

CHAPTER I

INTRODUCTION

A. Background of Study

Human beings as individual and social creature are impossible to cooperate with others without language. Human beings need to talk to somebody else and communicate or interact with other people. Language does not only function as communication tools, but also as the special feature of the social existence.

The study of language is a study that never runs out to be discussed because language has become part of human life and by language we can find out the information we need. According to Oxford Dictionary, “Language is system of communication in speech and writing used by people of a particular country”.

Language becomes an important thing and people around the world use it as a gift from God to human beings. It is as stated in the holy Qur’an al-Hujuraat/49:13 as follow:

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

The verse describes that Allah the Almighty creates human from man and woman, and then makes us into nations and tribes in order to know each other. From the verse is known that every nation and tribe has its own language that used to communicate with each other in daily life.

Language and communication cannot be separated. People use the language as a tool of communication to convey their ideas, feelings, or messages. People communicate with each other using language in social interaction. Through communication people can relate to each other in everyday life at home, in the office, community, or wherever they located. People are generally associated with language and communication needs becomes increasingly important. It is impossible for people to live without the language. People communicate with others directly or indirectly in the spoken and written form. So, language is an important thing of communication in social life and it can not be separated.

Human as social being is certainly can not be separated from language as a means of social interaction. The language used by people as a communication tool to interact in daily life. In this case it can simply be said that the language and society are interrelated. Language and society is the subject in sociolinguistics. In other words, to learn more about the language and its relation to society will not be separated from the study of sociolinguistics.

There is a term study of language in communication it is called sociolinguistics. According to Janet Holmes (2008, p.1) “Sociolinguistics 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”. Moreover, in sociolinguistics we study about the branch of linguistics which studies

all aspects of the relationship between language and society or the ways people use the language and its variation in society.

To communicate the idea, human create the communication style which can cause the difference of language in expressing feeling and the meaning of a word. We cannot communicate with each other, if we do not know the meaning of a language. For those reasons, language plays a great part and an important role in our living. Society is connected by language, because with the language we socialized.

People who have different social, education and cultural background commonly talk to each other in different ways. The differences may come about dialect, intonation, speed and certainly is the vocabulary. Some amount of words or terms, have special meaning, are unique, and even opposite when they are used by people from particular profession. The technical words or expressions used by a particular profession or group of people and difficult for others to understand are called Jargon (Hornby, 1995, p.637). Meanwhile, George Youle (2006, p.211) note that jargon is special technical vocabulary (e.g. plaintiff, suffix) associated with a specific area of work or interest. In social terms, jargon helps to create and maintain connections among those who see themselves as 'insiders' in some way and to exclude 'outsiders'.

The word or phrase is used often can not be understood by the general public or society outside the group. However, those phrases are not confidential. The variations language of jargon as a linguistic phenomenon is very interesting and

unique. Jargon is growing in certain community or profession. Each field of science provides specific terms. Specific terms dealing with the specific field of science are called Jargon. Jargon is complex descriptive and value word, its meaning depends on the context, the opinion, and the judgments of the person using it.

In working area, there are many communities or professions that use jargon, for example; pharmacists, politicians, doctors, etc. they have their own jargon and use it in their field for communication. It is assumed that jargon is used by many communities or professions in different fields. Culinary jargon is one of type of jargons that writer analysis in this research. Culinary is something that is related with kitchen, cooking, or chef. In culinary field there are many jargons, such as in the process of making the dish, presentation, and so on. Culinary jargon is very interesting to be studied, since there are several terms in culinary jargon that have not been studied yet before. The writer would like to note that Sociolinguistics is the most appropriate field in order to do the research, because the language that is analyzed has a close relationship to the social situation and condition of the society. In this research, the writer uses television program ARjuna (A la Resep Juna) to analyze culinary jargons.

ARjuna as known as A la Resep Juna is one of television program that the writer is interested in. It is delivered by one of professional chef from Indonesia, Junior Rorimpandey or commonly known as Chef Juna. The program is aired on Global TV. There are many culinary jargons that are found in Arjuna. The writer can

find some culinary jargons that are used by the chef of the program. Those culinary jargons sometimes are difficult to be understood by some people, because sometimes those terms will have different meaning if the language is used in different contexts.

Based on the description above, the writer decides that culinary jargon is an important thing to learn. Writer wants to know more about culinary jargon in the program television. Therefore, it gives the writer become interested in making a study with a title “**An Analysis of Culinary Jargon in ARjuna (A la Resep Juna)**”.

B. Problem Statement

Based on the background above, the problems that come up can be analyzed in this study are as follows:

1. What culinary jargons are found in ARjuna (A la Resep Juna)?
2. What are the meaning of culinary jargons that are found in ARjuna (A la Resep Juna)?

C. Objective of Study

Based on the statement of problem mentioned above, the purposes of this research are as follow:

1. To find out the culinary jargons that are found in ARjuna (A la Resep Juna)
2. To identify the meaning of culinary jargons that are found in ARjuna (A la Resep Juna)

D. Significance of Research

This study is expected to give some advantages, as follows:

1. For the teachers, this research is expected to provide an additional teaching material for teacher so that it can be used for teaching jargon in the class.
2. For the students, this research will be useful as information for language learners to improve their linguistics knowledge especially in sociolinguistic.
3. For other researchers, the research hopefully can give early information and reference who wants to continue or conduct a research on the similar topic.

E. Definition of Key Terms

1. Analysis is the process as a method of studying or examining something in detail in order to understand it or explain it. It means the writer wants to analyze the culinary jargons in the television program.
2. Culinary is something that related with kitchen, cooking, or a chef.
3. Jargon is special words or expressions that are used by a particular profession or group. Field of this research is about culinary.
4. ARjuna as known as A la Resep Juna is a television program about culinary. In this research, the writer uses this program to analyze the culinary jargons used by the chef.

F. Research Design

A research design is a research plan and procedure in such kind of a systematic way that the writer will get the answer to the problem formulated stated. This research uses the qualitative research because the data are described and analyzed in words. The qualitative method is a method which focuses on words matter than numbers and there is no statistical procedure. In this research, the writer uses the descriptive qualitative research that uses non numeral data. It is obtain from the conversation, utterance, and also read the article that connected with this research.

G. Focus of Research

The focus of this research is culinary jargon that found in a television program “ARjuna (A la Resep Juna)”.

H. Data and Source Data

a. Data

In this research, the data that are investigated is culinary jargons that are found in ARjuna (A la Resep Juna).

b. Source Data

The data in this research is taken from thirty five videos of ARjuna (A la Resep Juna) on Youtube.com.

I. Technique of data collection

The technique used in collecting the data in this research is documentation method because the data was collected in form of electronic media, in this case a video. The data of this study was collected through some steps as the writer download the A la Resep Juna program's on Youtube.com, watch thirty five videos of ARjuna (A la Resep Juna), conduct the research based on the utterance of Chef Juna, after that listing the culinary jargons in ARjuna (A la Resep Juna), then the writer analyzes the meaning of the culinary jargons that found in the program television. The last, the question of the problem statement can be answered.

J. Data Processing and Data Analysis

The method used in data analysis in this research is descriptive qualitative method because the object of the research is in the form of words not in numbers.

a. Data Processing

In doing this analysis, the data were processed through the procedures as follows:

1) Collecting

Collect the data that are considered as culinary jargon found in the video.

2) Identifying

Identify words that are considered as culinary jargons found in the video.

3) Confirming

Confirm the data that have been identifying the culinary jargon in the video with a dictionary or the Internet.

4) Classifying

Classify all the data of culinary jargon into word-formation processes.

5) Analyzing

Analyze all the data that are culinary jargons and its meaning.

b. Data Analysis

In this research, the writer attempts to analyze culinary jargon in ARjuna (A la Resep Juna). After data of culinary jargons are collected, the writer properly classified them based on the problem statement and analyzed the finding using a descriptive method. So that all data can be used to answer the probing question systematically.