CHAPTER I

INTRODUCTION

This chapter discusses background of the study, statement of the problems, purposes of the study, significance of the study, scope and limitation, and definition of the key terms.

1.1 Background of the Study

In social life, communication is one thing that can make life colorful. Everybody has to communicate with others, whatever they talk when they come together, whatever they play, or fight. One important thing for communication is language.

According to Wardhaugh (in Alwasilah, 1987:4), “Language is a system of arbitrary vocal symbols used for human communication”. People speak with their language that can be understood by others. Language is the source of human life and power. Language plays an important role in our lives. It helps us create our social words and labels the meaning we ascribe to people, things, and events.

Language used in communication must be different from others. One of the differences is the language varieties. The language varieties are created to make the language more interesting and unique. The appearance of language varieties is caused by the variety of linguistic styles used by the society. These various linguistic styles appear because there are so many speakers that use more
than one language in a large or even in a small band of society. One of those varieties is jargon.

According to Fromkin and Rodman (2003:475), “Jargon is a set of words that is used in conceivable science, profession, trade, and occupation”. Usually people of the groups have specific language to differentiate from another and they use jargon. In other words, some groups use jargon to show their identity.

Jargon is even found in an entertainment form, especially in one of private TV stations in Indonesia, “antv” which has a program called “Pesbukers”. In this study, the writer wants to analyze the jargon with the words formation processes used in Pesbukers program on “antv” because the writer finds that the comedians in Pesbukers program often create a new jargon. With jargon, the comedians can show their identity and their creativity as the comedy entertainers who are different from others. Jargon created by the comedians in “Pesbukers” program often makes the viewers of the program interested in and imitate those words and copy them for fun.

Based on the phenomenon above, the writer is interested in analysing the jargon used in the program. Then, this analysis was entitled “An Analysis on The Jargon Used by The Comedians in The ‘Pesbukers’ Program on antv”.

The writer would present some previous researches. The first previous research was done by Dewi (2011), entitled “A Study on Jargon Used by Students and Alumni of University Muhammadiyah Malang in Facebook”. In her result, she found that jargon is usually used in Facebook. She classified the jargon into
many types and found the meaning. For example, “Alay” (coinage) means “Norak” and “Futu” (borrowing) means “Photo”.

The second previous research was done by Sparkly (2008), entitled “A Study on Jargon Used by Transsexual in Beauty Salon in Kediri”. She concluded that there were many jargons used in the Beauty Salon in Kediri. Jargon was found in two kinds of language used by transsexual, namely: Indonesian and Javanese. Some jargons had more than one meaning, and some jargons were created by transsexual in which they tended to give affix -in to the words and some were borrowed from Indonesian and Javanese vocabulary. For example, Baruna – Baru (= new; from Indonesian), Linungginuh – Lungguh (= Sit; from Javanese), and Apase – Apa (=What; from Transsexual Language).

1.2 Statement of the Problems

Based on the background of study, the research problems are formulated as follows:

1. What are the jargons used by the comedians in the “Pesbukers” program on “antv”? 
2. How are the words formation processes of the jargons used by the comedians in the “Pesbukers” program on “antv”? 

1.3 Purposes of the Study

Based on the problems above, the purposes of the study are:

1. To find out the jargons used by the comedians in the “Pesbukers” program on “antv”.

2. To analyze the words formation processes of the jargons used by the comedians in the “Pesbukers” program on “antv”.

1.4 Significance of the Study

The writer hopes that the result of this analysis can give contribution to students who study the sociolinguistic analysis especially on jargon. For the students, this analysis may increase their knowledge about jargon. They can see and learn more about jargon from another perspective of culture. Furthermore, the writer hopes that the readers will get the benefit from the result of this study.

The study hopefully can be used as a reference for the sociolinguistic teachers who want to distribute the knowledge to their students about jargon from another culture. It may also help further researchers who want to develop and continue another analysis of the same or related topic of this study.

1.5 Scope and Limitation

The scope of this study is jargon. Meanwhile, the limitation of this study is the words formation processes of the jargon used in the Pesbukers program on “antv” that was taken from June 1st to June 30th, 2013.

1.6 Definition of the Key Terms

Some definitions of the key terms are presented to avoid misunderstanding in interpreting this study:

1. *Jargon* is a set of terms and expression used by a social or occupational group, but not used and often not understood by the speech community as a whole (Hartman & Stork in Alwasilah 1986:123).
2. *Comedians* are people who seek to entertain an audience, primarily by making them laugh (www.meriam-webster.com/category/comedian).

3. “*Pesbukers*” *program* is one of comedy programs that are broadcast on “antv”, one of private TV stations in Indonesia, every Monday until Friday from 6:00 p.m to 7:30 p.m.

4. *Words formation* are coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, prefixes and suffixes, infixes, and kamhmu (Yule, 2010:53-60).