

## CHAPTER I

This chapter is concerned with describing the background of the study, identification of the problem, the scope of the study, statements of the problem, purposes of the study, definition of key terms, and significance of the study.

### 1.1 Background of the Study

Jargon is a certain language that a group of society usually used. The language also usually only be understood by the group itself. Jargon is the language of specialized terms used by a group or profession (Wright, 2010). Moreover, it is also one of the key features to register in a certain group, which could be defined as a technical vocabulary associated with a special activity or group (Yule G., 2006). The Jargon could be categorized into two main functions (Brown & Attardo, 2005). First, Jargon provides speakers of specialized domains with clear, unambiguous terms referring to their activities. The second, it also provides speakers of a sub-group with a means of marking in group membership and excluding outsiders.

Jargon refers to the specialized language used by a professional or occupational group (Nordquist, 2014). Moreover, it is used by different professional and social groups is so extensive and obscure in the meaning (Fromkin, Rodman, & Hyams, 1983). It also refers to the unique vocabulary used by particular groups of people to facilitate communication providing a means of bonding excluding outsiders. Therefore, Jargon is used as a barrier to keep people who do not belong

to the community from understanding something. There are four forms of Jargon, namely word, phrase, abbreviation, and acronym (Halligan, 2004). For the abbreviation form, it is divided into initialism and shortening types. It helps to know the Jargons and the meaning of the Jargons itself.

"A word is the smallest unit of grammar that can stand alone as a complete utterance" (Crystal, 2003). Then, "Phrase is a group of words acting that does not contain a subject and a verb" (Yule G., 2006). The abbreviation is one of the Jargon forms that have a function to make a shortened form of a word and a phrase. The word "abbreviation" come from the late Latin "abbreviate," which have meaning to shorten, and it is related to "brevi" or short (Weakley, 2006). Moreover, it is divided into two types. Initialism and Shortening are the types of abbreviation forms. "The Jargon as the type of initialism form take the first letter from each word that become a single unit, and it is written in a capital letter in which the speaker spelled the letter by letter" (Weakley, 2006).

Jargon is one part of a lesson in English for Specific Purposes (ESP) courses. In this case, the staff use the Jargon on the job in their daily communication (Chirobocea-Tudor, 2018). So many Jargons exist in the hotel departments, especially in the Food and Beverage Product Department. The food and beverage department has duties for producing, serving, and selling food and beverage menus in the hotel (Adriadi, 2010). They have their Jargon that they used to make good communication easier and more effective. In creating good communication among the staff in one department, they have to know and understand the Jargon related to their department in order to avoid miscommunication and misunderstanding among the staff. Then, it would not

create a problem in producing the product of this department that would cause several complaints from the guest of the hotel. Related to the topic, there was a case that founded by the rsearcher in the Food and Beverage product Department at Nugraha Lovina Seaview Resort singlaraja. It was the problem regarding the food and beverage production process caused by miscommunication and also misunderstanding among the staff. It was because the fresh workers/ staff did not mastering and understand well about the Jargon related to Food and Beverage Product. Because of this problem, the staff got a lot of complaints from the restaurant guest in the hotel. From the identification of the problem, it could be found that the used of Jargon was really important toward the staff. Therefore, the researcher want to analyze the Jargons used by the staff of the Food and Beverage Product Department at Nugraha Lovina Seaview Resort Singaraja.

This research analyzes the Jargons used by the staff of the Food and Beverage Product Department, which focused on the Jargon, the form, and the meaning of Jargons used by the staff of the Food and Beverage Product Department at Nugraha Lovina Seaview Resort Singaraja. The staff use the Jargon to make good communication among the other staff in the same department. This research is helpful as a proper reference and source related to the Jargons, the forms of Jargons, and the meaning of Jargons used by the staff of the Food and Beverage Product Department. It give some information to the reader to avoid misunderstanding and miscommunication between the speakers as the staff of the Food and Beverage product Department. As the staff, they have to know and master general English and the Jargons related to Food and Beverage Product to create good communication.

## **1.2 Identification of the Problem**

Based on the research background, it could be identified that the Jargon is the terms used by the staff in a department. Each department has its own Jargon and the meaning of its Jargon. Jargon is used as a barrier to keep people who do not belong to the department from understanding something. They create the Jargon related to their department to make the communication easier and more effective. In avoiding misunderstanding and miscommunication between the staff, they have to know and master well about the jargon, especially the Jargon of the Food and Beverage Product Department. From the identification of the problem of this research, it could be found that the use of Jargon is really important towards the staff. Therefore, the researcher want to analyze the Jargons used by the Food and Beverage Product Department staff at Nugraha Lovina Seaview Resort Singaraja.

## **1.3 Scope of the Study**

In this study, the researcher is concerned to know two things. The first is about the Jargons used by the Food and Beverage Product staff at Nugraha Lovina Seaview Resort Singaraja. Then, Jargons would be listed and classified into several forms later. The second is to know the meaning of Jargon used by the Food and Beverage Product staff at Nugraha Lovina Seaview Resort Singaraja. The result of this research is helpful to acknowledge the reader to understand Jargons used in the Food and Beverage Product Department.

## **1.4 Statement of Research Problem**

Two statements of the problem needed to be discussed in this research.

Those are:

1.4.1 What Jargons are used by the Staff of the Food and Beverage Product Department at Nugraha Lovina Seaview Resort Singaraja?

1.4.2 What are the meanings of Jargons used by the Staff of the Food and Beverage Product Department at Nugraha Lovina Seaview Resort Singaraja?

## **1.5 Purposes of the Study**

By having those statements of the problem, this research would have two study purposes. In this part, each point is parallel with each point of the problem statements. There are two points in this part. Those are:

1.5.1 To identify and analyze the Jargons used by the Food and Beverage Product staff at Nugraha Lovina Seaview Resort Singaraja.

1.5.2 To identify and analyze the meaning of Jargons used by the staff of Food and Beverage Product at Nugraha Lovina Seaview Resort Singaraja.

## **1.6 Definition of Key Terms**

### **1.6.1 Theoretical of Key Terms**

In this research, the theoretical key term explains three important things of the study. The first is the meaning of Jargon. This part showed all of the forms of the Jargon discussed by the researcher. The second is the meaning of the Food and Beverage Product Department in the hotel. Then, it shows the main subject of this research. Then, the third is about the jargon used by the Food and Beverage Product staff at Nugraha Lovina Seaview Resort Singaraja.



### **1.6.1.1 The Meaning of Jargon**

- Jargon is the language of specialized terms used by a group or profession (Wright, 2010).
- The Jargon refers to the specialized language of a professional or occupational group (Nordquist, 2014).

### **1.6.1.2 Staff of Food and Beverage Product Department**

- Food and Beverage Department is a department that handles all food and drinks in a hotel from the selection of ingredients, preparation, taste, quality, appearance, and also the price offered to guests, including providing the best service to guests following the standards of each hotel (Bartono & Ruffino, 2010).
- Food and Beverage Product Department is one of the Departments which is very important in a hotel. It is because the Food and Beverage Product Department has responsibility for producing the food and beverages in the hotel (Bartono & Ruffino, 2010).

### **1.6.1.3 The Jargon Used by the Staff of Food and Beverage Product Department**

- The forms of Jargon used by the Food and Beverage Product Department staff are word, phrase, abbreviation, and acronym (Halligan, 2004).

### **1.6.2 Practical of Key Terms**

This part explains about three important things of the study. For the first is the implementation of Jargons in the hotel. It is about the use of Jargons in the hotel. The second is about the Food and Beverage Product Department staff in the hotel. The third is about the implementation of the Jargons use of the Food and Beverage Product Department in the hotel.

#### **1.6.2.1 The Implementation of Jargon**

The Jargon existed in many occupations globally. "the special word used in one profession that does not exist in other professions" (Juddin, 2017). Every group has their Jargon that is used to communicate in daily communication. The Jargons in a group are different from the Jargons in other groups. It is because the jargon in a group is not compatible enough to use in another group. In this case, the group creates their Jargons that suitable to be used as they needed to communicate with each other in a group.

#### **1.6.2.2 Staff of Food and Beverage Product Department**

In this research, the staff that chosen as a subject by the researcher is the ones who fulfill several criteria such as the age of the staffs are more than 20 years old, they have to master the General English and also the Jargons used in Food and Beverage Product

Department, and they have worked for about five years in the Food and Beverage Product Department at Nugraha Lovina Seaview Resort Singaraja.

### **1.6.2.3 The Implementation of Jargon Used by the Staff of Food and Beverage Product Department**

In this research, the group is the Food and Beverage Product Department staff at Nugraha Lovina Seaview Resort Singaraja. The staff used several Jargons related to Food and Beverage Product Department in their job activity. In this department, the staff use the Jargon to make good communication, and it is also more effective to communicate with each other in one group or department.

## **1.7 Significance of the Study**

The significance of the study is concerned with the importance of this research. The significance of this research is divided into two. There are theoretical significance and practical significance.

### **1.7.1 Theoretical Significance**

In terms of theoretical significance, the result of the study is expected to be used as an important and relevant reference to enrich the existing literature about the Jargons used by the Staff of Food and Beverage products in hotel fields. The study focuses on identifying and analyzing the Jargons, the form, and the meaning of Jargons used by the Food and Beverage Product Department staff. It helps the reader know and understand the Jargon used by the Staffs of the Food and Beverage Product Department.



### 1.7.2 Practical Significance

This study has three significances towards the ESP teacher, the students of Hospitality schools, the other researchers.

a. Teacher.

The result of the study is expected to give additional information or references for the teachers who teach the students, especially the students of hospitality schools.

b. Students.

This study is expected to guide the students, especially those of hospitality schools. Then, they could get more knowledge about Jargons used in Food and Beverage Product Department.

c. Other researchers.

This study is expected to be a proper reference or resource for the other researchers to conduct a similar topic with this study as the extended research in the future. Moreover, this study could be a basic for completing matery about Food and Beverage Product Department.

