

CHAPTER I

INTRODUCTION

1.1 Background

In this modern era, the rapid development of language can be seen from where the language is used. Every field has a different language in use, such as education, government, administration, politics, science, sport, technology, domestic, and international trade (Badudu, 1989: 4). All professions have their own language variation during their communication. Thus, in having communication, language and variety are used differently in a different community in society. Based on the diverse community, language is different in a particular context because people create a new language variety. According to Wardhaugh (2001: 219), language variety is a form of language with different varieties in each aspect, such as sex, social status, age, job, the environment, and the function of the language. In real society, there is a lot of language variety used differently based on their group and it is known as sociolect. In common, language variety is used to cover the abundance of a language such as an idiolect, dialect, register, and jargon (Nordquist, 2018).

Jargon is one type of language variety usually used in a particular group and has a different meaning from the other group. Allan and Burridge (2006: 6) explain that jargon is a kind of language variety used in specific contexts from each group. This is also supported by Wright (2010) who states jargon is a language with unfamiliar terms and is commonly understood by experts and the

specific group members. It is also utilized to shorten time and create more accessible communication. Alwasilah, (1990: 51) in Lina & Tanjung, (2016) said that each group uses a different language to communicate with certain members and the people who do not belong to this group do not understand the terms' meaning spoken by the other group.

Furthermore, jargon is the language used in spoken or written form and used in some fields of occupations, such as pilot, doctor, education, hospitality industry, etc. It encourages every sector, such as a hotel that has its own jargon. It creates a specific meaning and is merely known by the people in a group. It makes every hotel has different jargon and uses jargon as a tool in that field to create effective and assessable communication. The use of jargon has some purposes in every distinct group of people. The primary purpose of using jargon is to create easier communication to be understood and to identify peoples' activity.

Jargon is a part of the material in ESP. It occurred because the ESP course discusses specific English in a certain profession. In ESP, the learner learns about the vocabulary that appears in a particular profession. Vocabulary is an important thing the learners should know in a specific profession because every profession uses different particular words in their communication. Every profession has a special term that is not seen in the other profession (Juddin, 2017). This particular term is known as jargon. Jargons also help the learner in remembering the information. Brad (2015) said that jargon could be formed as an acronym, improving someone's memorability, and retaining the information. Then, the professional learns the language in order to communicate professional skills and performance. ESP and language have a close relationship in learning and teaching

language in certain professions, such as in the Hotel. Budasi (2019) said, the teaching of English language in tourism has close relationship to the learning and teaching English in ESP. Hotel is one of the tourism industries that dominantly use jargon as a tool to communicate with the other staff. Based on Budasi (2019) there are several skill needed to master in English language for hotel, such as; introducing self, complimenting, showing care, making intention, and congratulatin. Those expressions are needed to master by the hotels' staff in servicing the guests.

Hotel is a hospitality industry that usually uses jargon as a communication tool among the hotel staff. Some departments are established in every Hotel, such as housekeeping, food, and beverage, sales and marketing, front office, security, etc. All of those departments have different jargon from other. Every department has its own way of producing communication to make it easier to understand among the staff and make their job runs cooperatively. Thus, every team at the department must have their own background in the jargon used. For example, the sales and marketing department usually uses jargon like *breakeven point* (BP), *Brand awareness*, *Closing*, and *Buying Signal*. Lexically, *buying signal* means an activity to purchase the code, but in sales and marketing context, it means the customer has decided to buy the product in sales activity. People who do not have a jargon background are little bit hard to obtain the meaning of jargon that is usually used and may cause misunderstanding when they are involved in a group.

Karma Kandara is one of five stars hotels in Bali. It is located in south Kuta at Jl. Villa Kandara Banjar Wijaya Kusuma Ungasan. Karma Kandara hotel offers the private beach as the primary point on holiday. All of the rooms in

Karma Kandara hotel face the Indian Ocean in which this becomes a fascination to the guest, especially foreign guests such as Australia, New Zealand, and all native English guests. In managing the sales and promotions in the hotel, sales and marketing is the department that deals with the selling and promotion. This department has a vital role in managing the sales and promotions to gain a profit in business. This department mobilizes 18 staff sales and marketing in managing the five-star hotel. It needs qualified staff in sales and marketing to increase the selling and promotion in *Karma Kandara* Hotel.

Sales and marketing department is one of the crucial departments in the hotel. It holds an important rule to support the hotel in selling the product. In Sales and Marketing staff usually use jargon in conducting the communication. The jargon used in sales and marketing is brief, obvious, and assertive. The development of jargon in sales and marketing is formed depending on the condition and situation needed. It has an essential role in communication, which aims at making an accessible communication and synchronize the understanding among the staff involved.

Sales and Marketing Department is classified as a part of English for business course. In Business English, the learner learns about the vocabularies specifically used in English for business. It enriches students' knowledge, especially ELE's students in learning English used in business. English for business is a course that has a close with ESP. From many departments, Sales and Marketing is the department that can be accessed in this research. Therefore, this study focused on investigating the form and observing the jargons used in sales and marketing at *Karma Kandara* Hotel.

In general, the use of jargon is utilized as the code in conversation. The jargon might be formed as written or spoken, and the message is merely comprehended by the people involved in a certain group, for example, Sales and Marketing Department. Based on these previous phenomena, the aim of this research was focused on analysing the forms, observing the jargons and meaning used in Sales and Marketing Department at Karma Kandara Hotel, Jimbaran

1.2 Identification of the Problem

This study was a result of the interesting phenomena of the language used by the staff hospitality industry in Sales and Marketing department when they do communication. The language used in this department cannot be understood by the other people who do not belong to the group. They would be misunderstood about the language used by the staff in Sales and Marketing department. Thus, this is important to conduct the study about the jargon used in Sales and Marketing Department. It helps the people who need knowledge about the jargon used in this department. Especially for ELE students who learn ESP, English for tourism, and business English, it improves the knowledge about the language used in each profession, especially in the Sales and Marketing Department.

1.3 Scope of the Study

Based on the problems, this study focused on two points of the discussion; identifying lists and meanings of jargons used in Sales and Marketing Department, and also analyzing the form of the jargons used in Sales and Marketing Department at Karma Kandara

1.4 Statement of the Problem

In this study, the researcher proposes two statements that need to be discussed as follows:

- a. What are the jargons and their meanings used by Sales and Marketing's staff at *Karma Kandara* Hotel?
- b. What are the word-formation forms of jargon used by Sales and Marketing's staff at *Karma Kandara* Hotel?

1.5 Purpose of the study

Referring to the statement of the problem, the purposes of this presented as follows:

- a. To identify and analyze the jargons and the meanings used by Sales Marketing's Staff at *Karma Kandara* Hotel
- b. To analyze the form of jargons used by Sales Marketing's Staff at *Karma Kandara* Hotel

1.6 Definition of Key Term

1.6.1 Theoretical of Key Term

The theoretical key term explains the main focus of this research. The first is the form and meaning of the jargon, the second is Sales and Marketing, and the last is the jargon used in Sales and Marketing during the communication.

1.6.1.1 Jargon

Jargon is one of the language variety that is merely understood by certain members of group. It is usually used in a particular context and certain group. Wright (2010) states jargon is a language that has unfamiliar terms and is commonly understood by the experts in the group. It is also used to short the time and create an easy communication. It means each group has its own jargon used in communication to cause every group to have different jargon and different meanings of jargon. This study focused on the form and meaning of jargon used in Sales and Marketing Department.

1.6.1.2 Sales and Marketing

Sales and Marketing in one of the important departments in establishing successful product selling and promotion. According to Goldman (2020), sale is an activity of selling the product to the customer. It needs good knowledge in promoting and selling the product because the staff needs to use the strategies to sell the product. One strategy used is a communication skill. It aims at making and encouraging the customer to buy the product and automatically increase the income of the hotel. Thus, the staff needs to master the jargon and meaning of jargon to explain the jargon to the customer who does not understand the jargon. This department has its special language in communication. The particular language or jargon used in this department is confidential and only understood by this department's members.

1.6.2 Practical of Key Term

The practical key term explains the implementation of the jargon used by the staff in the Sales and Marketing Department.

1.6.2.1 The Implementation of Jargon

This study analyzed jargon used in Sales and Marketing Department. The jargon that was analyzed in this study was the jargon used generally in Sales and Marketing Department. The jargon can be observed when the staffs communicate with the other staff during their duty.

1.6.2.2 Sales and Marketing's staff

The Sales and Marketing's staff in Karma Kandara Hotel were chosen because the staff in Sales and Marketing Department used to use jargon during communicating with the other staff. The jargons used in Sales and Marketing Department are a particular language that is merely understood by the staff in this department.

1.7 Significance of The Study:

This research was concerned with the significances of this research. There are two significances contributed by this research; those are theoretical significance and practical significance.

a. Theoretical significant

This research is expected to give essential significance. This study's result gives the other researchers references to support the other research while conducting the same field study, such as sociolinguistics, especially in language variation. This research informed the other researcher about language variation in the form of jargon.

b. Practical significant

This research is expected to give some benefits. It could be as a learning material in sociolinguistics, especially in language variation and could improve students' competency in linguistics knowledge, especially in language variation. This research also can be used as a material in English for Specific Purposes (ESP). It is offered the lectures alternative material that can be utilized to teach the students, especially in teaching hotel academy.

