

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Human beings as an individual and social creature are impossible to cooperate with the others without language. Human beings need to talk to somebody else and communicate or interact with other people. Language not only functions as communication tools, but also functions as the special feature from the social existence.

To communicate their idea, human creates the communication style which can cause the difference of language in expressing feeling and the meaning of a word. We cannot communicate each other, if we do not know the meaning of a language. For those reasons, language plays a great part and an important role in our life. Society is connected by language, because with the language we socialize. Corder stated:

We can communicate with people only because they share with us a set of 'agreed' ways of behaving. Language in this sense is the possession of a social group, an indispensable set of rules which permits its member to relate to each other to interact with each other, to cooperate with each other; it is a social inst institution (Chaedar (in Alwasilah), 1985:14).

The development of language is influenced by the society which consists of certain groups that are still classified based on the various reasons. Each group has their own fields and goals in communication. Therefore, they create and choose the appropriate language in order to ease their communication. The chosen of language is based on various reasons, like; it may be influenced by their living areas, based on their occupations or professions, or even time. By the feeling of being in the same field or professions and community, it will make people have the same language or

even way of speaking, linguistically, which mean that they usually use the same words, utterances, intonations, or even special acts to speak that will only known by their own members. These are called as jargons. Jargon belongs to language because it is created and used by a several society in a certain field. It existed as the result of the development of language among society in a certain field of discussion and activities.

Hortman and Stork (1972:121) also defined, “Jargon as a set of terms and expressions used by a social or occupational group, but not used and often not understood by the speech community as a whole.”

Furthermore, there are some studies related with the existence of jargons. In 2007, A’an Ratno Susilo conducted the analysis on jargon used by “Waria” in salon Yoes community in Tanggul, Jember. In 2007, Adisty Febriani conducted a study of jargon used at Friendster testimonial in Indonesia. In 2008, Yuli Astutik conducted an analysis on jargon used in Extravaganza program on Trans TV.

Kaskus.us is an internet community forum site. The name kaskus was taken from the abbreviation word “kasak-kusuk” that can be equated as means to chat or gossip. Kaskus.us is the number one and the largest virtual community forum site Indonesia (Candraratuna, Muhammad; *Okezone*, Juni 9<sup>th</sup> 2011). The user of kaskus is called kaskuser. Kaskus was born on November 6<sup>th</sup>, 1999 by three young men from Indonesia, namely Andrew Dervish, Ronald Stephen, and Budi Darmawan, who are currently studying in Seattle, United States of America. This site is managed by PT Darta Media Indonesia. Its members, who numbered more than 2.527.082 persons, not only from Indonesia but also spread to other countries. Kaskus users generally

come from teenagers to adults. Kaskus is visited at least by 600 thousand people, with the number of page views exceeding 15 million every day. Until now kaskus already has more than 280 million posts. According to Alexa.com, in December 2010 kaskus was ranked 251 and was ranked the world's sixth most visited site in Indonesia.

Kaskus.us as an internet community forum has introduced several features. They are Kaskus Corner (is a forum where users can update with info like social service, gathering, seminar, promotion, etc. which are held by Kaskus and involves users), Cas-Cis-Cus (is a forum where users can devolve with the current world issues, or just talk about their own), Loe-Ke-Loe (is a forum where users can find their suitable community based on their hobbies, lifestyle and the likes), Regional (is a forum where users in the same area can gather in one sub-forum) and Forum Jual Beli or FJB (is the Indonesian word for "Sell & Buy", here each member can sell and look for everything). The members of Kaskus.us have some jargons that are used to communicate each other during their interaction in the forum of Kaskus.us. These jargons are only used by them and not commonly understood by people in different fields. Based on the facts above, the researcher intended to find out the jargons used by the members of Kaskus.us virtual community forum site Indonesia in Malang region because the jargons they use do not generally appear and exist among society. Thus, the researcher thinks it is very important to give some information about the jargons to the sociolinguistic learners. This information is used with the approach to enlarge their knowledge toward the phenomenon of language varieties especially in jargons. Moreover, this research is also supposed to give explanation about the meaning of jargons that used by the Kaskus.us community.

## **1.2 Statements of the Problem**

1. What jargons are found at kaskus.us community?
2. What are the meanings of jargons found at kaskus.us community?

## **1.3 The Purposes of the Study**

1. To know the jargons found at kaskus.us community.
2. To know the meanings of jargons found at kaskus.us community.

## **1.4. Significance of the Study**

This study is expected to have significance in both academic and in society, especially for those who study about linguistics and sociolinguistics.

The writer hopes that the result of the study will be useful for people who want to get further information about the development of language, namely jargon. Particularly, learners not only know the theory of jargon, but also its practical usage in real conversation. Moreover, from this we can also know about the meaning of the jargon words that are used by kaskusers.

From the explanation above, it can be concluded that this research is useful to enlarge the knowledge of the students who study about language and sociolinguistics.

## **1.5 Scope and Limitation**

The writer realizes that it is necessary to limit the scope of this research. The writer takes the scope of this research only focusing on the jargons used by the members of Kaskus.us virtual community that are presented in the form of words. More specifically, this study is focused on the kinds and meanings of the jargons. Furthermore, the writer limits the study about the jargons used by the members of Kaskus.us community in Malang region.

## 1.6 Definition of Key Terms

The following definitions are important to make the readers to have the same understanding or perception for some terms used in the research. It is also intended to avoid ambiguity or misinterpretation. They are as follow:

1. **Jargon** is a set of terms and expressions used by a social or occupational group, but not used and often not understood by the speech community as a whole (Hortman and Stork, 1972:121).
2. **Kaskus.us** is the number one and the largest virtual community forum site Indonesia (Candrataruna, Muhammad; Okezone, Juni 9<sup>th</sup> 2011).
3. **Community** is a group of interacting people living in a common location (Hillery, George A. Jr, 1955:111).