

**AN ANALYSIS OF THE JARGON OF KASKUS, AN
INDONESIAN INTERNET BUYING AND SELLING
COMMUNITY**

A THESIS



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ENGLISH LETTERS STUDY PROGRAMME
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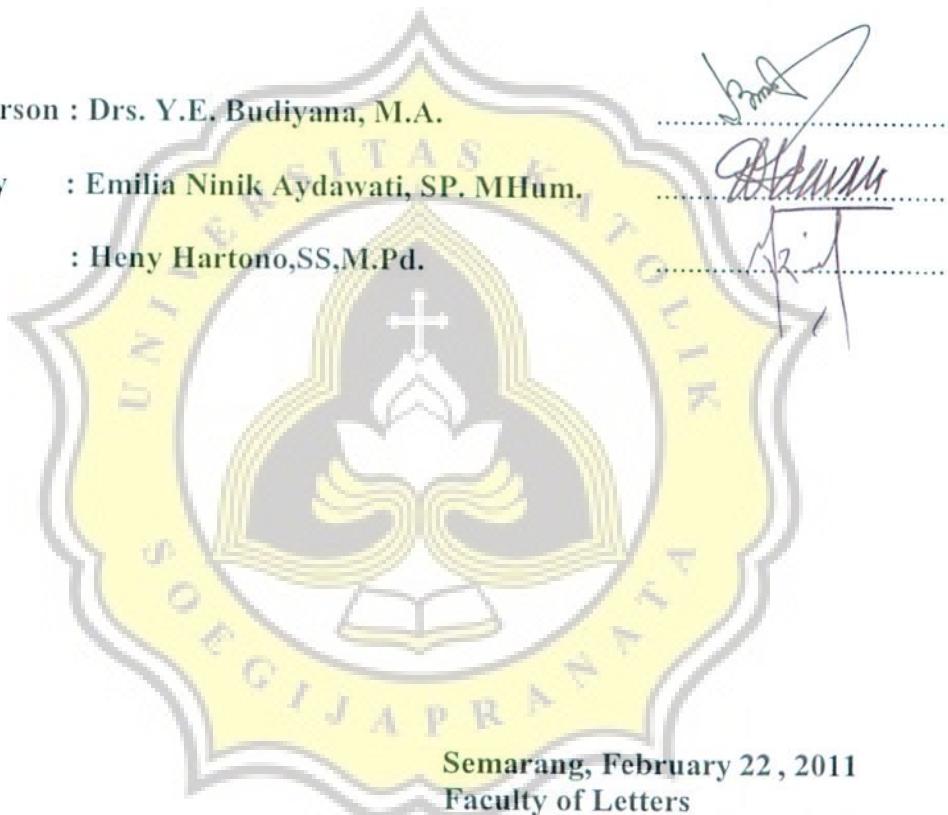
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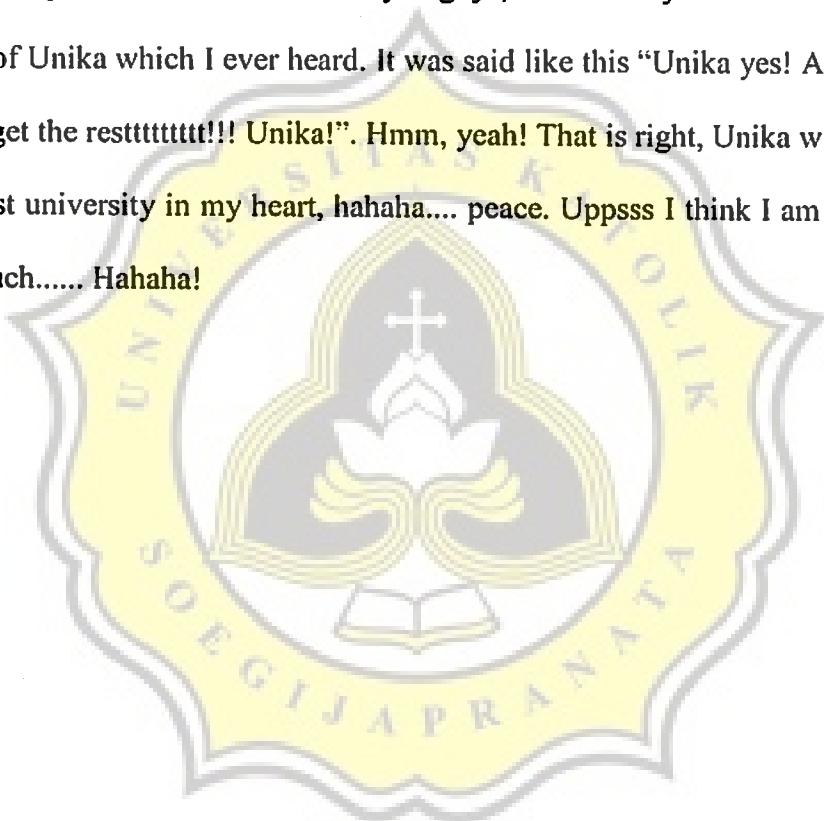


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Abstract

Jargon is one of linguistic phenomena, especially in Sociolinguistics. It usually occurs in many communities and professions. The writer has found that it exists in *Kaskus* as well. The purposes of this paper are not only to discover the jargon words but also to analyze it semantically and morphologically. The analyses of the jargon deal with denotation and connotation meanings and it also concentrates on word formation processes. After all, the paper can be viewed as a study of Sociolinguistics, Semantics and Morphology.

The writer chose qualitative research for conducting the research. The data were collected by using online interviews with 10 participants, transcribing data via downloading the website in PDF format, and searching to the website directly. By carrying out them, the writer discovered 114 jargon words. The writer found out that there are 65 (57.02%) words have connotation meaning and 49 (42.98%) words have denotation meaning. For word formation aspect, there are 44 (38.60%) words with one process, 45 (39.47%) words with two processes, 15 (13.16%) words with three processes, 4 (3.6%) words with four processes, and 6 (5.26%) words with no process.

The process, which frequently occurs, is borrowing process because there are 56 (49.12%) jargon words influenced by the processes which mostly words are borrowed from English. It proves that Indonesian people who are used to using internet tend to use English language as their jargon whether those are modified or not.

The finding of this thesis is classifications of the jargon words. The writer came across that there are three kinds of jargon words. One is related to reputation point, two is related to buying and selling activities, and the last one is related to popular utterances. For addition information, *Kaskus* is an website forum having a big society. The website contains many subforums, such as music, buying and selling, games. Buying and selling is one of them and the most famous one.

Abstract

Jargon adalah salah satu dari sekian fenomena dalam ilmu linguistik, terutama dalam ilmu sosiolinguistik. Jargon biasanya muncul dalam banyak komunitas dan profesi. Dalam hal ini, penulis menemukannya juga di dalam *Kaskus*. Tujuan dari karya tulis ini tidak hanya mencari tau jargon di dalam *Kaskus* namun juga berusaha untuk menganalisisnya dengan menggunakan ilmu semantik dan morfologi yang manakala juga dikenal sebagai pencabangan dari ilmu linguistik. Namun, analisa yang dilakukan akan dibatasi kepada beberapa teori saja. Hal tersebut dikarenakan kedua cabang ilmu tersebut mempunyai teori yang sangat luas. Dengan alasan itu, analisa akan menggunakan teori denotasi dan konotasi untuk semantiknya. Dan untuk morfologi akan berkonsentrasi kepada proses pembentukan katanya. Setelah kesemuanya itu, karya tulis ini bisa dipandang sebagai sebuah kombinasi antara ilmu sosiolinguistik, semantik dan morfologi.

Penulis menggunakan penelitian kualitatif dalam resepsi nya. Data didapatkan dengan melakukan wawancara terhadap 10 orang, merekam data dengan cara mengunduh data dari website dalam bentuk pdf format, dan melakukan penelitian langsung ke website. Dengan beberapa hal tersebut, sang penulis menemukan 114 jargon. Kemudian penulis menemukan 65 kata mempunyai arti konotasi sedangkan 49 kata mempunyai kata denotasi. Didalam hal aspek pembentukan katanya, ada 44 kata dengan satu proses, 45 kata dengan dua proses, 15 kata dengan tiga proses, 4 kata dengan empat proses, dan 6 kata tanpa mengalami proses sama sekali, proses yang sering kali muncul adalah borrowing, yang kebanyakan berasal dari bahasa inggris. Hal tersebut membuktikan bahwa orang indonesia yang terbiasa menggunakan internet cenderung untuk menggunakan bahasa inggris sebagai jargon, entah dimodifikasi atau tidak.

Penemuan dari karya thesis ini adalah pengklasifikasian jargon di *Kaskus*. Penulis menemukan tiga macam jenis jargon. Yang pertama adalah jargon yang berhubungan dengan reputasi, kemudian yang berhubungan dengan aktifitas jual beli, kemudian yang terakhir adalah yang berhubungan dengan istilah – istilah populer. Sebagai informasi tambahan, jargon adalah website yang mempunyai masyarakat besar didalamnya. Di dalam website tersebut terdapat banyak subforum, seperti musik, jual beli, games. Jual beli subforum adalah salah satu diantaranya dan adalah yang paling terkenal.