

CHAPTER I

INTRODUCTION

This chapter provides an introduction for the research. It consists of five points which are research background, statement of problems, research purposes, research significance, and definition of key terms.

1.1 Research Background

Connecting with people, engaging with news and sharing information are crucial elements of society in our globally interconnected world (Batsell, 2015). People are kept from feeling excluded by these activities, especially when it comes to subjects that interest them. It is human nature to look for updates on topics that interest them. In the world of convenience in accessing things there are numerous ways to be connected with people and engage with information and news, one of which is social media.

In a freely accessible context, social media has become the most convenient way for people to exchange new knowledge, share personal experiences, and talk about new discoveries. Social media is used as news and information accumulation, an educational platform, and a form of public communication (Wolf, 2017). To communicate on social media, people use a variety of languages. It can be different for each platform, depending on various aspects. It can be who they are talking to, what they are talking about, and so on.

People use a variety of languages in different situations. It can be a formal conversation between a boss and the employee, a casual conversation between mutual friends, or even using language that can only be understood inside the friend group. As described by Finegan (2015), language variations refer to variations in language use because of particular circumstances, social environment, or geography. In language variation, there are language varieties that include various forms of language or linguistic expression, such as register, dialect, slang, argot, and jargon. These language varieties are used to communicate on one of the most popular social media, which is Twitter (X).

Twitter (X), which has now rebranded as X but still widely known as Twitter, is a micro-blogging platform that was founded in 2006. Users can publish up to 280 characters in length, through brief text messages known as “tweets”, they can share their ideas, opinions, and feelings, along with optional extra photos, videos, and web links (Yazdanifard et al., 2011). As one of the biggest social media platforms used by a variety of people with different backgrounds, knowledge and interests, there are a lot of different variations of languages used on the platform including jargon. Jargon can be found easily on Twitter (X) because this platform is full of language varieties.

Jargon is one of the forms of language varieties. Jargon is a specific word or phrase used by particular communities that is understood only by people who are part of the community. People outside the community have difficulties understanding the jargon of a certain society (Hornby et al., 2015). In addition, jargon is an expression that would be more efficient when it is used in the community where the jargon is made or appears, as stated by Vernando and Azhari (2022). Additionally, as mentioned by Brown and Attardo (2005) any profession, hobby, association, or organization is actually likely to create its own version of jargon.

In accordance with Chaika (1994), jargon is another way of excluding non-members of the organization, such as common people or beginners. Furthermore, jargon works well as a signal for identification. Jargon facilitates efficient communication by reducing the need for lengthy words by referring to ideas with a single word. It also discusses two situations in which speech functions would not be appropriate for people outside the community. Initially, the meaning behind the words must be comprehended, not the words themselves and second, the words must be comprehended, not the meaning behind them. As a result, when members of a group employ a particular jargon, communication obstacles are eliminated because everyone in the group understands each other's intentions.

Part of the Twitter (X) community that uses jargon and has been showing an increase in enthusiasm is Formula 1. Formula 1 (F1) is the highest level of single-seater open-wheel professional motor racing competition, approved by the FIA

(Fédération Internationale de l'Automobile), where the world's top drivers and manufacturers compete against one another in this prestigious racing series. According to Twitter (X) analysis in X Corp., in 2021, there had been 71 million Twitter (X) posts about Formula 1 worldwide, a remarkable 64% more than in 2020. And it continued in the first half of 2022, as the number increased nearly four times from before. This increase in number is because of the Netflix docu-series “Drive to Survive” that shows the Formula 1 world in an entertaining way.

With over 10 million followers, the Formula 1 Twitter (X) account always uploads a real-time update of every Formula 1 race. There is some jargon used in the Formula 1 (@F1) Twitter (X) account, such as Quali, Pole, DRS, P1, etc. People outside the Formula 1 community have no idea what the meanings of those words are. Even people who are new to the community or who are just searching out of curiosity might have a hard time understanding the jargon. Yet those jargons are always used in the conversation of the Twitter (X) post. It is the term of Formula 1, so the use of those jargons is rather crucial if someone wants to know what is happening in those circumstances.

The topic about jargon has been discussed by several researchers. The first one was entitled “Jargon Used by Baristas in Kopi Api Coffee Shop Makassar” conducted by Khumairah (2017). This research aimed to discuss the form and the way of jargons used by Baristas in Kopi Api Coffee Shop Makassar in communication. The data obtained from the observation sheet and interview sheet. To identify the form of jargon Halligan’s theory was used and Yule’s theory was used to discuss the particular area of work or interest. The writer found 1 acronym, 1 abbreviation, 19 words, and 16 phrases. The finding also showed there were 20 data in the blending session, 7 data in training session and 10 data in serving session.

The second research was “Word Formation of Jargon Used in Bob Ross’ Painting Tutorial Video and Viewer Acceptance in YouTube” by Ayu (2020). The goal was to find word formation, the meaning, the function, and the viewer's acceptance of the jargon used in the video. The data were jargons employed by the painter in a YouTube video which were taken from the transcript of Bob Ross’

painting tutorial video on YouTube. There are two theories used, which are Yule's theory and Brown and Attardo's theory. The writer found 74 Jargons and classified them into ten types according to Yule's theory. The viewer acceptance was 100% positive, because the responses were showing positive words towards the jargon the painter used in the video.

The third research was "Jargon Used on Covid-19 News in CNN International Program" by Humaidah (2021). This research aimed to analyze the type and the meaning of jargon used on Covid-19 News in CNN International program. The theory was from Halligan which classified types of jargon into four. Meanwhile the meaning of the jargon was classified into two, which were literal meaning and the context meaning. The data was obtained from various news contents. The result showed that there were 22 jargons, and it was analyzed to their literal meaning and the context meaning which was medical context. Then there were 9 jargons in the form of words, 6 jargons in the form of phrases, 6 jargons in the form of abbreviation and 1 jargon in the form of acronym.

The last one was conducted by Aria (2023) entitled "An Analysis of Jargon Used by Commentator of World Superbike TV Program". This research analyzed the forms, the functions, and the meanings of jargon. The data used were utterances from the World Superbike TV program commentator. The forms of jargon were analyzed with Halligan's theory that classifies it into four. For the functions of jargon the researcher used Brown and Attardo's theory and the meaning were classified into connotative and denotative meaning. The result of this research showed that the most used form of jargon was phrase which was 73 jargons. The function of jargon was mostly to indicate membership which was 76 jargons and connotative meaning was the most used with 61 jargons.

Based on the previous research above, there are similarities and differences between this research and the previous research. The similarity is the theory that has been used before to analyze the forms of jargon and the functions of the jargon. Meanwhile the difference is the object of the data. This research obtained the data from the Formula 1 Twitter (X) account, which all of them are in written form. The theory used to analyze the data is Halligan's theory which classified

jargon into four: word, phrase, acronym and abbreviation. Then to identify the functions the researcher uses Brown and Attardo's theory. The result of this research will be different from the previous research because the object of the data is different.

1.2 Statement of Problem

As discussions about Formula 1 on Twitter (X) usually contain jargon and people outside the community have no idea what the meaning of the jargon is, even for people who are new to the community, they have difficulties understanding the jargon. Based on the background information provided, the researcher decided that two questions have been selected as the primary focused points of this research. These are as follows:

1. What forms of jargon are used on Formula 1 Twitter (X) account?
2. What functions of jargon are used on Formula 1 Twitter (X) account?

1.3 Research Purpose

The following is the researcher's intent based on how the research questions were formulated:

1. To classify the forms of jargon used on Formula 1 Twitter (X) account.
2. To identify the functions of jargon used on Formula 1 Twitter (X) account.

1.4 Research Significance

This research is expected to contribute and bring benefits both theoretically and practically.

1. Theoretically

This research is anticipated to enhance the study of linguistics and the field of sociolinguistics, mostly in language variation in the focus of jargon. The research findings and discussion are intended to deepen knowledge and understanding in sociolinguistics, especially jargon.

2. Practically

This research is expected to be a helpful and informative reference for

people who are interested and curious about jargon and sociolinguistics. The researcher hopes to inspire other researchers to explore broader studies in the sociolinguistic fields with different objects or variables. The research can be a variety of bibliographic for the readers and for the future related research.

1.5 Definition of Key Terms

Jargon: A certain word or phrase that is usually used by a certain community to talk about the things in the community related.

Formula 1: Car racing series that is regulated by the International Automobile Federation (FIA). In this car racing series not only the drivers compete with one another but the manufacturers who build the car also compete to build the fastest car for the championship.

Twitter (X): Social media platform in the form of micro-blog where people can share their stories, information, news, knowledge along with photos, videos and links.

