

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The development of technology and science is progressing rapidly which makes some companies or departments need prospective workers who can master English well. In addition, because the needs of English in each professions are different (every profession has a certain English when communicating with their partners), it makes people required to learn specific English to develop their skills in their work. English for specific purpose language learning (ESP) is focuses on gaining professional expertise, which integrates disciplinary knowledge and professional practice according to different social situations in which most forms of special communication take place. ESP is teaching English for any specified purposes. In line with Mackay and Mountford (1978: 2), ESP is usually used in teaching English for clear utilitarian purposes. Here, English is taught to develop certain language skills using real situations in a way that allows them to use English in their future professions or to understand English discourse that relate to their field of specialization. There are three types of ESP, English for Science and Technology (EST), English for Social Studies (ESS) and English for Business and Economics (EBE). Each type is related to certain scientific fields of knowledge such as technology, economics, social fields and business industry.

One kind of business industry that required their workers to use English for specific purposes is hotel. Hotel is business industry that is engaged in services to hotel guests both physically, psychologically and security as long as the guests use the facilities or enjoy services at hotel (Agusnawar, 2000: 1). According to Rumekso (2002: 2) hotel is a building that provides rooms for guests to stay, food and drinks, as well as other facilities needed and managed professionally to make a profit. Besides, Lawson (1976: 27) stated that hotels are public housing facilities for tourists by providing room service, food and beverage providers, and accommodation with payment. Thus, hotel is place that provides several facilities which make the guests comfortable and enjoy the services by the hotel staff with the agreement of payment in the beginning to make the hotel profitable. In hotel there are some departments such as engineering, front office, food and beverage, security, housekeeping, and etc. In each departments, it can be divided into several divisions. Each staff in the divisions in the hotel have their own language in communicating with their partner. The difference of the use of language make some people in community create their own new language variety according to their needs and purposes.

There are so many types of language variety which is used by the people in society. Jargon is one kind of them. According to Bolinger (through Pateda, 1987: 70) jargon is the use of language in every area of life. These areas of life include areas of expertise, positions, work environment, and each has a special language. Jargon refers to words that are used by a certain group of people and is known to usually concern with a particular field of work (Widarso, 1989: 63). While Chaer and Leonie Agustina (2004: 68) stated that jargon is social variation

that is used by certain social groups. Jargons are only understood by certain groups and outsiders of the group often do not understand it. Jargon is confidential, means that only individuals included in the group can understand and comprehend those jargons. In its use, jargon is indeed used by certain communities or groups. The use of jargon is usually used in some field such as pilot, doctors, nursery, hospitality industry and etc. The function of jargon is to make some people easily while communicate with others in the same field.

Jargon is also used in hospitality industry especially in housekeeping departments. The housekeeping departments used jargons to communicate in doing some activity. They used jargons based on their needs of situation and condition. For instance in housekeeping department, the definition of word *holiday* in general and housekeeping context is different. There are two meaning of *holiday* word. In dictionary, *holiday* is a day of recreation when no work is done, but in housekeeping context, the word *holiday* means a bed that is connected by a *headboard*. The use of jargons in the housekeeping department may often create misperceptions and misconceptions. People who do not have any background in housekeeping will difficult to understand about this jargon when they take part in the conversation among the housekeeping staff. The vocational high school students and undergraduate students who take concentration in tourism will rarely know jargons or maybe just a few of jargons because there is no book or dictionary that explain clearly about jargon and its meaning.

Based on the phenomenon described above, the researcher conducted a research that concerning the jargons used by the Housekeeping Department at The Lovina Bali Hotel. This study was supported by some previous research that relate

to jargon. Using empirical studies from previous research was needed to support the validity of the data. First, the study was conducted by Sitti Magfira Khumairah in 2017 entitled “Jargon Used by Baristas in Kopi Api Coffee Shop Makassar”. This study was analyzed the form and the way of jargons used by Baristas in Kopi Api Coffee Shop Makassar in communication. The second research was conducted by Komang Tya Dwi Pradipta in 2017 entitled “An Analysis of Jargons Used by Receptionists in Front Office at Grand Istana Rama Hotel”. This study aimed to identify and analyze the linguistic forms, meaning and describe the function of each jargon used in front office department at Grand Istana Rama Hotel. The third research was conducted by Ni Putu Repin Cemara Dewi in 2017 entitled “An Analysis of Jargon Used by Housekeeping Staff at The Westin Resort Nusa Dua”. This study was analyzed the linguistics form, semantics content, function and specific context in which jargon is typically used among the housekeeping staff at the Westin Resort Nusa Dua.

Previous research has observed at the form, meaning, function, semantic content and how jargon is used. Therefore this study focuses on the meaning and the form of jargons viewed from their word formations. Thus, the researcher want to list and observe the jargons that used by the Housekeeping Department, forms of jargons viewed from their word formations and the meaning of the jargons used in the Housekeeping Department at The Lovina Bali Hotel.

1.2 Scope and Limitation of the Study

There are so many aspects which can be analyzed from jargons, but this research only analyzes the jargons that are used in the Housekeeping Department,

the forms of jargons viewed from their word formations, and the meaning of jargons used by the Housekeeping Department. The scope of this research is limited, because it only focuses on Housekeeping Department at The Lovina Bali Hotel.

1.3 Statement of Research Question:

The problems of this research are formulated in three statement research questions, as follows:

1. What are the jargons used by the Housekeeping Department at The Lovina Bali Hotel?
2. What are the forms of jargons used by the Housekeeping Department at The Lovina Bali Hotel viewed from their word formations?
3. What are the meaning of jargons used by the Housekeeping Department at The Lovina Bali Hotel?

1.4 Purpose of the Study:

Based on the problems above, the purpose of this research could be seen as follows:

1. To identify what jargons are used by the Housekeeping Department at The Lovina Bali Hotel
2. To identify and analyze the forms of jargons used by the Housekeeping Department at The Lovina Bali Hotel viewed from their word formations

3. To identify and describe the meaning of jargons used by the Housekeeping Department at The Lovina Bali Hotel

1.5 Significance of the Study:

The significance of the study concerned with the importance of this research. There are two significances in this study, there are theoretical significance and practical significance. The explanation could be seen as follows:

1. Theoretical Significance

Theoretically, this research was expected to provide essential significances. The result of this research can provide alternative resources and give information to support the other researcher in conducting study in the same field especially language variations in sociolinguistics. This study also will enrich science and knowledge especially in term those related to language and variety. Besides, this study can give benefit for ESP course especially tourism project that was expected to give better understanding and people's perception between people who utter it who do not know it about language variation especially jargons used in housekeeping.

2. Practical Significance

Practically, this research will provide some benefits. First, this study will beneficial for ELE lecturers especially in order to give learning materials, it can be a source while teaching and learning process that relate to language variation for developing basic material for ELE students especially in housekeeping. Second, this research can provide information

about vocabularies of jargon. Third, this study can provide information about the jargon used by the Housekeeping Department that can improve the competency of vocational students who take housekeeping concentration. This understanding is intended to prepare vocational students to do training and when they are working later. The last is this research also was expected to give benefit for housekeeping staff at The Lovina Bali Hotel. By doing this research, the Housekeeping Department at The Lovina Bali Hotel can recognize their communication systems and understand the meaning of jargons, so they can easily communicate effectively between their partners and they can also maintain their services to be better through their communication systems.

