

**AN INVESTIGATION OF LANGUAGE VARIATION IN THE STARTUP  
WORKERS COMMUNITY**

**SKRIPSI**

*Submitted in Partial Fulfilment of the Requirements  
For Degree of Sarjana Pendidikan (S.Pd)  
English Education Program*

**By**

**RIDHO SAHPUTRA**  
**1802050042**



**FACULTY OF TEACHER TRAINING AND EDUCATION  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**

**MEDAN**

**2022**



**MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

**Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238**

Website : <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**BERITA ACARA**

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata - I  
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Panitia Ujian Skripsi Strata – I Fakultas Keguruan dan Ilmu Pendidikan dalam  
sidangnya yang diselenggarakan pada hari **Selasa, 30 Agustus 2022**, pada pukul **08.30  
WIB** sampai dengan selesai. Setelah mendengar, memperhatikan, dan memutuskan  
bahwa :

Nama : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : An Investigation of Language Variation in the Startup  
Workers Community  
Ditetapkan : (  ) Lulus Yudisium  
(  ) Lulus Bersyarat  
(  ) Memperbaiki Skripsi  
(  ) Tidak Lulus

Dengan diterimanya skripsi ini, sudah lulus Ujian Komprehensif, dan berhak  
memakai gelar *Sarjana Pendidikan (S.Pd)*.

**PANITIA PELAKSANA**

Ketua

**Dra. Hj. Syamsuyurnita, M.Pd.**

Sekretaris

**Dr. Dewi Kesuma Nasution, S.S., M.Hum.**

**ANGGOTA PENGUJI :**

1. Dr. Bambang Nur Alamsyah, M.Hum

2. Ambar Wulan Sari, S.Pd, M.Pd

3. Mandra Saragih, S.Pd, M.Hum

3.





MAJELIS PENDIDIKAN TINGGI  
IVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi yang diajukan oleh mahasiswa dibawah ini :

Nama : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : An Investigation of Language Variation in the Startup Workers Community

sudah layak disidangkan.

Medan, 22 Agustus 2022

Disetujui oleh :

Dosen Pembimbing

**Mandra Saragih, S.Pd., M.Hum.**

Diketahui oleh :

**Dra. Syamsuyurnita, M.Pd.**

Ketua Program Studi

**Pirman Ginting, S.Pd., M.Hum.**

## ABSTRACT

**Ridho Sahputra. 1802050042. “An Investigation of Language Variation in the Startup Workers Community”: Skripsi. English Education Program Faculty of Teachis Training and Education. Universitas Muhammadiyah Sumatera Utara. Medan. 2022**

This study discuss about Language Variation in the Startup Workers Community. The objective of this study were to investigate (1) the type of language variation that is found in the startup worker community in Campaign.com and to investigate (2) the factor which influences the emergence of language variation among the startup workers community in Campaign.com. The method of this research was qualitative method with descriptive approach. The form of data of this reseach is recording videos of leaning process in A Better World Academy which was conducted by Campaign.com. The data were collected on this study by conducting several techniques namely observation, interview, recording and note taking. The finding of the research is the variations found on the utterence of startup workers in Campaign.com figured on the recording videos of leaning process in A Better World Academy. The types of language variation that found on this study were jargon, acrolect, slang, and vulgar. Jargon is the dominant type of language variation in startup workers of Campaign.com. The influence factor of the language variation were occupation, education, and age. Occupation is the dominant influence factor of the language variation.

*Keywords: Language variation, Startup Workers, Campaign.com*

## ACKNOWLEDGMENTS

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamu'alaikum Warahmatullahi, Wabarakatuh.

In the name of Allah, the most gracious, and most merciful, Firstly, the researcher would like to thanks Allah SWT who has given his a chance to finish his study. Secondly, blessing and peace be upon to our prophet Muhammad SAW who has brought human beings from the dark era into a bright era.

During the process of writing this study, the researcher realized that he had to learn more about this thesis. Meanwhile, he has also received a lot of helpful, suggestions, and comments from many people. In this time, a very special debt of gratitude is directed to his beloved parents, Herman Sahputra and Beby Fatmawati for their full support, care, and prayers that have been given to him.

Then, he would like to express his sincere thanks for his academic guidance and moral support during the completion of this study.

1. Dr. Agussani, M.AP., the Rector of University of Muhammadiyah North Sumatera.
2. Prof. Dra. Hj. Syamsyurnita, M.Pd., the Dean of Faculty of Teachis's Training and Education University of Muhammadiyah North Sumatera.
3. Dr. Hj. Dewi Kesuma Nasution, S.S., M.Hum., the Vice Dean I of Faculty of Teachis's Training and Education University of Muhammadiyah North Sumatera.
4. Mandra Saragih, S.Pd, M.Hum the Vice Dean III of Faculty of Teachis's Training and Education University of Muhammadiyah North Sumatera and his supervisor who has given his guidance

and valuable suggestions and advice to complete the ideas of this study.

5. Pirman Ginting, S.Pd, M.Hum and Rita Harisma, S.Pd., M.Hum the Head and the Secretary of English Education Program of FKIP UMSU, who have allowed and guided his to carry out the research.
6. Dr. Bambang Nur Alamsyah, M.Hum and Ambar Wulan Sari, S.Pd, M.Pd as the examiner of this reseach who have given so many suggestion and advice to complete this reseach. to complete this reseach. to complete this reseach.
7. All lecturers of English Education Program for their invaluable counsel and the knowledge shared with him and all of the Faculty staff for all the faculties given to him through the academic years at the university.
8. M. Arifin, M.Pd., the head of the Library of UMSU who has given permission to do the research.
9. Campaign.com Staffs who has given him the chance to know and experience the ambience of working in a startup industry through A Better World Academy Program.
10. His beloved late grandparents whose the merit will always be the most significant in his entire life.
11. His beloved brothers, sisters, and cousins who always bring him happiness.
12. His beloved aunt and uncle Ria Listarina and Rahmad Junaidi whose the support is substantial during his study.
13. Last but never the least, he would to thank himself who never stop to challenge himself to improve, never give up to pursue the

dreams, and who always be the most solid support system that never judge even on the darkest side of himself.

The researcher realize that his study is still far from being perfect. So, the researcher expected suggestions and comments from all readers of this research who want to learn about this study.

Wassalamu'alaikum Warahmatullai, Wabarakatuh.

Medan, Agustus 2022

The Researcher,

Ridho Sahputra  
1802050042

## TABLE OF CONTENT

<b>ABSTRACT .....</b>	<b>i</b>
<b>ACKNOWLEDGMENT.....</b>	<b>ii</b>
<b>TABLE OF CONTENT .....</b>	<b>v</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
A. Background of the Problem.....	1
B. Identification of the Problem.....	3
C. The Scope and Limitation .....	3
D. Formulation of the Problem.....	4
E. The Objective of the Study.....	4
F. The Significance of the Study .....	4
<b>CHAPTER II REVIEW OF LITERATURE.....</b>	<b>6</b>
A. Theoretical Framework.....	6
1. Sociolinguistics .....	6
2. Language Variation .....	6
3. The Functions of Language Variation.....	7
4. Types of Language Variation .....	8
A. Acrolect.....	8
B. Basilect.....	9
C. Vulgar .....	9



D. Slang .....	9
E. Colloquial.....	10
F. Cant.....	10
G. Jargon.....	10
H. Argot .....	11
5. Factors of Language Variation.....	11
6. Startup.....	12
7. Campaign.com .....	12
B. Relevant Studies .....	13
C. Conceptual Framework .....	14
<b>CHAPTER III RESEACH METHOD .....</b>	<b>16</b>
A. Reseach Design.....	16
B. Source Data .....	16
C. Technique of Collecting Data.....	17
D. Technique of Analyzing Data.....	18
<b>CHAPTER IV DATA, DATA ANALYSIS AND DISCUSSION .....</b>	<b>20</b>
A. Data .....	20
B. Data Analysis.....	21
1. Investigating Types of Language Variation .....	21
1.1 Jargon Analysis .....	21
1.2 Acrolect Analysis .....	39
1.3 Slang Analysis.....	43

1.4 Vulgar Analysis.....	45
2. Investigating Influence Factor of Language Variation.....	47
2.1 Occupation Factor Analysis .....	47
2.2 Education Factor Analysis .....	60
2.3 Age Factor.....	62
C. Discussion.....	67
<b>CHAPTER V CONCLUSION AND SUGGESTIONS.....</b>	<b>70</b>
A. Conclusion.....	70
B. Suggestion .....	70
<b>REFERENCES .....</b>	<b>71</b>
<b>APPENDIXES</b>	

**LIST OF CHART**

**CHART 2.1 CONCEPTUAL FRAMEWORK ..... 14**

## LIST OF TABLES

<b>TABLE 4.1 SUMMARY OF FINDINGS .....</b>	<b>20</b>
<b>TABLE 4.2 JARGON ANALYSIS.....</b>	<b>22</b>
<b>TABLE 4.3 ACROLECT ANALYSIS .....</b>	<b>40</b>
<b>TABLE 4.4 SLANG ANALYSIS.....</b>	<b>43</b>
<b>TABLE 4.5 VULGAR ANALYSIS .....</b>	<b>45</b>
<b>TABLE 4.6 OCCUPATION FACTOR ANALYSIS.....</b>	<b>48</b>
<b>TABLE 4.7 EDUCATION FACTOR ANALYSIS .....</b>	<b>60</b>
<b>TABLE 4.8 AGE FACTOR ANALYSIS.....</b>	<b>63</b>

## **LIST OF APPENDIXES**

Appendix I	Script of Recorded Videos
Appendix II	Permohonan Persetujuan Judul
Appendix III	K1 Sheet
Appendix IV	K2 Sheet
Appendix V	K3 Sheet
Appendix VI	Berita Acara Bimbingan Proposal
Appendix VII	Berita Acara Seminar Proposal
Appendix VIII	Surat Keterangan Seminar Proposal
Appendix IX	Lembar Pengesahan Proposal
Appendix X	Surat Permohonan Izin Riset
Appendix XI	Surat Keterangan Selesai Riset
Appendix XII	Berita Acara Bimbingan Skripsi
Appendix XIII	Surat Pernyataan Penelitian
Appendix XIV	Surat Pernyataan Plagiasi
Appendix XV	Surat Bebas Pustaka
Appendix XVI	Curriculum Vitae (CV)



## CHAPTER I

### INTRODUCTION

#### A. Background of the Problem

Language variation is the different language use of individual or group that is influenced by various factors. Elva Nazalatus Sa'adiyah (2019) defines language variation as distinction of human language to express meaning in different structures. The reflection of language variation in society can be manifested in the level of phonetic, morphological, syntactic, and semantic Sa'adiyah et al., (2019).

The realisation of language variation in society can be clearly notice as Labov in (Wardhaugh & Fuller, 2009) states that variation is an inherent part of language that is observable. For instance, the people in North and West Sumatera inevitably have their own distinctive language variaton whether in the level of phonetic, morphological, syntactic, or semantic which is remarkably noticeable.

Particular occupation has its own language variation, include the occupation in the startup industry. Labov in Chamber et al., (2013) delivers that social factors such as geographic area, occupation, and ethnicity influence the language variation. As the statement of Labov that occupation is one of the social aspect that influences language variation, hence, occupation in the startup industry also has its own language variation that is used by the people within this industry.

Startup is a company with a high level of growth projection due to the extensive use of technology in its construction and development, whose primary goal is to innovate in products or services for its clients (Cenzano & González, 2017). Startups are exceptionally related to the use of information technology, whereas other businesses which do not use information technology are considered SMEs (Small and Medium Enterprises) (Baskoro, 2013). A digital startup is defined by Yevgeniy Brikman (2015) as a group of individuals who form an organisation as a start-up company that manufactures products in the field of technology.

This industry inevitably affects language variation as the aftermath of the interaction among the people with congruent occupation in the startup industry. For instance, before the existence of E-Commerce, terms such as: Cash on Delivery (CoD), PayLater, Marketplace, and so on did not exist, but after the existence of E-Commerce, those terms suddenly appeared and are used by society. This phenomenon occurs because, according to Labov (2001) language changes accordingly to the progress of technology.

The awareness of society about the potential of this industry is relatively insignificant regardless the startup industry provides a large amount of employment (Sorenson, 2020). The conventional industry is still considered a better option by society which causes the deficiency of society's awareness about the language variation that is used in the startup industry is extremely limited. Therefore, an investigation of language

variation in the startup worker community needs to be conducted in order to socialise the language variation in the startup industry and to indicate the potential of the startup industry for society.

This study will be focused on investigating the language variation among the startup worker community in Campaign.com. The legitimation to choose this topic is that sociolinguistics as a branch of linguistics is a complex yet interesting topic to be delved into further because it involves two different nomenclatures, which are sociology and linguistics. Furthermore, considering the fact that the startup industry is rapidly growing yet is not followed by the awareness of society about the language variation in the startup industry, scales up the expediency of this particular topic.

## **B. Identification of the Problem**

Based on the background of the study which is stated above, the problem of this study were as follow:

1. The limited awareness of society about language variation among the startup worker community.
2. An investigation about the influence factor of language variation among the startup worker community is required.

## **C. The Scope and Limitation**

The scope of this study was language variation in the framework of sociolinguistics by using Labov's theory, which was limited on startup worker community in Campaign.com.

#### **D. The Formulation of the Problem**

1. What type of language variation can be found in the startup workers community in Campaign.com?
2. What are the factors that influence the emergence of language variation among the startup workers community in Campaign.com?

#### **E. The Objective of the Study**

The objective of this study were as follow:

1. To investigate the type of language variation that is found in the startup worker community in Campaign.com.
2. To investigate the factor which influences the emergence of language variation among the startup workers community in Campaign.com.

#### **F. The Significance of the Study**

The significance of this study is classified into theoretical and practical significance. Theoretically, this study was expected to complement existing theories of sociolinguistics such as language variation, particularly for students who want to observe language variation in the startup worker community. Practically, this research was expected to be useful for:

1. University students who have an interest in sociolinguistics and want to conduct further research about sociolinguistics, particularly about language variation.

2. The readers, particularly in FKIP UMSU. This study will be a reference for them to understand language variation, particularly in the startup worker community.
3. The Researcher, to enrich knowledge in sociolinguistics and broaden the knowledge about language variation that is used in the startup ecosystem.



## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

##### **1. Sociolinguistics**

Sociolinguistics is a study about the relationship between language and society. Sociolinguists are interested in explaining why humans speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to deliver social meaning (Holmes, 2013).

Ronald Wardaugh (2009) explains that sociolinguistics is a study that discusses the relationship between language and society and how language functions in communication. The focal point in sociolinguistics is how society affects language. Furthermore, Wardhaugh (Wardhaugh & Fuller, 2009) explains that sociolinguistics is the study of language use within or among groups of speakers.

According to several definitions of sociolinguistics above, it can be concluded that sociolinguistics is a branch of linguistics which studies the relation between society and language.

##### **2. Language Variation**

Language variation is the distinction of human language to express meaning in different structures Sa'adiyah et al., (2019). Language variation occurs because of the social interaction conducted by the speakers,

which is not homogeneous. Language variation deals with group, status, and social class, Labov in (Aslinda & Syafyahya, 2007). Each activity requires or causes language variation. The variation will be increased if the language is used by numerous speakers and spoken in broad regions (Prof. Dr. I Nengah Suandi, 2014).

According to Abdul Chaer and L. Agustina (2004), in language variation, there are two different perspectives. Firstly, language variation is the consequence of social variation and functional variation of the language. Thus, in a homogeneous society, language variation does not exist. Secondly, language variation basically exists to fulfil its function as a tool of varied social interactions.

Based on the various definitions of language variation stated by linguists above, it can be concluded that language variation is a distinctive language of individuals or groups influenced by social aspects.

### **3. The Functions of Language Variation**

Language variation according to Janet Holmes (2013) has its functions towards society or a particular group, which are as follows:

- 1) to indicate the identity of a certain group. Since language variation is influenced by social factors, any certain group with different social backgrounds will have their own language variation. The language variation among bankers and teachers will be significantly different. Hence, language variation can be a means to indicate the identity of a certain group.

- 2) to distinguish between formality and informality. The use of language inherently depends on the situational and functional aspects. On a daily basis, we constantly have to distinguish between using formal and informal language according to the situation, for instance, in oral language and written language.
- 3) By mastering language variation, speakers can easily deliver their thoughts with the appropriate language variation as needed.

#### **4. Types of Language Variation**

In linguistics, there are various perspectives related to language variation that are offered by linguists. Those different perspectives are supposedly considered as the means in linguistics. The types of language variation that are used in this study are derived from the theory of Labov that consists of acrolect, basilect, vulgar, slang, colloquial, cant, jargon, and argot.

##### **A. Acrolect**

Acrolect is a creole variety that commands respect in sociolinguistics because its grammatical structures do not deviate significantly from those of the standard variety of the language (Neloy & Sarka, 2019). Acrolect is assumed to be superior to other social varieties. An acrolect also defines as a spoken language register that is regarded as formal and high-class. In Javanese, for example, bahasa Bagongan is a special word used by the nobles of Java (Maemunah, 2017). Nowadays, the South Jakarta dialect is

popular, particularly among teenagers from other regions and those who have visited Jakarta. They are proud of their ability to communicate in the South Jakarta dialect (Jimmi & Davistasya, 2019).

### **B. Basilect**

Compared to acrolect basilect is the lesser prestigious language variety of a community. Basilect often the most widely spoken form of a language, generally used by the middle class, and basilect typically differ from the standard language in pronunciation, vocabulary, and grammar, and can often develop into different languages; a language variation spoken by people from a specific geographical area (Flores, 2014).

### **C. Vulgar**

Vulgar refers profanity or use swear/curse that can be used for a variety of purposes Cachola et al., (2018). The use of vulgar language is highly dependent on social factors such as context, interpersonal relationships and the environment. Vulgar means disrespectful behavior that can be in the form of actions and language (Samad & Boriri, 2020)

### **D. Slang**

Slang is used to communicate informally within a specific group, such as teenagers, the army, a group singer, and so on. Slang is a widespread, informal language that is typically spoken rather than written. The community's speakers are familiar with the slang vocabulary. In other words, slang is defined by the community's speakers (Suhardianto, 2019). Slang is almost never found in dictionaries. Slang is similar to idiom,

which is used in informal communication (Pal & Saha, 2013).

### **E. Colloquial**

The term colloquial is derived from the word colloquium (conversation). Colloquial speech is a term used informally by a specific group or community. The meaning of colloquial speech is only understood by that group, and it may be difficult for the other group to understand it. When speaking to others, almost everyone uses colloquial speech. Colloquial speech makes it easier for people to communicate with others. Teenagers and youth frequently use colloquial speech because they are upbeat, creative, and full of new ideas (Lubis & Bahri, 2021).

### **F. Cant**

Cant is a social variety with a whimpering tone and a lot of pretending. In other words, cant is more commonly used to describe whining, affected, or hypocritical speech Zeigher in (Aslinda & Syafyahya, 2007). It is used by a low-income group. For instance, beggar's language utterances.

### **G. Jargon**

Jargon is a language variation, particularly vocabulary, unique to a specific trade, profession, or group, such as doctors and engineers in their respective fields (Yazdanifard, 2014). The main feature that distinguishes jargon from the rest of a language is special vocabulary—including some words specific to it, as well as often different senses or meanings of words. Thus, the people outside the group would take it in another sense.



## **H. Argot**

Argot serves a purpose by limiting its understanding to insiders or by indicating membership in specific groups. Criminals were the first to use argot. Argot also developed in a variety of professions or groups such as educated, military, and prisoners Andree et al., (2019). The specificity of argot is in its vocabulary. In a criminal case (thief, purse snatcher), for example, the utterances barang (things) means mangsa (prey), kacamata (eyeglasses) means polisi (police), and daun (leaf) means uang (money) (money).

## **5. Factors of Language Variation**

In his work on linguistic variation in New York City, Labov (2006) found several factors that influence language variation such as: education occupation, and income. In this study, Labov (2006) classified the object into ten social classes. His class 0 is the lower class, had a high school diploma or less, worked as laborers, and struggled to make ends meet. His classes 1–5 is the working class, had some high school education, were blue-collar workers, but earned enough to own cars. His classes 6 to 8, is the lower middle class, were made up of high school graduates, semi-professionals, and white-collar workers who could afford to send their children to college. His upper middle class ist the highest class 9, were well educated and professional or business-oriented. The study of Labov indicates that occupation remarkably influence language variation of individual or group. Different occupation inevitably causes different

language use. For instance, the language that is used by doctors will be different with the language that is used by lawyer. Language variation can be affected by occupation because of the interaction among the people inside the field (Wardhaugh & Fuller, 2009). The variation of language that is caused by occupation is mostly realized in the form of vocabulary. The specific vocabulary that is used in particular occupation refers to jargon (Yazdanifard, 2014).

In addition Labov also states that age also influence the language variation. In order to fully comprehend how social interactions have evolved during speakers' lifetimes, it is necessary to consider how these changes have affected speakers' capacity to acquire, apply, and use language norms. Their memberships in future reference groups change with time, they accumulate and use symbolic capital, and as they get older, prevailing social standards become less rigid. The age spectrum must generally be divided into divisions that correspond to life stages (William, 2001). In conclusion, elderly tend to be more attentive to the social norms or tend to be more polite rather than the young generation accordingly to their life stages.

## **6. Startup**

Startup is a company with a high level of growth projection due to the extensive use of technology in its construction and development, whose primary goal is to innovate in products or services for its clients (Cenzano & González, 2017). Startups are exceptionally related to the use of information technology, whereas other businesses which do not use

information technology are considered SMEs (Small and Medium Enterprises) (Baskoro, 2013). A digital startup is defined by Yevgeniy Brikman (2015) as a group of individuals who form an organisation as a start-up company that manufactures products in the field of technology.

### **7. Campaign.com**

Campaign.com is a startup that focus on social issue based in Jakarta, Indonesian which provides a space and promotion for campaign organizers to challenge supporters to do social action and open donations from sponsors. Each campaign challenge consists of a social action designed to educate and develop new social habits of the users.

### **B. Relevant Studies**

The first study is "Exploring Language Variation On The Internet: Regional Speech In A Chat Community," (Androutsopolus & Ziegler, 2003). Using a case study of language variation in e-chat, the researcher proposes a sociolinguistics approach to computer mediated communication (CMC). While most linguistic research on CMC has focused on media or genre-related language variation, this study argued that user-related language variation deserves more attention. The reported case of the study is about the representation of regional speech in Mannheim, a German city-chat.

The result shows that they discuss the range of regional variation represented in online conversation from a specific region, the frequency of selected regional features, and the conversational functions of regional

speech chat interactions based on log files collected through participant observation.

Another language variation study is conducted by Tomson Sibarani “Dialect Geography of Batak Toba Language Variation” (Sibarani, 2016). The primary goals of this study are to investigate some dialectal variations of the Batak Toba language, which is administratively located in Tanah Batak. The empirical parts of this study were conducted in six provinces, and the subjects were all native speakers who were chosen at random as a sample. This study concludes that the BTL restriction in the six regencies is extremely difficult to determine due to immigration patterns and speaker mobilisation.

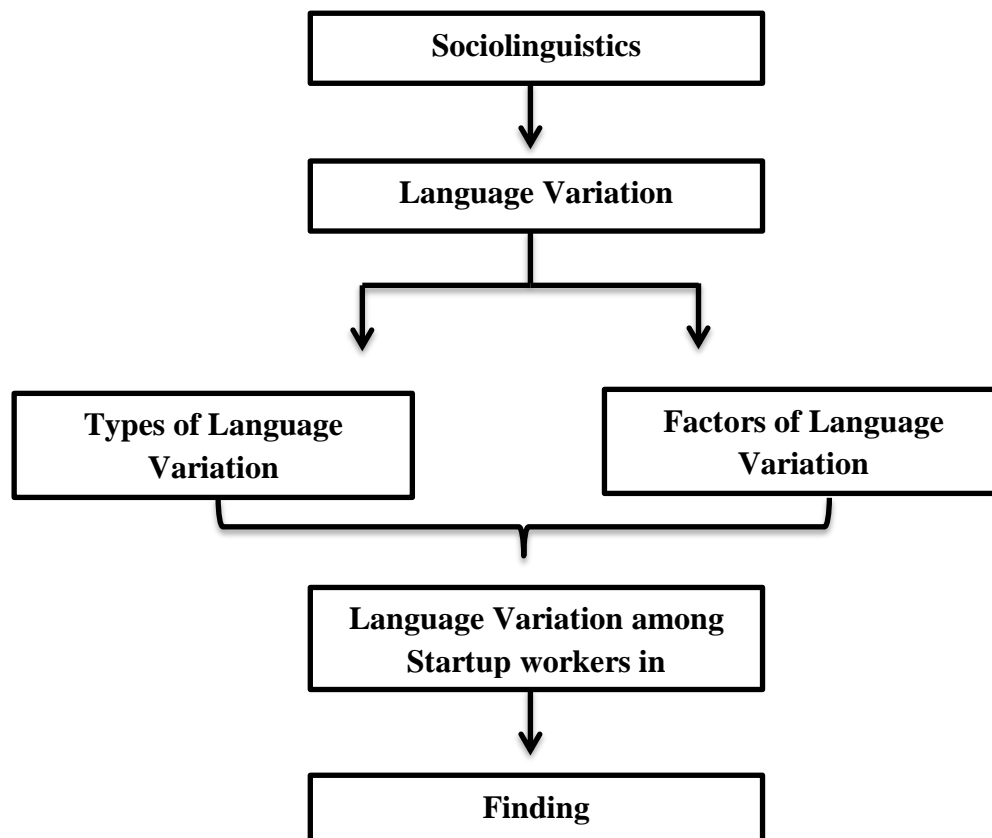
An Analysis of Language Varieties in Karang Taruna Prenduan Sumenep, Sa'adiyah et al., 2019. The purpose of this research is to look into the types of language variations and their meanings in Karang Taruna Prenduan. It makes use of a qualitative design. The data for the study were gathered through observation and interviews with Karang Taruna members using the snowball technique. The findings of this study show that among the twelve classification language variations of speech varieties used by members of the community, secret language variation is used because nobody knows and only the members of the community know the meaning of language variation. The members' creative thinking process and spontaneity contribute to the language variety.

There are some comparisons from previous researchers that will distinguish this research from others. All of those studies use different theories and models to analyse their research problems, but they all have the same goal or goals of addressing language variations.

### C. Conceptual Framework

The study of language in relation to its use in society is known as sociolinguistics. Sociolinguistics is the study of the relationship and interaction between language behaviour and social behaviour. Language variation is a component of sociolinguistics which has various kinds of types that is influenced by various factors. The study will investigate the influence factor of language variation among startup worker community and types of language variations that will be found in the startup worker community in Campaign.com.

Chart 2.1



## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research Design**

The kind of research that was used in this study was qualitative research. Qualitative research has five characteristics: it is conducted in a natural setting with the researcher as the primary instrument, it uses descriptive words, it is concerned with the process rather than the product, it analyzes data inductively, and it is concerned with meaning (Donald Ary, 2009).

This study used a descriptive approach. Descriptive was intended to gather information about the current state of a phenomenon. Because the data obtained by the writer is verbal, the researcher employs descriptive research.

The realisation of this research went through several process such as: gathering, analyzing, and interpreting data by observing what the object do and say (Anderson, 2006).

#### **B. Source of Data**

The data of this study were acquired from Campaign.com. Campaign.com is a startup that focus on social issue based in Jakarta, Indonesia. This social startup provides a space and promotion for campaign organizers to challenge their supporters to do social action and open donations from sponsors. Each campaign challenge consists of a social action designed to educate and develop new social habits in users'

daily lives (Campaign, 2021). The form of data was recorded videos of learning process in A Better World Academy that was conducted by Campaign.com as a partner of Kampus Merdeka in Study Independent program.

### **C. Technique of Collecting Data**

The naturalistic observation was used to collect the data for this study. The naturalistic observation is a qualitative research term indicating that the researcher is not attempting to change anything but is simply observing and recording events as they happen. The naturalistic observation involves observation, interview, recording, and note taking (Donald Ary, 2009).

#### **1. Observation**

The researcher observed the actual situation regarding language variation in the daily communication of the startup workers in Campaign.com. The distinctive language use among the startup workers in Campaign.com became the main focus of this observation.

#### **2. Interview**

To conduct an interview in sociolinguistics study is a primary thing (Miriam, 2015). Therefore, in this study, the researcher conducted an interview with the startup workers in Campaign.com. On interviewing the object, researcher asked several questions which led to the indication of the language variation that is used by the startup workers in Campaign.com.

### 3. Recording

In language variation research, the data supposed to be as natural as possible. The deficiency of interview is that interview speech somehow contrived and unnatural (Miriam, 2015). Therefore, the spontaneous recording speech of the object is a favorable way to collect the data because the speech in daily routine of the object will be more spontaneous and natural. Hence, in collecting data the researcher used recorded videos of learning process in A Better World Academy that was conducted by Campaign.com.

### 4. Note Taking

Note taking is another crucial technique in collecting data of a naturalistic observation in qualitative research (Donald Ary, 2009). In this study, the note taking was conducted to write down the terms that is found during observation, interview, and also in the recording.

## **D. Technique of Analyzing Data**

Data analysis technique refers to the systematic collection of data to assist researchers in reaching conclusions. Miles & Huberman (2014) delivers that data analysis is a simultaneous process that consists of data condensation, data display, and drawing & verifying conclusions. In this study the three process are explained further as follow:

1. Data condensation is the process of selecting, focusing, simplifying, abstracting, and/or transforming data that appears in the full corpus (body) of written-up field notes, interview



transcripts, documents, and other empirical materials. The document that was condensed in this study was the recording videos of learning process in A Better World Academy that was conducted by Campaign.com.

2. Data display refers to how the researcher organized the data that consist assemblage of information to enable conclusion drawing and action. The data of this study was displayed in a form of table.
3. The last step in analysis of qualitative data is draw and verify conclusion. After conducting the evaluation of language variation among startup workers in Campaign.comn and obtain clear information of the data, the researcher drew conclusion/verification of the data according to the theory of Labov. In this study, the researcher validated the data by using triangulation method. In qualitative research, triangulation is the use of multiple methods or data sources to develop a comprehensive understanding of phenomena. Therefore, the use of triangulation is significant to this study, because this method was an attempt to check the validity of data or information obtained by researchers from various perspectives by minimizing bias that occurs during data collection and analysis as much as possible.

## CHAPTER IV

### DATA, DATA ANALYSIS AND DISCUSSION

#### A. Data

The data of this study was acquired from Campaign.com. Campaign.com is a startup that focus on social issue based in Jakarta, Indonesia. This social startup provides a space and promotion for campaign organizers to challenge their supporters to do social action and open donations from sponsors (Campaign, 2021). The form of data was recorded videos of learning process in A Better World Academy that was conducted by Campaign.com as a partner of Kampus Merdeka in Study Independent program in order to find the particular words that indicates language variation used by Campaign.com workers figure on the utterance of Campaign.com workers. The data found on the source of data were 29 datas that were classiefied into 4 types of language variation. The following table is the summary of the data whereas the detail of the data can be seen on appendix.

**Table 4.1 Summary of Finding**

No	Type of Language Variation	Total of Each	Influenced Factor	Total of Each
1	Jargon	19	Occupation	19
2	Acrolect	5	Education	5
3	Slang	3	Income	0
4	Vulgar	2	Age	5
5	<b>Total: 29</b>		<b>Total: 29</b>	

## **B. Data Analysis**

### **1. Investigating Types of Language Variation**

Language variation is the different language use of individual or group that is influenced by various factors. Language variation can be manifested in various of forms such as in the form of vocabulary, sound, meaning, and so on. The data were classified according to the theoretical framework about the type of language variation in the second chapter accordingly to the theory of Labov that consist of 8 types of language variation, namely acrolect, basilect, vulgar, slang, colloquial, cant, jargon, and argot. However the types of language variation that were found on this study is only 4 types of language variation, namely jargon, acrolect, slang, and vulgar. The following are the data analysis about the types of language variation on Campaign.com:

#### **1.1 Jargon Analysis**

Jargon is a language variation, particularly vocabulary, unique to a specific trade, profession, or group, such as doctors and engineers in their respective fields (Yazdanifard, 2014). The main feature that distinguishes jargon from the rest of a language is special vocabulary—including some words specific to it, as well as often different senses or meanings of words. Thus, the people outside the group would take it in another sense which is led to misunderstanding. The following data analysis is jargon analysis that were figure on the utterance of Campaign.com workers that were found on the recorded videos:

**Table 4.2 Jargon Analysis**

<b>No</b>	<b>Data</b>	<b>Type</b>	<b>Descriptions</b>
1	CTA	Jargon	<p>CTA stands for Call-to-Action. This term refers to the way a campaign maker persuade the audience to participate their social action. This term is a professional term that is frequently used by the workers of Campaign.com in the Program Division. This jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. This particular term is rarely understood or utilized by the people outside the startup industry, therefore, according to the types of language variation this term is classified as jargon. This technical term is automatically understood by each of</p>

			<p>Campaign.com workers when they are communicating to each others by using this term, meanwhile people outside Campaign.com or the startup industry will not automatically understand about this term, it indicates that this particular term belongs to jargon in a specific profession.</p>
2	Pitching	Jargon	<p>Pitching means to present a project to the donators/stakeholders. This term is commonly used by the people that work in the start up industry. In Campaign.com this term is frequently used by the workers in Sponsorship and Publict Relation Division, hence it is classified as jargon, this jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. The people outside</p>

			<p>or the people that do not involve in the startup industry are rarely use or understand about this particular term.</p>
3	Data Driven	Jargon	<p>Data driven refers to the method to analyze the root cause of problem that want to be adressed in society by using data. This term is used by the people in specific profession, this jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. When speaking with one another using this technical phrase, every employee of Campaign.com instantaneously understands what is being said meanwhile this term is not immediately understood by people outside of Campaign.com or the startup sector, showing that it is industry-specific jargon.</p>

4	CRM	Jargon	<p>CRM stands for Cause-Related-Marketing. This particular term refers to a mutually beneficial collaboration between a corporation and a nonprofit that promotes both the former's sales and the latter's cause. CRM is frequently used by the workers in sponsorship division, this jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project.. This term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
5	Greenwashing	Jargon	Greenwashing means a

			<p>manipulative campaign as if the product/service is eco-friendly.</p> <p>This term is used by the people in specific profession, such as marketer when discuss about a campaign, hence it classified as jargon. Futhermore this term can be classified as jargon because this term is rarely understood or utilized by the peope that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
6	Brand Voice	Jargon	<p>Brand voice is a nonverbal way of communicating with customers to help them recognize the product.</p> <p>This term is classified as jargon because it is used by people in a specific profession for instance marketer This jargon is commonly used by the workers of</p>



			<p>Campaign.com during their working time or on their daily basis, for instance when they talk about a branding. Furthermore, this term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
7	Pitch Deck/Deck	Jargon	<p>A pitch deck or deck is a brief presentation file that provides an overview of the project. This term is classified as jargon because it is used by people in a specific profession. In Campaign.com this term is familiar among the workers in sponsorship and publict relations division. This jargon is commonly used by the workers of</p>

			<p>Campaign.com during their working time or on their daily basis, for instance when they talk about a project. In addition, this term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
8	Telefundraising	Jargon	<p>Telefundraising is a type of fundraising program in which organizations or companies communicate directly with potential donors over the phone. This term is frequently used by Campaign.com workers particularly in the division of sponsorship, this jargon is commonly used by the workers of</p>

			<p>Campaign.com when they talk about a project. Therefore, it is classified as jargon, because it is used in professional field. In addition, this term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
9	Crowdfunding	Jargon	<p>Crowdfunding is the practice of raising money from a large number of people to fund a project or venture. This term is classified as jargon because it is used by people in a specific profession, this jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk</p>

			<p>about a project, furthermore, this term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis. The workers in sponsorship division of Campaign.com frequently uses this particular term.</p>
10	Text-to-give	Jargon	<p>Text-to-give is a type of campaign that allows people to donate money to your organization via text message from their cell phone. This term is frequently used by Campaign.com workers particularly in the divion of sponsorship. This jargon is commonly used by the workers of Campaign.com during their</p>

			<p>working time or on their daily basis, for instance when they talk about a project. Therefore, it is classified as jargon, because it is used in professional field. Furthermore, this term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the startup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
11	Secondment	Jargon	<p>Secondment is an arrangement in which an employee is sent to another location to work in order to increase the number of workers, replace other workers, or exchange experience or skills over a period of time. This term is frequently used by Campaign.com workers particularly in the division of</p>

			<p>sponsorship. This jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis. This term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis. In addition, it is classified as jargon, because it is used in profesional field.</p>
12	CSR	Jargon	<p>CSR stands for Corporate social responsibility. CSR is a concept or action taken in the business world or industry to demonstrate a sense of responsibility. The responsibility will be aimed at the social and surrounding</p>

			<p>environment. This term is classified as jargon because it is used by people in a specific profession such as marketer in Campaign.com, furthermore this term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
13	ToR	Jargon	<p>ToR stands for Terms of Reference. ToR is a form of docment that aims to define the purpose and structure of a project, committee, meeting, negotiation, or any other group of people who have agreed to collaborate to achieve a common goal. Terms of reference describe how the object</p>

			<p>will be defined, developed, and validated. It is a technical term that is familiar among the people that work on a startup company, particularly in Project Division, this jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. therefore, it is classified as a jargon. Furthermore, this term can be classified as jargon because this term is rarely understood or utilized by the people that do not involve in the satartup industry, the people outside the startup industry inherently misinterpret this particular term, since they do not use this term on daily basis.</p>
14	Logframe	Jargon	<p>Logframe or Logical Framework refers to a tool to achieve the goal of a project or a campaign. This</p>



			<p>term is classified as jargon because it is used by people in a specific profession. This jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. Futhermore, this term can be categorized as jargon because it is rarely understood or used by those who are not involved in the startup sector; as a result, those outside the startup industry inherently misunderstand this specific term.</p>
15	CSC	Jargon	<p>CSC stands for Community Score Card is a citizen-driven accountability approach for public service assessment, planning, monitoring, and evaluation. This jargon is commonly used by the workers of Campaign.com during their working time or on their daily</p>

			<p>basis, for instance when they talk about a project. This term is classified as jargon because it is used by people in a specific profession and this term can be categorized as jargon because it is rarely understood or used by those who are not involved in the startup sector; as a result, those outside the startup industry inherently misunderstand this specific term.</p>
16	MSC	Jargon	<p>The Most Significant Change (MSC) method is a monitoring and evaluation (M&amp;E) method used to track and assess complex development interventions. This jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. This term is classified as jargon because it is used by people in a specific</p>

			<p>profession and this term can be categorized as jargon because it is rarely understood or used by those who are not involved in the startup sector; as a result, those outside the startup industry inherently misunderstand this specific term.</p>
17	Beneficiaries	Jargon	<p>Beneficiaries refers to the people that affected or get the benefit from the campaign. Because this term is used by the people in specific profession, hence it classified as jargon. This jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. Furthermore, this term can be categorized as jargon because it is rarely understood or used by those who are not involved in the startup sector; as a result, those outside the startup industry</p>

			inherently misunderstand this specific term.
18	Amplifikasi	Jargon	Amplifikasi means a strategy to amplify the campaign that want to be conducted. Because this term is used by the people in specific profession, hence it classified as jargon and this term can be categorized as jargon. In addition, this jargon is commonly used by the workers of Campaign.com during their working time or on their daily basis, for instance when they talk about a project. Furthermore, this jargon rarely understood or used by those who are not involved in the startup sector; as a result, those outside the startup industry inherently misunderstand this specific term.
19	Huddle	Jargon	Huddle refers to a group call by using Slack. This term is commonly used by the people

			<p>within startup industry, include in Campaign.com. This term is not immediately understood by people outside of Campaign.com or the startup sector, showing that it is industry-specific jargon. During business hours or on a daily basis, Campaign.com workers s regularly utilize this term. When speaking with one another using this technical phrase, every employee of Campaign.com instantaneously understands what is being said.</p>
--	--	--	--

## 1.2 Acrolect Analysis

Acrolect is a creole variety that commands respect in sociolinguistics because its grammatical structures do not deviate significantly from those of the standard variety of the language (Neloy & Sarka, 2019). Acrolect is assumed to be superior to other social varieties. An acrolect also defines as a spoken language register that is regarded as formal and high-class. In Javanese, for example, bahasa Bagongan is a special word used by the nobles of Java (Maemunah, 2017). Nowadays, the South Jakarta dialect is popular, particularly among teenagers from

other regions and those who have visited Jakarta. They are proud of their ability to communicate in the South Jakarta dialect (Jimmi & Davistasya, 2019). The following data analysis is acrolect analysis that were figure on the utterance of Campaign.com workers that were found on the recorded videos:

**Table 4.3 Acrolect Analysis**

No	Data	Type	Descriptions
1	Afiliasi	Acrolect	Afiliasi refers to partner that is included on a project to conduct a collaboration. This term is classified as acrolect because it is used by people with higher education. Furthermore, this particular term is not used on the daily basis of coversation, this particular term is used on the specific situation such as in a meeting or any other forlmal situation, hence it can be classified as an acrolect. The common expression for this particular words are mitra or rekan.
2	Stakeholders	Acrolect	Stakeholders refers to individuals

			<p>or groups involved in a project, initiative, policy, or organization. They could be internal (people within the organization) or external (people from outside the organization) (people outside the organisation). It is classified as acrolect because this term is exclusively understood and utilized by the people with higher education, only those with superior social backgrounds can be located using this high standard term. This fact suggests that this specific phrase is of a high standard and is used by those with better social background. meanwhile the common words for this term in Bahasa are rekan or mitra.</p>
3	Resolusi	Acrolect	<p>Resolusi is a firm decision to conduct something. The common word for this expression in bahasa is rencana, meanwhile the higher</p>

			<p>education people are frequently use this term, thus it is classified as acrolect. The use of this high standard term can only be found among the people with higher social background. This fact indicates that this particular term is a high standard term that is used by the people with higher status in society.</p>
4	Privilege	Acrolect	<p>Privilege is a special benefit or immunity that has been bestowed upon or is solely accessible to a specific individual or group. It is classified as acrolect because this term is exclusively understood and utilized by the people with higher education, meanwhile the common word for this term in Bahasa is keistimewaan.</p>
5	Platform	Acrolect	<p>A platform is a collection of technologies that serves as a foundation for the development of</p>



			<p>further applications, procedures, or technologies. It is classified as acrolect because this term is exclusively understood and utilized by the people with higher education, meanwhile the common word for this term in Bahasa is aplikasi.</p>
--	--	--	---

### 1.3 Slang Analysis

Slang is used to communicate informally within a specific group, such as teenagers, the army, a group singer, and so on. Slang is a widespread, informal language that is typically spoken rather than written. The community's speakers are familiar with the slang vocabulary. In other words, slang is defined by the community's speakers (Suhardianto, 2019). Slang is almost never found in dictionaries. Slang is similar to idiom, which is used in informal communication (Pal & Saha, 2013). The following data analysis is slang analysis that were figure on the utterance of Campaign.com workers that were found on the recorded videos:

**Table 4.4 Slang Analysis**

No	Data	Type	Descriptions
1	Ngadi-ngadi	Slang	Ngadi-ngadi is a slang that is

			frequently used by today young generation. This slang means to make something up or in Bahasa means mengada-ada. The use of this slang among the workers of Campaign.com is also limited on the informal situation, therefore, it is classified as a slang. This particular slang word is never utilized in a written language, it is always used in spoken language.
2	Komuk	Slang	Komuk in Bahasa refers to muka or face in English. Komuk is a slang that is frequently used by today young generation. This particular slang term is only ever used in spoken language; it is never used in writing. The use of this slang among the workers of Campaign.com is also limited on the informal situation, therefore, it is classified as a slang.
3	Gua	Slang	Gua means saya in Bahasa or I in

			English. This is a slang that mostly used by the people that live in Jakarta. Since, Campaign.com is a startup that based in Jakarta, this slang is inherently often used by the workers of Campaign.com. The use of this slang among the workers of Campaign.com is also limited on the informal situation, therefore, it is classified as a slang.
--	--	--	--

#### 1.4 Vulgar Analysis

Vulgar refers profanity or use swear/curse that can be used for a variety of purposes Cachola et al., (2018). The use of vulgar language is highly dependent on social factors such as context, interpersonal relationships and the environment. Vulgar means disrespectful behavior that can be in the form of actions and language (Samad & Boriri, 2020). The following data analysis is vulgar analysis that were figure on the utterance of Campaign.com workers that were found on the recorded videos:

**Table 4.5 Vulgar Analysis**

No	Data	Type	Descriptions
1	Anjir	Vulgar	Anjir is a vulgar word that is

			<p>frequently used by today young generation. This word refers to the curse word anjing in bahasa. As the explanation of vulgar on the second chapter this particular type of language variation is highly dependent on social factors such as context and interpersonal relationships. The workers of Campaign.com use this vulgar word in an informal situation and only used among the people inside Campaign.com that already have strong interpersonal relationship as a colleague.</p>
2	Anjay	Vulgar	<p>Similar to anjir, anjay is also a vulgar word that is frequently used by today young generation that refers to the curse word anjing in bahasa. This vulgar word is also used by The workers of Campaign.com in an informal situation and only used among the</p>

			people inside Campaign.com that already have strong interpersonal relationship as a colleague.
--	--	--	--

## 2. Investigating Influence Factor of Language Variation

On the second chapter this study provides the factors that influence language variation which according to the theory of Labov there are 4 factors namely occupation, education, income, and age. However on this study there are only 3 factor that influences the language variation of Campaign.com workers namely occupation, education, and age. The most dominant influence factor is occupational factor. The following are the data analysis about the influence of language variation on Campaign.com:

### 2.1 Occupation Factor Analysis

Occupation inherently influences the existence of language variation. Language variation can be affected by occupation because of the interaction between people in different fields. For instance, the language that is used by doctors will be different from that of the lawyer. The variation of language caused by occupation is mostly realized in the form of vocabulary.

**Table 4.6 Occupation Factor Analysis**

No	Data	Factor	Descriptions
1	CTA	Occupation	<p>This particular term is inherently influenced by occupation. Particular occupation such project manager constantly use this particular jargon. CTA or Call-to-action is specific term is exclusively understood and utilized by the people that frequently carry out a project specifically a campaign project when they make a campaign. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
2	Pitching	Occupation	<p>This particular term is inherently influenced by</p>

			<p>occupation. Particular occupation such project manager constantly use this particular jargon. Pitching is specific term is exclusively understood and utilized by the people that frequently carry out a project specifically a campaign project when they demonstrate a project. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
3	Data Driven	Occupation	<p>This particular term is inherently influenced by occupation. This data is a technical term that is exclusively understood and utilized by the people that frequently carry out a project specifically a</p>

			campaign project when they analyze the root cause of the problem. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.
4	CRM	Occupation	This particular term is inherently influenced by occupation. CRM or Cause Related Marketing is specific term is exclusively understood and utilized by the people that involve on marketing strategy. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.
5	Greenwashing	Occupation	This particular term is inherently influenced by



			<p>occupation. Greenwashing is a specific term is exclusively understood and utilized by the people that frequently carry out a project specifically a campaign project when they demonstrate a project. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
6	Brand Voice	Occupation	<p>This particular term is inherently influenced by occupation. Brand voice is a specific term is exclusively understood and utilized by the people that involve on a branding strategy related occupation. Meanwhile, the people with other kind of work barely understand or utilize this</p>

			term for they have different kind of work therefore the use of vocabulary is certainly different.
7	Pitch Deck/Deck	Occupation	<p>This particular term is inherently influenced by occupation. Pitch deck/deck is specific term is exclusively understood and utilize by the people that frequently carry out a project specifically in startup ecosystem when they demonstrate a project. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
8	Telefundraising	Occupation	<p>This particular term is inherently influenced by occupation. Telefundraising is specific term is exclusively understood and utilized by the</p>

			<p>people that frequently carry out a social campaign to gain donation. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
9	Crowdfunding	Occupation	<p>This particular term is inherently influenced by occupation. Crowdfunding is specific term is exclusively understood and utilized by the people that frequently carry out a social campaign to gain donation. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
10	Text-to-give	Occupation	<p>This particular term is inherently influenced by</p>

			<p>occupation. Text-to-give is specific term is exclusively understood and utilized by the people that frequently carry out a social campaign to collect donation. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
11	Secondment	Occupation	<p>This particular term is inherently influenced by occupation. Secondment is specific term is exclusively understood and utilized by the people in the startup ecosystem while doing charity. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is</p>

			certainly different.
12	CSR	Occupation	<p>This particular term is inherently influenced by occupation. CSR or Corporate Social Responsibility is specific term is exclusively understood and utilized by the in the startup ecosystem while doing charity. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
13	ToR	Occupation	<p>This particular term is inherently influenced by occupation. ToR or Term of Reference is specific term is exclusively understood and utilized by the people that frequently carry out a project specifically a campaign project when they explain a project to</p>

			the stakeholders. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.
14	Logframe	Occupation	This particular term is inherently influenced by occupation. Logframe is specific term is exclusively understood and utilized by the people that frequently carry out a project specifically a campaign project when they conduct the analysis of the project. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.
15	CSC	Occupation	This particular term is inherently influenced by

			<p>occupation. CSC or Community Score Card is specific term is exclusively understood and utilized by the people that frequently carry out a project specifically a campaign project when evaluate the project. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
16	MSC	Occupation	<p>This particular term is inherently influenced by occupation. MSC or the Most Significant Change is specific term is exclusively understood and utilized by the people that frequently carry out a project specifically a campaign project when they evaluate the project. Meanwhile, the people with</p>

			other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.
17	Beneficieries	Occupation	This particular term is inherently influenced by occupation. Beneficiaries is specific term is excusively understood by the people that frequently carry out a project specifically a campaign project when they analyse the project. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.
18	Amplifikasi	Occupation	This particular term is inherently influenced by occupation. Amplifikasi is specific term is excusively



			<p>understood by the people that frequently carry out a project specifically a campaign project when they promote the project. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>
19	Huddle	Occupation	<p>This particular term is inherently influenced by occupation. Huddle is specific term is exclusively understood and utilized by the people in the startup industry. Meanwhile, the people with other kind of work barely understand or utilize this term for they have different kind of work therefore the use of vocabulary is certainly different.</p>

## 2.2 Education Factor Analysis

In his work on linguistic variation in New York City, Labov (2006) found that education is one of the influence factor of language variation. Higher educated persons prefer to speak in more ordered, polite ways that are typically elitist.

**Table 4.7 Education Factor Analysis**

No	Data	Factor	Descriptions
1	Afiliasi	Education	Education is inherently influence the occurrence of language variation. The people with higher education will have more civilized and structured language variation which tend to be elitist. The word afiliasi on the data certainly used by the educated people, meanwhile the common expressions for this particular word are 'mitra' or 'rekan'.
2	Stakeholders	Education	Education is inherently influence the occurrence of language variation. The people with higher education will have more civilized and structured language

			<p>variation which tend to be elitis.</p> <p>The word stakeholders on the data certainly used by the educated people, meanwhile the common expressions for this particular word in Bahasa are 'mitra' or 'rekan'.</p>
3	Resolusi	Education	<p>Education is inherently influence the occurance of language variation. The people with higher education will have more civilized and structured language variation which tend to be elitis.</p> <p>The word resolusi on the data certainly used by the educated people, meanwhile the common expression for this particular word in Bahasa is 'rencana'</p>
4	Privilege	Education	<p>Education is inherently influence the occurance of language variation. The people with higher education will have more civilized and structured language</p>

			<p>variation which tend to be elitis.</p> <p>The word privilege on the data certainly used by the educated people, meanwhile the common expression for this particular word in Bahasa is 'keistimewaan'.</p>
5	Platform	Education	<p>Education is inherently influence the occurance of language variation. The people with higher education will have more civilized and structured language variation which tend to be elitis.</p> <p>The word stakeholders on the data certainly used by the educated people, meanwhile the common expressions for this particular word in Bahasa are 'aplikasi' or 'media'.</p>

### 2.3 Age Factor Analysis

Age is one of the inevitable factor of language variation. Generally speaking, the age spectrum must be separated into sections that

correspond to life stages. Labov in his work on linguistic variation in New York City (William, 2006) states that older people, in accordance with their life stages, tend to be more polite or attentive to social rules than the younger generation.

**Table 4.8 Age Factor Analysis**

No	Data	Factor	Descriptions
1	Ngadi-ngadi	Age	Age is the influential factor of language variation. The people with different spectrum of age certainly have different language variation. Eldery tend to be more attentive to the social norms or tend to be more polite rather than the young generation accordingly to their life stages. The word ngadi-ngadi on the data is the word that is commonly used by today young generation on the informal situation.
2	Komuk	Age	Age is the influential factor of language variation. The people with different spectrum of age

			<p>certainly have different language variation. Eldery tend to be more attentive to the social norms or tend to be more polite rather than the young generation accordingly to their life stages.</p> <p>The word komuk on the data is the word that is the popular word among young generation which is used on daily conversation.</p> <p>This word is a non-standard word which shows the tendency of younger people that frequently use unstructured words.</p>
3	Gua	Age	<p>Age is the influential factor of language variation. The people with different spectrum of age certainly have different language variation. Eldery tend to be more attentive to the social norms or tend to be more polite rather than the young generation</p>

			<p>accordingly to their life stages.</p> <p>The word gua on the data is the substitute word for saya or aku.</p> <p>This word is commonly used by the younger people in urban area such Jakarta. Given the fact that Campaign.com is a startup located in Jakarta this word is constantly used by the worker of Campaign.com on their daily conversation in informal situation. The use of this word sign the intimacy of each speakers.</p>
4	Anjir	Age	<p>Age is the influential factor of language variation. The people with different spectrum of age certainly have different language variation. Eldery tend to be more attentive to the social norms or tend to be more polite rather than the young generation accordingly to their life stages.</p>

			<p>The word anjir on the data is the cursed word that is commonly used by today young generation on the casual situation and towards the people that are familiar. The cursed words are commonly uttered by the younger generation. Given the fact that most of Campaign.com workers are coming from Gen-Z to millenials that having the tendency to use non-standard and informal language, hence it is absolutely normal to hear the word Anjir among Campaign.com workers.</p>
5	Anjay	Age	<p>Age is the influential factor of language variation. The people with different spectrum of age certainly have different language variation. Eldery tend to be more attentive to the social norms or tend to be more polite rather</p>



			<p>than the young generation accordingly to their life stages.</p> <p>The word anjay on the data has the same meaning as anjir which is the cursed word that is commonly used by today young generation on the casual situation and towards the people that are familiar. The cursed words are commonly uttered by the younger generation. Given the fact that most of Campaign.com workers are coming from Gen-Z to millenials that having the tendency to use non-standard and informal language, hence it is absolutely normal to hear the word Anjay among Campaign.com workers.</p>
--	--	--	--

### C. Discussion

The terms or vocabularies that were analyzed on the point of data analysis above are the specific terms or vocabularies that are frequently

used by the workers in Campaign.com on their daily basis conversation while they are working which refers to jargon, acrolect, slang, and vulgar.

Jargon is a language variation, particularly vocabulary, that is specific to a specific trade, profession, or group, such as doctors and engineers in their fields. Jargon is distinguished from other language variations by its unique vocabulary, which includes some words unique to it as well as often different senses or meanings of words.

Acrolect is a creole variety that commands respect in sociolinguistics because its grammatical structures do not deviate significantly from those of the standard variety of the language (Neloy & Sarka, 2019). Acrolect is assumed to be superior to other social varieties. An acrolect also defines as a spoken language register that is regarded as formal and high-class.

Slang is used to communicate informally within a specific group, such as teenagers, the army, a group singer, and so on. Slang is a widespread, informal language that is typically spoken rather than written. The community's speakers are familiar with the slang vocabulary.

Vulgar refers profanity or use swear/curse that can be used for a variety of purposes Cachola et al., (2018). The use of vulgar language is highly dependent on social factors such as context, interpersonal relationships and the environment. Vulgar means disrespectful behavior that can be in the form of actions and language (Samad & Boriri, 2020)

The existence of language variation in the startup workers community certainly has its own factor which according to the theory of

Labov, language variation is influenced by several factors such as occupation, education, and income, and age. The language variation of startup workers in Campaign.com the is influenced by 3 factors namely occupation, education, and age factor.

In addition, according to the data anlysis of this study, the existance of language variation in any particular group is aimed to be distinctive feature of the group which shows the characteristic or identity of any particular group. For instance, the language variation among the startup workers in Campaign.com can be their own characteristic because they have their own language variation which is different from others occupational group.

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

#### A. Conclusion

Based on the data analysis presented in the previous chapter, the following conclusion can be drawn:

1. The type of language variation that is used by the startup workers in Campaign.com are jargon, acrolect, slang, and vulgar. Jargon is the dominant type of the language variation.
2. The factor that influences the language variation among startup workers in Campaign.com is the occupational, educational, and age factor. Occupational factor is the dominant factor of the language variation.

#### B. Suggestions

According to the conclusion above, the following suggestions would like to be proposed:

1. It is suggested to the readers who are concerned to this study, to continue and investigate more about the other types of language variation in the startup industry, for instance the argot in startup industry.
2. It is suggested to other researches who want to explore more about this study, to conduct the research about language variation in the startup industry and analyse about the other factors.

## REFERENCES

- Abdul Chaer, L. A. (2004). *Sociolinguistik: Perkenalan Awal*. Jakarta: Rineka Cipt.
- Anderson, J. (2006). *Qualitative and Quantitative Evaluation Research*. USA: Imperial COE.
- Andree, A. N., Ismail, N., & Darmayanti, N. (2019). Form, Meaning and Function of Argot in French Rap. *RETORIKA: Jurnal Ilmu Bahasa*, 159-167. DOI: <https://doi.org/10.22225/jr.5.2.1214.159-167>
- Androutsopolus, J., & Ziegler, E. (2003). Exploring Language Variation on The Internet: Regional Speech In A Chat Community. *Journal of Sociolinguistics*, 99-111.
- Aslinda, & Syafyahya, L. (2007). *Pengantar Sociolinguistik*. Bandung: PT. Refika Aditama.
- Baskoro, L. (2013). *It's My Startup: 50 Tips Mamasuki, Memulai, dan Mengembangkan Bisnis Startup*. Solo: Solo Metagraf.
- Brikman, Y. (2015). *Hello, Startup*. O'Reilly Media, Inc.
- Cachola, I., Holgate, E., Preotiuc-Pietro, D., & Li, J. J. (2018). Expressively vulgar: The socio-dynamics of vulgarity and its effects on sentiment analysis in social media. *The 27th International Conference on Computational Linguistics* (hal. 2927–2938). Santa Fe: The University of Texas.
- Campaign. (2021). *About*. Diambil kembali dari Campaign.com: <http://campaign.com/about>
- Cenzano, C. H., & González, D. (2017). Study of the Start-Up Ecosystem in Lima, Peru: Analysis of Interorganizational Networks. *Journal of Technology Management and Innovation*, 71-83. DOI: [10.4067/S0718-27242017000100008](https://doi.org/10.4067/S0718-27242017000100008)
- Chambers, J. K., Schilling-Estes, N., & Trudgill, P. (2013). *The Handbook of Language Variation and Change*. New York: Wiley-Blackwell.
- Donald Ary, L. C. (2009). *Introduction to Research in Education*. Wadsworth Publishing.

- Flores, E. R. (2014). Phonological features of Basilectal Philippine English: An exploratory study. *International Journal of English and Literature*, 128-140. DOI:10.5897/IJEL2014.0586
- Holmes, J. (2013). *An Introduction to Sociolinguistics*. New York: Routledge.
- Jendra, M. I. (2010). *Sociolinguistics The Study of Societies; Language*. Yogyakarta: Graha Ilmu.
- Jimmi, & Davistasya, R. E. (2019). CODE-MIXING IN LANGUAGE STYLE OF SOUTH JAKARTA COMMUNITY INDONESIA. *Premise : Journal of English Education and Applied Linguistics*, 193-213. DOI:[10.24127/pj.v8i2.2219](https://doi.org/10.24127/pj.v8i2.2219)
- Lubis, F. K., & Bahri, S. (2021). Colloquial Speech of University Students' Utterance. *Southeast Asia Language Teaching and Learning (SALTel) Journal*, 1-10. DOI:[10.35307/saltel.v4i1.59](https://doi.org/10.35307/saltel.v4i1.59)
- Maemunah, E. (2017). PEMAKAIAN BAHASA JAWA KELUARGA MUDA DI EKS-KARESIDENAN SEMARANG (THE USE OF JAVANESE OF YOUNG FAMILIES IN THE EX-RESIDENCE OF SEMARANG). *JALABAHASA: Jurnal Ilmiah Kebahasaan*, 139-151. DOI:[10.36567/jalabahasa.v13i2.87](https://doi.org/10.36567/jalabahasa.v13i2.87)
- Meyerhoff, M., MacKenzie, L., & Schlee, E. (2015). *Doing Sociolinguistics: A practical guide to data collection and analysis*. New York: Routledge.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications.
- Neloy, M. N., & Sarka, D. K. (2019). Exploration of Propensity for Using Acrolect in Code-switching among the Youths of Bangladesh: A Psychological Study of Bilingualism. *Advances in Language and Literary Studies*, 41-52. DOI:[10.7575/aiac.all.v.10n.6p.41](https://doi.org/10.7575/aiac.all.v.10n.6p.41)
- Pal, A. R., & Saha, D. (2013). Detection of Slang Words in e-Data using semiSupervised Learning. *International Journal of Artificial Intelligence & Applications (IJAIA)*, 49-61. DOI:[10.5121/ijaia.2013.4504](https://doi.org/10.5121/ijaia.2013.4504)
- Prof. Dr. I Nengah Suandi, M. (2014). *Sosiolinguistik*. Yogyakarta: Graha Ilmu.
- Sa'adiyah, E. N., Wahyudi, A. H., & Wahyudi, M. F. (2019). An Analysis of Language Varieties in Karang Taruna Preduan Sumenep. *ELite Journa: International Journal of Education, Language, and Literature*, 10.

- Samad, S., & Boriri, A. (2020). Vulgar Expressions among Youth in Duma Village (A Sociolinguistic Perspective). *Langua: Journal of Linguistics, Literature, and Language Education*, 26-35. DOI: <https://doi.org/10.5281/zenodo.4047255>
- Sibarani, T. (2016). Dialect Gheography of Batak Toba Language Variations . *Quest Journal of Humanity Studies and Social Science*, 94-94. DOI: <https://doi.org/10.5281/zenodo.4047255>
- Sorenson, O., Burton, D. M., Canales, R., & Dahl, M. S. (2020). Do Startup Employees Earn More in the Long Run? *Organization Science*, 587-604. DOI:[10.1287/orsc.2020.1371](https://doi.org/10.1287/orsc.2020.1371)
- Suhardianto. (2019). COLLOQUAIL, SLANG AND TRANSFORMATIONAL LANGUAGE: COMPERATIVE STUDY. *Jurnal Basis*, 105-118. DOI:[10.33884/basisupb.v6i1.1059](https://doi.org/10.33884/basisupb.v6i1.1059)
- Wardhaugh, R., & Fuller, J. M. (2009). *An Introduction to Sociolinguistics*. John Wiley & Sons.
- William, L. (2001). *Principles of Linguistic Change, Volume 2: Social Factors*. Pennsylvania: Blackwell.
- William, L. (2006). *The Social Stratification of English in New York City* (2nd ed.). Cambridge: Cambridge University Press.
- Yazdanifard, R. (2014). The Impact of Using Many Jargon Words, While Communicating with the Organization Employees. *American Journal of Industrial and Business Management*, 333-336. DOI:[10.4236/ajibm.2014.410061](https://doi.org/10.4236/ajibm.2014.410061)

# APPENDIX



## Script of Recorded Videos

No	Term	Script	Duration	Link
1	CTA (Call to Action)	Dan biasanya nanti akan diarahkan untuk <b>CTA</b>	1:05:26 - 1:05:32	<a href="#">Click</a>
2	Pitching	Kita bareng-bareng buat proposalnya untuk <b>pitching</b> ke organisasi atau komunitas tersebut.	17:04 - 17:10	<a href="#">Click</a>
3	Afiliasi	Next stepnya, ini adalah teman-teman yang pertama konfirmasi kesediaan <b>afiliasi</b> untuk ikut serta sampai akhir.	44:40 - 44:47	<a href="#">Click</a>
4	Data driven	Assesment kebutuhan itu ada dua sebenarnya; satu adalah <b>data driven</b> yang kedua adalah persepsi atau persepsion	41:53 – 41:59	<a href="#">Click</a>
5	CRM (Cause Related Marketing)	Ini adalah salah satu contoh <b>Cause Related Marketing (CRM)</b>	40:14 – 40:16	<a href="#">Click</a>
6	Greenwashing	Salah satu contoh mencuci image yang aku sampaikan tadi adalah <b>Greenwashing</b>	43:15 – 43:20	<a href="#">Click</a>
7	Brand Voice	Makanya di WWF itu ada <b>Brand Voice</b> , di mana mereka bener-bener menjaga brandnya jangan sampai disalahgunakan.	42:54 – 43:00	<a href="#">Click</a>
8	Pitch Deck/Deck	Teman-teman silahkan dimaksimalkan untuk presentasi dengan baik, jadi buat <b>deck</b> yang bagus	23:07 – 23:11	<a href="#">Click</a>
9	Telefundraising	Kalau <b>telefundraising</b> sama dengan face to face namun dilakukan melalui telemarketing.	27:52 – 27:55	<a href="#">Click</a>
10	Crowdfunding	Nah, kalau <b>crowdfunding</b> mungkin kalian sudah hafal yah, banyak sekali platform online digital untuk melakukan crowdfunding	28:10 – 28:18	<a href="#">Click</a>
11	Text-to-give	<b>Text-to-give</b> itu bisa melalui text atau chat	28:51 – 28:54	<a href="#">Click</a>

12	Stakeholders	Kemudian melibatkan supplier dan <b>stakeholders</b>	29:13 – 29:16	<a href="#">Click</a>
13	Secondment	Kalau <b>secondment</b> ini berarti menempatkan salah satu staff perusahaan di organisasi sosial.	29:50 – 29:54	<a href="#">Click</a>
14	CSR (Corporate social responsibility)	Bisa diataranya melalui penjualan, <b>CSR</b> sesuai fokus.	37:29 – 37:31	<a href="#">Click</a>
15	ToR (Terms of Reference)	Jadi kalau di kerangka konsep atau <b>ToR</b> itu misalnya ada target dan targetnya harus tercapai berapa	1:00:07 - 1:00:14	<a href="#">Click</a>
16	Logframe (Logical Framework)	Yang namanya menyusun <b>logframe</b> , work plan, dan juga budget itu memang perlu banyak latihan.	29:38 – 29:42	<a href="#">Click</a>
17	CSC (Community Score Card)	Kemudian aku coba mengenaalkan ada istilahnya Community Score Card atau biasa disebut <b>CSC</b> .	58:34 – 58:40	<a href="#">Click</a>
18	MSC (The Most Significant Change)	Kemudian ada <b>The Most Significant Change (MSC)</b> .	58:40 – 58:41	<a href="#">Click</a>
19	Beneficieries	<b>Beneficieries</b> atau penerima manfaat aku adalah ibu-ibu narapidana di lapas A.	16:06 – 16:1	<a href="#">Click</a>
20	Amplifikasi	Nah, ini penjelasan sedikit nih, tentang tata cara <b>amplifikasi</b> .	9:40 – 9:43	<a href="#">Click</a>
21	Resolusi	Dan bisa jadi <b>resolusi</b> untuk tahun depan	06:21 -06:23	<a href="#">Click</a>
22	Anjir	Nanti Mayya pake bahasa Arab kita aminin doang <b>anjir</b>	1:08:23 - 1:08:25	<a href="#">Click</a>

23	Anjay	Aku udah buat dari tadi malam coba, ehh <b>anjay</b>	1:08:47 - 1:08:49	<a href="#">Click</a>
24	Ngadi-ngadi	Ngga, nggak, nggak, kak Aziz jangan <b>ngadi-ngadi</b> ah kak Aziz	1:08:30 - 1:08:32	<a href="#">Click</a>
25	Komuk	Ya Allah <b>komuk</b> gua	1:08:40 - 1:08:41	<a href="#">Click</a>
26	Gua	Anjir merasa berdosa <b>gua</b>	1:10:30 – 1:10:31	<a href="#">Click</a>
27	Privilege	Kak Maya, boleh tunjuk kak May, ada <b>privilege</b>	1:11:18 – 1:11:21	<a href="#">Click</a>
28	Platform	So, kita punya social action <b>platform</b>	4:30 – 4:33	<a href="#">Click</a>
29	Huddle	Nanti kalau masih ada yang mau ditanyakan kita chat bisa lewat Slack atau <b>huddle</b> juga boleh	1:1:16 – 1:1:21	<a href="#">Click</a>



MAJELIS PENDIDIKAN TINGGI  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
 Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238  
 Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Yth :Bapak/Ibu Ketua & Sekretaris  
 Program Studi Pendidikan Bahasa Inggris  
 FKIP UMSU

Perihal :**PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Ridho Sahputra  
 NPM : 1802050042  
 Program Studi : Pendidikan Bahasa Inggris  
 IPK Kumulatif : 3,63 IPK = 3,63

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disetujui Oleh Dekan Fakultas
13-04/2022 <i>Ridho</i>	An Investigation of Language Variation in Start-up Work Community.	<i>[Signature]</i>
	An Analysis of Language variation in cryptocurrency community	
	An Analysis of Feminism in Marlina the Murder in Four Acts Movie.	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terimakasih.

Duri, 07 April 2022

Hormat Pemohon,

Ridho Sahputra

Dibuat Rangkap3 :

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238  
Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Kepada Yth : Bapak/Ibu Ketua & Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

An Investigation of Language Variation in Start-up Workers Community.

Sekaligus saya mengusulkan /menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Mandra Saragih, S.Pd. M.Hum.

Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terimakasih.

Duri, 07 April 2022  
Hormat Pemohon,

Ridho Sahputra

Dibuat Rangkap 3 :  
- Untuk Dekan/Fakultas  
- Untuk Ketua/Sekretaris Prodi  
- Untuk Mahasiswa yang bersangkutan



**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
Jl. Mukhtar Basri BA No. 3 Telp 6622400 Medan 20217 Form K3**

Nomor : 834 /II.3. AU/UMSU-02/F/2022  
Lamp : ---  
Hal : Pengesahan Proyek Proposal  
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatuullahi Wabarakatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama Mahasiswa : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : An Investigation of Language Variation in Start-up Workers Community.

Dosen Pembimbing : Mandra Saragih, S.Pd, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa Perpanjangan tanggal : 13 April 2023

Wa'alaikumsalam Warahmatuullahi Wabarakatuh.

Medan, 12 Ramadhan 1443 H  
13 April 2022 M



  
Dekan  
**Dra. Hj. Samsuryanita, M.Pd**  
NIP : 196706041903032002

Dibuat rangkap 4 (empat)

1. Fakultas (Dekan)
  2. Ketua Program Studi
  3. Pembimbing
  4. Mahasiswa yang bersangkutan
- WAJIB MENGKUTI SEMINAR



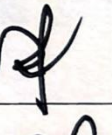





بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**BERITA ACARA BIMBINGAN PROPSAL**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris  
Nama Mahasiswa : Ridho Sahputra  
NPM : 1802050042  
Judul Proposal : An Investigation of Language Variation in the Startup Workers Community

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
3 / Juni - 2022	Chapter I - Introduction (background) - Identification of the Problem - The scope and limitation	
8 / Juni - 2022	Chapter I : - Background - Identification of the problem	
21 / Juni - 2022	Chapter II : - Theoretical framework - Conceptual framework	
25 / Juni - 2022	Chapter III : - Research Design - Technique of collecting Data - Technique of Analysis Data	
28 / Juni - 2022	^ <u>Acc</u>	

Diketahui/Disetujui  
Ketua Prodi Pendidikan Bahasa Inggris

  
Pirman Ginting, S.Pd., M.Hum.

Medan, 28 Juni 2022  
Dosen Pembimbing

  
Mandra Saragih, S.Pd., M.Hum.



### BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Jumat Tanggal 01 Bulan Juli Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Ridho Sahputra  
N.P.M : 1802050042  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : An Investigation of Language Variation in the Startup Workers Community

No	Masukan dan Saran
Judul	
Bab I	Significance of the study.
Bab II	Make the example about types of language variation.
Bab III	Technique of Analyzing Data.
Lainnya	References
Kesimpulan	[ <input checked="" type="checkbox"/> ] Disetujui [ <input type="checkbox"/> ] Ditolak [ <input type="checkbox"/> ] Disetujui Dengan Adanya Perbaikan

Dosen Pembimbing

(Mandra Saragih, S.Pd, M.Hum)

Dosen Pembahas

(Ambar Wulan Sari, S.Pd, M.Pd)

Panitia Pelaksana

Ketua

(Pirman Ginting, S.Pd., M.Hum)

Sekretaris

(Rita Harisma, S.Pd., M.Hum)





MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mochtar Basri No .3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> Email: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

## SURAT KETERANGAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa :

Nama Mahasiswa : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada :

Hari : Jumat  
Tanggal : 01 Juli 2022  
Dengan Judul Proposal : An Investigation of Language Variation in the Startup Workers Community

Demikianlah surat keterangan ini kami keluarkan/diberikan Kepada Mahasiswa yang bersangkutan, semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terimakasih. Akhirnya selamat sejahteralah kita semuanya. Amin.

Unggul | Cerdas | Terpercaya

Dikeluarkan di : Medan  
Pada Tanggal : 06 Juli 2022

Wassalam  
Ketua Program Studi  
Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum.



**UMSU**  
Unggul | Cerdas | Terpercaya

MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mochtar Basri No .3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> Email: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

## PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata – 1 bagi :

Nama Lengkap  
NPM  
Program Studi  
Judul Skripsi

: Ridho Sahputra  
: 1702050042  
: Pendidikan Bahasa Inggris  
: An Investigation of Language Variation in the Startup Workers Community

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melakukan riset di lapangan.

**UMSU**

Diketahui oleh :

Unggul | Cerdas | Terpercaya

Diketahui/Disetujui Oleh  
Ketua Program Studi

Pirman Ginting, S.Pd., M.Hum

Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum





**UMSU**

Unggul / Cerdas / Terpercaya

menjawab surat ini agar disebutkan dan tanggalnya

**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mochtar Basri No. 3 Medan 20238 Telp. (061) 6622400  
Website : <http://fkip.umsu.ac.id> E-mail : [fkip@yahoo.co.id](mailto:fkip@yahoo.co.id)

Nomor : 1433 /II.3-AU/UMSU-02/F/2022  
Lamp : ---  
Hal : Permohonan Riset

Medan, 21 Dzulhijjah 1443 H  
19 Juli 2022 M

Kepada Yth, Bapak Kepala Perpustakaan  
Universitas Muhammadiyah Sum. Utara  
di  
Tempat

*Bismillahirrahmanirrahim*  
*Assalamualaikum Wr. Wb.*

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan/aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak untuk memberikan izin kepada mahasiswa kami untuk melakukan penelitian/Riset di Pustaka yang Bapak pimpin, Adapun data mahasiswa kami tersebut sebagai berikut :

Nama Lengkap : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : An Investigation of Language Variation in The Startup Workers Community.

Demikian hal ini kami sampaikan. Atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin



  
**Dra. Hj. Svamsuurnita, M.Pd**  
NIDN : 0004066701

**\*\*Pentinggal\*\***





MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**UPT. PERPUSTAKAAN**

Terakreditasi A Berdasarkan Ketetapan Perpustakaan Nasional Republik Indonesia No. 00059/LAP.PT/IX.2018

Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567

🌐 <http://perpustakaan.umsu.ac.id> ✉ [perpustakaan@umsu.ac.id](mailto:perpustakaan@umsu.ac.id) 📧 [perpustakaan\\_umsu](https://www.instagram.com/perpustakaan_umsu)

**SURAT KETERANGAN**

Nomor : 1444/KET/II.3-AU /UMSU-P/M/2022

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

**Nama** : Ridho Sahputra  
**NPM** : 1802050042  
**Univ./Fakultas** : UMSU/Keguruan dan Ilmu Pendidikan  
**Jurusan/P.Studi** : Pendidikan Bahasa Inggris

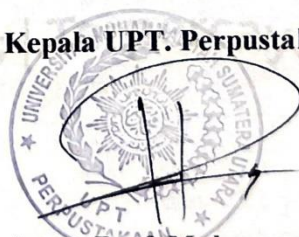
adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

***“An invstigation of language variation in the startup workers community”***

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 18 Muharam 1444 H.  
16 Agustus 2022 M.

**Kepala UPT. Perpustakaan**



**Assoc. Prof. Muhammad Arifin, S.Pd, M,Pd**



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> E-mail : [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris  
Nama Mahasiswa : Ridho Sahputra  
NPM : 1802050042  
Judul Skripsi : An Investigation of Language Variation in the Startup Workers Community

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
02/08-2022	Chapter IV (Data) (Data Analyisr)	
12/08-2022	Chapter IV (Data) (Data Analyisr)	
18/08-2022	Chapter IV (Data) (Data Analyisr)	
20/08-2022	Chapter V Conclusion	
	ACC  22/08-2022	

Diketahui/Dijetujui  
Ketua Prodi Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd., M.Hum.

Medan, 22 Agustus 2022  
Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum.





MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Muchtar Basri No .3 Telp. (061) 6619056 Medan 20238  
Website : <http://www.fkip.umsu.ac.id> Email: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### SURAT PERNYATAAN

Assalamu'alaikum Warahmatullahi Wabarakaatuh. Saya yang bertandatangan dibawah ini :

Nama Mahasiswa : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : An Investigation of Language Variation in the Startup Workers Community

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong plagiat.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Pirman Ginting, S.Pd.,M.Hum.

Medan, 06 Juli 2022

Hormat saya  
Yang membuat Pernyataan



Ridho Sahputra





MAJELIS PENDIDIKAN TINGGI  
IVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238  
Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### PERNYATAAN KEASLIAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan di bawah ini :

Nama : Ridho Sahputra  
NPM : 1802050042  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : An Investigation of Language Variation in the Startup Workers Community

Dengan ini menyatakan bahwa skripsi saya yang berjudul “**An Investigation of Language Variation in the Startup Workers Community**” adalah benar bersifat asli (*original*), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana kemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini diperbuat dengan sesungguhnya dan sebenar-benarnya.

Medan, 22 Agustus 2022

Yang membuat pernyataan,



**Ridho Sahputra**



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN PIMPINAN PUSAT MUHAMMADIYAH  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**UPT. PERPUSTAKAAN**

Terakreditasi A Berdasarkan Keputusan Perpustakaan Nasional Republik Indonesia No. 100/2011/A.P.P/2011/2018

Pusat Administrasi : Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 66224567

● <http://perpustakaan.umsu.ac.id> ✉ [perpustakaan@umsu.ac.id](mailto:perpustakaan@umsu.ac.id) 📍 [perpustakaan\\_umsu](https://www.perpustakaan.umsu.ac.id)

**SURAT KETERANGAN**

Nomor : 894 / KET/II.3-AU /UMSU-P/M/2022

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Berdasarkan hasil pemeriksaan data pada Sistem Perpustakaan, maka Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

**Nama** : Ridho Saputra  
**NPM** : 1802050042  
**Fakultas** : Keguruan dan Ilmu Pendidikan  
**Jurusan** : Pendidikan Bahasa Inggris

telah menyelesaikan segala urusan yang berhubungan dengan Perpustakaan Universitas Muhammadiyah Sumatera Utara Medan.

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 16 Dzulhijjah 1443 H.  
15 Juli 2022 M.

**Kepala UPT Perpustakaan**



**Muhammad Arifin, S.Pd, M.Pd**



## **CURICULUM VITAE**

Name : Ridho Sahputra

Registered Number : 1802050042

Place / Date of Birth : Gelora / 09 Maret 1999

Address : Jl. Stadion, Duri, Riau

Gender : Male

Religion : Moslem

Status : Single

Hobby : Daydreaming

Education :

1. Primary School at SDN 005 Gelora 2007 - 2013
2. Junior High School at SMPN 2 Bagan Sinembah 2013 - 2015
3. Senior High School at SMA Negeri 2 Mandau 2015-2017
4. Student of English Department FKIP Universitas Muhammadiyah Sumatera Utara 2018 – 2022

Father's Name : Herman Sahputra

Mother's Name : Beby Fatmawati