

THE JARGONS USED BY SALES AND MARKETING'S STAFF AT KARMA KANDARA HOTEL.

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Abstract

Jargon is a unique term of the language used by a particular group of people and it is merely understood by the specific group's members. Sales and Marketing Department is one of the groups of people that use jargon in everyday communication. Since Sales and Marketing is a part of the material taught in English for Specific Purposes (ESP) and English for Business, this current study is aimed to analyze the jargons, meanings, and the form of word-formations used in Sales and Marketing Department at Karma Kandara Hotel. This study employed a descriptive qualitative research designs proposed by Miles, Huberman and Saldana (2014). The data were obtained by utilizing some instruments, such as documentation, interviews, checklist, and note. To answer two proposed research problems, the theory proposed by Yule (2006) was used to analyzed the data. The result of the data revealed 6 forms of jargon used by the staff in Sales and Marketing Department, namely word, acronym, abbreviation, compounding, clipping, and phrase. The jargons in the form of the word were identified as many as 11 items (16,9%), 12 items of acronyms (18,4%), 33 items of abbreviation (50,7%), 2 items of compounding (3,1%), 3 items of clipping (4,6%) and 4 items of phrase (6,1%). Meanwhile, the meaning of the jargon used in Sales and Marketing Department's staff at Karma Kandara Hotel was identified as a contextual meaning because the jargons were used according to the context and the social context in Sales and Marketing Department at Karma Kandara Hotel. This study give the implication in four parts; for lecture in English Language Education, English Language Educations' students, Sales and Marketings book's author, and for the Sales and Marketing's trainer staffs.

Keywords: Jargon, Sales and Marketing Department, Word-Formation

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Abstrak

Jargon merupakan Bahasa khusus yang digunakan dalam kelompok tertentu dan hanya orang dalam kelompok tertentu yang memahami arti jargons tersebut. Sales and marketing merupakan salah satu department yang menggunakan jargon dalam berkomunikasi. Sejak Sales dan marketing merupakan bagian dari pembelajaran English for Specific Purposes (ESP) dan English for Bussines, penelitian ini ditujukan ununtuk meneliti Jargon, Makna, dan bentuk dari word formation yang di gunakan di Sales dan Marketing Departemen di hotel Karma Kndara. Penelitian ini menggunakan desain penelitian kualitatif deskriptif yang dikemukakan oleh Miles, Huberman and Saldana (2014). Data dalam penelitian ini diperoleh dari dokumentasi, wawancara, checklist, dan pencatatan. Untuk menjawab dua pertanyaan yang dikemukakan dalam penelitian ini, teori yang dikemukakan oleh Yule (2006) digunakan untuk meneliti data. Hasil dari penelitian ini menunjukan bahwa terdapat 6 bentuk jargon yang digunakan oleh tenaga kerja di Sales dan Marketing departemen, diantaranya; word, acronym, abbreviation, compounding, clipping, and phrase. Jargon kata teridentifikasi 11 (16,9 %), akronim 12 (18,4 %), abbreviation 33 (50,7%), compounding 2 (3,1%), clipping 3 (4,6%) dan frasa 4 (6,1%). Sedangkan makna jargon yang digunakan oleh tenaga kerja Sales dan Marketing departemen adalah makna kontekstual, karena penggunaan jargon yang berdasarkan koteks dan konteks sosial khususnya di Sales dan Marketing Departemen. Penelitian ini memberikan implikasi di 4 pihak; untuk dosen di English Language Education, mahasiswa English Language Education, penulis buku Sales and Marketing, dan pegawai training Sales and Marketing.

Kata kunci: Jargon, Sales dan Marketing Department, Word-Formation