

CHAPTER 1

INTRODUCTION

1.1 Background

Jargon was not a strange word again in this era. It refers to the specialized language of a professional or occupational group (Nordquist, 2019). It was used by many professionals in the hospitality industry, especially in the cruise line. Then it became a common thing to use in communication. As one of the language variations, jargon appeared in many variations of words, phrases, abbreviations, and also acronyms. It is the language, especially the vocabulary, peculiar to a particular trade, profession, or group such as doctors and engineers in their respective job (Patoko and Yazdanifard, 2014). It made many industries or institutions able to create their jargon. The cruise line industries had their word in a specific meaning. It represented a meaning known by the people in the industry. It increased the possibility that many cruise lines had some different jargon expressions from the other cruise lines. Therefore it increased the number of jargon. Jargon is the language used by a group or a specific profession in specialized terms (Wright, 2010). It made a term of word's combination or shortening form of a phrase that represented a special meaning. It was an important thing to use jargon in the cruise line, especially for the professional. One of the elements in the organizational culture of any enterprise is jargon (Rebrina and Generalova, 2019). It became the culture of the organization once it is used in the cruise line too. It made the complicated word easier to be pronounced. Then the professional was able to say a difficult word or a long phrase in the form of jargon easily.

Jargon appeared in many forms. There were four forms of it. Those are words, phrases, abbreviations, and acronyms (Seli, 2019) and (Halligan, 2004). The first form was the word jargon. It was mostly used by a professional when they speak to the other person. It was specific in word forms by it was known by some of the people or in a group only. The jargon in the word category reflected a condition in the department of

the hotel. Then it, in the phrase form, was determined literarily word by word. It also had a special meaning that known by a group of people only. It also reflected a condition in a department and used it in that department only. Then the jargon in the form of an abbreviation. It, in the form of abbreviation, formed a short form of one or more words. It made the long-phrase became an abbreviation that represented the same meaning as the full phrase. It was used by the professional to say the expressions. The last was the jargon in the form of an acronym. Principally, it, in the acronym form, had the same meaning as the abbreviation form. Therefore, it, in the acronym form, was much easier to be remembered and pronounced because it took a word form. It rebuilt long and complicated words for a phrase pronounced without changing the meaning of the expression itself. This study analyzed the jargon in a complete category such as word, phrase, abbreviation, and also acronym form.

There were many jargon expressions on the cruise line. The cruise line provided the guest with many kinds of hotel services. The jargon expressions used in the cruise line were quite similar to the jargon expression in the hotel. The jargon was used by them to tell about each position in the hotel like GM (General Manager), HK (House Keeping), and CS (Cleaning Services). It was used by them to call about the place in the hotel like FO (Front Office) and Audit (Auditorium). It was also used by them to name the hotel product like F&B (Food and Beverage) and BRA (Best Rate Available). They used it often in their daily communication through direct and indirect also through written text. For example, it was the jargon in the form of abbreviation. It was used by them because “an abbreviation is a shortened form of a word or phrase” (Nordquist, 2019). As a result, the people did not need to struggle in saying a complicated word or a long-phrase. “An abbreviation is a shortened a word or phrase” (Andrew, 2017). It meant that the meaning was similar even though in a different form. Then there were four types of abbreviations. “The four types of abbreviation are initialism, acronym, shortening, and contraction” (Andrew, 2017). In this research, the researcher decided to differentiate the acronym from the types of abbreviations. It was significant to do make data about the jargon classification.

Jargon was a part of English for Specific Purposes (ESP) Lesson. English for Specific Purposes (ESP) was an approach to help the learner understand the English Language that used in a specific profession. The word and some expressions were different in each job. “Each profession has a special word in the profession that does not appear in other professions” (Juddin, 2017). Then in this ESP, this language was specific for specific work only. The business emails, notes, and memos jargon expressions used the jargon (Matthew, 2013). Jargon affected the ability to remember the information. For example, “acronyms can improve memorability” (Brad, 2015). It was useful for the learner to become a professional. The professional learn about the language to communicate a set of professional skills and to perform particular job-related functions (Fiorito, 2006). ESP had a close relationship in teaching about the language in a specific profession. The cruise line hotel operational division crews were one of the occupations that had and used jargon in the communication.

The cruise line crews worked by following the standard of operation on their profession. They also talked by using the English language often with the guest. Therefore they had to do good communication with the guest in a clear pronunciation to make the word was spelled clearly. Communication skill is one of 6 soft skills that every professional need (Auerbach, 2018). It meant that good communication was necessary for the hotel operational division in the cruise line. Then some of the skills needed by a professional are communication and public speaking (Doyle, 2019). It showed that speaking skills were necessary for the cruise line crews. Speaking comprehension was needed by the cruise ship member in this step too. The speaking comprehension was a condition when the speaker and the listener got and understood the information with no misunderstanding (Rora, 2015). The case of every professional in the cruise line is they speak in a completely different language than any other (Fielder, 2013). It happened because they communicated by using jargon to the guest. Because of it, the people in the hotel operational division were the subject of this study.

This research analyzed the jargon used by the cruise line crews in the hotel operational division. This study focused on the jargon expressions in the cruise line through the crews' experiences and also knowledge about it. The jargon was

used by the cruise line hotel operational division crews. They used it to talk with the guest and among the cruise line crews. This research was helpful as a source to know about examples and forms of jargon expression used in the cruise line hotel division. It was able to be a suitable reference for the reader to avoid the misunderstanding between the speaker as the staff and the guest on the cruise line. Having a good knowledge of the jargon used in the cruise line was an important thing. It affected the communication process a lot on the cruise line.

1.2 Identification of Problem

There were jargon expressions used in the cruise line. All of the jargon forms like word, phrase, abbreviation, and acronym were used by the cruise line crews often in communication. The cruise line crews in the hotel operational division tried to do their best to make their guest feel comfortable and enjoy the time in the cruise line. Good services by the crews in the cruise line were needed by the cruise line hotel operational division every time. It pretended them to have good speaking and communication skills among them and also between them and the guest. They used jargon to communicate with someone. There were many jargon expressions on the cruise line. Then some of them were not common for the guest or possibly for the crews that came from different departments too. It made the guest got upset by those jargon expressions used by them to the guest while talking with each other. As a result of it, the information can't deliver very well. Then the guest or the crews did not get the point of it. Then finally, it can cause a misunderstanding in communication. It was important for cruise line crews to have good speaking skills and communication skills. Then if the information of communication did not state clearly in the communication between them or the guest because of the jargon, it would be useless to be used. Therefore, the researcher wanted to analyze the jargon expressions used by the crews in the hotel operational division.

1.3 Scope of the Study

In this study, the researcher was concerned to know three things. First was about the example of jargon expressions used by the hotel operational divisions' crews in the cruise line. Those expressions were listed and classified into each form of the jargon. The second was to know the meaning of jargon expressions

used by the hotel operational divisions' crews on the cruise line in daily communication. It was similar to understand the word to be able to understand the whole sentence clearly. The information on a conversation was understood by the receiver completely. The third was to know the functions of jargon used by the hotel operational divisions' crews in the cruise line. It was helpful to acknowledge the jargon function of those four jargon forms in the communication. It built the confidence of using the jargon in a conversation. Then the result of this research was to be proper references for the reader to know and understand the jargon expressions in the hotel operational division in the cruise line.

1.4 Statements of Problem

In this research, there were three statements of the problem that needed to be discussed by the researcher. Each point in the statements of the problem was the limitation in conduct the research. There were three statements of the problem in this research.

1. What jargon expressions are used by the hotel operational divisions' crews in the cruise line?
2. What are the meanings of jargon expressions used by the hotel operational divisions' crews in the cruise line?
3. What are the functions of jargon used by the hotel operational divisions' crews in the cruise line?

1.5 Purposes of the Study

Related to the statements of the problem, the researcher also had three purposes of the study. Each point of this part was parallel with each point of the statement of the problem. There were three points for this part.

1. To identify and analyze the example of jargon expressions used by the hotel operational divisions' crews in the cruise line.
2. To identify and analyze the meaning of jargon expressions used by the hotel operational divisions' crews in the cruise line.
3. To investigate the functions of jargon used by the hotel operational divisions' crews in the cruise line.

1.6 Definition of Key Terms

1.6.1 Theoretical of Key Terms

The theoretical key term explained three important parts of this research. For the first was the meaning of jargon. It showed all forms of the jargon that discussed in this research. The second was the meaning of the crews in the hotel operational division. It showed the main subject of this research. Then the third was about the jargon used by the cruise line hotel operational division's crews.

1.6.1.1 The Meaning of Jargon

Jargon is the language, especially the vocabulary, peculiar to a particular trade, profession, or group such as doctors and engineers in their respective professions (Patoko and Yazdanifard, 2014). The jargon can be found in a specific place and used in a profession or group. The jargon was peculiar to a particular trade. It reflected the language needed by a professional to use in communication and shared information related to their profession. Then the jargon in a department was different from the jargon in other departments. Even though there was a similarity found in word form but the function was different in a different department. The focus of this study was to analyze the jargon used by the cruise line' crews in the hotel operational division.

1.6.1.2 Crews in Hotel Operational Division

A professional is a member of a profession or any person who earns their living from a specified activity (Balthazard, 2015). The professional had an ability in a specific job. The crews had to do good services to the guest included the way how they spoke to the guest or between the other staff. They had to have good skills and good communication skills by using English to be able to work in the cruise line. Having a prior experience to work on a profession in another company that needed by the cruise line also helped to complete the requirement to work in the cruise line. Thus, the cruise line crews were the subject of this research to get information about the jargon.

1.6.1.3 The Jargon Used by Cruise Line Hotel Operational Division's Crews

There are four forms of jargon expressions these are words, phrases, abbreviations, and acronym (Halligan, 2004). Jargon was used by the cruise line

hotel operational division crews in the communication. Each form of it was used by them to communicate effectively and efficiently. There were many examples of jargon in the cruise line. Therefore it was needed to be considered by the user. It, in the form of the word, was shown as a word. It was a single expression that was used and known by a division. Jargon, in the form of the phrase, had the same meaning as the jargon in a word form but it stated in the phrase form. Next, it, in the form of an acronym, looked similar to the abbreviation form. But rather than the abbreviation, it was pronounced by the speaker easily. The cruise line hotel operational division's crews used jargon expressions effectively in their communication.

1.6.2 Practical of Key Terms

The practical key terms explained three things in this research. The first was about the implementation of jargon by hotel operational division. It was completer to tell about the use of the jargon expressions in the cruise line. The second was about the crews in the cruise line. The third was the implementation of the jargon expressions in the cruise line.

1.6.2.1 The Implementation of Jargon

Each profession has a special word used in the profession that does not appear in other professions" (Juddin, 2017). The jargon appeared in many occupations. The jargon expressions in a profession or group were different from other jargon expressions in other jobs. Because the jargon expressions from other jobs were not compatible enough to use in other jobs or groups, this condition made each profession or group created their jargon that suitable to be used as they needed to do communication in their occupation. The jargon expressions used in engineering was different from the jargon expressions in the doctor profession. The jargon that was analyzed by the researcher in this research was the jargon used by the cruise line crews in the hotel operational division. This research told all forms of jargon expressions like word, phrase, abbreviation, and also acronym.

1.6.2.2 The Crews in the Cruise Line

The profession is understood as a distinct venture that is followed by a group of people who engage in years of studies and practice (Urbina, 2016). The

crews that chosen for this study was the one who had experience in one of the cruise line hotel operational division. They had to have at least one year of experience in the hotel division on the housekeeping and food and beverage service department in the cruise line. The crews had enough time to know about the jargon expression that was used by them in their profession. They had to have one year of experience in a job that they want before worked on the cruise line. Therefore, the crews in the cruise line hotel operational division were the subject of this study.

1.6.2.3 The Implementation of Jargon in the Cruise Line

The meaning of the jargon is a specialized language of a professional or occupational group (Nordquist, 2019). In this research, the groups were the housekeeping department and also the food and beverage service department. The cruise line crews used the jargon expressions in their job activity. The housekeeping department crews used the jargon to do effective coordination. In the food and beverage service department, then the jargon expressions were used by the cruise line crews for having good communication between the food and beverage crews and the guest and also between the other food and beverage crews. In rush hour, the situation was so crowded enough. In this condition, the cruise line crews needed a good, effective, and efficient communication. The jargon can be used in the form of written text or directly using the oral method during the conversation or coordination among the crews.

1.7 Significances of the Study

This research is useful for the tourism activity, especially in the housekeeping and the food and beverage cruise line hotel operational division. It focuses on two types of significances. Those are theoretical significant and practical significance. As a theory, this part shows the role of this research on the theoretical side. It was a useful reference to know about the jargon used in the cruise line hotel operational divisions. Then on the practical side, it is about how the jargon expressions are appropriately used in real-life to represent the condition and situation in real life into a meaningful jargon expression. It uses specifically in a profession. This research is useful for the crews in the cruise line hotel operational divisions and others.

1.7.1 Theoretical of Significance

The results of this research are expected by the researcher to contribute to the existing theory about the jargon used by the hotel operational division's crews in a cruise line. It focuses on analyzing the example, the form, and also the use of jargon expressions. It helps the reader to understand how the jargon is used in the cruise line hotel operational divisions and the function of using it. As one of the language variations, the jargon expressions in all forms like word, phrase, abbreviation, and an acronym is used in an effective way to help the reader in understanding the information. It supports the crews and also the guests to know about the example, meaning, and function of the jargon expressions in the cruise line. It helps the cruise line crews, guests, and the reader who read this research to understand every jargon in the cruise line hotel operational divisions. It gives a good thing to analyze the jargon expressions. The example, meaning, and the function of the jargon is complete to the reader.

1.7.2 Practical of Significance

The results of this research help the communication activity that happens in the cruise line hotel operational divisions, between crews, the guest, and also the people outside the cruise line hotel operational divisions. It helps the people to know about the jargon used in the cruise line. The crews in this division shall have good communication skills. As the smallest thing in language components, a word can affect the communication activity in the cruise line. The expression affects the language used by the crews. They talk and sharing the information between the cruise line crews in the hotel operational divisions. Along this process, the jargon delivers the information. If there is good communication in a conversation activity, the information will be shared by the speaker to the receiver correctly.

This study was needed by the reader to know about the jargon expressions in the cruise line hotel operational division in this era. The jargon was used by the cruise line crews again and again in this division. As part of the language component, the jargon expressions were developed by humans more and more. The number of jargon expressions, form, and function of the jargon expressions in the cruise line hotel operational divisions will be different from the jargon that is used in the other cruise line hotel operational divisions. It makes a different

perception between the implementation of the jargon expressions. Therefore this study was able to be a proper reference for the other to know about the jargon used in the cruise line hotel operational divisions. There were some differences in the jargon expressions used by the other cruise line hotel operational divisions' crews. It does not happen to all of the jargon. This condition shows that the jargon expressions are a specialized language of a professional in a specific profession like the cruise line hotel operational division's crews. It makes this research is necessary because some of the jargon expressions can use in different cruise line or the theory can be used to make its jargon for the other institution. Then it helps the implementation of the jargon expressions in terms of theoretical and also the practical aspect of using jargon expressions in real life.

