

CHAPTER I

INTRODUCTION

1.1 Research Background

Based on the results of interviews with practitioners in the tourism industry found that in general, Balinese people and Balinese children tend to take short schools in the tourism industry. They almost took all of the existing majors, namely bartenders, housekeeping, food and beverage service, food and beverage products, and also Front office. Based on the results of interviews, in all majors that they take or choose, they must equip themselves with good English, especially vocabulary, grammar, and fluency. However, according to the practitioners, all of those are not enough; there are other things that they have to master, namely jargon. It is common knowledge that a community has a separate term or language to express something that only people in that community or department can understand. Every profession or community has a language that is only understood by their community which has their own words such as bartender, traders, nurses, painters, and doctors that is called *Jargon* (Ong & Liaw, 2013). The use of words or phrases in jargon will be more accurate than using long descriptions (Gallo, 2018). Linguistic jargon consists of several terms, namely phonemes, morphemes, cases, lexicons, and phrase-structure rules (Ong & Liaw, 2013). Almost every department in the tourism industry has its jargon that they use to communicate. Those jargon are only used by people from their respective departments and people from other departments will have a little difficulty in understanding that jargon because each department has different jargon. They must be provided with English language teaching in English for specific purposes by emphasizing jargon.

English for bartenders based on Rahman's theory (2015) is classified as English for specific purposes, especially concerning English for Occupational Purposes. Tourism students should learn English based on their needs; therefore they have to learn ESP (English for Specific Purposes). According to Rahman, (2015), English for specific purposes is not teaching and learning General English (GE) and that is included studying and teaching English specifically according to the students' needs. It focuses on teaching and learning English situations which is different in terms of learning environments and

methods from general English (Rahman, 2015). One type of English for specific purposes is (EOP) English for Occupational Purposes. Teaching Jargon for tourism students are including English for Specific Purposes in the English for Occupational Purposes. EOP is English for Occupational Purposes where English is studied for working and training. One criterion of EOP is to conduct a need analysis. Through conduct need analysis teachers to know the students' needs and it helps them to study English according to their desires or needs such as learning English in a certain field of work.

Some previous studies have been conducted which have the same topic as this research. The first research is from Wedhanti & Budasi, (2021) conducted research entitled "*Science-Based Individual Competitive Research: Analysis of Jargon Used in the Hotel*". Wedhanti & Budasi, (2021) aimed to identify and describe the jargon used in the hospitality sector which is in Housekeeping, Front Office, Food and Beverage, and also the HRD in the Lovina Bali with providing a descriptive analysis of the jargon form and also the meaning. The result of this study is there was 55 jargon used by Food and Beverage department. There were 160 jargon used by Front Office, 176 Jargons used by House Keeping, and 121 jargons used by HRD. The second research is from Patoko & Yazdanifard, (2014) conducted research entitled "*The Impact of Using Many Jargon Words While Communicating with the Organization Employees*". Patoko & Yazdanifard, (2014) aimed to investigate the impact of using many jargons words while communicating with organizations employees at the office. The result of this study through investigation showed that the use of a lot of jargon to communicate hurts effective and efficient communication in organizations. In addition, excessive use of jargon in communication made employees annoyed and did not understand so they misunderstand the meaning of the word jargon it affected individual productivity and organizational productivity and it had an impact on office profits.

Think about the importance of jargon and there is no research about the jargon used by bartenders yet, therefore, jargon for bartenders must be identified by English teachers as well as writers of English language material for tourism. Based on observation conducted at hospitality schools and colleges, it found that there were not many books related to tourism that state jargon to their textbooks, including books English for bartenders. This research entitled "*Jargons Used by Bartenders at The Glass House*

Restaurant-Sanur. It is not only important to conduct but it must be done immediately because the need for English for bartender material which contains Jargon about bartenders must be provided immediately. The reason because the majority of Balinese people take jobs in the tourism sector, one of them being bartenders who need jargon. This research aimed to find out the languages, especially the *Jargon* used by Bartenders, the meaning of the jargon, and the forms of jargon used by Bartenders at The Glass House Restaurant-Sanur. This researcher used several procedures to collect the data. The first researcher used a checklist, the second was observation and the third was an interview.

1.2 Problem Identification

As far as students in tourism schools use jargon to communicate with other people. Based on observation conducted at hospitality schools and colleges, it found that there were not many books related to tourism that state jargon to their textbooks, including books English for bartenders. The teaching of English for bartenders in several schools did not introduce jargon in depth. They learned too little, therefore when the students conducted job training they feel difficult to communicate with other bartenders because they did not know more about the jargon used in *bartenders*. Even though at school they have learned about English but they are not taught in-depth about the special language or it is called jargon used by the bartender. This research is made because many people know about bartenders but they did not know more about the communication used by bartenders at bars. Besides that many people want to work as a bartender either in bars, hotels, restaurants, or cruise lines. To they can be a reliable bartender they must understand the specific language used by the bartender when communicating it is called Jargon, the meaning of the jargon, and the forms of the jargon used by bartenders at The Glass House Restaurant-Sanur.

1.3 Research Delimitation

This research was a descriptive qualitative research design because this research described a situation or phenomenon that was the Jargon used by bartenders. This research focused on finding out Jargons used by bartenders, identifying the meaning of jargon, and

examining the forms of jargon that are used by bartenders at The Glass House Restaurant-Sanur. The research subjects were Bartender employees at The Glass House Restaurant.

1.4 Research Questions

Based on the background and problem identification above, the research questions of this research can be formulated as follows:

- a. What are the Jargons used by Bartender at the Glass House Restaurant-Sanur?
- b. What is the meaning of Jargon used by Bartender at the Glass House Restaurant-Sanur?
- c. What are the Forms of Jargon used by Bartender at the Glass House Restaurant-Sanur?

1.5 Research Objectives

Based on the research questions above, the objective of this research can be formulated to be general and specific objectives, as follows.

1.5.1 General Objective

In general objective, this study found out the jargon, identify the meaning of the jargon which was used by the Bartender, and examined the form of the jargon used by the Bartender at the Glass House Restaurant-Sanur.

1.5.2 Specific Objectives

The first was to find out the jargon used by Bartenders at The Glass House Restaurant-Sanur. The second was to identify the meaning of the jargon used by Bartenders at The Glass House Restaurant-Sanur. The third was to examine the forms of jargon used by Bartenders at The Glass House Restaurant-Sanur.

1.6 Research Significances

1.6.1 Theoretical Significance

The result of this research is expected has significant in the linguistics field. The result of this research is also expected to be significant for Bartender students and also bartender employees at hotels or restaurants about Jargons that is used by Bartenders. This research can be used to enrich the knowledge of the people about language variation which is Jargons that usually used by Bartender. The result of this research

also can bring benefit to other researchers because this research can be a reference for other researchers when they want to conduct the same topic. This research also can inform and as resource knowledge to the other researcher who wants to conduct the same topic research, especially in the sociolinguistics about language variation that is Jargons. This research is also expected has significant to the ESP course, especially about tourism.

1.6.2 Practical Significances

The first is for teachers and lecturers. This research can be used by the teacher and lecture to guide in making material and lesson plans in ESP courses, especially for bartenders. The second is for students, especially tourism students. This research can be used by students to know more about the jargon used in tourism, especially by bartenders used to communicate in the bar. The third is for English Language Education. The result of this research can the lecture and also students in language Education used to give information and contribution in Linguistics research, especially about language variation which is jargon and also has a contribution for lectures and students in English Language Education who want to deepen English for tourism especially Jargons for Bartender. The fourth is for Other Researchers. The information in this study can be used as a reference to other researchers for future studies with the same topic which is related to a linguistic field that is the jargon, the meaning, the forms of jargon used in the Bartender Department at Hotel.

