CHAPTER I
INTRODUCTION

This chapter presents a general description of the paper. It covers: background, the reasons for choosing the topic, the scope of research, research questions, aims of the research, method of analysis, and organization of the paper.

1.1. Background

Research on word formation has shown that it is very common for a language to coin vocabularies from other language. Coining happens especially when a language does not have its own words to convey, or to express something (Suandi, 2008; Arua & Alimi, 2009). Moreover, previous researches reveal that it is possible to categorize or divide various types of process from one formation (Soetopo, 2000; Ermanto, 2006; Fabrijanic, 2013). For example, reduplication can have fifteen different patterns that can be divided into three categories (Ermanto, 2006). Another result shows that it is possible for a language to have a certain criteria of formation which differentiate one language to another (Omachonu & Abraham, 2012). There are other perspectives from other fields. From the perspective of semantic study, one word could have different meanings (Karisman, 2012; Arua & Alimi, 2009). For example, grammatical meaning, lexical meaning, and term meaning (Karisman, 2012).

Research on jargons found, also investigating about how jargons are formed. Jargon provides the members of a social community with the words they need in order to communicate with each other. Jargon that exists in a social community is usually about the subject matter related to their field (Katamba, 1994). The briefness and the simplicity of practical formations of jargons become common. 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).
New forms of jargons are created from the habit of some society or groups. The habit of some society or groups who creates new forms of jargons can possibly be traced back to the older time when our ancestors still exist (Suratminto, 2010). Previous research on jargon was done by Sulaeman (2012) on ‘Bahasa Gaul’ created by Deby Sahertian. The research reveals that an artificial language will be hard to be accepted if it does not have steady rules or systematic rules. This slang language or artificial language could be said as an exclusive language since the pattern of the formation process could only apply to certain words, not all words (Sulaeman, 2012).

Many other researches which are investigating jargons have been done, but the objects are often times taken from daily language which is spoken in actual world (non-virtual). On virtual world, some of the research on jargon found are focused on identifying types of word formation and the semantic meanings. One of the examples of the research is about Kaskus jargons. The research proved that language used in Kaskus can be said as jargons, since the usage only appear in Kaskus and the outsiders do not understand the jargons (Amelinda, 2013). There is also a research that investigates the jargons in buying and selling activities in Kaskus. It focuses on analyzing the semantic meanings and also word formation. The research results 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. This research investigates the jargon formation in FJB Kaskus. However, unlike the previous researches on Kaskus jargons, this study also focuses on the context situation underlying the usage of the jargons.

1.2. Research Questions

This research will investigate the following questions:

1. What types of jargon formation processes found in Kaskus FJB forum?
2. What is the most common type of jargon formation processes found in Kaskus FJB forum?
3. What is the context of situation underlying the use of the jargons?

1.3. Aims of Study

This research aims to:

1. Identify types of jargon formation processes in Kaskus FJB forum.
2. Identify the most common type of jargon formation processes in Kaskus FJB forum.
3. Identify the context of situation underlying the use of jargons.

1.4. Scope of the Study

This study observes jargon formation processes in an online trading forum, FJB. This research focuses on the analysis of the formation of jargons found in Kaskus FJB Forum, using the theory of word formation process and context of situation.

1.5. Significance of the Study

This research can be the beginning of a further research in word formation, especially, jargon formation in online trading or a more specific research on online communication. The researcher hopes that this research can offer a new sight for those who are interested and willing to do a research in the area of morphology especially on word formation in a computer mediated communication.

1.6. Research Methodology

This research was conducted using a descriptive qualitative method. Flick (2009) said that qualitative research is mainly concerned with the production and analysis of texts, such as transcripts of interviews.
or field notes and other analytic materials. The data used in this research is in the form of online threads or postings from Kaskus FJB Forum. There are several steps of data analysis on this research. Further details will be elaborated in chapter 3.

1.7. Clarification of Key Terms

In order to avoid misunderstanding, some following terms need to be described:

- **Jargon** provides members of a social sub-group with the lexical items they need in order to talk about the subject matter that their field deals with (Katamba, 1994).
- **Word formation** is the study of how new complex words are built on the basis of other words or morphemes (Plag, 2002).
- **Abbreviation** is a word which is formed by a series of initial letters (Bauer, 1983).
- **Clipping** is a process where a word (simple or complex) is shortened but still has the same meaning (Bauer, 1983).
- **Clipped compounds** are the compounding made by clippings in which both halves of a compound are clipped (Bauer, 1983).
- **Borrowing** is taking over of words from other languages (Yule, 1996).
- **Coinage** is the invention of totally new terms. (Yule, 1996)
- **Derivation** is the most common wordformation process found in the production of new English words (Yule, 1996). It deals with affixes which will be explain below:
  - **Prefixes** is a kind of affixes that have to be added to the beginning of the word (e.g. un-, mis-)
  - **Suffixes** is a kind of affixes that have to be added to the end of the word (e.g. -less, -ish)
• **Reduplication** is the process of word formation which duplicates all part of the base to which it applies to mark grammatical or semantic contrast (O'Grady & Guzman, 1996). There are full reduplication and partial reduplication.

• **Antonomasia** is a formation of a common noun, a verb, or an adjective from the name of a person or a place (Stageberg, 2000)

• **Context situation** is a way of understanding how language functions in context. It is said to be crucial to understand and interpret the meaning of what is being said (Paltridge, 2006). According to Hymes (1972), in the context of situation, there is speech event which consists of eight components that should be fulfilled in order to reach a perfect speech event:
  
  > Setting and scene is related to a place or a time in which the speech occurs.
  > Participants are all parties involved in the speech event. They could be the speaker, listener, etc.
  > Ends refer to the intention or the purpose of the speech event.
  > Act sequence refers to the shape of the speech and the content of the speech.
  > Key refers to the tone, the way speech is delivered and the passion where the message is delivered.
  > Instrumentalities refer to the media in which language is used. For example, whether it is written or spoken.
  > Norms of interaction refers to the norms or the rules in the interaction.
  > Genre refers to the way the speech is delivered, for example, whether the speech is delivered in the form of narrative, in the form of poem, prayer, etc.
Online trading is an activity of buying and selling securities via the Internet or broker-provided proprietary software that works through the Internet (Business Glossary - Online Trading, 2013).

Kaskus is the biggest discussion and online trading forum in Indonesia. Kaskus was made in November 6th 1999 by three young men from Indonesia who continued their study in Seattle, US. (About - Sejarah Kaskus, 2013)

FJB Forum is an acronym from Forum Jual Beli. It is one of Kaskus forums where people can do online transaction. FJB forum is a place where people can sell and buy stuffs.

Kamus Besar Bahasa Kaskus or Kaskus Dictionary is a dictionary of Kaskus jargons and terms available in Kaskus website.

1.8. Organization of the Paper

The Organization of the paper will be as follows:

Chapter I elaborates the background of the research, research question, the aims of study, scope of the study, significance of the study, and a brief explanation of research methodology.

Chapter II discusses the related literature of the research and the theoretical frameworks.

Chapter III provides the methodology of the study, discussing what kinds of steps and methodology that are used in the study.

Chapter IV consists of data presentations, findings, the result of the study and the discussions.

Chapter V elaborates the conclusions of the study. The suggestions for next study are also added in this chapter.