

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is very important in our life. Language and communication cannot be separated. People use the language as a means of communication to express their ideas and feelings. People communicate with each other using language in social interaction. It is possible for people live without the language. People communicate with others directly or indirectly in the spoken and written form. So, language is an important thing of communication in social life and it can be separated.

According to Kridalaksana in Chaer and Agustina (2000:80) state that sociolinguistics is the science that studies of characteristic and function of the language variety, also the relationship between language with the characteristic and function in the language society. In communication in the society, there are many language variations like register, slang, jargon, dialect and sociolect.

In the social life, people can also use the other communication tool beside the language. According to Badudu (1993: 3) it is impossible that the society without language and also it is impossible there will be the language without the society. This relationship only can happen if there is the connection called language. A study to organize between language and society is sociolinguistic.

Jargon has many functions. It can identify the *people* activity and also jargon can be used to make easy in communication with the other in some field but for the people that do not know with these words are not interesting to follow in the conversation because they don't understand. So, the language in jargon is different in common language and people in the outside of the group difficult to understand about this word. In this research the writer would be analyzed about the form, meaning and function of Jargon in Indonesian YouTuber's account.

There are many language variety found in YouTube, one of them is jargon. A study on jargon is an important part of sociolinguistics study. It shows us more about how a language community exists in our country and in the member of YouTubers especially in Indonesia. For instance: *subscribe* means follow, *Asshiapp* means sure, *aplud* means upload, *KZL* means kesal => angry, *BDMD* means badmood and so on.

YouTube is a video sharing service that allows users to watch videos posted by other users and also their own videos. There are many kinds of videos on Youtube, such as beauty tutorial, daily vlog, tricks and tips for diet, learning video, and etc. People who upload, produce, or appear in videos on Youtube is known as Youtubers. And then the people who watch their videos are called as subscribers. Many people like to watch a vlog. From the young until the old both boys and girls. Jargon in Youtuber's Vlog is very familiar in our life and many people use the jargon. But, not everyone knows and understands the meaning of utterance of youtubers. The use of jargon in Youtube is very advantageous because it can make easy in communication with the subscribers. And also shows

that how the use of jargon can influence the subscribers. Jargon is a special language belongs to exclusively to a group, often a profession. Engineers, lawyers, doctors, tax analysts, sport players, and the like all use jargon to exchange complex information efficiently. Every field in this life uses the jargon to make easy in communication. Youtube is one of the fields that use jargon.

Based on background of the study above, the writer is interested in discussing jargon used by YouTubers in their channel. The reason is that jargon which is used in YouTube exposes the creativity of the subscribers by abbreviating their words. And the writer is interested in how the jargon is used by YouTubers. It actually brings an effect to the number of subscriber . Furthermore this study is expected to give contribution to English Department in the field of Sociolinguistics especially in one of language varieties called Jargon.

B. The Problem of the Study

Based on the limitation of the problem above, the writer formulates the problem as follows:

1. What kinds of jargon were used in YouTuber's vlog?
2. What is the function of Jargon in YouTuber's vlog?

C. Objectives of the Study

The objectives are as follows:

1. To identify the jargons are used in YouTuber's vlog.
2. To find how the jargon is used in YouTuber's vlog

D. The Scope of the Study

The research only focuses on jargon in Indonesian YouTuber's Vlog. According to Fromkin (1997), language variety is distinguished into argon, slang, and jargon. Jargon is a type of language that is used in particular group of people. Slang is a type of language that is used in informal conversation and often restricted to special context. Jargon is a secret language that is used by various groups.

E. The Significance of the Study

This study is expected to give some advantages, as follows:

1. For the teachers, this research is expected to provide an additional teaching material for teacher so that it can be used for lesson in the class.
2. For the students, this research will be useful as information for language learners to improve their linguistics knowledge especially in sociolinguistic.
3. For other researchers, the research hopefully can give early information and reference who want to continue or conduct a research on the similar topic.