CHAPTER II

REVIEW OF LITERATURE

This chapter provides theoretical terms related to linguistic, language varieties, register and Goa Gong Gym Malang.

2.1 Sociolinguistics

Linguistics is the scientific study of language which analyzes human language as a system for relating sounds (or signs in signed languages) and meaning (David, 2001). There are three aspects to this study: language form, language meaning, and language in context. Phonetics, as language form, studies acoustic and articulatory properties of the production and perception of speech sounds and non-speech sounds. The study of language meaning, on the other hand, deals with how languages encode relations between entities, properties, and other aspects of the world to convey, process, and assign meaning, as well as to manage and resolve ambiguity. While the study of semantics typically concerns itself with truth conditions, pragmatics deals with how context influences meanings.

According to Fromkin (2000), sociolinguistics includes non-formal approaches to the study of other aspects of human language, such as social, cultural, historical and political factors. The study of cultural discourses and dialects is the domain of sociolinguistics, which looks at the relation between linguistic variation and social structures, as well as that of discourse analysis, which examines the structure of texts and conversations. Research on language through historical and evolutionary linguistics focuses on how languages change,
and on the origin and growth of languages, particularly over an extended period of time.

2.2 Language Varieties

Variability is inherent in human language; people use different linguistic forms on different occasions. Rendering to Wardaugh (2006), many varieties of language exist and each language exists in a number of guises. Different speakers of a language will say the similar thing in different ways. Furthermore, many varieties of language are utilized by people in different occupations or backgrounds. It is possible to have more than one language. Languages used in accordance with the circumstances of life development. Thus, it comes a language variation.

Each social level has a dissimilar language. The higher level develops more complex language. In addition, sex, age, status, and grade result as the variety of languages; those variations are influenced by the people conducting creativities due to improving the language.

2.1.1 Jargon

Rendering to Yule (2010), jargon is specialized vocabulary used by those inside established social groups, often defined by professional status. For instance, linguists provide a large-specific vocabulary which is not well understood by non-linguists.

Jargon is similar to slang used by a certain group or subculture which is significantly removed from the proper or formal language spoken in that location. In addition, it is commonplace for each generation to create their
own jargon in order to identify with each other and thus create a private language.

2.1.2 Slang

According to Yule (2010), slang is a word or phrase that is used instead of more everyday terms among younger speakers and other groups with special interests. Slang, essentially, tends to emphasize social and contextual understanding.

Still, slang could be characterized as an extremely informal language embracing new and impolite either words or meanings. It is regularly spoken among particular groups of people who have conversation in not serious matter, such as a group of teenagers or entertainers.

2.3 Register

Registers are sets of language items associated with discrete occupational or social groups (Wardaugh, 2006). Surgeons, airline pilots, bank managers, sales clerks, jazz fans, and pimps employ different registers. Regularly, speakers of any language encounter and use a range of registers, which all differ to some extent in their situational and linguistic characteristics.

Register is another complicating factor in any study of language varieties. Registers are sets of language items associated with discrete occupational or social groups. People participating in recurrent communication situations tend to develop similar vocabularies, similar features of intonation, and characteristic bits of syntax and phonology that they use in these situations.

In addition, rendering to Biber and Conrad (2009), registers are developed in response to the situational characteristics of the communication types.
Regularly, speakers of any language encounter and use a range of registers, which all differ to some extent in their situational and linguistic characteristics.

2.4 Context of the Register

A lot of the time speakers are completely unaware of the ways in which language is used differently in different contexts; or if they are aware, they can only talk about it in very general terms. According to Meyerhoff (2006), a lot of contexts of language in use are very idiosyncratic. It pertains to the conditions associated with a single moment, an interaction between particular speakers, or the personal mood and intentions of a single speaker.

In addition, Baker (2010) said that register can then be related to the wider social, historical, cultural and political contexts within which the text occurs in order to provide an explanation for the findings made. There are certain types or groups of people, and in what ways social variables such as age, sex, social class, geographic region, or level of education (either alone or in combination with other variables) impact on the language use.

2.5 Goa Gong Gym

Goa Gong Gym is one of the well-known gym among body builders in Malang. Goa Gong Gym was founded by Mr. Johan in 2000. At the beginning, Goa Gong Gym’s name was originally known as Matahari Gym and located in Jalan Merjosari Blok M No. 11. Moreover, in 2012, the gym’s name was changed into Goa Gong Gym as the ownership handed to the new owner, Mr. Dion, took place. As well as the place, it was relocated to Jalan Sigura-Gura No.34.

Speaking of the number of body builders, there are approximately 512 members of Goa Gong Gym considered as active member. In order to join
membership, body builders must meet a simple registering procedure such as paying for administration, costing Rp 60,000 for the first registration and Rp 50,000 for monthly payment.

Moreover, Goa Gong Gym has gained its popularity among other gyms since winning many body building contest. Goa Gong Gym, so far, has joined 50 contests in total; 30 for body building contests for 20 for body contests. For body building contests, Goa Gong Gym has won 25 times out of 30 contests. Yet, Goa Gong Gym has obtained 11 trophies out of 20 contests for body contests category.

In line with many achievements acquired, Goa Gong Gym has established vision and mission in order to maintain its existence. The vision of Goa Gong Gym Malang is to provide and facilitate gym service for local people in Malang. Besides, the mission of Goa Gong Gym Malang is aimed to make Malang’s residents healthy and ideally get in shape.