

**A SOCIOLINGUISTICS ANALYSIS OF FASHION REGISTER
IN COSMO GIRL MAGAZINE**



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by

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ABSTRACT

This research analyzes of fashion register in Cosmo Girl magazine. The major problem in this study are to know the linguistics form and the meaning of fashion register in Cosmo Girl magazine.

The type of this research is descriptive qualitative research. The object of this research is the fashion register in Cosmo Girl magazine. The data are register words and phrases of fashion in Cosmo Girl magazine January 2013 edition. In collecting data, the writer searching Cosmo Girl magazine from the book store, reading the Cosmo Girl magazine and try to find some word and phrases that belong to the fashion register, writing the register words and phrase, and coding the data. In analyzing the data, the researcher classifies the data which can be categories as fashion register, analyses the linguistics form and meaning, analyzes context of situation, identifies the differences between lexical and contextual meaning and draw conclusion.

Based on the data analysis, the researcher finds that there are the linguistics form 4 data of noun, 1 datum of verb, 5 data of adjective, 2 data of compound word, 16 data of noun phrase and 3 data of adjective phrase. Based on the meaning the researcher finds 23 data in contextual meaning and 8 data in lexical meaning.

Key word: Sociolinguistics, Fashion Register, Magazine.

A. INTRODUCTION

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 are such as sneakers, outfit, sophisticated, flatformand many other register that unfamiliar for the reader.

B. Research Method

This research belongs to descriptive qualitative research. According to Milles and Hubberman (1992:2) maintain that “qualitative data tend to be in the form of wordsthan series of number”. The researcher takes qualitative research because this research is to identify the linguistics form word that is used in Fashion language and to describe the meaning of register word that used in Fashion at *Cosmo Girl* magazine.

The object of the research is the use of register word and phrases, the linguistic forms and the meaning of register word used in articles in Fashion at *Cosmo Girl* magazine.

In this research, the data are taken from *Cosmo Girl* magazine. This magazine includes of printed media. The data sources written of the research are sentences containing the register words and phrases of fashion in *Cosmo Girl* magazine January 2013 edition. The research chooses January 2013 edition because beginning of the year was the changes of style between 2012 and 2013. There are relics and welcoming the new style. Many people usually want to wear the latest trend to follow the development of fashion in the new year in order to look outdated.

The technique of collecting data is documentation. In order to collect, the writer goes through the steps as follows: searching *Cosmo Girl* magazine from the book store, reading the *Cosmo Girl* magazine and try to find some word and phrases that belong to the fashion register and then writing the register words and phrase. Coding the data. For example : 01/CGM/JAN13/PG01, 01 is the number of datum, CGM IS *Cosmo Girl* magazine, Jan13 is the edition of magazine and 01 is the page.

In doing the analysis, the researcher takes the following steps: classifying the data which can be categories as the fashion register, analyzing the data by

identifying the linguistics form of the words and phrases, analyzing the context of situation data, identifying the differences between the lexical meaning and contextual meaning based on the Larson's theory and drawing conclusion and suggestion based on the data analysis.

C. Research Finding and Discussion

Research Finding

Based on linguistics form, the writer will differentiate two kinds of data, they are word and phrases. The writer finds nineteen data of phrases and twelve data of words.

Based on meaning of register, the writer differentiate two kinds of meaning, they are lexical meaning and contextual meaning. The writer finds the high frequency data of register meaning are in contextual meaning. The data consist of twenty three contextual meaning and eight lexical meaning.

Beside that, the writer also finds the meaning based on the context situation. It consists of field, mode and tenor. It has purpose to fulfill the meaning of each term fashion base on linguistic form. So we can study deeply and understand the hidden meaning.

Discussion

Based on the data analysis, the writer finds and arranges several findings. They are based on the linguistic form of register and the meaning of Cosmo Girl magazine register.

1. Linguistics Form of Register

Based on data analysis, it can be classified into two forms. They are words and phrases. They are described in the form of the table as follows:

Table 4.1

Linguistics Form of Register Used in *Cosmo Girl* Magazine

No	Linguistics Form	Register	Σ Data	%
1	Word			
	a. Noun	Dress	4	12,90%

		Outfit		
		Sneakers		
		Sandals		
	b. Verb	Cut out	1	3,22%
	c. Adjective	Chic	5	16,13%
		Fashionable		
		Simple		
		Stylish		
		Glamorous		
	d. Compound	Dress Down	2	6,45%
		Dress Up		
2	Phrase			
	a. Noun Phrase	Statement heels	16	51,61%
		Flat shoes		
		High top sneakers		
		Ankle Boots		
		Sheer beige color		
		Wet Look		
		Eye catching		
		Cotton shorts		
		Maxi dress		
		Leather jacket		
		Maxi skirts		
		Mini dress		
		Polkadot dress		
		Printed dresses		
		Cocktail dress		
		Fur Coat		
	b. Adjective Phrase	Edgy	3	9,67%
		Pointed Flat		
		Criss Cross		
	Σ Data		31	100 %

From the table above, the writer finds the high frequency data of linguistics form are in noun phrase. The writer finds sixteen data of noun phrase, five data of adjective, four data of noun, three data of adjective phrase, two data of compound and one datum of verb. Noun phrase often finds in *Cosmo Girl* magazine. Fashion is talking about clothing, shoes or accessories. They are included noun so the

formation of word formed by noun and it added with others elements of word such as adjective, adverb, verb, etc.

This research is different from the first previous study conducted by MunirMisbhakul about analysis how to identify the kind of sexual register used on the book of MoamarEmka “Jakarta: Undercover 2”, to identify the stage of meaning the sexual register, and to identify the use of sexual English register.

And the second previous study conducted by Ulfah about her register analysis in English movie advertisement. 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.

However, in this research the writer found the linguistics form of words and phrases. Based on word, the data classified into three; they are 4 data of noun, 1 datum of verb, 2 data of compound and 5 data of adjective. Based on phrase, the data classified into two; they are noun phrases (16 data) and adjective phrases (3 data).

This research also different from the third previous study was conducted by Farikha about the register used in online shop. She found the linguistics form 7data 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 meaning, she finds 16 data in contextual meaning and 10 data in lexical meaning.

2. The Meaning of Register

The meaning of register is analyzed with lexical and contextual meaning. The writer finds them in *Cosmo Girl* magazine. The research finding is described in the form of table as follows:

Table 4.2
Linguistic forms of Register Used in *Cosmo Girl* magazine

No	Register	Meaning	Type of Meaning	
			Lexical	Contextual

1	Cutout	A dress or skirt that has cut or split from under buttock until leg or ankle.		V
2	Dress	Piece of woman's clothing made in one piece that covers the body down to the legs.	V	
3	Edgy	A visible impression that gives effects of sexy and teases		V
4	Outfit	The clothing that is used for woman		V
5	Statement heels	Shoes that have the heels so when woman wear it, she looks feminine and sexy.		V
6	Flat shoes	Shoes that are formed flat so when woman wear it, she looks beauty and feminine		V
7	Sneakers	Shoes that are made from soft rubber. This is suitable to use in rainy season.		V
8	Sandals	Type of open shoe attached to the foot by straps.	V	
9	Pointed flat	Type of shoes that are flat or thin and the front of shoes is pointed. It looks feminine and beauty.		V
10	Dress down	The type of women's clothing who shaped canals without pieces. Woman looks slim.		V
11	High top sneakers	Shoes are made of soft rubber and have a high heel.		V
12	Dress up	Put on special clothes to appear particularly appealing and attractive.	V	
13	Ankle boots	A boot shoes where the upper portion is closed in the front, back, and sides, and covers both the foot and the ankle bone.	V	
14	Criss-cross	A woman clothing that has design pattern made of crossing lines.		V
15	Sheer Beige Color	A woman clothing that has beige color and which forms thin. It includes soft color.		V
16	Chic	Fashionable and elegant	V	

17	Wet look	Hair style like that give a little water or hair gel to make it look shiny and wet so give fresh impression.		V
18	Eye catching	A very suitable dress used by women		V
19	Fashionable	Following style that is popular at a recently time.	V	
20	Cotton shorts	The short is made from cotton. Woman looks casual and beautiful.		V
21	Maxi dress	A long dress that used to appear more graceful		V
22	Leather Jacket	A women jacket that made from leather. It often use for daily activities and it looks casual and fashionable.		V
23	Maxi skirts	A skirt is a short and tight. It is suitable to use in casual situation.		V
24	Mini Dress	A short skirt channel that shows the sexiness		V
25	Polkadot dress	A dress that has polkadot motif. Polkadot is one of motif in clothing design. Its motif is small circle.		V
26	Printed dresses	A dress that has printed motif. The printed motif is taken from flower, heart, leaves, and color gradation.		V
27	Cocktail dress	A dress that has cocktailshape. It is called cocktail shape because a channel dresses without crease which short.		V
28	Simple	Something that easy and comfortable to use and it is still fashionable.		V
29	Stylish	Design, make or shape style with particular way and has purpose to appear fashionable.	V	
30	Fur coat	Piece of outdoor clothing worn over other clothes to give special impression and it made by wool.		V

31	Glamorous	Attractive and exciting quality.	V	
Σ Data			8	23
%			25,81%	74,19%

From the table above, the writer finds the high frequency data of register meaning are in contextual meaning. The data consist of twenty three contextual meaning (25,81%) and eight lexical meaning (74,19). Appearing of contextual meaning is more frequently because a new fashion term is appropriated with the types of woman clothing or shoes. They are formed by new situation recently so several of them are slang language of fashion. It has purpose to spread a new fashion quickly. If the fashion term is only based on the dictionary, it will not result the unique term and it cannot be popular. And we also cannot give the best meaning.

On the other hand, the writer also finds the meaning based on the context situation. It consists of field, mode and tenor. It has purpose to fulfill the meaning of each term fashion base on linguistic form. So we can study deeply and understand the hidden meaning.

D. Conclusion

Based on the result of the data analysis, the writer draws some conclusion as follows:

1. The Linguistic Form

The writer finds the high frequency data of linguistics form are in noun phrase. The writer finds sixteen data of noun phrase, five data of adjective, four data of noun, three data of adjective phrase, two data of compound and one datum of verb. Noun phrase often finds in Cosmo Girl magazine. Fashion is talking about clothing, shoes or accessories. They are included noun so the formation of word formed by noun and it added with others elements of word such as adjective, adverb, verb, etc.

In this research, the writer finds the linguistic form of words and phrases. Based on word, the data classified into four; they are noun (4 data), verb (1 datum),

compound (2 data) and adjective (5 data). Based on phrase, the data classified into two; they are noun phrases (16 data) and adjective phrases (3 data).

2. The Meaning of Register

The writer finds the high frequency data of register meaning are in contextual meaning. The data consist of twenty three contextual meaning (25,81%) and eight lexical meaning (74,19). Appearing of contextual meaning is more frequently because a new fashion term is appropriated with the types of woman clothing or shoes. They are formed by new situation recently so several of them are slang language of fashion. It has purpose to spread a new fashion quickly. If the fashion term is only based on the dictionary, it will not result the unique term and it cannot be popular. And we also cannot give the best meaning.

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