The result could be easily shared on popular sites like You Tube." It helps the writer to reach world-range viewers.

Dealing with the backgrounds 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 that the writer 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 is to make a video of table manner that can 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 can be very useful for international 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 hopes the result of this final project will be useful for Safari Hotel and Restaurant in conducting table manner event or become appropriate guidance to train the employees before they handle 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 can apply the knowledge that has been learnt in English for Hotel and Restaurant and Writing courses.

1.3.4 For English Study Program

The result of this final project will be useful for The English Study Program of Politeknik Negeri Jember. It can 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 will become a media for teaching learning process of lecturing of English for Hotel and Restaurant.