

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a tool for communication. Communication is necessary for sending information and social message through language. According to Wolfram (1991), language is one of the most powerful symbols of social behavior. The vital social message is about people's behavior that we can judge from their utterance. Communication is also needed because the language we use in everyday living is various. In fact, when we are closely to any language, we use some different possibilities. It depends on society where we come in, we have to learn the term language that exist in society, or we pretend do not know about the language itself. According to Gumperz (1971), sociolinguistics has correlation with of social structure and linguistic structure that can observe any change that occurs. We use language to send vital social message about who we are, where we come from, and who we associate with.

So, sociolinguistics can be used to analyze patterns and attitudes toward language that language can also be observed systematically about a person's background in a community. Currently, there are many people used different languages in society that affect emergence of variations in language. All of them are individual speech based on language of situation. It can be assumed that language variation is a language which we use in everyday life with many varieties. The variety itself is a specific set of linguistics items which make our

language unique. There are many kinds of language varieties, such as: dialect, accents, slang, colloquial, pidgins, creole, jargon and register. Variations according to use in specific situations is studied in terms of jargon.

According to Brown and Attardo (2000), jargon is special terms that refer to the activity of occupational varieties. It means that jargon is more specific and it has function as an exclusive restricted language for certain group of people. It can be said that jargon is classified as the technical vocabulary of a particular profession. Moreover, it may not be intended to exclude non group members from the conversation, but rather deals with technical peculiarities of a given field requiring a specialized vocabulary. So, the use of jargon in speech community can take very different forms. Harthman and Stork (1990) state the jargons that they have created are various and difficult to be understood by people outside their community. It means that the jargons are secretly and closely used. In addition, jargon is a set of special vocabulary items used by members of some professions or specialized social groups. According to Palmer (1962), every language distinguishes a person's background in society. Jargon has background that distinguishes the style of its language (oral/written language). It means that language has characteristics that depends on the situation of the user.

Jargon is commonly used by groups that have similar interest, like trades or professions. However, it can also be used by people involved in sports or other casual groups. Most people associate jargon with particular society such as the medical or law professions rather than everyday conversations. It makes jargon become a secret language that is only understood by particular group in society.

Therefore, it is possible for jargon to appear in the virtual world because there are many people who have the same hobbies in the online world, such as chatting, browsing or surfing internet.

Virtual world is a genre of online community which often takes the form of a computer-based simulated environment. The users interact with each other in using and creating objects. The creation of object usually occurs in online games.

The online games can make new avatar to create communication in virtual world.

Even though the languages basically have the same purpose that is to communicate with each other, communication in a virtual world is very different.

In online games, the condition of society does not communicate directly, but they use chatting language for communication. Chatting language is very useful for the member of the group in creating efficient in-group communication. Through the definition above, chatting language might be classified as jargon which functions as an exclusive restricted language for certain group of people. So, the chatting language that will be used the gamers is more various than the language in general.

There are many online games in Indonesia, based on article in *GameStation* (2011) magazine that there are five best online games that exist since three years ago and popular until now, they are *Audition Ayo Dance*, *Dota*, *Point Blank*, *Ragnarok* and *Seal*. Each of them has jargon as a secret language in game chatting. Every gamer always talks in chatting language that is used in the online game, although they sometimes use it in daily conversation. In addition, most of the online game players are young people or adolescence. So, many youngsters

who play online game together like to communicate others by using game's language.

Moreover, every gamer may add or enhance the vocabulary of chatting language since jargon has characteristics depends on the situation of the user. It makes the word formation become complicated. According to Hoijer (1969), human language has a property which is called productivity or creativity that enables human to produce any new words. So, gamers will create a new language to communicate and to create the identity of the player that is very important to communicate each other effectively. As in *Point Blank*, a shooting game, the player must know the secret language exists in *Point Blank* that is related with shooting. This is the same as *Dota*, an online game uses strategic point if the player wants to defeat the enemy. *Dota* also has jargon; the secret language which allows the players to communicate with each other during play. Both of them are popular in Indonesia, but there is an online game that is higher rate in the last five years based on *The Best Portal Game in Indonesia*, namely *Audition Ayo Dance*.

Audition Ayo Dance is Online Dance Battle Game, where friends can meet and play online dance. The people who play this game always have their own language when they play in virtual game. In addition, *Electronic Times Internet* (2009), an IT news website, reported registered users on this game in the tens of millions in every country and explained that the search for these games reaches the largest rank among other searches. That is because *Audition Ayo Dance* has advantages over other games, one of them is theme of the game. In this study, the writer uses *Audition Ayo Dance* online game because the subject of this study is

the language exists in this game where the gamers can only communicate. The language that are used is chatting gamers that makes jargons as possible as exist in virtual community such as in online game.

There are many kinds of themes in *Audition Ayo Dance*, starting from friendship, love and kinship that make the players know each other. So, not only boys but also girls play *Audition Ayo Dance* since the features are also suitable for woman. In addition, *Audition Ayo Dance* is kind game that has story line while playing the game. So, it is common for gamers to use jargons through in chatting game, because it will help them to get in and to create their identity as the gamers in *Audition Ayo Dance*. Although the jargon is unpredictable word as secret language, they assume by using their own jargons they realize that they have their own world and existence.

Therefore, the writer is interested in conducting this study in order to explore the jargons used on chatting as its function in *Audition Ayo Dance*. Moreover, it will help the new gamers who never play the games to easily know the meaning of the chatting language. It can also help the people who will join *Audition Ayo Dance* online games . The writer hopes this study will give more information about function of jargons used on chatting in *Audition Ayo Dance* online game and to know how the gamers who like playing *Audition Ayo Dance* commonly construct their new words through the study entitled “**A Study of Jargons Used on Chatting in *Audition Ayo Dance* Online Game**”.

1.2 Problems of the Study

Based on the background of the study, the writer formulates the research problems as follows:

1. What are jargons used on chatting in *Audition Ayo Dance* online game?
2. How are jargons morphologically formed on chatting in *Audition Ayo Dance* online game?
3. What the function of jargons used on chatting in *Audition Ayo Dance* online game ?

1.3 Objectives of the Study

In line with the problems, the objectives of the study are:

1. to find out the jargons used on chatting in *Audition Ayo Dance* online game.
2. to find out the jargons morphologically formed on chatting in *Audition Ayo Dance* online game.
3. to find out the function of jargons used on chatting in *Audition Ayo Dance* online game

1.4 Definition of Key Terms

To avoid the ambiguity and misunderstanding about the terms which are used in this study and also to make this study clear for the readers, the writer would like to define the key terms used in this study. The terms are explained as follows:

1. **Chat** : the text that appear by typing on the keyboard during communicate between two users via computer.
(<http://webopedia.com>, 1999)

2. **Virtual community** : the social aggregations are created by people who carry on public discussions into network computer (Rheingold, 2000)

3. **Word-Formation** : the processes of forming new words or term using of old word (Yule, 2006)

4. **Jargon** : a special terms that refer to the activity of occupational varieties (Brown & Attardo, 2000)

5. **Audition Ayo Dance** : the first dance battle online game in indonesia, where people around in indonesia can play dance battle via online. (<http://ayodance.megaxus.com>, 2003)

