

## **REGISTER USED IN CHANEL OFFICIAL INSTAGRAM ACCOUNT (SOCIOLINGUISTICS PERSPECTIVE)**



**Submitted as a Particular of the Requirement for Getting Bachelor Degree of  
Education in English Department**

**By:**

**RIFKI NOOR AZIZAH**

**A 320 150 130**

**DEPARTMENT OF ENGLISH EDUCATION  
SCHOOL OF TEACHER TRAINING AND EDUCATION  
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

**2019**

**APPROVAL**

**REGISTER USED IN CHANEL OFFICIAL INSTAGRAM ACCOUNT  
(SOCIOLINGUISTICS PERSPECTIVE)**

**PUBLICATION ARTICLE**

by :

**RIFKI NOOR AZIZAH**

**A 320 150 130**

Approved to be Examined by Consultant:

Consultant



**Dr. Marvadi, M. A**

**NIP. 1958 03 04 1986 03 100 1**

ACCEPTANCE

REGISTER USED IN CHANEL OFFICIAL INSTAGRAM ACCOUNT  
(SOCIOLINGUISTICS PERSPECTIVE)

BY

RIFKI NOOR AZIZAH

A320150130

Approved and Accepted by the Board of Examiner  
School of Teacher Training and Education  
Muhammadiyah University of Surakarta  
On July, 22nd 2019

Team of Examiners:

1. Dr. Maryadi, MA.  
(Head of Examiner)
2. Dr. Malikatul Laila, M.Hum.  
(Member I of Examiner)
3. Drs. Sigit Haryanto, M.Hum.  
(Member II of Examiner)

(*Maryadi*)  
(*Malikatul Laila*)  
(*Sigit Haryanto*)

Dean



*Harun Joko Prayitno*  
Prof. Dr. Harun Joko Prayitno, M.Hum.  
19650428199303001

## TESTIMONY

Herewith, I testify that there is no plagiarism in this research paper. As far as I know, there is no literary work which has been raised to obtain bachelor degrees of university. Nor there are options of masterpiece which have been written or published by others, except those in which the writings are referred manuscript and mentioned in the literary review and bibliography. Hence, later, if it is proven that there are some untrue statements in this testimony, I will hold fully responsible.

Surakarta, June 4th 2019

The researcher



**RIFKI NOOR AZIZAH**

**A 320150130**

## **REGISTER USED IN CHANEL OFFICIAL INSTAGRAM ACCOUNT (SOCIOLINGUISTICS PERSPECTIVE)**

### **Abstrak**

Penelitian ini bertujuan untuk (1) mengetahui bentuk linguistik dari register dalam akun instagram resmi Chanel (2) untuk mengetahui makna register dari caption yang terdapat dalam akun Instagram resmi Chanel. Penelitian ini adalah deskriptif kualitatif dengan data caption dari foto yang diambil dalam akun instagram resmi Chanel ([www.instagram.com/chanelofficial](http://www.instagram.com/chanelofficial)). Dalam menganalisis data, penulis menggunakan teori bentuk bahasa dari Marcella Frank (1972) untuk mengetahui jenis bentuk bahasa dari register yang ditemukan dan penulis menggunakan teori "*Speaking*" dari Dell Hymes (1974) untuk mengetahui makna dari register yang ditemukan dalam akun instagram resmi Chanel. Hasil dari penelitian ini menunjukkan bahwa (1) bentuk bahasa yang ditemukan adalah (a) Kata Benda (66,6%) (b) Kata Sifat (27,8%) (c) Kata Kerja (5,6%) dan (2) makna dari data tersebut adalah memberikan informasi (55,6%) dan mempromosikan produk (44,4%).

**Kata kunci:** register, bentuk linguistik

### **Abstract**

This research aims to (1) find out the linguistic form of the register in the Chanel official instagram account (2) to find out the meaning of the register from captions contained in the Chanel official instagram account. This research is descriptive qualitative which the data are captions from photos taken on the Chanel official Instagram account ([www.instagram.com/chanelofficial](http://www.instagram.com/chanelofficial)). In analyzing data, the writer used the linguistic form theory of Marcella Frank (1972) to find out the type of linguistic form of the registers found and the writer used the theory of "*Speaking*" from Dell Hymes (1974) to find out the meaning of registers found in the Chanel official instagram account. The results of this study indicate that (1) the forms of language found were (a) Nouns (66,6%) (b) Adjectives (27,8%) (c) Verbs (5,6%) and (2) the meaning of the data are giving information (55,6%) and promoting product (44,4%).

**Keywords:** register, linguistic form

## **1. INTRODUCTION**

Language is one of the important aspects of life. Besides that Language also plays an important role in communication. As time progressed, language has undergone many changes. The function of the language is not only a tool for communication but also becomes one of the tools to convey information. Language consists of words, phrases, clauses and sentences. Linguistic form has some forms of classification and it depends on its type such as the word is classified into a noun, adjective, verb etc. as well as phrases classified into noun phrase, adjective phrase, verb phrases and so on. Language development that is in line with the development of human life in modern centuries

shows a phenomenon that changes, among others, evidenced by the use of language as a particular tool known as variations in language such as variations in jargon, slang and registers. This is one part of the variations of language in sociolinguistics.

Speaking about variations of language cannot be separated from sociolinguistics. Sociolinguistics is a study related to the relationship between language and society. Halliday (Chaer and Agustina, 1995: 81) distinguishes language variations based on (a) usage, called dialect, and (b) usage, called register. Alwasilah (through Aslinda, 2010: 19) said registers are a particular variety used for specific purposes, as opposed to social or regional dialects. If the dialect regarding the language is used by whom, where, and when, then the register regarding the language problem is expressed for what activities (Chaer and Agustina, 2010: 69). We could find register in various news portals, social media facebook, instagram etc. As an example of social media on instagram, instagram users can communicate with others by uploading a photo accompanied by a caption.

In this research, the writer focuses on sociolinguistic analysis studying about the register as a kind of language variation. The writer used the official Instagram account from one of the world's leading fashion brands, Chanel, because the writer sees the enthusiasm of social media users for fashion that is so high. Besides that, the author also realized that through social media like Instagram, it would be easier to market products to consumers. In the Chanel the official Instagram account author finds many registers such as house ambassadors, showcase, boutique etc. Regarding the research background, the problems raised by the writer as follows: (1) What are linguistic forms of register used in Chanel Official Instagram account and (2) What are the meanings of register in Chanel Official Instagram account.

In this research, the writer purposes two major objectives to be describe as follows: (1) To find the linguistic forms of the register that the researcher can find in Chanel Official Instagram Account. (2) To describe the meaning of each register found in Chanel Official Instagram Account.

There are some research that explains about sociolinguistic especially register: Lukasz Grabowski (2015) studied an initial step towards filling a gap in corpus linguistics studies of linguistic and phraseological variation across English pharmaceutical texts, in particular in terms of recurrent linguistic patterns. Mujiono

(2017) presented the types of register and the reasons why those types of register are spoken in Indonesian nurses in Community Health Center (CHC) Pakisaji, East Java, Indonesia. Laws (2018) identified the effect of register variation in spoken British English on the occurrence of the four principal verb-forming suffixes: *-ate*, *-en*, *-ify* and *-ize*, Purnomo (2016) analyzed form, linguistic unit and sociocultural meaning of registers. Andrea Nini (2017) studied about a corpus of 104 authentic malicious forensic texts for register variation. Amalia Irhana (2017) intended to describe English registers found in Allkpop news articles.

In this research, the writer used Marcella Frank (1972) theory to identify the linguistic forms of registers found in Chanel official instagram account. There are two kinds of linguistic forms found, word (noun, adjective and verb) and phrase (noun phrase). To describe the meaning, the writer used SPEAKING theory by Dell Hymes (1974).

## **2. METHOD**

In doing this research, the writer used descriptive qualitative research because describe and clarify the caption from the picture in Chanel Official Instagram account. In this case, the writer analyzed the word and phrase that include in registers in Chanel Official Instagram account for explain the meaning and the linguistic form of the registers. The data of the research are sentences containing the register words and phrases used in Chanel Official at social media instagram. The data source of the research is taken from Chanel Official Instagram account ([www.instagram.com/chanelofficial](http://www.instagram.com/chanelofficial)). The data which chosen is taken from January until May 2019. The technique of collecting data is documentation method. The way are as follows: the writer look at Chanel Official account on Instagram because there are so many register found in the caption. Then, the writer writes down the caption and gives a sign to captions which contains register, and the writer classifies register based on its language forms and meaning. The technique of analyzing data are divided into three steps. First, the writer classifying data based on linguistic forms which divided into words and phrases. Second, describing the linguistic form in the perspective Marcella theory. And the last is determining the meaning of register by Hymes's speaking theory.

### 3. FINDINGS AND DISCUSSIONS

After analyzing all of the data, the researcher finally finds out arranges several finding. The finding are Register Used in Chanel Official Instagram Account (Sociolinguistics Perspective) and the percentage of the Linguistic form that used in this research.

Table 1. Linguistic form of register used in chanel official instagram account  
(Sociolinguistics Perspective)

No	Linguistic Form	Data	$\Sigma$	%
1.	Noun	House Ambassador Timepiece Boutique Overcoat Showcase Allure Eyeshadow Snapshot Look Jumpsuit Cardigans Lipstick	12	66,6
2.	Adjective	Vibrant Two-tone Feminine Private Embellished	5	27,8
3.	Verb	Climbed	1	5,6
TOTAL			18	100%

Table 2. Meaning of register used in chanel official instagram account  
(sociolinguistics prespective)

No	Linguistic Form	Data	$\Sigma$	%
1.	Giving Information	House Ambassador Boutique Showcase Allure Embellished Vibrant Snapshot Look Exhibition Climbed	10	55,6



2.	Promoting Product	Timepiece Overcoat Eyeshadow Two-tone Jumpsuit Feminine Cardigans Lipstick	8	44,4
TOTAL			18	100%

### 3.1 Linguistic Form

In this study, there are four type of linguistic form of register found in Chanel official instagram account based on Marcella Frank (1972) theory. The linguistic forms found are noun (66,6%), adjectives (27,8%), and verbs (5,6%). This is same with research from MAK Halliday that the main linguistic form are contain of word. Based on data findings and distincted from previous study the result showed that similar result have been found in Purnomo (2016) analyzed form, linguistic unit and sociocultural meaning of registers used by buyers and sellers of carnelian stones at souvenir markets in Surakarta City, Central Java, Indonesia.

### 3.2 Meaning

The finding showed that the meaning of the register refers to giving information (55,6%) and promoting product (44,4%). This is refers to Dell Hymes (1974) SPEAKING theory, this is same with Marcella Frank's theory (1972) stated that the steps to defined a word and sentence are by meaning and by function. Based on data findings and distincted from previous study the result showed that similar result have been found in Purnomo (2016) analyzed form, linguistic unit and sociocultural meaning of registers used by buyers and sellers of carnelian stones at souvenir markets in Surakarta City, Central Java, Indonesia and Amalia Irhana (2017) described English registers found in Allkpop news articles and identified types of changes in meaning served by the English registers found in Allkpop news articles.

## 4. CONCLUSION

Based on the data analysis and the discussion of the finding, the writer can draw a conclusion. According to linguistic form theory by Frank (1972) it can be concluded that the linguistic forms of register found in Chanel Official Instagram account are noun

(66,6%), adjectives (27,8%), verbs (5,6%) and the meaning of the register refers to giving information (55,6%) and promoting product (44,4%). This showed that without us noticed, registers have become part of a sentence that we use in daily life.

## **BIBLIOGRAPHY**

- Chaer, A.dan Leoni Agustina. (1995). *Suatu Pengantar Sosioinguistik*. Jakarta: PT. Rineka Cipta.
- Frank, Marcella. (1972). *Modern English: A practical Reference Guide*. New Jersey: Prentice Hall, Inc.
- Grabowski, Lukasz. (2015). *Register Variation across English Pharmaceutical Texts: A Corpus Driven Study of Keywords, Lexical Bundles and Phrase Frames in Patient Information Leaflets and Summaries of Product Characteristics*. University of Opole. Retrieved from <https://www.sciencedirect.com/science/article/pii/S1877042813041815> .Accessed Accessed March. 9. 2019 at 8.43 p.m.
- Halliday, M.A.K. (1994). *On Language and Linguistic*. New York: Continuum.
- Hymes, Dell. (1974). *Fondations in Sociolinguistics: An Ethnographic Approach*. Philadhelpia: University of Pennsylvania.
- Irhana, Amalia (2017) *English Register in Allkpop News Article*. University of Mulawarman. Retrieved from <http://e-journals.unmul.ac.id/index.php/JBSSB/article/view/667>. Accessed March. 12. 2019 at 10.00 p.m.
- Laws (2018) *Register variation in spoken British English: the case of verb-forming suffixation*. University of Reading. Retrieved from [http://centaur.reading.ac.uk/67310/3/16036%20Laws%20%26%20Ryder%20%5Bfinalised%2005.02.18%5D\\_with\\_pre-proof\\_header.pdf](http://centaur.reading.ac.uk/67310/3/16036%20Laws%20%26%20Ryder%20%5Bfinalised%2005.02.18%5D_with_pre-proof_header.pdf). Accessed March. 9. 2019 at 8.43 p.m.
- Mujiono. (2017). *The Analysis of Register as Professional Identity Used by Indonesian Nurses in Community Health Center*. University of Kanjuhuran. [https://www.researchgate.net/publication/323546036\\_The\\_Analysis\\_of\\_Register\\_as\\_Professional\\_Identity\\_Used\\_by\\_Indonesian\\_Nurses\\_in\\_Community\\_Health\\_Center](https://www.researchgate.net/publication/323546036_The_Analysis_of_Register_as_Professional_Identity_Used_by_Indonesian_Nurses_in_Community_Health_Center). Accessed Accessed March. 9. 2019 at 8.43 p.m.
- Nini, Andrea. (2017). *Register variation in malicious forensic texts*. Retrieved from <https://journals.equinoxpub.com/index.php/IJSSL/article/view/30173>. Accessed Accessed March. 9. 2019 at 8.43 p.m.
- Purnomo (2016) *Register of Buying and Selling Carnelian Stones: a Sociocultural Linguistic Analysis*. Retrieved from <https://docplayer.net/33929679-Register-of-buying-and-selling-carnelian-stones-a-sociocultural-linguistic-analysis.html>. Accessed Accessed March. 9. 2019 at 8.43 p.m.