



## Jurnal Multidisiplin Indonesia

Journal homepage: <https://jmi.rivierapublishing.id/>

P-ISSN 2963-2900 E-ISSN 2964-9048

---

### THE USED OF JARGON ON BALI MARKETPLACE FEATURE IN FACEBOOK

Novansius Aldo<sup>1</sup>, Gede Irwandika<sup>2</sup>

Fakultas Bahasa Asing, Universitas Mahasaraswati Denpasar

novanlugit@gmail.com<sup>1</sup>, iirwandika@gmail.com<sup>2</sup>

---

#### Riwayat Artikel:

Received: 13-10-2022

Revised: 21-10-2022

Accepted: 30-10-2022

**Keywords:** Jargon, marketplace, meaning

**Kata Kunci:** Jargon, pasar, meaning

#### *Abstract*

*Every social environment must have a characteristic variety of language that distinguishes it from other social communities. And the differences in language variations in the community are marked by the presence of jargon. Jargon is a variation of social language that is only used and understood by a particular social community. Each group, community or region has different jargons, namely: colloquialism jargon, criminal jargon, youth jargon, professional jargon, obscenity jargon. Colloquialism jargon is the jargon used in this research. This type of jargon is usually used by the general public in informal or casual situations. This research is called colloquialism jargon because, the jargon studied is contained in Social media Facebook "the Bali marketplace feature" is social media used by the general public and in Relaxed situations. Pay attention and note-taking techniques are techniques used by the author in collecting data in this study. Attention, this is the first step taken by studying the object under study. The note-taking technique is carried out after the data obtained in the form of online buying and selling jargon is considered sufficient for then analyzing the form, function and diet. The results of data analysis in the research "Jargon of buying and selling online in market place figures on social media "Facebook" there are several types or forms including abbreviated jargon, foreign language jargon, Jargon of practicality, jargon of familiarity.*

#### **Abstrak**

Setiap lingkungan sosial pasti memiliki kekhasan ragam bahasa yang membedakannya dengan masyarakat sosial lainnya. Dan perbedaan variasi bahasa di masyarakat ditandai

dengan adanya jargon. Jargon adalah variasi bahasa sosial yang hanya digunakan dan dipahami oleh komunitas sosial tertentu. Setiap kelompok, komunitas atau daerah memiliki jargon yang berbeda-beda, yaitu: jargon bahasa sehari-hari, jargon kriminal, jargon pemuda, jargon profesi, jargon kecabulan. Jargon bahasa sehari-hari adalah jargon yang digunakan dalam penelitian ini. Jargon jenis ini biasanya digunakan oleh masyarakat umum dalam situasi informal atau santai. Penelitian ini disebut jargon colloquialism karena jargon yang diteliti terdapat dalam media sosial Facebook “the Bali marketplace feature” adalah media sosial yang digunakan oleh masyarakat umum dan dalam situasi santai. Teknik memperhatikan dan mencatat merupakan teknik yang digunakan penulis dalam mengumpulkan data dalam penelitian ini. Perhatian, ini merupakan langkah awal yang dilakukan dengan mempelajari objek yang diteliti. Teknik pencatatan dilakukan setelah data yang diperoleh berupa jargon jual beli online dirasa cukup untuk kemudian dianalisis bentuk, fungsi dan pola makannya. Hasil analisis data dalam penelitian “Jargon jual beli online di market

---

*Corresponding Author:* Novansius Aldo  
E-mail: novanlugit@gmail.com



## **PENDAHULUAN**

Language is an arbitrary arrangement of drone emblems used by an ordinary agency to live together, communicate, and recognize yourself. Language has a very important help in the private pulse path because sound pressure finds apparatus to communicate and communicate between individuals (Kridalaksana, 1984: 17). Language is a social activity. Language has special functions in society between fellow humans, depending on the group (Aslinda, 2007: 2) In social life, language is a symbol of identity. There are always certain groups with certain languages. Characterized by peculiarities of behavior and use of language. It is this peculiarity of behavior and use of language that sets them apart from other groups.

Uniqueness and use of its own language that is able to distinguish it from other groups. The use and understanding of the language is only understood by them in activities carried out together and it is called jargon. The use of language in social life, one of which is by online sellers in the marketplace feature on Facebook. Online sellers are people who carry out buying and selling transactions indirectly where these activities are based online with the help of the internet. Social activities between online sellers and buyers on Facebook are usually through written language such as posts and text in columns on Facebook. The language used in online sales on facebook is in the form of jargon.

According to Moekijat (2003), selling is seeking, influencing, and providing direction to buyers so that they can adjust their needs to the products offered and reach mutually

beneficial price agreements. Not a few people who work or make a living by selling, because they like and enjoy interacting with other people. And in today's modern era with the existence of sophisticated technological tools, it can help sellers to market their products through social media. Due to the large number of social media users, information about products or product offerings can be widely spread quickly. One of the commonly used features is the Marketplace feature on the Facebook platform. Through this marketplace feature, sellers and buyers can interact as bargaining and buying and selling processes. Jargon is a social variant that is used to some extent by certain social groups. but the expression is not a secret. variations of jargon language used in different social groups (Chaer, 2004:68). According to Aslinda and Leni Syafyaha (2014: 18), Jargon is a variation of language used by social groups or certain groups of workers and are not understood by other groups.

Researchers interested in conducting research on online sales jargon on Facebook are first, online sellers on Facebook use words or phrases that are rarely known to the public. Second, they use jargon in promoting their products on Facebook. Third, jargon in online sales Facebook, can be researched linguistically, especially in the field of sociolinguistics. To find out what jargon is used by online sellers on Facebook, further research needs to be done.

Template ini harus digunakan sebagai panduan format dan atau tata-letak penulisan artikel yang akan dipublikasikan dalam Jurnal JMI. Penulis harus mengikuti seluruh aturan penulisan, baik dari segi jenis huruf, ukuran, tata-letak, banyaknya kata, sistematika, dan penulisan rujukan. Penulis juga harus memastikan bahwa artikel menggunakan bahasa Indonesia yang baik dan benar.

## METODA PENELITIAN

The data in this study were taken from online buying and selling actors in the marketplace feature on Facebook. This research started on 27 July 2022 and ended on 26 August 2022. In this study researcher took the data from all types of sales in the Bali marketplace feature in Facebook, whether it was selling kitchen equipment, motorcycles electronic equipment and others. The first way to collect data in this study is to observe, observation means to see and observe the data in the Bali marketplace feature in Facebook so that can be understood. The second is taking notes, which means the researcher writes all the data obtained from the Bali marketplace feature in Facebook. Then the data is classified into the form of jargon that consists of: Word, Phrases and abbreviation.



**Gambar 1.**

This study uses two theories to answer these problems, namely Is a theory put forward

by Allan and Burridge (2006) to answer what problem? Form of jargon and theory from Leech (1981) to answer the problem The meaning of the jargon.

## HASIL DAN PEMBAHASAN

This study found three forms of jargon. They can be seen below:

**Tabel 1.**

No	Form of jargon	Occurrence	Percentage
1	Word	5	25%
2	Phrases	9	45%
3	Abbreviation	6	30%
Total		20	100%

Based on the table, the jargon used by online buying and selling actors in the Bali marketplace feature on Facebook has a type of jargon in the work/general area. The finding from the analysis of the jargon used by online buying and selling actors in the Bali marketplace feature on Facebook is the term which is used temporarily, they use it to facilitate communication in the buying and selling process, bargaining and transaction processing. The form of jargon occupies 1 data (20%) for word form, 3 data (60%) for phrase form and 1 data (20%) for the abbreviated form. Acronyms are not used in this community. Its percentage is proven if words, phrases, and abbreviations are used the most in the data source.

### Findings

This section explains jargon in the form of phrases, namely phrases that can be understood in writing or orally. In addition to the form of phrases there are also in the form of words and abbreviations.

### Data I

The first data is a form of jargon phrase, namely cuci gudang.

"cuci gudang, celana pendek Rp 100.000 dapat 5 "

"cleaning a dirty warehouse, shorts 100.000 get 5 "



**Gambar 2.**

The term cleaning a dirty warehouse is used by sellers in the Bali marketplace feature on

Facebook. Can not be denied cleaning warehouse is a well-known term that refers to cleaning a dirty warehouse, but this is not the same as the term used by the seller in the Bali marketplace feature on Facebook. This different meaning from the literal meaning, the word washing the warehouse above can indicated as a type of connotative meaning and the form of the jargon is phrase form. The purpose of the seller washing the warehouse is a big sale promo. This big sale promo means giving a discount on items that are piled up in the warehouse and will be replaced with new items.

### **Data II**

The second is a form of abbreviated jargon, namely COD

Bisa COD.

COD later.



**Gambar 3.**

COD does not seem to be a new name for online buying and selling actors, because COD is one of the most frequently used payment methods, namely the cash payment system on the spot. The word COD will be difficult for other people who are not buying and selling online to understand. COD in English is cash on delivery.

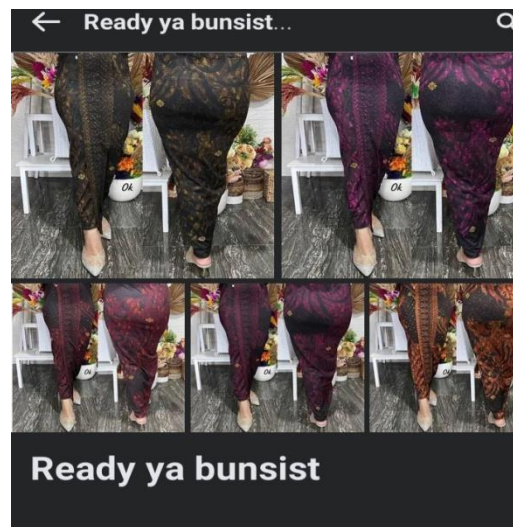
### **Data III**

The third is a form of abbreviated jargon, namely BUNSIST

"Ready ya bunsist".

It is ready bunsist.

706. The Used Of Jargon on Bali Marketplace Feature In Facebook  
(Novansius Aldo<sup>1</sup>, Gede Irwandika<sup>2</sup>)



**Gambar 3.**

Basically the word bunsist is an abbreviation of mother and sister (Bun, is mother in Indonesian and sist is abbreviation of sister) which means that in sales advertisements in the Bali marketplace feature, the product is sold specifically for women (mothers and sisters). From the understanding of ordinary people / new people in the world of online buying and selling (the Bali marketplace) it will have a different meaning because this is jargon in the Bali marketplace feature (or social language that is only understood by groups or people in the Bali marketplace feature).

**Data IV**

The fourth data is a form of word jargon, namely NET  
" Net nya berapa bos? ".  
What is the net price?



**Gambar 4.**

The term what is the net price is used by sellers in the Bali marketplace feature on Facebook. It is undeniable that net price is a well-known term that refers to the net price commonly used in volleyball, badminton or other sports that use the net as a boundary between camps, but this is not the same as the term used by sellers in the Bali marketplace feature on Facebook. A different meaning from the literal meaning, the word price above can be indicated

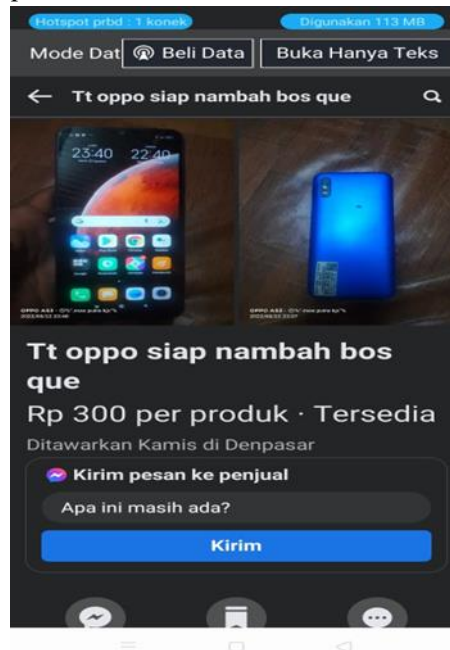
as a type of connotative meaning and the form of jargon is a form of phrase. The seller's point of net price is the standard price of a product (not negotiable). For example, what is the net price of this laptop?. This question refers to what is the standard price (normal price) of the laptop sold by the seller.

#### **Data V**

The fifth is a form of abbreviated jargon, namely TT

" Tt "

“Tt oppo siap nambah bos que”



**Gambar 5.**

Tt is the abbreviation of the trade-in. Abbreviation is a combination of letters or prepositions of each word that forms it. Tt or trade-in jargon is used by sellers or buyers in online buying and selling accounts on Facebook to exchange goods for additional prices. The abbreviation of the word exchange is taken from the first letter, namely /T/, /T/.

#### **KESIMPULAN**

This is a type of Colloquialism jargon used by online buying and selling actors in the Bali market place feature on Facebook. The conclusion from the investigation of the jargon used by online buying and selling actors in the Bali market place feature on Facebook is the term used by both sellers and buyers in the promotion or bargaining process of goods. The form of jargon occupies 5 data (25%) for word form, 9 data (45%) for phrase form and 6 data (30%) for the abbreviated form. Acronyms are not used in this community. It percentage is proven if words, phrases, and abbreviations are used the most in the data source. The most commonly used jargon in data sources is denotative meaning, which occupies 13 data (65 percent) and connotative meaning, which occupies 7 data (35 percent), and there is no other type of meaning.

## DAFTAR PUSTAKA

- Nina,H. ( 2020 ) Jargon used by mechanics hold baggage screening I Gusti Ngurah Rai International Airport. Denpasar: English literature, faculty of foreign languages Mahasaraswati University.
- Aulia,R. ( 2018, Juli 26 ) Variations of slang and jargon of online motorcycle taxi drivers around Muhammadiyah University of Jakarta.
- Allan, K., Burridge, K., 2006. Forbidden words taboo and the censorin of language. Cambridge University Press.
- Englopedia. ( 2022, Agustus 18 ). Types of jargon. Retrieved from <https://englopedia.com/jargon-and-its-types-with-examples-in-detail/>
- Nur,M. ( 2020, Januari 30 ).Kajian bentuk dan fungsi jargon. Retrieved from <https://journal.stkipyasika.ac.id/metabahasa/article/view/62>
- Rifqi, M. ( 2022, Agustus 25 ). Memahami pengertian jargon. Retrieved from <https://rifqimulyawan.com/blog/pengertian-jargon/>
- Kompasanna. ( 2020, Desember 16 ). Penggunaan jargon dalam akun jual beli online. Retrievedfrom <https://www.kompasiana.com/syifafauziyah8309/5fda192bd541df656b1638b2/analisis-semantik-penggunaan-jargon-dalam-akun-jual-beli-online-di-facebook>
- Leech, G. ( 1981 ). Semantics the study of meaning. Great Britain. Penguin books.
- Bengel, Andy, Shawki, Amin, & Aggarwal, Dippy. (2015). Simplifying web analytics for digital marketing. 2015 IEEE International Conference on Big Data (Big Data), 1917–1918. IEEE.
- Tawqeer, Munshi Mohammad, & Murthy, Chethana R. (2020). Digital Intelligence on Google Cloud Platform.
- Verberne, Hein J., Acampa, Wanda, Anagnostopoulos, Constantinos, Ballinger, Jim, Bengel, Frank, De Bondt, Pieter, Buechel, Ronny R., Cuocolo, Alberto, van Eck-Smit, Berthe L. F., & Flotats, Albert. (2015). EANM procedural guidelines for radionuclide myocardial perfusion imaging with SPECT and SPECT/CT: 2015 revision. European Journal of Nuclear Medicine and Molecular Imaging, 42(12), 1929–1940. <https://doi.org/10.1007/s00259-015-3139-x>