

CHAPTER I

INTRODUCTION

This chapter consists of five important subchapters, namely background of study, statements of the research problems, objectives of the study, significances of the study, and scope and limitation of the study.

1.1 Background of the Study

In modernization era, human needs technology to assist them in their daily activities. It is created to assist all human activities to be easier and faster. Every year, technology has been undergoing developmental processes to make it better.

Technology has been used in all people in the world. One of technology is internet, it is a global networking which connects millions of personal computers in the world. More than 190 countries are linked and connected into exchanges of data, news, information and opinions (Webopedia). Nowadays, Internet is used in all aspects of human life. It is able to connect everyone very quickly and easily.

On the internet, there are many social media that connect everyone in the world. On social media, sometimes the users create some communities that have similar hobbies or interests to something. They communicate by using mother language or borrowing from other languages. Sometimes they create a new language of their own to communicate.

Groups or communities have their own style in using language. When they perform a communication, various kinds of languages are used in expressing their feelings and of course, within this process particular words are used to reflect their identities. In communities, they have many words or vocabularies that are only known by their members.

Some vocabularies may have different meanings which are mainly influenced by their members that use the vocabularies. Somehow, the words have special meaning, unique and even opposite when they are used by a certain social purpose. The words or expressions used in a certain social group or community are difficult to understand by people who are not included as the members of the group. These words or expressions are defined as Jargon.

Chaer and Agustina (2004) said that Jargon is only used by a certain group in society which has no secret as a characteristic. People who use jargon are mostly has same profession or field. It use to cover language used by people who work in certain area or have a common interest to something to express ideas that frequently discussed in a group. Nonmembers are excluded from admission in the social group; it is merely with a given particular vocabulary in the specialized field. Form of jargon is the physical appearance of a term or combined terms that results important technical meanings.

The phenomenon of the use of jargon within a certain group is still an interesting thing to be talked about

or even to conduct a research upon it. This is because the jargon used by a group has unique characteristics that differ from other groups. Cultural backgrounds and areas occupied by each group have major influence on the use and development

of language that is controlled by the group so that the form of the jargon is even more varied and distinctive.

Jargons that are used by certain social community or group can be considered as a way of covering and discovering their identity. Meaning that, there will be certain purposes by using the Jargon in society. One of communities that has many jargons in its social activities is 1CAK.

1CAK is a meme site that provides pictures and videos uploaded by users for entertainment purpose. The contents of this site are mostly about jokes and humors to evoke laughter. 1CAK has a slogan in their description *1CAK for fun only*. 1CAK was created by Aji Ramadan on February 17, 2012 with the name of 1CUK. Then on September 30, 2012, Aji Ramadlan changed it to 1CAK because the domain name (1CUK) can be read as 'wancuk' (one-choke) implies an impolite meaning in Indonesian language. The site is inspired by 9gag, the most popular entertainment site in US since 2008. However, the site is not similar with 9gag, since it is a local Indonesian meme. 1CAK has become a gathering place for people who have the same hobbies and want to have fun through meme pictures.

When users of 1CAK interact and communicate with other users, they often use jargon which may be understood by the users. There are some jargons that often appear in comments, such as *fun*, *NSFW*, and *pertamax*. The jargons are often used by the users to give some specific purposes. The jargon contained in the following sentence is taken from the site 1CAK.

(1). *At this point, I give you +fun. Lanjutkan gan.*

(2) *Hidup lu penuh IYKWIM ?*

(3). *Pertamax diamankan bro.*

In the first sentences, the weird word is fun. People know the word “fun” has meaning happy or something comfortable, but in 1CAK fun has another meaning. The jargon fun in the sentences has meaning “like/agree”. It means the users write it to give the creator the post that the post deserves to get like. The second sentence, the unsimiliar word is “YKWIM”. It is an acronym “if you know what i mean”. It is used to response the post that t. The last sentence, the weird word is pertamax. It is gasoline or energy source in motor machine. But in 1cak, it has meaning the first time. It is used to tell or confirm that the first commentator in a post is called pertamax.

From those examples, some words may be familiar for us, but those have different meaning from the literal meaning. This phenomenon was a unique and interesting things to analyze because some languages which are used by the users seem to be so strange and not understandable. By the time, the jargon is not only uses in 1CAK, but it also uses in daily activities.

There are some previous studies about jargon, but those studies are very limited in the quantity and the explaining. Some previous studies that are found are Felinda Syamsi (2015) studied about jargon in pelangi lesbian community, and Rumni NH (2016) studied about jargon in Areko community in Kangean Island. Those studies discussed about jargon used by community in society. A study which discussed about jargon in social media does not existed yet, especially in 1CAK. Therefore, the writer interest to conduct this research entitled “A Study of Jargon used by 1CAK Users”.

1.2 Statement of Research Problems

According to the background of the study above, the writer formulated two research questions:

- 1) What are the types of the jargon found in 1CAK?
- 2) What are the functions of particular jargon found in 1CAK?

1.3 Objectives of The Study

Based on the research problem, the writer has some objectives as follows:

- 1) To explain the types of the jargon and their meaning used in 1CAK.
- 2) To explain the functions of particular jargons in 1CAK.

1.4 Significance of the Study

Theoretically, this study can be used as an additional reference for the next researchers and give a valuable contribution to the students in English Study Program. In particular, the researcher will know more about types, characteristics and functions of jargon in order to give understanding and comprehension for another research about jargon.

This research can also improve and give new knowledge for society which is interested how the language is used in communication in 1CAK. The writer expects to give more awareness of the importance of parts of linguistic, such as jargon, to know more the types and functions to enrich their knowledge jargon in meme especially in 1CAK.

1.5 Scope and Limitation

The scope of this study is a sociolinguistics study which focuses on jargon. It analyzes the use of jargon by the users of 1CAK. The writer uses the theory is proposed by Halligan (2004) to classify the types of jargon and to explain the function of jargon, the writer uses theory which is proposed Ives (1999). The limitation of this study is the jargon in site 1CAK community in website. In this chance, the writer only analyzes the types and meanings of jargon that appear in post and comment and the functions of jargon in 1CAK.