

CHAPTER IV
FINDING AND DISCUSSION

A. Findings

This chapter reveals the findings and discussions through the steps that had been explained in the chapter 3. First, the researcher listed the jargon words used by the students from marketing major at vocational high school (SMKN 1) Banjarmasin. Second, the researcher translated the jargons words. Next, the researcher classifies the forms of jargon.

Table 4.1 List of marketing's jargons

No.	Marketing Jargon	Meaning
1.	Display	A way to encourage the attention and interest of consumers at stores or goods and encourage the desire to buy through direct visual appeal.
2.	Winplay (Window display)	Displaying goods or images or symbols on the front of the store in the storefront.
3.	Solplay (Solary display)	Lay or place items on the department as an appeal to the consumer after they entry into the store.
4.	Showcase	Tool display in the form of a storefront for the sale of fresh meat, sausages, dairy, and so on. Showcase used for short

		expiration products.
5.	Showcase Chiller	A display of fruit, meat, vegetables, dairy, etc.
6.	Frozen Island	Display means for frozen products, such as ice cream, chicken nuggets, vegetables, etc.
7.	Wagon	Large box to store the products that are promos or discounts.
8.	POP (Point of Purchase)	Information about the product name, price, or sales promotion aids.
9.	COC (Check on Counter)	Product display attached to the front of the gauze.
10.	Pressing Product	Goods that immediately give satisfaction to the buyer, but it may cause serious harm to the users of such goods. example: cigarettes, alcohol, marijuana, cocaine, etc.
11.	PLUU (Price Look Up Unit)	the identification number of goods that serve to computerized record keeping
12.	Bar code	A series of lines of varying width, printed, as on a container or product, that can be read by an optical scanner to determine charges for purchases.

13.	FIFO (First-in-first-out)	Expired date.
14.	Intercom	Communication tools used to convey the message or information within the organization itself or from one part of the other part in one agency.
15.	PABX (Private Automatic Branch Exchange)	Type of telephone connection allows us to deal directly dial.
16.	PMBX (Private Manual Branch Exchange)	Type of telephone connection that did not allow us to deal directly dial.
17.	Immediacy	Expression of likes and dislikes of the individual or a thing can be seen from the position of the body.
18.	Probe	Forms of expression that are examining or investigating to know the state or the conclusion of the communicant.
19.	Point of sale	Attract new customers while retaining existing customers.
20.	Lay-out	Master plan or blueprint of a printed or published work (such as an advertisement, book, magazine, newspaper, or website) that lays out the arrangement of its different graphic elements (such as body copy, colors,

		headlines, illustration, scale).
21.	S.W.A.T team	A group of expert (often fat guys in suits) assembled to solve a problem or tackle an opportunity.
22.	Swim lane	A specific responsibility within a business organization.
23.	Open the kimono	Revealing an information
24.	Bleeding Edge	Someone decided that new product must be created.
25.	Tiger teams	A group of experts, specifically a bunch of tech geeks entrusted with curing computer ills.
26.	Burning platform	Jargon for an impending crisis. When the problem approaching the company.
27.	Make hay	When a product is productive or successful in a short period of time.
28.	Scalable	Business or activity refers to one that requires little additional effort or cost for each unit of output it generates.
29.	Best practice	Refers to a method or technique that delivers superior results compared with other methods and techniques.
30.	Think outside the box	to approach business problem in an

		unconventional fashion
31.	Duck in a row	A businessman/businesswoman must have a back-up plan for his/her plan.
31.	Ecosystem	Interlinked collection of designers, vendors, manufacturers, customers that defines a particular industry.
32.	Leverage	How a situation or environment can be manipulated or controlled.
33.	Vertical	A specific area of expertise.
34.	Over the wall	It means to send something to the client.
35.	Full service	Investment firm drops.
36.	Drill down	A phrase often wielded by superiors wanting a subject examined more closely
37.	It is what it is	A phrase that seems to simply state the obvious but actually means "it will be what it is," as in "it ain't gonna change, so deal with it or don't."
38.	Robust	Often used to suggest a product or service with a virtually endless capacity to please.
39.	Synergize	To cooperate with another or others, esp. to remedy something.
40.	Boil the ocean	It means to waste time.

41.	Reach out	Jargon for “let’s set up a meeting” or “let’s contact this person”.
42.	Hard stop	The finite ending time of meeting or get together. In a meeting, when the specific forementioned time comes, the meeting is over.
43.	Punt	It means to give up on an idea, or to make it less of a priority at the moment.
44.	Impact	If something is amazing or the best, and also used when describing something that is as good as it gets.
45.	Giving 110%	It means someone can’t give more than 100%. Unless he/she can make two or more of him/herself on the spot, in which case he/she have a very interesting talent indeed.
46.	Take it to the next level	In marketing it means nothing, mainly because nobody knows what the next level actually looks like and thus whether or not they have reached it (for ways of actually measuring what is going on at your company?).
47.	Cut and dry	Being or done according to a plan.

48.	Out of pocket	To front money you don't expect to get back, refunded, or applied to future expenses (as in pulling cash out of your pocket).
49.	Window of opportunity	This jargon refers to the amount of time, usually brief, in which to take action; when the window shuts, dreams of freedom die.
50.	Low-hanging fruit	Target or goals which are easily achievable and which do not require a lot of effort.
51.	Peel the onion	To work slowly at getting to something.
52.	On the same page	When two or more people are in agreement.
53.	Jockey for position	To try to move yourself, your company, or your products into a better position than your competition.
54.	Zombie project	A project that can't be gotten rid of, no matter how hard you might try to kill it.
55.	Herding cats	Managing a group of people who don't necessarily want to be managed.
56.	Baked in	It means built something.
57.	Ninth inning	An expression that an event or process is

		near the end.
58.	Cover one's bases	It means being prepared for every contingency.
59.	Pitch a shutout	To not allow any opponent win.
60.	Xerox	To copy someone else's style, ideas, or possessions.
61.	Scuttlebutt	It means gossip or rumor.

From the marketing jargon above, the researcher classifies in to forms of jargon. There are coinage, compounding, blending, acronym, abbreviation, word and phrase. According to Chaika's theory that jargon appears in two ways. First it is shaped in the form of new words. Second, it appears in form of existing word as people usually know. Before the researcher explains more, there are table which reveal to the forms of marketing jargon:

Table 4.2 Classifies forms of jargons

Coinage	Compounding	Blending
Xerox	Showcase, Lay-out, Scalable, Scuttlebutt	Winplay, Solplay, Intercom
1	4	3

Acronym	Abbreviation	Word	Phrase	Amount
FIFO, S.W.A.T team	POP, COC, PLUU, PABX, PMBX	Display, Wagon, Immediacy, Probe, Ecosystem,	Showcase chiller, Frozen island, Pressing product, Bar	

		<p>Leverage, Vertical, Robust, Synergize, Punt, Impact</p>	<p>code, Point of sale, Swim lane, Open the kimono, Bleeding edge, Tiger teams, Burning platform, Make hay, Best practice, Think outside the box, Duck in a row, Over the wall, Full service, Drill down, It is what it is, Boil the ocean, Reach out, Hard stop, Give 110%, Take it to the next level, Cut and dry, Out of pocket, Window of opportunity, Low-hanging fruit, Peel the onion, On the</p>	
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			same page, Jockey for position, Zombie project, Herding cats, Baked in, Ninth inning, Cover one's bases, Pitch a shutout	
2	5	11	36	61

The above table shows that the researcher finds 61 jargons. It consist of 1 coinage, 4 compoundings, 3 blendings, 3 acronyms, 5 abbreviations, 11 words and 36 phrases. The researcher will explain more forms of jargons in the following discussion.

1. Coinage

The act of creating a new word or phrase that other people begin to use. Marketing just have one coinage, that is Xerox, it means to copy someone else style, ideas, or possession.

2. Compounding

Compounding is joining of two or more separate words to produce a single form. This combining process, technically known as compounding, is very common in languages such as bookcase, fingerprint, waterfall, long-haired and wallpaper. As the forgoing

examples show, compounds may be written as one word, as a hyphenated word, or as two words. There are examples in marketing jargons:

- a) Showcase
- b) Lay-out
- c) Scalable
- d) Scuttlebutt

3. Blending

This combining of two separate forms to produce a single new term is also present in the process called blending. However, blending is typically accomplished by taking only the beginning of one word and joining it to the end of the other word. Blending is the fusion of two words into one, usually the first part of one word with the past part of another, as in gasohol, from gasoline and alcohol. Some other commonly used examples of blending are brunch (breakfast and lunch), motel (motor and hotel) and smog (smoke and fog). There are examples in marketing jargons:

- a) Winplay (Window display)
- b) Solplay (Solary display)
- c) Intercom (Intercommunication)

4. Acronym

Some new words are formed from the initial letters of a set of other words. Acronyms is the process whereby a word is formed from the initials or beginning segments of a succession of words. These acronyms often consist of capital letters, as MP (military police or Member of Parliament), UNESCO (United Nations Educational, Scientific and Cultural Organization), radar (radio detecting and ranging). There are examples in marketing jargons:

- a) FIFO (First in first out)
- b) S.W.A.T. team (Special weapons and tactics)

5. Abbreviation

Abbreviation looks almost the same with acronyms. Culpeper (2009:109) said that an abbreviation is formed by taking the initial letter which does not result in well-formed syllables. Thus, abbreviation cannot be pronounced like acronyms. Abbreviation is pronounced with words. Abbreviation is spelled as what the initial letters are, such as the USA which is pronounced /Yu es AI/Yusa/. Only by taking the initial letters of each word that has already contained complete information. Using the abbreviation might increase more efficient communication. These are some abbreviation on marketing jargon:

- a) POP (Point of purchase)

- b) COC (Check on counter)
- c) PLUU (Price look up unit)
- d) PABX (Private automatic branch exchange)
- e) PMBX (Private manual branch exchange)

6. Words

A word is something small that means something. This is the point at which it becomes necessary to define a few specialized linguistic terms (Lieber 2009:16). In relation to a word's class, the word is divided into content word and function word (Fromkin, et al., 1991: 64). A content word is a word which determines thing, quality, state, or action. It has meaning when it is used alone. It consists of nouns, verbs, adjectives, and adverbs. On the other hand, a function word is a word which has little meaning on its own. It is used to show grammatical relationships in and between sentences. It consists of conjunctions, prepositions, articles, and pronouns. To determine the word class of a word, you cannot just look at its form or meaning, but you have to look at its function in the phrase, clause or sentence in which it occurs. The researcher finds some words in marketing jargons:

- a) Display
- b) Wagon
- c) Immediacy
- d) Probe

- e) Ecosystem
- f) Leverage
- g) Vertical
- h) Robust
- i) Synergize
- j) Punt
- k) Impact

7. Phrase

The last form of jargon is phrase. A phrase can consist of one word or more words. If it consists of more words, it usually has one main word that is the most important one as far as meaning is concerned. Phrases can be used as subject, object, predicator and so on of a sentence or a clause. But phrases can also be part of other phrases (Verspoor 2000:119). A phrase does not contain a finite-verb and does not have a subject-predicate structure. A phrase can consist of one word or more words. If it consists of more words, it usually has one main word that is the most important one as far as meaning is concerned. The main word is called the head of the phrase. The modifier, putting before as well as after the head, is optional. Every content word can be formed into a phrase, which consist of a noun phrase, verb phrase, adjective phrase, and adverb phrase. These are the phrases of marketing jargons:

- a) Showcase chiller
- b) Frozen island
- c) Pressing product
- d) Bar code
- e) Point of sale
- f) Swim lane
- g) Open the kimono
- h) Bleeding edge
- i) Tiger teams
- j) Burning platform
- k) Make hay
- l) Best practice
- m) Think outside the box
- n) Duck in a row
- o) Over the wall
- p) Full service
- q) Drill down
- r) It is what it is
- s) Boil the ocean
- t) Reach out
- u) Hard stop
- v) Give 110%
- w) Take it to the next level

- x) Cut and dry
- y) Out of pocket
- z) Window of opportunity
- aa) Low-hanging fruit
- bb) Peel the onion
- cc) On the same page
- dd) Jockey for position
- ee) Zombie project
- ff) Herding cats
- gg) Baked in
- hh) Ninth Inning
- ii) Cover one's bases
- jj) Pitch a shutout

The researcher finds 61 marketing jargons at vocational high school (SMKN 1) Banjarmasin. The researcher concludes that most of jargons have different meaning with the standard meaning of the word itself. That is why most people outside marketing area do not know the true meaning of marketing jargons.

B. Discussion

The basic of this research is language variety. Jargon is the part of language variety. Marketing major was chosen by the researcher as an object of the study because the marketing major consist of many jargons. Actually, there are also jargons in other majors, but they are not much. The researcher also

classifies the jargons in the form of jargons. By showing language variety, people will understand that social environment can influence a language variety.

The use of waria's jargon on previous study has different situation from the present research. The researcher notices that waria's jargon on previous study is much more used in daily conversation from waria to waria. As for the present research, marketing jargon is a lot used in a marketing / business company.

In the other previous study, the use of naval jargon from the film "Battleship" also different from the present research. The researcher notices that naval jargon on previous study is different job with the present research. As for the present research, marketing jargon is used in marketing area and naval jargon from the film "Battleship" used in military are.

The data has been collected from the observation, documentary, and test are processed and presented on the table and described in findings. Then the data also need an analyzed and reported based on the order of issues that had introduced earlier in this study. The discussion would be also divided in two parts based on problem statement in previous chapter.

The first statement of problem is about jargons used by the students from marketing major at vocational high school (SMKN 1) Banjarmasin. The second statement problem about the meaning of the jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin. For further description, is known from analysis below:

The statement of problem number one is about jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin. From the observation, the researcher got many jargons in teaching and learning process. The researcher gets many new words which are not expected. As the writer has explained that many new words or phrases are uttered by the students, for example punt, impact, herding cats, jockey for position and many more. They look like ordinary words, but actually some of them are shortened forms of words. They are formed from one word or more. To know the meaning of these words, the researcher has to find these complete words first. There is also some new word which is not abbreviation, it is xerox. Xerox is unknown words. The researcher has to find the meaning from sources which relates to marketing terms.

In 45 days the researcher found 61 jargons in marketing major. It began at October 10th 2016 until November 25th 2016.

Table 4.3 Days and dates.

Days and dates	Jargons	Amount
Monday, 10 th October	Display, Winplay (Window display), Solplay (Solary display)	3
Tuesday, 11 th October	Showcase, Showcase chiller, Frozen island, wagon	4
Friday, 14 th October	POP (Point of purchase), COC (Check on counter)	2
Monday, 17 th October	Pressing product, PLUU (Price look up unit), Bar code, FIFO (First in first out)	4

Tuesday, 18 th October	Intercom, PABX (Private automatic branch exchange), PMBX (Private Manual branch exchange), Immediacy, Probe, Point of sale, Lay-out	7
Friday, 21 st October	S.W.A.T team, Swim lane	2
Tuesday, 25 th October	Open the kimono, Bleeding edge, Tiger teams, Burning platform, Make hay	5
Friday, 28 th October	Scalable	1
Monday, 31 st October	Best practice, Think outside the box, Duck in a row	3
Tuesday, 1 st November	Ecosystem, leverage, Vertical, Over the wall, Full service, Drill down	6
Monday, 7 th November	It is what it is	1
Tuesday, 8 th November	Robust, Synergize, Boil the ocean, Reach out, Hard stop	5
Friday, 11 th November	Punt, Impact	2
Tuesday, 15 th November	Giving 110%, Take it to the next level	2
Friday, 18 th November	Cut and dry	1
Monday, 21 st November	Out of pocket, Window of opportunity,	2
Tuesday, 22 nd November	Low-hanging fruit, Peel the onion, On the same page, Jockey for the position, Zombie project, Herding cats, Baked in	7

Friday, 25	Ninth inning, Cover one's bases, Pitch a shutout, Xerox, Scuttlebutt	5
Total		61

Problem statement number two is the meaning of jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin. After the researcher list the jargons, the researcher interviewing some students and teacher in class to describe the jargons and to know meaning about the jargons. The researcher also use dictionary to know the meaning about the jargons. Beside the dictionary book, the researcher used Cambridge dictionary, Business dictionary, Urban dictionary and Encarta dictionary tools.

Problem number three is about the form of jargons used by students from marketing major at vocational high school (SMKN 1) Banjarmasin. After the researcher wrote the meaning of the jargons. The researcher made the jargons in to the form of jargon. Example, the word PABX (Private automatic branch exchange) and PMBX (Private manual branch exchange) is an acronym. Another example is scalable and scuttlebutt is a compounding.

Different with the previous study held by Fadillah Rizky Perdana with his thesis "Naval Jargons on Battleship Movie" and Afit with the title "The Study on Jargons and Words Constructions Used by Waria Malang", in this thesis the researcher did not find many new words from marketing jargons. A new word exist in marketing jargons only Xerox. Disparate with the previous study naval

jargons and waria jargons, naval jargons and waria jargons have many new words to be investigated. Example for the naval's are aye, roger and DESRON. And for waria's are *endang*, *ngantang* and *kalangkang*.

Aye, roger and DESRON in naval jargons are unknown words used by soldiers in battleship movie, but they have a meaning. The present meaning of the expression "Aye Aye" which has originally been "Yes Yes". It is from old English which is "I understand and I will do it". Roger means "GUM" (got your message) in military radio communication. And for DESRON is an abbreviation of destroyer squadron. Naval squadron is an important group of warship. A squadron is a part of a fleet.

Waria's jargons also have a unknown words. They are *endang*, *ngantang* and *kalangkang*. *Endang* means delicious, when they like a food or a drink they said *endang* or in Indonesia it is *enak*. *Ngantang* means sleepy, in Indonesia it called *mengantuk*. When they feel tired or get bored, they usually said *ngantang*. And the last is *kalangkang*. *Kalangkang* is a jewelry that located in a neck, or in Indonesia it is a *kalung*.

In this world, we live with different clan, different religion, different language, and many more. A different language is found not only in daily conversation, but also on the job. Different job involves different language. Different country also involves different language. Jargons in marketing are different with jargon in police, bank, or others because they are different job. In this case, the researcher chooses marketing jargons to be analyzed.