

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Language is communication between human beings, while food is a basic need that must be met for every human being. The relationship between food and language made by constructing with larger units, food made from smaller entities such as ingredients, making dishes, making food. While language create from words, speech, and text (Gerhardt, 2013).

Culinary Linguistics is the study of food research and a wealth of literature. The study of culinary in linguistics focusing with the role in interaction with language. One way to research food and linguistics is through the food blog. When applied to food studies, linguistics highlights its functions in the cycle of food production, preparation, and consumption (Buccini, 2012). Food is a very central part of human life and it is more than a nutrient or nourishment (Ritonga et al, 2018). The study of language and food is combined in the interdisciplinary topic of culinary linguistics. This includes how language is used when describing, debating, and expressing food-related concepts including taste, aroma, texture, recipes and eating habits. There are some aspects in culinary linguistics, Culinary Terminology and Culinary Discourse. Culinary terminology studies the vocabulary and terms used in the culinary world. This includes the names of ingredients, cooking techniques, kitchen tools, types of dishes, and other special terms related to food and drink. Culinary Discourse learn about how language is

used in culinary contexts such as restaurant menus, cookbooks, food articles, food blogs, and other culinary content. This involves analyzing narrative structure, rhetorical strategies, and using language for specific communicative purposes, such as selling, explaining, or inviting the reader to try food.

Food blog is a website created by a person or community that describes food recipes and ways of making food to readers. Food blogs not only found on social media such as FB, but some blogs come from Google or the original blogger's website, which provides all written blogs with different information and discussions. Blog posts usually cover food recipes, how to make food art, and food design. Blogs function as writing daily experiences such as how to make food. When (and how) they presented themselves as authorities or as "approachable persons who share ordinary food-related experiences with like-minded readers" on both sides of the border (Diemer & Frobenius, 2013).

The study of food blogs is one form of culinary linguistics. Food blogs are one of the discourses in culinary linguistics that go into great detail about how language plays a big part in writing about food and food (Gerhardt, 2013). The role of linguistics in a food blog, as suggested by Gerhardt, is classified into three constructions, identification and recognition. Food blogs is a study of food and an extensive literature review focused on its role in interaction with language. This publication examines food and food related studies from a linguistic perspective. According to (Crystal, 1996) Food blogs can be categorized as purposive discourse "occupational variety", as indicated by the frequent and concentrated use of certain vocabulary and jargon.

When discussing food blogs in linguistics, many things need to be considered, for example, food recipes, food jargon, preparation methods, kitchen methods, and reader responses from food recipe blogs. The project examined linguistic elements like common nouns and lexical verbs that help shape the conversation in online groups between expert and non-expert communication through corpus-based research methodologies (Diemer & Frobenius & Frobenius, 2013). Food blogs can be found on websites other than social media platforms like Facebook and Google, which offer written blogs with various information and topics. This research is conducted based on previous research entitled "The Blog is Served Crossing the 'Expert/Non-Expert' Border in a Corpus of Food Blogs" by (Daniela Cesiri, 2017).

Corpus analysis is one way to analyze culinary linguistics. By using the corpus analysis in culinary linguistics, the corpus can be compared to the project-related corpora not signed (Siebenhaar, 2006). Corpus-linguistic approach defines the lexical and semantic features that distinguish food blogs, leading through genre classification and combination of online courses in food and language. Another major feature of blogs is lexical innovation by creating new lexical items related to food but often non-standard, these usually start as hapaxes and then gradually spread through the blogosphere and beyond (Diemer & Frobenius, 2013).

Food blogs have grown in popularity as a platform for people to share their culinary creations and adventures, and they are regarded as reliable sources for food research. Food blog Love and Lemons is a blog created by Jeanine, Blogger

from the Chicago United States. A blog that contains cooking with seasonal fruits and vegetables and provides exciting recipes that inspire readers to try cooking. “Since users of smartphones may update their blogs whenever they want, food culture may spread globally” (McGaughey K, 2010).

According to (Crystal, 1996) food blogs as “specialized technical language”, consists of terms clearly noted with the preparation or enjoyment of food or, alternatively, have special meanings in this context. Terms such as dish, recipe, ingredients define the organization and identify the type of text, while dinner, lunch, dessert categorize topics and types of food in greater detail. The special-purpose vocabulary on the cooking blog Love and Lemons shows frequent evaluative elements, for example, using verbs like make and think.

**Table 1.1 Breakfast Oat Bowls Love and Lemons**

| <b>Love and Lemons<br/>Breakfast Oat Bowls</b> | <b>Food Blog Corpus (2023)</b>               |
|--|--|
| Size   | 455 Words                                    |
| Types of Data                                  | Food Blog, Corpus Analysis                   |
| Data Source                                    | Acquired from the internet                   |
| Availability of Data                           | Download Online, read online and recipe book |
| Special Features                               | Lexical items, food jargon, and hedges       |

The hypothesis from the table 1.1 the researcher analysis of the data by using corpus analysis with Stefan Diemer & Frobenius's theory and Crystal theory about culinary linguistics by using corpus analysis with application AntConc. This data from other most viewed recipe “Breakfast Oat Bowls” that post on Love and Lemons blogs.

**Table 1.2 Preliminary Data**

| File                      | Classify      | Left Context   | Hit        | Right Context                                   |
|---------------------------|---------------|--|------------|---|
| Breakfast<br>OatBowls.txt | lexical items | bowls are a delicious,<br>healthy make-ahead<br>breakfast. | Customize  | them with toppings like<br>nuts, seeds, nut     |
| Breakfast<br>OatBowls.txt | Food Jargon   | milk, if desired, for<br>consistency. Top with<br>desired  | toppings.  | Alternatively, for a grab-<br>and-go breakfast, |
| Breakfast<br>OatBowls.txt | Hedges        | like nuts, seeds, nut<br>butter, or fresh fruit!           | These easy | oat bowls are the perfect<br>breakfast          |

From the table 1.2 Preliminary data, show and classify the lexical items, food jargon, and hedges. This preliminary data takes from other most viewed recipe Love and Lemons blogs. The corpus analysis shows up with different colors. Blue is the target hit indicator, purple mean corpus indicator, red mean word delete indicator, and green is download indicator delete.

This research aimed corpus analysis on food blogs Love and Lemons by using application AntConc Version 4.2.0. to find lexical items, food jargon, and hedges.

## **B. The Problem of the Study**

The Problem of study in this research are formulated as follows:

1. What are the classifications of lexical items and hedges found on Love and Lemons blogger?
2. How are food jargon used on Love and Lemons blogger?

### **C. The Objectives of the study**

The objectives of the study in this research are formulated as follows:

1. To find out the lexical items and hedges in Love and Lemons blogger.
2. To describe how food jargon used on Love and Lemons blogger.

### **D. Scope of the Study**

This research uses the theory of Stefan Diemer & Frobenius (2013) and Crystal (1996) to analysis food blogs as the study of culinary linguistics by using corpus analysis. The scope of this research focuses on the two recipes from the Love and Lemons blogs. The title of the blog is the recipe "Breakfast Sandwich," published on 20 September 2022, and the second title is recipe of "Breakfast healthy Tacos," published on 17 May 2017.

### **E. Significant of the Study**

The study designed to find some expected outcome should have some significance. In this study, it is hope that it can provide some relevant contributions related to research.

1. This research may serve a relevance of the study in future research related to linguistic culinary.
2. This research is expected to be a reference for food blogs material in culinary linguistics, especially for students majoring in English literature.