



JARGONS USED BY THE MARKETING DEPARTMENT AT HOTEL ARYADUTA MEDAN

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Abstract--Jargon is a part of language to communicate in the society. A good marketing system certainly shows the good quality of a hotel without overriding the other departments in a hotel. A profession of sales marketing staff department interesting to analyzed. The environment of the job description sometimes created a phenomenon to show off. Jargon is one of interesting to analyzed in the sales & marketing department. This research focuses on understanding how to find out interesting words specifically used in hotels and are more specific in the sales marketing department. The data of the study were taking by the daily conversation between marketing staffs in Aryaduta Hotel Medan. There have six persons in charge as a sales marketing a day. All of sales have specific jargon to communicate, that's why this research only focuses of the jargon used in the sales & marketing department. The study conducted by qualitative research. The data analyzed based on reality that occur in the present and have occurred in the past based on the article as a reference. The result showed that an abbreviation exposed to minimize the wrong meaning or errors to understand the real meaning during operational. Acronym showed to make sales person easier pronounced the terminology during operational as an easy way to communicate.

Keywords: *Language, Jargon, Hospitalit*

INTRODUCTION

Jargon is a variation of language that happened in the particular society or a community. There have two variation of language from the speakers view and how the used of the language itself. One of the variation language from the speaker view is jargon. It's a word that used in the group of community, for instance the word that used in the hospitality industry or hotel will be definitely different with the language used in the maritime. The word "apron" used as the uniform in the kitchen section in the hotel to cover from the water or oil meanwhile, the word "apron" is a specific area to loaded cargo into and out at the ship.

Aryaduta hotel is a five star hotel in Medan city, it's provided a luxury facility especially in the interior room designed. Almost the guest stay in the hotel purposed for business and meeting, it can be seen from the location of the hotel near the city and shopping mall.

European styles around the hotel. There have some classic paintings, black and gold combination colour and all of the room coated of carpet. Based on the explanation above Aryaduta hotel has special attention to stay. Therefore the function of sales & marketing department is important. Their job descriptions are promoting and telemarketing the guest from all over the world to increase the revenue. They are rush with the expected arrival, room occupancy and guest satisfy form to get guest comment to solve the problem. Then, the most important thing to do is find out the competitor group or event to review the business. Sales person responsible do sales call to maintain the business.

A profession of sales marketing staff department interesting to analysed. The environment of the job description sometimes created a phenomenon to show off. Jargon is one of interesting to analyse in the sales & marketing department. They have specific jargon to communicate each other. Jargon used to understand specific meaning in their community. So, we have to know their



jargon meaning to get close in hospitality industry. Almost the jargon used English language and abbreviation to express the meaning.

The research of the study is to find out the characteristic jargon in the hotel. The research is very unique, simple and suitable to analyzed through the theory. It has a characteristic to identified jargon. Here, the researcher focused on the Jargon forms used by marketing department at hotel Aryaduta Medan.

LITERATURE REVIEW

A. Language Variation

Language variation is an important part of sociolinguistics. Language variation is the variety of language that we use to communicate each other in everyday life. Wardaugh (1998) finds “ In speech community, people who use language as means of communication in their community are remarkably varied. No one speaks same way all the time, and people constantly exploit the nuances of the language they speak for a wide variety purposes”. The way people use language or the way they speak when they have communication is different from each other. Social class, behaviour, tradition, culture is very influence the way people speak itself. So it can be assumed that the life background has an important role to determine the characteristic of every people including the way they speak.

B. Jargon

Actually jargon is created by the community or a place to communication each other, especially in hotel community. There have some specific jargon used to make easier way to talk in hotel operational. Sometime, people used jargon to make professional into a speech. Fromkin et all (2007) emphasize that jargon is used by different professional and social groups in so extensive and so obscure in meaning. Jargon refers to the unique vocabulary used by particular groups of people to facilitate communication providing a means of bonding, and exclude outsiders. Therefore, jargon may be used as a barrier to keep outsiders from understanding something. Halligan (2004) elaborates four forms of jargon. They consist of acronym, abbreviation, word and phrase.

- Acronym

It is formed from initial letters of a set of other word. Yule (2006) believes that acronyms are formed from the initial letters of the words in name, title, or phrase. It can be pronounced as a single word, for example ASEAN that stands for Association of Southeast Asian Nations.

- Abbreviation

Culpeper (2009) who mentions that an abbreviation is formed by taking the initial letters which does not result in well-formed syllables. Thus, unlike an acronym, an abbreviation cannot be pronounced as if a word. The people should spell as what the initial letters are, such as L.A which is pronounced /el ei/ instead of /elei/.

- Word

Leech in Culpaper et all (2009) mention that a word is not merely defined as the smallest form that can occur by itself as an utterance as it can also be manipulated by syntax such as what occur in sentence structure of an active sentence and passive sentence. Meanwhile, Finegan (2004) proposes for information dealing with a word. First, people should be able to identify a word sound and the sequencing. It is related with phonological information. Second, people should be able to identify a word meaning which is related to semantic information. Third, people should be able to identify how related words such as the plural form of a noun or past tense of a verb are



formed. It deals with morphological information. Fourth, people should be able to identify a word category and how to use it in a larger composition such as sentence. Then, the function of a word is a word has a meaning, it is used to show grammatical relationships in and between sentences. It consists of conjunctions, prepositions, articles and pronoun.

- Phrase

According Culpeper (2009), a phrase is a group of words which form a grammatical units, it has a main word called 'head'. It is the only word that has to occur in the phrase. A phrase doesn't contain a finite-verb and doesn't have a subject-predicate structure. The modifier identify describe after 'head' for instance: Beautiful girl.

Based on the explanation above, jargon have four forms such as : acronym, abbreviation, word and phrase. It believes that forms are formed from the initial letters of the words in name, title or phrase. It can be pronounced as a single word or pronounced by word.

RESEARCH METHOD

The research organized by using descriptive qualitative research designed. Qualitative research explored a topic to learn about the problem and to address the research to obtain that information. It provided detailed understanding of a central phenomenon and the data will be describes and interpreted to get the larger meaning of the findings. This research brought another interpretation refers to the jargon in Aryaduta hotel. Qualitative design was explored this research to get the result. Based on this designed, the researcher identified the jargon that realized in sales & marketing department at hotel Aryaduta. The data of this research were an utterance used by the hotel staff Sales & Marketing Medan. The researcher focused only the utterance used during operational. The researcher took the sources of study from observation and experience during six months.

FINDINGS AND DISCUSSION

Based on Husain (1994) acronym is a abbreviation that contain a word or collaboration of words that can be pronounce properly. This chapter provides data analysis of research results obtained by researcher through data collection methods. Data collection methods used in this study has written text. All the data collection method searched from observation and experience of the researcher. The researcher recorded to obtain data in the sales & marketing hotel Aryaduta Medan. It can be seen in the following data below:

Data 1 :

Ana: Berapaan rupanya **Revpar** cyin?

Ana: (*How much our Revpar sister?*)

Lara : 700 an lah

Lara: *seven hundred rupiah thus,*

Ana: Makin semangat nih, thanks kak

Ana: (*it's great, thank you sis*)

The utterance was done by Mrs Ana and Mrs Lara in the sales & marketing office. It's discussing about occupancy room rate yesterday. Based on the data above, the researcher identified jargon "revpar" to describe revenue per available room into one night. This jargon is the most information should provide during meeting session. Revpar is acronym from two components, they are "rev" for revenue and "par" is abbreviation of per available room. It's mean revenue of the day divided room available per night.



Data 2:

Tina: Kak, tamu dari Asian Steel dikasih rate berapa?

Tina: (*May I know the guest from Aisteel rate sister?*)

Lara: **Adhoc** rate ya dek, soalnya mau buat kontrak baru mereka.

Lara: (*Adhoc rate sister, they want to renew the contract*)

The conversation above was done by Mrs Tina as the sales and the Sales manager Mrs. Lara. The situation happened on the phone when the guest called sales to make reservation for ten person during low season. The researcher identified jargon “adhoc” to express special rate. The real meaning of adhoc rate is “the hourly rates specified in the proposal” and it can be described of daily rates set out in the free schedule or a statement of work. The realization of acronym ‘adhoc’ commonly asked by reception or reservation staff to get confirmation of the guest rate. Usually jargon ‘ad-hoc’ appeared on the hotel system and contract rate as a code to classification the guest database. Meanwhile, Jargon ‘adhoc’ adopted from Germany language.

Data 3:

Andre: Bu, ijin kasi **extent rate** buat wilmar bu?

Andre: (*May I get the extent rate for wilmar mam?*)

Lara: Samakan aja pak seperti kemarin

Lara: (*Just make it the same like yesterday*)

Andre: oke bu

Andre: *ok mam*

The situation describes when reception called mrs. Lara as sales manager to give special rate for corporate. The guest used corporate rate three nights but they asking to get more night at the time. The receptionists haven’t authorized to give the rate to guest because sales manager who the one managed the rate based on the contract rate or length of the stay in per month. The data three above “extent rate” identified an acronym of expressed extension rate to more specific order.

Data 4:

Fifin: Selamat siang, tolong **MR** kita di percepat ya , paling lambat besok.

Fifin: (*Good afternoon, please make it fast the MR*)

Mega: Baik bu,

Mega: *Alright mam*

The utterance above happened when the director of sales Mrs. Fifin lead the morning briefing. She asking report need to be done immediatly. Her secretary responded the job with pleasure. The data above “MR” identified an abbreviation to replace monthly report. The used “MR” showed the bored job because the report describes the performance and the achievement of the sales person in details. The abbreviation used to remind her secretary about the job.

Data 5:

Fifin: Gimana **BEO** yang 2000 pax

Fifin: (*How is BEO for 2000 pax*)

Mega: yang mana bu, yang wedding hari sabtu ya?

Mega: (*Which one mam, the wedding on Saturday isn't?*)

Fifin: iyah, saya takut dia pindah ke venue sebelah

Fifin: (*yes, I'm worry the guest move to the next hotel*)

Mega: sudah ok dikita kok mak, soalnya udah DP 50 %.

Mega: (*it's conform mam, the guest already paid 50%*)

The situation of the data five above explained when the director of sales arrived from sales call then she make sure of conform event didn’t go to the competitor. The secretary informs that the event has been payment 50 %, it means they got the business. Based on the data 5 above, it’s



identified abbreviation of 'BEO' or 'banquet event order', then the utterance 'BEO' mostly used in hospitality industry. Banquet event order (BEO) contains all of information about an event orders and the guest special needs. A sales person in charged have to prepare 'BEO' based on the requirement after dealing with the sales manager. After that 'BEO' shared to the all of department in the hotel to serve the best service.

Data 6:

Fifin: **Pool terrace room** rate nya di upgrade ya

Fifin: (*up grading rate for pool terrace room*)

Tina: baik bu

Tina: (*Alright mam*)

The situation above happened when Mrs. Fifin give the instruction to the receptionist in the reception desk. It's commonly situation when the hotel need more revenue to complete the sales & marketing target. Pool terrace room is the most selling room at Aryaduta hotel Medan. The concept of the room inspired by swimming pool where it's place in the middle of the hotel building. The pool terrace room built around the pool to get access directly. The used of pool terrace room is a phrase of the room that have a terrace in front of the swimming pool. The phrase of 'pool terrace room' used to attract the guest attention to stay in the room. The languages choose make the new atmosphere when the guest hear or read the phrase. Meanwhile, jargon 'TR' used by staff housekeeping to express 'terrace room' in daily report sheet.

Data 7:

Ana: Btw, **closingan** kita berapa persen ya?

Ana: (*By the way, how many percentage of our rate?*)

Lara: Wow, cetar membahana dunks...

Lara: (*Wow, the sound of good...*)

The data seven is the situation where the sales asked to the sales manager about revenue yesterday. The used of jargon 'closing' as the word to describe how much the hotel produce the revenue in percentage. The jargon form appeared to get the aim the point of the speaker's view. Meanwhile, the used of 'BTW' express as an abbreviation of 'By the way' to make it short the conversation between them.

It's found that an acronym is a jargon form which is mostly used by staff in the sales & marketing department in Aryaduta hotel. It's used to focus on the job sales description and show a professional person during operational. It can be happened jargon expressed to make an easier way to pronounced.

It's found that an abbreviation showed of minimize the words to avoid confusing into translate the English meaning to Bahasa. The used of the jargon form created the short conversation during operation but it didn't break the meaning. It can be concluded abbreviation useful in the hectic situation of the particular community. Mostly, all of jargon forms used English language especially in the five stars hotel.

TABLE I. THE JARGON REALIZED IN SALES & MARKETING DEPARTEMENT OF ARYADUTA HOTEL

Num.	Jargon forms	Percentages
1.	Acronym	40.50
2.	Abbreviation	30.40
3.	Words	10.15
4.	Phrase	18.95
Total		100



Based on the Table above, it shown that there were two jargon form found from the data based on the utterance by staff sales & marketing departement at Aryaduta hotel Medan. Each form has different realization to classify. It can be seen in table above, almost the jargon identified of an acronym form to pronounced the word more easier and understandable.

Meanwhile, the abbreviation exposed to minimized the wrong meaning or errornes to understand the real meaning during operational. So, it can be better used abbreviation to avoid miss undestanding.

CONCLUSION

The research revealed the jargon form realized to make an easier way pronounced and avoid miss undestanding meaning. It can be proved by the used acronym and abbreviation in a hotel community. It's created a profesional atmosphere during working time. Since, English used to operate the hotel, it can be perfect when the staff hotel used jargon to communication. The way of sales & marketing staff communicate has a good idea. The jargon effect make the operational running well. After elaborate the findings from the research, it can be conclude the realization of jargon is easy to pronounce.

The research suggested to get more information or data regarding about jargon. There have many jargon need to explore in all arround the world. There must be another differencies jargon used in hotel domestic and international. The nationality of the staff hotel has been related with the jargon used in one place. So, the researcher excited to know forms of jargon more. The realization of jargon supposed to be a collected into a book. It can be more interesting to read and understand especially in hotel community. In addition, variation language interested to explore more intens. A community have a different way to express theirself. Well, the used of jargon will help you to analyze.

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