

**A SOCIOLINGUISTIC ANALYSIS OF ENGLISH
JARGON USED IN EMAIL AT PT RACER
TECHNOLOGY BATAM**

THESIS



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**ENGLISH DEPARTMENT
LANGUAGE AND LITERATURE FACULTY
PUTERA BATAM UNIVERSITY
2017**

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**Submitted in Partial Fulfillment of the Requirements for the degree of
Sarjana Sastra**



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DECLARATION OF THE THESIS ORIGINALITY

I, Zuwita Situmorang, Student's ID No. 121210071

Herewith declare that the term paper entitled:

A SOCIOLINGUISTIC ANALYSIS OF ENGLISH JARGON USED IN EMAIL AT PT RACER TECHNOLOGY BATAM

Is the real work of myself and I realize That this thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 25th March 2017

Zuwita Situmorang

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This thesis has been examined on the date as indicated below

Batam, 25 March 2017

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ABSTRACT

Penelitian ini bertujuan untuk mengklasifikasikan dan memahami bentuk dan arti jargon yang ada di email PT Racer Technology Batam. Dalam penelitian ini, peneliti menggunakan pendekatan sosiolinguistik dimana bahasa itu erat hubungannya dengan masyarakat. Dalam teknik mengumpulkan data, peneliti menggunakan non-participant method dengan teknik transferring data dimana peneliti mentransfer data analisis ke data yang lain. Peneliti membaca beberapa email kemudian memahami kata yang berhubungan dengan jargon dan selanjutnya peneliti mengklasifikasikan data-data yang akan dianalisis. Dalam menganalisis data, peneliti menggunakan metode pragmatic by Sudaryanto (1993:14) dengan memilih beberapa sample dari data untuk dianalisis. Metode yang digunakan oleh peneliti adalah metode kualitatif descriptive, dimana peneliti melakukan penelitian pada dengan maksud untuk mendapatkan gambaran tentang maksud dan tujuan penelitian. Adapun sumber data analysis adalah email PT Racer Technology Batam dan didukung oleh buku-buku yang berhubungan dengan topik penelitian serta sumber lain seperti internet dan jurnal. Dari hasil analisa ditemukan bahwa bentuk-bentuk jargon yang ada di *email* PT Racer Technology Batam yaitu: kata, parase, singkatan dan juga akronim. Dari ke empat jargon tersebut, Singkatan paling sering dipergunakan di email saat berkomunikasi. Ada beberapa perbedaan arti jargon yang digunakan di email jika dibandingkan dengan arti yang digunakan di masyarakat seperti *PC* dimana artinya di email sebagai *personal computer* tetapi di lingkungan masyarakat itu diartikan sebagai *personal chat*.

Kata Kunci: Sosiolinguistik, Jargon, Email

ABSTRACT

This research is aimed to classify and identify the forms and the meaning of jargons used in Email at PT Racer Technology Batam. In this research, the writer uses sociolinguistic study for systematic data analysis. The researcher using non-participant method for collecting the data with the transferring techniques from data analysis to another data or book where the researcher reading email, identifying of jargon, and make list of jargons that found in email at PT Racer Technology Batam. The writer first read all the terms of jargon that found in email then classifying the data that will be analyzed. For analyzing the data, the researcher using pragmatics method by Sudayanto(1993:14), where the researcher choosing some several sample from email for data analysis. The writer applies the qualitative descriptive method in analyzing data. Based on the research result, the writer found that the form of jargons used in email at PT Racer Technology Batam can be classified into four; words, phrase, abbreviation and acronym. Viewed the form of jargon, abbreviation is the most of jargon that always used in email when communicating. There are some jargons that have different meaning between email in PT Racer Technology Batam with another major in society such as PC, in email has meaning as personal computer but outside has meaning as personal chat.

Key words: Sociolinguistic, Jargon, email

ACKNOWLEDGMENT

All praise to Almighty God because of his Merciful and Compassionate who has blessed the researcher in completing this thesis entitled A Sociolinguistic Analysis of English Jargon used in email at PT Racer Technology Batam. The researcher would like to say thanks to her beloved parents, Mr. Wandemar Situmorang, and Mrs. Dermawati Sianturi for the love, inspiring and blessing given to her endlessly in taking this undergraduate program. The researcher thanks also addressed to her brother and sister, Zenna Situmorang, S.I, Ira Situmorang, Joel Situmorang, Monalisa situmorang, Reka Sianturi, and her best friend Obaja and Karmenho who support her as long as doing her thesis.

The researcher wishes to express his gratitude and appreciation to Suhardianto, S.Hum, M.Pd, as her advisor who has contributed his ideas and time in arranging this thesis.

Furthermore, the researcher would like to express his sincere gratitude to all people who involve both directly and indirectly in this research, especially to:

1. Ibu Nur Elfi Husda, S.Kom M. SI, Rector of Putera Batam University.
2. Drs. Zakrimal, M.SI., Dean of Faculty of Letters of Putera Batam University.
3. Emil Eka Putra, S.S., M. Hum, Head of English Department of Putera Batam University.
4. All lecturers of English Department, for their knowledge, motivation and patience given during his study at Putera Batam University.
5. All of friends who are studying at Putera Batam University for motivation, spirit and suggestion given to the researcher.
6. All of friend who are living at Tembesi Raya Block N. No. 12Batu Aji for motivation, spirit and suggestion given to the researcher.

Batam, 26thMarch 2017

(Zuwita Situmorang)
121210071

MOTTO AND DEDICATION

MOTTO

THE LORD IS MY SAVIOR, SAYS MY SOUL; THEREFORE I WISH HIM
LEARN FROM THE PAST, LIVE FOR TODAY AND PLAN FOR TOMORROW.

DEDICATION

This thesis proudly dedicated to beloved family and friends

My parents Mr. Wandemar situmorang and Mrs. Dermawati Sianturi, my sisters

Zenna Situmorang, ira situmorang, Monalisa situmorang, and my

Brother Joel Situmorang

My best advisor, Mr. Suhardianto, S.Hum, M.Pd

My cousin Reka sianturi and

all my friends that I can't mention one by one especially English department

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Every people in the world are impossible if they never do interact with others. As from child, adult, parents, and old man do it every day in their life. The people do interact and need to talk to convey everything in their mind. It is mean that to do it the people need language as the tool to share what they are talking about. So the language is very important for all people who live in the world. Languages not only functions as the communication tools, but also function as the special feature from the social existence. To communicate their idea, the people create the communication style which can cause the difference of language in expressing feeling and the meaning of a word. The people cannot communicate with others if they do not understand and do not know the meaning of language. For those reasons; language plays a great part and important in daily life and also in the society.

In the Society, the people always connected with language, because with the language the people can socialize or interact with others. As Pit Corder said in” Alwasilah, A. Chaedar” 1985:14 states that “We can communicate with people only because they share with us a set of ‘agreed’ ways of behaving. Language in this sense is the possession of a social group, an indispensable set of rules which

permits its member to relate to each other to interact with each other, to cooperate with each other; it is a social institution". It is mean that the language in the society very important. In the society, all of people come from different ethnic it shows that the People who have different social, education and cultural background commonly talk to each other in different ways. The differences may like as dialect, intonation, speed, volume of speaks loud or weak. Most of people when communicate use language in some amount of words or terms where have special meaning and unique, and even opposite when they are used by people from particular profession.

There are many words that do not understand by the society in general and the outside of the group. That jargon has many functions, it can identify the people activity and also jargon can be used to make easy in communication with the other in some field but for the people that do not know with these words not interest to follow in the conversation because they are do not understand. So, the language in jargon is different in common language and people in the outside of the group difficult to understand about this word.

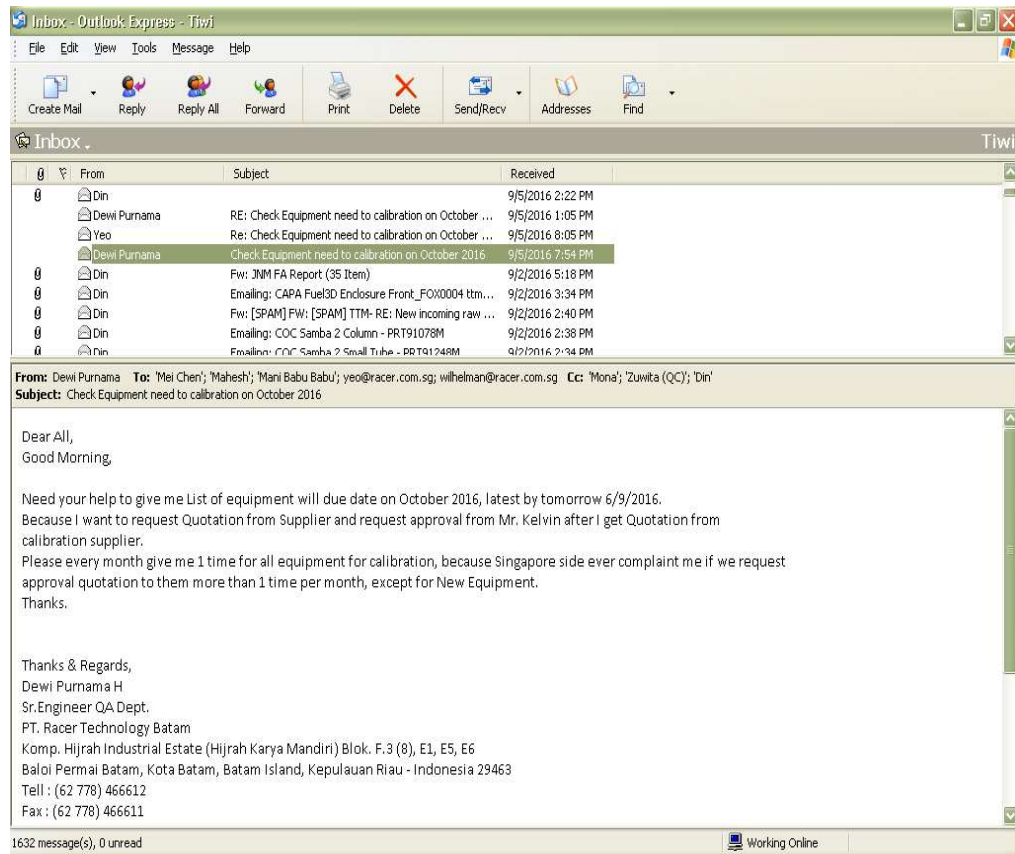
The technical words or expressions used by a particular profession or group of people and difficult for others to understand are called Jargon (Hornby, 1995: 637). Meanwhile, Chaer and Agustina (2004:68) defined Jargon as the language that is segmented and used only by particular social group. It has no secret as the characteristics. People who use Jargon are mostly in the same field or profession. Being informal speech, Jargon is the technical vocabulary of a particular profession. Moreover, it may not be intended to exclude non group

members from the conversation, but rather deals with technical peculiarities of a given field requiring a specialized vocabulary.

Jargon is used in several fields, such as, sports, medicine, Nautical. Even the information technology and the internet create many overlapping jargons used by computer scientists, programmers, system architects. The accurate usage of these words is an essential for inclusion in these groups. Each field of science provides specific terms. So, the specific terms dealing with the specific field of science are called Jargon. Jargon is complex descriptive and value word, the meaning depends on the context, the opinion, and the judgments of the person using it.

For this time the usage of jargon commonly happen in many places and many professions. Most of people have done it when they speak or write something. Sometimes the people who use jargon have the special meaning for what he/ she say to someone and it is depend for the people who use it. For this research, the researcher focus for email, where for this time so many peoples use email to do interact or communicate and also when the people writing something never avoid the usage of jargon. This phenomenon always happen in everywhere especially in the company. For this research, the researcher choose PT Racer technology Batam as the one of company where so many employee in there using email. There are so many Jargons used in email at PT Racer Technology Batam. In this bellow there are examples of email that used jargon.

Here example of email when one of employee writing something to another people.



From the data above, there are some phenomenon that the researcher will analysis. The word of “Quotation” some of people will regard it is the punctuation of (“). The people who work in PT Racer Technology Batam especially who use email will understand for the meaning of it words. From the reason above, the researcher interest to analyze the jargon why so many people use jargon and what are the function Batam and the meaning of jargon where they always use it in the email. So, from these reason above, the researcher interest to analyze this research with the title” **A Sociolinguistic analysis of English Jargon used in Email at PT Racer Technology Batam**”.

1.2 Identification of the Problem

Jargon is a special language belongs to exclusively to a group and often happen for a profession such as; doctors, players, polices and so many else. The people who use Email at PT Racer Technology Batam are the one of the fields that uses jargon. The people who use email in this company always use Jargon From the phenomenon that have explain in above, there are so many jargon are founded in the email. So the researcher identifies the problems of the research as bellow:

1. There are some forms of English jargon that used in Email at PT Racer Technology Batam
2. There are some reason why the people use English jargon in Email at PT Racer Technology Batam
3. There are some meaning of English Jargon that used in Email at PT Racer Technology Batam
4. There are some functions of English Jargon that used in Email at PT Racer Technology Batam

1.3 Limitation of the Problem

As there are many cases found in Email at PT Racer Technology Batam, the writer makes a limitation of discussion to assure the theme of this research more understand able and specific. In this research the writer use a sociolinguistic approach to get easier in conducting the research. The writer limits the problems

that faced in the field and focuses to find the main points to be researched. They are as:

1. There are some forms of English jargon that used in Email at PT Racer Technology Batam
2. There are some meaning of English Jargon that used in Email at PT Racer Technology Batam

1.4 Formulation of the Problem

Based on the limitation of the problem above, the writer formulates the problem as follows:

1. What are the forms of English jargon used in Email at PT Racer Technology Batam?
2. What are the meanings of English jargon used in Email at PT Racer Technology Batam?

1.5 Objectives of the Problem

The objectives of the problem are as follows:

1. To classify the forms of English of jargon in Email at PT Racer Technology Batam
2. To find the meanings of English jargon that used in Email at PT Racer Technology Batam

1.6 Significance of the Research

Significance of the research mean that the result of the research is hoped to be very useful for linguistic especially jargon to be success in analyzing and making new formulation in particular. The writer divides the significance of the research become two kinds; they are theoretical and practical significance.

1.6.1 Theoretical Significance

Theoretically, the result of the research is hoped to develop the study and analyze the English Jargon where always happen in daily life and understood the forms of Jargon, the meanings of jargon,

1.6.2 Practical Significance

This study is expected to give some advantages, such as for the students, this research will be useful as information for language learners to improve their linguistics knowledge especially in sociolinguistic and for other researchers, this research hopefully can give early information and reference who want to continue or conduct a research on the similar topic.

1.7 Definition of Key of Terms

Here, the writer listed some words and the explanation based on oxford dictionary that founded in her research, they are as below:

Jargon	Technical words or expressions used by a particular profession or group of people
Sociolinguistic	The study of the relationship between language and society or the various functions of language in

society.

The way of sending electronic messages or data

Email

from one computer to another to do communicate

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Theoretical Background

In this chapter, the researcher discusses the relevant theories related to the study, and the researcher's conceptual framework in conducting the research. This chapter divided into four parts; Sociolinguistic, Jargon, Previous Research and Theoretical Framework.

2.1.1 Sociolinguistic

Sociolinguistics is the study of the relationship between language and society or the various functions of language in society. Sociolinguistics is the study of language in relation to the society. It is concerned with the people in everyday life, the people communication in society. Sociolinguistics is the study of language in relation to social factors like social class, educational level, age, sex or ethnic. The value of sociolinguistics is the light which it throws on the nature of language on general, or on the characteristics of some particular language.

According to Wardaugh (2006:13), sociolinguistic is concerned with investigating the relationship between language and society with the goal being a

better understanding of the structure of language and how languages function in communication. Sociolinguistic is term including all aspects of linguistics applied toward the connection between language and society and the way of the people use language in different situations. It is the study of the effect of any and all aspect of society, including norms, expectations and contexts, on the way language is used, and the effect of language on the society. It is the study of language in relation to social factors pertaining to the study of language in the context. Sociolinguistic also studies how language varieties differ between group separated by certain social variables like ethnicity, religion, status, gender, age and etc.

Based on explanation of Hudson (1981), says that sociolinguistic is the scientific study of language in relation to the society. The equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language, how certain linguistic features serve to characteristic particular social arrangement. Examining the way people use language indifferent social contexts provides a wealth information about the way language works, as well as about the social relationship in a community, and the way people signal aspect of their social identity through the language.

2.1.2 Language Variety

The use of language not only influenced by the linguistic factor but also it is influenced by the nonlinguistic factor. The nonlinguistic factors like social and situational factors. The social factors that influence in the use of language such as social status, educational level, age, gender, and the other hand then the situational

factors like who the speaker is, what the language is, to whom, when, where, and what the problem is. Based on Chaer and Agustina (2007: 17-20) define that there are some language variety such as:

2.1.2.1 The language variety from the speaker aspect

It is the language variety that has individual characteristic and come from the group who has relative number in the one region or area. There are some examples of the language variety from the speaker aspect:

1. Idiolect

It is the language variety that has the individual characteristic. Every individual has own characteristic that is different from the other. It is caused by the physic and nonphysical factors.

2. Dialect

It is the language variety that comes from the groups of the member of society from the certain area or social class. Dialect based on the region or area namely geographical dialect and dialect that based on the social class namely sociolect. Geographical dialect is a regional variety of language in terms of different regions or locations which can be noticed in the differences of pronunciation, choice, and form of words. And sociolect originate among social groups and a variety of factors: occupation, education, income, cultural, ethnic, religion.

3. Slang

It is the language variety that has up to date vocabulary and contemporary. Slang is used by the youth or the social group and

professional to communicate in the secret. Slang is a label that is frequently used to denote certain informal or faddish usages of nearly anyone in the speech community. The term was first attested in English in the mid-eighteenth century, used in reference to 'special vocabulary used by any set of persons of a low or disreputable character, language of a low and vulgar type'. Slang is the global code for youth culture. Slang appeared as a result of youth and teenagers in large community. They never satisfy with what they have got, so they do in language. They try to make something funny, enjoyable, creative, update, modern, and intimate in their communication or interaction.

4. Jargon

It is the language variety used by certain social group or profession and do not understand by the other group.

2.1.2.2 The language variety from the usage aspect

The language variety from the usage aspect is the language variety that connected with the function is register. Register is the set of language item associated with discrete occupational or social groups. Register describes the language of groups of people with common interest of jobs or the language used in situations associated with such groups. Register shows the other aspects from the social level that is the social process with the kinds of social activity that usually including the person. In the daily activity often find the register like communication between doctor and patient, teacher and student.

According to Chaer and Agustina (2000: 81) states that the use of language variation based on the usage that is dialect and register. It is based on the field, style, formal level, and media. For example register in journalistic, literary, military, economy, and education. The important characteristic in register is in the vocabulary. Register connect with the language problem that used for what activity. It is point out with the basic utterance or speech of human.

2.1.2.3 The language variety from the formality aspect

There are five language varieties from the formality aspect:

1. Frozen style

Form of language which is unchangeable from time to time whoever the speaker is, for example language in praying, ceremony, trade agreement.

2. Formal style

It is the standard form of language which usually used in formal situations like language in the office formal meeting and letters.

3. Consultative or business style

The form of language which is used between formal and non-formal situation such as language used by businessmen.

4. Casual style

The form of language which is usually used in common speakers in daily activities and in relaxed situations between friends and family members.

5. Intimate style

The form of language which is usually used by speakers having very close relationship likes between parents and their children, a couple.

2.1.2.4 The language variety from the media aspect

It can be seen from the use of media. It contains two parts such as spoken and written language variety. They are used by people in all activities in this life. Every activity need and caused the language variety. If the speakers are the homogeny in the ethnic, social status, profession so there is no language variety because the language is same.

2.1.3 Jargon

According to Allan and Burridge (2006: 56), jargon as the language weird to particular context like a trade, profession or other group. It is 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 forms of expression. Moreover, they state that jargons are used among people who have common work related or recreational interest. It binds not only professionals, but also members of any groups who use a particular jargon.

In addition, 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 connections among those who see themselves as 'insiders' in some way and to exclude 'outsiders'. It is often taken place inside a register. Hornby (1995: 296) also states that jargon consists of technical words or Expressions used by a particular profession or group of people and difficult for others to understand. The group here can be a professional or social group.

Furthermore, Spolsky (1998: 33) defines jargon as speech used by marked group of people such as a trade or occupation. A specialized bond between members of in group and enforce Boundaries outside. If the people do not understand a certain jargon, it means that they do not belong to a certain group. Jargon can be useful for conveying meaning precisely and effectively for specific communities. However, it may also exclude and/or confuse those who are not “in group”. Thus, speakers and writers need to be aware of their audiences when deciding to use jargon appropriately.

Moreover, Crystal (2010) defines jargon as the technical vocabulary or idiom of special activity or group. The reality is that everyone uses jargon; it is an essential part of the network or occupation and pursuits which make up a society. All jobs present an element of jargon, which workers learn as they develop their expertise. All hobbies require mastery of a jargon. All sports and games have their own jargon. Each society grouping has its jargon. The occupation of person causes his language to vary, particularly in the use he makes of technical terms.

Jargon is sometimes compared to slang because both have the same senses as kinds of shorthand of language. However, the line of demarcation between jargon and slang is open to dispute because slang is sometimes defined in such way to overlap almost completely with the definition of jargon Allan and Burridge, (2006: 68). Allan (2001: 172) proposes three criteria identifying a jargon. First, it can be identified by its lexical markers such as specialized used vocabulary, idiom, and abbreviations. Second, a jargon can be identified by its syntactical markers e.g. imperative and passive sentences. Third, a jargon is

identified by its presentational markers in terms of prosodic (voice quality, amplitude, rhythm) and format in which the context is presented. In conclusion, jargon is technical language of some fields such as a trade, profession, or similar group using unusual vocabulary, complex phrasing, and unclear meaning.

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. Other definition about jargon is more specifically stated in Oxford Dictionary (2001: 693) 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 on many purposes.

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 understand. 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

between the people in one group in the society. Jargon has many forms like in word, meanings, and functions.

2.1.3.1 Forms of Jargon

Form of jargon is the physical appearance of a term or combined terms that results important technical meanings. Halligan (2004) elaborates four kinds of jargon. They consist of acronym, abbreviation, word, and phrase.

1. Word

Generally, word is the smallest unit of language that the people can understand if it is said or written on its own. According to Leech (2009: 109) , mentions that a word is not merely defined as the smallest form that can occur by itself as an utterance as it can also be manipulated by syntax such as what occur in sentence structure of an active sentence and passive sentence. Meanwhile, Finegan (2004: 40) proposes there are four information dealing with a word. First, people should be able to identify a word's sound and the sequencing. It is related with phonological information. Second, people should be able to identify a word's meaning which is related to semantic information. Third, people should be able to identify how related words such as the plural form of a noun or past tense of a verb are formed. It deals with morphological information. Fourth, people should be able to identify a word's category and how to use it in a larger composition in sentence.

In relation to a word's class, word is divided into content word and function word Fromkin (1991: 64). A content word is a word which determines thing, quality, state, or action. It has meaning when it is used

alone. It consists of nouns, verbs, adjectives, and adverbs. On the other hand, a function word is a word which has little meaning on its own. It is used to show grammatical relationships in and between sentences. It consists of conjunctions, prepositions, articles. There are some examples of word jargon that always found in computer such as; hardware, software and so many else.

2. Phrase

A phrase is two or more words that work together as a unit. There is example of jargon in phrase forms especially in economic like *delivery order* (a document from the owner or holder of the goods requesting the release of goods held under warrant). According to Leech (2009: 130-135), a phrase is a group of words which form a grammatical unit, has a main word that is called a head. It is the only word that has to occur in the phrase. A phrase does not contain a finite-verb and does not have a subject-predicate structure. The modifier, putting before as well as after the head, is optional.

3. Abbreviation

The first theory of abbreviation is proposed by (2009: 109), who mentions that an abbreviation is formed by taking the initial letters which does not result in well-formed syllables. Thus, unlike an acronym, an abbreviation cannot be pronounced as if a word. The people should spell as what the initial letters are, such as USA which is pronounced /yuesai/ instead of /yusa/.

The second theory of abbreviation is proposed by Fromkin, (1991: 84). They say that abbreviation is intended to simplify words or combined words by putting one or some syllables of the original word/ words. It can be formed

by longer words or phrases such as phone for telephone, math for mathematics, board for blackboard, and fridge for refrigerator. By taking the only initial letters of each word that has already contained complete information such as BBC standing for British Broadcast Corporation, using abbreviation might increase more efficient communication (Allan and Burrige, 2006: 89).

4. Acronym

According to Yule (2006: 57), acronyms are formed from the initial letters of the words in name, title or phrase. It can be pronounced as a single word, for example UNICEF that stands for United Nations Children's Fund, NATO for North Atlantic Treaty Organization, NASA for National Aeronautics and Space Administration, and UNESCO for United Nations Educational, Scientific and Cultural Organization.

There are many acronyms that become everyday terms such as laser ('light amplification by stimulated emission of radiation') and radar ('radio detecting and ranging'). Names for organizations are often intended to have their acronym represent an appropriate term, as in 'mothers against drunk driving' (MADD) and 'women against rape' (WAR). Some new acronyms come into general use so quickly that many speakers do not think of their component of meanings. Innovation such as PIN ('personal identification number') is regularly used with one of their element

2.1.3.1 The Meanings of Jargon

Meaning is what is referred or indicated by sounds, words, or signals. Meaning can be divided into two elements like lexical and grammatical meaning. Lexical meaning is the meaning given to linguistics element. Grammatical meaning is meaning brought the pattern in the language. Meaning is the way or how the people utter the words so the hearer understood what the people speak or write.

1. Denotative Meaning

Denotative is the natural meaning and no addition. The meaning in the word not connected with the other thing, not explain in the connection with the other event. The denotative meaning is the meaning that suitable with the definition in the dictionary and it is limited. For example *medicine* has the denotative meaning the art and science of the prevention and cure of disease.

2. Connotative Meaning

The connotative meaning must be learnt and mastered based on the language experience and the usage. It is the subjective because there are many additional feelings and values. If the denotative meaning can be understood by many people, the connotative meaning only can be understood by the small number of people. The connotative meaning is depending on the personal interpretation. For example *itchy* has the connotative meaning having or producing irritation on the skin.

2.1.4 Email

Based on oxford dictionary, Email is the way of sending electronic messages or data from one computer to another to do communicate. Based on Merriam Webster's definition, email is a system for sending messages from one individual to another via telecommunications links between computers or terminals using dedicated software. Email is very important for the people who work in the company and in another place.

2.1.5 PT Racer Technology Batam

PT Racer Technology Batam is one of company that is located in Batam Centre and it stands about 1999. It is one of manufacturing company that make plastic product (Molding) and Assembly and all products distributed to another country in the world. Totally of employee work in PT Racer Technology Batam about 500 peoples. All of people work in different department and also different position as from production operator and staff. Every people work in there come from different ethnic such as; Chinese, Javanese, Batakness, Indian ad so many else. The differential make the style when do communicate not same. Every people spoken with their dialect and make others sometimes not understood.

The usages of languages also make the people who work in there confused especially for the people who just understand their nation language. Can speaking and writing English are the qualification to work in there especially for the staff position. To easier communicate with others, the people use email as the tools for saying or writing something. Every people not waste much time to convey new or important information. No need time for the people to meet another directly if say something. The people just use email, and give information to another by it. The

people who work using email every day. It is help them to do communicate for all the people who have email too. The usage of email at PT Racer Technology Batam is very important. The researcher also use email in there and help her to do her job and interact every day especially for the people who from different nation.

2.2 Previous Research

After doing some research, the writer found Jargon has been analyzed by some students and the writer chooses three of them, they are as bellow;

The first researcher that is used by the writer as previous study is SartikaLayliana (2000), she is a student of Muhammadiyah university of Surakarta. She wrote her research with the entitled "*An Analysis of English Jargon of Digital Photography; A Sociolinguistic Study*". In her research, she analyzed the linguistic forms, the function of jargon. She use qualitative descriptive to analyzing the data. In her analysis she found that the forms of Jargon of Digital Photography are: words, phrase, and abbreviation. The dominant form of Jargon in her analysis is word. In her analysis she also found that the function of jargon of digital Photography is effective as signals for identification.

The second researcher that is used by the writer as previous research is CintyaPutri. She is a student of Indonesia University Education. She wrote her research with the entitled "*An Analysis of Computer Jargon in Macbook Users Guide*". In her research, she analyzed the form, meaning, word relation, and function of jargon. In analyzing the data, the researcher uses quantitative research. There were 94 computer jargons found from MacBook operation. Based on structural formation, there are 24 words (26%) and 21 phrases (22%). Meanwhile,

based on unpredictable formation, there are 5 clippings (5%), 4 blends (4%), 4 acronyms (4%), and 36 abbreviations (39%). The meaning of jargon in this study was analyzed using intention list approach which every jargon has different meaning compared to the language used in other major.

The third researcher that is used by writer as previous research is Aditya Fadly. He is a student Yogyakarta State University. He wrote his research with the entitled "*An Analysis of Military Jargon in a Video Game: Call of Duty 4 Modern Warfare*". In his research, she analyzed the form, function, and meaning of jargon. She uses quantitative method to analyzing the data. There are 107 jargons 34 found in this study. The result of form classifications shows that 55 jargons belong to word, 25 phrases, 21 abbreviations, and 6 acronyms. The jargons function to serve as a technical or specialist language for precise and economical communication. Here, the researcher for this research will analyze the form of jargon and the meaning of jargon that have in email at PT Racer Technology Batam.

2.3 Theoretical Framework

The following is the theoretical frame work of this research which taken from some expert.

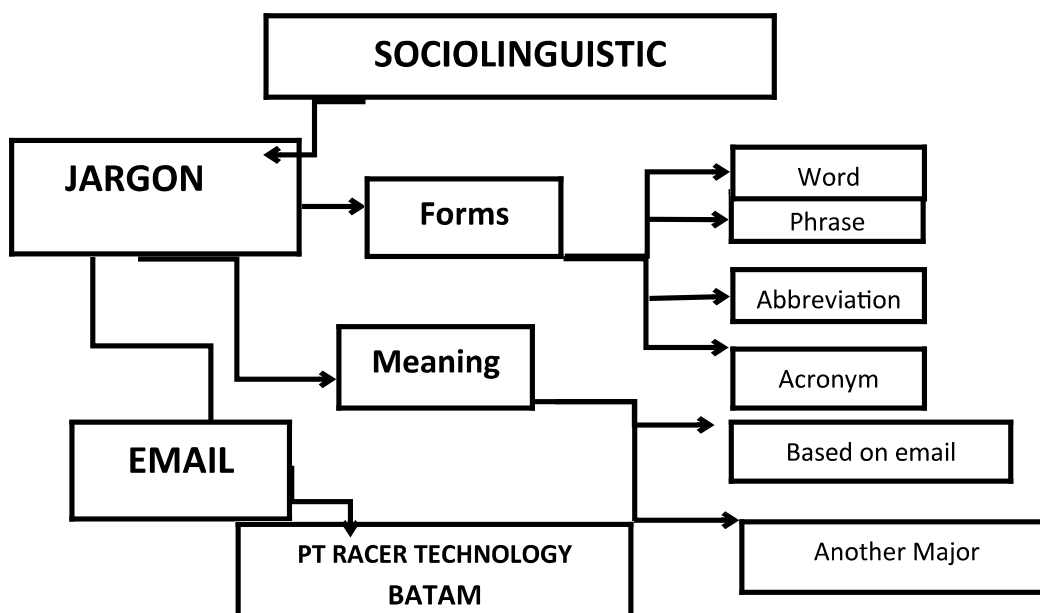


Figure 2.3 Theoretical Framework

The researcher makes the theoretical framework above to make easier the writer to do analysis. Below the writer explains the theoretical framework above. The writer analysis sociolinguistic of English jargon in email at PT Racer Technology Batam. Based on her opinion, Sociolinguistics is the study of language in relation to the society. How the language are used by the people in every life, and where they live. Jargon is always used in anywhere when do communication. Jargon is means that the special languages of a group that people outside of group do not understand.

Above, jargon divided for three categories, they are as; form of jargon, meaning of jargon and function of Jargon. The form of Jargon divided for three types namely; words, phrases, abbreviation and acronym. The meaning of Jargon can divided for two types, they are denotative meaning and connotative meaning and also what the function of jargon for the people who used it. The jargon is analyzed in email that is used for the people to do communication. Email is the tool for the communication of the people who work in one company. So, PT Racer Technology Batam is one of company that the researcher used it to do analysis.

CHAPTER III RESEARCH METHODOLOGY

The researcher used some methods to conduct the research. Those are research design, object of the research, method of collecting data, method of analyzing data and method of presenting research result.

3.1 Research Design

Research design is the conceptual and methodology used in conducting the analysis. It helps to limit the analysis of the subject. According to Creswell (2003:18) described the research design into three types; they are quantitative research, qualitative research, and mixed research. In this research, the writer uses qualitative method. Qualitative research is method that is used to measure the quality of the data regarding to the problem of the research. Moreover qualitative method means that the writer of this thesis will explain the result of the analysis in the form of words, and sentences since the result is not numeral data. Qualitative method is taken due to this thesis is discussing a literary work, so there is no variable or number to be conducted in statistical procedures.

According to Creswell (2003:18) state that qualitative research method is one inquirer often make knowledge claims based primarily on constructivist perspectives (the multiple meanings of individual experiences, meaning socially and historically constructed, with an intent of developing a theory or pattern) or advocacy/ participatory perspectives (political, issue-oriented, collaborative, or

Change oriented) or both. It also uses strategies of inquiry such as narratives, phenomenology, ethnographies, grounded theory studies, or case studies. The researcher collects open-ended, emerging data with the primary intent of developing themes from the data. Based on the Creswell's statement, the researcher concluded that the qualitative research method is applied in describing and understanding the social and cultural phenomenon from the views of participant in human life or the writer focus on describing the main issue which is analyzed in the literary itself.

3.2 Object of the Research

The object of this reasearch is about the jargon that used in PT Racer Technology Batam. for this research, the researcher population and sample.

3.2.1 Population and Sample

Population is all of research object that consist of concrete or abstract things, events, or phenomenon that become data resources and has specific characteristic.(Sukandarrumidi, 2004:47). Population of the research are whole email that have in PT Racer Technology Batam. Sample is part of population that has the same characteristic of research object(Sukandarrumidi, 2004:50). Technique of sampling is divided into two; random sampling and non-random sampling.

Sample of the research used non- random sampling that was porposive sampling.purposive sampling is simple that is chosen ordely and relevant with research design. The researcher chooses sample based on data that have been

known before. It means that choosing sample of data based on the purposes of the research. This research the researcher took 50 data of population from all population. From the data of population that the researcher got, the researcher took 20 samples as the samples of the research. Then the researcher chose the sample based on data that was suitable with purposes of the research.

3.3 Method of Collecting Data

Method of collecting data is an action of the researcher to get data needed in the research. Collecting of data is important of the research. It is because without data, the research will not ever happen. Collecting of data must be paid attention more to support the successful research. In collecting the data, the writer applies non-participant observational method (Sudaryanto 1993;14), in which the writer applies the transferring technique to transfer the data to another data and to book. After that, the writer chooses several data as sample that may represent the whole data gathered. Here, the researcher do some procedures to collect the data. They are as:

1. The researcher reads email at PT Racer Technology Batam
2. The researcher takes the important thing that have in email that related to the topic
3. The researcher transfer the data email to another data which related to the topic.
4. The writer identifies the jargon that related to the topic

5. The researcher going to the library to find out anything that can support the theory and the analysis for the research
6. The writer also used internet to support the data analysis

3.4 Method of Analyzing Data

The researcher is discovering the data from the email. In analyzing the data, the writer applies pragmatic identity method. Pragmatic identity method is used in analyzing the intensify of the use of the language (Sudaryanto 1993:14). After collecting the data and choosing several utterances as sample, the data are then classified into types of jargon based on theory that proposed by Allan and Burridge (2006:56). Then the researcher classifies the data according to each type and identifies the meaning of of jargon that occurs in email. Here some steps is the done by researcher for analyzing the data. They are as follows:

1. The Researcher is coming to start analyzing the data by interpreting it and classify the data based on the topic.
2. The Researcher is marking the jargons that have in email at PT Racer Technology Batam
3. The researcher choosing the jargons based on its source and form
4. The researcher Classifying the form of jargons.
5. The researcher analysis data based on theory that related to sociolinguistic analysis
6. Analyzing the jargons based on form systematically and also the meaning of jargons.

7. The writer then make conclusion as the result of the analysis data.

3.5 Method of Presenting Research Result

Method of presenting research result is how the writer presenting the result of research analysis. There are two types how the writer presenting the data analysis namely formal and informal. In data analysis formal, the writer presenting research result in form of tables, and then the informal refers to the writer presenting research result in form of words.

In this research, the researcher use informal data analysis by qualitative and descriptive research method for presenting research result. Qualitative research method means in making this thesis the report analysis in form of words, statements, or paragraph and descriptive research method means in presenting research result the writer report the analysis by descriptively.