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

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ABSTRACT

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

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