

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

In this research, the researcher finds:

1. There are sixty one (61) Jargons in marketing major. Examples of the jargons are robust, best practice, duck in a row and many more that listed in findings in chapter 4.
2. When the jargon used in marketing, some of the meaning of the jargons are change and some of them are same with the common meaning of the terms. Example of the word is “S.W.A.T. team”. The true meaning of S.W.A.T team is a term for law enforcement units which use specialized or military equipment and tactics in the United States. But in marketing, S.W.A.T. team is a group of expert (often a fat guys in suits) assembled to solve a problem or tackle an opportunity. Also the example of marketing jargon that has same meaning with the common term is intercom. Intercom is a communication tools used to convey the message or information within the organization itself or from one part of the other part in one agency.
3. There are seven (7) form of jargons based on word formation for the marketing jargons. They are coinage, compounding, blending,

acronyms, abbreviation, word and the final is phrase. According to the research, the result for the marketing jargon are one (1) coinage, four (4) compounding, three (3) blending, (2) acronym, five (5) abbreviations, eleven (11) words and thirty six (36) phrases. So the amounts of the jargons are sixty one (61) marketing jargon based on form of the jargon.

A. Suggestion

The researcher thinks that research on jargon is not too much. There are still many unfamiliar language can be researched for instance, in movie community, military academy, police academy, and in many occupations. There are still many aspects in language which have not been revealed yet, for example how jargon has influence in society. Actually, the use of jargon in marketing is still less discussion. The writer hopes that this research is an inspiration for next researcher to be able to research more not only jargon in marketing, but also other occupations in the world.

Jargon is the part of language variety. People can understand language variety not only on jargon terms, but also other terms through this research. Social background is one of causes language variety. The writer hopes this study can enrich the understanding of marketing jargon and also enrich knowledge about the diversity of language in the world.