

CHAPTER I

INTRODUCTION

In Chapter I, firstly the researcher describes the background of problem about the topic of the research and makes the statement of the problem. Then, it is made the purposes and the significance of the research. The researcher also gives conceptual framework for analyzing data in the research. In the paper, the researcher uses six cooperative books as primary sources and the descriptive method. Then, it is also explained about the technique of collecting and analyzing data of the research.

A. Background of Problem

Language is an important thing in human life. It usually becomes interesting topic to discuss and analyze along time for everyone especially linguists. Everyone uses language to communicate each other in their community. It means that language is a tool of communication. Pei and Gaynor (1954:119) said that language is a system of communication by sound, for instance, through the organs of speech and hearing, among human beings of a certain group or community, using vocal symbols possessing arbitrary conventional meaning. In short, Lyons (1981:32) also said that language has great role in communication.

Communication can be happened if all people who use language can understand the message each other. It means that language is useful to clarify our thought or in other words, its function is a tool of delivering our ideas to the other.

Here, the meaning of language particularly word and sentence meaning is a very important value.

Other essence of language is varieties. Of course, every country have language which used by their people. It can be different with other country in the world. The variation of language caused by factors of non-linguistic. Suwito (1985:23) says:

“Pemakaian bahasa dalam tindak komunikasi bukan hanya ditentukan oleh faktor-faktor linguistik, melainkan juga oleh faktor-faktor non linguistik. Faktor non linguistik yang sangat berpengaruh adalah faktor-faktor sosial (seperti status sosial, tingkat pendidikan, umur, tingkat ekonomi, dan jenis kelamin), dan faktor-faktor situasional (seperti siapa berbicara, dengan bahasa apa, kepada siapa, kapan, dimana, dan mengenai masalah apa).”

A variation of language is according to occupation. The occupation of a person causes his language to vary, particularly in the uses he makes of technical terms, that is, in the use he makes of the jargon of his vocation. Wardhaugh in *Introduction to Linguistic* (1977:244) defined that jargon is the technical vocabulary of a particular occupation. For example, in cooperative field (*koperasi*). Cooperative, according to The ICA Statement on Cooperative Identity (ICIS), is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically controlled enterprise. There are a lot of English jargons in cooperative fields, such as *credit union, consumer cooperative, multi-purpose cooperative, single-purpose cooperative, joint buying, joint selling, transnational cooperative, cooperative society*, and others. Sometimes the consequence is that such persons experience difficulty in communicating with people outside the

vocation on professional matters because the technical vocabulary is not shared by all.

To understand the jargons above, we must be understand the meaning and the message of the word or the phrases which written by the writer. Because of that, there is a process of translation to change or translate source language (SL) into target language (TL). Catford (1969:20) said, translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Here, the meaning of language also have important role.

There are some different meaning of translation between source language and target language in cooperative English jargons. For example, *credit union* translated to be “*koperasi kredit*” (not *credit cooperative*), and *multi-purpose cooperative* translated to be “*koperasi serba usaha*” (not *multi business cooperative*). Whereas, *consumer cooperative* translated to be “*koperasi konsumen*”, and *jointly owned cooperative* translated to be “*koperasi dengan kepemilikan bersama*”. Here, there are different meaning relation to translate between *credit union* and *multi purpose cooperative* with *consumers cooperative* and *jointly owned cooperative* in Indonesian language. It is influenced by lexical relation, derivational relation, and sentences meaning.

Based on the problem above, it can be an interesting topic to discuss and analyze the relation of meaning in cooperative English jargons.

B. Statement of Problem

Cooperative is a part of our economic fields. It has special terms in language, which called jargons. There are a lot of English jargons which usually

used in cooperative field, such as *credit union, single-purpose cooperative, joint buying, cooperative society, by law, transnational cooperative*, and others. But, it can not be understood deeply and clearly by every people who lies outside of cooperative field particularly in the meaning of translation them.

Based on the background and statement of problem above, the questions can be formulated as follows:

1. What kinds of English jargons are used in cooperative field ?
2. What is the relation of meaning between English jargons and its translation into Indonesian language used in cooperative field ?

C. Purpose and Significance of the Research

The purposes of the research as follows:

1. To know and classify the kinds of English jargons are used in cooperative field.
2. To know and analyze the relation of meaning between English jargons and its translation into Indonesian language are used in cooperative field.

In the research, the researcher will try to find a lot of cooperative English jargons and analyze its translation to Indonesian language from some sources of cooperative books. Finally, it can be made a glossary or dictionary of cooperative English jargons which can be used continuously by cooperative activist. And, the researcher hopes it will become an useful and valuable contribution in Indonesian cooperative literary.

D. Conceptual Framework

Language is varieties. Some have concerned themselves with describing the speech of only one speaker, concentrating on his speech, or dialect, and disregarding certain stylistic variation that occur even in such a sample. Wardhaugh in *Introduction to Linguistic* (1977:219) said that there are some varieties of language, caused by: (1) *Age*, (2) *Sex and Occupation*, and (3) *Function*.

The effect of language variation is many of terms in special fields. It caused jargons lies. The term of jargon is applied chiefly to the words and phrases that are used and understood by people within a specific profession or field of study, but not by others. Sometimes the consequences is that such persons experiences difficulty in communicating with people outside the vocation on professional matters because the technical vocabulary is not shared by all. One kind of jargons which based on occupation is in cooperative field (*koperasi*). There are a lot of English jargons used in cooperative field, such as: *credit union, consumer cooperative, single-purpose cooperative, multi-purpose cooperative, joint buying, joint selling, multiple string cooperative, by laws, profit, cooperative law and legislation, social mission*, and others. All of jargons showed special meaning and only can be understood by special people who active in cooperative field.

To understand and make the jargons easy to learned by people outside the cooperative field, it must be translated in order people can understand the meaning of cooperative English jargons deeply and clearly. Larson in *Meaning-Based Translation; A Guide to Cross Language Equivalence* (1984:26) says: “It is

meaning that serves as the base for translation into another language.” Whereas, Nida and Taber in *The Theory and Practice of Translation* (1969:37) says:

“... object, event, abstract, and relation, ... they refer to basic semantic categories, in contrast with the more familiar terms noun, verb, adjective, preposition, etc, which refer to grammatical classes. These four categories include exhaustively all the semantic sub categories of all language, even though various language have quite different sets of grammatical classes; in other words they are universal.”

In translating the jargons from source language (English) into target language (Indonesian), it must have same meaning. Larson (1984:159) said that translation was described as the process of studying the lexicon, the grammatical structure, and the communication situation of the source language text, analyzing it in order to determine the meaning and then reconstructing this same meaning using the natural forms of the receptor language. He also said that a translator should translate the meaning and not concern himself with whether the forms turn out the same or not. Because of that, the translator must be understand about kinds of meaning.

Charles Carpenter Fries (1959:295) divided kinds of meaning into two parts, namely: (1) *Linguistic Meaning*, consist of lexical meaning and structural meaning, and (2) *Social Meaning (Cultural)*. Heatherington (1980:136) also divided meaning into two parts, namely: (1) *Lexical Meaning*, consist of denotative meaning (general, traditional, referential, literal), and connotative meaning (emotional, individual, figurative, presidential), (2) *Lexico-structural Meaning*. Whereas, Saeed in *Semantic* (1997) divided kinds of meaning into two parts, namely: (1) *Literal Meaning*, and (2) *Non-Literal Meaning*.

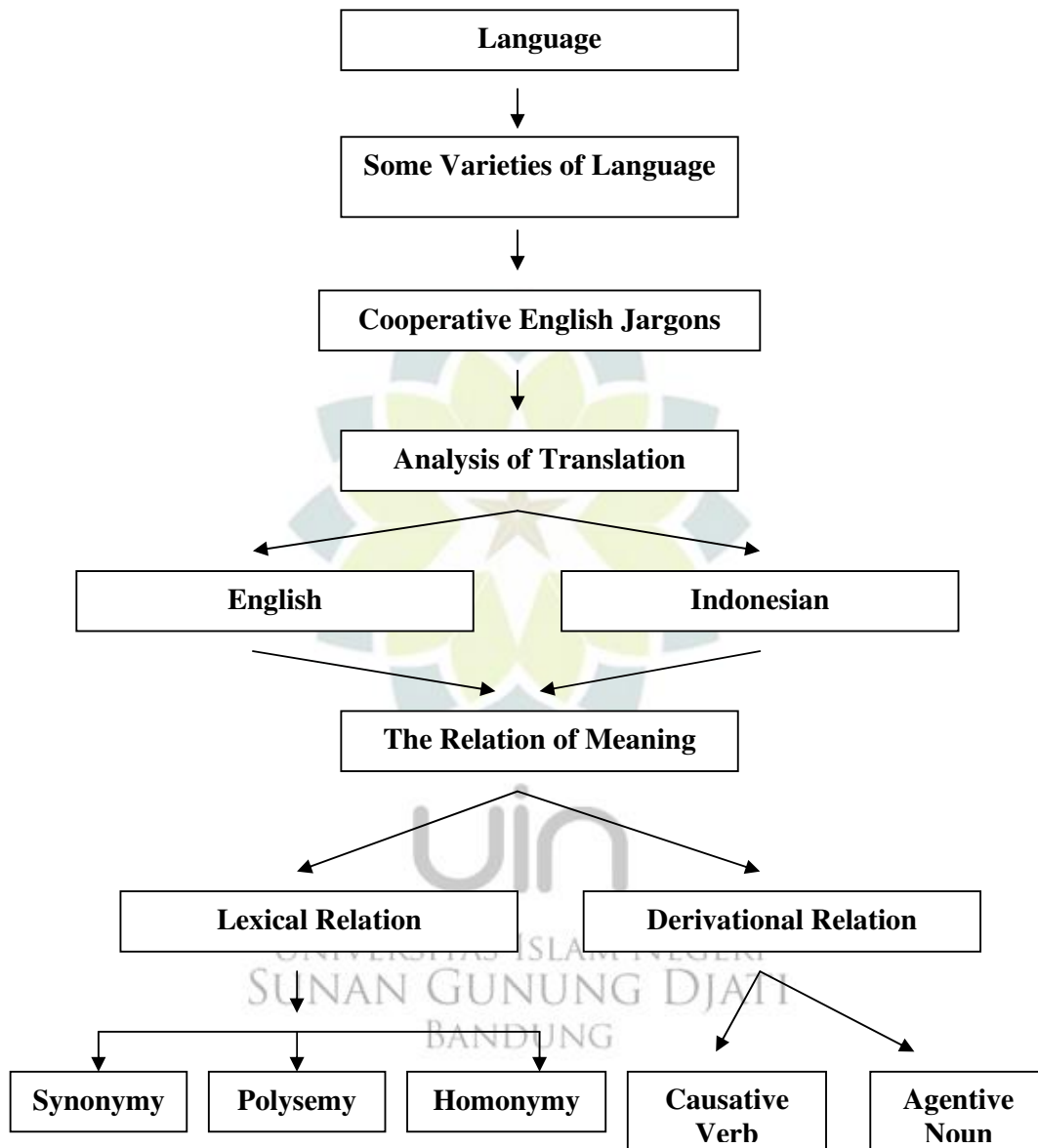
Beside kinds of meaning, the translator must be understand the word meaning, or lexical semantics. Saeed in *Semantics* (1997:53) said that the traditional descriptive aims of lexical semantics have been: (a) to represent the meaning of each word in the language; (b) to show how the meaning in a language are interrelated. The meaning of a word is defined in part by its relations with other words in the language.

According to Saeed (1997) that meaning relation consist of lexical relation, derivational relation, and sentence meaning. He gave some kinds of lexical relation meaning, namely: (1) *Homonymy*, (2) *Polysemy*, (3) *Synonymy*, (4) *Antonymy*, (5) *Hyponymy*, (6) *Meronymy*, (7) *Member-collection*, and (8) *Portion-mass*. Grady (1997:269) also gave his opinion about it that there are some lexical relation meaning, namely: (1) *Synonymy*, (2) *Antonymy*, (3) *Polysemy*, and (4) *Homonymy/Homophony*. Whereas, Alwasilah divided lexical relation as “*Pola Struktur Leksikal*” into five parts, namely: (1) *Polisemi* (polysemy), (2) *Sinonim* (synonymy), (3) *Antonim* (antonym), (4) *Homonim* (homonymy), and (5) *Idiom*.

Beside that, Saeed explained about derivational relations. He divided the derivational relation into two parts, namely: (1) *Causative verbs*, and (2) *Agentive nouns*.

In the paper, the researcher will classify and analyze the relation of meaning of all cooperative English jargons into two parts, namely: (1) Lexical Relation, particularly *synonymy*, *homonymy*, and *polysemy*, and (2) Derivational Relation, particularly *causative verb* and *agentive noun*.

Generally, the conceptual framework in this paper used by the researcher can be described below:



E. Methodology of Research

1. Method

In this paper, the researcher uses descriptive method. Surahmad (1980:68) said that generally, common characteristic of all forms of the descriptive research

is interpreting data, for instance, about situational experiences, correlation activities, points of view, and real attitudes. Descriptive method is a procedure to solve the problem research by describing the object of the research based on the fact.

Subana (200: 89) also said that descriptive method expressed and interpreted the data which are connected with the fact in this research. It means that a method described the information or data in the same manner as the fact. In the paper, the researcher also compares English jargons which are used in some sources of cooperative books and describes it according to the topic of the research.

2. Data

Data of the research are all of cooperative English jargons in some cooperative books and its translation into Indonesian language. There are six books of cooperative as primary data sources. The researcher found about 278 English jargons in those books and analyzed some of them as sample of the research. Some examples of cooperative English jargons are in Mohammad Iqbal's *Era Baru Koperasi Indonesia*, such as: *social mission, transnational cooperative, joint buying, cross border cooperative, jointly owned cooperative*, in Panji Anoraga and Ninik Widiyanti's *Dinamika Koperasi*, such as: *profit motive, single purpose, multi purpose, member's economy, business surplus*, in Tim DEKOPIN's *Koperasi Indonesia Menghadapi Abad ke-21*, such as: *people based association, cooperative management, stakeholder, mutual help, one man one vote*, in Rusidi, dkk's *20 Pokok Pemikiran Tentang Pembangunan Koperasi*, such as: *capital based organization, self-help, board of director, cooperative*

entrepreneurship, cooperative effect, in Ibnu Soedjono, dkk's *Koperasi di Tengah Arus Liberalisasi Ekonomi*, such as: *identity statement, active membership, quasi coops, small business act, strategic business unit*, and in Ibnu Soedjono's *Instrumen-instrumen Pengembangan Koperasi*, such as: *cooperative development ladder assessment, strategic plan, aging report, new generation coops, multiple string coops*.

But, actually only several data would be analyzed by the researcher to give description about the relation of meaning in cooperative English jargons.

3. Data Sources

In the paper, the researcher uses six books of cooperative as primary data sources, are: 1) Mohammad Iqbal's *Era Baru Koperasi Indonesia* (2004), 2) Panji Anoraga and Ninik Widiyanti's *Dinamika Koperasi* (1993), 3) Tim DEKOPIN's *Koperasi Indonesia Menghadapi Abad ke-21* (1997), 4) Rusidi, dkk's *20 Pokok Pemikiran Tentang Pembangunan Koperasi* (2002), 5) Ibnu Soedjono, dkk's *Koperasi di Tengah Arus Liberalisasi Ekonomi* (1997), and 6) Ibnu Soedjono's *Instrumen-instrumen Pengembangan Koperasi* (2003).

4. Technique of Collecting data

The steps of collecting data in the paper which is done by the researcher, as follows:

1. Reading some cooperative books and determining six books of them as primary data sources of the research.
2. Identifying and writing all of cooperative English jargons in those books, included its translation into Indonesian language.

3. Comparing all of cooperative English jargons in each books and using dictionary to make it easy in analyzing.

5. Technique of Analyzing Data

The obtained data will be analyzed by the researcher as follows:

- a. Classifying all of cooperative English jargons in some cooperative books as the primary sources of the research (six books) and its translation according to kinds of meaning from Saeed Semantic Theory.
- b. Interpreting and explaining the cooperative English jargons with the relation of meaning, consist of lexical relation and derivational relation
- c. Making summary.

6. Clarification of Key Terms

To avoid, or at least to prevent misunderstanding and ambiguous from the reader about the title of the paper, the researcher gives clarification of key terms, as follows:

Relation of Meaning. It means that there are relationship between English jargons and its translation meaning into Indonesian language are used in cooperative field. Sometimes, there is differentiation in translating of English jargons into Indonesian language. In the research, the researcher uses Saeed Semantic Theory to classify and analyze all of them into five parts, namely: *Synonymy, Homonymy, Polisemy, Causative Verb, and Agentive Noun.*

Cooperative. According to *The ICA Statement on Cooperative Identity* which is resulted in Manchester-United Kingdom (September 23th, 1995) defined cooperative is an autonomous association of persons united voluntarily to meet

their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically controlled enterprise.

English Jargons. It means jargons which use English language in written. *Oxford Advanced Learner's Dictionary of Current English* (1995) defined jargons as technical words or expressions used by a particular profession or group of people and difficult for other to understand, example banking/computer/legal jargon. It same with Wardaugh idea in *Introduction to Linguistic* (1977:244) that jargon is the technical vocabulary of a particular occupation. In the research, the researcher identifies and classifies all of English jargons are used in cooperative field which come from six cooperative books as primary data sources.

