

# JARGON OF HOTEL ADVERTISEMENT IN MEDAN

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## ABSTRACT

This article deals with the Jargon of the hotel advertisement in Medan. The data are limited to only 25 jargon. The objective of this study is to find out the forms of jargon, the most dominant forms of jargon, and the reasons for the use of jargon in the hotel advertisement in Medan. This study applies research based on descriptive qualitative. The findings of this study show that there are two forms of jargon found based on Halligan's theory. Besides, it is also found jargon in the form of a sentence. It was found that there is 25 jargon which consists of 2 occurrences for word forms (8, 00%), 9 occurrences for phrase forms (36, 00%), 14 occurrences for sentence forms (56, 00%). While the acronym and abbreviation were not found. Based on the analysis, the most dominant form of jargon used in the hotel advertisement in Medan was sentenced forms with 14 occurrences or 56, 00% for percentage. The reason for the use of jargon in the hotel advertisement in Medan is to convey information appropriately to the reader or in this case the customer with the aim of the jargon being conveyed clearly and unambiguously.

**Keywords:** *Jargon, Advertisement, Hotel.*

## ABSTRAK

Artikel ini membahas jargon pada iklan hotel di Medan. Data dibatasi hanya 25 jargon. Tujuan penulisan penelitian ini adalah untuk mengetahui bentuk jargon, bentuk jargon yang paling dominan, dan alasan penggunaan jargon dalam iklan hotel di Medan. Penelitian ini menerapkan penelitian berdasarkan deskriptif kualitatif. Temuan Penelitian ini menunjukkan bahwa ada dua bentuk jargon yang ditemukan berdasarkan teori Halligan. Selain itu ditemukan juga jargon berupa kalimat. Ditemukan 25 jargon yang terdiri dari 2 kemunculan bentuk kata (8, 00%), 9 kemunculan bentuk frasa (36, 00%) dan 14 kemunculan bentuk kalimat (56, 00%). Sementara akronim dan singkatan tidak ditemukan. Berdasarkan hasil analisis, bentuk jargon yang paling dominan digunakan pada iklan hotel di Medan adalah bentuk kalimat dengan 14 kemunculan atau persentase 56,00%. Adapun alasan penggunaan jargon dalam iklan hotel di Medan adalah untuk menyampaikan informasi secara tepat kepada pembaca atau dalam hal ini pelanggan dengan tujuan agar jargon tersebut tersampaikan secara jelas dan tidak ambigu.

**Kata Kunci:** *Jargon, Iklan, Hotel.*

## 1. INTRODUCTION

The influence of advertisements in society has become a very attractive form of language of communication. Today's advertisement embodies a higher level of creativity than in the past. Advertising is a form of communication paid for by individuals or companies, to influence people to think or act in a particular way or provide information. Most ads aim to persuade us to buy goods or services offered by the advertiser (Green 2012:6).

The language which is embedded in the advertising establishes a strategy for producers or advertisers to influence the readers so that the public knows and consumes the product or service from the advertising offered. The language used in an advertisement must be effective, communicative, unique, and persuasive because it aims to persuade people (viewers, readers, or listeners) to take some action concerning products, ideas, or services. Mostly hotel advertisements and the other advertisement have jargon within.

A Jargon is an infectious expression or arrangement of words used to assist customers with recalling a brand, product, or service. Companies create jargon to use in different showcasing endeavors with the expectation that the expressions will stick in people's minds.

In this research, the writer is interested in an analysis of jargon in the hotel advertisement because the writer has been worked at the hotel for about 5 years. Hospitality industries are facing many challenges and one of them is the high level and intensity of competition.

Through this research, the writer analyzed the form, the most dominant form, and the reasons for the use of Jargon in hotel advertisements. The writer hopes that the result of this research could help us understand more about the language used in advertisements and how the jargon can influence society as the consumer.

## 2. THEORETICAL FRAMEWORKS

Some relevant theories are used for conducting this study, they are sociolinguistics, the functions of language, language variety, jargon, and hotel advertisement.

### a. Sociolinguistics

Sociolinguistics is the study of language concerning society. This affects people in daily life, people communicating in a society. According to Holmes (2017:1), Sociolinguistics is concerned with the relationship between language and the context in which it is used. Examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationships in a community, and the way people signal aspects of their social identity through the language.

Language has an important role in society in the way they communicate with each other. The language also becomes a tool of communication. Without language, it will be difficult to figure out what people want to share an idea, information, and others.

The goal of sociolinguistics is to understand the correlation between social factors (such as social status, age, background, and interest) and linguistics variation and ordering of linguistic constraints concerning the variability of rules. The writer concludes that sociolinguistics is one field in language. People and language cannot be separated because they are one unity.

### b. The Functions of Language

Language plays a very important role in human lives. It is a social phenomenon. One of the main goals of language is to communicate with people and to understand them. The language is used by people to express some ideas, conversations asks or gives information and opinion. The people expected that other people can understand their want, meaning, and a message from the language. According to Chaer and Agustina (2000: 19-21), there are many functions of language. They are: emotive, directive, phatic, referential, metalingual, and imaginative.

### c. Language Variety

According to Riley (2007:56), a language variety is a set of linguistic forms having the same distribution concerning one or more social criteria such as religion, topic, functional domains, age, sex, region, and so

on. Language variety is a general term that may be used in some societies. This term can be used to distinguish between the varieties of language or give the identity of the language and the user.

Chaer and Agustina in Aslinda (2007: 17-20) there are some language varieties such as:

1. Language variety from the speaker aspect.
2. Language variety from the usage aspect.
3. Language variety from formality aspects
4. Language variety from medium aspects

#### **d. Jargon**

According to Gray (2011: 7) jargon consists of words, brands, acronyms, abbreviations, and expressions with specific meanings. It can be industry-specific, company-specific, technical, or generic and it is almost always used as a kind of shorthand. Jargon allows you to refer to something in an agreed way that your colleagues should understand. Most people use jargon in their everyday speech at work and, while some jargon is fairly specialized, much is so widely used that it becomes commonplace.

#### **1. Forms of Jargon**

According to Halligan (2004:16), there are four forms of jargon. They are words, phrases, abbreviations, and acronyms. Besides that, it is also found jargon in the form of a sentence. These forms would be explained as follows:

##### **a) Word**

Leech in Culpeper et al. (2009: 109) mention that a word is not merely defined as the smallest form that can occur by itself as an utterance as it can also be manipulated by syntaxes such as what occurs in the sentence structure of an active sentence and passive sentence.

A content word is a word that determines thing, quality, state, or action. It has meaning when it is used alone. It consists of nouns, verbs, adjectives, and adverbs. On the other hand, a function word is a word that has little meaning on its own. It is used to show grammatical relationships in and between sentences. It consists of

conjunctions, prepositions, articles, and pronoun

##### **b) Phrase**

According to Culpeper (2009: 130-135), a phrase, a group of words that form a grammatical unit, has the main word that is called ahead. It is the only word that has to occur in the phrase. A phrase does not contain a finite-verb and does not have a subject-predicate structure. The modifier, putting before as well as after the head, is optional. A Phrase can act as a noun, an adjective, a preposition, or an adverb and prepositional.

##### **c) Acronym**

According to Yule (2006: 57) acronyms are formed from the initial letters of the words in name, title, or phrase. It can be pronounced as a single word, for example, UNICEF stands for *United Nations Children's Fund*, NATO for *North Atlantic Treaty Organization*, NASA for *National Aeronautics and Space Administration*, and UNESCO for *United Nations Educational, Scientific and Cultural Organization*. Many acronyms become everyday terms such as laser ('light amplification by stimulated emission of radiation') and radar ('radio detecting and ranging'). Names for organizations are often intended to have their acronym represent an appropriate term, as in 'mothers against drunk driving' (MADD) and 'women against rape' (WAR). Some new acronyms come into general use so quickly that many speakers do not think of their component of meanings. Innovation such as PIN ('personal identification number') is regularly used with one of their elements.

##### **d) Abbreviation**

Two theories can be used as the basis for explaining it. The first theory is proposed by Culpeper (2009: 109) who mentions that an abbreviation is formed by taking the initial letters which do not result in well-formed syllables. Thus, unlike an acronym, an abbreviation cannot be pronounced as if a word. The people should spell as what the initial letters are, such as USA which is pronounced /yuesai/ instead of /yusa/.

The second theory is proposed by Fromkin, et al. (2002: 84). They say that

abbreviation is intended to simplify words or combined words by putting one or some syllables of the original word/ words. It can be formed by longer words or phrases such as phone for telephone, math for mathematics, board for blackboard, and fridge for refrigerator. By taking the only initial letters of each word that has already contained complete information such as BBC standing for British Broadcast Corporation, using abbreviation might increase more efficient communication.

#### **e) Sentence**

Sentences are made up of two parts - subjects and predicates. Dwight (1975:156) stated that the traditional definition of a sentence is the minimum part of a language that expresses a complete thought, and certainly some sense of completeness is essential to it. In sentences, there are differences between the deep and surface structure. The surface structure of a sentence is its grammatical form, while the deep structure is understood as its meaning.

According to Burns (2006:32), there are several different sentence structures and types of sentences. They are:

##### **a. Simple Sentences**

A simple sentence contains one main clause. The main clause usually consists of a subject (which is a noun), a verb, and an object (which is a noun), for example, the cat (subject) sat (verb) on the mat (object).

##### **b. Compound Sentences**

A compound sentence consists of two or more simple sentences linked with a conjunction, such as 'and', 'but', etc. Each clause in a compound sentence makes sense on its own and each is of equal importance, for example.

##### **c. Complex Sentences**

A complex sentence consists of a main clause and one or more other clauses that are of lesser importance than the main clause. These lesser clauses are called subordinate clauses. Subordinate clauses cannot make sense on their own, but the rest of the sentence can make sense without them. Subordinate clauses occur most frequently in long sentences and are often introduced with connectives such as 'that', 'because', 'when', 'after', 'although', 'as', 'rather than', 'in order to' and 'so that'.

## **2. Functions of Jargon**

Jargon is a specialized term that has a special function in communication. Each profession needs jargon. According to Brown and Attardo (2000: 110) sum up that jargon has two main functions. The first is to provide speakers of specialized domains with clear, unambiguous terms to refer to their activities. The second is to provide speakers of a subgroup with a means of marking in-group membership and excluding outsiders.

Therefore, it is obvious that the jargon is often used by a certain society of professional group that has the same or certain activities regularly and need to use some technical words that can help them to communicate effectively and may bond their companionship. Any occupation, hobby, association, or organized group is likely to develop its own jargon.

## **3. Reasons for Using Jargon**

According to Agarwal (2010:165) some advantages of using jargon are:

1. Usage of jargon helps the writer/speaker to convey his message effectively and easily.
2. A standard term, used by the communicator, makes the message unique and precise.

#### **d. Hotel Advertisement**

According to Negi (2014:574), hotel advertisement is one of the most common ways of promoting a hotel. Advertising must be effective and should be seen by the public the hotel wishes to attract. The theme of the hotel should be carried through, to give it individuality and make it easily recognized.

Ultimately, the main purpose behind hotel ads is to portray a hotel in a positive light and connect with a target audience in a way that makes them more likely to become a paying customer.

## **3. RESEARCH DESIGN**

In this research, the writer used descriptive qualitative data because the type of that research in this study is a textual analysis that intended to analyze jargon that used in hotel advertisement.

The statements of the problems of the study are formulated as follows:

1. What are the forms of jargon in a hotel advertisement in Medan?
2. What are the most dominant forms of jargon used in the hotel advertisement in Medan?
3. What are the reasons for the use of jargon in the hotel advertisement in Medan?

The data were collected by applying the documentary technique through the following steps as follows:

1. Visiting the hotel target and finding of the jargon in the hotel advertisement from brochures and searching from hotel websites.
2. Reading the entire brochure in the hotel advertisement in Medan.
3. Identifying the entire sentences which contain jargon usages.

#### 4. DISCUSSION

This study deals with the jargon in a hotel advertisement in Medan. The data were taken from 25 jargon of hotels based on star ratings such as three-star, four-star, and five-star.

After identifying the data, the forms of jargon were found in a hotel advertisement in Medan as follows:

##### 1. Word Forms

There are two-word forms of jargon that used from 25 jargon of hotel advertisement in Medan as follows:

###### a) Raz Hotel & Convention

The jargon used in Raz Hotel & Convention is *Competitive, Dynamic, Efficient, Friendly*. The form of jargon is a word because it is a single distinct meaningful element of speech or writing, used with others (or sometimes alone). In the jargon above *competitive, dynamic, efficient*, and *friendly* is a series of the word of an adjective.

The keyword highlighted such as; *competitive* is used to describe situations or activities in which people or firms compete with each other. *The dynamic* which means characterized by constant change, activity, or progress. *Efficient* is performing or functioning in the best possible manner with the least waste of time and effort; having and

using requisite knowledge, skill, and industry; competent; capable and also *friendly* is behaving towards someone in a way that shows you like them and is ready to talk to them or help them.

###### b) Orinko City Hotel

The jargon used in Orinko City Hotel is *Modern & Clean*. The form of jargon is a word because it is a single distinct meaningful element of speech or writing, used with others (or sometimes alone). In the jargon above *modern & clean* is the word of an adjective.

The keyword highlighted from the jargon is *modern & clean*. *Modern* relating to the present time, as in modern life. It also means up-to-date and not old, keep up with the times. Apart from these general senses, modern is often used in a more specific way to refer to the current historical period. While *Clean* means free from dirt, marks, or stains.

##### 2. Phrase Forms

There are nine-phrase forms of jargon that used from 25 jargon of hotel advertisement in Medan as follows:

###### a) Grand Aston Hotel

The jargon used in Grand Aston Hotel is *the Classic Spacious Hotel Located in the Center of Medan City*. The form of jargon is a phrase because it is a group of words that form a grammatical unit, has the main word that is called ahead. The part of the phrase is a noun phrase because it consists of a noun as the headword. The noun is *Classic Spacious Hotel* that works as a noun in the jargon.

The keyword that highlighted is *classic* which means an outstanding example of a particular style; something of lasting worth or with a timeless quality; of the first or highest quality, class, or rank – something that exemplifies its class and also *spacious* means having enough or abundant space or room; large in area or extent.

###### b) Cambridge Hotel

The jargon used in the Cambridge Hotel is *Modern Living Style in the Heart of Medan*. The form of jargon is a phrase because it is a group of words that form a grammatical unit,

has the main word that is called ahead. The kind of phrase is a noun phrase because it consists of a noun as the headword. The noun (*style* and *Medan*) works as a noun phrase in the jargon.

The keyword highlighted is *modern* which relating to the present time, as in modern life. It also means up-to-date and not old, keep up with the times. Apart from these general senses, modern is often used in a more specific way to refer to the current historical period and also *living style* is expressed in both work and leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people's self-image or self-concept; the way they see themselves and believe they are seen by others.

#### **c) Santika Premiere Dyandra Hotel**

The jargon used in the Santika Premiere Dyandra Hotel is *Your Rewarding Experience*. The form of jargon is a phrase because it is a group of words that form a grammatical unit. The kind of phrase is a noun phrase (Adjective of *rewarding* and noun of *experience*).

The keyword that is highlighted is *rewarding* means affording satisfaction, valuable experience, or the like; worthwhile and *experience* means encounter or undergo.

#### **d) Ibis Styles Hotel**

The jargon used in the Ibis Styles Hotel is *For Those Who Love Design*. The form of jargon is a phrase because it is a group of words that form a grammatical unit. The kind of phrase is a noun phrase (adjective of *love* and noun of *design*).

The keyword highlighted is *LoveDesign*. *Design* means an arrangement of lines or shapes created to form a pattern or decoration.

#### **e) Fave Hotel**

The jargon used in the Fave Hotel is *A Fun, Fresh, & Friendly Hotel Brand*. The form of jargon is a phrase because it is a group of words that form a grammatical unit, has the main word that is called ahead. The part of the phrase is a noun phrase. In the jargon above, the words *fun*, *fresh*, and *friendly* a modifier to the noun of Hotel Brand.

The keyword that is highlighted is *fun* which means amusing, entertaining, or enjoyable. *Fresh* which means newly made or obtained and also *friendly* means behaving towards someone in a way that shows you like them and is ready to talk to them or help them.

#### **f) Swiss-Belinn Hotel**

The jargon used in Swiss-Belinn Hotel is *Simply Affordable and a Comfortable Stay in Medan*. The form of jargon is a phrase because it is a group of words that form a grammatical unit, has the main word that is called ahead. The part of the phrase is a noun phrase. In the jargon above *simply affordable* and *comfortable* as a modifier to stay as a noun.

The keyword highlighted from the jargon is *affordable* having a cost that is not too high and also *comfortable* means something that makes your life easy and pleasant.

#### **g) Miyana Hotel**

The jargon used in the Miyana Hotel is *at your Service*. The form of jargon is a phrase because there is no subject and verb. The kind of phrase is a prepositional phrase because it is a preposition as head and it is a modifier of a noun (*service*) as an object of a preposition.

*Service* means that a particular type of help or work that is provided by a business to customers.

#### **h) Deli River Hotel**

The jargon used in Deli River Hotel is *Recognition of Excellence*. The form of jargon is a phrase because it is a group of words that form a grammatical unit, has the main word that is called ahead. The kind of phrase is a noun phrase because it consists of nouns (*Recognition* and *Excellence*).

The keyword that is highlighted from the jargon is a *recognition* which means acknowledgment of the existence, validity, or legality of something, and also *excellence* is an outstanding feature; something in which something or someone excels.

#### **i) Candi Hotel**

The jargon used in Candi Hotel is *Everything within Your Budget*. The form of

jargon is a phrase. The kind of phrase is a prepositional phrase because *within* is a preposition of a noun *budget* as an object of a preposition.

The keywords highlighted from the jargon is *budget* which means an estimate of income and expenditure for a set period.

### 3. Sentence Forms

There are fourteen-sentence forms of jargon that used from 25 jargon of hotel advertisement in Medan as follows:

#### a) JW Marriott Hotel

The jargon used in JW Marriott Hotel is *to Embrace the 5-Star Experience of Our Hotel in Medan*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate is *an embrace*.

The keyword highlighted from the jargon is *embrace* which means to accept something enthusiastically. *The 5-star* indicating the highest classification, based on a given set of criteria for determining excellence, and also *experience* means is something that you do or that happens to you, especially something important that affects you.

#### b) Aryaduta Hotel

The jargon used in Aryaduta Hotel is *We Embody the Essence of Indonesian Hospitality*. The form of jargon is sentenced because there is a subject, predicate, and object. The subject is *we*, the predicate is *embodied* and the object is *the essence of Indonesia hospitality*.

The keywords that highlighted is *embodied* which means an expression of or give a tangible or visible form to (an idea, quality, or feeling), and also *essence* is whatever most sums up the heart and soul of something, its truest most indispensable qualities.

#### c) Adimulia Hotel

The jargon used in Adimulia Hotel is *Discover the New First-Class Masterpiece of Elegancy Touch in the Heart of Medan City*. The form of jargon is a sentence because there is a subject, predicate, and object. The

subject is omitted, the predicate is discovered and the adverb of the place is in the heart of Medan city.

The keyword that is highlighted is *discovered* means to find out something that you did not know before. *Masterpiece* means a consummate example of skill or excellence of any kind and also *elegancy* good taste in design, style, arrangement, etc. Based on the jargon, Adimulia hotel gives a luxurious and elegant impression like a royal building.

#### d) Le Polonia Hotel

The jargon used in Le Polonia Hotel is *Your Comfort We Care*. The form of jargon is a sentence. It because has a subject and verb, the subject is *Your Comfort* but the verb is omitted.

The keyword that is highlighted is *comfort* means something that makes your life easy and pleasant and also *cares* means to protect someone or something and provide the things that that person or thing needs.

#### e) Prime Plaza Hotels and Resorts

The jargon used in Prime Plaza Hotel Kualanamu is *Yes, I Care*. The form of jargon is a sentence because there are a subject and verb, the subject is *I* and the verb is *care*.

The keyword highlighted *care* which means serious attention or consideration applied to doing something correctly or to avoid damage or risk.

#### f) Pardede International Hotel

The jargon used in Pardede International Hotel is *Your Comfort Is Our Concern*. The form of jargon is a sentence because there are a subject and verb, the subject is *your comfort* and the verb is.

The keyword that is highlighted is *comfort* means something that makes your life easy and pleasant and also *concern* means a feeling that you care about someone and want them to be happy.

#### g) Grand Inna Hotel

The jargon used in the Grand Inna Hotel is *Share Us Your Dream*. The form of jargon is a sentence because it has a subject and a verb. The subject is omitted and the verb is *share*.

The keyword that is highlighted is share means to tell someone else about your thoughts, feelings, ideas, etc, and also dream means a series of thoughts, images, and sensations occurring in a person's mind during sleep.

#### **h) The Batik Hotel**

The jargon used in The Batik Hotel is *Stay with Excellent Hospitality*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate *stays*.

The keywords highlighted is excellent hospitality which means a quality that people appreciate. Hospitality is the quality or disposition of receiving and treating guests or strangers in a warm, friendly, generous way. Hospitality is the guest experience. It's a combination of items offered but also the service quality in which those items are offered.

#### **i) Putra Mulia Hotel**

The jargon used in Adimulia Hotel is *You Come as Guest, You Leave as Family*. The form of jargon is sentenced because it has a subject, verb, and complement, the subject is you, the verb is *come* and *leave*, and the complement is as a guest and as *family*.

The keyword highlighted is guest which means a person who pays for the services of an establishment (such as a hotel or restaurant) and also family means having someone to love you unconditionally despite you and your shortcomings. Family is loving and supporting one another even when it's not easy to do so. It's being the best person you could be so that you may inspire your loved ones. The family doesn't see color, race, creed not culture it sees the heart.

#### **j) Grand Central Hotel**

The jargon used in the Grand Central Hotel is *Feel the Different Experience*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate is feeling.

The keyword highlighted from the jargon is *differences* means how two or more things which you are comparing are not the same. Besides, an *experience* is something that you do or that happens to you, especially something important that affects you.

#### **k) The Crew Hotel**

The jargon used in The Crew Hotel is *Hospitality at Its Best, the Hotel Everybody Deserves*. The form of jargon is sentenced because it has a subject, verb, and object. The subject is omitted, the verb is *deserved* and the object is *hospitality*.

The keyword that highlighted is best means the most excellent or desirable type or quality and also deserves which means to be worthy, fit, or suitable for some reward or requital.

#### **l) Harper Hotel**

The jargon used in Harper Hotel is *Home that you'll Always Miss*. The form of jargon is a sentence because it has a subject and a verb. The subject is *you* and the verb is *will*.

The keyword highlighted from the jargon is *home* which means the place where one lives permanently, especially as a member of a family or household and also *miss* can be interpreted that to feel sad because you cannot see a person or place or do something.

#### **m) The KNO Hotel**

The jargon used in The KNO Hotel is *Feel the Comfortness, Innovation, and the Differences Just with Us*. The form of jargon is a sentence because it has a subject and predicate. The subject is omitted and the predicate is *feel*.

The keyword highlighted from the jargon is *comfortness* means something that makes your life easy and pleasant. *Innovation* means the introduction of something new (a new idea, design, product, etc), and also *differences* means how two or more things which you are comparing are not the same.

#### **n) Amaliun Hotel**

The jargon used in Amaliun Hotel is *Your Choice, Our Pride*. The form of jargon is a sentence because it has a subject and a verb. The subject is your choice and the verb is omitted.

The keyword highlighted from the jargon is choice which means an act of selecting or making a decision when faced with two or more possibilities and also pride is a feeling or deep pleasure or satisfaction



derived from one's achievements, the achievements of those with whom one is closely associated, or from qualities or possessions that are widely admired.

#### **4. The Most Dominant Forms of Jargon Used of Hotel Advertisement in Medan**

It turns out that only three forms of jargon were used from the five available jargon forms with the dominant of jargon that was used is sentences. It is 25 jargon which consist of 2 occurrences for word (8, 00%), 9 occurrences for phrase (36, 00%), 14 occurrences for sentence (56, 00%). While the acronym and abbreviation were not found. It can be seen that jargon in the form of a sentence becomes the most prominent.

#### **5. Reasons for Using Jargon of Hotel Advertisement in Medan**

After analyzing data, the writer found some reasons for the most dominant type of jargon in the hotel advertisement in Medan. It found that the form of a sentence becomes the most prominent of jargon in hotel advertisement in Medan. The purpose of using sentences is to convey information appropriately to the reader or in this case the customer with the aim of the jargon being conveyed clearly and unambiguously. It is an informative message about a service or product on the market and what it offers that which cannot be attained with other competitors. Interactive jargon in advertisements helps brands tell stories, enhance personalization, and create lasting impressions on audiences, among other benefits. It can be used by marketers in any industry looking to create brand awareness, generate leads, boosts sales, gain customer insights, and increase social sharing.

Besides that, the form of jargon word and phrase is used because it is simpler so that customers can easy to remember the hotel jargon that is conveyed and it makes the message unique and precise. Meanwhile, the form of jargon acronym and abbreviation cannot be used because it is usually designated specifically for certain fields for example in a police officer, military, and so on. On the other hand, Hotel itself is a place

for the public or customer to stay for the short or long term.

#### **5. CONCLUSION**

Based on the findings of this study, the conclusions of the study are:

1. There are three forms of jargon used in the hotel advertisement in Medan from 25 forms are 2 occurrences for word (8, 00%), 9 occurrences for a phrase (36, 00%), 14 occurrences for sentence (56, 00%). While clause, acronym, and abbreviation were not found.
2. The most dominant form of jargon used in the hotel advertisement in Medan from 25 forms is sentence with 14 occurrences or 56, 00% for percentage.
3. Reasons for using jargon in the hotel advertisement. It is found that the form of a sentence becomes the most prominent of jargon in hotel advertisement in Medan. The purpose of using sentences is to convey information appropriately to the reader or in this case the customer with the aim of the jargon being conveyed clearly and unambiguously. Besides that, the form of jargon word and phrase is used because it is simpler so that customers can easy to remember the hotel jargon that is conveyed and it makes the message unique and precise. Meanwhile, the form of jargon acronym and abbreviation cannot be used because it is usually designated specifically for certain fields for example in a police officer, military, and so on.

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