

CHAPTER 1

INTRODUCTION

A. Background of the Study

Language is a basic tool in society and used to communication. By communication people can interact with different people in other place, country, continent, etc. People use spoken and written language in the daily life to facilitate in communication.

Language has relation with the society. According to Wardhaugh (2000:12),

“Sociolinguistics concerns with investigating the relationship between language and society with the goal of being a better understanding of the structure of language and how language functions in communication and sociology of language will be discover how social can be better understood through the study of language”.

In society, a lot of people use many kinds of language. There are many language varieties which describe the changes in situation and factor. One of varieties is register. Register means the language of a group of people with common interest or job or the language used in situation associated with such grup.

In this case, people can to find English registers that are inserted in the news writing. The writer takes source of data in the *Cosmo Girl* magazine

especially of fashion register. Fashion is a general term for a popular style or practice, especially in clothing, footwear, accessories, make-up, body piercing or furniture.

The writer chooses fashion of *Cosmo Girl* magazine because *Cosmo Girl* magazine is a magazine that contains the most recent trend fashion. And everyone need to use inspiring fashion so could imitate the style fashion of *Cosmo Girl* magazine in order to look more stylish everytimes. In *Cosmo Girl* magazine, fashion group is called fashionable. The writer can find new ideas and a lot of new words are created in the group of fashion, but not all people can understand what the means.

In this research, the writer focuses on sociolinguistics analysis studying about the register as a kind of language variation. The writer uses of fashion register in *Cosmo Girl* magazine because not all the readers can understand the register in fashion. The register such as *sneakers*, *outfit*, *sophisticated*, *flatform* and many other register that unfamiliar for the reader. To give more understanding an example is presented below:

Sentence 1

Aksen *cut out* pastinya akan membuat *dress* kita terlihat lebih *edgy*.

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Cut out :verb

a. Linguistics Form

“Cut out” is the register found in the sentence above. It is a verb. In the sentence, “cut out” functioned as a subject.

b. The meaning

The **field** of the word is in the magazine and the aim is to show the reader about new fashion for woman. The mode is a written language form. The **tenor** is the designer as the speaker and the reader as the hearer. On contextual meaning, it means a dress or skirt that has cut or split from under buttock until leg or ankle.

From the several reasons above, the writer encouraged to entitle the research as following *A Sociolinguistics Analysis of Fashion Register In Cosmo Girl Magazine*.

B. Previous Study

The first previous study is from Munir Misbhakul (UMS, 2008) with his research entitled “*A Sociolinguistics Analysis of Sexual Register In Jakarta: Undercover 2 by Moamar Emka*”. His type of research is a qualitative descriptive. Then he focused on how to identify the kind of sexual register used on the book of Moamar Emka “*Jakarta: Undercover 2*”, to identify the stage of meaning the sexual register, and to identify the use of sexual English register.

The second researcher by Yetti Faridatul Ulfah (UNS:2010) with her research entitled “*Register Analysis in English Movie Advertisements of*

www.21-cineplex.com (*A Sociolinguistics Study*)”. Her type of research is a descriptive qualitative. Then she focused on how characterize linguistics factors, non linguistics factors and both language variety and figures of speech characterize the register of english movie advertisement of www.21-cineplex.com. She analyzes the register based on the linguistics (language style, sentence structure, and figure of speech), non linguistics factors, the varieties and figure of speech.

The last researcher is Farikha Nur Alfi (UMS:2013) with her research entitled “*A Sociolinguistics Analysis of Register Used in Online Shop of Social Media* www.facebook.com”. Her type of the research is descriptive qualitative. The research analyzes the linguistics form and the meaning of register used in Online Shop. Then in her analysis, she found the data based on the linguistics form (7 data of verb, 3 data of noun, 1 datum of adjective, 8 data of compound word, 5 data of abbreviation, and 2 data of noun phrase).

Based on the above studies, it is obvious that all studies used different of kind register for object study. In addition, the researcher used fashion register as the data. Similarities with previous studies are research sociolinguistics analysis of register.

C. Problem Statement

1. What are the linguistic form of fashion register in *Cosmo Girl* magazine?

2. What are the meaning of fashion register in *Cosmo Girl* magazine?

D. Objective of the Study

Based on the problem statement mentioned above, the writer has the following objectives :

1. To describe the linguistic forms of fashion register in *Cosmo Girl* magazine.
2. To describe the meanings of fashion register in *Cosmo Girl* magazine.

E. Benefit of the Study

There are two benefits of the research :

1. Theoretical Benefit.

- a. Give some contributions to enlargement of vocabularies to the practical.
- b. Gives more information about register to the English teacher and student.

2. Practical Benefit

- a. The Reseacher

The research can be used as the reference for those who want to conduct further research about the same topic.

b. The Reader

The research gives a clear description about the meaning of each register used in fashion at magazine.

F. Research Paper Organization

This paper consist of five chapters, as follows :

Chapter I is an introduction which consists of the background of the study, previous study, problem statement, objectives of the study, benefit of the study and research paper organization.

Chapter II is underlying theory. This chapter describes the notion of sociolinguistics, language variation (Dialect, Idiolect,Chronolect, Sociolect, Style, Jargon,Argot, Slang, Colloquial, Register), the notion of register, context of situation, form of language, and types of meaning.

Chapter III is research method. It consists of the type of the research, object of the research, data and data source, technique of collecting data and technique of analyzing data.

Chapter IV is research result and discussion. In this chapter the writer describes data analysis, and research finding.

Chapter V is conclusion and suggestion.