

JARGON IN COMMUNICATION PATTERN OF TRADERS AND BUYERS AT TRADITIONAL MARKET KARYA KASIH MEDAN JOHOR

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Abstract

This research aimed to discuss about the form and the function of jargon used by traders and buyers at traditional market Karya Kasih Medan Johor in communication. The data of this research were taken from utterance of traders and buyers in Traditional Market. This research used qualitative method and the sociolinguistics approach to analyzed the data. To get the result of this research requires several steps, the steps are observation the location, identifying the jargon, classifying the form of jargon and function of jargon, and the last dominant form of jargon. The result of this research were found (3) Acronym, (2) Abbreviation, (16) Word, (2) Code, and (4) foreign language and the function of jargon classified 4 functions a) as a suggestion of getting acquainted or bonding (b) means of producing certain information (c) for buying and selling or transaction (d) a means to show membership of social identity. The researcher used observation sheet and interview sheet as the instrument to get the valid data. Based on the result, word form was the most frequent that occurred in their communication. The buying and selling for transaction were the most frequent that occurred among group members. The research concluded that traders and buyers used most jargon words in traditional market area.

Keywords: *Jargon, Forms, Communication, Traditional Market, Medan Johor.*

I. Introduction

Human beings as social creatures need language to interact. Language is used to communicate each other. In this case it be said simply the language and environment are related. Language and society are the subject of sociolinguistics. Yule (2005) Sociolinguistics deals with the inter-relationship between language and society. The verse above also has meaning, different language is used by the people in communication. In addition, Chaer and Agustina (2004) Sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of the speaker as these three constantly interact, and change one a Community jargon in Traditional Market Karya Kasih Medan Johor be a part of Sociolinguistics, language variety as jargon in Traditional Market Karya Kasih Medan Johor. Jargon is an intentional language created by community jargon in traditional market. The phrase is told based on their daily activities communication in Traditional Market Karya Kasih Medan Johor among Traders and Buyers. Their jargon, they used it to communicate in working area. But the problem of using Jargon is the language does not structure.

Language variation is the variety of languages that the people use to communicate each other everyday. Hudson (1999) "a variety is a set of linguistic items with the sense of mutual intelligible, which means that among people who are in communication which one another they will understand each other. It can be seen from the way they pronounce the words, how they construct phrases and the grammatical features".

The basic concept that should be comprehended is how jargon happened in Traditional Market. Traders and Buyers use jargon to create their own identity of their group. They use same language and same vocabularies in the same area might be in the same profession in working area. The traders used jargon

when they do secret conversation. It means that jargon aims to show about the groups of society. Whether the group of working area such as politicians, entertainers, nurse, or it can be the group of chatting. It is supported by Brown and Attardo theory (2000) they state the jargon has two main functions as follows: 1) Jargon provides speakers of specialized domains with clear, unambiguous terms to refer to their activities. 2) Jargon provides speakers of a sub-group with a means of marking ingroup membership and excluding outsiders. .

Jargon is sentences which specific meaning than saying is sentences which have general meaning. Why research explained the different of jargon and saying, sometimes people can not to define or understood and suddenly jargon is sometimes compared to slang because both have the same sense and kinds of shorthand of language. However, the line of demarcation between jargon and slang is open to dispute. because slang is sometimes defined in such way to overlap almost completely with the definition of jargon (Allan and Burridge). The research problems were formulated as follows:

1. What are the forms of jargon used by Traders and Buyers in Traditional Market Karya Kasih Medan Johor?
2. How are the function of jargon used by Traders and Buyers in Traditional Market Karya Kasih Medan Johor?

II. Method of Research

The researcher collected the data using observation sheet and interview sheet as the instruments. Observation sheet was used by traders and buyers in communication pattern to know the form of the jargon used by traders and buyers in Traditional Market Karya Kasih Medan Johor. Interview sheet was used to known all the meaning of the Jargon used by traders and buyers in Traditional Market Karya Kasih Medan Johor. The data collecting procedures of this research are

1. Observed and recorded all conversation which contained jargon by using camera Handphone.
2. Took notes from the conversation and utterance of the traders and Buyers which were containing as jargon which related to the problems and the purpose of the study.
3. Selected the data which contained jargon when the traders and buyers talked and filled out the observation sheet. The procedures of collecting data in this research were presented in chronological as followed other.
4. Interviewed one of the traders who was qualified and knowledgeable about those jargons. He became the senior in this community, as the informant to known and understood about the meaning of the jargon used, and then the reserher wrote down the result in the interview sheet.

III. Research Findings

Observation Sheet

NO.	JARGON	ACRONYM	CODE	ABBREVIATION	WORD	FOREIGN LANGUAGE
1.	BAL				√	
2.	BONUS				√	
3.	UMI/MI				√	
4.	SAY				√	
5.	JAMBAL				√	
6.	CASH				√	
7.	PANJAR				√	
8.	TESTER				√	
9.	TUNJANG				√	
10.	SISIR				√	
11.	TANDAN				√	
12.	MINUS				√	
13.	SORTIR				√	
14.	PITI-PITI				√	
15.	TOLE				√	
16.	BUBUT				√	
17.	BULAN BINTANG		√			
18.	DO		√			
19.	BS			√		
20.	GPL			√		
21.	FILLET					√
22.	CASH					√
23.	AMSYONG					√
24.	ORDER					√
25.	MANTUL	√				
26.	GERCEP	√				
27.	MANDI	√				
	TOTAL	3	2	2	16	4

The data of the study were taken from the utterances by traders and buyers in traditional market Karya Kasih Medan Johor and the meaning of jargon used when they communicated to each other and the result of the interview concerned the jargon used by traders and buyers. The observation had been done for 2 times. The researcher some parts because the researcher paused the recording when the traders negotiated, served customers. The researcher only chose the topics that contained appropriate words of jargon in this study to be analyzed. After the data of reduction, the researcher of this study came up with 27 data from 2 sessions and some parts data records. The process of the reduction based on the appropriate data which were related to the theories used by the researcher. Moreover the data selection was based on the criteria made by presented researcher.

1. Acronym Jargon

Extract 1

Barus : Yem, **Mandi** satu yah.
(yem, make it one Mandi yeah.)

Brother Iyem : yoi , itu aja ?
(Yoi, is it that?)

Barus : udalah buatlah ajalah.
(then make it)

This conversation (extract 1) was taken on 28 June 2021 there were two speakers namely Barus and Brother Iyem . In this part, utterance was happened when the buyers were ordering ice tea. Barus asked to Brother Iyem to make a *Mandi (Manis Dingin)*. In conversation Barus and Brother Iyem , Barus said that **Mandi**, that *Mandi* was part of an acronym based on Halligan's theory (2004:98). Because The context of this condition was ordering session. *Mandi* is kind of drink (ice tea).

2. Abbreviation Jargon

Extract 4 :

Brother Syawal : ada **BS** kak ?
(There are BS mis?)

Siska : ada 2 itunglah berapa jadinya?
(there are 2 Bs how much do I paid?)

This conversation (Extract 4) was taken on 29 June 2021 there were two speakers namely Brother Syawal and Siska. In this part, said that **BS**, that Bs is a part of Abbreviation on Halligan's theory (2004:98). Because The context of this condition was sales session. **BS (Barang Sisa)** is word used to checking goods that sales take from the market.

3. Word Jargon

Extract 6:

Siska: tiaw 1 **Bal** berapa kak?
(how the price of 1 bal kwetiw?)

Dirman: Rp.30.000-;
(Thirty thousand)

This conversation (Extract 6) was taken on 29 June 2021 there were two speakers namely Siska and Dirman. In this part , Siska asking of price of 1 **Bal** kwetiw, that **Bal** was part of word group in jargon form based on Halligan's theory (2004:98). Because The context of this conversation was asking session . **Bal** is weight of kwetiw. 1 small Bal = 2,5 kg while 1 big Bal = 5kg.

4. Code Jargon

Extract 20

Customer : **Bulan bintang** 1 ons kk.
(give me 1 ons Bulan Bintang)

Wani : ok.
Ok

This conversation (Extract 20) was taken on 5 July 2021 there were two speakers namely Wani and Customer . Customer said **Bulan Bintang** . in this part jargon found in this conversation is kind of jargon code. **Bulan Bintang** is Jargon code and the meaning is **kapulaga dan Bunga Lawang** (Cinnamomun Cassia and Cardamom) was kinds of Condiment of Indonesian food.

5. Foreign Language Jargon

Extract 22

Customer : bg **Fillet** kan ayamnya y?
(sir, please fillet is chicken?)

Anggi : Siap.
(ready).

This conversation (Extract 22) was taken on 6 July 2021 there were two speakers namely Anggi and Customer. Customer said **Fillet**. **Fillet** was Foreign language jargon who people used to communicate . in this condition **Fillet** have meaning thin bony pieces of meat.

The jargon that found in this research such as:

1. As a suggestion of getting acquainted or bonding

Certainly it is hard to make good relation in this trade. If we jump into the world of marketing, communication is the main thing a consumer must have to gain the trusted of a customer or buyer. There are many jargon that traders used for determined or to easily of communicate with your customer.

The people is professional in this condition is marketing, they used vocabulary and word that can easily to understand with their community.

2. Means of producing certain information

All of jargon that community used gave the meaning, jargon that community used give the different meaning in different community and others community can not to understanding what the meaning of the jargon.

3. For buying and selling or transaction

In this process traders and buyers used the Jargon as a platform to marketing it is not only about selling transaction but to know if jargon that people used have a meaning . like a traders and buyers used jargon different with jargon of academic jargon , maybe for transaction people used business jargon to get it their customer.

4. A means to show membership of social identity

The community of jargon used jargon for communication, without they awareness they had been keeping the language used for their community ,research search about jargon because researcher want every community have a lot of variation of language because their identity come from their owned language that uses for his community.

IV. Conclusion

After analyzing the data of jargon used by Traders and Buyers at Traditional Market Karya Kasih Medan Johor, the researcher found 27 forms of jargon namely, acronym 3, abbreviation 2, word 16, code 2, and foreign language 4. The second conclusion, the researcher divide the part of jargon function into four parts. They are (a) as a suggestion of getting acquainted or bonding (b) means of producing certain information (c) for buying and selling or transaction (d) a means to show membership of social identity.

The traders and buyers used jargon were talking with their customers who include in traditional market. Words is the dominant forms of jargon that used of traders and buyers .

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