

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In this chapter, the researcher presents a review of related literature which is based on relevant theories. It covers the definition of jargon, the characteristics of jargon, and the meaning of jargon. Furthermore, the chapter describes the definition of menu and the types of menu.

#### **2.1 Jargon**

Definition of jargon, the characteristics of jargon, and the functions of jargon are discussed in this section.

##### **2.1.1 Definition of Jargon**

Varieties of languages based on its purpose are considered as one aspect of the area which decides the appropriate selection of language. One example of language varieties is jargon, a language in connection with the groups, status, ages and social class of the speakers. According to Richard and Schmid (2002: 305), jargon as spoken and written words and expressions belongs to a particular social group such as trade, profession, or any other group of people with common attention. For instance, the jargon of law, medical jargon, and sports jargon. Rosenberg (2012) states that jargon presents the aim of allowing people to communicate with the members in the any profession, trade or hobby specialized vocabulary.

Moreover, Tashhuges (2008) defines jargon as the words used in a particular group society that are meaningful to the members experiencing that

context. Jargon is not a bad thing as it can make communication in the field quicker and easier and jargon considers the efficiency and the effectiveness of communication for the users. Jargon can be formal or informal, depending on the profession or group. In summary, jargon is specialized language of some fields such as profession, a trade, or similar group using by using special vocabulary, complex phrasing, and abstract meaning. It is an exclusive terms in which mostly known by the insiders, it can be difficult to understand by the outsiders.

### **2.1.2 Characteristics of Jargon**

According to Caudle (1985), the characteristics of jargon are classified into five, they are:

1. Jargon creates a new vocabulary, such as a new term that is never was, created by a group of society. For examples, “low hanging fruit” means that do the work that has positive impact with little effort.
2. Jargon is used in informal situation, such as in the speech between the colleagues in informal setting. For example, when having fun and having a joke with the members of the community.
3. Jargon is usually in the form of abbreviation or shortened form of original words, since it is created to make the user uses the vocabulary easily. For example: “OOTD” that stands for “Outfit Of The Day”.
4. Jargon always changes and not lasting. There will always be a new term of jargon, and it is always changing from time to time. For example, “adidas” it means vulgar and changing to Desi Ratna Sari.

5. Jargon can make the communication purposes easier, since jargon is a simple and informal word. It makes the communication between the members of the community easier.

In accordance with statement above, the characteristics of jargons used in the menus are creating new vocabularies and they are used in informal setting. Several examples of jargons can be found in the Battleship Movie about naval jargon by Fadillah (2015), such as “VHF Channel 16”, “Roger”, and “Charlie Oscar”. “VHF Channel 16” which means a marine VHF radio frequency used for shipping and maritime purposes, to call up ships and shore stations, and as the international distress frequency. This channel is not only used by navy but also a sailor. This channel is an international frequency. “Roger” which stands for GUM (Got Your message) in military radio communication. “Charlie Oscar” is commanding officer and this is kind of code.

### **2.1.3 Functions of Jargon**

Jargon is a special language in which has the special and certain function in communication. Based on Ives (in Yuniasih, 2013) states that jargon has some functions, they are:

1. Jargon can give a person a sense of belonging to a specific group.
2. Jargon can also make it easier for a person to communicate with their friend.
3. Jargon is an effective signal for identification.

In addition to the statement above, Allan and Burridge (2006: 58) elaborate two functions of jargon. Firstly, jargon functions in providing a technical or specialist language for particular situation and efficient communication. Jargon

makes communication more effective since it offers a word in which the scope is limited to a particular group and carries specialized meaning. It is called a technical since a jargon of group is unlikely used in other groups. Secondly, jargon encourages in-group solidarity. The members of the group will have a harmonious situation using jargon in their daily communication. This results in their position as a solid member of society.

## 2.2 Meaning

Every word or phrase has meaning to express and explain their definition. Meaning is the idea that represented by a word, phrase, and sentence. According to Trask (2007: 120), meaning is a characteristic of a linguistic form which allows it to be used to pick out some aspect of the non-linguistic world. Meaning is a notion or concept possessed by any words.

Meaning of a jargon sometimes does not mean what exactly people mean by themselves. As a result, people who do not belong to particular group of field will not understand entirely what people who belong to the same field are talking about using the jargon.

According to Leech (1985: 23), there are seven types of meaning such as conceptual, connotative, social, affective, reflected, collocative, and thematic meaning.

Table 2.1 Seven Types of Meaning (Leech, 1985)

No.	Types of Meaning	Explanations
1	Conceptual Meaning or <i>Sense</i>	Logical, cognitive, denotative or literal meaning. It is the basic propositional meaning which correspondents to the

			primary dictionary definition.
2	Associative Meaning	a. Connotative Meaning	The communication value of an expression over and above its purely conceptual content.
		b. Social Meaning	The meaning conveyed by the piece of language about the social context of its use.
		c. Affective Meaning	It refers to emotive association or effects of words evoked in the reader, listener. it is what is conveyed about the personal feelings or attitude towards the listeners.
		d. Reflected Meaning	It refers to what is communicated through association with another sense of the same expressions.
		e. Collocative Meaning	It refers to associations of a word because of its usual or habitual co-occurrence with certain types of words
3	Thematic Meaning		It refers to what is communicated by the way in which a speaker or a writer organizes the message in terms of ordering focus and emphasis.

## 2.3 Menu

Definition of menu and types of menu are discussed in this section.

Further information and discussion are written below.

### 2.3.1 Definition of Menu

Antun and Gustafson (2005) say menu is a base on which the customers make their food choices and a well designed menu can direct customers' attention

to the items the firm wants to sell more. Furthermore, according Wansink *et al.* (in Ozdemir & Caliskan, 2005) about contemporary understandings of menu, it has material and immaterial meanings. In material meaning, menu is a document of food and beverage options in the form of list or a card in which being offered by a restaurant. Immaterial meanings of menu highlight that it is a medium that affects customers' perceptions of restaurant experience. Therefore, menu is a list or a card which documents the food and beverage options being offered by a restaurant that affect customers' perception of restaurant experience.

### 2.3.2 Types of Menu

There are four types of menu in general such as *A la Carte* menu, *du jour* menu, static or cycle menu, and *table d'hôte* menu (Tanjil, 2015).

Table 2.2 Types of Menu (Tanjil, 2015)

No.	Menu	Explanations
1.	<i>A la carte</i> Menu	It offers a free and greater choice of food items from the card or menu of a restaurant which are individually priced.
2.	<i>Du Jour</i> Menu	It usually offers one dish for particular day which is prepared and changed daily. Often, the du jour dish is presented at a discount to customers.
3.	Static Menu	It offers in fast-food restaurants, it is usually separate the menu items into group such as appetizer, soups and salads, and desserts.
4.	<i>Table d'hôte</i> Menu	It offers a complete meal at a fixed price for the guests no matter how much food has been consumed.

Based on the table above and this research, the type of the menu used by the cafés in Malang is static menu. The menu used between in the restaurant and in the café does not have a significant difference. It can be seen from the definition of the café, café is a type of restaurant which usually serves coffee and snacks. The term “café” comes from French, means “coffee”. Café is sometimes called as a coffeehouse or coffee shop in English, café in French, Spanish, Portuguese and caffè in Italian. The characteristics are quite the same as bar, quite the same with restaurant, but it is different from cafeteria, which is type of restaurant where the customers can choose from many dishes on a serving line. In many countries, café is almost the same or resembles to the restaurant.

