

ABSTRACT

Fendianus Gebi. 2023. **An Analysis of Jargon Used By Adventure Vloggers on YouTube.** English Study Program, Faculty of Foreign language, Mahasaraswati Denpasar University. Supervisor: Dr. Desak Putu Eka Pratiwi, S.S.,M.Hum. Co-supervisor: Putu Desi Anggerina Hikmaharyanti, S.S., M.Hum.

This research is related to the jargon used by adventure vloggers on YouTube. This study aims to determine the form and meaning of the jargon used by adventure vloggers on YouTube. This study uses a qualitative method. Descriptive studies in textual analysis are applied in this study to analyze the forms and meanings of jargon. The data were collected by observing videos and scripts on YouTube. Jargon is Jargon is a type of linguistic variety in language usage, and it has a core notion that we must understand in order to understand how it happens in society. This study uses the theory from Chaer and Agustina (2010) which divides the form of jargon, the theory from Burrige (2006) about the definition of jargon, and the theory from Leech (1981) about the theory of meaning. As the data source, the author used the adventure vlogger video script on YouTube which contain different types of jargons. The author found 30 jargons used by adventure vloggers in their outdoor activities and used jargon for certain reasons. The results of the study concluded that there are 4 forms of jargon used by beauty vloggers, namely words (15), phrases (8), abbreviations (4) and acronyms (3). From the meaning of the jargon, each has its own meaning so that it is not ambiguous to refer to the activities they carry out. With that, other people can understand the terms used by adventure vloggers on YouTube. In addition, jargon also has two meanings, namely denotative meaning and connotative meaning, which in this study is more dominant in denotative meaning than connotative meaning.

Keywords: adventure vlogger, jargon, and meaning