

CHAPTER I

INTRODUCTION

This chapter consists of 5 sub-chapters. They are the background of the study, the research question, the objectives of the study, the significance of the study, and finally the scope and limitation of the study. The five sub-chapters are very important to explain this chapter because they can help readers to understand this research.

1.1 Background of the Study

Language is a tool of human communication to interact with each other. Language and communication cannot be separated. Language is used every day to convey ideas, thoughts, and feelings. In social interaction, people communicate using language. It is impossible for people to live without language. People communicate with others directly or indirectly in spoken and written forms. So, language in human life is very important and much needed in communication.

Communication is a social activity. Communication is also a process of conveying information, messages, or ideas from one person to another. Communication activities can be carried out if at least two parties are involved. The parties must cooperate and pay attention to the interlocutor. Communication activities also include the way to express feelings and language. The goal is to clarify what they are going to talk about and what they want to ask.

People use language as a means of communication. The language used in communication has variations. Variations occur because the interaction activities used by the community are very diverse. "The diversity of languages increases when the language is used by a very large number of speakers and a large area" (Chaer and Agustina, 2004, p. 61).

As a member of a social group. One has to interact with another group member. Communication that occurs in groups seeks the language used in groups. Thus, this specific group can be called a speech community. It is very familiar for

members to eliminate a language that is exclusively used within that group. The exclusive use of language elements within a social group is referred to as variation. One of the varieties of language is the occupational variety which reveals how the elements of language are used distinctly in the diverse fields of paid employment or hobby (Crystal, 2003, p. 370)

Several groups or communities use certain language variations, which people outside the group do not understand and even many people do not comprehend the language used by the group. One of them is a K-Pop fan group, namely the Panncafe account on Instagram. In that account, specifically in the comment column, the interaction of K-Pop fans on the Panncafe account is somewhat unique. Because in the utterance they use several words that cannot be understood by outside groups other than K-Pop fans. The words used can be categorized into language variations, that as jargon.

According to Yuanita (2012, p. 3-4), K-Pop or Korean Pop is a type of genre or type of music originating from South Korea. "Korean Pop is characterized by cheerful songs with a fast tempo and Korean lyrics mixed a little with English accompanied by modern dance." K-Pop fans communicate with fans through social media, one of which is Instagram. "Instagram is an application that is used to take photos, edit photos, apply filter effects to photos, record videos, and share these photos and videos with everyone" (Agustina, 2016, p. 2-3). Instagram helps fans see their idols' daily activities in the form of photos, idol news, and videos. Instagram is one of the social media that is very popular among the public.

The Panncafe account is one of the biggest K-Pop social media accounts in Indonesia. Founded by Hans, in August 2017. The meaning of Panncafe comes from the word Pann (taken from an online community in South Korea) and Fancafe, which is a site where K-Pop fans gather. Fans gathered to discuss K-Pop by using language as a means of communication. In the language used, there is jargon. The goal of K-Pop fans using jargon is to be different from the public and the interaction between them will be smoother.

Jargon includes a special language used in certain areas of society. According to Chaer and Leonie Agustina (2004, p. 68), jargon is a limited social variation used by particular social groups. The expressions used cannot be understood by people outside the group, but these expressions are not secret. For example, the word jargon from Comeback. The meaning of the word comeback according to K-Pop fans is when one of the idol groups will return with the latest song.

This research focuses on the Panncafe account comment column which contains the jargon of K-Pop fans. Because the data to be used is in the form of writing in the comment column. So that researcher can examine comments that contain jargon and can repeat them again and again to read them.

This research is worth to do because the jargon used by K-Pop fans is different from the meaning of the general public's understanding and the jargon is not understood by the general public. The use of jargon by K-Pop fans is not secret, but the general public does not understand the meaning of the jargon that K-Pop fans use. In the language that is used by K-Pop fans, there are new words that are also rarely used by people outside the group. An example of jargon used by K-Pop fans is Eye smile, which means the phenomenon when the idol smiles and their eyes resemble the shape of a crescent moon.

Based on the statement above, the researcher is interested in analyzing the variety of language about the kinds and functions of jargon used by K-Pop fans on the Panncafe Instagram account. The jargon used by K-pop fans uses creative word forms and certain vocabulary. Jargon also has many functions, namely being able to identify people's activities, as well as to facilitate communication within a group, and learning the language in the community aims to know things that lead to a variety of languages.

1.2 Research Question

Based on the description in the background of the study, the researcher will analyze about K-Pop fan jargon on the Panncafe account on Instagram. The researcher formulates the research question as follows:

1. What are the kinds of jargon used by K-Pop fans on the Panncafe account on Instagram?
2. What are the functions of jargon used by K-Pop fans on the Panncafe account on Instagram?

1.3 Objectives of the Study

Referring to the research question, the objectives of this study are:

1. To describe kinds of jargon used by K-Pop fans on the Panncafe account on Instagram
2. To explain the functions of jargon that are used by K-Pop fans on the Panncafe account on Instagram

1.4 Significance of the Study

The researcher hopes that this research can enrich the researcher's understanding of jargon and also understand the kinds and functions of jargon used by K-Pop fans on Panncafe accounts on Instagram. This research provides information that makes it easier for readers to understand more about jargon. The results of this sociolinguistic research are expected to trigger theoretical and practical actions to broaden sociolinguistic knowledge.

1.4.1 Theoretically

This research is expected to be useful for all students, especially in the English Study Program. As well as hoping that research from the jargon of K-Pop fans will have benefits to support the development of linguistics in the field of linguistics, especially in sociolinguistics.

1.4.2 Practically

They are expected to apply their knowledge and understanding of the jargon. This research is also expected to be used by future researchers as reference material for those interested in analyzing jargon.

1.5 Scope and Limitation of the Study

This research discusses Sociolinguistics which focuses on analyzing the kinds and functions of jargon used by K-Pop fans on the Panncafe account on Instagram. This research uses participants from the comment column of K-Pop fans on the Panncafe account on Instagram to collect data. The discussion is limited to the kinds of jargon that contribute to the existence of jargon used by K-Pop fans using Halligan's (2004) theory, and to identify the functions of jargon that lead to the existence of jargon used by K-Pop fans using Chaika's (1982, p. 121) theory supported by Lutz and Wallraf (2001, p. 8).