

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

In this chapter, the researcher presents the discussion about theories and previous studies underlying this research. The main theory of this research is sociolinguistic which is focused on jargon formation in Manufacturing Department NPCB Company.

2.1 Sociolinguistic

Sociolinguistic is derived from the words “socio” and “linguistic”. Socio is the same as a social word that is related to the society. Linguistic is a science that studies and speaks the language especially the elements of language. So, sociolinguistic is the study of the relationship between language and society (Hudson, 1980). The term of sociolinguistics is used generally for the study of the relationship between languages and society. Sociolinguistics has a strong connection with anthropology through the study of language and culture, and with sociology through the investigation of the role, which language plays in the organization of social groups. It also has a link to social psychology, particularly how in-group and out-group are identified (Yule, 2006).

Gumperz in (Wardhaugh, 2006) states that sociolinguistics tries to find a link between social structure and linguistic structure and to study the changes that occur. Every social structure displays systematic patterns of behavior among

individuals and groups after that between a group and individual. Thus, sociolinguistics studies the social uses of language and the social evaluation of language variations.

According to (Stockwell, 2003), there are three a sociolinguistic toolkit: All language events consist of a piece of language in a social context. Every different social context determines that particular form of language and the language used in particular situations determines the nature of that social event. Givens these three points, he highlights the overall the problem of related to the social organization of language, not only including just using of language, but also language attitudes, behavioral to language.

The researcher says that sociolinguistic is a field of linguistics that studies the relation between language and social factors and how they are used in different situation. When two speakers establish a conversation, their conversation is influenced by different social factors for examples age, sex, social class, the relationship between one and other. One of the goals of sociolinguistics is to understand the correlation between social factors (such as social status, age, background, and interest) and linguistic variation and ordering of linguistic constraints with respect to variability of rules (Mullany and Stockwell, 2010). It means that people who have the different background of life, the different social status and different interest or job, they also have different way to speak. A different way to speak means that they have they own rules in the way they communicate with each other. It can be different language or dialect or event accent.

According to (Wardhaugh, 2006) states that sociolinguistics will concern with investigating the relationship between language and society with the goal of a better understanding of the structure of language and how languages function in communication. Furthermore, language has an important role in society in the way they are communication among each other. Language also becomes a tool of communication. Without language, it will be difficult to understand what the people want to share. That is why language becomes an important thing; it is because people cannot interact with each other without using language.

2.2 Speech Community

Every person comes from a community that has its own characteristics include the way they talk. The members of the community might be to speak the same language, same dialect, and same varieties. A group of this people is known as speech community (Martin, 1995).

The member of speech community should share linguistics norms. That is, they share understanding and values of attitudes toward language varieties present in their community. A speech community is not more than some kinds of a social group whose speech characteristics are of interest and can be described in a coherent manner (Wardhaugh, 2006). In other words, the member of a speech community not only have to share a set of grammatical rules, but also there must be a regular relationship between language use and social structure.

Furthermore (Wardhaugh, 2006) defines speech community as is not defined by any marked agreement in the use of language elements, so much as by

participation in a set of shared norms; these norms may be observed in overt types of evaluative behavior and by the uniformity of abstract patterns of variation which are invariant in respect to particular levels of usage.

Finally, the researcher can conclude, human being are concluded, human being are the social being who is always committed to a certain group of people called community. A particular community has its own characteristic, including the way of its communication. This community is called community.

2.3 Language Variation

Variation is a characteristic of language, there is more than one way of saying the same thing. Speaker can be changing their pronunciation (accent), word choice (lexicon), or morphology and syntax (sometimes called "grammar"). But while the diversity of variation is great, there seem to be boundaries on variation – speakers do not generally make drastic alterations in sentence word order or use novel sounds that are completely foreign to the language being spoken. Language variation does not equate with language ungrammaticality, but speakers are still often unconsciously or sensitive to what is and are not possible in their native tongue.

Language variation is an important part of sociolinguistics, to the extent that it requires references to social factor. Such as age, sex, education, social status, professional occupation, religion and other factors. Language variation is the variety of languages that we use to communicate each other in everyday life. In speech community, people who use language as means of communication in

their community are remarkably varied (Wardhaugh, 2006). No one speaks same way all the time, and people constantly exploit the nuances of the language they speak for a wide variety purposes. The way people use language or the way they speak when they have communication is different from each other Social class, behavior, tradition, culture is very influences the way people speak it. So it can be assumed that the life background has an important role to determine the characteristic of every people, including the way they speak.

According to (Hudson, 1996) Languages vary from one place to another, from one social group to another and from one situation to another. He defines:

“ variety is a set of linguistics item with the sense of mutual intelligible, which means that among people who are in communication which one another they will understand each other. It can be seen from the way they pronounce the words, how they construct phrases and the grammatical features”.

The variety of the language is divided into dialect, accent, slang, jargon, and register (Eifring, 2005). The researcher will only elaborate jargon as this is the topic of this research.

2.4 Jargon

Jargon is a type of language that is used in a particular context and may not be well understood outside of it. The context is usually a particular occupation (that is, a certain trade, profession, or academic field), but any in-group can have jargon. The main trait that distinguishes jargon from the rest of a language is special vocabulary-including some words specific to it and, often, narrower senses of words that out-groups would tend to take in a broader sense. Jargon is varieties of language created for specific functions by the people who engage in

them regularly. It is like mini dialects but used only for the activity for which they were created.

More specific, (Akmajian *et al.*, 2010) states that jargon is special or technical vocabulary that evolves to meet the particular needs of the profession. It is a vocabulary that helps the communication of its user in order to point out a concept directly and precisely. It also helps to create and maintain connections with the users. Another definition about jargon is more specifically stated in Oxford Advanced Learner's Dictionary (Bull, 2011) states that :

“Jargon is technical words expression used by a particular profession or group of people and difficult for others to understand: medical/ legal/ computer jargon”.

So, people in certain groups or communities use jargon for many purposes. Yule proposes that jargon is special technical vocabulary associated with a specific area of work or interest. Finnegan is of the same opinion and defines jargon as specialist terms used by a group with shared specialized interest when engaged in activities surrounding those interests. Jargon is associated with professions such as finance, medicine and with activities such as sports, music, and computing. Jargon usually means the special language of a group that people outside the group do not understand. Trades and profession have specialized terms that people who work in the field know. When the people are writing for general a general audience, however avoids jargon and use terms that everyone understands. Jargon use as the label for vocabulary peculiar to some field or occupational. Other group or communities who want to know the language should learn and interact with those communities.

The language often can't be understood in the general society or the society in the society in the outside of the group. For example in the jargon of computer likes *mouse*, *keyboard*, *RAM*. The people know about these words but still confuse to interpret the meaning because jargon consists of technical words used by certain people in a certain social or professional group. Jargon used to communicate and interact with the people in one group in the society. Jargon has many forms like in word, meanings, and functions.

2.4.1 The Characteristic of Jargon

According to (Palmer, 1962) as cited in (Ardiyanto, 2014) Jargon is a set of special vocabulary item used by members of some profession or specialized group. Generally, jargon cannot be understood by common people outside the community. Jargon is created as the identity of a community to have a special characteristic. There are two characteristics of jargon, namely:

1. Jargon is only understood by those who are in the "in-group".

Jargons exist because of the desire of certain group or profession to show the identity of the community. This group tries remaining to exist in different character with others by creating some special terms called "jargon". Palmer states that jargons are only understood by people who are in the "in-group", means that those jargons are only understood by people who become members of the community. Thus people who do not belong to the member of a community will have some difficulties to catch the meaning of the jargons.

2. Jargon creates a new word or new terms.

Jargons appear from new word or new terms. It means that the word and new terms do not exist before. It is normal and regular decoding practices which make it easy to use the new stock of vocabulary for new purposes.

2.4.2 The Kinds of Jargon

Jargon is a type of shorthand between members of a particular group of people, often words that are meaningless outside of a certain context. Following are some examples of jargon that will help illustrate the concept:

Table 2.1 Kinds of jargon

NO	Kinds of Jargon	Examples	Explanation
1	Medical Jargon	Analgesic	A drug that relieves pain.
		NPO	A patient should not take anything by mouth.
		CT Scan	A procedure that takes lots of x-rays of the body from all different angles so that a good picture can be formed.
		FX	Medical jargon meaning bone fracture.
2	Business Jargon	9-to-5	Business jargon meaning a standard work day.
		Think outside the box	This term means to not limit your thinking; it encourages creativity with regards to your job description.
		Boil the ocean	To attempt to do something that is impossible.
3	Police Jargon	10-4	Radio jargon meaning Okay or I understand
		Code Eight	Term that means officer needs help immediately.
		Code Eleven	A code that means the individual is at the scene of the crime
		FTP	The failure of an individual to pay a fine.
4	Military Jargon	TD	Temporary duty.

		SQDN	A squadron, PCS: A permanent change of station.
		PCS	A permanent change of station.
		LES	Leave and earning statement.
5	Political Jargon	Left wing	Political jargon for liberal, progressive viewpoint. Typically, this is someone who is for socialized medicine, for gay rights.
		Right wing	Jargon meaning a conservative viewpoint. This typically means someone who is looking for lowered taxes, especially on the upper class, for decentralization of government, and someone who shoots down gay rights issues with discussion of “family values.”
		Getting on a soapbox.	Making a speech in public.
		Flip flopper	A candidate or politician who changes his mind on certain important issues over time.
6	Legal Jargon	Acknowledgment	Statement of an acceptance of responsibility
		Affidavit	A document containing information the person swears to be true
		Answer	The Defendant/s response to a complaint filed by the Plaintiff
		Appeal	When a party to a court case asks a higher court to review a judge s decision from a lower court.

2.5 Word formation

In linguistics, word formation is the creation of a new word. Word formation is sometimes contrasted with semantic change, which is a change in a single word's meaning. The boundary between word formation and semantic change can be difficult to define: a new use of an old word can be seen as a new word derived from an old one and identical to it in form. Word formation can also be contrasted with the formation of idiomatic expressions, although words can be formed from multi-word phrases.

(Yule, 2010) states that people can quickly understand a new word in their language and its modification in a different form. This can happen because there are so many regularities in word formation processes in our language. According to Yule, there are some words formations:

2.5.1 Etymology

The study of the origin and history of a word is known as its etymology, a term which, like many of our technical words, comes to us through Latin, but has its origins in Greek (etymon ‘original form’ + logia ‘study of’), and is not to be confused with entomology, also from Greek (entomon ‘insect’). When we look closely at the etymologies of less technical words, we soon discover that there are many different ways in which new words can enter the language. We should keep in mind that these processes have been at work in the language for some time and a lot of words in daily use today were, at one time, considered barbaric misuses of the language. It is difficult now to understand the views expressed in the early nineteenth century over the ‘tasteless innovation’ of a word like the handbook, or the horror expressed by a London newspaper in 1909 over the use of the newly coined word aviation.

As we know some of the new words can cause similar outcries as they come into use today. Rather than act as if the language is being debased, we might prefer to view the constant evolution of new words and new uses of old words as a reassuring sign of vitality and creativeness in the way a language is shaped by the needs of its users.

2.5.2 Coinage

One of the least common processes of word formation in English is coinage. That is the invention of totally new terms. A word may be produced by handwriting or by a computer that is called word manufacture or coinage. This phenomenon can be found generally in industrial field that needs a latest and eye-catching name for goods (O'Grady and Guzman, 1996). Hatch and Brown define coinage as a process when a new word is needed but there are no appropriate borrowed word and native word to express it. For example, brand names (the first name product) sometimes become so widely used that they are accepted as generic terms and generalized to another product name: Kleenex for 'facial tissue', Xerox for 'photocopy', Honda for 'motorcycle', Indomie for 'instant noodle'.

Coinage is also derived from taking the name of individual, for example: - Scientific terms, such as watt, ohm, Celsius (the inventors or discoverers) - Boycott, originally came from the name of Captain Charles Boycott, he was agent for Lord Earner's Estates in County Mayo, Ireland wherein 1879 the estate was boycotted by the peasantry and Boycott forced to leave Ireland. (Allan, 1986)

2.5.3 Borrowing

Yule states one of the most common sources of new words in English is the process simply labeled borrowing that is the taking over of words from another language. Throughout its history. The English language has adopted a vast number of loan words from another language. It is all language-borrowed word

from other language (Hatch and Brown, 1995). The forms of borrowed words are usually adapted to the phonology of the borrowing language. For Example alcohol (Arab), boss (Dutch) etc. Others example of borrowed are words are Democracy derived from the Greek language “demos and cratos”, Billabong adopted from Australian aboriginal language, it is named from topographical features and the last is Yogurt, a kind of drink which is fermented from milk. Yogurt adopted from Turkish (Allan, 1986).

2.5.4 Compounding

Compound words are formed by combining two or more words into one unit with a perceptible meaning (Poedjosoedarmo, Louisa and Reyes, 2014). Compounding is a joining of two or more separate words to produce a single form. This combining process, technically known as compounding, is very common in languages such as bookcase, fingerprint, waterfall, long-haired and wallpaper. Compounds may be written as one word (closed form), as a hyphenated word (hyphenated form), or as two words (open form) (Yule, 2006).

According to (O’Grady and Guzman, 1996), one type of morphological process in language is termed compounding. There are 3 kinds of compound namely compound nouns, compound verbs, and compound adjectives. It is defined as a combination of some lexical categories such as adjectives, nouns, verbs, or preposition in the purpose of constructing a larger unit of word. The same idea also is stated by (Allan, 1986), compounds are lexemes composed of two or more free forms. For example:

facebook	derived from noun + noun	face + book
anticlimax	derived from an adjective + noun	anti + climax
come-on	derived from verb + preposition	come + on

After that (O'grady and Guzman: 1996) also divide types of compounding into two. The first is Endocentric, the compound that identifies the general class which meaning of the entire word belongs. Example dog food is a type of food, a cave man is a type of man. The second is exocentric, the meaning of compound does not follow from the meaning of its part in this way (in a smaller numbers of cases). Example greenbottle is not typed of bottle but it is a fly of the genus *Lucilia*, redneck is not a type of neck but an ultra-conservative white working-class person. Based on the explanation above we know if the compound word at least of two bases, both are words, and at any rate, root morphemes (Katamba, 1993).

2.5.5 Blending

This combining of two separate forms to produce a single new term is also present in the process called blending. However, blending is typically accomplished by taking only the beginning of one word and joining it to the end of the other word. Blending is the fusion of two words into one, usually the first part of one word with the last part of another, as in gasohol, from gasoline and alcohol. For example:

brunch	→	breakfast + lunch
motel	→	motor + hotel
smog	→	smoke + fog

The word *motel* is used to mean a hotel for the motorist, *smog* is used to mean smoke and fog, and *brunch* is used to mean a meal taken instead of both breakfast and lunch. The other examples from journal process of blending do not follow an exact rule but same like clipping. That formed according to the speaker's ease, it means we can easy to recall and easy to say (Poedjosoedarmo, Louisa and Reyes, 2014). Here below some more examples of blends.

radiogram	→	radio + telegram
bionic	→	biological + mechanic
medicare	→	medical + care

From examples above, it can be seen that there is no exact rule in forming a blend as shown above. It seems that practicality becomes one of the factors taken into consideration to make a blend.

2.5.6 Clipping

The element of reduction which is noticeable in blending is even more apparent in the process described as clipping. This occurs when a word of more than one syllable is reduced to a shorter form, often in casual speech. Clipping means cutting off the beginning or the end of a word, or both, leaving a part to

stand for the whole. The stamen of Yule same with (W.Kreidler, 1998) in his book he said if clipping is a process of word formation in which a new word is made by shortening an existing word.

Allan in his book 'Linguistics Meaning: Volume 1' (1986:239) cheated form (Yogi Dwi Wirahadi, Nyoman Sedeng, 2016) divides three categories of clipping :

- a) Fore clipping, are those with the first part of the original word cut off, for examples: burger for hamburger, phone for telephone.
- b) Back clipping, where the tail end of the original has been shorn off, for examples: lab for laboratory, demo for demonstration.
- c) Fore-back clipping, where the first part and the tail –end of the original has been cut off. This kind of clipping is rarest happened, for examples: flue for influenza, jams for pajamas/pyjamas.

2.5.7 Backformation

Backformation to make a new word by deleting actual affix from another word in a language is called 'Backformation'. Typically, a word of one type likes a noun reduced to form another word of a different type likes a verb. A good example of backformation is the process whereby the noun television first came into use and then the verb televise was created from it. Backformation is an active source of the new word today. For example:

edit	→	Editor
donate	→	Donation
opt	→	Option
housekeep	→	Housekeeper
biograph	→	Biography

2.5.8 Conversion

A change in the function of a word, as for example, when a noun comes to be used as a verb (without any reduction) is generally known as conversion. Conversion is the process of forming words without changing the form of input word that function as a base. The base might be in a noun or verb form (Katamba, 1993:54). Occasionally, conversion is identified 'zero derivation' since there is a change in class and meaning when it is derived, for this of formation, examples can be seen in the words below: V derived from N : ship (the package), butter (the bread), button (the shirt) N derived from V : (a building) permit, (a new) survey, (a long) walk V derived from A : dry (the clothes), empty (the box), open (a door).

2.5.9 Acronyms

Acronyms are new words formed from the initial letters of a set of others words. The other words an acronym is a result of forming a word from the first letter of each word in the phrase. This process happens because the name of the phrase is too long to say therefore the speakers create a shorter way to say the phrase. For example *CD* (Compact Disk) or *VCR* (Video Cassette Recorder)

where the pronunciation consists of saying each separate letter. More typically, acronyms are pronounced as new single word likes *NASA* (Aeronautics and Space Administration), *TOEFL* (Test of English as a Foreign Language), *WHO* (World Health Organization).

Acronyms usually used by an organization like political, industrial, and social institutions, not single or compound words. They usually consist of a long phrase which is then made into an acronym and formed into a word. However, some acronyms have already become permanent entries in the lexicon of English such as *radar* (radio detecting and ranging), *scuba* (self-contained underwater breathing apparatus), *zip* (zone improvement plan). Some new acronyms come into general use so quickly that many speakers do not think of their component meanings. Innovations such as the *ATM* (automatic teller machine) and the required *PIN* (personal identification number) are regularly used with one of their element repeated, as in I sometimes forget my *PIN* number when I go to the *ATM* machine.

2.5.10 Derivation

The most common word formation process to be found in the production of new the English word. A Process of it called derivation and it is accomplished by means of the large number of small bits of the English language which are not usually given separate listing in dictionaries. These small bits are generally described as affixes. Some familiar examples are the elements *un-*, *mis-*, *pre-*, *-ful*, *-less*, *-ish*, *-ism* and *-ness* which appear in words like *unhappy*, *misrepresent*,

prejudice, joyful, careless, boyish, terrorism and sadness. Different with the statement of O’Grady and Guzman, he states derivation is a process when a word is created where its meaning and/or its category is different from its base by adding an affix is called derivation.

Hatch and Brown says that derivation morpheme makes explicit the word class assignment of the word to make it into an adjective, an adverb, or another part of speech. Here are examples of this kind of word formation process:

noun to adjective	boy + ish	boyish
verb to noun	sing + er	singer
adjective to adverb	happy + ly	happily
noun to verb	vaccine + ate	vaccinate

Derivational morpheme forms a new word by changing the meaning of the base to which they are attached. For example, kind vs unkind, obey vs disobey.

2.5.11 Prefixes and Suffixes

Preceding group of words, it should be obvious that some affixes have to be added to the beginning of a word called prefixes. A prefix is a linguistic element that is not an independent word but is attached to the beginning of a word to modify its meaning. For example, “un-” is a prefix meaning “not” (Encarta Dictionary 2006).

Other affixes have to add at the end of the word is called suffixes. A suffix is a letter or group of letters added at the end of a word part to another word. For example “ly” in “ quickly” or “-ing” in “taking” (Encarta Dictionary 2006).

2.5.12 Infixes

There is a third type of affix, not normally to be found in English, but fairly common in some other languages. This called an infix and as the term suggests, it is an affix which is incorporated inside another word. Infix is inserting a linking element inside a word.

2.5.13 Multiple Process

Multiple processes are word can be created through more than one of word formation processes. For the example, the term *deli* seems to have become a common American English expression via a process of first borrowing *delicatessen* (from German) and then clipping that borrowed form.

2.6 Previous Research

As consideration for conducting this research, the researcher uses several researches that conducted by others researcher. The researcher found some research that has same focus and method in research as the source in this research. This previous research also has their own specification related to the subject and the object of the research. In order to help the researcher conduct this research, the researcher reads this previous research as the example and literally reviews.

There are some of the previous researchers reviewed by the researcher related to the jargon. First is by (Yuniasih, 2013) with the title “in Analysis of Jargon in Overa Van Java”. The purpose of her research is to focus and view the problems just for some aspects they are forms, types, and functions of jargon in Opera Van Java. In this research, the writer uses the qualitative research because she explains in words not in numeral data. The result of her research, first the writer concludes these researches are as follows that Jargon in Opera Van Java has four forms like word, phrase, abbreviation and acronym.

Word form and the phrase in Opera Van Java have the same frequency of occurrence there are 3 or 42.86%, 1 abbreviation or 14.28%, and her research does not has an acronyms form. After that, the writer found two meaning in jargon in Opera Van Java; they are denotative and connotative meanings. There are 6 or 85.71% denotative meanings and 1 connotative meaning or 14.29%. In Opera Van Java the denotative meaning is the higher frequency than connotative meaning. The last is jargon in Opera Van Java has three functions such as jargon can give a person a sense of belonging to a specific group, jargon can also make it easier for a person to communicate with their friends and jargon as effective signals for identification.

Another similar research has been conducted by a Thesis by (Nurmala, 2013) with the title “The analysis of jargon formation in online Trading: A case study of jargon formation in forum *Jual Beli Kaskus*”. The purpose of her research is to investigate the jargon formation processes in *FJB Kaskus* postings. In this research she uses some theories to analyze her research, they are from Bauer’s

theory (1983), Yule's theory (1996), Stageberg theory (2000), which is to analyze the context of situation, she used from hyme's theory (1974). She used the method in her research is qualitative deskriptif. Therefore she found the data from one of Indonesian websites *Kaskus*. The first from the Indonesian websites *Kaskus*, she found 51 jargons that can be divided into ten types of formation like clipping, clipped, borrowing, derivation, abbreviation, antonomasia and reduplication. The second in her research, the writer concluded that abbreviation is most highest type then the other jargon. She found those 121 data or 33.15%, and after that followed by clipping which has 84 data or 23.01 %.

The similarity of Elis Yuniasih and Linda Nurmala's research with the researcher investigated and analyzed the jargon used by community. But the difference between Elis Yuniasih and Linda Nurmala's research with researcher that about the object of the research. Those two previous research give additional knowledge to researcher, since the researcher also conducts to analysis of jargon in a community. From the previous research, the researcher learns the way show to analyze the jargon occurred in certain community such as online trading in forum *Opera Van Java* and *Jual Beli Kaskus*. Those two research that have been reviewed make the researcher curious and try to find out and to analyze the jargon used in manufacturing department NPCB Company.

The researcher conducts this research in order to reveal this why case occurred. Finally the researcher makes a decision about the objectives the research which is to find out the forms, function, the process of forming jargon words and the possible reason of using jargon in manufacturing department NPCB Company.

Investigating the jargon used in manufacturing department NPCB Company is an interesting topic for the researcher because jargon in manufacturing department NPCB Company is important. Nowadays, the language which contains unique pronunciation is famous in the society, especially teenager and college student. Every jargon has denotation meaning, so it make the jargon meaning is important the hearer knows. Based on (Ong *et al.*, 2013) with the title “Language usage of jargon and slang in strategic studies” jargon is provide an efficient method in communicating with each other language and it also tends to unite people in the profession. For example a police officer or work somehow in the criminal justice system. They have their very own language or unique form of communication similar to being a part of a club. So finally to have good communication it should be understandable so that the hearer has the right assumption. Therefore the communication can deliver as it should be and the good communication to make a good relationship among each other.

2.7 Theoretical Framework

In this research, the researcher applied some of theories that using to analysis of jargon. This attached the scheme of this theory:

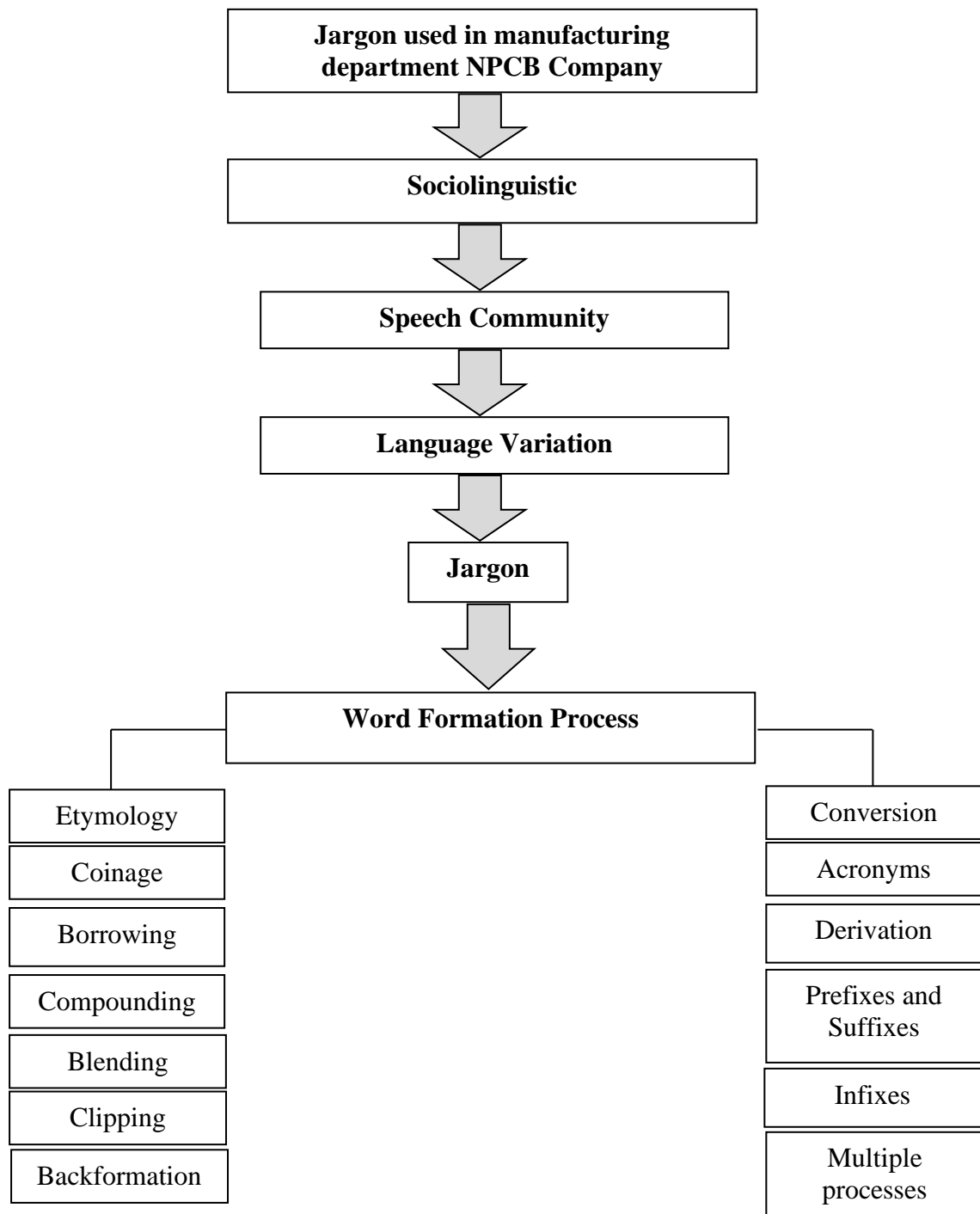


Figure 2.1 Theoretical Framework