

Pharmaceutical Jargons Used in Pharmaceutical Service of Apotek Wahana Medika Bekasi

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ABSTRACT

This study aims to find out the use of jargons in pharmaceutical service of Apotek Wahana Medika Bekasi and to analyze the social context underlying the use of jargons in the communication between the pharmacists and doctors, and other clinical workers. This study is a descriptive qualitative as it tries to reveal the use of jargons as one of the language varieties in sociolinguistic field. Language variety refers to a set of communicative forms and norms for their use that are restricted to a particular group, community or activities. Pharmaceutical jargons are specific vocabulary or expressions used by pharmaceutical staffs in their communication. This kind of expression is essential to ease communication between them but it might not be understood by common people outside their community. The object of this study is pharmacists, doctors, and pharmaceutical workers who involve in the pharmaceutical service of Apotek Wahana Medika Bekasi. It is assumed that they use specific language suspected to be their jargon. To collect the data, observation and interview were conducted and recorded. Besides, relevant document suspected to contain jargons were reviewed. The data findings revealed the use of jargons and their social contexts in the communication among the pharmacists. As pharmaceutical jargons are their specific terms in their work setting, they are part of English for Occupational Purpose (EOP). The knowledge of these terms, their meaning and social contexts are worth analyzing. Further, the study of specific terms such as jargon might be used as research or material development of training program or for higher school of pharmacy.

Keywords: Sociolinguistics, Pharmaceutical Jargon, Meaning, Social Contexts.

ABSTRAK

Penelitian ini bertujuan untuk menemukan penggunaan kosa kata khusus yang disebut jargon dalam pelayanan farmasi di Apotek Wahana Medika Bekasi, dan menganalisa konteks sosial yang mendasari penggunaan jargon yang timbul sebagai akibat interaksi antara apoteker dan dokter maupun dengan pekerja farmasi yang lain dalam berkomunikasi maupun mengkomunikasikan produk dan jasa farmasi. Penelitian ini termasuk dalam jenis penelitian deskriptif kualitatif karena mencoba mengungkap penggunaan jargon yakni varian bahasa yang merupakan salah satu fenomena bahasa dalam bidang sosiolinguistik. Varian bahasa merujuk pada bentuk komunikasi dan aturan dalam penggunaan yang terbatas pada aktivitas kelompok atau komunitas tertentu. Jargon farmasi adalah kosa kata atau ungkapan khusus yang digunakan oleh staf farmasi dalam berkomunikasi. Ungkapan khusus ini penting bagi mereka untuk mengkomunikasikan produk dan jasa farmasi yang mungkin tidak dimengerti oleh orang awam di luar komunitas tersebut. Objek penelitian ini adalah apoteker, dokter, dan pekerja farmasi yang terlibat dalam pelayanan farmasi di Apotek Wahana Medika Bekasi. Diduga bahwa mereka menggunakan jargon dalam berkomunikasi. Data penelitian diperoleh melalui observasi, interview dan pengumpulan dokumen farmasi seperti, manual, resep dan brosur. Hasil temuan mengungkap penggunaan jargon farmasi dan konteks yang mendasari penggunaan jargon dalam berkomunikasi. Jargon farmasi sebagai terminology khusus dalam dunia farmasi merupakan bagian dari Bahasa Inggris untuk Pegawai (English for Occupational Purpose). Pengetahuan tentang terminology farmasi, arti dan konteks social layak untuk diteliti yang selanjutnya dapat dijadikan acuan untuk menyiapkan bahan ajar pada sekolah farmasi, maupun penyiapan materi in house training pada perusahaan farmasi.

Kata Kunci: Sociolinguistik, Jargon Farmasi, Makna, Konteks.

INTRODUCTION

People as a social culture use language to communicate or to interact with other people. Indeed, it shows that language interrelates with the environment. They are both, language and society are the subject of sociolinguistics. Sociolinguistics is a branch of linguistics that studies the relationship between language and society (Trask, 1999). There are many social groups or communities that speak their own language. The diversity of language depends on their social functions and settings either in work places or other social settings. Language variation may be

influenced by several factors such as the geographical and social background of the speaker, the media used, and the topic they talk about. Chaer (2010), suggests language variation is distinguished based on the speaker and the user. Speakers see who is using language, where they live, their social status in society, what gender they are and when they use language. In the real communication, language is used in different fields, contexts, and forms.

In this modern era, the diversity of people and backgrounds of humans as individuals inflict language variation that is used in social interaction. Linguistics also discusses language variety used by people in many different backgrounds including customers who communicate with pharmacists in a pharmacy or drug store. They communicate using specific words which only understood by certain communities or the pharmacy community. Hudson (2012:24) defines “ a variety as a set of linguistics items with the sense of mutual intangible, which means that among people who are in communication with one another, they will understand each other. It can be seen from the way they pronounce the words, how they construct phrases, and grammatical features.

The specific language used by employees in a company as their daily communication is a part of English for Specific Purpose, namely English for Occupational Purpose. The need for mastering the specific language has become topics of research, one of them is Needs Analysis on English Communication Skills of Medical Representatives (Ratmo and Sumartiini, 2018). Another study on specific language used by a social group was conducted by Ratmo and Sumartini (2023) entitled Hospitality Registers Used by Front-Liners of Atria Residence Gading Serpong Tangerang. Although it is different from jargon, register in linguistics, refers to the variety of a language used in a particular social setting or for a particular reason. For example, formal grammar is more likely in a job interview than in a casual setting. A jargon is the specialist terminology of a given discipline or profession.

So far, linguistically-oriented research on medical or pharmaceutical discourses has been conducted from a variety of perspectives, including discourse analysis (Donesch-Ježo, 2013). However, it is still rather difficult to find any studies aimed at showing that language used in pharmaceutical contexts varies across text varieties or discourse communities (e.g. legislators, regulatory institutions, scientists, doctors, pharmacists, patients etc.). Consequently, there is a lack of readily available descriptions of linguistic variation in one pharmaceutical text variety relative to other pharmaceutical text varieties, in particular in terms of recurrent vocabulary.

In pharmaceutical industry the employee or staff use specific language to communicate their product and service to their customers. The language used by the pharmacists may not be understood by patents or common people as they sometimes used specific terms, codes, and abbreviation related to their profession which are called as jargon. This study discusses specific language used by pharmacists and therefore is called as pharmaceutical jargon. Understanding this term is important not only for the pharmacists but also for the patients or customers who use or buy pharmaceutical products.

People tend to be impatience when one of their family members gets sick in their home. They prefer to go to the pharmacy instead of visiting clinic or health centre since they have to follow a quite long procedure before seeing a doctor. Often when receiving medicines from the pharmacy, the buyers do not get clear information about the drugs, how to consume them and what to avoid during the period of consuming the drugs. Some drugs might have side effects to a patient who consumes it. Side effects should be informed to the customer or patients as a reminder in order to avoid risk. For instance, people do not know the effect of consuming antibiotics. It is vital for the patient who will consume the drugs need to know the side effect after taking the drugs. This misunderstanding might be caused either by the buyers and the patients' failure to understand the

information given by the pharmacist or their inability to understand some terms used in the prescription.

Customers or patients' knowledge about the medicines, the prescription and the specific terms used in it will ease them understand how to consume the medicines they buy and help them feel secure since they know what to do or to avoid after consuming the medicines. The specific terms called jargon words are used among the pharmacists, between the pharmacist and doctors, and sometimes pharmacists to customers when explaining prescription.

Based on the above discussion it is worth exploring and analysing Jargon words used in pharmacy from a sociolinguistics point of view. Although jargon used in pharmacy community might only be understood by pharmacist and doctors and those working in pharmacy fields, researching on it could be of advantage for pharmacist, for those interested in socio-linguistic study, and for material development in higher schools of Pharmacy. The result of this analysis can help junior staffs in apotek to know more about pharmaceutical jargon.

This study focuses on analyzing pharmaceutical jargons as specific English terms used by the pharmacists of Apotek Wahana Medika Bekasi in their communication or in communicating their product and services. As the problems emerge during the process of this study, the writer tried to seek the answers for the following research questions:

1. What jargon words are used by the pharmacists of Apotek Wahana Medika Bekasi in their communication and in giving pharmaceutical service to the customers or patients?
2. What are the social context and contextual meanings of the jargons words used by the pharmacist of Apotek Wahana Medika Bekasi in their communication and in giving pharmaceutical service to the customers or patients?

The result of this research is expected to give some significant advantages or benefit theoretically and practically. Theoretically, the result of this research is expected to be used as additional information to improve the knowledge about linguistics, especially in sociolinguistics study. The result of this research is also expected to deepen the knowledge about pharmaceutical jargons that common people might not understand their meanings while it is important for them when they need medicines that match their illness or health condition. The study of jargons may be used as a reference or guide to prepare learning materials for Pharmaceutical Students or as training materials for pharmacists. Practically, the result of this research is expected to be useful to other researchers to conduct research on jargons.

LITERATURE REVIEW

Sociolinguistics

Sociolinguistics According to Chaer and Agustina (2004) is a branch of linguistics, and it is interdisciplinary with sociology, with the object of study have between languages with social factors in the speech community. Sociolinguistics is the study or discussion of language with language speakers as community members. Additionally, it is said that sociolinguistics studies and discusses aspects of social language, especially the differences of variation that exist in language related to social factors (Nababan, 1991: 2). Generally, sociolinguistics explains the relation between language with language speakers as the members of society. This case refers to a function of language generally named as the communication tool. Sociolinguistics is defined as the study of the relationship between language and society (Holmes, 2012: 2).

Language Variations

In the notion of language variation, Sociolinguistics offers the elaboration of language variation in terms of characteristics between social societies. According to Hatman and Stork (1972), Language variation is divided into three types, (a) the geographical and social background of the speaker, (b) the media used, and (c) the topic. While Chaer (2010), suggests language variation is distinguished based on the speaker and the user. Speakers see who is using language, where they live, their social status in society, what gender they are and when they use language. In the real communication, language is used in different fields, contexts, and forms. Language variation in terms of Utilization is called function dialect (Nababan, 1991: 68-70), they are called style or register. Language variation is usually talked in field of utilization, style, or level of formality, and utilization tool. Language variation based on style concerning in the language to needs or other. For example, field of literature, journalistic, military, agriculture, law, economy, tourism, education, and science. Language variation used in these fields has its own specific terms that are different between one field with another. In other word, every field has specific vocabulary which is not used in other fields.

The points of language variation show difference that is reviewed from who uses the language. There are several definitions about the language variation. Hudson in Wardhaugh (1998: 21) defines a variety of language as a set of linguistics items with similar distribution. That there are six terms of language variation, namely Style, Slang, Colloquia, Argot, Register, and Jargon.

Jargon

In Sociolinguistics, jargon is the certain language that is usually used by group of society. Jargon is a language variety contain a set of unique vocabulary that used by people who have same interest, class (social status), or same position in certain area, for instance in working area. According to Brown (2000) jargon is some special terms which refer to the activity of occupational varieties. It is used for the purpose of not letting the meaning or other understand, to show the identity of the group that become a special characteristics of the group itself, and to establish the relationship between in-groups memberships. Jargon is special words or expressions that are used by a particular profession or group and are difficult for others to understand. In addition, Nordquist (2019) defines jargon as the specialized language of a professional or occupational group. While this language is often useful or necessary for those within the group, it is usually meaningless to outsiders. In industry or companies jargon could be acronyms and general terminology used in day-to-day professional work.

Jargon is assumed as a language variety containing a set of unique vocabulary used by people who have interest, class (social status), or the same position in a certain area, for instance in a working area.(Wardhough in Sitepu and Kusumoriny, 2021). In the work settings, there are so many professions that use jargons as their specific language to communicate with each other for example, jargon or specific language used hotel staff, bank clerks, travel agent, drivers, police, doctors, pharmacists, etc. They have their own jargon used in their fields to make their communication easier. According to Jargon has two functions, as follows. Firstly, to serve as a technical or specialist language for precise and economical communication, and secondly, to promote in-group solidarity, and to exclude as out-groupers, the people who do not use the jargon (Allan and Burrige, 2006)

There are four kinds of jargon. The first is a word, words are languages that have meaning when spoken or written by someone. Second is a phrase, phrase is a word that stands together as a conceptual unit, usually forming clause component. The third abbreviation, the abbreviation is the shortened of a word. The last is an acronym, it is an abbreviation of the initial letter from another world and is pronounced as a word.

Pharmaceutical Jargons

It is important to know what pharmacy medical terminology means because patients' lives depend on it. Although customers have right to get clear prescription and explanation on the drugs and doses, they never get detail description on the drugs they buy as pharmacists view that patients do not expect such knowledge, they just need recovery. Pharmacy technicians work beneath certified pharmacist and assist with various activities of compounding, distributing and dispensing of medications. They are trained to measure, mix, count, label, and record amount and dosages of medications according to prescription orders. That means knowing the difference between "take a night" and "take every other day" is important for the patients.

In pharmaceutical field, there are some terms that could be names of certain drugs that might not be understood by common people or even by a patient who takes or consume them. For instance, the term 'antibiotic' that means any kind of medicine that functions to kill micro-organism that harms the body. People or patient need to know this because the overuse of antibiotic can lead to antibiotic resistance. Another example specific term or jargon that might be heard in health service of drug store is 'active ingredient'. One of the active ingredients used in common cold and flu tablets is paracetamol, to help reduce pain and fever.

Although the specific terms might only be used by the pharmacists, doctors and drug store keepers, in practice it is very likely to be used in patient care pharmacy settings. Considering pharmaceutical jargons may take various forms: words, phrases,, codes, and abbreviations, pharmacists are demanded to explain as clearly as possible the pharmaceutical terms which might be their jargons but that the patients need to get correct information about the medicine they buy and consume. The knowledge of pharmaceutical jargons is therefore important for both pharmacists and the clients or patients.

RESEARCH METHODOLOGY

Analysing jargons in socio-linguistic field is phenomenological study. A Phenomenon happens in one of language varieties called jargons which are only understood by a social group or community in communication among them. Therefore, qualitative method is suitable to collect and analyse the data of this study. According to Creswell (2018), Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data.

In addition, the data of this research are in the form of words or terms which are identified and supposed to be specific English terms by the pharmacists called jargons. Seliger (2015, p.116) claims that qualitative research is concerned with providing descriptions of phenomena that occur naturally without the intervention of an experiment or an artificially contrived treatment. Qualitative research is heuristic and inductive since decisions regarding research questions or data are made before the research begins. In summary, qualitative analysis is the process used to reduce data obtained from qualitative research to its essentials. The process is not mechanical but rather involves skilled perceptions on the part of the researcher. The data need to be analysed systematically. Thus, the data of this research are analysed qualitatively and are presented in discussion or essay.

To identify the use of jargons and to find out the social context and meaning of jargons used by the pharmacists of Apotek Wahana Medika Bekasi, direct observation and interview were conducted. Besides, some related documents from the object of study were also reviewed. Further,

the data of jargons were analysed based on their occurrence in the field which may be found from conversations, prescription, and other relevant pharmaceutical documents.

FINDINGS AND DISCUSSION

Based on the observation and document analysis, the data of this study were taken from three different sources: Pharmaceutical service or conversation, prescription, brochure, guide book. Meanwhile, they were found in various forms: words, phrases, codes, and abbreviations. Some samples of data can be seen as follow.

Datum 2: antibiotic (conversation between pharmacist and buyer, doctor and patient)

The term ‘antibiotic’ in pharmacy means drug to kill micro-organism that disadvantage human body. In pharmaceutical context, this jargon is often used to communicate drug use or to explain drug consumption to the client or patients. In giving medicine pharmacist or doctor often suggest that patient finish or consume all the prescribed antibiotics. However, overuse antibiotics can lead to antibiotic resistance.

Datum 3: dosage (prescription, direction for use).

Dosage in pharmacy means the size or frequency of a dose of a medicine or drug, the amount of medicine that you should take at one time. In direction for use of medicine, it is often found a warning: ‘Pay attention to the dosage doctor has prescribed.’ This term is used in the context when a pharmacist explain a dosage of medicine to the client.

Datum 4, over the counter (brochure, interview)

Based on interview with the pharmacist there are some medicines that can be bought without any prescription from a doctor. This kind of medicine is called as ‘over the counter medicine’. People can buy those medicines from any drug store without having a permission from a pharmacist or a doctor.

Datum 5: AC (prescription)

The abbreviation AC in prescription means that a medicine should be taken before a meal. This abbreviation is originally written as a.c which comes from Latin words “*ante cibum*” that means before meals. It is often used to describe when medications should be taken. Doctors or pharmacists use this jargon to communicate about drugs or medicines that must be consumed before meals before they explain the prescription to customers or patients. The patients themselves never understand nor are they aware of the abbreviation AC if exists on the label of the given drugs.

Datum 6: “q” (prescription)

;The letter “q” in a prescription means “every”. “q () H” means every hours. Some medicines may be taken every certain hour, e.g. Take the medicine every three hours or every four hours. The “q” is also used with parts of the day such as “qAM” that means “every morning”, “qD” means every day, “qH” means “every hour”, “QID” means “four a day”, “qOD” means every other day, ‘qPM’ means “every evening”, “qWK” means “every week”.

Datum 7: adverse reaction (brochure, prescription)

This jargon term means an undesired or negative response to a medication or drug – drug interaction. Some medicines have undesired or negative responses to a medication that patients might experience during a period of taking them. A sick person should not be surprised or shocked when he or she experiences this condition, should he or she previously knows what will happen as a result of consuming the medicines. Unfortunately, he or she never knows unless he or see read and understand the term ‘adverse reaction’ as written in the brochure or prescription or unless a pharmacist explains it.

Datum 9: analgesics (brochure, prescription)

This term means drugs used to reduce or suppress pain. Some of the drugs in this class include acetaminophen, aspirin, ibuprofen and morphine. Analgesics are medications used in the management and treatment of pain. They include several classes of medications (acetaminophen, nonsteroidal anti-inflammatory drugs, antidepressants, antiepileptics, local anesthetics, and opioids). This activity reviews the indications, actions, and contraindications for all the drug classes listed before as valuable agents in the treatment of pain and other specific disorders. This activity will highlight the mechanism of action, adverse event profile, and other key factors (e.g., off-label uses, dosing, monitoring) pertinent for members of the interprofessional healthcare team in the management of patients with acute and chronic pain and related conditions.

Datum 11 : BID (prescription)

b.i.d., bid. is an abbreviation jargon meaning "two times a day." The abbreviation is commonly used in drug dosing instructions. Some medicines are taken twice a day instead of three times a day.

Datum 16 :OTC drugs (prescription, interview)

OTC drugs are medications sold over the counter, which do not require a doctor's prescription. Some OTC drugs can relieve pain and itchy. Some OTC medicines can prevent or cure illness such as head-ache and tooth-ache. Other OTC drugs can help repetitive problems such as migraine and allergy.

Datum 18 : PC (prescription)

The abbreviation PC is a jargon in pharmacy as it is used only among Pharmacy staff or doctors although this abbreviation often appears in a prescription. The abbreviation PC means "after meal". Some medicines or drugs must be taken after meals. This warning is often used when a pharmacist or a doctor gives medicines to the patient. This abbreviation may be found or written on the prescription or product labels.

Datum 20: scored tablet (product label, interview)

Scored tablet is a drug tablet with indentations added to make it easier to break into half or quarters. Some drugs are not fully given in full dosage, but they are given in a smaller portion that they need to be broken down into half or quarters. The indentations added on the tablet ease patients to break into required portion as prescribed.

Datum 23: "TAB, TSP, TBSP, TID" (prescription)

Pharmaceutical jargons are commonly written in abbreviations. The above abbreviations are found especially in prescription. "TAB" means tablet; "TSP" is a measurement for a dosage which means Teaspoon; "TBSP" is a measurement for a dosage that means tablespoon; and "TID" is a frequency of taking medicine that means "Three a day".

CONCLUSION

As specific terms used in social group, in this case, pharmacists, pharmaceutical jargons are found to be used by pharmacists in giving information about medicine or in explaining ingredients of the medicines. The pharmaceutical jargons found in this research are identified in various forms, in words, in phrases, and in abbreviation forms. The meaning of pharmaceutical jargon cannot be translated lexically, but it must be related to pharmaceutical context because pharmaceutical terms have standard of meaning that specifically describe or explain pharmaceutical products. To understand pharmaceutical jargons one must not count on glossary, let alone a dictionary. Those terms are carefully and highly inspected and should not be used carelessly. Pharmacists should understand pharmaceutical jargons very well and they must explain drugs clearly and in details to

their buyers or patients. On the other hand, clients or patients should not hesitate to ask any questions regarding the medicines or drugs they buy – the dosage and the contra indication or the side effect that patient may have after taking the drugs.

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