

THE ANALYSIS OF JARGON TEXT IDEOLOGY NATIONAL POPULATION AND FAMILY PLANNING BOARD (BKKBN)

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ABSTRACT

Indonesia is a country which has a large enough population, so that the rate of rapid population growth becomes a global issue in Indonesia. The global issue is realized in the use of language by related institutions. This study attempts to uncover the meaning of the use of government-chosen jargon for the success of Family Planning (KB) program. Jargon is a form of language that can not only be analyzed by the lexical differences, but behind the use of jargon has an ideology contained for submission to the society, including the use of jargon by the National Population and Family Planning Board (BkkbN). Using a qualitative descriptive approach and the data derived from BkkbN publications and information on official, institutional social media or direct page of presidential instruction using Allan's semantic theory framework, critical discourse studies (CDS) van Dijk and Pierce's semiotics-pragmatic as it's analysis tools. The results of the analysis show that (1) the use of the BkkbN jargon has command and persuade meanings to the society, (2) the government wants to build a positive ideology, representation in this case, the president through BkkbN with the use of jargon that is packed in a more informative form, (3) BkkbN wants to build communication with the community through the symbol of jargon to succeed the family planning program. Based on these findings, this study concludes that the use of symbols leads to an interpretation and social effect in the society which forms of population reductions. Thus the ideology embodied in the BkkbN jargon arises from the process of forming the sign that departs from the representamen (images) relating to the object in the society's cognition which then produces a thorough and structured interpretation.

KEYWORDS: *Ideology, Jargon Text, Semantics, Critical Discourse Studies, Semiotics*

INTRODUCTION

Indonesia is a country with a sizeable population. In 2000 the population of Indonesia as much as 205.1 million people, in 2005 increased to 219.8 million people, in 2010 rise to 238.5 million people, and in 2013 as many as 248.8 million people with a population density of 130.2 people per km² (BPS, 2014). The dense population makes various conditions that are not ideal such as inequality of employment, inequality of social conditions (prosperity and crime), or limited health services. In addition, Indonesian population has features such as; the population is growing, mostly young, the population is not spread evenly on every island, most of the population work in the agriculture sector. These circumstances lead to an imbalance of the socio-economic conditions of the country which then requires the government to take a policy to address them.

In relation to the demographic condition, the government takes a step considered strategic both in the form of direct policy and indirect policy. The indirect policy is an intermediary policy, for example, expanding opportunities for education and expansion of employment opportunities, whereas the direct policy is a form of policy that directly affects the primary variable of birth. Family Planning (KB) is the main program of the government to regulate birth rate or population growth rate.

As a government program, Family Planning (KB) is an effort to increase community awareness in realizing a happy small family prosperous (Law No. 10/1992 about Population and Family Prosperous Development). Family Planning Planned, Parenthood is an attempt to enumerate or plan the number and spacing of pregnancy using contraception. To launch the family planning program, through the National Population and Family Planning Board (BkkbN) the Ministry of Health made a strategic step in the form of the use of jargon. In this case, jargon is the use of specific language for-profit and pragmatic purposes (Allan, 2001: p 169).

In the late 1970s, the number of children in an ideal family was two. More than four decades later, the Family Planning program successfully framed the Indonesian people's mindset. The jargon of "2 children are sufficient" permeates in public perception as an ideal family portrait. Entering the reform era, the top leadership changed the BkkbN jargon also changed to "2 children are better". At the end of 2013 to the reign of the Working Cabinet jargon back to "2 children sufficient".

This indicates that the use of jargon by BkkbN is influenced by socio-political conditions. The ideological representation can be seen from the use of jargon or text is utilized. To explain and interpret a text, the linguistic analysis took the vocabulary, sentence, proposition or paragraph are used (van Dijk, 2009). Jargon is one of the dominant forms of text using words, phrases, sentences, and propositions that have two functions. First, the main function of the jargon is presented technically or as a special language. Secondly, the secondary function of jargon is to be socialized to parties outside the jargon producing group (Allan: 2001, p 172).

Research on jargon has been done by some previous researchers. First, by Krisnawati (2017) entitled, *"The Procedure of Applied In Translating Jargon In English Parliamentary Debating Into Indonesian"*. The findings show that they are five procedures of translation used in translating the jargons of English parliamentary debating into Indonesia, namely literal translation, functional equivalent, couplets, transference, and naturalization. Second, LeBlanc, Hesson, William, Feudtner, Rovner, Williamson, Ubel (2014) entitled, *"Patient understanding of medical jargon: A survey study of U.S. medical students"*. The results of the study conclude that generally medical students do not suspect that patients understand medical jargon because in many cases, they underestimate the patient's understanding of medical terms. Third, Sharon, Tsabari (2014) entitled, *"Measuring mumbo jumbo: A preliminary quantification of the use of jargon in science communication"*. The findings suggest that scientists use little jargon in communicating with the public rather than communicating with peers, but the use of jargon is not always less obvious to understand. These findings at once serve as a basis for evaluating the use of jargon.

This study focuses on the demography or population, especially the use of jargon by one of the government institutions that handle population growth, namely the National Population and Family Planning Board (BkkbN). The jargon used by BkkbN tends to consider the selection of certain words, and phrases to influence the mindset of the people. Therefore, it needs to be analyzed using jargon theory, social cognition analysis and semiosis process that will explain the ideological features contained in the jargon.

METHODOLOGY

This research was conducted using qualitative descriptive approach. More specifically, it is categorized in semantics studies that combine critical discourse studies (CDS) and Semiotics. Semantics studies examine text features in the jargon text. The critical discourse studies analyze the social cognition behind the use of jargon and the semiotics studies explore the process of semiosis of the jargon used. The identification of jargon text is analyzed using two criteria: lexical and syntactic markers (Allan, 2001, p.172). For interpretation of ideological representation, the analysis of social cognition is used (van Dijk, 2009). For the symbols raised in the jargon of the KB is interpreted by using the Peirce semiosis process and the classification on the type of the sign follows the semiotic method which practiced in analyzing the advertisement by Hoed (Hoed, 2014).

The data presented in this study is a choice of words, phrases, and the clause that serves as a jargon by BkkbN. The data are taken from BkkbN publications and information policies such as from the official website of the institution, social media or directly from the presidential instruction. The data are pamphlets, memes, or infographics published by BkkbN as in Figures 1, 2, and 3. These three images are examples of the use of jargon in the form of pamphlets, memes, or infographics. To represent representation of data used three infographics that contain the use of jargon.



Figure 1



Figure 2



Figure 3

The analysis of this study is projected to answer three research questions proposed, namely; (1) what is the lexical meaning of the jargon text chosen by BkkbN by using jargon identification, (2) what is the ideological representation in the jargon text to the society by using social cognition analysis, (3) what does BkkbN want to communicate about the family planning program (KB) that analyzed using triadic structures formulated by Peirce.

FINDING & DISCUSSIONS

This study was conducted to provide the status of language on the use of jargon by the National Population and Family Planning Board (BkkbN). The Jargon text consists of a choice of words and or phrases that are assumed to have an

effect on the mindset of the community. This is due to the ideological ownership by governmental institutions that issue the jargon (BkkbN).

Based on the results of the analysis, the lexical meaning of the jargon used which chosen by BkkbN, it found that there is a command and persuade meaning to the community behind the use of jargon. The findings were obtained based on jargon text analysis indicated to have a special vocabulary and used for a particular purpose. The identified text has a marker of jargon criteria which can be seen in linguistics evidence as described in the following table.

Tabel 1: Data

Infographics	Description Text Jargon
1	Let's follow KB, 2 children are sufficient. Happy, Prosperous
2	A healthy and prosperous family should be planned. Limit the number of children. 2 children are sufficient
3	Let's follow KB. 2 children are better. Save our generation

Reviewed from the lexical jargon marker, the data presented above shows the word *sufficient* in phrase *2 Children are sufficient* to contain the selection of words that means restrictions, in dictionary meaning word *sufficient* means enough (no need to be added again). Phrase *happy, prosperous* means to support the word *sufficient* that it's enough if has 2 children then, it can be assumed family can live happy and prosperous. In the second jargon text, *2 Children are sufficient* still means the same as the first jargon text. But Phrase *Limit the number of children* sent different instructions because it is an imperative form. In the third jargon text, *2 Children are Better* to have different meanings from the first and second jargon text because it is better to indicate a persuade or persuasive form. The text of the jargon is supported by the statement *Save our generation* which also contains a persuasive form. In line with the findings of Krisnawati research (2017) which finds the meaning behind the use of jargon is not literally interpreted, but the use of jargon that is packed in a more informative form such as BkkbN jargon should be translated using lexical and syntactic markers so that it can be naturally accepted and understood by the community.

Ideological representation in the use of jargon towards society, this study found that the government wants to build a positive ideology representation, in this case, the president through BkkbN with the use of jargon that is packed in a more informative form. The findings were obtained based on an analysis of the three infographics presented as the data source in the methodology.

Each text that is published by a particular institution or group has an ideological content. The ideological content can be studied using a general scheme containing six basic categories, namely; participant device, typical act, aims, relations with other (opponent) group, resources, including access to public discourse. (Wodak and Meyer, 2009. Pages: 79). The participant device in question is the institution, in this case, is BkkbN. The jargon issued by BkkbN is to be socialized. Jargon created to promote government programs in order to suppress the rate of population growth through family planning programs (KB). The government wants to show its power to the community through a program that is considered capable of having the benefit of the community. To facilitate the dissemination of this family planning program, it is necessary to use language that is easily absorbed in public perception in terms of suppressing the birth rate.

The use of the jargon text chosen by BkkbN has a semiotics process as the triadic structure formulated by Peirce (Hoed, 2014: 16) ie the linkage between representation, object, and interpretant.

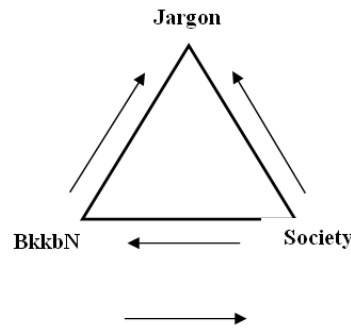


Figure: 4

Figure 4 shows the semiosis process of the KB jargon symbol used by Bkkbn (representation) in communicating with the community (interpretant) which makes the jargon (object) as a media to communicate in disseminating the family planning program. This is supported by the data presented in Figures 1, 2, and 3 that Bkkbn releases Jargon which is not only in the form of a written text but with symbols supporting the jargon. Of the 3 infographics are then classified in tabular form below;

Tabel 2: Data

Infographics	Description Text Jargon	Non-Verbal Analysis
1	Let’s follow KB, 2 children are sufficient. Happy Prosperous	Using 2 finger markers, small family images with parents of different professions, government logos
2	A healthy and prosperous family should be planned. Limit the number of children. 2 children are sufficient	Using presidential photo bookmarks, homes that have fewer families
3	Let’s follow KB. 2 children are better. Save our generation	Using 2 finger marker, Indonesian map, 4 people with different styles, greeting 3 fingers

Based on table 2 above the symbols are calcified based on their signature class or in relation to the object (thing referenced) ie index, icon, and symbol (Hoed, 2014: 9). The symbols contained in the Bkkbn jargon are included in the sign symbol class. From the data on Infographics 1, the use of the two-finger emblem is a convention because the two-finger symbol is publicly known by the public. The first convention symbolizes peace and victory while the second convention symbolizes that 2 is sufficient. The two conventions are linked together in a symbol interpreted by the community (interpretation) as a limitation of the population. Small family pictures with parents who have different professions and government logos, including icons because the image is a clone of the object he referred to the implementation of government programs to build a happy small family and prosperous through the family planning program is interpreted as a persuading to limit the number of children using contraception, while the government logo symbolizes that the program is officially supported by the government.

Data on infographic 2 using the president's photo marker goes into the icon sign class because its representation is a referral of the interpreted by the President of the Republic of Indonesia as a program supported directly by the highest leader of the state in the form of instruction. The image of a house that has a small number of families into the class of icon marks because it's a representation refers to a small family which is the main goal of the family planning program is interpreted as a form of persuading to form a healthy and prosperous family with two children only.

Data on infographic 3 using 2 finger markers has the same meaning in infographic 1 which has the meaning of convention limiting the number of family members. Hand drawing with the tip of the index finger and thumb into the class of the sign symbols because the meaning of the convention of this symbol is interpreted as the approval of all elements in the community to implement the family planning program. Figure 4 people with different styles entered into the icon mark class because the 4 person representation in the image refers to a particular object, which describes a healthy and prosperous generation.

Jargon plays a role as a socialization tool for Family Planning programs that contribute to disseminating information on the importance of family planning programs to reduce population growth. The findings are in line with the study (Saifullah, 2016) which shows how readers' responses to text built by the media in an interactive discourse on the Internet play an important role in facilitating aspirations, such as debate and information dissemination. This is expected to contribute to the democratization process in Indonesia. Also, Sukyadi (2011) who find emoticons have meaning and function as a way to communicate, especially in online forums.

CONCLUSIONS & SUGGESTIONS

Based on the analysis of jargon text that is identified using lexical markers, the jargon text published by BkbbN contains an ideology element that contains an invitation or persuasion to the community. The purpose of micro (local) in this case the implementation of the government program that is the KB program, while the purpose of the macro (global) is to suppress the rate of population growth through changing the public perception with the publication of jargon in various media and implemented massively.

From the classification of symbols indicates that the use of jargon by BkbbN in addition to using verbal text also involves the semiosis process. The displayed texts or shapes used by marks such as 2 fingers, small family, presidential image, home with few occupants, government logos, Indonesian maps are a supporting representation of the ideology to be conveyed. The representation refers to the real object.

It shows that the symbols shown are certainly referring to the existing reality. Symbols 2 and 3 fingers refer to human fingers, small families refer to families with little children, photos of presidents referring to the President of the Republic of Indonesia, the government logo refers to local and central government and Indonesia map refers to regions throughout Indonesia. From the use of these symbols provide an indirect understanding of the direction of changes in the mindset of the community (interpretant). This is caused by the use of symbols that lead to interpretation and social effects in society in the form of population reductions. Thus the ideology contained in BkbbN arises from the process of formation of the sign that departs from the representation related to the object in the cognition of the society which then produces an exhaustive and structured interpretation.

For evaluation and development of research results, further studies are recommended to further analyze verbal and non-verbal symbols that appear unexpectedly.

One of them is the symbols that involve the government in the use of jargon, as well as the interpretation of society, is needed so much that this study can measure the extent to which the selection of jargon can affect the mindset of people from all walks of life.

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