

CHAPTER I

INTRODUCTION

In this chapter divided into 5 sub-chapters. They are the Background of study, Research question, Objectives of the study, Significance of the study, and Scope and limitations. Every Sub-chapter has important information to introduce this study.

1.1 Background of the Study

Humans engage in social interactions by communicating with one another. Language is the way humans communicate with each other. The study of language is called linguistics, and in linguistics, there is a focus on analyzing how language is used in society. According to Yule (2010), it has strong connections with anthropology through the study of language and culture and with sociology through the investigation of the role language plays in the organization of social groups and institutions. In social groups and institutions, language that is unique to that group or institution is often used, resulting in many language varieties. Heterogeneous speakers and the variety of social interactions are the reasons why language varieties are formed (Chaer & Agustina, 2010). Language variety includes eight sub-studies: acrolect, basilect, vulgar, slang, colloquial, cant, and jargon. In this analysis focus on the study of jargon.

Jargon is specialized language or words used by a certain community or group. Yule (2010) stated that “In social terms, jargon helps to create and maintain connections among those who see themselves as ‘insiders’ in some way and to exclude ‘outsiders.’ This is the exclusive effect of specialized jargon.” Jargon is the language peculiar to a trade, profession, or other group (Allan & Burridge, 2006) Jargon helps some groups and communities or people with the same interests communicate with each other. People inside a certain group or community usually have distinct words or phrases that can be influenced by regular words or phrases but with different meanings. For example, the word "analog" according to Oxford

University Press (2024), is defined as an electronic process, which is different from the gaming community where "analog" is defined as part of the joystick control for video games. Another example is the word "mixer," which is defined by the as "a machine or device used for mixing things." In the cooking community, a mixer is a tool for mixing dough, whereas in the sound engineering community, a mixer is a tool for mixing various musical instruments to produce a single output. Jargon can also contain acronyms and abbreviations. In football, terms like "striker" as CF (center forward), "GK" (goalkeeper), "FIFA" (Fédération Internationale de Football Association), and "UEFA" (Union of European Football Associations) are examples. These terms are typically known only to those with an interest in football.

To find out how jargon works in a certain group or community, it can be found in many sources like Websites, television, radio, newspapers, magazines, books, and social media. Jargon also can be found with field analysis which requires researchers to conduct research in the field until they find the jargon that they need. Jargon can be found through text or utterance it depends on the source we have.

Music is a major entertainment medium globally. Lepa et al. (2020) stated that "popular music is a complex global cultural phenomenon, and the existing repertoire of genres, styles, artists, and scenes is vast". Therefore, music was a big industry for musicians, producers recording companies, etc. Like other industries, the music industry has some distinct language and unique jargon that is used by musicians, music producers, music publishers, or people who have related jobs in music industry like music journalists, music reviewers, music observers, and sound engineers, etc. The information about the music industry can be found on music websites, music magazines, and books that discuss music. One of them is Rollintone which has been music mass media for 56 years, and making it the famous mass media in providing information about the world of music.

Rollingstone is a media outlet that provides some information about pop culture, lifestyle, politics, entertainment, and of course music. Rollingstone began as a magazine in 1967, with a monthly publication. Most people know Rollingstone

as the music magazine because Rolling Stone was founded by a music critic named Ralph J. Gleason and his friend Jann Wenner, with its initial coverage focusing on rock music and politics. In 2005, Rollingstone launched a franchise in Indonesia with JHP Media as the publisher. Just like its predecessor, Rolling Stone Indonesia also publishes a magazine that predominantly features music as the main topic, followed by politics and the entertainment world topics. Besides publishing the magazine, Rollingstone Indonesia also publishes some books with the same topic but with more specific topics in one discussion unlike magazines that contain many topics inside. One of the books published by Rollingstone Indonesia one of them titled: “MUSIC BIZ, Manual Cerdas Menguasai Bisnis Musik” which means in English is “MUSIC BIZ, Smart Guide to Mastering the Music Business”. This book was written by one of Rollingstone Indonesia’s journalists Wendi Putranto. Wendi in this book discusses many particular things about how to be a master in the music industry starting from beginner to advance. This book is the smartest and most effective guide to understanding the music business for the beginner musician, band player, artist manager, road manager, music promotor, label staff, or everyone who wants to be serious in the music industry (Putranto, 2009). As stated by Wendi Putranto, this book helps everyone who wants to be a professional in the music industry which means this book is only for everyone who is interested and wants to become a professional in the music industry, it is related to the function of Jargon itself that communicated a group of people in society which mean in this case are people in the music industry or people who will begin as a part of music industry.

Based on the explanation above, the writer is interested in researching jargon in the music industry, because the music industry is closely related to entertainment media for the general public. Researching the jargon or unique language found in the music industry can help people better understand the special vocabulary.

The study of jargon has many analyses conducted by many researchers. One of them was conducted by DD Aria (2023) in his thesis titled *An Analysis of Jargon Used by Commentator of World Superbike TV Program*. In this analysis, the writer

concluded there are many various jargon found in the commentary of world superbike TV program as a result: 73 phrases, 23 words, 7 abbreviations, and 4 acronyms with a total 107 jargons found on his data. Besides the thesis, an analysis of jargon also can be found in a journal, one of them conducted by Syafitri and Ikhsan (2019) titled *An Analysis of Jargon Used in Political Website*. The writer concludes the result as 73 jargons found contain phrases, abbreviations, and words, with no acronym found on their data. Both analyses above use a sociolinguistics approach with a qualitative method. Analysis jargon of music industry in the book *Rollingstone "Music Biz manual cerdas menguasai bisnis musik"* is not yet concluded so far.

In this analysis, the writer aims to provide new information about jargon in the music industry as found in the book *Music Biz: Manual Cerdas Menguasai Bisnis Musik* by Wendi Putranto. Based on the topic and the data to be used, this analysis titled "Analysis of Jargon Used in the Music Industry in Rolling Stone's *MUSIC BIZ: 'Manual Cerdas Menguasai Bisnis Musik'* by Wendi Putranto." By exploring this topic, the writer hopes to define jargon in the music industry to help everyone understand the music industry more clearly.

1.2 Research Questions

This study formed the research questions as:

1. What are the types of music industry jargon in the Rollingstones music biz book?
2. What is the meaning of the jargon found in the Rollingstones music biz book?

1.3 Objectives of the Study

After forming the research question, the objectives of this study are:

1. To explain the jargon of the music industry in Rollingstones music biz.

2. To explain the meaning of jargon of music industry that has been found in the Rollingstones music biz.

1.4 Significance of the Study

This study provides two different benefits those are: theoretically and practically benefits. With different benefits that also have different impacts. Theoretically have an impact on the study purpose and practically have an impact in society.

Theoretically, this study will contribute to the study of sociolinguistics especially in language variety which contains topics about jargon. The writer hopes this study can be a new reference for everyone who will analyze about jargon that appears in many media or society. Besides that, this study also can be a reference for other studies for everyone who will analyze about music industry, this study can help to define the jargon that is used in the music industry, which later makes it easier for researchers to describe various elements in the music industry.

Practically, this study can help everyone who wants to be a part of the music industry. As stated by Putranto (2009) in his book that being the data in this study, that in that book is the smartest way for everyone to be in the music industry, then this study can help to define the words or jargon that is unusual in that book to be clearer as possible. Besides that, this study also can give information about jargon in the music industry that usually appears in the product of the music industry itself.

1.5 Scope and Limitations.

This study scope is only focused on jargon. The theory uses the framework from Allan and Burridge (2006) focused on lexical markers. In order to analyze the meaning, this analysis supported with Co-text by Yule (2010) to define the meaning of jargon found based on its Co-text. The source of this study based on the book entitled “RollingStone MUSIC BIZ Manual Cerdas Menguasai Bisnis Musik”

written by Wendi Putranto. The analysis take the data from the text in every chapter in this book, therefore the writer classify the type the jargon and define the meaning.