CHAPTER I

INTRODUCTION

A. Background of the Research

In this study, the jargon is part of the sociolinguistic science. Sociolinguistic is used generally for the study of the relationship between language and society. Language is a tool to communicate between human, which aims to exchange information and express their ideas. While the society is a group of individuals involved in persistent social interaction or a large social group sharing the same geographical or social territory. Thus, it can be concluded that sociolinguistics is a field of science that studies language in terms of the use of that language in society.

Language variations have several types named dialect, register, style, slang, and jargon. There are language variations around us but in this study the researcher focused on special vocabulary used in certain field of life as confidental communication called jargon. It is very close to us, people may use it in daily conversation and chat especially conversation in a job containing jargon such as in hospitals, hotels, and online shop.

While this language is often useful or necessary for those within the group, it is usually meaningless to outsiders. Some professions have many jargons, for the example is lawyers use *legalese* or doctor use *cito* for state something urgent and for online shop writer find the word *prime* for items of the highest quality. Yule (2006: 211) says that jargon is a special technical vocabulary associated with a particular area of work or interest. In social terms,

jargon helps to create and maintain connection among those who see themselves as 'insiders' in some ways and to exclude 'outsiders'.

Jargon is useful as it is in the right contexts that can end up being social problem and divisive when it hides and manipulates meanings from those who need to receive the information. Therefore, jargon is secret code between members involved in a group. They tend to use jargon language with the aim of facilitating communication or as a secret code so that someone who is not involved in the group cannot understand.

In addition, the jargon may be present in the writen text and oral speaking, which come from a special scope where the users share the same knowledge which will be commonly using vocabulary. Jargon has two main functions as follows, jargon provides speakers of specialized domains with clear and unambiguous terms to refer to their activities. Jargon also provides speakers of a sub-group with a meaning of marking in group membership and excluding outsiders.

In the use of jargon in the community especially in certain groups, there are many pros and cons. There are those who agree with the reason that the use of the jargon language will add vocabulary. There are those who disagree with the reason that is the term difficult to understand and must find the meaning first. That is why jargon is really interesting topic to examine more deeply.

The reason researcher chooses jargon used by online shop users on amazon.com site because a community uses creative word forms, vocabulary, and certain codes used between sellers and customers. The data in this study

from screenshots of dialogue, comment field, customers review caption on a product, and description on amazon.com that were obtained by researcher on the amazon.com site. From this reason the researcher want to analyze based on word and phrase containing jargon to analysze the form, meaning, and function.

At this time, many people buy goods not based on their usefulness except for lifestyle to build an image formed by advertising and fashion thru television, magazine, internet, and radio. There is a negative impact on the consumer society when they buy the things excessively to follow a trend. They think buying luxury items that aim to follow the trends is a measure of happiness. In fact, it makes them feel dissatisfied with an item they have. They will continue to innovate and consume continuously without feeling enough to make them as consumerism society.

Nowadays, consumerism has become a culture inherent in every human being. This happens because excessive shopping or consuming an item has become commonplace. Even this can help them to be recognized as being on a social class. There are a lot of impacts due to the practice of consumerism from a culture that promotes consumption. We slip into a cycle of wanting more things, as the new ipod, another holiday abroad or simply a particlar type of food and the pursuit of these things takes up our time, energy, stress and money. We also constantly compare ourselves with other people and want to be like them or in their position.

The feeling that is not satisfied in shopping and not happy with they have, is what the logic of consumerism wants because it makes producer time for continuous consumer activity. Thus, consumerism affected not only our behavior as we spend time on shopping activity but also our thought in our aspiration, attitudes and worldviews.

In consumerism, there is a search against objects that are considered modern but actually not necessary or not basic human need. Consumerism is the belief that personal well-being and happiness depends on a very large extent on the level of personal consumption, particularly on the purchase of material goods. The idea is not just about welfare but depends on living standards and the center of happiness is consumption and property. Consumerist society is one in which people devote a lot of time, energy, resources and through to consumption.

This state is supported by Baudrillard theory in his writings the Consumer Society: myths and structures (1998, p.50), it states that every issue regarding 'needs' is rooted in ideas about happiness and this is the basic reference consumtion society. The ideas about happiness in society do not arise naturally in humans but is formed socially through a long historical process and incarnate in modern society closely related to egalitarian myths.

Consumarism behavior can not be separated from the advancement of a technology. Technology is a body of knowledge devoted to creating tools, processing actions and the extracting of materials. We apply technology in almost everything we do in our daily lives, as we use technology at work, for

communication, transportation, learning, manufacturing, securing data, scaling businesses and others.

As we know technology has developed rapidly, there are many innovations that have been made, especially in the field of bussiness, as online shop. This is one of the changes caused by the internet in terms of innovation transaction models and the transaction process that does not require physical contact. It has a process whereby consumers directly buy goods or services from a seller in real time without an intermediary service over the internet. Online shop customers must have access to the internet and a valid method of payment in order to complete a transaction, such as credit card, an interacenabled debit card or a service as paypal, ovo and dana.

As of today, the large number of people is reliant online shop for their needs. There are many reasons behind the development of online shops in the world, such as making it easier for customers to save their time because they do not need to go to the store. They can also supress capital for businesses who have just started their business in the internet because they just have to create a site where the customers can see the products they sell. There are several famous online shop sites in the world, such as Amazon.com, eBay, Walmart and Asos. However, the most famous online shop site in the world today is Amazon.com that almost everyone in the world uses this site.

The amazon.com is the world's largest online retailer and a prominent cloud services provider. It was founded in 1994 by Jeff Bezos and headquartered in Seattle Washington, United States. The company was

originally a book seller but has expanded to sell a wide variety of consumer goods and digital media as well as its own electronic devices, such as the Kindle e-book reader, Kindle Fire tablet and Fire TV as well as a streaming media adapter.

Amazon.com is very well known but there are still many people who do not understand about this site. This is especially in non-familiar word such as ASIN or Prime which we often encounter on this site. The non-familiar words occurred due to the language variation. Language variety are variations of the language used in situation, circumstances or for specific needs. Chaer (2004: 56) says language variety that is used in formal situations is called standard language. While language variety that is used in informal situation is called non-standard.

From all those above explanations about jargon on online shop, the writer chooses tittle of the paper: *"Jargon used   by online shop in amazon.com."*

B. Question and Scope of the Research

1. Question of the Research

    a. What are the form jargon used by online shop in the amazon.com?

    b. How are the function and the meaning of jargon used by online shop in the amzon.com?

    c. What is jargon found mostly used by online shop in the amazon.com?

2. Scope of the Research

The scope of this research focused on analyzing the word and phrase containing jargon to analysze the form, meaning, and function of jargon used by online shop in amazon.com. The writer will analyze to find the jargon which form as acronym, abbreviation, word and phrase. After that, the writer will find the meaning and function of jargon used by online shop in amazon.com. We can understand the form, meaning, and function of jargon in the social life. For the theory, it will be analyzed with theory of Yule (2017) about jargon, supporting theories are Halligan (2004), and Brown and Attardo (2005)

C. The Objective and significance of the Research

1. Objective of the Research

a. To explain the form jargon used by online shop in the amazon.com.

b. To explain the function and meaning of jargon used by online shop in the amazon.com.

c. To explain jargon found mostly of jargon used by online shop in the amazon.com.

2. The Significance of the Research

1. For the Writer

The writer hopes this paper can help everyone who wants to make asigment or an additional reference. The result of this research will

show a specific example of jargon used by online shop in Amazon.com online shop.

2. For the Reader

For the reader who learns, wonders, or interested about jargon languages, the writer hope this research can give contribution to linguistics, especially sociolinguistics, namely jargon. The result of this study can be hopefully taken as an additional reference new online shop user to get knowledge and create new jargon on online shop. The result of this research can be used as a reference for those who are interested in analyzing jargon.

D. Operational definition

This paper are explained some operational definitions of some terms that researcher use in this study.

1. Sociolinguistics

Sociolinguistics is used generally for the study of the relationship between language and society.

2. Language Variation

Language has a system and sub-system that was understood by all speakers of the language. However, despite the speaker of the language being in a speech community and not homogeneous of human beings, so the language that used is not same foreach others.

3. Jargon

Jargon is a special technical vocabulary associated with a particular area of work or interest. In social terms, jargon helps to create and maintain connections among those who see themselves as 'insiders' in some way and to exclude 'outsiders'.

4. Form Jargon

The forms of jargon are words, phrases, abbreviations, and acronyms.

5. Meaning of Jargon

Meaning of jargon are connotative meaning and denotative meaning.

6. Function of jargon

Function of jargon has two functions, they are (1) to provide word and phrase of specialized domains with clear, unambiguous terms to refer to their activities and (2) to provide word and phrase of a subgroup with a means of marking in-group membership and excluding outsiders.

7. Online shop

Online shop is a form of electronic commerce which allows consumers to directly buy goods or service from a seller over the internet using web browser or site.

8. Amazon.com

Amazon.com is the world's largest online retailer and a prominent cloud services provider. The company was originally a book seller but has expanded to sell a wide variety of consumer goods and digital media as

well as its own electronic devices, such as the Kindle e-book reader, Kindle Fire tablet and Fire TV.

E. The systematization of the Research

The systematization of the paper means to present the paper in well edited composition. This paper divided into 5 chapter as follows:

Chapter I is introduction which explains about background of the research, question and scope of the research, objectives and significant of the research and systematization of the research.

Chapter II is theoretical description which consists of the definition of sociolinguistic, language variation, definition of jargon, form of jargon, meaning of jargon, function of jargon, online shop, amazon.com, and research of the relevance.

Chapter III is methodology of the research, procedure of the research, technique of data collection, technique of data analysis and sources of the data primary and secondary.

Chapter IV is research findings and discussion which show about data description, analysis of the data, data interpretation and the discussion.

Chapter V is conclusion and suggestion which give the summary of the conclusion which relates of the discussion and suggestion which relate of the research.