CHAPTER I

INTRODUCTION

1.1. Background of study

Kaskus is an internet buying and selling forum. The reason why Kaskus is special is that the forum has lots of members. The writer knew the number of *Kaskus* is approximately 2,151,398 members after looking at the website directly (it appears in the first page of www.kaskus.us. This significant number indicates that there is a big society inside *Kaskus,* so there must be languages which are used. In this case, the writer who has become the member of the society since 2004 finds that jargon already exists in there.

The writer gives an example of jargon in *Kaskus* by telling the real experience of the writer when joining *Kaskus* for the first time. One day when the writer browsed in the *Kaskus* forum, there was a commotion inside one *thread (*a topic that is opened by a member in order to get response from other members by reading or replying). One member got angry because the member did not have the item which had already been ordered and paid. The member as the buyer said to the seller *"Hei! elo kalo mau jualan sesuatu pake etika dong! Gue sudah bayar duitnya ke elo, tapi mana barang gua?!! Brengsek!! Mana sms nggak pernah dibales lagi!! Gua kasih bata merah baru nyahok lo!! Liat aje nti!!.* In English it will sound like this *"Hei! If you want to sell something, just do ethically!! I have already paid the money, but the item is not sent out until now! Bastard!! And you haven't even answered my SMS!! I will give you*

bata merah for punishment!! Just wait!". The writer who was still a newcomer at

that time was a bit confused after looking at the phrase *"bata merah"*. The writer

knows the meaning of *bata merah* after joining for a while in the forum. The writer

got enlightened by other members who explained that *bata merah* is a bad reputation

point which is always used by *Kaskus* members to show who have done wrongdoing

towards other members.

The *bata marah* example, in the previous paragraph is a good example of

jargon which can be found in *Kaskus*. There is more jargon which also sounds weird

like *cendol* which means good reputation points; the function is completely opposite

to *bata merah*.

So as to enhance reader's understanding of jargon concept, the writer will give

a definition of the jargon. The following is the definition of jargon :

> Jargon is the language peculiar to trade, profession, or other group; the
> language used in a body of spoken or written texts dealing with a
> circumscribed domain in which speakers share a common specialized
> vocabulary, habits of word usage, and form of expression (Austen, as
> cited in Malmkajaer, 2006, p.109).

The notion emphasizes that jargon is "peculiar". It means that jargon sounds weird if

it is to be heard by other persons outside the group. This is like the first experience

when the writer read *"bata merah"* jargon. This is a definition of jargon as well :

> Language which is inaccessible to non-specialists. Jargon entails an
> extended and terminologically normalized vocabulary and
> correspondingly different uses of morphological rules, e.g.
> compounds, special prefixed forms, foreign words, technical terms,
> metaphor are characteristic of jargon (Bussmann, 1996, p. 107).

From Bussmann's definition, the writer discovers that jargon is not accessible

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to non-specialist; it means that non-specialist is the person who is not acknowledged as the part of the community. The person had better learn the jargon in order to get acknowledged by other persons. This fact makes jargon appears like secret code or password to access community.

It is quite important to discover why people use that jargon even though they may be able to use the proper language. The encyclopedia of language and linguistic, 2nd edition explains that :

> Jargon has two functions, one is to serve as technical or specialist language; and then two is to promote in-group solidarity, and to exclude as the out-groupers those people who do not use the jargon (Allan,2006 : p.110)

These notions are strengthened by Runcie when conducting a research about truck driver's jargon. There are three reasons why truck lorry used jargon are found. One of the three reasons is written like this:

> Such expressions enable the truck driver to exclude from his conversation (whether consciously or not) those who are not truck drivers and thus help to reinforce his feelings of group loyalty(Runcie, 1969,¶ 7).

From those notions, the writer realizes that those also happen in *Kaskus*. In *Kaskus*, sometimes there are some new comers who still do not really know about the meaning of the jargon words because they just join for few weeks or months. Afterwards the new comers ask about the meaning to the old members who join more than one years and have already written postings more than five hundred posts. Even if the new comers ask nicely, sometimes the old members will humiliate the new

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comers by making some joke or even using sarcastic words which have the same meanings with dumbass, stupid, moron, etc. Although this one is violating the rules in *Kaskus*, many old members have still done that until now.

It seems that when Jargon is established in a particular community, the senior tends to behave badly to the newcomers, the senior tries to bully everyone who they regard as a new comer. Maybe after learning about the jargon, the new comers finally can be acknowledged by the community. However, the writer needs to conduct some research in order to determine the precise reasons why *Kaskus* members use jargon.

Jargon as word needs to undergo many processes in order to become new words which can be used by the members of the society. This process is called *word formation*. This *word-formation* is really important to be understood because even the proper vocabulary underwent this process before becoming conventional words which are enlisted in the trusted dictionary.

Every word which is labeled as jargon also must have a meaning. Sometimes the meaning is totally different from the real one, whereas the others are really the same with the real ones. This analysis is related to these technical words are appropriate if it is conducted by using semantic theory because Semantics is "the study of linguistic meaning, and is arguably the area of linguistics which is closest to the philosophy of language (Malmkjaer, 2006, p.521)."

Although, there are many concepts in semantics which relates to find meaning, the writer only uses denotation and connotation concepts to analyze the jargon because denotation and connotation are "in popular usage, distinction between

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grammatical and pragmatic meaning has been captured by, respectively, the notion of denotation and connotation (Meyer, 2009, p.152)."

The writer aims to undertake the research relating to make a list of *Kaskus* jargon, find the meaning of the jargon, Classify the jargon according to Semantics meaning, and find the word formation process of the jargon.

1.2. Field of study

The field of the study is Linguistics. As the writer studies jargon, it is inherent in Sociolinguistics study. The writer emphasizes that Sociolinguistics is the main field of study of this paper. However, during the analysis, the writer uses word formation process and semantics theory in order to analyze the jargon. Therefore, the field of the study of this paper consists of sociolinguistics, morphology, and semantics.

1.3. Scope of study

There are many kinds of jargon which have been analyzed by the other practitioners such as Jazz jargon, movie jargon. In this study, the writer has decided to narrow the scope of study becoming to analyze *Kaskus* jargon.

1.4. Problem Formulation

There are some problem formulation will be faced by the writer. They consist of :

1. What jargon do *Kaskus* members use?

2. What kind of meaning does each *Kaskus* jargon word have?

3. What word formation processes do they undergo?

1.5. Objectives of the study

After specifying the potential problems, the writer intends to manage the objectives that are the main purposes of this thesis. The following objectives are:

1. Listing the jargons which are used in *Kaskus*.

2. Discovering kind of meaning each *Kaskus* jargon word.

3. Ascertaining the word formation process of *Kaskus* jargon.

1.6. Significance of the study

After reading this paper, hopefully the readers will have better understanding that linguistics phenomenon can take place in our daily life, for example *jargons*. By making, the readers understand that Linguistics is a fun study and not difficult as expected will indirectly foster the readers' interest in producing other Linguistics papers which are better than this paper.

Semantics meaning and word formation process are important study of linguistics. By giving example of analyses *Kaskus* jargon, the writer indirectly

educates the reader how to use both of them appropriately. Furthermore, it can lead the reader to understand comprehensively about the concept of semantics and word formation process. In other words, this paper can be a good reference.

1.7. Definition of term

1.7.1. Jargon:

From many resources which can be found in the preceding pages, the writer concludes that jargon is a word or expression that is difficult to be understood by the people from the outside of community. This quotation can give exact definition of jargon itself:

> Practically every conceivable science, profession, trade, and occupation has its own set of words, some of which are considered to be "slang" and other "technical, "depending on the status of the people using these "in" words. Such words are sometimes called **jargon** or argot (Fromkin and Rodman, 1973, p.271).

1.7.2. Kaskus:

Kaskus is a website forum where the writer will study its jargon. This forum has many members from different occupations, age, and hobbies. The forum contains lots of features, one of them is buying and selling forum.

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