CHAPTER I

INTRODUCTION

This chapter discusses Background of the study, Problem Statement, Object of the Study, and Benefit of the Study, the explanation as follows:

A. Background of the study

Language is something common in human life that is used daily to communicate. People use language for daily interaction. Language becomes a part of the culture that cannot be separated from human life. Languages have many forms, there are common languages and certain languages. The common language is widely used by all people, but certain languages are only used by certain people, communities, or groups such as registers, registers are used by certain people and only certain people or communities can understand the register.

According to Wardhaugh (2002, p.3) "language is a verbal system that is arbitrarily used by members and communities as a means of communication to facilitate and generate ideas, feelings, and mind. "According to Wardhaugh (1986:13), sociolinguistics focuses on the relationship between language and society, sociolinguistics being a good understanding can be seen from the language structure and the way language is used in communication. Register is one area studied in Sociolinguistics.

A register is a set of language items used in certain work or social groups and it is used in certain situations. According to Holmes (2001: 246), a register can be understood in two ways, namely, in the broadest sense, the register is a variety of situational related languages such as receiver, settings, communication mode. However, some researchers explain this term to refer to the certain vocabulary used by various fields of work and used in certain situations. The term register in the strict sense cannot be accepted because listing analysis must not be only with vocabulary. However, it must include in fact, most of what has been included and other aspects of the language as well.

Register also discusses the configuration of meaning that exists in a particular social context. The options can be actualized in grammar with a variety of

situations and vocabulary, this must be seen as a semantic concept. Registers can also be identified as specific word choices and structures. '(Halliday dan Hassan 1991: 39). It is characterized by the attitude which is held firmly to the symbol of social diversity. Register (diatypic variety variety ') = variation' according to use '. So, the Register can be said as follows: 1) the context of the conversation (at the time), 2) determined by one's actions towards social activities (the nature of the social activities within them). and 3) show expression as a process of social work (a social division of labor). The concept of a register is a restricted language defined as a variety 'related to a particular field or limited action '. (Firth 1957: 87; 98).

This researchfocuses on the analysis ofregister used in the official page about Betta fish advertisement on Instagram.Manyregisters are used by sellers and buyers in betta fish sales transactions. The reason for choosing the register as the of the researcher this object was that the researcher wanted to explore particular terms used by betta fish sellers and buyers on Instagram.

B. **Problem Statement**
   1. What are the types of register in the Betta Fish advertisement on Instagram?
   2. What are the types of meaning of register in the Betta Fish advertisement on Instagram?

C. **Object of the Study**
   1. To analyze types of the register in Betta Fish advertisement on Instagram.
   2. To clarify types of meaningof register in Betta Fish advertisement on Instagram.

D. **The Benefit of the Study**
   The research has two benefits of the study :
   1. Theoretical Benefit
        The theoretical benefit of this research is to add their knowledge or meaning from all about the types of Betta Fish official page on Instagram.
   2. Practical Benefit
        a. Sociolinguistics Lecturer

The benefit fo the Sociolinguistics lecture is to give references to other reseachers.

b. Future Reseachers

Researcher gained new knowledge about the term used on Betta Fish on Instagram. Provides references to other researcher about the use of language variations. The register was added because researcher can show and explain the terms used by sellers and buyers contained in the Betta Fish page listing on Instagram.