



An Analysis of Jargon Written on the Correspondence by Villas' Staff in Gianyar

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ABSTRACT

Jargon, is a language variation that consists of technical terms or phrases used by a particular profession or group of individuals. The research focused on three points of forms, meanings, and functions of jargon found in business correspondence by email by the staff in Djanuraga and Letung villa in Gianyar, Bali. Forms of jargon consist of acronyms, abbreviations, words, and phrases. The data were collected by observation of the business correspondence sent through email and interview to the employees of the front office department and sales & marketing department. The Qualitative descriptive method was used to analyze data in this study. Results of the study showed that in the forms of jargon that acronym was the most frequent one used in the correspondence with 23 data. The second was abbreviation with 6 data. Regarding the meaning, the jargon was described clearly to make the staff understand the jargon clearly. According to the finding of the functions of jargon in the correspondence used by villas' staffs, the data analysis revealed that there were two functions, providing a technical or specialist language for a particular purpose and as a sign of professionalism that showed sufficient work experience and to make communication effective.

Keywords: *jargon, acronym, abbreviation, word, phrase, correspondence, villa's staff*

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1. INTRODUCTION

Jargon is a specific language used by some individuals in certain situations, for example in a particular profession or group. In every profession, in both formal and non-formal environments there is always a set of terms used in their environment and not understood by others. Jargon, which is part of a sociolinguistic study, is described by Hornby (1995:296) as part of a language variation consisting of technical terms or phrases used by a particular profession or group of individuals.

Based on English jargon written in business correspondence of the Front Office Department and Sales and Marketing Department in hospitality industry, it is interesting to review a phenomenon of mastery of jargon attributed to both department of environment work of some villas in Gianyar. The use of jargon in business correspondence in those villas has the aim to facilitate writing communication between individuals, such as the staff to the guest and the stakeholder as well. The effectiveness of jargon helps every staff in equating understanding with the speech that arises in their community. The use of jargon in a field of tourism profession, especially in hospitality is used to form and

maintain relationships between individuals who position themselves as "insiders" or individual jargon users. In relation to jargon as a language variation, it puts the prime emphasis on the meaning and function. In the Front Office field, jargon is often employed to represent complex information in a simpler one. For example, the word "EA" stands for expected arrival, but in Housekeeping Division, the jargon means a room that is already ordered by a guest and he/she will be coming soon. However, people are likely think a different meaning since lexically it is meant a coming that is really wanted. Based on the phenomena explained previously, the use of jargon in business correspondence of Front Office Department and Sales & Marketing Department in some Villas in Gianyar might frequently create misperception and misconception. Therefore, it is triggered to list and observe the jargons used in those divisions.

There are some problems emerge in the study of jargon written on the correspondence of the staffs of Front Office and Sales & Marketing Department in some villas in Gianyar. The first problem is the form of Jargon. In relation to the form, several forms are identified by Halligan (2004). Forms of jargon consist of acronyms, abbreviations, words, and phrases. An Acronym is initial letter that can be read as a word. An Abbreviation is initial letters that should be read separately. Word is the smallest of the linguistic units which can occur on its own in a speech or writing. The last, phrase is a group of words which form a grammatical unit. It does not contain a finite verb and does not have a subject-predicate structure.

The second problem is the function of the jargon. Actually, jargon is used for making communication easy without keeping the message inside a certain range. Allan and Burrige (2006: 58) state that there are three functions of jargon, i.e. providing a technical or specialist language for particular and efficient communication and encouraging in-group solidarity and excluding as out-groupers those people who do not use the jargon.

The third problem in this study is the meaning of jargon. It employs semantic concept in nature. Yule (1996) says that semantics is the study of the relationships between linguistic forms and entities in the world. To some extent, it is hard for people to understand the meaning of jargon because it is frequently spoken in different ways in a certain field. Groups of people use their own language or jargon to show their identity.

In this study, the theory used was a sociolinguistic theory. The sociolinguistic theory used concerns jargon theory (Allan & Burrige, 2006). Jargon theory is used to support analysis related to the forms of jargon that are the formulation of the first problem. Allan and Burrige (2006:56) define jargon as a specific language in certain contexts such as trade, profession, or specific groups. The language used can be oral or written text. Jargon includes a limited scope where speakers speak only specific vocabulary, use certain words, and forms of expression. Allan and Burrige also suggest that jargon is used by people who have the same profession. Jargon binds not only professional individuals in a particular field, but all individuals who dabble in groups that use jargon in the company. It will not be difficult for every individual to communicate, not only for speakers who have long been professional in this section who are able to use jargon but entire groups of individuals who are in a hospitality environment.

Allan initially presented three criteria for identifying jargon. First, it can be identified by lexical markers as in special vocabulary, idioms, and abbreviations. Second, jargon can be identified by its syntax forms, such as imperative and passive sentences. Third, jargon is identified by presentation in the form of prosodic (sound quality, amplitude, and rhythm) (Allan, 2001: 172). In its development, jargon has several forms as follows:

- 1) Acronym

The first form of jargon is an acronym. An acronym is a form of abbreviation that is a series of letters representing each word pronounced like a word, but it is not actually a word, for example UNESCO for the United Nations Educational, Scientific, and Cultural Organization. In the jargon of staffs of the hotel there is also a form of acronym, for example bar jargon which is short for best available rate which means the best room price of a hotel is determined by the average occupancy rate of the hotel. So this jargon is used to make it easier for the employees in hospitality industry to communicate.

2) Abbreviations

The second form of jargon stands or Abbreviations. Unlike acronyms, abbreviations are a series of letters representing each word spoken separately but not like a word. For example, the abbreviation WTC which each tribe says means World Trade Centre. In the field of sales and marketing the hotel also has jargon in the form of abbreviations such as MTD for a month to date which means an amount or result achieved by a hotel in one month.

3) Word

The word is the third form of jargon. The word is the physical realization of an abstract vocabulary unit. A word is not the smallest form that can appear by itself in a phrase because it can be strung together syntactically so that it can form a sentence. In medical jargon there is the word "contraction" which means a process that causes the appearance of pain, for example in the womb of a mother there is a movement of the baby that results in pain during childbirth. In the jargon of sales & marketing hotel, the word revenue means "income earned from sales". This jargon is only used by certain groups working in the world of tourism, for example the sales & marketing section.

4) Phrases

The last form in jargon is a phrase. A phrase is a collection of two or more words that form a grammatical unit in the absence of predictive elements and subject-predicate structure. In the jargon of sales & marketing hotel there is a phrase bi-weekly report that means a report made by the sales and marketing section of the hotel every two weeks. Not all professions have this term to make it easier for each employee to communicate with each other.

2. METHOD

The data of this study was obtained through the said of business correspondence of Front Office Department and Sales & Marketing Department of two villas in Batuan, Gianyar, Bali, they are Djanuraga Villa and Letung Villa. The source of this research data is written data. The Data is collected directly from the objects examined for the purposes of the study analysis. The source of the data was jargon used in the email business correspondence written by staff of the villas in 2019. This research data was collected by observation technique of the business correspondence sent through email and also interview techniques to the employees of the Front Office department and Sales & Marketing department in two villas in Batuan, Gianyar and see how capable it is. The Data was collected by observation and documentation study. The research was completed when the information data was sufficient. The study involved direct research, it means all the writings of correspondence are printed and filed as well, and identify some jargon on it that is then analyzed. Qualitative descriptive methods are methods used to analyze data in this study. Sugiyono (2010: 15) define qualitative research as kind of research that produces finding that are not by means statistical procedures or quantifications. Qualitative research is also described as an unfolding model that occurs

in a natural setting that enables the researcher to develop a level of detail from high involvement in the actual experiences. Data analysis is part of doing research. After getting the research analyze the data in order to get the result of the findings. After finding the data, researcher drew the conclusion of the study.

3. RESULT AND DISCUSSION

3.1 The Form of Jargon Used in the Correspondence

Related to the linguistic forms, jargon was investigated based on word formation process. Allan and Burridge (2006) stated that jargon appears in two ways. Firstly, it is shaped in the form of new words or word formation process. Secondly, it appears in the form of existed words as common people know. In investigating the linguistic form of jargons, this study used some theories suggested by Yulle (2006).

1) Abbreviation

An Abbreviation is taking the initial letters of each word which usually consists of one or more. The Abbreviation is grouped into three ways, namely: (1) a term whose writing consists of one or more letters, written letter by letter, (2) the terms of their writing consist of one or more letters but are written in full, and (3) terms formed by removing some of the elements. From the explanation above, the abbreviated form most used by the villas' staffs (Djanuraga Villa and Letung Villa) is a form of abbreviations written letter by letter. Abbreviations whose writing forms consist of letter by letter found in the correspondence of Villas' staffs to their guests or travel agents such as: ETA, ETD, ADR, FOC, OTA, TA, VIC, VIP, AI, AV, F&B, BB, DBB, DB, DC, DND, FB, HB, KS, SKS, PP, PPN, PRPN.

Most of the abbreviations written by the villas' staff in their correspondence used to explain the facilities provided in the villa.

For example:

"Cot for 3.5 month old (FOC)"

"12 - 03 go to Garuda Wisnu Kencana (biggest statue in Indonesia), and having lunch at Garuda Wisnu Kencana's Restaurant (price is \$10 PP including entrance fee and F&B)"

"Currently we have joined several OTA, and we have only 8 rooms in total"

"Unfortunately we have only one type of room which is double room (SKS bed)"

2) Acronym.

An Acronym is an abbreviation in the form of an initial letter, a combination of words, or a combination of letters or syllables from a series of words that are treated as words. Few acronyms found in the correspondence of Djanuraga Villa and Letung Villa, such as: OCC, PAX, MICE, BRA, COMP, RES.

For example:

"Type of villa : Villa Cahaya (OCC 4 persons)"

"11 - 01 heading to Batur Lake & Mount, enjoy the view while having lunch, price for lunch is about \$10/pax."

"We will hold your RES until July 18, 2019."

3) Word

A word can be stringed together syntactically and it is not the smallest form that can appear by itself in a phrase so that it can form a sentence. Only two words of hospitality jargon found in the correspondence written by the staffs in the villa in Gianyar, they are itinerary and occupancy.

For Example:

"I have made the itinerary for oct 11-13."

4) Phrase

A phrase is a collection of two or more words that form a grammatical unit in the absence of predictive elements and subject-predicate structure. There are few of phrases found in the correspondence of villas' staff in Gianyar, they are: Nett Rate, Preferred Rate, Travel Distribution system, Extended Stay, Late Check Out.

For Example:

"Period : June 25 to July 6 2019 with free late check out at 2pm"

"Nett Rate : US \$1.500 per night + 15% tax and service for June 25 to June 30 2019 (6 nights) = US \$10.350"

3.2 The Meaning of Jargon Used in the Correspondence

In terms of meanings, it was found that 36 jargon meanings consist of 23 Acronyms, 6 Abbreviations, 2 words, and 5 phrases. They were investigated based on technical meanings instead of lexical meanings. The meanings were identified from some source such as Hotel Front Office Guide book (Manual), Hotel front office's document, Front Office staff interview and dictionary.

1) Acronym

ADR : Average Daily Rate

ETA : Estimated time of arrival

ETD : Estimated time of departure

F&B : Food and Beverage

FOC : Free of Charge

OTA : Online Travel Agent

TA : Travel Agent

TWN : Twin share meaning 2 separate beds in the room

VIC : Visitor Information Centre

AI : all inclusive (not artificial intelligence!)

AV : Audio visual equipment

BB : Bed and breakfast

DBB : Dinner, bed and breakfast included.

DB : Direct Booking. This means when customers book directly with the hotel, whether by phone or the company's own site, as opposed to using outside parties like a GDS or OTA. Some hotels incentivise this practise by offering a discount, as it saves them being charged a commission from the likes of Booking.com, Trivago and others.

DC : Distribution Channel. The various ways guests can book with a hotel. Includes GDS, OTA, or by phone or the hotel's own website.

DND : Do not disturb

FB : Full Board. An accommodation rate that includes all three main meals, as well as a bed for the night.

HB : Half Board. A room rate that includes breakfast and one other meal, whether lunch or dinner.

KS/ SKS: King Size or Super King Size. Refers to rooms or beds most often.

PP : Per person

PPPN : per person, per night

PRPN : Per room per night

2) Abbreviation

- COMP : Complimentary
- MICE : Meetings, Incentives, Conferences and Exhibitions
- OCC : Occupancy: The number of filled rooms / total number of rooms
- PAX : Passengers
- BRA : Best rates available.
- RES : Reservation

3) Word

- Itinerary : A detailed description of the traveller's trip in the sequence shown on their travel documents
- Occupancy : Refers to how full a hotel is booked, usually as a percentage of rooms booked against the total available. So if a hotel is running at an average of 50% occupancy, half its rooms are typically booked.

4) Phrase

- Nett rate : The wholesale selling price or the rate supplied to wholesalers who package your products and services
- Preferred rate : A rate negotiated between a hotel company and a specific client. This is also known as a negotiated rate or volume rate
- Travel distribution system : A global network of independent businesses which allow consumers to research and book travel
- Extended Stay : Occasionally you might come across a property described as an "extended stay hotel". These businesses specialise in longer stay guests. Their rooms will have features such as kitchens and offer weekly rates for guests.
- Late check out : A guest departing at a later than usual time. Sometimes hotels will allow later departure with certain dates or deals, or offer this option for an extra fee.

3.3 The Function of Jargon Used in the Correspondence

In terms of function, Allan and Burrige (2006: 58) propose two functions of jargons. Firstly, jargon can provide technical or specialist language for particular and efficient communication. The second function, jargon can encourage in-group solidarity. This study found two functions of jargon, first was providing a technical language to make efficient communication and the second function was as a sign of professionalism. The most function used in the correspondence written by the villas' staffs in Djanuraga Villa and Letung Villa in Batuan, Gianyar was a sign of professionalism.

According to the survey, jargon plays an important role in writing, in other ways, it shows that the knowledge of jargon influences communication in correspondence. Jargon in this instance is perceived positively as a sign of professionalism. The respondents think that communication is faster and more effective solely due of jargon. On the other hand, they realize that jargon can be a barrier between them and their clients. For this reason, some of them reduce in using jargon when communicating by email with guests or business partners. The reasons are different, but the majority of the participants doubt that guests would be happy to hear jargon, and they might feel embarrassed or angry because they do not understand.

The results show that the department with the most frequent use of jargon is the reception. The second position belongs to the reservation department, and sales and marketing come to the third place. Even if the latter named departments have an enormous number of jargon words (especially acronyms), reception personnel have, additionally, frequent contact with other hotel departments and their jargon. According to

the respondents, the main reason for using jargon is the absence of an alternative form due to the jargon is high degree of technicality. Almost all of the respondents claim that they fully understand all the jargon words they use, which may be the sign of their professionalism and sufficient work experience. This finding may suggest that people accustomed to using jargon cannot stop doing so and consider it to be a part of their public image and a form of a certain authority.

4. CONCLUSION

This research discussed three problems concerning the forms, meaning, and functions of jargon used in the correspondence (by email) written by villas' staffs in Gianyar. Related to the forms of jargon, they share acronym, abbreviation, word, and phrase. Acronym is the most frequent one, with 23 data. The second is abbreviation with 6 data, and phrase with 5 data, and the last is word with 2 data. Acronym places the most frequent one because some jargons are constituted from phrases. To make them simpler, acronym is used that the communication takes place more effective.

In terms of meaning, the meaning of the jargon is defined based on the documents related to Front Office Division and Sales & Marketing Division by considering the lexical meaning from the dictionary and the context where the jargons are used. Therefore, the meaning of the jargon is described clearly to make the staffs understand more about the jargon.

Regarding the functions of jargon in the correspondence used by villas' staffs in Batuan, Gianyar, the data analysis reveals that there are two functions, i.e. providing a technical or specialist language for particular and as a sign of professionalism. The second function as a sign of professionalism has more data because using jargon shows sufficient work experience and can make communication more effective.

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