

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

One of the varieties of language is Jargon. Liaw (2013) explained that the definition of jargon is depending on what theory that is used, because "jargon" can also mean as gibberish, vague language, or specific dialects of a language or several languages. However, the most general definition is a language and vocabulary that is peculiar to certain people in a trade, profession, or another group.

Since jargon is developing and facing meaning changing as time goes by. It means that jargon is also facing semantic change. According to Hollmann (2009), semantic change is about a change of meaning(s) of a word. Semantic change can also be happened depending on the condition and cultural environment of the speaker.

Forsyth (2019) stated that in order to be able to satisfy human needs to get acknowledgment, gain information, and define a sense of self and social identity, joining the group is one of the answers. Forsyth also stated that People as social creatures need language to interact. Language is used to communicate to each other. In this case it can be simply said that the language and environment are related.

Crystal (2003) explained that every group of people will always has a unique characteristic way of communication. Thus, it is not only affecting their pronunciations but also their choice of words. Since the existence of a group affects

the way a person uses a language and understands the meaning of it. Joining a specific community will also help these individuals understand specific terms or words that may only be used by certain groups of people.

This research focuses on observing the changing of the meaning of the jargon, means that the researcher would focus only to find the form of jargon used by Jokowi in his speech and to find the semantic change of the jargon. This study is focused on Jokowi's speech at the World Economic Forum. The researcher only found two presidential speech texts delivered by President Jokowi at the World Economic on East Asia, April 20, 2015, in Jakarta and on ASEAN, September 12, 2018, in Vietnam.

World Economic Forum (WEF) is an international organization for public-private cooperation. The researcher take Jokowi's speech at WEF because WEF consider as the community since the foccuses of this study also to find out the jargon. WEF is composed of prominent political, business and community leaders to shape the global, regional and industry agenda. Joko Widodo, also known as Jokowi, is the president of the Republic of Indonesia today. Responding to this case, that is the uniqueness of the president Jokowi. The number one figure in Indonesia has a very strong characteristic attached to the identity of Jokowi.

The researcher is interested in observing the semantic change of jargon in Jokowi's speech because it is very important to observe the meaning of semantic change in particular of field, it is also important to see the use of the term of word by a

particular group who belong to the same community. The researcher believes the use of jargon in Jokowi's speech can represent meaning and refer to semantic change.

Learning about the sector of specific jargon is really important to increase knowledge in vocabulary. In addition, analyzing semantic changes will help the speaker to determine when to use the correct term. This will help to have better communication for people from various interest groups.

1.2 Research Question

In order to construct the discussion of the study, there are two problems that are formulated as follows:

1. What are the forms of Jargon found in Jokowi's speeches at the World Economic Forum?
2. What are the jargon found in Jokowi's speeches that experienced semantic change?

1.3 Research Objective

Based on the problem formulation above, this study has two objectives, there are:

1. To identify the Jargon in Jokowi Speeches at the World Economic Forum.
2. To reveal the meaning of jargon that undergone the semantic change found in Jokowi's speeches.

1.4 Uses of the Study

The uses of this research are as follows:

1.4.1 Theoretical Use

In order to give a clear description of meaning from each Jargon and also the semantic change. Supporting the development of the subject dealing with language variation. Helping the students on understanding language variation, especially on the semantic changes of Jargon in Jokowi's Speeches at the World Economic Forum for those who are interested in it.

1.4.2 Practical Use

This research will help the readers to enable the Jargon in Jokowi's Speeches at the World Economic Forum. Giving some contribution to the enlargement of new vocabulary to the readers, especially Jargon in Jokowi's Speeches at the World Economic Forum. Giving some reference for the other researcher for similar research. Improving the knowledge about the use of language variation especially Jargon for the readers and to know the semantic change on the use of Jargon at Jokowi's Speeches in the World Economic Forum.

1.5 Scope of the study

The scope of this research is focused on analyzing the semantic change of jargon in Jokowi's speeches. It is to define the term that found in speech to avoid misunderstanding. However, the approach of this research is semantic. In this study the researcher also applied theory of jargon by Halligan and Chaika to find out the form of jargon, theory of meaning by Leech and the last the researcher applied theory of semantic change by Ullmann.

