

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is one of the important aspects of life. Besides, language also plays an important role in communication. Through language, human can communicate with others, convey ideas, and also express feelings. 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. Currently information is very easy to obtain, both in printed media such as newspapers and magazines, electronic media such as television and social media such as news portals or Instagram.

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. In addition to the use of linguistic forms, the language has common vocabulary that may be unfamiliar or only understood by certain parties, the vocabulary is known as register.

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. This means that sociolinguistic concerned how language can influence society, culture and norms, also how society can influence the language itself. Halliday (Chaer and Agustina, 1995: 81) distinguishes language variations based on (a) usage, called dialect, and (b) usage, called register. Dialects relating to language are used by whom, where, and when, while registers with regard to language problems are used for what activities (Chaer and Agustina, 1995: 91).

Register is one of the branches of study sociolinguistics learn the language in a particular field. Register is a linguistic phenomenon that exists in society. Register according to Halliday (1994: 54) is a semantic concept that can be defined as an arrangement of meanings that are specifically related to a particular arrangement of terrain, involvement, and means. Registers are language variations caused by the specific characteristics of the user's needs, such as a written language, including the language of advertising, point language and the language of the article. Registers are widely used in various fields and in both written, electronic and social media.

People can find register in various news portals, social media such as facebook and Instagram. As an example of social media on instagram, instagram users can communicate with others by uploading a photo accompanied by a caption. Caption here functions as a description that explains photos or instagram users through direct message features or messages that are personal or confidential.

As an example, when a fashion designer uploads a photo with a caption, other people are free to comment on the comments column that has been provided and probably they use a language that is only understood by both. Many words contained register are used in interactions between uploaders and people who comment.

In this study the writer chose to focus on sociolinguistic analysis of roomates registers 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, 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, catwalks, collections etc. From some of the reasons above, the authors are encouraged to provide the following research titles: ***Register Used in Chanel Official Instagram Account (Sociolinguistics Perspective).***

B. Research Problem

In order to specify the topic discussed, the writer would like to formulate the problem as follows:

1. What are the linguistic forms of register used in Chanel Official Instagram account?
2. What are the meanings of register in Chanel Official Instagram account?

C. Objective of the Study

In this study, the researcher has the following objectives:

1. To find the linguistic forms of register in Chanel Official Instagram Account.
2. To describe the meanings of each register found in Chanel Official Instagram Account.

D. Benefit of the Study

The researcher hopes that this research on Chanel official Instagram account has some benefits. The researcher classified the benefit into two categories as follows.

1. Theoretical Benefit

The result of this research hopefully can give a knowledge and additional information about the form of linguistics and meaning of register in fashion such as in social media Instagram.

2. Practical Benefit

a. The English Teacher

The result of this research can give additional information and material that can be applied by teacher in teaching sociolinguistics especially register.

b. The Future Researcher

The result of this research hopefully can be a reference and provide useful information for those who are interested in analyzing register.