

CHAPTER I

INTRODUCTION

A. Background of Choosing the Subject

Language helps people communicate with others to express values and feelings or promote something. Wardhaugh (2002) indicates that language is an understanding of rules and principles, as well as ways of saying and doing things with sounds, words, and sentences, as opposed to understanding specific sounds, words, and phrases. Rabbiah (2018) has stated that language is a tool for self-expression and also serves to express one's identity. Additionally, language makes it simpler for people to convey their point of view and understanding of a subject, and their educational background and personalities can be seen through their language. Language is unique to our species because it allows us to convey various concepts and customs within different cultures and societies. When language interacts with and influences society, a discipline of study known as sociolinguistics is formed.

Sociolinguistics is popular in linguistics. According to Blackwell (2015), sociolinguistics is the study of how language functions in our daily interactions, the media we are exposed to, and the existence of society's norms, rules, and laws that deal with language. The use of language differently by a speaker in various contexts (community, hobby, beliefs, and profession) is known as the "register" (Nordquist, 2018). For example, commentators in football matches have terms only people who love football know. The beauty industry also has its terms, as same as in the football, such as CSM, skin

cycling, and baking. Registers can be found and used in advertisements, besides the previously mentioned communities, hobbies, beliefs, and vocations.

Register has a vital role in advertising. Nowadays, a writer specializing in advertising frequently uses language as the medium of communicative advertisements that are fascinating and persuasive. According to Juliyanti and Yuliana (2022), the advertiser uses persuasive and artistic speech to catch the attention of his audience. Many advertisements were created creatively, such as using the register. Because of the effective use of language, an advertisement attracts and encourages consumers to try a product. According to Crystal (1987, as cited in Pratiwi 2016) stated that advertising language is often laudatory, positive, unreserved, and emphasizes the uniqueness of a product. Usually, it stresses how one product differs from another. Advertisements adapt to reflect current trends over time. One example of a current trend is beauty products or the beauty business.

Beauty product is an important topic to discuss since this research is about a register analysis of English beauty terms, whether the ingredients, the tool, or techniques in applying the beauty product itself. Other than that, many words and phrases in the beauty field sound unfamiliar to ordinary people or people new to the beauty field. If these words and phrases of beauty products are taken literally, they may differ from their actual meaning and function when used. Fimela.com (2021) argued that there are many terms in the skincare or beauty products that people are unfamiliar with, and they are frequently used to describe beauty products. The word "beauty product" or "cosmetics" refers

to a broad range of camouflages used on the skin, lips, hair, and nails to enhance appearance in conformity with cultural norms (Medical-dictionary, 2012). Women tend to have a desire to appear gorgeous. Therefore, the beauty enthusiast begins by using skincare and makeup products on their skin to look healthier and prettier.

Beauty Enthusiast is a common term for women with a keen interest in beauty products and a desire to learn more about the beauty industry. Beauty Enthusiasts are typically interested in purchasing or trying different cosmetics or skincare product series. Members of Beauty Enthusiast are typically very interested in purchasing a variety of beauty products because they observe beauty vloggers who always recommend and review a product or share cosmetics tutorials with viewers of their beauty content. When a beauty enthusiast is interested in the world of beauty, she usually has a role model they can emulate to have healthy and beautiful skin as they desire.

The researcher is interested in analyzing variations in register language because there are numerous factors for the existence of various languages in society. Numerous problems and occurrences in our daily lives necessitate the use of linguistic variants based on location, time, and circumstance. Similar to the language used by the community of beauty enthusiasts, there are terms that they use when asking questions and conversing with other beauty enthusiasts that only they comprehend. In addition, the beauty industry is in high demand by the general public. There are a large number of English words used in the beauty sector. Based on the researcher's observations, it seems like hardly to

find a research regarding register analysis of English beauty terms in the beauty enthusiast community. Therefore, the researcher is interested in conducting this study.

B. Problem Formulation

Based on the background of the study, the problems are formulated as follows:

1. What are the forms of the register in beauty enthusiast community?
2. What is the meaning of the register in beauty enthusiast community?

C. Objective of the Study

The objectives of this study are elaborated into the following aims:

1. To identify the word formation of the registers used in beauty enthusiast community.
2. To analyze the meaning of the registers used in beauty enthusiast community.

D. Scope of the Study

The study's scope aims to make the analysis more focused on and relevant to the issues covered. The present study aims to analyze the registers' word formation and meaning of English beauty terms used in the beauty enthusiast community. In this study, the researcher employs a Sociolinguistics approach. For the theory, the researcher applies two theories for analyzing this research. George Yule (2010) ideas will apply to identify registers form. Meanwhile, Abdul Chaer (2014) theory will apply to analyze the registers

meaning. As mentioned, the researcher uses the Female Daily application members' conversations about beauty.

E. Review of Related Studies

The researcher reviews several register analysis-related investigations conducted by earlier researchers in this section. There will be a brief comparison of this research with earlier investigations.

The first research was written by Aniuranti (2020), entitled *The Functions of English Terms in Korean Popular Music (K-pop): A Register Analysis*. She investigated the functions of English terms in Korean Popular Music (K-Pop). She found that many English terms are used in K-pop, which are assumed to have some purpose. Biber's (1994) theory is applied in this study. The researcher completed this study through several phases: data gathering, analysis, and presentation. This study revealed at least eleven functions of English terms in K-pop. The terms are utilized for promoting the singers' music projects, showing self as something different from the others, communicating briefly, praising the singers' physical appearances, appreciating the singers' achievements, giving comments on the singers' attitudes, commenting on the singers' fashions, joking, giving appreciation to the music agencies, appreciating the fans, and showing hatred toward the singers.

The second research was conducted by Moulita (2021), the title is *Register Analysis of Language Use in The Jakarta Post's Football News*. This research investigated the types of linguistic forms of English register and the meaning of register used in The Jakarta Post Football news. The investigated

linguistic forms are specifically in content words and noun phrases. To obtain the data, documentation was used as the instrument. This research applied two theories. The first is Biber and Conrad (2009). The second is Leech (1981). The data were analyzed using the model proposed by Elo and Kyangas (2007); it was found that there are two kinds of data in the form of content words, eight data of nouns, and two verbs. In the form of the noun phrase, the researcher found two data in the category of attributive adjectives and seven data of nouns in noun phrases. All English registers found in The Jakarta Post's football news have different meanings compared to their conceptual meaning in the dictionary. The most dominant type of change in meaning is social meaning.

The third research was conducted by Putri and Haristiani (2021), entitled *Register Analysis on High School Students' Language in Japanese Manga and Anime*. This descriptive qualitative study aims to identify the use of registers in Japanese high school students' language based on three situational elements: *field*, *tenor*, and *mode*. The data for this study came from the first ten episodes of the anime and manga series Haikyuu season 1. Halliday's (1989) theory was used in this study. The use of registers influenced by the *field* factor revealed the speaker's emotions. It indicated the location, whereas registers used against interlocutors were found in *tenor*, such as when apologizing, thanking, or calling the other person. Eventually, registers that differed depending on how the speakers spoke were discovered in *mode*.

The fourth research was conducted by Shofyanti et al. (2021), entitled *Analysis of Language Registers Used in Discussion and Interview*. The goals of

this study are to identify the registers utilized in discussions and interviews, as well as to understand when each register is employed. This study examined the many language registers used in discussions and interviews. This study employed a qualitative methodology. The data was examined using Martin Joos' (1967) idea of language register kinds. This study discovered three sorts of registers in talk and interview contexts. There are three types of registers: formal, consultative, and casual.

In sum, the previous studies have the same topic as this research, the register in sociolinguistics. These studies used different theories. The first study used Biber's framework (1994). The second study used two theories, Biber and Conrad (2009) and Leech (1981). The third study used the theory from Halliday (1989). The last study used Martin Joo's (1967) framework. The four previous studies have different objectives than the current researcher's research. This is the research gap from the previous studies. The object of this study is English beauty terms.

Furthermore, the researcher employs two theories. Yule's (2010) framework will identify the forms of the register used in the beauty enthusiast community. Chaer's (2014) theory will be used to explain the meaning of the register used in the beauty enthusiast community. These two theories are employed in order for the study to become comprehensive.

F. Methods of Research

This study falls under the qualitative research category because this study focuses on explanations related to the research topic rather than numbers and

formulas. A narrative, descriptive account of a situation or activity is the outcome of qualitative research, which uses techniques like participant observation or case studies. Cresswell (2014) asserts that using a qualitative method is an excellent way to investigate issues that affect people. According to Ary et al. (2009), qualitative research aims to gain a thorough understanding rather than to analyze data numerically. In order to ascertain the types and consider the language function of register used in the beauty enthusiast community in the Female Daily app, the researcher uses a qualitative study. As a result, this study is included in the category of qualitative research in which the data are written text.

1. Data and Source of Data

The main data are words and phrases in written discussions of Female Daily members' that discuss beauty. The data source of this study is from the Female Daily app's members. Female Daily app is an application enables those with an interest in beauty to access and provide reviews, engage in discussions about a wide range of makeup and skincare products, and explore the latest trending beauty products favored by enthusiasts. The terms selected for this study include a few connected to the beauty field, such as the names of the products, application methods, and cosmetic tools.

2. Methods and Techniques of Collecting the Data

The process of acquiring correct and trustworthy information is known as data collection, according to Sudaryanto (2015). The researcher collected the data using *a simak* or observation method. In addition,

Sudaryanto (2015) states that the method is called *simak* because it is done by observing the language use. In short, the *simak* method is a data collection method that involves paying attention to the language. In addition, the researcher utilized the *simak bebas libat cakap* or non-participative observation technique, which demands the researcher to be an observer rather than directly participate in the linguistic process. It was used since the researcher observed the data from the Female Daily application's members. Aside from non-participative observation, the researcher employed the *catat* or note-taking technique. It is used to help the researcher clarify or categorize the data that has been collected. Here are some steps the researcher takes to get data:

- a. Searching and reading the discussion of Female Daily Application's members.
- b. Choosing only the discussion on make-up and skincare since many discussions were unrelated to the beauty field.
- c. Taking the data and continuing the process by doing the note-taking technique to determine the registers form of English beauty terms and investigate the registers meaning of English beauty terms.

3. Methods and Techniques of Analyzing the Data

In order to analyze the data, the researcher used the identity method (*metode padan*) proposed by Sudaryanto (2015), known as the referential identity method, used to investigate or determine lingual unit by utilizing determinants that are beyond the language, apart from the language, and are

not part of the language concerned. (Sudaryanto, 2015). Additionally, the identity method (*metode padan*) features a methodology known as the primary technique or essential factor division technique (*teknik pilah unsur penentu*). Five distinct methods of establishing identity exist, as identified by Sudaryanto (2015): referential competence-in-dividing (*daya pilah referensial*), articulatory phonetic competence-in-dividing (*daya pilah fonetis artikulatoris*), translational competence-in-dividing (*daya pilah translasional*), orthographical competence-in-dividing (*daya pilah ortografis*), and pragmatic competence-in-dividing (*daya pilah pragmatis*) (Sudaryanto, 2015, p. 26). The researcher selected a referential competence-in-dividing (*daya pilah referensial*) method, which enables the researcher to group data into its type (e.g., noun, verb, adjective, etc.) and ascertains the fact referred to by the language itself (Sudaryanto, 2015).

The researcher goes through the following procedures when assessing the data:

- a. Preparing all the data needed from the Female Daily application.
- b. Reading extensively and observing the data source.
- c. Coding and taking notes down all the words or sentences that have been observed and classifying them based on their features.
- d. Analyzing the selected data systematically to answer all the research questions using Yule's (2010) and Chaer's (2014) theories for analyzing this research.
- e. Concluding the data analysis.

G. Significance of the Study

The results of this research are expected to have the following benefits both theoretically and pedagogically. Some stakeholders are assumed to benefit from this research in some ways. The details of the study's relevance are provided below;

1. The University

A Register Analysis of English Beauty Terms in Beauty Enthusiast Community is a study that can be contributed to the sociolinguistics thesis collection and used as course materials for linguistics classes.

2. The Second Academic

The researcher should read some references on connected topics when conducting their investigation. The researcher contributes by providing a source for university and outside researchers.

3. The Reader

This study may provide a greater understanding of language variance in the register, particularly in English beauty words, to the reader or student who wants to deepen their sociolinguistics understanding.

4. The Beautification Enthusiast

This study might serve as a resource for beauty aficionados who want to learn more about terms used in this area.

H. Presentation

This study is presented in four chapters. The first chapter is the introduction, which consists of a background of choosing the subject, problem

formulations, objectives of the study scope, review of related studies, method of research, significance of the study, and presentation. The second chapter consists of a theoretical approach and framework. The third chapter is an analysis. The fourth chapter is the conclusion.