The Analysis of Jargon Formation in Online Trading: A Case Study of Jargon Formation in Forum Jual Beli Kaskus

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ABSTRACT

This study was aimed to reveal jargon formation in FJB Kaskus postings and investigate context of situation underlying the use of jargons. The data used in this research is in the form of online threads or postings from Kaskus FJB Forum. To analyze the formation of the jargons, the theories used were from Bauer (1983), Yule (1996), O'Grady & Guzman (1996), and Stageberg (2000), while Hyme's (1974) theory is used to analyze the context of situation. The result shows that there are 51 jargons with the total of 365 occurrences that can be divided into 10 types of jargon formation: abbreviation, clipping, clipped compounds, borrowing, coinage, derivation (prefix, sufix, prefix+afix), reduplication, and antonomasia. Those jargons were used in various situations depending on the context. Most of them are used in greetings, offerings, and in giving notice with various tone in formal and informal registers.

Keywords: *Jargon, Jargon Formation, Context Of Situation, Online Trading, Kaskus*

INTRODUCTION

Jargon that exists in a social community is usually about the subject matter related to their field (Katamba, 1994). Jargon simplifies the words so that the meaning could be easily transferred and the choosing of the formation can be adjusted with the user needs (Suandi, 2008; Fabrijanic, 2013). Previous researches on jargons investigated how jargons are formed. One of the examples of the research is about Kaskus jargons by Amelinda (2013) and Setiawan (2011). The research proved that language used in Kaskus can be said as jargons, since the usage only appeared in Kaskus and the outsiders do not understand the jargons (Amelinda, 2013), and that jargons with denotation meanings show fewer results than connotation meanings (Setiawan, 2011). This study examines the formation of jargon in Forum Jual Beli Kaskus (henceforth FJB), the biggest online trading forum in Indonesia. However, unlike the previous research on Kaskus jargons, this study is not only focuses on finding the formation of jargon but also focuses on the context situation underlying the usage of the jargons.

Jargon

According to Bussman (1996, p. 607), "Jargon entails an extended and terminologically normalized vocabulary, and correspondingly different uses of morphological rules, e.g. compounds, special prefixed forms, foreign words, technical terms, metaphor are characteristic of jargon (catachresis)." It means that vocabulary may be enlarged by associating new meanings with existing word-forms. This may involve metaphorical extensions of meaning, widening, narrowing, amelioration or pejoration. Sometimes people outside of the group can understand one or two terms or jargons. It is possible for people outside of the community to understand the language of one particular group because the activity of the community has an impact to the society (Katamba, 1994, p. 113). For example many people who are definitely not expert in computer world now use words like *what-you-see-is-what-you-get* (WYSIWYG), *database, software, interface, daisychain, handshake* and *programming*. The words *daisychain* (i.e. a device that links a number of devices to a single controller) and *handshake* (i.e. communication between two parts of a system e.g., computer and printer) are involved in metaphorical extensions of meaning.

Word Formation

According to Bauer (1983, p. 237), "Acronym is a word that is formed by taking the initial letters of the words in a title or phrase, and using them as a new word." However, acronym is different from abbreviation. Abbreviation can be considered as an acronym if the new word form could be pronounced as a word, not as a series of initial letters. Clipping is a process where a word from the original form is shortened but still it refers to the same meaning (Bauer, 1983, p. 233). Last type of word formation taken from Bauer's theory is *clipped compound*. Clipped compound is the shortened version of a compounding where both halves of a compound are clipped (Bauer, 1983, p. 233). The theory of word-formation processes by Yule (1996) is another theory used in this research. The first type is coinage. Coinage is the discovery of a new meaning of a word (Yule, 1996, p. 53). The second type of word formation is borrowing. Borrowing is a type of word formation which is said to be "the taking over of words from other languages" (Yule, 1996, p. 54). Derivation is said to be the most common formation found in English word (Yule, 1996, p. 58). It is formed by the help the affixes. Affixes can be divided into three categories: prefixes, suffixes, and infixes. Another theory used is O'Grady and Guzman's theory. There is only one type of word-formation process taken which is reduplication. There are two types of reduplication. The first one is full reduplication and the second one is partial reduplication (O'Grady & Guzman, 1996, p. 143). Full reduplication is the repetition of the entire word, for example: *Saudara – Saudara, Bapak – Bapak, jalan – jalan*, etc. In contrast, in partial reduplication, the repetitions only occur in part of the word. The last theory used related to word formation is antonomasia from Stageberg (2000). Antonomasia is a formation of a common noun, a verb, or an adjective from the name of a person or a place.

Context of Situation

For the context of situation, the analysis is using Hyme's (1974) SPEAKING model taken from taken from Chaer and Agustina (2004) which stands for *Setting and scene, Participants, Ends, Act sequence, Key, Instruments, Norms* and *Genre. Setting and scene* are related to the place and time where the speech occurs. Scene refers to the place, time, and situations of the conversation. *Participants* are all parties involved in the conversation. It could be the speaker and hearer, addresser and addressee, as well as sender and receiver. *Ends* are showing the purpose or goal of the speech. *Act sequence* refers to the form the content of the speech. This has to do

with the words, how it is used, and the relation between what is spoken and the topic that is being discussed. *Key* is concerning the tone, method and enthusiasm when the speaker is delivering the message to the listener, whether it is in a happy, serious, short, mocking, or arrogant tone. *Instrumentalities* represent the language track used for example whether the speech is in the form of the spoken or written track as well as through the telegraph or phone. It is also aimed for the utterance's codes such as language, dialect, or register. *Norms* of interaction and interpretation refers to the norms or rules of interaction such as in how the participant interrupts or asks, as well as the norm of interpretation towards the other participants' utterances. *Genre* refers to the types of messages delivering, for example, narration, poetry, aphorism or proverb, prayer, or even song.

METHODOLOGY

The data of this study were taken from one of Indonesian websites, Kaskus. Kaskus is claimed to be the biggest discussion and trading forum in Indonesia. Kaskus has two major forums and one of them is FJB

Forum, of which the data in this research are taken from. FJB Forum is the forum where Kaskuser (Kaskus User) can sell or buy things, products or services via online by posting a thread to promote their product. The data used in this research is in the form of online threads or postings from Kaskus FJB Forum. There are 35 postings in FJB Kaskus chosen to be the data. The time length is 8 October 2013 until 16 October 2013.

FINDINGS AND DISCUSSION

FINDINGS

51 jargons are found, with the total of 365 occurrences. There are 18 abbreviations (121 occurrences), 9 clippings (84 occurrences), 6 clipped compounds (35 occurrences), 6 borrowings (73 occurrences), 1 coinage (1 occurrence), 4 derivations (27 occurrences), 4 reduplications (16 occurrences), and 3 antonomasia (8 occurrences). Abbreviation can be considered as an acronym if the new word form could be pronounced as a word, not as a series of initial letters Bauer (1983). Abbreviation form is the most frequent form appeared in FJB Kaskus postings.

Table 2.1 Acronym in FJB Kaskus

No.	Jargon	Meaning	Occurrence
1	WTS	Want to Sell	19
2	WTB	Want to Buy	1
3	WTT	Want to Trade	2
4	TT	Tukar Tambah	2
5	BU	Butuh Uang	6
6	FU	Factory Unlocked	3
7	COD	Cash on Delivery	29
8	PO	Pre Order	1
9	BNIB	Brand New in Box	1
10	BNWT	Brand New With Tag	2
11	PM	Private Message	12
12	BM	Black Market	3
13	PL	Pre Loved	16
14	BNWB	Brand New With Box	1
15	BNWOB	Brand New Without Box	1
16	BNOB	Brand New On Box	3
17	BN	Brand New	16
18	OC	Original China	3
	Total		121

COD (*Cash on Delivery)* is a jargon with the most occurrences than any other jargons. After *COD*, there are *WTS (Want to Sell)*, *PL (Pre Loved)*, *BN (Brand New)*, and *PM Private Message)*. Some of the abbreviations show the purpose of the posting, for example, *WTS, WTB, WTT,* and *TT* are usually used in the title of the posting because it will give notice to the reader of the purpose of the posting itself. *WTS* stands for *Want to Sell,* which means that the posting will be about a product(s) that a seller wants to sell. *WTB* means *Want to Buy*, which means that the posting will be about a product(s) that a buyer wants to buy and etc. There are also abbreviations that explain the condition of the product(s), for example: *FU, BNIB, BNWT, BM, PL, BNWB, BNWOB, BNOB, BN,* and *OC*. *FU* is usually used in a posting that sells cell phones. *BNIB* means the product(s) that a seller wants to sell is still new and still in a box without breaking the seal, and etc. For the analysis of context of situation, it can be seen that most of the jargons are used in greeting, and offering also giving notice.

> *"Permisi agan2 ..*
>
> *Ane mau ngajakin TT Blackberry 9790 Baru 3bln Pakai garansi berrindo dgn Samsung s3 Mini atau iPhone 4 cdma .."*

Table 2.2 SPEAKING analysis of ane

Scene and Setting	FJB Kaskus. In the posting that sells cell phone.
Participants	The writer and the reader are Kaskuser, since the setting is in Kaskus.
Ends: Purpose and Goal	Wants to offer the reader to trade Blackberry 9790 with Samsung S3 mini or Iphone CDMA.
Act Sequence	First, the seller greets the reader as the beginning, and then the seller offers the product that wants to be traded.
Key	The tone is not serious and in a friendly manner.
Instrumentalities	The channel is written and the register is informal.
Norm of Interaction and Interpretation	In this speech event, the seller wants to promote the product that wants to be traded by using a friendly manner.
Genre	The genre in this speech event is friendly offer.

We can see that the setting is in FJB Kaskus. The participants are seller and buyer. All of them are Kaskus members. The end is to offer the reader to trade Blackberry 9790 with Samsung S3 mini or Iphone CDMA. The first act of sequence is that the seller greets the reader as the beginning, and then the seller offers the product that wants to be traded. The key used is in a friendly manner, not too serious. The instrumentalities are written channel with informal register. The norm in this speech event is that the seller wants to promote the product that wanted to be traded by using a friendly manner, which is typical offering from seller to buyer. Lastly, the genre is a friendly offer.

DISCUSSION

After analyzing the data, the result shows that the form of jargon abbreviation and clipping are mostly found and used in FJB Kaskus. Those jargons are used in various situations depending on the context. Most of them are used in greeting, and offering also giving notice with various tone in formal and informal register. As seen from the postings, abbreviation appeared, often to give a "mark" in the title of the postings. The use of abbreviation to give a "mark" in the title of a posting has a purpose to give the reader a quick notice of how the posting is going to be. Simply by writing *"WTS"*, "WTB", "WTT", or etc. people will know that the posting is about selling a product, or wanting to buy a product or trading a product. This result shows similarity to the previous research by Fabrijanic & Malenica (2013) which investigates the abbreviation in English military terminology. In Fabrijanic's research, it is found that abbreviation is

very common in military world because it simplifies the words and it can directly transfer the meaning. It can be said that this research and Fabrijanic's research has similar implication. The second form that is often found in FJB Kaskus is clippings. Clippings found mostly from the clipped pronoun are used to address someone, for example: *mod* (from *moderator*), *gan* (from *juragan*), *bro* (from *brother*) and *sis* (from *sister*). This result shows that the clipped forms are mostly used to clip each other's names like Yule (1996, p. 56) said in his book "English speakers also like to clip each other's names, as in Al, Ed, Liz, Mike, Ron, Sam, Sue and Tom". It can be concluded that the tendency of the formation of clipping is usually used to shorten one's name, or pronoun to address people although not all clippings are from people names or pronouns. Kaskus members usually call each other by using "gan", "sis", "ane", "ente" to make the conversation more pleasant to do. From the context of the situation, it can be seen that sometimes, the keys of the speech event appear in friendly tone, or serious tone, adjusting the mood of the sentence. From the analysis of context of situation, it can be seen that most of the jargons are used in greetings, offerings and giving notice. In greetings, we can see the form of clippings like *"Mod", "Min", "Gan", "Sis"* which is usually used in the opening of the posting. In offerings, jargons in the form of abbreviation are mostly used. Jargons like *"WTS", "WTB",* and etc are the examples of jargons that are usually used in offering. Not only abbreviation but a form of offering can also be found in other forms. In giving notice, the form of jargon varied, not only one form but many jargon formations found used to give notice. All of them are in the formal or informal register.

CONCLUSION

The findings show that there are 51 jargons found with the total of 365 occurrences, and abbreviation is the type of formation which has the most occurrences (33,15%), followed by clipping (23,01%). The jargons are used in various situations depending on the context. Most of them are used in friendly greeting, and offering with various tones in formal and informal register. For further research in the future, the researcher can explore more types of formation by extending the data, for example, not only in one forum, but also in other forums such as tokobagus.com, berniaga.com, even facebook page is also used to sell product(s). Hopefully, this research will be useful for those who have an interest in linguistics and communication study.

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