

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Language holds a crucial role in the process of human life because it is a way how humans express their thoughts to be understood by others. The opinion above is similar to what was defined by Walija (1996) in Gustina (2019) that in order to convey thoughts, messages, intentions, sentiments, and views to others, language is the most practical and efficient method. The study of language is called linguistics, which considers language the research subject.

Sociolinguistics is an interdisciplinary subject that combines sociology and linguistics, two closely related empirical sciences. In line with Kridalaksana (2008), Sociolinguistics is a discipline of linguistics that examines the correlation and interaction between language activity and social behavior. Hence from the statements above, it can be concluded that language is closely related to society.

Besides being used as a medium of communication, language is also an identity of a culture that causes language variety in sociolinguistics. The variety of languages in society as individuals gives rise to various variations of the language used in social interactions. Chaer (2010) in Darma (2020), stated that language variation is one of the variables that contribute to language diversity created by communication activities carried out by a set of social communities with diverse speakers who are not homogenous in terms of language origin. In addition, As

technology has grown, the language spoken by the community of individuals has become increasingly diverse and distinct. (Lutfiah & Sudarwati, 2021)

Jargon constitutes one of the language varieties created due to heterogeneous speakers. According to Frazer et al. (2014), jargon is the distinctive language or specialized terminology used by a specific group or society to improve communication, give a way of bonding, and exclude outsiders. Furthermore, in addition to the clarity of communication, the reason for using jargon is to identify with people who share their interests.

In recent years *live streaming* has developed as an exciting new topic in many fields of study. King et al. (2020), stated that the connotation of the word "*streamer*" has changed in the last five years, with *PewDiePie* being an example of a successful *streamer* who only plays games in his room. *Live streaming* is a live broadcast of someone's activities, in this case, playing games, but it can also be any other activities that the streamer can share with the viewers. We can access this *live streaming* activity through platforms such as *Twitch*, *Facebook Live*, and also *YouTube* on the internet. Interestingly, during the broadcast, viewers are allowed to communicate with the *streamer* in real-time via a text chat window while watching the live, and the streamer will often reply to the dialogue, thereby generating the conversation.

As this study focuses on the jargon used in a specific group or community, this research will explore the jargon used by *Dish* as a *streamer* among the *Genshin Impact* player community. The researcher chose *Dish* because she is one of the popular *Twitch streamers* with more than 410,000 followers and a content

creator on *YouTube* with more than 670,000 subscribers. Dish streams daily, and during her streams, she often uses specialized terminology to explain what she is doing while playing *Genshin Impact* and communicates with the viewers, which is often not understood by certain people who are not playing the game or just joined to play the game. *Genshin Impact* is a *free-to-play* action *role-playing game* developed and published by Mihoyo. The game features a vast fantasy *open-world* environment that can be explored and exciting lore related to the world within that players can learn. The game is not typical of competitive games like other popular online games such as *Mobile Legends*, *Valorant*, *DOTA 2*, or *Apex Legends*, so players can casually play this game without any pressure to clear the storyline. *Genshin Impact* has also grown in popularity since the game won the 'Best Mobile Game' award at the 2021 Game Awards (Pall, 2021). This significant growth in popularity has led to the creation of a substantial community, so the researcher is interested in researching the *Genshin Impact* community.

Two previous studies have provided valuable insights into this topic. First was Patahangi (2019), who studied An Analysis of Jargon Used in Gita Surya Student Choir, found 20 jargon that has a literal meaning and jargon meaning. Meanwhile, Pratama's (2021) An Analysis of the Use of Jargon in Online Game *Point Blank* (2021). The result of his study was that 41 jargon was used in the game. Based on categorized of meaning, most of the meaning of jargon was connotative, with a total of 31 jargon items, and denotative meaning was ten jargon items.

According to the suggestion by previous studies conclude that every community has its terms to make ease communication between the members. However, further investigation is needed into other communities to prove the study and broaden the reader's insight about jargon. Therefore, to fulfill the gap, this study focuses on analyzing Dish, a *Genshin Impact streamer*, who has recently become popular and is believed to have a specific purpose to examine the form, lexical and contextual meaning, and the type of jargon used. The researcher also considers its lexical and contextual characteristics to provide a complete examination. Furthermore, Dish was chosen because *streamers* can be a representation of a community.

### **1.2 Research Problems**

Based on the research's background, the concerns to be investigated in this study are as follows;

1. What are jargon used by Dish?
2. What are the meaning of jargon used by Dish?

### **1.3 Research Objectives**

1. To identify the jargon used by Dish
2. To identify the meaning in the jargon used by Dish

### **1.4 Scope and Limitation**

This research investigates the jargon used by Dish as the scope of this research. Notably, it is limited to only the jargon used by Dish based on utterances taken from several videos on her YouTube channel.

### **1.5 Research Significance**

The findings of this study may be valuable to a variety of people. The researcher attempts to make a theoretical and practical contribution. In terms of theoretical value, the author expects that this research will be useful as a source of knowledge to assist material in explaining jargon for sociolinguistic studies.

Practically, there are three beneficiaries: lecturers, students, and future researchers. First and primarily, lecturers anticipate that this research will supply them with more teaching resources. In summary, it might be used in class to teach jargon. Second, this study will be valuable for students who are interested in linguistic development to increase their knowledge, particularly in the subject of sociolinguistics. Finally, for future researchers, this work is meant to give helpful references for future jargon research.

### **1.6 Definition and Key Terms**

1. Jargon is the specific word exclusively used in a particular group or community that often outsiders don't understand the meaning.
2. Livestream is a live broadcast of someone's activities, in this case, playing games, but it can also be any other activities that the streamer can share with the viewers.
3. Streamer is people who doing the live streaming activity. Twitch is a platform for live video streaming, offering various things to watch from cooking, video games, music, and so forth.

4. Twitch is a platform for live video streaming, offering various things to watch from cooking, video games, music, and so forth.
5. YouTube is a free video-sharing website with millions of users worldwide.
6. Genshin Impact is a *free-to-play action RPG* online game with a vast fantasy world to explore.

