CHAPTER I
INTRODUCTION

A. Background of the Study

Language has been a subject of serial investigations from the time man became 'conscious' or aware of its significance in communication and there seems to be no end further analyses of its complexities. The complex characteristic ascribed to language in this paper is informed by a consideration of the manifold manifestations of the concept in scholarly contexts. Apart from the general components like grammar, phonology and semantics through which language can be assessed, there are other 'faces' of language which can further be investigated in various sub-fields like sociolinguistics, pragmatics, stylistics, among others, depending on interest. Register and style usually are situated in the social and stylistic aspects of language and are traditionally considered as varieties of language.

Wardhaugh (1986:13), explains that Sociolinguistics is focussed with relationships between language and society, the goal being a better understanding seen of the structure of language and of how uses languages on communication.

A register is one of the branches of sosiolingusitics that used for semantic resources. The type of register can seen from the situation. It is the meaning potency that is available in a given social context. The options are actualized in the form of grammar and vocabulary, the register is identifiable as a specific selection of words and structures. But, it is defined in terms of meanings; it is not an aggregate of conventional forms of expression superposed on some underlying content by ''social factors'' of one kind or another. It is the selection of meanings that constitutes the variety to which a text belongs. (Halliday, 1978, p.111). Register ('diatypic variety') = variety 'according to the use'. So, the register is 1) the context of ones are speaking (at the time) , 2) determined by ones actions on the activity (nature of social activity being engaged in), and 3) showing expression of social process (social division of labor).

The principle of registers are: 1) how to say something different but still undertsand the meaning, 2) semantics (and hence in lexicogrammar, and sometimes phonology, as realization of this). 3) Extreme cases: restricted languages, languages for special purposes. 4) Typical instances: occupational varieties (technical, semi- technical). 5) Principal controlling variables: Field (type of social action); tenor (role relationships); mode (symbolic organization), and Characterized by: major distinctions of spoken/written; language in action/language in reflection.

The background of the research is a register analysis in online shop of instagram. In social media there are lot of group such as, twitter, instagram, facebook skype ,etc. We can investigates the use of language in such group. The language are different from each other. An example can be seen in te instagram

,they are trading activities between the seller and buyer selling in instagram.

Online shopping is the process of buying goods and services from merchants who sell their merchandise on the internet. Shoppers can visit web store or online shop from their home by connecting to the internet with a personal computer or handphone.

In the research, the writer focuses on sociolinguistics analysis study about the register as a kind of language variation. The writer use the online shop in instagram because today a lot of people use social media and they think that it makes more efficient in shopping activity. And also, the author finds a lot of registers used by the buyer and customer in trading transaction.

B. Problem Statement

Based on the above background the researcher formulates the problem statement below:

1. What are the types of register used in Online Shop on Instagram ?
2. What are the types of meaning of the register used in Online Shop on Instagram?

C. Objective of the Study

The objective of the study will be as follows:

1. To describe the types of register used in Online Shop on Instagram.
2. To describe the types of meaning of register used in Online Shop on Instagram.

D. Benefit of the Study

There are two benefit of the study in this research, theoretically and practically benefit, as follow:

1. Theoretical Benefit

To add their knowledge or meaning from know all about Online shop.

2. Practical Benefit

   a. English Teacher

   The result of this study can be used as additional teaching material especially about the register course.

   b. Future Researcher

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