

CHAPTER I

INTRODUCTION

A. Background of the Study

Human is perfect creature that created by Allah with has intelligence and natural appetite. Human is also certain creature. Human can't live alone or solitary without people helps of other people. It demanded to make interaction to other people, it must make many relationships together with other people especially in our environment, for that reason human need to communicate with other people, of course to do it human have to use language. And then the humans' process to gets it is study or learning. Human have to study about language that they need because learning is the way to get it.

Language is tool of communication between one human to other human, between us to other people. Then, the method of human communication, either spoken or written, consisting of the use of words in a structured and conventional way is called language.

Language is one of the communication instruments especially among human being. By using language, people can easily communicate each other. Language is used to deliver ideas, opinions, thoughts and feelings to others, either in spoken language or in written language. It has also stated in the holy Qur'an, on Surah Al-Hujarat verse 13 as follows:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ
عِنْدَ اللَّهِ أَتَقْوَاهُ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ ١٣

The verse above states that God has created human beings with several different races, tribes, cultures, customs, religions and language. This variety shows that God has power to create. Language is a paramount thing for all people in order to be able to communicate with others beyond their local speech communities.

Every people in this world interact and communicate each other with language. Wardhaugh (2002: 3) says “A language is a system of arbitrary verbal symbol which is used by the members of a speech community as a mean of communication to interact and express their ideas, feelings and thoughts. “So it simply says that language is essentially a set of items (sounds, grammars, and a meaning of words) that is used to communicate each other people’s ideas, feelings and thoughts. Language is learned and explained in linguistics. In linguistics field, it is divided into several branches; one of them is sociolinguistics.

Sociolinguistics is study the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning. Examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationship in a community, and

the way people signal aspect of their social identity through their language (Janet Holmes, 2008: 1).

In sociolinguistics, people know the concept of jargon. Before discussing the jargon itself, people should understand the concept first. The basic concept that we should comprehend is how jargon happened in society. Society uses jargon as facilitated in their conversation. They use the same language and the same vocabularies in the same area or might be in the same profession in working area. It means that jargon aims to show what the groups of society are. Whether the group is the group of working such as politicians, entertainers, stylist, and teachers can be the group in the classroom.

Jargon is a literary term that is defined as a use of specific phrases and words by writers in a particular situation, profession or trade. These specialized terms are used to convey hidden meanings accepted and understood in that field. Jargon examples are found in literary and non-literary pieces of writing. The use of jargon becomes essential in prose or verse or some technical pieces of writing when the writer intends to convey something only to the readers who are aware of these terms. Therefore, jargon was taken in early times as a trade language or as a language of a specific profession, as it is somewhat unintelligible for other people who do not belong to that particular profession. In fact, specific terms were developed to meet the needs of the group of people working within the same field or occupation.

In the working area, there are so many communities that used jargon, for example; politicians, comedians, entertainer, pilots, military and etc. They have their own jargon and used it in their field in order to make their communication to be easier. It is assumed that jargon is used by many communities in different fields. One of the communities that use term is marketing community.

American Marketing Association (AMA) said “marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” Chartered Institute of Marketing (CIM) also said “marketing is the management process of responsible for identifying, anticipating and satisfying customer requirement profitably”. In Investopedia, “marketing are activities of a company associated with buying and selling a product of service. It includes advertising, selling and delivering product to people. People who work in marketing departments of company try to get the attention of target audiences by using slogans, packing design, celebrity endorsement and general media exposure.” Also in the dictionary, “marketing is the action or business of promoting and selling products or services, including market research and advertising.” One of the community that engaged in marketing is SMKN 1 Banjarmasin; Marketing Major.

SMKN 1 Banjarmasin is a vocational senior high school in Banjarmasin located in Jalan Mulawarman No. 45 RT 12, Teluk Dalam, Banjarmasin Tengah, Kota Banjarmasin, Kalimantan Selatan, Indonesia. SMKN 1 Banjarmasin has four majors; Multimedia, Accounting, Office Administration, and Marketing.

In this research, the researcher chooses marketing major because marketing is something interesting to be investigated. Example, to communicate with other people and to know their characteristics, bargaining, the process of administration transactions, monitor the arrangement or the display of products, identify signals of potential customers, the characteristic of leadership, vision and mission development effort, also the forms of market.

There are some reasons why the researcher is interested in analyzing jargon used by marketing major at Vocational High School (SMKN 1) Banjarmasin. First, this research will help the people know the true meaning of the marketing jargon. In marketing, they have some words that can't be understand if it just directly translated. Example of the word is 'ninth inning'. Most people don't understand the meaning of ninth inning. They will describe ninth inning is the final stage game in baseball. But, the meaning of 'ninth inning' in marketing is the last minute of work. Second, their various and unique language makes the researcher curious and interested in analyzing this term deeper especially concerning with the meaning.

The jargon that is used in marketing for example "Display", Display is a way to encourage the attention and interest of consumers at stores or goods and encourage the desire to buy through direct visual appeal. Another example is "Intercom", Intercom is a communication tool that is used to convey the message or information within the organization itself or from one section to another in a single institution.

As previous study held by Afit, in 2010 who conducted research entitled “The Study on Jargons and Words Constructions Used by Waria’s Malang”. The result showed that waria also has their own language which is different, unique and unknown by common people. There are many kind of jargon used by waria in Malang and some the process of word formation. Example the jargon “*Unta Laut*” has a meaning “*Hutang* (Debt)”, or “*Titi Kamal*” is “*Hati-hati kalau malam*”.

The second previous studies held by Fadillah risky perdana with the research entitle “Naval Jargon on Battleship Movie”. The result showed that the soldier in “Battleship” movie has their own language which is different, unique and unknown by common people. There are many kinds of jargon used by the soldier from “Battleship” movie and some new word added in that film. Example the jargon “Vampire” which means “radio code word for ship voyage” or the new word is “Aye” with the meaning “I understand and I will do it”.

The researcher has some similarity and difference with the previous study. The similarity is analyzing jargons and writes the meaning of the jargons. The difference is in the previous study the researcher analyzes about waria’s and naval jargons, but in this research, the researcher chooses marketing jargons. The researcher use qualitative method as a method of the research.

Based on the description above, the researcher is intended to conduct about marketing jargon, and the researcher conducts a research entitled “**THE ANALYSIS OF JARGONS USED IN MARKETING MAJOR AT VOCATIONAL HIGH SCHOOL (SMKN 1) BANJARMASIN.**” This study is

intended to know what jargons are used by students from marketing major at vocational high school (SMKN 1) Banjarmasin, the meaning of the jargon, and how the students understanding in jargons marketing.

B. Statement of Problem

Based on the background above, there are some problems which are in the research will formulated, such as:

1. What jargons are used by the students from marketing major at vocational high school (SMKN 1) Banjarmasin?
2. What the meaning of jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin?
3. How is the form of jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin?

C. Objective of Study

The objectives of this research are:

1. To find out the jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin.
2. To find out the meaning of the jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin.
3. To find out the form of jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin.

D. Significant of Study

By investigating the jargon used by students from marketing major at vocational high school (SMKN 1) Banjarmasin, the researcher expects the result of the study to give valuable contributions:

1. To the researcher, this research is expected to increase the researcher's knowledge in sociolinguistics especially in part of jargon.
2. To the reader, this research can give more information about jargon used in marketing. Especially jargon used in Marketing major as well as to improve the reader's vocabulary.
3. To the future researchers, this research is expected to be useful to give references to the future researcher in conducting a similar research about jargon.

E. Definition of Key Terms

1. Jargon is the language used for a particular activity or by a particular group of people.
2. Marketing is the action or business of promoting and selling products or services, including market research and advertising.
3. Marketing major is a major that engaged in business or marketing.
4. SMKN 1 Banjarmasin is a vocational senior high school in Banjarmasin located in Jalan Mulawarman No. 45 RT 12, Teluk Dalam, Banjarmasin Tengah, Kota Banjarmasin, Kalimantan Selatan, Indonesia.