

**WORD FORMATION OF JARGON USED IN *BOB ROSS'S*
PAINTING TUTORIAL VIDEO AND VIEWER ACCEPTANCE
IN YOUTUBE**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2020**

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THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim
In Partial to fulfillment of the requirements for degree of *Sarjana Sastra (S.S.)*

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2020**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **“Word Formation of Jargon Used in *Bob Ross’s* Painting Tutorial Video and Viewer Acceptance in Youtube”** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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APPROVAL SHEET

This is to certify that Dinda Kusumaning Ayu's thesis entitled **Word Formation of Jargon Used in Bob Ross's Painting Tutorial Video and Viewer Acceptance in Youtube** has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

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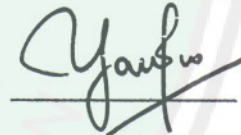
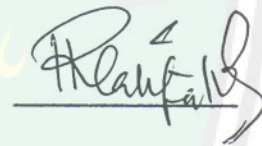
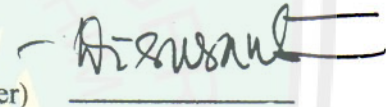
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MOTTO

**Success does not belong to a smart person,
but success belongs to those who always try.**

(B.J. Habibie)



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First of all, the author thanks to Allah SWT, the Lord of the world, the King who has given us His great mercies and blessings until the author was able to finish writing this thesis. Secondly, Sholawat and Salam may be granted to our noble prophet Muhammad SAW and his family, his friend, and his followers who have brought Islam until the present.

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Finally, the author hopes that this thesis will be useful for the readers as the reference for the next research to conduct a study related to jargon learning.

Malang, 29 June 2020

Dinda Kusumaning Ayu

DEDICATION

The author would like to express my all gratitude into Allah SWT because for all his blessings, the author can finish this thesis well. In its compilation, the author received a lot of guidance and loving encouragement from various parties. Therefore, the author would like to say thank you sincerely to:

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Because of the pandemic of COVID-19, the process of arranging the thesis to the trial that I went through was clearly different from the process in general, a little more difficult or maybe a little less effective. Right, because the thesis trial was conducted online. However, I'm happy that I managed to get a bachelor's degree and make my parents proud. For those who are struggling "Cheer up and keep spirit, okay ^ _ ^", I am sure to be an intelligent student who is resilient, so that one day we will not be surprised in taking and achieving a bright future. See you at graduation later, either graduation will be LDR or we will meet in one room there.

Malang, 29 June 2020

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ABSTRACT

Ayu, Dinda Kusumaning. 2020. *“Word Formation of Jargon Used in Bob Ross’s Painting Tutorial Video and Viewer Acceptance in Youtube”*. Thesis. English letters department. Faculty of Humanities. Maulana Malik Ibrahim State Islamic University, Malang. Advisor, Dr. Yayuk Widyastuti Herawati, M. Pd

Key word: Sociolinguistic, Language variations, Word formation, Jargon, Viewer acceptance.

The goal of this study to find English jargon and the meaning of English jargon, to identify the function of each English jargon used, and to investigate the viewer acceptance to jargon used has affected in a profession. By using word formation theory according to Yule’s model (2010) on the basic of current data. Since every profession has each their jargon, jargon used by the painter in a vlog video from YouTube is the goal. To obtain the data, the researcher used the qualitative descriptive method in which data were taken from a transcript of Bob Ross’ painting tutorial video on YouTube.

Moreover, the researcher watched both videos, transcribed all the words spoken by the speaker, categorized specific words containing jargon, and categorized types of Jargon using the theory of word formation (Yule, 2010). Furthermore, comments are analyzed in the term of viewer acceptance, positive, and negative responses.

The results of the analysis showed that there were found 74 English jargon and each meaning of English jargon in ten types of Yule (2010) from both of the painting tutorial videos of Bob Ross in which the video I was found 52 English jargon and video II was found 22 English Jargon. It can be seen English jargon that the more jargon used by a profession, the more people understand the intended meaning (lovers of paintings or artists). It is the effective way of communicating in the work environment, then it can help workers communicate better, faster, and more practical, easy to think, and easy to express themselves. Also, it helped to have better communication with people from different groups or professions of interest. Furthermore, viewer acceptance of English jargon was positive responses that have 20 items or 100%. Positive words that are explained of him can be accepted clearly and easily to understand in many positive comments for the painter. It is clear that public acceptance is important (Walker, 2018). In this case, the results of this study are consistent with the global claim made Yule (2010).

The researcher suggests for the further reserachers took other data from jargon. For example, data can be taken from the hot issue conversation of a proffesion. Therefore, the data being captured can be more naturally and more experimental. Also, subject references can be strenghtened.

ABSTRAK

Ayu, Dinda Kusumaning. 2020. *Formasi Kata dari Jargon yang Digunakan dalam Video Tutorial Melukis Milik Bob Ross dan Penerimaan Pemirsa di YouTube*. Tesis. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim, Malang. Penasihat, Dr. Yayuk Widyastuti Herawati, M. Pd

Kata Kunci: Sociolinguistik, Variasi bahasa, Pembentukan kata, Jargon, Penerimaan penonton.

Tujuan dari penelitian ini untuk menemukan jargon bahasa Inggris dan makna jargon bahasa Inggris, untuk mengidentifikasi fungsi dari setiap jargon bahasa Inggris yang digunakan, dan untuk menyelidiki penerimaan penonton terhadap jargon yang digunakan telah memengaruhi suatu profesi. Dengan menggunakan teori pembentukan kata menurut model Yule (2010) berdasarkan data saat ini. Karena setiap profesi memiliki jargon masing-masing, jargon yang digunakan oleh pelukis dalam video vlog dari YouTube adalah tujuannya. Untuk mendapatkan data, peneliti menggunakan metode deskriptif kualitatif di mana data diambil dari transkrip video tutorial melukis Bob Ross di YouTube.

Selain itu, peneliti menonton kedua video, menyalin semua kata yang diucapkan oleh pembicara, mengkategorikan kata-kata spesifik yang mengandung jargon, dan mengkategorikan jenis-jenis Jargon menggunakan teori pembentukan kata (Yule, 2010). Selanjutnya, komentar dianalisis dalam hal penerimaan pemirsa, tanggapan positif, dan negatif.

Hasil analisis menunjukkan bahwa terdapat 74 jargon Inggris dan masing-masing makna jargon Inggris dalam sepuluh jenis Yule (2010) dari kedua video tutorial melukis Bob Ross di mana video saya ditemukan 52 jargon Inggris dan video II ditemukan 22 Jargon Bahasa Inggris. Dapat dilihat jargon bahasa Inggris bahwa semakin banyak jargon yang digunakan oleh suatu profesi, semakin banyak orang mengerti makna yang dimaksud (pecinta lukisan atau seniman). Ini adalah cara komunikasi yang efektif di lingkungan kerja, maka dapat membantu pekerja berkomunikasi dengan lebih baik, lebih cepat, dan lebih praktis, mudah dipikirkan, dan mudah untuk mengekspresikan diri. Juga, itu membantu untuk memiliki komunikasi yang lebih baik dengan orang-orang dari berbagai kelompok atau profesi yang menarik. Selanjutnya, penerimaan pemirsa jargon bahasa Inggris adalah tanggapan positif, yang memiliki 20 item atau 100%. Kata-kata positif yang dijelaskan tentang dirinya dapat diterima dengan jelas dan mudah dipahami dalam banyak komentar positif untuk pelukis. Jelas bahwa penerimaan publik itu penting (Walker, 2018). Dalam hal ini, hasil penelitian ini konsisten dengan klaim global yang dibuat oleh Yule (2010).

Peneliti menyarankan agar peneliti selanjutnya mengambil data lain dari jargon. Misalnya, data dapat diambil dari perbincangan masalah hangat suatu profesi. Oleh karena itu, data yang ditangkap dapat lebih alami dan lebih eksperimental. Juga, referensi subjek dapat diperkuat.

مستخلص البحث

أبو، ديندا كوسومانغ. (2020). تشكيل الكلمات من المصطلحات المستخدمة في الفيديو التعليمي لطلاب بوب روس و استقبال الجمهور على موقع يوتيوب. البحث العلمي. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: دكتور يايوك ويدياستوتي الماجستير.

الكلمات المفتاحية: اللغويات الاجتماعية ، اختلاف اللغة ، تكوين الكلمات ، المصطلحات ، استقبال الجمهور.

الغرض من هذه الدراسة هو العثور على المصطلحات الإنجليزية ومعنى المصطلحات الإنجليزية ، لتحديد وظيفة كل المصطلحات الإنجليزية المستخدمة ، والتحقيق في استقبال الجمهور للمصطلحات المستخدمة التي أثرت على المهنة. باستخدام نظرية تكوين الكلمات وفقًا لنموذج يولي (2010) استنادًا إلى البيانات الحالية. نظرًا لأن كل مهنة لها مصطلحاتها الخاصة ، فإن الهدف الذي يستخدمه الرسامون في مقاطع فيديو مدونات الفيديو من يوتيوب هو الهدف. للحصول على البيانات ، استخدم الباحثون أسلوبًا وصفيًا نوعيًا تم فيه أخذ البيانات من نص فيديو تعليمي عن لوحة بوب روس على يوتيوب.

بالإضافة إلى ذلك ، يشاهد الباحثون مقاطع الفيديو ، وينسخون جميع الكلمات التي يتحدث بها المتحدث ، ويصنفون كلمات محددة تحتوي على المصطلحات ، ويصنفون أنواع المصطلحات باستخدام نظرية تكوين الكلمات (يولي ، 2010). بعد ذلك ، يتم تحليل التعليقات من حيث استقبال الجمهور والردود الإيجابية والسلبية.

أظهر التحليل أن هناك 74 مصطلحًا باللغة الإنجليزية وكل معنى للمصطلحات الإنجليزية في عشرة أنواع من يولي (2010) من البرنامجين التعليميين لطلاء فيديو بوب روس حيث تم العثور على الفيديو الخاص بي 52 لغة إنجليزية والفيديو الثاني وجد 22 لغة إنجليزية. يمكن أن نرى في المصطلحات الإنجليزية أنه كلما زاد استخدام المصطلحات المستخدمة في المهنة ، زاد فهم الأشخاص للمعنى المقصود (عشاق اللوحات أو الفنانين). هذه طريقة فعالة للتواصل في بيئة العمل ، لذلك يمكن أن تساعد العمال على التواصل بشكل أفضل وأسرع وأكثر عملية ، ويسهل التفكير فيها ، ويسهل التعبير عنها. كما أنه يساعد على التواصل بشكل أفضل مع الأشخاص من مختلف المجموعات أو المهن المثيرة للاهتمام. علاوة على ذلك ، فإن استقبال مشاهدي المصطلحات الإنجليزية هو استجابة إيجابية ، والتي تحتوي على 20 عنصرًا أو 100 ٪. يمكن الحصول على الكلمات الإيجابية المفسرة عنه بوضوح وسهولة في العديد من التعليقات الإيجابية للرسم. من الواضح أن القبول العام مهم (ووكر ، 2018). في هذه الحالة ، تتوافق نتائج هذه الدراسة مع الادعاءات العالمية التي قدمها يولي (2010).

يقترح الباحث أن الباحث التالي يأخذ بيانات أخرى من المصطلحات. على سبيل المثال ، يمكن استخلاص البيانات من مناقشة القضايا الساخنة للمهنة. لذلك ، يمكن أن تكون البيانات الملتقطة أكثر طبيعية وأكثر تجريبية. أيضا ، يمكن تعزيز مراجع الموضوع.

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CHAPTER I

INTRODUCTION

This chapter contains the background of the study, research questions, the objectives of the study, scope and limitation, significance of the study, definition of key terms, previous study, research method, and research organization.

A. Background of the Study

A communication tool used to exchange ideas, feelings, and desires by members of the speech community is a language (Mesthrie, 2000). As human beings, it is usually necessary to express bright ideas and thoughts among members or groups (Wardhaugh, 2002, p. 3) through language which functions to communicate, interact, and exchange ideas in daily life. Language becomes important in the daily life of people in the world. A study learned about language is linguistics. A branch of the study of linguistics that studies the relationship between language and society is sociolinguistics (Holmes, 2013).

Sociolinguistics explains the ways people use language in different social contexts that provide a wealth of information about the ways language works, as well as about social relations in a community and how people build aspects of their social identity through their language (Holmes, 2013). Therefore, sociolinguistics is also interested in discussing different types of linguistic variation. One of the many varieties of language is jargon.

Jargon is a variety of languages used for specific contexts by a particular group of people based on science, profession, trade and occupation (Fromkin and Rodman, 2010, p. 470) that are suitable for mundane life activities or a job in the group being worked on. As stated by Hudson (1978) that jargon are technical words (phrases) that are generally incomprehensible to other and said that each profession certainly has its own terminology, without the jargon of its members is difficult to think and difficult to express themselves. In the same sense, Spolsky (2004: 33) stated that jargon is one of the language variations about special variations that are marked by a specific set of vocabulary (technical terminology) that is related to the profession or occupation or other group members and forms part of the variety.

A member or community has a certain jargon in their communication where the jargon reduces the distance between members or groups, even according to Chaika (1982) to show the closeness of a relationship in a group. Jargon is also the most effective way of communicating in the work environment because it can help workers communicate better, faster, and more practical. Certain languages vary according to certain professional fields such as military members (i.e. *platoon, squad, CO: Commanding Officer, fire team, adjutant*, and etcetera ... (Wijaya, 2005)).

Another example of the language variation (jargon) in the professional field is a painter showing a painting tutorial. In the painting tutorial, there is a technical term that will only be understood by people who are interested in it. The words "*take off, landing, delay*, etcetera ...", for instance, are words that are commonly known by people at the airport such as the pilot profession, and flight

attendants. Meanwhile, the word "*take off*" in cooking techniques is to open something that is still wrapped or closed. The existence of the different meanings the word "*take off*" by the pilot and "*take off*" by the chef can be seen as jargon. A special vocabulary technique that depends on specific interests and occupations called jargon (Yule, 2005). People who are interested in a field will know the meaning or the purpose of the jargon. As a nurse says the word "mother" will be different from children saying "mother". It is understood by people who are interested in each field.

Moreover, in the various jargons used, it will appear the positive and negative acceptance of people, however, people can receive by either the positive or the negative responses. the term "accept" according to Oxford dictionary (2010) is to receive things that are offered. The acceptance of jargon can be seen from many aspects. One of them is social media. In the social media, the acceptance of jargon can be analyzed from the viewer responses in the coloum comment that is according to Paek et al (2010) said that the number of comments can represent the extent to which video content produces qualitative viewer feedback. Another aspect is in an education world where it uses the language (either jargon or non-jargon) used to describe the intervention of positive behavior by consultants, it does not have the significance effect to people (it can be a negative and possitive acceptance) (Rhoades & Kratochwill, 1992). Whereas, Hyatt et al. (1991) shown that the technical language effects on intervention acceptance using either jargon or non-jargon more prefers to jargon terms because it is more acceptable, so it shows that people are interested (positive acceptance) to the jargons used.

As seen in the previous paragraph, this study focuses on analyzing the use of jargon by a painter in the painting tutorial and viewer acceptance of jargons. The painting tutorial that will be examined here is a painter and YouTuber named Bob Ross. The jargon used by Bob Ross in the painting tutorial makes the simple procedure to display, not long-winded, but some people who are not interested in painting only a few who know or even will not know the special words that already exist.

The researcher finds this interesting, lately famous for the existence of YouTubers with a variety of jargon that is used, although jargon is very familiar. As mentioned earlier, jargon, as a language variety, has a role and helps many people communicate, and interact in effective ways. The jargon approach is suitable for the specific words used by the YouTuber, especially a painter in a painting tutorial.

This model was successfully applied to The Use Of Military Jargons In The The Film A Few Good Men (Wijaya, 2005), English Parliamentary Debating (Susandi, 2017), Make Up Tutorial in YouTube (Bilung, 2018), Executioner Squad In Mobile Legend Game (Muslim, 2018), Receptionists In Front Office At Grand Istana Rama Hotel (Pradipta, 2018), Hotel Front Officers (Saputra, 2019), Male Balinese Dancer At Sanggar Seni Manik Utara Singaraja (Yadnya, 2019), and the teacher acceptability (Shemanski et, al., 2018)..

The previous researches above commonly explored jargon in everyday phenomena as research subjects and several different framework. Meanwhile, this study looks on the YouTuber which lately Youtuber became famous in a channel television in America, especially now with the vlog and looks how the viewer

acceptance of jargons used, either positive or negative responses. Only a previous research examines about the acceptance, however, it is about the teacher acceptability (Shemanski et, al., 2018).

There are a large number of studies that have been carried out in a field of Jargon, but no one examines the current issue that is booming. The current issue is the popularity of YouTube where people are interested to the social media (vlogs on Youtube). Thus, this study focuses on the sociolinguistic of the jargon in a painter as a painting YouTuber which is found in the painting tutorial videos on youtube and because the viewer acceptance have not been examined yet in this area, the researcher sees the acceptance of viewer from jargon used. The videos observed in this study are the painting tutorial from Bob Ross. The researcher chooses the influencer from the video of Bob Ross because he is a well-known painter on the popular PBS (Public Broadcasting Service) TV show "The Joy of Painting" (Blumberg, 2016), and he is an internet celebrity in the 21st century because his talent and expertise have brought him great popularity with a number of fans on YouTube, *Twitch* and other websites (Wikipedia). The researcher also considers YouTube's fame and people's interest in vlogs on youtube and believes the jargon used in the Bob Ross videos can give knowledge to painters about jargons in the painting tutorial.

Learning about jargon from certain professions is very important to be able to increase and develop knowledge of vocabulary. Moreover, analyzing jargon by using the sociolinguistics and approach of theory of word formation (Yule, 2010) will help researchers determine types of word formation in jargon, the meaning of the jargon used and function of each jargon used and the analysis of the viewer

acceptance to the jargons used will help to consider using jargons in the next. Furthermore, the discussion of this study will be important for studying Jargon in a painter as a Youtuber. This study will help to have better communication with people from different groups or professions of interest.

B. Research Questions

This research is done based on 3 research problems, below:

1. What are English jargons and the meaning of English jargon used by an English YouTuber Especially on youtube channel “Bob Ross” as a painter?
2. What is the function of each English jargon used by an English YouTuber Especially on youtube channel “Bob Ross” as a painter?
3. How is the viewer acceptance to jargons used in an English YouTuber Especially on youtube channel “Bob Ross” as a painter?

C. Objectives of the Study

The objective of the study that are going to achieve:

1. To find English jargons and the meaning of English jargons used by an English YouTuber Especially on youtube channel “Bob Ross” as a painter.
2. To identify the function of each English jargon used by an English YouTuber Especially on youtube channel “Bob Ross” as a painter.
3. To investigate the viewer acceptance to jargons used in an English YouTuber Especially on youtube channel “Bob Ross” as a painter.

D. Scope and Limitation

The scope of this study is Sociolinguistics as a branch of Linguistics, especially this study works on language used in certain profession, we call jargon. Moreover, the limitation of this research is jargon used by Bob Ross in Youtube as a painter in the painting tutorial video on youtube, especially his vlog that uses word formations of Yule's theory.

E. Significance of the Study

Based on the research questions, the present study entitled "Jargons and Viewer Acceptance in The Painting Tutorial Videos on Youtube" is carried out with theoretical and practical contributions.

Theoretically, the results of this study are expected to see the theoretical application especially jargon in painting, which results in terms of the painter's jargon. Then, the researcher can expand the theoretical review and use other objects to get new expressions to be examined.

Practically, the finding of this study hopes that in conducting research on English jargon used by a YouTuber who works as the painter using jargon for painting area, especially a YouTuber in the painting tutorial, can use jargon to be more effective and be able to have clear explanations or conversations interested in this field. Sociolinguistics is also extended by this study.

F. Definition of Key Terms

- a. Sociolinguistic:** A branch of the linguistic study which explains the phenomenon of language and society in daily life (Holmes, 2013).

- b. Language variations:** An important part of sociolinguistics, from one place to another, from one social group to another, dan one situation to another (Hudson, 1996, p. 21).
- c. Word formation:** Word formation is also a term for lexeme formation that is a study of morphology of the process in forming new words from previous words (Yule, 2007) and it may change the part of speech of a word.
- d. Jargon:** it is a companion and ambitious people at work tend to see jargon as a necessary item in their career tools (Hudson, 1978) and it is called as terms of slang base on Fromkin et al (2011) that are used by trade, profession, occupation, and science.
- e. Viewer acceptance :** Audience ratings: positive or negative responses, (Oostrom, 2010) to the jargon used in the video.

G. Previous Studies

The current study is reviewed by the undergraduate thesis of Susandi (2017) entitled Jargon in English Parliamentary Debating and Its Implementation in English Teaching. The data from Susandi was taken from University students who was competing in English parliamentary debating competition that was held in the region of Bali, West and East Nusa Tenggara, Indonesia. There was three objectives of Susandi's study. The first was to find out English jargon used by debaters competing in English debating competitions. The second was to investigate the meanings of each English jargon used by debaters competing in

English debating competitions. The third was to determine the function of data jargon.

This present study is similar to Susandi, because both of them try to analyze jargon in certain fields. That also applies the meaning of the analysis component, but nevertheless, the two of these studies have differences. The data from the current study is a video from Youtube taken to transcribe the painting tutorial. Besides analyzing the jargon of different areas, this study analyzed the viewer acceptance of the jargon used in the video.

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In general, this study has similarities and differences together with previous studies. In common, as discussed in this subject, all previous studies explored jargon in everyday phenomena as research subjects and several different theories. Meanwhile, this study looks at YouTuber which Youtuber lately became

a famous painter in America, an American painter, art instructor, and television host (Wikipedia), especially with the vlog and finds out how the viewer acceptance of jargons used by the vlogger. It is seen from the responses in the comments column.

H. Research Method

This chapter presents a research method consisting of research design, research subject, research instrument, data source, and data collection and analysis.

1. Research design

On the problem and purpose of the study, a researcher who analyzed the jargon of word formation process and viewer acceptance in YouTuber worked as a painter employed a qualitative research. Qualitative method is a research method in which interpretation and observation are carried out in its approach (Malterud, 2001, p. 483). This study has the characteristics of the qualitative method according to Creswell (2012, p.16) because this research constructs a new thing using video vlog “the painting tutorial” from the painter as the youtuber to be more specific and see to the viewer acceptance of jargon in the column of comment by applying sociolinguistic approach for analyzing. The use of jargon in the painting area implies appropriate qualitative research to analyze jargons of word-formation processes and viewer acceptance of jargon on current phenomena that exist in a YouTube. Furthermore, qualitative descriptive research is a research conducted by presenting data that have been

collected naturally as it is without any specific treatment on the research object.

2. Research object

The object of this research is a video of the painter YouTuber "Bob Ross" who was chosen according to the current conditions of YouTube's fame and people's interest in vlogs on youtube, which are well-known as YouTuber, needed in the study. The researcher took two videos from Bob Ross as a painter YouTuber. Moreover, the researcher chooses the influencer from the video of Bob Ross because he is the most famous YouTuber influencer as a painter among currently these two years, 2018 and 2019. The researcher also considers YouTube's fame and people's interest in vlogs on youtube and believes the jargon used in the Bob Ross videos are able to represent jargon in the field of painting.

3. Research instrument

The research instrument of this study is human instrument, in which the researcher collects data with an in-depth focus version and mark words that contain jargon. To make the research process works and gets results normally, a transcript machine is used by the researcher to transcribe the utterances of the speaker of the videos. The researcher decides the caption YouTube (subtitle) to be the tool (the machine) used to transcribe. Therefore, the researcher uses three great dictionaries – Cambridge, Longman, and Oxford, to find out the exact meaning of words in words that have been marked as jargon in painter proffesion.

4. Data source

The primary data source of this study is a video taken from YouTube which is a painting tutorial from a painter YouTuber. The name of channel is Bob Ross.

5. Data collection

There are seven steps of this study for collecting the data. Firstly, the researcher will watch two videos from Bob Ross. Secondly, the researcher transcribes all the words spoken by the speaker using a transcript machine (YouTube's subtitle). Before being analyzed, the researcher chooses words containing jargon. Fourthly, the researcher makes tables to categorize the types of word formation in jargons that have been found. Fifthly, the researcher begins to analyze the meaning of the chosen jargon by using three great dictionary perspectives, and then the researcher does not forget to match the dictionary meaning to the context of the situation in the video. Finally, The researcher provides the second table to categorize the viewer acceptance: negative and positive responses of jargons used. The viewer acceptance is taken from some suitable comments of viewers in the comment coloum.

6. Data anaysis

After the data collection has been done, the researcher analyzes the jargon using qualitative methods. Data analysis was performed so that the researcher was able to interpret the results presented in the table from the results of transcribing. At that time, after transcribing, the researcher chooces the words containing English jargon used by a youtuber who was

a painter, then categorizing jargons based on word formation theory (Yule, 2010) by using tables for more detail and the researcher takes some suitable comments of viewers in the comment coloum for categorizing viewer acceptance: negative and positive responses. Analysis is done through the following steps:

1. Doing labeling

After transcribing data, the researcher found several words considered to be English jargon used by a painter to communicate with people who were interested in that field. Communication using English jargon occurs in several time settings. Throughout the tutorial process, the painter explained the steps to paint with his jargon. To facilitate the observation of the data, researchers conducted categorization

Data using word formation theory based on Yule (2010) follows in Table

NO.	TYPES OF WORD FORMATION (YULE, 2010)	JARGON	THE MEANING OF JARGON
1.	Etymology		
2.	Coinage		
3.	Borrowing		
4.	Conversion		
5.	Blending		
6.	Compounding		
7.	Acronym		

8.	Clipping		
9.	Derivation		
10.	Backformation		

2. Interpreting the results of the data presented in the table.

After categorizing the data is complete, the researcher interprets the meaning of the jargon using the three best dictionaries (i.e. Longman, Cambridge, and Oxford). That was done to find the suitable meaning of the jargon that is often used by the painter. This analysis leads the researcher to answer the second research question by the types of word formation (Yule, 2020) and Brown and Attardo (2000: 110) for the function of English jargon.

No	Jargon	The meaning of English jargon	The function of jargon (Brown & Attardo, 2000: 110)	
			To provide speakers of specialized domains with clear and unambiguous terms to refer to their activities	To provide speakers of subgroup with a means of marking in-group membership and excluding outsiders
1.				
2.				
3.				

3. Analyzing the viewer acceptance in the comment coloumb

The number of comments can indicate the extent to which video content produces qualitative viewer feedback (Paek et al, 2010). The researcher collects a number of comments in the comment

column and the researcher categorizes it in positive or negative responses by using tabel below, so the researcher can infer the results of the viewer's interest in language (jargon or nonjargon).

No.	The comments of viewers	Positive Responses	Negative Responses
1.			
2.			
3.			

4. Trianggulation

In this study, the researcher used the triangulation technique. Norman K. Denkin's concept (in Mudjia Rahardjo, 2010) is applied in this research. According to him, triangulation includes four things, namely: (1) methodological triangulation, (2) investigator triangulation (if the research is conducted with groups), (3) triangulation of data sources, and (4) theoretical triangulation. From types of triangulation, the researcher employs methodological triangulation to get the validity of data. Besides, the researcher chooses an expert of linguistic to have expert judgment dan compare the finding of research with a certain theory. The expert is Abdul Aziz, M.Ed., Ph.D., as a lecturer of Sociolinguistics in Universitas Maulana Malik Ibrahim Malang.

7. Drawing Final Conclusion

There will be significant points from this study. This study was conducted to determine jargon and viewer acceptance in the painting tutorial on Youtube. The conclusions of this study can be formulated based on the research questions. The researcher will find the selected data in the painting tutorial videos on YouTube with theory of Yule (2010). Theories of Yule (2010) have been used to disable problem questions based on data. To find out each type and purpose of Jargon and viewer acceptance that is seen from the responses in the comments section. The researcher aims to check some netizens' comments that commented in the comment column of the painting tutorial video of Bob Ross.

I. Research Organization

This study provides research facilities to make discussions easier and specific, researcher divides this discussion into for chapters:

Chapter I: Introduction

This chapter as an introduction consists of research backgrounds that describe the topic. These topics are explained in research and research problems. Other things from this chapter provide research questions, research objectives, research significance and the scope and limitations of the research and the previous of the study.

Chapter II: Review of Related Literature

In this chapter, we will discuss the related literature review used in this study. The researcher explained the previous research that had examined jargon.

Chapter III: Finding and Discussion

This is an important part of this paper where researchers will determine the results of this study after analyzing the data and providing a discussion of the results aimed at answering the problem of this research.

Chapter IV: Conclusion

This chapter is the conclusion of this research which is a conclusion of the results and discussion. The researcher will show the conclusions of this research to make it clearer and also for a better future, the researcher gives suggestions to readers.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher includes a review of related literature that supports this research. those involved are used to help understand data relating to sociolinguistic, jargon, types of word formation, and acceptance.

2.1. Sociolinguistic

Sociolinguistics is a study that connects language variations with social phenomena occurred (Crystal, 2008) that has a strong relationship between language and the life of society. It leads to the purpose of sociolinguistics which is an aspect of language in society for example, the use of language in different places, the formation of new words from existing words, the influence of language on society in social contexts.

In addition, sociolinguistics is a study of 'linguistic items' (such as sounds, words, grammatical structures, and so on) associated with the concepts of power, class, status, solidarity, accomodation, face, gender, politeness, and others (Wardhaugh, 2002). Furthermore, this very broad topic of sociolinguistics can be used to define various ways of learning languages. Based on another statement Holmes (1992, p.16) explained the purpose of sociolinguistics is to move towards a theory that provides a motivated account in the way language is used in a community and in the choices that people make when they apply language.

In Wardhaugh's book (2002) states that it differs between sociolinguistics and sociology in which sociolinguistics is more than a simple mixing of

linguistics, while socioligi takes concepts and results from both disciplines and tries to relate them in simple ways.

In addition, sociolinguistic focus on language variations that are widely used by the community. According to Hudson (1978), variety allows to preserve language in several multilingual speakers, or communities, as a single variety, because all linguistic items that are concerned have a similar social distribution. on the other hand, it can be concluded that sociolinguistics also focuses on the use of language variations in social situations.

2.2. Jargon

Jargon is a special language used by professions and group members (Juddin, 2017) and is referred to as a slang term based on Fromkin et al (2011) used by trade, profession, occupation, and science. This shows that jargon is used for communication that is only understood in groups or members who understand the meaning of jargon. Therefore, jargon cannot be used to communicate with the public which will lead to misunderstanding between jargon users and non-jargon users. in this case jargon is seen as meaningless. For instance, a painter takes a conversion, who uses words that are usually used in the conversations of their members. Then, these words are used to communicate with common people who are not members, of course, they will misunderstand because there is a gap in meaning that the person does not know the true meaning, as stated by Carr (2006) that jargon is like being fussy bird which means it does not have any meaning.

It is common knowledge that some professions around the world have languages that are very unique to them and are not well understood outside of

professional society. However, if the code of conduct somewhere is very crowded, then the language is richer for that and vice versa. Practically every science, profession, trade, and occupation that can be imagined has its own set of words, some of which are considered slang and other technical, depending on the status of the person using these "in" words.

Even the term of Jargon is utilized to allude to an assortment of the language spoken by socially characterized the specific individuals who utilize particular vocabularies and expressions in their activities or profession. Furthermore, a significant feature of jargon is its ability to be understood only by people who have a certain knowledge of a field where jargon is always used (Llamas, Mullany and Stockwell, 2007, p. 218). For the public, jargon can be directed to be less meaningful. However, jargon will be very useful and meaningful for today's communities that use jargon to communicate which has its own function. some common functions of jargon are to be more effective in communicating and increasing friendship among members. some use it because it is more practical, time-consuming, and more enjoyable. Jargonauts, who studie jargon, feel that it came about just to make correspondence simpler inside a gathering, and there was no misleading proposed. In addition, there is Locker's writing speculating about jargon business that:

Jargon has been part of business letters since at least 1589 and has remained there because people think that business letters must use jargon and because of jargon allows writers to write or dictate quickly. Jargon was created to make communication more effective and provides a certain style, which will be recognized in business fields that it applies. ('As Per Your Request': A History of Business Jargon, 1987)

The latest century shows that the definition of jargon has moved on to a further stage because people have discovered the power of jargon. According to

Hudson proposal (1978), "Jargon is a word that can show intentions and effects and also bring up characteristics even help identify people's enemies more closely.

He gives suggestion that jargon contains four essential elements:

- (1) It leads to certain professions and occupations
- (2) It is majestic, with only a little meaning under it.
- (3) It is usually used primarily by intellectuals, who feel the need to reassure the general public of their importance.
- (4) Consiously or fortuitously, It is baffling

In any profession, the best minds are never wrong with jargon, except when they are very bored. Jargon, one might say, is a natural weapon of high-income people with little value to say. This is a sad and ironic statement about our society that many people feel released from the pressure to use jargon only when they have reached the peak of their profession, at that time it may be too late to change someone's habits, however many people might hope to.

2.3. Types of Word Formation

Word formation is a term for lexeme formation that is a morphological study of the process of forming new words from existing words and can change the part of speech of a word (Rizki & Marlina, 2018). According to Yule (2010), he offers ten types of word formations. That is etymology, coinage, borrowing, compounding, blending, back-formation, conversion, derivation, acronym, and clipping. They will be explained below:

1. Etimology

Etymology is a study that discusses the origin and history of words, or a term that exists like many technical languages (words), coming through Latin, however, it still has its origins in Greek (e'tymon "original form" + logia "study"), and that is not to be confused with entomology, also from Greek (e'ntomon "insect").

2. Coinage

Coinage is not a general word-formation but refers to making words or terms that are completely new and previously did not exist in a language. the speaker simply invents or makes new words to show objects or concepts that did not exist before. The most typical source is a trade name that was created for commercial products which became a general term (usually without capital letters) for any version of that product. The most well-known models are concocted exchange names for business items which slowly become general terms (for the most part without utilizing capital letters) for any type of that item (Yule, 2010, p. 53; Fromkin et al. 2011, p. 501). The past examples are aspirin, nylon, vaseline and zipper; and the current examples are granola, kleenex,teflon and xerox. The most salient contemporary example of coinage is the word google. Originally a misspelling for the word googol (= the number 1 followed by 100 zeros), in the creation of the word Googleplex, which later became the name of a company (Google), the term google (without a capital letter) has become a widely used expression meaning "to use the internet to find information. Examples of the most prominent words in contemporary today are the formation of the word Google. the word came from the misspelling of

googol which is number 1 followed by 100 zeros, in the creation of the word Googleplex which later became the name of a Google company. the term google is now a commonly used phrase meaning "using the internet to find information about what someone is looking for. "As a result, morphological awareness about coinage will help students better understand the use of everyday words such as ebaying, xeroxing, and googling.

3. Borrowing

Borrowing is a term used to take over words from other languages. Base on the history, English language has adopted the number of words from other languages such as, croissant (French), dope (Dutch), lilac (Persian) , piano (Italian), pretzel (German), sofa (Arabic), tattoo (Tahitian), tycoon (Japanese), yogurt (Turkish) and zebra (Bantu). Of course, other languages also borrow words from English words, the Japanese use of suupaa or suupaamaaketto ("supermarket") and taipuraitaa ("typewriter") for instance.

Sometimes borrowing words can be used with completely different meanings, for instance, from the English words "partner" and "look" in the phrase "partnerlook" which describes two people being together and wearing the same clothes. There is no equivalent use of this expression in English.

4. Compounding

Compounding is a word that contains two or more root elements of morpheme and these elements are words or there are two separate

combinations of words that make up a single word. Thus, the word of *LehnandWortare* is combined to produce German *Lehnwortin*, for instance. The process of combining words is known as compounding. Other examples are *wallpaper*, *cupboard*, *raincoat*, *fingerprint*, *wastebasket*, *textbook*, *doorknob*, *sunburn*, *waterbed* and *bookcase*. Those are some examples of combining nouns and we can also make adjectives merge (good-looking, low-budged, and low-pay)

5. Blending

The combination of two separate forms to produce a new term is also present in a process called blending. However, mixing is usually done by simply taking the beginning of one word and combining it to the end of another word. in the USA there are products that are used like "gasoline" which is made from "alcohol" so there is a blended word to refer to this product "gasohol". To talk about blended words like "smoke" and "fog" to the words "smog", "smaze" from "smoke + haze", and "smurk" from "smoke + murk". some examples used are generally "bit" (binary + digit), "brunch" (breakfast + lunch), "motel" (motor + hotel), "telecash" (television + broadcast).

6. Back-formation

A good example of backformation is the process whereby the noun like television first came into use and then the verb of televise was created from it. Other examples of words created by this process are: donate (from "donation"), emote (from "emotion"), enthuse (from "enthusiasm"), liaise (from "liaison") and babysit (from "babysitter"). Indeed, when we

use the verb backform (Did you know that “opt” was back formed from “option”?), we are using a backformation

7. Conversion

Changes in word functions, such as when nouns are used as verbs (without subtraction), commonly known as conversions. Another word for this very common processes are "category change" and "functional shift. A number of nouns such as bottles, butter, chairs, and vacations have become commonly used, passing through conversions, their function as verbs: We bottled the home-brew last night; Have you buttered toast bread?; Someone has to chair the meeting.

8. Derivation

Derivation is the term for the process of adding affixes to words so that they are found in the production of new English words, which can be prefixes or suffixes. The new word produced will have a different meaning from the basic word. Derivation has four kinds of parts of speech, called :

- *Noun derivation*, for example:

Freedom (freedom) = free (root) + dom (suffix)

Imagination = imagination (root) + ation (suffix)

- *Adjective derivation*, for example:

Talkative (like to talk) = talk (root) + ative (suffix)

Friendly (friendly) = friend (root) + ly (suffix)

- *Verb derivation*, for example:

Endanger (dangerous) = en (prefix) + danger (root)

Validate (validate) = valid (root) + ate (suffix)

- *Adverb derivation*, for example:

Away (gone) = a (prefix) + way (root)

Backward = back (root) + ward (suffix)

9. Acronym

Acronym is a new word in the form of initials from a group of words, this can be forms such as CD (Compact Disk), VCR (Video Cassette Recorder) only takes the first letter of each word in a phrase. many acronyms with simplified terms, for instance, laser (light amplification by stimulated emission of radiation), scuba (self-contained underwater breathing apparatus) and zip (zone improvement plan).

10. Clipping

The reduction element seen in mixing is even more evident in the process described as clipping. This happens when more than one syllable word (facsimile) is reduced to a shorter form (fax), usually starting with casual speech. the term gasoline is still used which is generally called "gas". examples of words clipping ad (advertisement), bra (brassiere), perm (permanent wave), fam (family), and etcetera. There are also many words that must be reduced in an educational environment that supports clipping as inchem, exam, gym, lab, math, phys-ed, polysci, proftypo.

2.4. Viewer Acceptance

Viewer acceptance according to the Oxford dictionary is the degree to which something (jargon) is accepted, agreed upon, or approved upon by the viewer. In

the current chance, viewer acceptance can be found on many social media - Youtube, Facebook, Instagram, Twitter, ... etcetera) in the comments column. In this study, the researcher uses YouTube as a research object. This popularity is largely derived from social media features, such as the user community and comments (Loechner J, 2008). Founded in February 2005, YouTube is a free service that provides a comfortable and user-friendly interface for uploading and sharing original videos.

In the case of YouTube, a lot of data is available, the number of viewers, the number of comments, and the viewer ratings (Woerndl M, 2008). The number of viewers determines that the number of viewers who are interested in watching, the more the number of viewers, the more people are interested in watching. The number of comments, this shows that the degree to which something (jargon language) is accepted, agreed, or approved upon by the viewer. There are two characteristics that are then linked to YouTube's ways of interactive audience response (positive and negative responses). Viewer rating is how viewers judge the videos they have watched (giving like or not).

According to Reimers, Wacker, and Koepl (1987), the good integrity can be measured by the viewer's acceptance of intervention and Shemanski, DeMatteo, and Fruehan (2018) said, that the language used in the description can affect the acceptance of an intervention.

2.5 Previous Study

The current study is reviewed by the undergraduate thesis of Susandi (2017) entitled Jargon in English Parliamentary Debating and Its Implementation in

English Teaching. The data from Susandi was taken from University students who was competing in English parliamentary debating competition that was held in the region of Bali, West and East Nusa Tenggara, Indonesia. There was three objectives of Susandi's study. The first was to find out English jargon used by debaters competing in English debating competitions. The second was to investigate the meanings of each English jargon used by debaters competing in English debating competitions. The third was to determine the function of data jargon.

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Sixthly, Shemanski et al, (2018)'s research which focused on Psychology by using jargon to elementary school teachers' acceptability of a positive behavioral intervention based on the use of jargon and non jargon language during behavioral consultation. This study analyzed data using the Usage Rating Profile-Intervention Revised (URP-IR) after reviewing a vignette describing a positive behavioral intervention utilizing jargon or non-jargon language. The result were no significant differences in the acceptance and use of positive behavioral interventions when explained in jargon or non-jargon provisions. Meanwhile, the similarity certainly exists is that the focus of the study in the jargon use and

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CHAPTER III

FINDINGS & DISCUSSION

This chapter is to provide the research findings which is based on the results of the data analysis representing the research problems of the study. Also, it shows the discussion section deciphering the findings using previous theory and perspectives.

3.1 Findings

The researcher has collected the data from watching both videos (I & II) and making the video transcript also taking some viewer comments on YouTube of the video entitled Bob Ross-Towering Peaks (Season 10 Episode 1) having seventy thousand likes and Bob Ross - Lazy River (Season 2 Episode 10) having twenty-seven thousand likes, where Bob Ross channel has three hundred ninety-four thousand subscribers. As the result of this research was provided based on the research problems.

3.1.1 English jargon and the meaning of English jargon used by an English

Youtuber Especially on youtube channel “Bob Ross” as a painter.

There were found 74 English jargon from both videos, and, for the meanings, the English jargon has its own meaning. The researcher provided each meaning of jargon in the table 3.1 and 3.2. (See Appendix I & II). Here, the following table presents the frequency of word formation of jargon used by

English YouTubers, especially in the painting tutorial video in the channel "Bob Ross" as a painter, classifying word formation into ten different types.

Table 1: Frequency of Occurrence of Word Formation to jargon applied by English-speaking YouTubers Especially in the painting tutorial video in the channel "Bob Ross" as a painter

No	Word Formation	Frequency	Percentage
1	Etymology	12	22.23%
2	Coinage	5	9.50%
3	Borrowing	2	4%
4	Conversion	6	11.27%
5	Blending	1	2%
6	Compounding	13	26%
7	Acronym	2	4%
8	Clipping	5	9.50%
9	Derivation	4	7.50%
10	Backformation	2	4%
Total		54	100%

The table showed that there were 54 jargon and 10 types of word-formation in video I. According to the table above, the first rank was *Compounding* type with 13 items or 26%. The second rank was *Etymology* type with 12 items or 22.23%, and continually the third was the *Conversion* type with 6 items or 11.27%, the fourth that was often used were *Clipping* and *Conaige* type with 5 items or 9.50%. Next, the fifth rank were *Borrowing*, *Acronym*, and

Backformation with 2 items or 4%. Then, the type which was rarely used was the type of *Blending* with 1 item or 2%. For a detailed explanation of this was presented in Appendix I.

Table 2: Frequency of Occurrence of Word Formation to jargon applied by English-speaking YouTubers Especially in the painting tutorial video in the channel "Bob Ross" as a painter

No	Word Formation	Frequency	Precentage
1	Etymology	3	13.66%
2	Coinage	2	9.1%
3	Borrowing	4	18.18%
4	Conversion	1	4.50%
5	Blending	0	0%
6	Compounding	6	27.30%
7	Acronym	1	4.50%
8	Clipping	2	9.1%
9	Derivation	3	13.66%
10	Backformation	0	0%
Total		22	100%

The table showed that there were 22 jargon and 8 types of word formation in video II. According the table above, the first rank was *Compounding* type with 6 items or 27.30%. The second rank was *Borrowing* type with 4 items or 18.18%, and, continually, the third were the *Etymology* and *Derivation* type with 3 items or 13.66%, the fourth that was often used were the *Clipping* and

Conaige type with 2 items or 9.1%. Next, the fifth were *Conversion*, *Acronym* with 1 items or 4.50%. Then, for the type of *Blending* and *Backformation* had no English jargon with 0 item or 0%. For a detailed explanation of this was presented in Appendix II.

3.1.2 The function of each English jargon used by an English YouTuber Especially on youtube channel “Bob Ross” as a painter

The following table presents the frequency of jargon used by English YouTubers, especially in the painting tutorial video in the channel "Bob Ross" as a painter, classifying jargon into two different groups.

Table 3: Frequency of Occurrence of Jargon Functions applied by English-speaking YouTubers Especially in the painting tutorial video in the channel "Bob Ross" as a painter

No	Functions of Jargon	Frequency	Percentage
1	To provide speakers of specialized domains with clear, unambiguous terms to refer to their activity	26	50%
2	To provide speakers of a subgroup with a means of marking in-group membership and excluding outsider	26	50%
Total		54	100%

The table showed that the function of jargon was to provide speakers from subgroups by marking membership in the group and excluding outsiders and the jargon function that provides speakers for domain-specific terms is clear, unambiguous to refer to their activities, had commensurate results, 26 items, or 50%. Detailed explanations of this explanation were presented in Appendix III.

Table 4: Frequency of Occurrence of Jargon Functions applied by English-speaking YouTubers Especially in the painting tutorial video in the channel "Bob Ross" as a painter

No	Functions of Jargon	Frequency	Percentage
1	To provide speakers of specialized domains with clear, unambiguous terms to refer to their activity	13	59,1%
2	To provide speakers of a subgroup with a means of marking in-group membership and excluding outsider	9	40,9%
Total		22	100%

The table showed that the function of jargon was to provide speakers of specialized domains with clear, unambiguous terms to refer to their activity ranks first with 13 items or 59.1%. The second rank of the function of English jargon with 9 items or 40,9%, was to provide speakers of a subgroup with a means of marking in-group membership and excluding outsiders. For a detailed explanation about this explanation was presented in Appendix IV.

3.1.3 The viewer acceptance to jargons used in an English YouTuber Especially on youtube channel "Bob Ross" as a painter

The following table presents the frequency of responses to jargon used by English YouTubers, especially in the painting tutorial video in the channel "Bob Ross" as a painter, classifying the viewer acceptance into two different groups.

Table 5: Frequency of Occurrence of the viewer acceptance to jargon applied by English-speaking YouTubers Especially in the painting tutorial video in the channel "Bob Ross" as a painter

No	Viewer Acceptance	Frequency	Percentage
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1	Positive Responses	20	100%
2	Negative Responses	0	0%
Total		40	100%

The table showed that the viewer acceptance of English jargon was positive responses that have ranked first with 20 items or 100%, and negative responses, vice versa, had no item or 0%. For a detailed explanation about this explanation was presented in Appendix V.

Table 6: Frequency of Occurrence of the viewer acceptance to jargon applied by English-speaking YouTubers Especially in the painting tutorial video in the channel "Bob Ross" as a painter

No	Viewer Acceptance	Frequency	Percentage
1	Positive Responses	20	100%
2	Negative Responses	0	0%
Total		40	100%

Table showed the same result as table 5, that the viewer acceptance of English jargon was positive responses that had the first rank with 20 items or 100%, and negative responses, vice versa, had no item or 0%. For a detailed explanation about this explanation was presented in Appendix VI.

3.2 Discussion

The discussion below describes some findings that were obtained from the data analysis above. It is arranged based on the problem statement of the research as a guide that covers the types of jargon, meaning, function and the viewer acceptance to the jargon used is in the painting tutorial video on YouTube. It

means that the following result of the data analysis is used to answer the problem statement in this research.

The researcher did a data finding in the painting tutorial video on YouTube in Bob Ross account. Only two videos were chosen and during analyzing the data, the researcher got several problems. The first problem is the researcher needed a long time to collect the data because the researcher needed to chose words that contain jargon and some failed words. The second problem is the researcher was struggling to notice whether the word is jargon and see the context to know the meaning. With this problem, the researcher took a decision to only put data which has a clear context. This was taken to make the analysis easier. The data taken was a painting tutorial video on YouTube in Bob Ross that is entitled English jargons used by Bob Ross-Towering Peaks (Season 10 Episode 1) and English jargons used by Bob Ross - Lazy River (Season 2 Episode 10). Eventually, the researcher obtained 74 jargon from both of the painting tutorial videos and collected 20 responses of the viewer in each video. The researcher then did the analysis to answer the research problem number one, then the research problem number two, and then the research problem number three consecutively.

3.2.1 Word formation and the meaning of English jargon

Appendix I was the video I that has seventy-thousand likes with three hundred ninety-four millions subscribers and there were 10 types found. Here, the painter has frequently used the English jargons of compounding. The other types like *etymology*, *coinage*, *borrowing*, *conversion*, *blending*, *backformation*, *derivation*, *clipping*, *acronym* also were used with the number

of the English jargons half of the number of *compounding*, except *etymology* that was almost closer to the number of *compounding*. Appendix I was explained according to data analysis as follows:

1. Etymology

a. Titanium

A silver-white metal used in making various strong light materials. This term came from modern Latin in 1796. While naming the term from Latin Titan (as a son of the earth) in 1795 by German chemist and mineralogist Martin Heinrich Klaproth (1743-1817). Previously, he had named uranium.

b. Canvas

The canvas comes from the Latin Vulgar language "cannapaceus" is an adjective that has a suffix -aceus which means it is made from flax. and Mid-14th century from the Old Anglo-French canevas "canvas".

c. Brush

Brush comes from Latin vulgar which is from the word "bruscia" which means "a group of new shoots" which is usually used as a tool for the application of paint on canvas in the late 15th century.

d. Illusion

Illusion is a delusion of mind that comes from the Latin *illusionem* (nominative *illusio*).

e. Devil

Devil comes from the Ecclesiastical Greek *diabolus*, where Jews and Christians use the term Devil, Satan "

f. Excess

Excess comes from Latin "excesses" meaning to go beyond normal limits, the root of it is *excedere* = ex (out) + *cedere* (to go)

g. Roll

Roll comes from the Middle Ages comes from Latin *Rotulus* (a roll of paper) / *Rotula* (a small wheel).

h. Bottom

Bottom comes from Sanskrit "*budhna*", Avestan "*buna*" and Greek "*pythmen*" are foundations. Latin "*Fundus*" the meaning is peace of land.

i. Polenta

Its origin is uncertain but lately it comes from the Latin word "*pollenta*, *polenta*".

j. Angle

Angle comes from the Latin word *Angulus* (an angle, a corner) in 1872 which has a figurative meaning "the direction / point of someone approaching something".

k. Dumanis

Dumanis is the language of writers which means colorful. The word is borrowed from the Latin word *dunamis* which means power.

l. Ochre

Ochre comes from Medieval Latin *Ocra*, from Latin *Ochra*, from Greek *khra* from *khros* "pale yellow" (words of unknown origin). The term is

used for the name "brownish yellow" warns as evidenced from the mid-15C century.

m. Oppression

Oppression comes from the Latin word "*oppressionem*" (noimnative *oppressio*), past participle *opprimere* whose meaning is press, press down.

2. Conaige

a. Prussian blue

Prussian Blue was named by Johann Jacob Diesbach, who was the first to synthesize known as a blue pigment (Prussian Blue).

b. Van dyke brown

Van dyke brown also known as Cassel earth or Cologne earth which is named after the painter Anthony van Dyck.

c. Alizarin crimson

Alizarin crimson is a synthesis of the alizarin pigment discovered by William Henry Perkin and later known as Alizarin crimson warns (red warns are slightly more purple to Sarah than Sarah oren and slightly blue in tone.

d. Chisel

From the Old Frence *cisel*, modern *ciseau*, Late Latin *cisellum* that has meaning is to cutting tool, from *caedere*, to cut. Commonly, Chisel is in the archeological record.

3. Borrowing

a. Buck

Buck comes from American English "dollar" in 1856.

b. Dip

From Old English "dyppan" to plunge or immerse temporarily in water, to baptize by immersion. From Proto-Germanic "daupejanan" (source also of Old Norse "deypa" to dip, Danish "døbe" to baptize, Old Frisian "depa", Dutch "open", German "taufen", Gothic "daupjan" to baptize), related to Old English "diepan" to immerse, dip, and probably a Proto-Germanic causative *deup- "deep".

4. Conversion

- a. Heat up (V), it can be (N). It can be (Adj)
- b. Bluffs (V), it can be (N). It can be (Adj)
- c. Fluffs (N), it can be (V). It can be (Adj)
- d. Pedal (V), it can be (N).
- e. Scrape (V), it can be (N) if it is in the action/sound, damage, difficult situation.
- f. Layer (N), it can be (V) "often passive"

5. Blending

- a. Almighty

A combination of two words between *All+Mighty*. In Old English it was *æelmihtig* "all-powerful," *æel+mihtig*. This term can be in *borrowing* term, but the word is more prominent to *blending*.

6. Compounding

- a. Crisscross

A word consists of two words *Criss+Cross* (V) that has a different function and meaning in using the word.

b. Downward

A word consists of two words Down(Adv)+Ward that has a different function and meaning in using the word.

c. Brushstrokes

A word consists of two words Brush(N)+Stroke(N) that has a different function and meaning in using the word.

d. Right-handed

A word consists of two words Right(Adj)+hand(N) that has a different function and meaning in using the word.

e. Upward

A word consists of two words Up(Adv)+Ward that has a different function and meaning in using the word.

f. Landscape

A word consists of two words Land(And)+hand(N) that has a different function and meaning in using the word.

g. Evergreen

A word consists of two words Ever(Adv)+Green(Adj) that has a different function and meaning in using the word.

h. Overdo

A word consists of two words Over(Adv)+Do(V) that has a different function and meaning in using the word.

i. Sideboard

A word consists of two words Side(Adj)+Board(N) that has a different function and meaning in using the word.

j. Hairbrush

A word consists of two words Hair(N)+Brush(N) that has a different function and meaning in using the word.

k. Batman

A word consists of two words Bat(N)+Man(N) that has a different function and meaning in using the word.

l. Fireball

A word consists of two words Fire(N)+Ball(N) that has a different function and meaning in using the word.

m. Odorless

A word consists of two words Odor(N)+Less(Adj) that has a different function and meaning in using the word.

7. Acronym

a. SAP green

SAP is an abbreviation of *Soft Oil Paint Green* that is used to paint. Commonly, the color is used for leaves, in a mixture of sap green, yellow, and bright red.

b. ER

ER is the initials or abbreviation of part of tree, it is Vein and Root, so it is easier and faster in speaking.

8. Clipping

a. Phthalo blue

A word written is only a part of a word. The complete word of Phthalo blue is Phthalocyanine blue that is The very strong color, it usually uses to skies and water, sometime for highlighting snowy.

b. Sync

That is the result of the shortening of the word elements from *Synchronize* that has the meaning to move at the same speed.

c. Geometric

Geometric is a word created from the shortening of the word *Geometrical* which means having regular lines and shapes.

d. Cad yellow

A word that was created from the reduction of the elements which word comes from *Cadmium Yellow* means the brightest yellow for the sun or mixed with yellow and SAP for highlighting trees, grasses and bushes.

e. Crimson

A word that was created from the reduction of elements which the word comes from *Alizarin Crimson* means A slightly purplish red rather than the orange on the color wheel and also has a blue tone.

9. Derivation

a. Graphically

Graphically is a word that gets an affix at the end of the word. The root of the word is *Graphical* with suffix *-ly*. The word can still be further divided into *Graphic* which gets suffix *-al* affixes.

b. Shiny

Shinny is a word that gets an affix at the end of the word. The root of the word is *Shine* with suffix -y.

c. Gently

Gently is a word that gets an affix at the end of the word. The root of the word is *Gentle* with suffix -y.

d. Fluffy

Fluffy is a word that gets an affix at the end of the word. The root of the word is *Fluff* with suffix -y.

10. Backformation

a. Floaters

The word is verb that has changed words from one type to another, initially *Float* with category (V) changed to *Floaters* with category (N).

b. Her

Her is an object pronoun from *She* which is a subject pronoun.

Meanwhile, Appendix II or Video II that has twenty-seven thousand likes of three hundred ninety-four million subscribers had eight types found, such as *etymology, coinage, borrowing, conversion, compounding, acronym, clipping, derivation*. No English jargons of this video for *blending and backformation* types, while *compounding* was the type of the English jargons which was frequently used by the painter, whereas the type of jargon of *etymology* has decreased if it is compared with Appendix I.

The researcher explained for Appendix II according to data analysis as follows:

1. Etymology

a. Canvas

The canvas comes from the Latin Vulgar language "cannapaceus" is an adjective that has a suffix -aceus which means it is made from flax. and Mid-14th century from the Old Anglo-French canevez "canvas".

b. Peninsula

The word comes from the Latin word "*peninsula*" commonly almost an island, from the word "*pæne*" whose meaning is near /almost (authenticity is uncertain) the combined word –*insula* the meaning is island.

c. Ochre

Ocher is a set of soil pigments (*yellow poker, purple poker, poker poker, sienna, etc ...*). The word comes from Medieval Latin word "*ocra*", from Greek "*khra*", from *khros* (pale yellow) or can be called brownish-yellow. The material used iron (III) oxide-hydroxide is known as limonite which gives them a yellow color.

2. Coinage

a. Prussian blue

Prussian Blue was named by Johann Jacob Diesbach, who was the first to synthesize known as a blue pigment (Prussian Blue).

b. Van dyke brown

Van dyke brown also known as Cassel earth or Cologne earth which is named after the painter Anthony van Dyck.

3. Borrowing

a. Palette

A word came from French "palette", from Old French "palete" which means small shovel, from Latin "nutmeg" and in 1759 there was a palette knife used by senian to mix colors.

b. Easel

Easel comes from Dutch "ezel", originally "ass", from Dutch "esel", from Latin "asinus" "ass" as a painting / canvas mounting tool on a wooden stand.

c. Subdued

This word is a past-participle adjective of the verb Subdue. From Old French "souduire", from Latin "subducere", in Anglo-French from Latin subdere which means to reduce intensity.

d. Acrylic

Acrylic was made there in the 1950s. from Latin "acer" which means to sharpen. Modern senses often short for acrylic fibers, acrylic resins, acrylic, and etcetera.

4. Conversion

a. Bark

Bark in the Bob Ross video is Noun's category which means the skin of tree, and it can be Verb, which means the short loud sound.

5. Compounding

a. Crisscross

A word consists of two words Criss+Cross (V) that has a different function and meaning in using the word.

b. Platform

In the middle 15c, it, small metal goods, is from the combination of the words hard (adj) + ware (n) in the sense of the physical components of a computer. it originated in 1947 and proved the hardware store of 1789

c. Upward

A word consists of two words Up(Adv)+Ward(V) that has a different function and meaning in using the word

d. Highlighting

The brightest part of the painting in an image, the word is from high (adj) + light (n). The two words also mean paint and the color is brighter and brighter, different from the middle color and shade.

e. Masterpieces

A work that goes beyond excellence, from the words Master (n) + Piece (n). a loan translation from Dutch "meesterstuk" or German "Meisterstück", like a master.

6. Acronym

a. SAP green

SAP is an abbreviation of *Soft Oil Paint Green* that is used to paint. Commonly, the color is used for leaves, in a mixture of sap green, yellow, and bright red.

7. Clipping

a. Thalo blue

A word written is only a part of a word. The complete word of Thalo blue is *Phthalocyanine blue* that is The very strong color, it usually uses to skies and water, sometime for highlighting snowy. There are

two jargon terms used by Bob Ros *Thalo blue* and *Phthalo blue* for the word of *Phthalocyanine blue*.

b. Cad yellow

A word that was created from the reduction of the elements which word comes from *Cadmium Yellow* means the brightest yellow for the sun or mixed with yellow and SAP for highlighting trees, grasses and bushes.

8. Derivation

a. Marbly

The word Marbly is a word that gets an affix at the end of the word. Marbly comes from the root Marble (N) and there is suffix -y. So that changes the category of the word to Marbly (Adv).

b. Swooshing

The word Swooshing is a word that gets an affix at the end of a word. Swooshing comes from the root word Swoosh (N) and there is suffix -ing. So change the category of the word to Swooshing (N in the form of Gerund).

c. Greenish

The word Greenish is a word that gets an affix at the end of the word. Greenish comes from the root Green (Adj) and there is suffix -ish. So changing the category of the word to Greenish (N).

Jargon was analyzed based on word formation theory (Yule, 2010). According to Yule (2010), word formation had ten types that were *etymology*, *coinage*, *borrowing*, *conversion*, *blending*, *backformation*, *derivation*, *clipping*,

acronym, and *compounding*. Here, the researcher found ten types in the video I, and eight types in video II. The overall result of both videos has shown that the amount of jargon plays an important role when speaking in a particular field.

3.2.2 The function of English jargon

Jargon also affects the number of viewers in Appendix I. It has seventy-thousand likes with the number of 52 jargon and Appendix II has twenty-seven thousand likes with the number of 22 jargon. For that reason, the more jargon used, the easier it was for the viewer to understand and the more likes. That jargon made it easier for the painter to transfer the idea to the viewer in getting the point of the painter talked. This was same as statement of Ardianto (2011), and Yadnya (2019) that jargon were also the most effective way of communicating in the work environment. Then, Pradipta (2018) stated that it could help the painter communicate better, faster, and more practical, and also easier to think and to express himself. However, often using jargon in certain field environments has gotten a lot of good responses. This is contrary to the statement from Seli (2019) that jargon function was to master the skill of profession, show the indentity of a group, and to strenghten the intimacy between the user in a group. Furhermore, in *Problematizing Jargon* (Schechner, 1995), in a writing, *TDR Comments* have refused all about jargon because he stated that jargon is boring, hard to read, and easy to parody.

Furhermore, In describing the function of jargon in the painting video tutorial, the researcher identified the meaning of jargon that was found in the

data. All the meaning of the painting tutorial video jargon presented in this chapter was analyzed and classified into two functions.

The following explanation describes two groups of jargon according to their functions:

a. To Provide Speakers of Specialized Domains with Clear and Unambiguous Terms to refer to Their Activities

Jargon is also the most effective way of communicating in the work environment because it can help workers communicate better, faster, and more practical. To Provide Special Domain Speakers with Clear and Unquestionable Terms to refer to Their Activities. Jargon is used by certain professions or groups of people to communicate effectively. However, it is difficult for others who are not included in their groups to understand their words or sentences. Based on the findings from the first category, the function of jargon in the painting tutorial video is to provide certain terms to refer to everything related to painting, such as skills, techniques, tools, or people involved in painting activities. By using certain terms, it shows the listener that the speaker refers to certain things related to painting as the goal.

The jargon found in the Bob Ross channel's painting tutorial is as follows:

titanium, canvas, brush, illusion, excess, bottom, angle, dip, heat up, layer, almighty, downward, brushstrokes, upward, landscape, sideboard, odorless, phthalo blue, sync, geometric, cad yellow, crimson, graphically, shiny, fluffy, floaters, pallete, easel, bark, platform, hardware, highlighting, masterpieces, thalo blue, marbly, greenish. Perhaps, outsiders have a different understanding about these terms.

All the data above is included in the jargon function to provide speakers of specific domains with clear and unambiguous terms to refer to their activities. In this study activity related to the way the listener, the audience and painter jargon reader understands the entire term in painting tutorial video. Because all the clear and unambiguous terms are included in this function has a special domain, for example, painter, listener, audience, and readers of painter jargon are expected not to misunderstand in interpreting instructions, comments, announcements, and explanations in painting tutorials or something about painting.

b. To provide speakers of a subgroup with a means of marking in-group membership and excluding outsider

The jargon in the painting tutorial is to give special terms as a sign that they belong to the community of painters and are mostly understood by painting enthusiasts. In the painting tutorial, communication in sending information to participants has become an aspect of the painter. So, to make it effective, all members of the painter determine certain jargon to use. It has been officially applied as a technical painting term, all in English. Even so, for Indonesians, it is a bit of a problem to use these terms in their daily communication because of English foreign languages in Indonesia. In one case, they sometimes failed to say jargon correctly. However, listeners can get points for what the speaker said regardless of the wrong pronunciation. Use of jargon as a technical terms make it easy for them to guess what the speaker wants to say. They have become accustomed to good technical terms

from reading it in several sources or ask the experts. Therefore, communication will work effectively.

3.2.3 Viewer acceptance to English jargon used

The researcher has chosen twenty comments that match with the research topic from videos. The viewer acceptance of Video I showed that all responses (20 comments) are positive, although there is a comment that a little bit containing the negative word, like nervous, uncomfortable, and cannot. It is no matter because it is not the feeling of the comment writer-self but it is only the feeling of his sister about the video. Then, the responses of the video II viewers shown all the words of twenty comments are positive. Here for the explanation: The researcher explained for Appendix VI according to data analysis as follows:

Datum 1:

Suzy Blue

Favorite Bob Ross quotes: “Let’s get crazy what the heck.” “We don’t make mistakes, just happy little accidents.” “Beat the devil out of it.

Datum 2:

Ringo Layne

Bob: “You can move mountains” Me: I know you mean the painting but I’m CRYING I FEEL SO SUPPORTED!

Datum 3:

Komal Maini1

Lets add a little bit of “alizarin red, what the heck” haha i love him!

Datum 4:

H.C. pao

All nature ,his voice and painting make ur mind peaceful and character stable. all keep us in wonderful memory for him.

Datum 5:Sarah playz

1. He's so peaceful and calming and I love it 2. I look away for one second then look back and he has like a whole new mountain that looks more real than I will ever be.

Datum 6:Foot breather 529

Bob:this is your world you can make any sort of illusion Me:I'm happy,I have a gf,and I'm cool.

Datum 7:Earthling Queen

The guy is freaking amazing mannnn, dont make no damn sense! He's really the best art teacher! Fr.

Datum 8:Bruce Will

5:16 I love how he just can't hold in that bit of laughter for that part, all the time, what a wholesome man, wish he was still around painting.

Datum 9:Dodie Wood

we didn't deserve this man, he is so pure. The way he smiles/laughs after washing his brushes. When he says he doesn't know what he's doing

because it's all coming together as one. How he always paints mountains and they are beautiful. I'm so sad this man left, Bob, i hope you're happy. Keep this comment section in lowercase and positivity please.

Datum 10:

Daiel leiaD

"Let's paint some f***ing clouds" Wait... WHAT goes back to listen more carefully "Let's paint some fluffy clouds" Oh, that makes more sense. Never heard Bob Ross swear before. Scared me. I need my hearing checked..

Datum 11:

Video Game Music

Most used quote: "and some alizarin crimson, what the heck."

Datum 12:

Lucy Harper

Me 30 seconds into the video: What a masterpiece

Datum 13:

Chris Sayers

Bob Ross was a wonderful and talented artist each episode makes me happy

Datum 14:

Amie Marya

this is my first bob ross I've watched and i have no regrets.. love it.

Datum 15:

Dick Riddick

I dont know anything about painting, but I sure could listen to this man talking and painting for a long time.

Datum 16:

rey bernian

thank you for teaching us to paint, the techniques, the graphics, and the texture..... god bless Bob Ross

Datum 17:

Dr. Chill

"Clean the knife" -Bob Ross

Datum 18:

GamersBienvenidos

I'm 100% useless in anything related to art, but this man always makes me want to go and do my little "own world"

Datum 19:

Woogie Harrelson

I told my sister (snotty real estate agent) to watch this as a soothing video to calm down or fall asleep to after her recommendations. She listened for 5 seconds and said he sounded nervous and made her uncomfortable. We can't pick our family

Datum 20:

Dragon Mann

im watching and "before you go" by lewis capaldi came on and im really emotional right now

The researcher explained for Appendix VI according to data analysis as follows:

Datum 1:

Noah Linnik

I swear, Bob Ross videos have the nicest comments out of any videos on YouTube.

Datum 2:

Hamida Khan

Just magical!□ simply story telling □ painting □ love □ your working style, God bless you always.□

Datum 3:

Antnee659

i've now spent a few hours drinking wine and watching him perform magic, its fun to see where hes going with it.. every time he puts something new in i sit and think wow he really jacked that up but then he adds a lil detail and suddenly its like im really there.. the water blew my mind, he did nothing the water was nothing he just smeared the paint from the picture like wtf

Datum 4:

Arts

Amazing how he gets the water effect without even trying. Wonderful! My best wishes.

Datum 5:

April Flower

I just love watching his shows/demonstrations. i just feel so happy when I watch them. Art talent runs in my family, but my mother is a total art snob.

She really stifled my motivation for a very long time. When I watch him I think to hell with art snobs. Now I feel motivated again. I hate art snobbery.

Datum 6:

ConsciousCloud

I've been watching 3hrs of Bob while working on my own digital painting and it blows my mind how he's done with 6 paintings while I'm still working on friggin leaves, lol

Datum 7:

Alba Paz

Smart, joyful painting, clear explanation and bright performance

Datum 8:

Daniel Moyano

"...Whatever makes you happy because this is Your world..." -B.Ross

Datum 9:

Marcell Vass

Titanium Hwite

Datum 10:

Kirk Wickizer Art

Use to watch him all the time..He did the greatest 30 minute paintings on the planet

Datum 11:

LeavingTheZone

Watching bob ross paint is my guilty pleasure. All my friends use him as a joke but I actually like watching these videos.

Datum 12:

Virgo Heart

I've been watching a lot of Bob Ross and I'm always so amazed by the amount of detail he gets out of single strokes! His paintbrush was crafted by wizards! I swear.

Datum 13:

Alex Caruso

I love how there are no negative comments on any of his videos

Datum 14:

Matias

Bob: And we are just going to put a happy little bush there. Me: Nice Bob: paints another bush Because everyone needs a friend. Me: holds back tears Nice

Datum 15:

Lydia murthy

Amazing painting! ! And easy and clear to understand.

Datum 16:

Metallicaman889

Good ol' bob could sneeze on the canvas and it would still turn into a happy little tree.

Datum 17:

Alba Paz

Smart, joyful painting, clear explanation and bright performance

Datum 18:

Charlie Duncan

17:16 sounds like he's running the knife through some water

Datum 19:

Caleb Wild

Bob Ross just think I'm 15 years old and watching your videos that's came out over 20 years go. Your videos mean something to me

Datum 20:

tmoney43

happy comments

All the comments from the viewers on Bob Ross's video show positive words and even some positive sentences written by the viewers, for example in Dodie Wood's comment that he felt the excitement/purity of his movements, his smile, and everything just went away (everything blends), even Dodie Wood told other viewers to leave a beautiful comment (positive) because the video is so structured seen in the words "How he always paints mountains and they are beautiful", Dodie also feels lost the master of painting "I'm so sad this man left, Bob, I hope you're happy.

Furthermore, a comment from the account of Suzy Blue that she said "Favorite Bob Ross quotes..." then she wrote what the painter said and one of the words Suzy Blue said it is the jargon that the researcher has found before. Moreover, This is the same as Suzy Blue that Ringo Layne wrote what the painter said and He felt he liked this video until he's feeling touched. The next comment

also showed the jargon that has found before “Alizarin” and Komal said he love Bob Ross. From the fourth comment, we knew that H.C. Pao loved Bob Ross proven from his comment “all keep us in wonderful memory for him” and the video made his mind peaceful as well as Sarah playz’s comment.

In the commentary written by Woogie Harrelson, it looks a little bit ambiguous, which leads to positive sentences in "I told my sister (snotty real estate agent) to watch this as a soothing video to calm down or fall asleep to after her recommendations" like this video really- really good so it becomes a recommendation. However, the next sentence shows or leads to negative comments, which are seen in the comment "She listened for 5 seconds and said he sounded nervous and made her uncomfortable. We cannot pick our family" shows that his brother does not like the Bob Ross video and because the video cannot be a recommendation for his family.

Last, in Dragon Mann's commentary, he really lost Bob Ross because he listened to the song "Before You Go" by Lewis Capaldi very sadly and then continued to watch Bob Ross's video which made him really emotional / not willing to lose it. Besides, the researcher also analyzed how the viewer acceptance to the English jargon that is used by the painter. The data was shown in Appendix V.

In Appendix V, the researcher selected twenty comments that match the research topic, we can see a selection of words and sentences that show positive arguments for the video, such as love, love, fun, fun, extraordinary, nice, wonderful, and smart, found in his comments Alba Paz, Lydia Murthy, Matias, Virgo Heart, Noah Linnik, Hamida Khan, and others almost twenty comments

above are one of those words that lead to the clear painter's explanation in the video. Moreover, there are some positive comments with the words of the story, such as Caleb Wild who said that he was 15 years old who watched a video of someone over 20 years old that the video meant a lot to him. That is interpreted as how much he likes and loves the video. Perhaps, the explanation by the painter is very beautiful with the choice of words and times used by the painter can attract attention and also comfort for the viewer).

Seen more clearly here is in the commentary Lydia Murthy really shows clarity about the explanation of the painter seen in the sentence "..... easy and clear to understand", and in Alba Paz also shows that the explanation is easy to understand appears in the word ".... clear explanation .. ". They find it easy to understand, because they are on the same path are lovers of painter/artists. Because for a lover of painting or artist, the English jargon used in the Bob Ross video is very helpful, more effective, not time-consuming, and the explanation is not long-winded. For the reason, English jargon is used for a painter in explaining so that viewers are quicker to grasp the points, comfortable listening, more effective in delivering information.

Furthermore, the comments are Alex Caruso who feels happy when he sees the comments of the viewers there are no negative comments given. This comment "I love how there are no negative comments on any of his videos" the viewer of this comment shows that he has seen all the comments in the comments column and expresses happiness with the number of positive comments there.

In light of analysis and results, there are many goals why professions use English jargon revealed. Data analysis has answered the research question that the

researcher aim to investigate. It is true according to Yule (2010) regarding the type of jargon in the painting tutorial, there are all types in Video I, *Etymology*, *Coinage*, *Borrowing*, *Conversion*, *Blending*, *Compounding*, *Clipping*, *Acronym*, *Derivation*, and *Backformation*, and 8 types in video II without *blending* and *backformation*. The sentences of their type have their own meaning, usually only known by fellow painting lovers or artists.

According to the finding, word formation types that often appear, in video I, is *Etymology*. It is the opposite of Sely (2019) that has “*borrowing*” as word formation that often appear.

Moreover, English jargon is very useful, very petrified, facilitates communication, or conveys information in a profession. English jargon makes the viewer or interlocutor feel comfortable because they feel there is no distance between the listener and the speaker as if the jargon used by the painter makes us all (viewers) were his friends, and no longer other people he does not know. According to finding above, it has the same result of the previous study, Pradipta (2018), that jargon can provide technical or specialist language for particular and efficient communication, and also it encourage in-group solidarity. Indeed, many viewers gave positive comments on this painting tutorial video, even there were negative words that were thrown but it led to positive comments, such as "this video is crazy". it leads to distrust how great the painter.

This only plays words and this is a unique finding. The finding states that the level of the viewer's acceptance of jargon used is high and the viewer uses positive words to show interest in the video, language, and the way the painter conveys information. Vice versa, the audience will give negative words if they are

less interested / dislike, some even use negative words to lead to positive messages.



CHAPTER IV

CONCLUSION & SUGGESTION

This chapter contains a conclusion and some suggestions from research that are originated from the previous chapter. The conclusions of the analysis are summarized from chapter III. In addition, the suggestion contains several recommendations for further research.

4.1 Conclusion

There are three research problems to conclude from this research. The first question is, what are English jargon and the meaning of English jargon used?, the second is what is the function of each English jargon used?, and the third is how is the viewer acceptance to the jargon used? In the previous chapter, findings, and discussion, the researcher proposes three conclusions:

1. Jargon applied by the painting tutorial of *Bob Ross's* channel on YouTube in video I is in the type of (1) *Etymology*, (2) *Coinage*, (3) *Borrowing*, (4) *Conversion*, (5) *Blending*, (6) *Compounding*, (7) *Clipping*, (8) *Acronym*, (9) *Derivation*, and (10) *Backformation*, and video II is in video II is the type of (1) *Etymology*, (2) *Coinage*, (3) *Borrowing*, (4) *Conversion*, (5) *Compounding*, (6) *Clipping*, (7) *Acronym*, (8) *Derivation*. The total data on the form of jargon in the painting tutorial video match are 74 (100%). The first rank is *compounding* in video I form with 13 jargon items (26%), followed by *etymology* with 12 items or 22.23%, and continually the third was the *Conversion* type with 6 items or

11.27%, the fourth that was often used were *Clipping* and *Conaige* type with 5 items or 9.50%. Next, the fifth rank were *Borrowing*, *Acronym*, and *Backformation* with 2 items or 4%. In video II, the first rank was *Compounding* type with 6 items or 27.30%. The second rank was *Borrowing* type with 4 items or 18.18%, and, continually, the third were the *Etymology* and *Derivation* type with 3 items or 13.66%, the fourth that was often used were the *Clipping* and *Conaige* type with 2 items or 9.1%. Next, the fifth were *Conversion*, *Acronym* with 1 items or 4.50%. Then, for the type of *Blending* and *Backformation* had no English jargon with 0 item or 0%.

The study shows that *compounding* type is the most prominent type, while *blending* are the less prominent types of the jargon. It implies that *compounding* is most familiar type among the other types of word formation. In terms of painter, jargon is used to provide the users unambiguous and clear terms to explaining the painting tutorial.

2. The findings on the functions of English jargon applied by the painter namely Bob Ross in video I show that 26 jargon items (50%); that is to provide the speaker of specialized domains with clear, unambiguous terms to refer to their activities, and it shows that with 26 jargon items (50%); that is, to provide speakers of a subgroup with a means of marking in-group membership and excluding outsiders, for the video I, and for the video II, show that 13 jargon items (59.1%); that is to provide the speaker of specialized domains with clear, unambiguous terms to refer to their activities, and it shows that with 9 jargon items (40.9%);

that is, to provide speakers of a subgroup with a means of marking in-group membership and excluding outsiders. Based on the findings, the function of jargons in the painting tutorial of *Bob Ross's* channel is to provide particular terms to refer to everything dealing with painting, such as: skills, techniques, tools, or people involved in painting activities and to provide special terms as a mark that they belong to painting community and understandable mostly for the painting fans. Therefore, it can be seen English jargon that the more jargon used by a profession, the more people understand the intended meaning (lovers of paintings or artists) is, but it is also possible for people, except painting lovers or artists, to understand the English jargon used by that profession, perhaps people have frequently watched the same English jargon before in other events/videos. English jargon is the most effective way of communicating in the work environment because it can help workers communicate better, faster, and more practical, easy to think, and easy to express themselves. Also, it helped to have better communication with people from different groups or professions of interest.

3. Viewer acceptance of English jargon was positive responses that have ranked first with 20 items or 100%, and, vice versa, negative responses had no item or 0%, for the video I and II. Sometime, viewer acceptance happened with their pleasure by giving the support and positive words that the explanation of him can be accepted clearly and easy to understand in many positive comments for the painter. It is clear that public acceptance is important (Walker, 2018)

4.2 Suggestion

This research, of course, has a weakness. Looking at the weakness of the transcript data of the video that was taken from the transcript on the youtube due to some wrong words in spelling the word, the researcher would like to suggest some ideas in the field of jargon research. For the future researcher, in choosing the video from Youtube, it is needed to make sure there is a detail or nice transcript for avoiding the wrong words. Moreover, the next researcher would provide the richer and broader variety of documents to collect the data. For future research, the next researcher is expected to do an interview for collecting deeply the meaning from the data collected, at least sending a text (e-mail) for the speaker who is investigated is necessary.

Finally, the researcher gives suggestions to the readers to take the benefit and knowledge of English jargon of the painter. The readers, especially painting lovers or artists and students who are interested in working to be a painter or sort of artist (painter) can add the vocabulary of painting jargon also use the English jargon to make clear communication, effective conversation, and explain well in the profession of painter or sort of artist (painter).

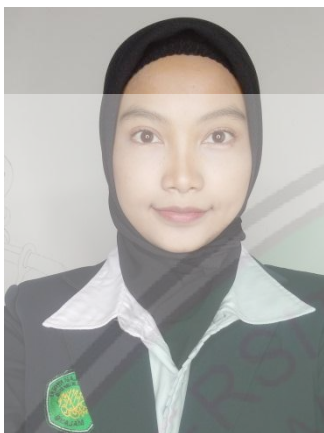
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CURRICULUM VITAE



Dinda Kusumaning Ayu was born in Bandung on November 17, 1997. She graduated from SMAN 1 Plemahan in 2016. While studying in high school, she actively participating in extracurricular drama or called theater. She also joins the fashion extracurricular and creates several designs/styles in this extracurricular even, today, she is still pursuing his design skills in fashion. She started her higher education in Malang 2016 at the Department of English Literature, UIN Maulana Malik Ibrahim Malang, and finished in 2020. During her studies at the university, she joined Religious Art (*Seni Religious; SR*). In her semester break, she attended in an English course.

APPENDICES

APPENDIX I

Types of Word Formation (Jargon)

Table 3.1

Video I English jargons used by Bob Ross-Towering Peaks (Season 10 Episode 1)			
NO.	TYPES OF WORD FORMATION	JARGON	THE MEANING OF JARGON
1	Etymology	1. Titanium 2. Canvas 3. Brush 4. Illusion 5. Devil 6. Excess 7. Roll 8. Bottom 9. Polenta 10. Angle 11. Dumanis 12. Ochre	1. A siver-white metal used in making various strong light materials. 2. Material used for painting by artistic. 3. Soft brush used for painting 4. Shadows created by vague images. 5. Brush strokes that seem to make ghosts come out. 6. Desires that go beyond limits. 7. Small roll-shaped brush strokes. 8. The foot of the picture 9. Little mix colors that are already on the canvas with brush strokes 10. Position which looks correct/suitable. 11. Full of colour 12. Term of Brownish-yellow
2	Coinage	1. Prussian blue 2. Van dyke brown 3. Alizarin crimson	1. The darker blue of phthalo blue is often used in sky scenes at winter. 2. The older brown color is usually to make a big tree and cabin. 3. A slightly purplish red rather than the orange on the color wheel and also has a blue tone.

		4. Oppression 5. Chisel	4. The strength of a brush stroke in mixing colors. 5. The pointed end of the brush (with a coat of paint) extends like a chisel knife.
3	Borrowing	1. Buck 2. Dip	1. Enjoy the price of the sale of paintings. 2. Put quickly into a liquid and take it out again.
4	Conversion	1. Heat up 2. Bluffs 3. Fluffs 4. Pedal 5. Scrape 6. Layer	1. Giving encouragement 2. (Clouds) floating above the sky 3. Clouds of clouds in the sky 4. Like "cheer me up" 5. Remove paint from the canvas by moving sharp or hard like a knife across. 6. The quantity of thickness of paint that lies over a surface of canvas
5	Blending	1. Almighty	1. All+mighty Big has power
6	Compounding	1. Crisscross 2. Downward 3. Brushstrokes 4. Right-handed 5. Upward 6. Landscape 7. Evergreens	1. Criss+Cross The way to paint by crossing straight lines (paint) that cross each other. 2. Down(Adv)+Ward From higher to a lower canvas 3. Brush(N)+stroke(N) Brushing on the canvas 4. Right(Adj)+Hand(N) Right hand for easier light coming from the right. 5. Up(Adv)+Ward Pointing towards on a higher place. 6. Land(N)+Scape(N) The style of painting (style of painting like horizontal/ wider flat) 7. Over(Adv)+Green(Adj) Full of green.

		8. Overdo 9. Sideboard 10. Hairbrush	8. Over(Adv)+Do(V) Not too much / no excessive limits. 9. Side(Adj)+Board(N) Lines like sides of the cupboard. 10. Hair(N)+Brush(N) The term of the thin brush used by a painter.
		11. Batman 12. Fireball 13. Odorless	11. Bat(N)+Man(N) Men like a strong piece of wood. 12. Fire(N)+Ball(N) Round bushes red like fireballs. 13. Odor+less No smell
7	Acronym	1. SAP green 2. ER	1. Soft Oil Paint Green The color used for leaves, in a mixture of sap green, yellow, and bright red. 2. Vein and Root A few scratches of tree parts.
8	Clipping	1. Phthalo blue 2. Sync 3. Geometric 4. Cad yellow 5. Crimson	1. Phthalocyanine blue The very strong color, it usually uses to skies and water, sometime for highlighting snowy. 2. Synchronize To move at the same speed 3. Geometrical Having regular lines and shapes 4. Cadmium Yellow The brightest yellow for the sun or mixed with yellow and SAP for highlighting trees, grasses and bushes. 5. Alizarin Crimson A slightly purplish red rather than the orange on the color wheel and also has a blue tone.
9	Derivation	1. Graphically 2. Shiny 3. Gently 4. Fluffy	1. Graphical+ly In the form of drawings. 2. Shine+y Bright color, blinding eyes 3. Gentle+y Not strong or violent 4. Fluff+y Soft, light, containing air

10	Backformation	1. Floaters 2. Her	1. Float (V), Floaters (N): The thick white clouds 2. She (Pron), Her (Pron.O) pronouns for women
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APPENDIX II

Types of Word Formation (Jargon)

Table 3.2

Video II			
English jargons used by Bob Ross - Lazy River (Season 2 Episode 10)			
NO.	TYPES OF WORD FORMATION	JARGON	THE MEANING OF JARGON
1.	Etymology	1. Canvas 2. Peninsula 3. Ochre	1. Material used for painting by artistic 2. A small area of land almost surrounded by water 3. Dark yellow color
2.	Coinage	1. Van dyke brown 2. Prussian blue	1. The older brown color is usually to make a big tree and cabin. 2. The darker blue of phthalo blue is often used in sky scenes at winter.
3.	Borrowing	1. Palette 2. Easel 3. Subdued 4. Acrylic	1. A thin board (place) with a hole in it for the thumb used for mixing the color of painting. 2. A wooden frame told the pict while it is being painted. 3. Soft color 4. (Ingredients) mix to sharpen the color
4.	Conversion	1. Bark	1. the skin of tree trunks
5.	Blending	-	-
6.	Compounding	1. Crisscross 2. Platform 3. Hardware 4. Upward	1. Criss+Cross(V) The way to paint by crossing straight lines (paint) that cross each other. 2. Plat(N)+Form(N) Raised level surface to stand on or operated from: oil/paint. 3. Hard(Adj)+Ware(N) The mechinery or electronic parts of computing system. 4. Up(Adv)+Ward(V) Pointing towards on a higher place.

		<p>5. Highlighting</p> <p>6. Masterpieces</p>	<p>5. High(Adj)+Light(-ing)(Adj) Emphasizing a beautiful area.</p> <p>6. Master(N)+Piece(N) A work of art (such as painting, movie or film, book, etc...) Is an excellent or the best of artist's work.</p>
7.	Acronym	1. SAP green	<p>1. Soft Oil Paint Green</p> <p>The color used for leaves, in a mixture of sap green, yellow, and bright red.</p>
8.	Clipping	<p>1. thalo blue</p> <p>2. Cad yellow</p>	<p>1. Phthalocyanine blue</p> <p>The very strong color, it usually uses to skies and water, sometime for highlighting snowy.</p> <p>2. Cadmium Yellow</p> <p>The brightest yellow for the sun or mixed with yellow and SAP for highlighting trees, grasses and bushes.</p>
9.	Derivation	<p>1. Marbly</p> <p>2. Swooshing</p> <p>3. Greenish</p>	<p>1. Marble+y Faded and cold colors like marble</p> <p>2. Swoosh+ing The sound of brush strokes on the canvas</p> <p>3. Green(Adj)+ish fairly Green in color</p>
10.	Backformation	-	-

APPENDIX III

The function of English jargon

Table 3.3

NO	JARGON	THE MEANING OF JARGON	The function of jargon (Brown & Attardo, 2000: 110)	
			To provide speakers of specialized domains with clear and unambiguous terms to refer to their activities	To provide speakers of subgroup with a means of marking ingroup membership and excluding outsiders
1	Titanium	A silver-white metal used in making various strong light materials.	✓	
2	Canvas	Material used for painting by artistic.	✓	
3.	Brush	Soft brush used for painting	✓	
4	Illusion	Shadows created by vague images.	✓	
5	Devil	Brush strokes that seem to make ghosts come out.		✓
6	Excess	Desires that go beyond limits.	✓	
7	Roll	Small roll-shaped brush strokes.		✓
8	Bottom	The foot of the picture	✓	
9	Polenta	Little mix colors that are already on the canvas with brush strokes		✓
10	Angle	Position which looks correct/suitable.	✓	
11	Dumanis	Full of colour		✓
12	Ochre	Term of Brownish-yellow		✓
13	Prussian blue	The darker blue of phthalo blue is often used in sky scenes at winter.		✓
14	Van dyke brown	The older brown color is usually to make a big tree		✓

		and cabin.		
15	Alizarin crimson	A slightly purplish red rather than the orange on the color wheel and also has a blue tone.		✓
16	Oppression	The strength of a brush stroke in mixing colors.		✓
17	Chisel	The pointed end of the brush (with a coat of paint) extends like a chisel knife.		✓
18	Buck	Enjoy the price of the sale of paintings.		✓
19	Dip	Put quickly into a liquid and take it out again.	✓	
20	Heat up	Giving encouragement	✓	
21	Bluffs	(Clouds) floating above the sky		✓
22	Fluffs	Clouds of clouds in the sky		✓
23	Pedal	Like "cheer me up"		✓
24	Scrape	Remove paint from the canvas by moving sharp or hard like a knife across.		✓
25	Layer	The quantity of thickness of paint that lies over a surface of canvas	✓	
26	Almighty	All+mighty Big has power	✓	
27	Crisscross	Criss+Cross The way to paint by crossing straight lines (paint) that cross each other.		✓
28	Downward	Down(Adv)+Ward From higher to a lower canvas	✓	
29	Brushstrokes	Brush(N)+stroke(N) Brushing on the canvas	✓	
30	Right-handed	Right(Adj)+Hand(N) Right hand for easier light coming from the right.		✓
31	Upward	Up(Adv)+Ward Pointing towards on a higher place.	✓	
32	Landscape	Land(N)+Scape(N) The style of painting (style	✓	

		of painting like horizontal/ wider flat)		
33	Evergreens	Over(Adv)+Green(Adj) Full of green.		✓
34	Overdo	Over(Adv)+Do(V) Not too much / no excessive limits.		✓
35	Sideboard	Side(Adj)+Board(N) Lines like sides of the cupboard.	✓	
36	Hairbrush	Hair(N)+Brush(N) The term of the thin brush used by a painter.		✓
37	Batman	Bat(N)+Man(N) Men like a strong piece of wood.		✓
38	Fireball	12.Fire(N)+Ball(N) Round bushes red like fireballs.		✓
39	Odorless	Odor+less No smell	✓	
40	SAP green	Soft Oil Paint Green The color used for leaves, in a mixture of sap green, yellow, and bright red.		✓
41	ER	Vein and Root A few scratches of tree parts.		✓
42	Phthalo blue	Phthalocyanine blue The very strong color, it usually uses to skies and water, sometime for highlighting snowy.	✓	
43	Sync	Synchronize To move at the same speed	✓	
44	Geometric	Geometrical Having regular lines and shapes	✓	
45	Cad yellow	Cadmium Yellow The brightest yellow for the sun or mixed with yellow and SAP for highlighting trees, grasses and bushes.	✓	
46	Crimson	Alizarin Crimson A slightly purplish red rather than the orange on the color wheel and also has a blue	✓	

		tone.		
47	Graphically	Graphical+ly In the form of drawings.	✓	
48	Shiny	Shine+y Bright color, blinding eyes	✓	
49	Gently	Gentle+y Not strong or violent		✓
50	Fluffy	Fluff+y Soft, light, countaining air	✓	
51	Floaters	Float (V), Floaters (N): The thick white clouds	✓	
52	Her	She (Pron), Her (Pron.O) pronouns for women		✓



APPENDIX IV

The function of English jargon

Table 3.4

NO	JARGON	THE MEANING OF JARGON	The function of jargon (Brown & Attardo, 2000: 110)	
			To provide speakers of specialized domains with clear and unambiguous terms to refer to their activities	To provide speakers of subgroup with a means of marking ingroup membership and excluding outsiders
1	Canvas	Material used for painting by artistic	✓	
2	Peninsula	A small area of land almost surrounded by water		✓
3	Ochre	Dark yellow color		✓
4	Van dyke brown	The older brown color is usually to make a big tree and cabin.		✓
5	Prussian blue	The darker blue of phthalo blue is often used in sky scenes at winter.		✓
6	Palette	A thin board (place) with a hole in it for the thumb used for mixing the color of painting.	✓	
7	Easel	A wooden frame told the pict while it is being painted.	✓	
8	Subdued	Soft color		✓
9	Acrylic	(Ingredients) mix to sharpen the color		✓
10	Bark	the skin of tree trunks	✓	
11	Crisscross	Criss+Cross(V) The way to paint by crossing straight lines (paint) that cross each other.		✓
12	Platform	Plat(N)+Form(N)	✓	

		Raised level surface to stand on or operated from: oil/paint.		
13	Hardware	Hard(Adj)+Ware(N) The machinery or electronic parts of computing system.	✓	
14	Upward	Up(Adv)+Ward(V) Pointing towards on a higher place.	✓	
15	Highlighting	High(Adj)+Light(-ing)(Adj) Emphasizing a beautiful area.	✓	
16	Masterpieces	Master(N)+Piece(N) A work of art (such as painting, movie or film, book, etc...) Is an excellent or the best of artist's work.	✓	
17	SAP green	Soft Oil Paint Green The color used for leaves, in a mixture of sap green, yellow, and bright red.		✓
18	Thalo blue	Phthalocyanine blue The very strong color, it usually uses to skies and water, sometime for highlighting snowy.	✓	
19	Cad yellow	Cadmium Yellow The brightest yellow for the sun or mixed with yellow and SAP for highlighting trees, grasses and bushes.	✓	
20	Marbly	Marble+y Faded and cold colors like marble	✓	
21	Swooshing	Swoosh+ing The sound of brush strokes on the canvas		✓
22	Greenish	Green(Adj)+ish fairly Green in color	✓	

APPENDIX V

Viewer Acceptance

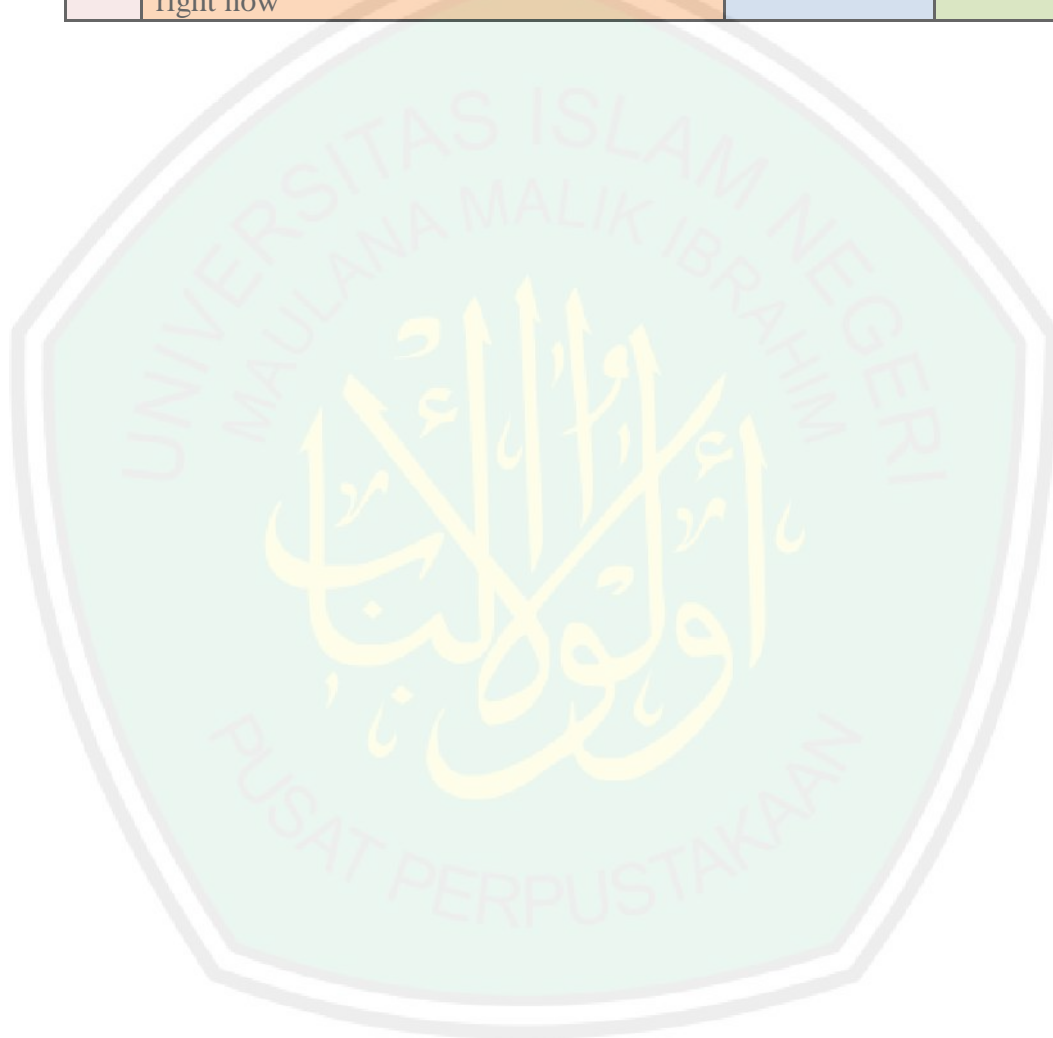
Table 3.5

Viewer acceptance Bob Ross-Towering Peaks (Season 10 Episode 1)			
No.	The comments of viewers	Positive Acceptance	Negative Acceptance
1	Suzy Blue Favorite Bob Ross quotes: “Let’s get crazy what the heck.” “We don’t make mistakes, just happy little accidents.” “Beat the devil out of it.”	✓	
2	Ringo Layne Bob: “You can move mountains” Me: I know you mean the painting but I’m CRYING I FEEL SO SUPPORTED!	✓	
3	Komal Maini1 Lets add a little bit of “alizarin red, what the heck” haha i love him!	✓	
4	H.C. pao All nature ,his voice and painting make ur mind peaceful and character stable. all keep us in wonderful memory for him.	✓	
5	Sarah_playz 1. He’s so peaceful and calming and I love it 2. I look away for one second then look back and he has like a whole new mountain that looks more real than I will ever be	✓	

6	Foot breather 529 Bob:this is your world you can make any sort of illusion Me:I'm happy,I have a gf,and I'm cool	✓	
7	Earthling Queen The guy is freaking amazing mannnn, dont make no damn sense! He's really the best art teacher! Fr.	✓	
8	Bruce Will 5:16 I love how he just can't hold in that bit of laughter for that part, all the time, what a wholesome man, wish he was still around painting.	✓	
9	Dodie Wood we didn't deserve this man, he is so pure. The way he smiles/laughs after washing his brushes. When he says he doesn't know what he's doing because it's all coming together as one. How he always paints mountains and they are beautiful. I'm so sad this man left, Bob, i hope you're happy. Keep this comment section in lowercase and positivity please	✓	
10	Daiel leiaD "Let's paint some f***ing clouds" Wait... WHAT goes back to listen more carefully "Let's paint some fluffy clouds" Oh, that makes more sense. Never heard Bob Ross swear before. Scared me. I need my hearing checked..	✓	
11	Video Game Music Most used quote: "and some alizarin crimson, what the heck."	✓	

12	Lucy Harper Me 30 seconds into the video: What a masterpiece	✓	
13	Chris Sayers Bob Ross was a wonderful and talented artist each episode makes me happy	✓	
14	Amie Marya this is my first bob ross I've watched and i have no regrets.. love it.	✓	
15	Dick Riddick I dont know anything about painting, but I sure could listen to this man talking and painting for a long time.	✓	
16	rey bernian thank you for teaching us to paint, the techniques, the graphics, and the texture..... god bless Bob Ross	✓	
17	Dr. Chill "Clean the knife" -Bob Ross	✓	
18	GamersBienvenidos4 bulan lalu I'm 100% useless in anything related to art, but this man always makes me want to go and do my little "own world"	✓	
19	Woogie Harrelson I told my sister (snotty real estate agent) to watch this as a soothing video to calm down or fall asleep to after her recommendations. She listened for 5 seconds and said he sounded nervous and	✓	

	made her uncomfortable. We can't pick our family		
20	Dragon Mann im watching and "before you go" by lewis capaldi came on and im really emotional right now	✓	



APPENDIX VI

Viewer Acceptance

Table 3.6

Viewer Acceptance			
Bob Ross - Lazy River (Season 2 Episode 10)			
No.	The comments of viewers	Positive Acceptance	Negative Acceptance
1	Noah Linnik I swear, Bob Ross videos have the nicest comments out of any videos on YouTube	✓	
2	Hamida Khan Just magical!□ simply story telling □ painting □ love □ your working style, God bless you always.□	✓	
3	Antnee659 i've now spent a few hours drinking wine and watching him perform magic, its fun to see where hes going with it.. every time he puts something new in i sit and think wow he really jacked that up but then he adds a lil detail and suddenly its like im really there.. the water blew my mind, he did nothing the water was nothing he just smeared the paint from the picture like wtf	✓	
	Arts Amazing how he gets the water effect without even trying. Wonderful! My best wishes.	✓	
5	April Flower I just love watching his shows/demonstrations. i just feel so happy when I watch them. Art talent runs in my family, but my mother is a total art snob. She really stifled my motivation for a very long time. When I watch him I think to	✓	

	hell with art snobs. Now I feel motivated again. I hate art snobbery.		
6	ConsciousCloud I've been watching 3hrs of Bob while working on my own digital painting and it blows my mind how he's done with 6 paintings while I'm still working on friggin leaves, lol	✓	
7	Alba Paz Smart, joyful painting, clear explanation and bright performance	✓	
8	Daniel Moyano "...Whatever makes you happy because this is Your world..." -B.Ross	✓	
9	Marcell Vass Titanium Hwite	✓	
10	Kirk Wickizer Art Use to watch him all the time..He did the greatest 30 minute paintings on the planet	✓	
11	LeavingTheZone Watching bob ross paint is my guilty pleasure. All my friends use him as a joke but I actually like watching these videos.	✓	
12	Virgo Heart I've been watching a lot of Bob Ross and I'm always so amazed by the amount of detail he gets out of single strokes! His paintbrush was crafted by wizards! I swear.	✓	
13	Alex Caruso I love how there are no negative comments on any of his videos	✓	
14	Matias	✓	

	Bob: And we are just going to put a happy little bush there. Me: Nice Bob: paints another bush Because everyone needs a friend. Me: holds back tears Nice		
15	Lydia murthy Amazing painting! ! And easy and clear to understand.	✓	
16	Metallicaman889 Good ol' bob could sneeze on the canvas and it would still turn into a happy little tree.	✓	
17	Alba Paz Smart, joyful painting, clear explanation and bright performance	✓	
18	Charlie Duncan 17:16 sounds like he's running the knife through some water	✓	
19	Caleb Wild Bob Ross just think I'm 15 years old and watching your videos that's came out over 20 years go. Your videos mean something to me	✓	
20	tmoney43 happy comments	✓	

APPENDIX VII

Sample of Transcript of video I

Bob Ross-Towering Peaks (Season 10 Episode 1)

00:48

they'll come across in the same order

00:50

that I have them on the palette starting

00:51

with a titanium white and working all

00:53

the way around while they're doing that

00:55

let's go on up here and talk a second

00:57

this is an 18 by 24 canvas this is a

01:00

double prime spree stretched canvas and

01:02

I've covered it with a nice thin even

01:04

coat of the liquid white which makes it

01:06

wet makes it slick it allows us to

01:08

actually blend color right here on the

01:09

canvas so we have that ready so let's

01:12

get together and let's do a fantastic

01:13

painting I'm gonna start off today with

01:15

a with a small amount of phthalo blue

01:18

and we just take it pull a little bit

01:20

out and then tap the brush that assures

01:24

a nice even distribution of color all

01:26

the way through the brush just tap it -

01:28

tap like so just go right up here now

01:31

then let's start right up in here and

01:33

we'll use little little crisscross

01:34

strokes just make little X's let's put

01:38

in a happy little cloud little sky okay

01:41

a little more of the color mist phthalo

01:44

blue isn't very pretty bright and shiny

01:46

it's a happy color they're just continue

01:51

to use these little crisscross strokes

01:53

and allow the color to if it just

01:55

literally blends with a liquid white and

01:57

as you work downward here and you get

02:00

all these fantastic little effects

02:02

automatically sync and that easy that

02:05

easy you have a quick little sky there

02:10

yeah well I have this on the brush take

02:13

your heart let's head the least little

02:15

amount of phthalo blue they little green

02:18

I mean so we have fatal blue and a

02:20

little green just a small amount of the

02:22

green it's very strong let's go back up

02:24

here maybe we'll have a little water in

02:26

here so we'll just pull right across

02:30

like this very gently and pull from the

02:34

outside in there so you try to pull them

APPENDIX VIII

Sample of Transcript of video II

Bob Ross - Lazy River (Season 2 Episode 10)

00:19

with a little bit of the thalo blue,

00:21

using the large brush,

00:23

and really work this color into the bristles,

00:25

just beat it into the bristles.

00:27

And let's just make a happy little sky real quick.

00:31

Most of the sky, I think, will probably disappear,

00:33

so we just put a very simple basic little sky up here

00:36

and go from there and see what happens.

00:39

Work this paint back and forth,

00:41

making little crisscross patterns.

00:44

There we go, just a nice, quick, gentle little sky.

00:47

(brush swishes)

00:52

Now, without cleaning the brush,

00:54

I think I'll just go right into some Van Dyke brown,

00:59

little bit of burned umber, just mix it on the brush,

01:02

and some sap green.

01:04

Maybe a tiny little bit of Prussian blue,

01:08

just very dark, nice colors,

01:09

and let's just go right in here

01:11

and begin dropping in some happy little trees and bushes,

01:14

and let's just see what happens.

01:15

Just let 'em flow off your brush.

01:18

(brush thumps, easel rattles)

01:22

Um, look at there already.

01:24

Already we got all those good things happening.

01:27

Maybe there's a big one over here.

01:28

(brush thumps)

01:33

Yeah, just drop 'em in.

01:37

Okay, a little brown, sap green, touch of blue.

01:41

Maybe, maybe there's a large one over here, too.

01:44

We'll just sort of close this one in.

01:48

Push, we need to bend these bristles.

01:51

There we go.

01:52

This is one of the reasons you need

01:53

a very, very strong easel.

01:56

If you've noticed the easel that I'm using here,

01:58

it's made from a platform ladder,

02:00

which you can pick up at most any hardware store,

02:02

or you can use any type of ladder.

02:05

But it makes a very, very strong, dependable easel.

02:08

(brush thuds rapidly)

02:11

Okay.

02:13

Then we'll take a little bit of the Van Dyke brown

02:16

and just lay a little right in here and pop upward,

02:19

just to put some dark color back in there.

02:23

All we're doing is touching, pop up,

02:26

just like so.

02:28

Just here and there.

02:30

And

02:33

I'm gonna take the fan brush,

02:36

we'll load some brown and some umber mixed together here.

02:41

There we are.

02:42

And we'll just put a few little indications

02:44

of some trunks back in here.

02:49

Just a little background trees.

02:53

Maybe some little indications here and there.

02:58

There.

03:00

Oops, there's one that's nice and crooked.