

**A STUDY OF JARGON USED ON FOOD &
BEVERAGE DIVISION AT THE ALIMAR
PREMIER HOTEL SURABAYA**

Suhartawan Budianto

English Literature Program

Faculty of Letters

Dr. Soetomo University

suhartawan.budianto@unitomo.ac.id

Mutiara Widya Noor Pramesti

English Literature Program

Faculty of Letters

Dr. Soetomo University

mutiarawidya23@gmail.com

Abstract

This research focuses on study of the forms of jargon and functions that used by food and beverage division at The Alimar Premier Hotel Surabaya. The thesis writer uses the theory of sociolinguistics by Chaer (1994) to answer the language varieties in the form of jargon and also the theory of function of jargon by Ives (1999) that used by the employees in the food and beverage division at The Alimar Premier Hotel Surabaya. This study uses qualitative method to analyze the jargon. The aim of qualitative method itself is to obtain systematically description and accurate facts. It concerns with the collected data that often uses words. To collect the data, the first step that the thesis writer used was recording some conversations between the employees in the same division. After recording the conversations, the thesis writer transcribes the data into a table and classifies what are the inventions of the language varieties in the form of jargon which is found in the conversation. After analyzing the data, the jargon that usually spoken by the employees in the food and beverage division are in the form words and phrases. By using jargon to explain something to the same division, they are able to speak using more language varieties

in the form of jargon and clearly understand about the words that have spoken. After finishing this study, the writer has some suggestions concerning to similar topic about language varieties in the form of jargon. The thesis writer suggests to conduct a study about sociolinguistics which regard to all view related to language varieties theory.

Keywords: Jargon, Food and Beverage Division.

Abstrak

Penelitian ini berfokus pada studi tentang variasi bahasa dalam bentuk istilah (bahasa dari golongan tertentu) yang digunakan oleh divisi food and beverage di hotel The Alimar Premier Surabaya. Penulis tesis menggunakan teori sociolinguistik oleh Chaer (1994) untuk menjawab variasi bahasa dalam bentuk istilah (bahasa dari golongan tertentu) dan juga teori fungsi dari istilah oleh Ives (1999) untuk menganalisa fungsi dari istilah (bahasa dari golongan tertentu) yang biasa digunakan oleh karyawan yang bekerja di dalam divisi food and beverage di hotel The Alimar Premier Surabaya. Penelitian ini menggunakan metode kualitatif untuk menganalisa variasi bahasa dalam bentuk istilah (bahasa dari golongan tertentu). Tujuan dari metode kualitatif itu sendiri adalah untuk memperoleh deskripsi yang sistematis dan fakta yang akurat. Ini berkaitan dengan data yang dikumpulkan yang sering menggunakan kata-kata. Untuk mengumpulkan data, langkah pertama yang penulis tesis gunakan adalah merekam beberapa percakapan antara karyawan sesama divisi. Setelah merekam percakapan, penulis skripsi mentranskripsikannya ke dalam tabel dan mengklasifikasikan apa saja penemuan tentang variasi bahasa dalam bentuk istilah (bahasa dari golongan tertentu) yang ditemukan di dalam percakapan. Setelah menganalisa data, variasi bahasa dalam bentuk istilah (bahasa dari golongan tertentu) yang sering digunakan oleh karyawan di dalam divisi food and beverage adalah bentuk kata dan frase. Dengan menggunakan istilah dalam bentuk kata atau frase untuk

menjelaskan sesuatu hal kepada sesama karyawan, mereka dapat berbicara dengan lebih banyak variasi bahasa dan mengerti akan maksud dari istilah yang mereka ucapkan. Setelah menyelesaikan studi ini, penulis memiliki beberapa saran mengenai topik serupa tentang variasi bahasa dalam bentuk istilah. Penulis menyarankan untuk melakukan penelitian tentang sosiolinguistik yang berkaitan dengan semua pandangan terkait teori variasi bahasa.

Kata Kunci: *Istilah, Divisi Food and Beverage*

Background of The Study

Communication is very important in human life, both for people as individuals and as a group. One thing that cannot be separated from their communication process is language. People use the language as a means of communication to express their ideas and feelings. People communicate with each other using language in social interaction. It is impossible for people live without the language. People communicate with others directly or indirectly in the spoken and written form. So, language is an important thing of communication in social life and it can be separated.

Language has many varieties used by people of that language. According to Kridalaksana in Chaer and Agustina (2010 : 80) state that sociolinguistics is the science that studies of characteristic and function of the language variety, also the relationship between language with the characteristic and function in the language society. In communication in the society, there are many language variations like register, slang, jargon, dialect and sociolect.

Jargon is the one of language varieties. It is a type of

language that is used in accordance with profession. Some amount of words have special meanings, are unique, and even opposite when they are used by people from particular profession (Homby, 1995 : 637). This technical language used in texts, in spoken or written form, dealing with a confined field in which speakers share a specialized vocabulary, habits of word usage, and forms of expression. To make an easier communication among them usually use for keeping the secret meaning in it.

Some examples of jargon are used in some job-field such as hotel, medical field and bank. Hotel as one of the job-fields that use jargon as communication tools has some divisions such as food & beverage, front office, housekeeping, engineering, and security. Some divisions in the hotel need the same language as they need some terms to express their intention. In Food & Beverage Division, waiter uses jargon such as Buffet Service, Cart Service, Promotions, Vegan. Lexically, Buffet Service means an assortments of foods attractively arranged for self-service by the guest. People who do not have background about jargon of food & beverage will find difficulty to grasp the message when they are involved

in interaction with the member of these divisions.

A hotel becomes an institution which is highly exemplified by jargon. As a social institution, jargon plays an important role in supporting tourist and business sector. The language varieties used in Food & Beverage Division is recognized to be obvious, brief and assertive in accordance with the duty. In relation to be formation, the Food & Beverage jargon have been developed based on the needs of situation and condition. Most of the languages that spoken by food & beverage division use English words that are in some cases different in meaning to those people who learn and use in formal communication.

Based on the phenomena explained previously, the use of jargon in food & beverage division might frequently create misperception and misconception. Therefore, the writer is triggered to list and observe the jargon used by Food & Beverage Division at The Alimar Premier Hotel Surabaya.

Statement of the Problem, there two statements of the problem for this study: what are the forms of jargon used on food and beverage division at The Alimar Premier

Hotel surabaya?; what are the functions of jargon used on food and beverage division at The Alimar Premier Hotel Surabaya?

Objective of the Study, by doing this analysis, the writer wants to achieve some objective answers to fulfill the question related to the statements of the problem. The objective is to identify and describe the forms and functions of the jargon used on Food & Beverage Division at The Alimar Premier Hotel Surabaya.

Theoretical Background

1. Sociolinguistics

Etymologically, the term sociolinguistics is derived from the word socio and linguistics. In nature, it describes the knowledge of how language is used in social context. This concept affects many experts proposing the definitions of sociolinguistics. A simple definition of sociolinguistics is the study of language and society (Finch, 2003: 204). It means that sociolinguistics has the main concern in the relation between society and language.

Fishman in Coulmas (2007: 233) proposes that sociolinguistics covers two domains. First, it deals with the descriptive sociology of languages. It is in charge in figuring

out the accepted social organization of language usage within a speech community and attempting to relate the standards of language usage. Second, it deals with the dynamic sociology of languages. It is related with how different rates of change affect in the social organization either in terms of the language use or the human behaviour toward language.

Based on the some proposed concepts of sociolinguistics, it can be concluded that sociolinguistics is the study of linguistic field that investigates the effect of the aspects in society, such as cultural norms, expectations, and situation (context) in which language is used, and the effects of language use on society.

2. The Functions of Language

Language is an important thing as means of communication for human being. It is impossible for people to live without language. In society, communication is a basic necessity. People use language to communicate with each other. The people use language for many purposes in many occasions in their life. Language is an important communication form to interact between one people to the other people. The language used by people to express some ideas,

conversations, asks or gives information and opinion. The people expected that the other people can understand about their want, meaning and message from the language.

3. Language and Society

Wardhaugh (1986: 1) says that a language is what the elements of a particular society speak. It allows people to say things to each other and express their communications needs. Richards and Schmidt (2002: 283) define language as structured arrangement of sound that forms into larger units, e.g. morphemes, words, sentences, utterances whether it is spoken or written and then establish system of human communication.

Language and society are inseparable things. A language affects a society by influencing or even controlling the world view of its speakers. Language is as a means of communication to express the idea, attention, and thought using a system of signals, such as voice sounds, gestures, or written symbols. Meanwhile, society is a group of people associated each other together for religious, cultural, scientific, political, or other purposes. A language varieties and symbolizes one society among others, such as the language of

people belong to hotel field is different with people belong to medical field. It also occurs between first, people belong to childhood will be different with people belong to adulthood and second, people belong to senate will be different with people belong to labour.

In conclusion, the communication in society, that is, group of people who share the same particular background takes place smoothly using effective language in particular background as well which uses system of signals, such as voice sounds, gestures, or written symbols.

4. Language Varieties

Language varieties are the object of sociolinguistics which are the result of the relationship between language and social factors, such as age, sex, education, social status, social occasion, professional occupation, and other factors (Barber and Stainton, 2010: 478). The principal types of language variation manifested in pronunciation (accent), grammar and vocabulary are the regional variation (regional dialects) and the social variation (social dialects, sociolects, also 'genderlect', jargon, slang, argot).

Some language variations emerge as the result of age, sex, social class, and attitude influence,

i.e. jargon, register, argot, slang, and style. Each is often overlapped among others. They are often equalized although they are different in nature. Yule (2006: 211) proposes jargon as specialized vocabulary used by those inside established social groups while slang is more typically used among those who are outside established higher-status groups.

According to Holmes (2001: 246), some linguists use the terms register narrowly to describe the specific vocabulary associated with different occupational groups. In accordance with her, Wardhaugh (2006: 52) defines register as a set of language items associated with discrete occupational or social group. It is made by an individual or a group to fulfil the variety of language functions that add up to communications.

5. Jargon

Jargon is one of 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. 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 used by the speaker 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.

Research Design

The thesis writer uses descriptive qualitative. A qualitative research study chosen because this study aimed at describing a situation or phenomena, in this case jargon used by Food & Beverage division at The Alimar Premier Hotel Surabaya.

Source of Data

This study was conducted in The Alimar Premier Hotel which is located on Dr. Ir. H. Soekarno No.134 street, Mulyorejo, Surabaya, Jawa Timur 60115. The data of this study are in the form words, phrases, sentences containing jargon, those data are taken from the conversation of the employees. This study focused in the food & beverage service are which is a part of food & beverage division, when the waiter do conversation with the other staff in the hotel field.

Techniques of Data Collection

In collecting the data, the thesis writer decided to observe with several techniques; the first is recording the data that the thesis writer obtained from the conversation of the employees. The second is listening and transcribing the results of the record into a group of category to find out what is the forms of jargon which is often used by the employees. The third is classifying the data to get the selective data.

Techniques of Data Analysis

To analyse the forms of jargon that is used by the employees

of food and beverage division, the thesis writer classify the data and analyze the findings of the data. After analyzing the findings of jargon, the thesis writer concludes the data.

Findings

The Jargon used by the Food and Beverage Division at The Alimar Premier Hotel Surabaya.

Based on the table 4.1 in the conversation I, it can be seen that the form of jargon which most frequently used by the employees of food and beverage division are words and phrases. Some kinds of jargon in the form of words that usually spoken by speaker such as prepare, dessert, buffet, etc. And the other form of jargon that used by the employees with the categorized phrases such as set up, clear up, in charge, over handle, etc.

Beside that, the thesis writer also found the form of jargon with the categorized abbreviation that rarely used by the speaker such as BEO or Banquet Event Order. And one of form of jargon which is never spoken by the employees is acronym.

Conclusion

This research is used to answer two problems concerning the forms and functions of jargon found in food and beverage division at The Alimar Premier Hotel Surabaya. Related to the forms of jargon, they share a part of jargon in the form of abbreviation, words, and phrases. The form of jargon which most frequently used by the employees of food and beverage division are words and phrases. Some kinds of jargon in the form of words that usually spoken by speaker such as prepare, reserve, buffet, etc. And the other form of jargon that used by the employees with the categorized phrases such as set up, clear up, in charge, over handle, etc.

The form of words and phrases is frequently used by the employees because it is very easier to pronounce by the speakers and it makes the conversation become more effective. Beside that, the thesis writer also found the form of jargon with the categorized abbreviation that rarely used by the speaker such as BEO or Banquet Event Order and MOD or Manager on Duty. And one of form of jargon which is never spoken by the employees is acronym.

Regarding with the functions of jargon found in food

and beverage division at The Alimar Premier Hotel Surabaya, the data analysis reveals that there are three functions of jargon that used by the employees. the first function, jargon can give a person a sense of belonging to a spesific group because it is like the habit of the users or speaker for using the jargon to communicate with their group or the community that use the spesific word to have an interaction.

The second function, jargon can make it easier for a person to communicate with the other speakers because jargon is very useful communication. Jargon also make the communication become more communicative and more efficient in a group that having an interaction by using the jargon. And the third funtion, jargon is effective as signals for identification because jargon is the spesific language of the user so the user can identify which is the group or occupation that the speaker belong to.

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