

**BARISTAS' PERCEPTIONS THE IMPORTANCE OF ENGLISH AS A SUPPORT
EXCELLENT SERVICE TO THE FOREIGN GUEST IN COFFEE SHOP**

THESIS

BY

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**UNIVERSITY OF PALANGKARAYA
FACULTY OF TEACHER TRAINING AND EDUCATION
DEPARTEMENT OF LANGUAGE AND ARTS DEPARTMENT
ENGLISH EDUCATION STUDY PROGRAM
2026**

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THESIS

Presented to
Faculty of Teacher Training and Education
Universitas Palangkaraya
in partial fulfillment of the requirements
for the degree of
Sarjana Pendidikan

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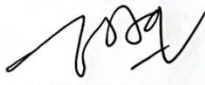
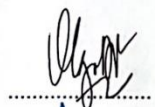
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ABSTRACT

Maktabi, Muhammad Luthfi. 2026. *Baristas' Perceptions the Importance of English as a Support Excellent Service to the Foreign Guest in Coffee Shop*. Thesis. The Faculty of Teacher Training and Education, The University of Palangka Raya. Advisors (1) Olga Dona Retsi, S.Pd., M.Pd. (2) Dr. Iwan Fauzi, S.Pd, M.A

Keywords: Baristas' Perception, Excellent Service, Importance of English

The background of this research is exploring baristas' perceptions of the importance of English for Specific Purposes (ESP) in delivering excellent customer service in coffee shops. As English is commonly used in service-oriented industries, especially in establishments catering to international or diverse customers, the study aims to examine how baristas perceive English as a practical and necessary skill in their daily work.

The purpose of this research is to gain the perspectives of baristas' perceptions of the importance of English for Specific Purposes (ESP) in delivering excellent customer service in coffee shops. This study applied a qualitative approach, with 3 baristas from 3 different coffee shop as the participants. Data collected through Interviews, and analyzed using narrative inquiry approach allowed for a rich, in-depth understanding of how baristas perceive, experience, and make meaning of their use of English in coffee shop settings. It provided not only data, but insight into their personal growth, professional identity, and learning needs.

The results of this study show that mastering English particularly English for Specific Purposes (ESP) is perceived by baristas as an essential professional competency. English is not merely an additional skill, but a fundamental element of effective communication, intercultural hospitality, and service excellence in increasingly globalized coffee shop environments. And mastering English is essential for baristas to provide excellent service to foreign guests. English functions not only as a communication tool but also as an enhancing service quality, strengthening professional identity, and supporting intercultural hospitality in increasingly globalized coffee shop environments.

ACKNOWLEDGEMENT

Praise and gratitude to the almighty God, because the researcher believes that the love, power, blessings, and extraordinary health given to the author during the research., since the beginning until he is given ability in accomplishing this thesis entitle: *BARISTAS' PERCEPTION THE IMPORTANCE ENGLISH AS A SUPPORT EXCELLENT SERVICE TO THE FOREIGN GUEST IN COFFEE SHOP*. This thesis is arranged to fulfil the requirements for obtaining bachelor's degree, in English Education Study Program of Language and Art Education Department of Faculty Teacher Training and Education of Palangka Raya University. The researcher would like to express gratitude to everyone who has been so kind and helpful in giving their patience, as well as for their support and encouragement:

1. My greatest gratitude goes to my beloved parents and my family for their prayers, support, love, attention, and everything that they have given to me until this time.
2. My deepest gratitude to my first advisor, Olga Dona Retsi, S.Pd., M.Pd. who gives her guidance and support to improve this thesis.
3. My deepest gratitude to my second advisor, Dr. Iwan Fauzi, S.Pd, M.A. who gave his guidance and encouragement during the researcher's studies in the English Education Study Program and gave direction as well as encouragement that is very useful and helpful for writing this thesis.
4. My deepest appreciation to my reviewer, Dr. Bahing, S.Pd., M.Pd. who has provided valuable advice and input as well as made a very helpful contribution to improving the quality of this thesis.
5. My deepest appreciation to Dr. Akhmad Fauzan, S.Pd., M.Pd. as the coordinator of the English Education Study Program, for his help, assistance, and guidance during the researcher's preparation of this thesis.
6. My deepest appreciation to Dr. Rinto Alexandro, S.E., M.M. as the dean of faculty of teacher training and education, for his help, assistance, and guidance during the researcher's preparation of this thesis.
7. My deepest appreciation to all the lecturers in the English Education Study Program who have provided knowledge to the researcher.

8. My lovely partner Siti Sulistyani aka Tya, thank you for being one of my motivators, listening to my complaints while writing my thesis, being a good advisor, and always giving me love.
9. My dearest best friends Denny, Austin, Ahlil, Bryan who have been accompanying the researcher through the ups and downs during the thesis making. I appreciate all of you for the invaluable camaraderie, motivation, and support.
10. My deepest appreciation to favorite places Waroeng Kopi Djoeang that provide the researcher coffee and space that helps the researcher to finish writing this thesis
11. My deepest appreciation to everyone who has participated in the making of this thesis, who cannot be mentioned
12. And last but not least, i want to thank me, myself, and i, who give the willingness to fight until the end and not give up everything that has been through

Palangka Raya, June 2026

Muhammad Luthfi Maktabi

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