

CHAPTER I

INTRODUCTION

This chapter discusses the introduction to research, which includes research background, problem identification, research scope, research problems, purposes of the study, and research significance.

1.1 Background of the study

Language is a communication system used to communicate between individuals and other individuals (Seken, 2017). Individuals are destined to communicate. Every human being is born in a social environment, therefore, humans can communicate with each other (Mu'in, 2019). Language shows individual identity. Individual identity can be recognized from the language because each region has its own language. When individuals want to establish relationships with each other, they must use language to communicate. Communication uses language to share ideas, information, and also experiences because each individual has different ideas, information, and emotions when communicating with each other (Rinaldi, 2018).

Language is related to culture. Culture affects language in each society differently. The society itself has its own culture. Culture affects language due to several factors, namely tradition and values. Different traditions in each region affect the value of language. This means that language and culture are bound together because language and culture influence each other. Language can represent a person's culture; when people communicate with one another, they indirectly

demonstrate their own culture (Numanovich & Abbosxonovich, 2020). Language has evolved significantly as well. One of the factors that influences language development is social influence. In linguistics, this is called sociolinguistics.

Sociolinguistics is the study of the relationship between language and society. In sociolinguistics, there is such a thing as language variation. Language variation arises from the need for people to adjust the use of language according to the purpose, identity, and function of the people with whom they communicate. Language variation is the difference in languages spoken in different places around the world. Language variation is determined by the level, class, status, and social class of the speakers (Khadimatovna, 2020). There are several language variations influenced by speech: jargon, slang, style, colloquial, argot, vulgar, and cant.

Jargon is a variation of sociolinguistics. Jargon is a special language used by a group of professions or communities. An example of jargon is the language used in the work environment, such as doctors, pharmacists, and the front office (Marousek, 2015). Jargon is used by the community or workers to make their work easier. Jargon is a subset of language that consists of specialized terms and phrases used by people in a certain profession, industry, or group. The text comprises technical terminology. Social institutions, communities, or groups frequently employ specialized terminology. According to Chaika (1982), jargons are specific forms of language that are developed by individuals who habitually participate in certain activities, serving certain purposes. Jargon comprises specialized terminology and expressions. Its usage frequently leads to misunderstandings. Occasionally, individuals encounter compound words, which are formed by combining two separate words and pronounced as a single word. According to

Morley (2000), the word is considered the fundamental unit of syntax. Compound words, such as homerun, birthday, or sunshine, are comprised of multiple separate units. Generally, this jargon is rarely known by outsiders other than people who are members of the community.

The wood carving community in Bali is very interesting, with art and cultural values deeply embedded in the works produced by the wood carving community in Bali. Balinese wood carvings are widely used in buildings found in Bali. Balinese wood carvings are part of the cultural and architectural heritage of Bali. Balinese wood carvings also serve as a symbol or characteristic of Balinese society itself. However, in this era of development and technology, Balinese wood carvings are starting to face threats to their existence. This can be seen in the many buildings that have abandoned the style of Balinese architecture. Balinese wood carvings seem to have been left behind, and the people in Bali are starting to adopt architectural styles from outside of Bali.

The abandonment of Balinese wood carving architecture poses a threat to Balinese culture itself. Tourists come to visit Bali not only for its natural beauty but also for its art, culture, and unique Balinese architecture, such as buildings that feature Balinese wood carvings. If Balinese carvings start to disappear, the attraction for tourists to come to Bali can be decline. The Balinese community, especially the younger generation, currently has minimal understanding of the jargon used in Balinese wood carvings. Currently, the jargon of Balinese carvings is only known by a few individuals, such as the Balinese wood carving community and experts in the field of Balinese wood carving.

To prevent the loss of the art and culture embedded in Balinese wood carvings, researchers aim to analyze the form and meaning of the jargon used and interpret the function of the jargon used in the carving community in Bali. This is done to spread the jargon found in the carving community in Bali so that the community and future generations do not forget the artistic and cultural heritage of Balinese wood carvings. Many studies have been conducted on jargon that also increase the desire of researchers to carry out this research, the first in a study conducted by (Vivi & Barus, 2018). In this research, the researchers found three kinds of jargon, namely jargon related to letter code, number code, and corps position code. In addition, the researchers also found 40 words that became jargon, and these words were words that had non-literal meanings. Another study conducted by Ardyanto (2014), conducted succeeded in finding 19 jargons used by stylists in Rabel beauty salons. This jargon is commonly used by fellow workers and customers who have come there several times. Irawan (2018) conducted another qualitative methods are used by researchers in their research and the research carried out focuses on the meaning of political jargon, which includes the form of words, phrases, and the essence that is conveyed. The researcher managed to find that the two candidates used a lot of jargon that had social and connotative meanings.

Although people already understand regarding the art in Bali such as wood carving, the truth that people slowly forget the terms used especially by the young generation could not be abandoned no more. Thus, this research was conducted by referring to the studies mentioned above. This research certainly has differences from previous studies, although it has the same topic, namely jargon. This research

is different from the object under study, the object under study focuses on the jargon used in the woodcarving community in Bali. Gianyar, Bali which is famous for its art was chosen as the place for this research. Wiguna Ukir Community of Gianyar, Bali is one of the communities that is famous for its carving artworks, and the research was conducted there.

1.2 Problem Identification

According to Giri (2017), the Balinese language has experienced a decline in both its quality and quantity in the Bali area. This condition have a significant impact on the imminent extinction of the Balinese language in Bali. According to Setia (2006), the Balinese language is predicted to become extinct by the year 2041. Based on this remark, it is necessary for the residents of Bali to uphold the local languages as their primary and native tongue in order to safeguard and prevent the disappearance of these languages, a phenomenon widely referred to as language extinction. On the other hand, the phenomenon of the declining use of Balinese wood carvings, as explained in the background of this research, the researcher conducted a study on the jargon used by the Balinese wood carving community. This research analyzes the forms, meanings, and functions of jargon in the production of Balinese wood carvings. The results of this research can be used as a documentary about the jargon used in the Balinese woodcarving community. The findings of this research are also aimed at preserving the artistic and cultural heritage of Bali, especially in the art of Balinese wood carving. Through the analysis of the forms, meanings, and functions of Balinese wood carving jargon, it is hoped that the interest of the community and the younger generation in the art of

Balinese wood carving and Balinese language itself can be sparked. Researchers selected the Wiguna Ukir community in Sumita village, Gianyar, Bali, out of all the carving communities in Bali. The Wiguna Ukir community was selected due to the average proportion of young individuals inside it, as per multiple observations conducted by researchers. Based on the explanation above, it can be concluded that the purpose of the researcher is to explain the form, meaning, and function of the jargon used by the Balinese wood carving community at Wiguna Ukir Gianyar, Bali.

1.3 Research Scope

The scope of this research focuses on the jargon used by the Balinese woodcarving community. The focus of this research is the analysis of the form, meaning, and function of the jargon used by the Balinese wood carving community called Wiguna Ukir. Wiguna Ukir is a Balinese woodcarving community located in the village of Sumita, Gianyar Regency, Bali.

1.4 Research Question

Based on the background of the research, the research question can be formed as follows:

1. What are the forms of jargons used by Wiguna Ukir Balinese woodcarving community?
2. What are the meanings of jargons used by Wiguna Ukir Balinese woodcarving community?

3. What are the functions of jargons used by Wiguna Ukir Balinese woodcarving community?

1.5 Purpose of the Study

Based on the research question of the research, the purposes of this study can be formed as follows:

1. To analyze the forms of jargons used by Wiguna Ukir Balinese woodcarving community.
2. To analyze the meanings of jargons used by Wiguna Ukir Balinese woodcarving community.
3. To analyze the functions of jargons used by Wiguna Ukir Balinese woodcarving community.

1.6 Research Significances

The significance of this study is divided into two types: theoretical significance and practical significance. The explanation is as follows:

1.6.1 Theoretical Significance

This study is expected to give a contribution to linguistics theory about jargon in terms of language variety of sociolinguistics which is about the relationship between language and society as the result. This result of the research is also expected to be significant for the people who want to learn and do research about jargon especially jargon that is used in the Balinese woodcarving community.

1.6.2 Practical Significance

The results of the research are expected to be beneficial for Balinese government, English students and other researchers.

- 1) For the Government, the result of this study can be used as documentation and incorporated into Balinese cultural terms.
- 2) For English students, the findings on this investigation are expected can help in learning linguistics such as jargon or can also be an example in learning English for Specific Purposes (ESP).
- 3) For other researchers, this research can be used as a reference and guide if other researchers want to conduct research on the same topic, namely jargon.

