

CHAPTER I

INTRODUCTION

1.1. Background

People communicate and interact with other people using language. Language is a verbal symbol (sounds and words) used to communicate by the members of a speech community. It is used to express the members' ideas and thoughts (Wardhaugh, 2002, p. 3). Language is also used in many different activities people do daily. A knowledge branch that studies about language in communities is Sociolinguistics.

The concern of this study is on Sociolinguistics, the study about the relationship between language and society. Sociolinguistics has the function in helping the communication (Trask, 1999, p. 282). One essential field which is discussed in the Sociolinguistics is jargon. Jargon exists as one of many varieties of language. This way, jargon is the main topic of this study.

Jargon is a language variety which is used for specific context by a certain group of people based on regional, ethnic origin, gender, or even occupation, that are relevant to the daily activities or jobs of the people in the group are doing; therefore, jargon has the relationship between language and society. Marousek (2015, p. 4) states that jargon is used to encourage in-group solidarity. Jargon is considered the most effective way of communication in the working environment because it helps the group members (workers) to

communicate better and more practical. Workers in the hotel industry are also taking advantage of using jargon to help communicate more effectively.

This research focuses on the analysis of the use of jargon in a working environment. The working environment being analyzed here is hotel industry. The hotel industry has unique approaches and ways of communication in running their daily business and management because the industry needs efficiency and practicality. Services should be done and delivered as fast as possible so that the guests will be satisfied with the services. In solving the need for effective communication, then workers in the hotel industry use jargon in doing communication professionally. Every department in the hotel industry has each own jargon, so does the Front Office Department. Hotel front officers also use jargon in communicating professionally.

The researcher sees this issue to be unique and interesting although jargon is very familiar. As mentioned before, jargon, as a language variety, has the role of helping people communicate in an effective way. This role of jargon matches the need of effective communication model in the hotel industry. Rooting from the needs, the workers in the hotel industry, especially Front Officers – workers in the department which have direct contact with customers who seek for quick service – use jargon in their communication to support the guest service.

The previous study about jargon in the hotel industry is done by Juddin (2017), in his paper "The Jargon Used by Employees of Food and Beverage Service (FBS Division) at Hotels". Juddin (2017) analyzed jargons which are

used in the occupation by employees of Food and Beverage Service at Aria Barito Hotel Banjarmasin. The findings show that there are 54 jargons used by the on-duty employees of Food and Beverage Service at Aria Barito Hotel Banjarmasin.

The writer focuses this research on the jargons used by hotel front officers in Semarang. The writer analyzes the conversations containing jargon which are held during duty hour of front officers, the conversations include both front officers-front officers communication and front officers-guest communication. The result of the findings will hopefully help beginner of front officers to be alert of, master, and use the jargons that will support them to give a more effective service for the guests.

1.2. Field of The Study

This research is related to the field of applied linguistics focusing on Sociolinguistics.

1.3. Scope of Study

This research focuses on English jargon used by employees of the front office. The researcher explores the English jargon used in daily and on-duty conversation at a hotel. The researcher conducts the study at hotels in Semarang.

1.4. Problem Formulation

This study intends to address the following research questions:

1. What English jargons are used by front officers of hotels in Semarang?
2. When and with whom do they use English Jargon?

1.5. The objective of The Study

With regards to the problems mentioned above, this research is conducted to achieve the following objectives:

1. To find out the English jargons used by front officers of hotels in Semarang.
2. To investigate when and with whom they use English jargons.

1.6. The significance of The Study

The researcher conducts a study on English jargon used by the officers of hotel front office by having the knowledge of jargon, hopefully, the hoteliers and students can use the jargons to make clear and effective of the conversation conducted at hotels. It is also expanding the study of sociolinguistics.

1.7. Definitions of Terms

a. Jargon

Juddin (2017, p. 94) defines jargon as special language and used by profession or group society.

b. Front Officers

Bardi, (2003, p. 1) defined front officers as a bridge between guest and financial operation and it is the center of the hotel property.

