

AN ANALYSIS OF JARGON USED BY SALES MARKETING HOTEL IN YOUTUBE

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Abstrak

Jargon adalah salah satu cabang sociolinguistik yang mempelajari Bahasa khusus dalam suatu kelompok tertentu. Pada kasus ini jargon adalah kata teknik khusus yang terkait dengan bidang dan minat kerja tertentu. Dalam istilah sosial, jargon membantu menciptakan dan memelihara hubungan antara mereka yang melihat diri mereka sebagai “orang dalam” dengan cara tertentu dan mengecualikan “orang luar” Tesis ini memberikan analisis jargon yang digunakan oleh sales marketing hotel di YouTube. Penelitian ini adalah untuk mengetahui jenis dan mendeskripsikan makna dari setiap jargon yang ditemukan dalam video sales marketing hotel.

Selain itu, penelitian ini menggunakan pendekatan sociolinguistik dan analisis dokumen terapan dalam desain penelitian kualitatif karena peneliti menganalisis dan menafsirkan data. Dalam hal ini, peneliti mengambil video sales marketing hotel yang berisi jargon sebagai sumber data. Selain itu, peneliti juga menggunakan beberapa referensi terkait topik untuk mendukung penelitian ini.

Sebagai hasil dari penelitian ini, peneliti menemukan tiga tipe jargon yang digunakan merujuk pada sudut pandang Halligan yang mengklasifikasikan ke dalam singkatan, kata dan frasa. Setiap makna jargon yang ditemukan dalam video sales marketing hotel mengacu pada maksud dan deskripsi kata tersebut berdasarkan komunikasi dan laporan sehari-hari.

Secara keseluruhan, peneliti menyimpulkan bahwa untuk memaknai jargon yang muncul dalam video diperlukan pemahaman yang mendalam untuk mengetahui maksud karena dalam percakapan yang digunakan oleh sales marketing tidak semua orang mampu memahami itu terutama mereka yang berada diluar kelompok pekerjaan tersebut dan hal itu bertujuan untuk mempermudah komunikasi dengan mereka

Kata Kunci: Bahasa, Sociolinguistik, Bahasa Khusus, Sales Marketing.

Abstract

Jargon is one of the branch of sociolinguistic that study the special language of words, phrases, and sentences in a particular group. In this case, jargon is a special technical vocabulary related to specific work areas or interests. In social terms, jargon helps create and maintain relationships between those who see themselves as 'insiders' in a certain way and exclude 'outsiders'. This thesis provided an analysis of jargon used by sales marketing hotel in YouTube. This study is to find out the types and describe the meaning of each jargon that found in Sales Marketing Hotel videos.

Moreover, this study used sociolinguistic approach and applied document analysis under qualitative research design since the researcher analyzed and interpret the data. In this case, the researcher took a sales marketing hotel videos which contained of jargon as the source of data. Besides that, the researcher also used some references related to the topic to support this study.

As the result of this study, the researcher found three types of jargon used refer to Halligan's view point that classify into abbreviation, words and phrases. The each meaning of jargon found in sales marketing hotel videos refers to the three types of metaphor in which structural jargon based on context on daily communication and reporting.

Overall, the researcher concluded that to interpret the jargon appeared in videos needed a deep understanding to know the goal because the conversation used by sales marketing, not everyone able to understand it, especially those outside the working group and it aims to make it easier to communication between them.

Keywords: Language, Sociolinguistic, Jargon, Sales Marketing.

1. Introduction

Language is a communication system that is needed to help people carry out their activities in society. Since, language is the most important aspect in everything. Without language, people cannot communicate and interact. According to Wardhaugh (2006: 1) states that society is a group of people who life and live together for specific purposes. Every society uses more than one language depend on their geographical condition, culture, and occupation. Culture and social also cause young people to create vocabulary of non-formal languages to support their existence in society. This language variation can become the identity of each particular group in the tourism environment, in this case called jargon. Here, jargon has some special technical vocabularies (e.g. *plaintiff*, *suffix*) integrated with a specific area of work or interest (Yule, 2006: 211).

Some examples of jargon are used in several fields of work such as the military, pilots, hotels, medical fields, nurseries, etc. Hotel as the one of work area that uses jargon as a communication tool in every division such as households, front office, food and beverage, engineering, and security. Each needs the same language as they meet every day and work together. In some cases, they need several terms to express their intentions. In the Sales Marketing Division, the example of jargon is like *achief*, *room sold*, etc. People who do not have any background in sales marketing, people will get difficulties to speak and understand the message that brings by the jargon. Language variations used in the Sales Marketing Division are acknowledged to be clear, concise, and firm in accordance with the duties and atmosphere of the Sales Marketing Division that requires timely, friendly, and quality services. From those findings above, the researcher wants to conduct a study about the use of jargon by sales marketing in Hotel because the researcher do not find yet the use of jargon in sales marketing. The next is Hotel, it is the including the part of tourism world which is currently be a basic need of everyone.

In education studying jargon is also needed by students and teachers. For students, they can know kinds of jargon in the classroom for example: *raport*, *KKM* and *remedial*. For teacher, it can make their communication easier and if that is not jargon, they will become difficult to speak. For example: Syllabus and lesson plan.

2. Method

In this research, the researcher uses qualitative research especially case study. Before analyzing the data by using case study, for the next step of the research, the researcher processed and analyzed the data from transcript of the video. According to Yin (2002) Case studies is used in many situations to contribute to our knowledge of individual, group, organizational, social, political, and related phenomena, it arises out of the desire to understand complex social phenomena. This research used case study because the data have the unique, the unique one is the jargon is only understanding by the member of each group.

Researcher as the main instrument in this study is the actually collect the information and they do not use the questionnaire or instrument that developed by other researcher. Researchers collect the data through recording the sales marketing communication (Creswell, 2002: 175). In collecting the data, the writer using audio visual materials. A final category of qualitative data consists of qualitative audio and visual materials. This data may take the form of any forms of sound.

3. Findings

This section is intended to answer the research question “what are the types of jargon which are used by sales marketing hotel in YouTube? And what are the meaning of jargon which are used by sales marketing hotel in YouTube?” The linguistic analysis done to answer the research question is the types of jargon which has been found by the researcher on Sales Marketing Hotel videos into the three types refers to Halligan’s theory. Those are: *Abbreviation, Word, and Phrases*. The data founded by the coding which is the sequence of the data coding.

No	Data	Kinds of metaphors			
		Acronyms	Abbreviation	Word	Phrases
1.	they focus on corporate and <i>MICE</i>		√		
2.	Next making <i>DSR</i> a Daily Sales Report		√		
3.	the hotel is bringing in the <i>revenue</i>			√	
4.	they focus on <i>corporate</i> and MICE			√	
5.	it becomes crucial to know your <i>competitors</i>			√	

6.	and then up our occupancy for the day			√	
7.	he is assigned to do the budgeting or controlling			√	
8.	the vision of the hotel is to achieve loyalty			√	
9.	Sales lead management			√	
10.	they are showered with incentives			√	
11.	to get an immediate database			√	
12.	The process of sales call is not only easiest task				√
13.	they need to be on sales mission				√
14.	controlling what are cash flows of the hotel				√
15.	the sales task force goes out from their air-conditioned				√
16.	the daily reports of the sales executive				√
17.	the data sheet so that even becomes very important				√
18.	important for a sales team to make a sales plan				√
19.	assured the client to send the rate contract to them				√
20.	making sales contract and mailing them to the clients				√
21.	how many more room night have you sell				√
22.	the promotion of discount rate well the large of revenue				√

23.	I've got the <i>room available</i> for Wednesday				√
24.	sales call seeing a <i>sales blinds</i> that is already program				√

After finding types of jargon, the researcher explained the meaning of jargon words. Researcher contributes to the sociolinguistic approach, because in sociolinguistic studies, an approach is needed with the community directly to find accurate the data. The SPEAKING context is as well as the clarity of meaning of each jargon which are found. Researcher finds the meaning in jargon. It performs two functions. The first is to facilitate communication between the sales marketing division of the hotels. The second function is to keep the secret on something that concerns only the marketing division of the sale of hotels and that may not be known to other divisions or others in general.

4. Closing

Finding and discussion have answered all the problems of the study and to find out the suitability, researcher uses a case study approach that is considered suitable to examine jargon that is unique, because jargon can only be understood by members in that group.

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