

**REGISTER OF BETTA FISH ADVERTISEMENT IN INSTAGRAM:
A SOCIOLINGUISTIC PERSPECTIVE**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree of
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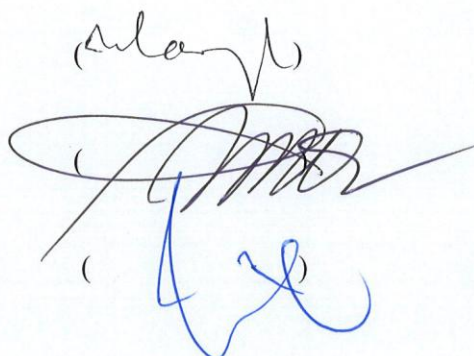
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REGISTER OF BETTA FISH ADVERTISEMENT IN INSTAGRAM: A SOCIOLINGUISTIC PERSPECTIVE

Abstrak

Tujuan dari penelitian ini adalah untuk menggambarkan jenis register dan jenis makna yang digunakan di halaman resmi BETTA Fish di Instagram. Halaman ikan cupang resmi di Instagram adalah halaman untuk memberi tahu orang lain tentang istilah yang digunakan dalam ikan cupang. Di dalamnya ada iklan yang berisi keterangan, gambar ikan cupang dan istilah yang digunakan dalam iklan ikan cupang. Ada istilah baru mendaftar dari iklan ikan cupang yang tidak semua orang tahu artinya. Dalam penelitian ini, penulis menggunakan penelitian kualitatif deskriptif karena penulis akan menjelaskan keterangan gambar dan jenis ikan cupang di Instagram. Sumber data yang menggunakan media sosial, terutama di halaman Instagram resmi. Objek penelitian ini adalah iklan Betta Fish di Instagram. Penulis mengumpulkan beberapa gambar dan posting di halaman iklan ikan cupang resmi, penulis membaca posting dengan hati-hati, dan mengklasifikasikan gambar ikan cupang, kemudian penulis membuat daftar data yang termasuk dalam tipe register dan tipe makna. Dalam menganalisis data, penulis mengklasifikasikan jenis register dan jenis makna, penulis menganalisis jenis register berdasarkan teori Rinaghnua dan menganalisis jenis makna berdasarkan teori Leech yang didukung oleh teori Dell Hymes untuk menganalisis konteks sosial untuk menentukan makna dari iklan data ikan cupang. Berdasarkan analisis, penulis menemukan bahwa dalam jenis register ada 2 kata register formal (10%), 11 kata register konsultatif (55%) dan 7 kata register kasual (35%). Dan dalam menganalisis jenis makna terdapat 19 kata makna konseptual (76%), 2 kata makna kolokatif (8%), dan 4 kata makna afektif (16%). Ini berarti bahwa jenis register konsultatif (55%) yang sering muncul karena banyak digunakan dalam memposting iklan ikan cupang di Instagram dan dalam jenis tipe makna ada makna konseptual (76%) yang muncul lebih sering dan paling banyak digunakan dalam iklan ikan cupang di Instagram.

Kata kunci: *Iklan Ikan Betta, Register, dan Makna*

Abstract

This research aims to describe the types of register and the types of meaning used in the official page of BETTA Fish in Instagram. The official betta fish page on Instagram is a page to inform others about the terms used in betta fish. Inside there is an advertisement that contains a caption, a picture of a betta fish, and the terms used in a betta fish advertisement. There are new terms register from the betta fish advertisement that not everyone knows what it means. Research of Type, in this research, the researcher uses descriptive qualitative research because the researcher will explain the caption of the picture and the type of betta fish on Instagram. Data sources that use social media, especially on the official Instagram page. The object of this research is the Betta Fish advertisement on Instagram. The researcher collects several pictures and posts on the official betta fish advertisement page, the researcher reads the post carefully, and classifies the betta fish image, then the researcher makes a list of the data included in the register types and meaning types. In analyzing the data, the researcher classifies the types of registers and the types of meaning, the researcher analyze the types of registers based on Rinaghnua theory and to analyze the types of meaning based on Leech theory supported by Dell Hymes theory to analyze social context to determine a meaning of betta fish data advertisement. Based on the analysis, the researcher found that in the register types there were 2 formal register words (10%), 11 consultative register words (55%), and 7 casual register words (35%). And in analyzing the types of meaning there are 19 conceptual meaning words (76%), 2 words collocative meaning (8%), and 4 words affective

meaning (16%). This means that the consultative register types (55%) that often arises because it is widely used in posting Betta fish advertisement on Instagram and in the types of meaning types there are conceptual meaning (76%) that appears more frequently and is most used in betta fish advertisement in Instagram.

Keywords: betta advertisement, register and meaning

1. INTRODUCTION

Language is something common in human life that is used daily to communicate. Language is very important for human life, we always need language and we are always used especially for those interacting. Language becomes a part of the culture that cannot be erased from human life. Languages have many forms, there are common languages and certain languages. The common language is widely used by humans, 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. A register is a set of language items used in certain work or social groups. A register is one of the branches contained in sociolinguistics. The register can be seen in certain situations. 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.

Therefore, researchers examined the registers used in the Betta Fish advertisement group on the official social media pages, especially on Instagram. The researcher examines the list on this Instagram page because no previous researcher has examined the terms used in betta fish, and is interesting to learn, because there are many words and language registers in the betta fish advertisement community and not everyone knows the language used in the community, and social media especially Instagram is very easy to reach by many people.

In this study, researchers wanted to add insight and knowledge references about registers in the betta fish advertisement contained on the official Instagram page. In this study, researchers focus on analyzing the list of specific betta fish terms or types of language variation in a sociolinguistic perspective. Researchers use the betta fish advertisement page on Instagram because in technological developments like now many people use social media, especially social media Instagram and make it easy for them to get information online. researchers also found many betta fish registers on the official page of betta fish on Instagram, such as cooper orange candy, black samurai, halfmoon, blue rim. Because many

studies have examined registers, but in the Betta Fish branch there are still very few, and therefore this research topic is very important to be discussed and discussed to add references, insights and knowledge about registers. The objectives of the research are the types of register and the types of meaning of register.

2. METHOD

In conducting the research, the researcher uses descriptive qualitative research because the researcher will explain the caption of the picture and the type of betta fish on Instagram. The object of this research is the Betta Fish advertisement on Instagram. In this case, the researcher analyze caption betta fish advertisement to explain the types of register and the types of meaning in register betta fish advertisement on Instagram. The data of the study are taken from the caption of the picture Betta Fish advertisement on Instagram and the data source of the study taken from Instagram.

According to Hancock (2009: 7), Descriptive Qualitative research related to the development of social phenomena in Indonesia. This research focuses on how people or groups have different ways of looking at reality, usually on social reality, using people's accounts as data and no data manipulation. Therefore, the researchers told about Betta fish advertisement on Instagram.

3. FINDING AND DICUSSION

After the researcher analyzing the data, researcher found several finding. The finding is the types of register and the types of meaning in betta fish advertisement in Instagram by Sociolinguistics perspective, the researcher come to sum up the findings which are presented in the following tables 3.1 and 3.2.

3.1 Finding

3.1.1 Types of register

After the researcher analyzing the types of registers found in the Betta Fish advertisement in Pages in Instagram, researchers found 3 types of registers. The types register table found can be seen below.

Table 1. Types of Register

No	Types of Register	Data	Σ	%
1.	Formal	Red dragon snow	2	10 %
		Gold Dumbo		
2.	Consultative	Marble	11	55%
		Halfmoon		
		Mustard		
		Orange Fancy		
		Blue Black Star		
		Veil Tail Pink		
		Dumbo Ear		
		Giant Candy		
		Halfmoon Plakat,		
		White Platinum Crown tail		
		Pinneapple Halfmoon		
		White orchid Dumbo Halfmoon Plakat,		
3.	Casual	Black Samurai	7	35%
		Cooper Orange Candy		
		Hell Boy		
		Red Rim Koi		
		Halfmoon Rose Tail Lavender Big		
		Ear,		
		Blue Rim		
		Giant Candy Rainbow		
			20	100%

3.1.2 Types of Meaning

The researchers found 3 Types of meaning classifications contained in the betta fish advertisement in Instagram.

Table 2. Types of Meaning

No	Types of Meaning	Data	Meaning in dictionary	Meaning in register	Σ	%
1.	Conceptual	Marble	Kelereng	Betta fish that have more than one color spotting color. Identical in blue and white.	19	76%
		Halfmoon	Bulan sabit	Betta fish which has a semicircular tail		

				resembling a crescent moon.		
		Orange Fancy	Fancy: mewah	Betta fish that has two purple and yellow color combinations that resemble the color of fire gas.		
		Red Dragon	Dragon:	Betta fish are		
		Snow	naga Snow: Salju	identical with white on the body and red on the fins and tail, there are other colors too, such as yellow dragon, black dragon.		
		Blue Black Star	Star : Bintang	Betta fish that have the characteristics of blue and black on the body, fins and tail.		
		Black Samurai	Samurai : pedang (samurai)	Betta fish that have white and black on the body but white and black on the body shaped line that divides in half between the white and black that resembles the shape of the samurai.		
		Cooper Orange candy	Cooper: (No meaning) Term that accepted by bettafish community Candy: Permen	Betta fish is identical to the combination of gray spots on the body and candy is identical to pink on the body.		
		Hell Boy	Hell	Betta fish which		
			Boy:Anak Neraka	has a mixture of red and black. The red color is compared to the color of fire.		
		Red Rim Koi	Red Rim:	Betta fish that has the		

			Peleg Merah	characteristics of white and red, white on the body and red on the fins and tails that form a half circle.		
		Veil Tail Pink	Veil Tail: Kerudung	Betta fish with a pointed tail		
		Halfmoon Rose Tail Lavender Big Ear	Halfmoon: Bulan Sabit, Rose Tail: Ekor Mawar	Betta fish that have a semicircular and wavy tail		
		Dumbo Ear	Dumbo Ear: Telinga Bodoh	Betta fish that have wide gills, identical to the color red in combination with white.		
		Blue Rim	Blue Rim: Peleg Biru	Betta fish which has the characteristics of white and blue, white on the body and blue on the fins and tail which form a half circle.		
		Gold Dumbo	Gold: Emas, Dumbo: Bodoh	Betta fish that have wide gills and yellow like gold.		
		Giant Candy Halfmoon Plakat	Giant: Monster, Candy: Permen, Halfmoon: Bulan Sabit.	Giant term betta fish that has a large body size, body and tail are pink (candy), tails are half-circle to form the letter alphabet.		
		White Platinum Crown Tail	Platinum: Platina, Crown Tail: Ekor Mahkota	Betta fish which has a tail like a thorn or shaped like the tip of the king's crown, and has a white body.		
		Pineapple Halfmoon	Pineapple: Nanas,	Betta fish have a half-moon-		

			Halfmoon: Bulan Sabit	shaped tail, and a yellow body resembles the color of pineapple.		
		Giant Candy Rainbow	Giant:Mon ster, Candy: Permen, Rainbow: Pelangi	Betta fish that have large bodies, and have more than one color consisting of red, yellow and green both on the body and on the tail.		
		White Orchid Dumbo Halfmoon Plakat	Orchid: Anggrek, Dumbo, Bodoh, Halfmoon: Bulan Sabit	Betta fish that have a white color on the body, pink on the tailbone and wide ears, and tails that have a shape similar to the letter alphabet D.		
2.	Collocative	Cooper Orange candy	Cooper: (No meaning) Term that accepted by bettafish community Candy: Permen	candy is identical to pink on the body.	2	8%
		Mustard	Mustard: Moster	Betta fish that has two purple and yellow color combinations that resemble the color of fire gas.		
3.	Affective	Black Samurai	Samurai : pedang (samurai)	Betta fish that have white and black on the body but white and black on the body shaped line that divides in half between the	4	16%
				white and black that resembles the shape of the samurai.		

		Red Rim Koi	Red Rim: Peleg Merah	Betta fish that has the characteristics of white and red, white on the body and red on the fins and tails that form a half circle.		
		Veil Tail Pink	Veil Tail: Kerudung	Betta fish with a pointed tail		
		Blue Rim	Blue Rim: Peleg Biru	Betta fish which has the characteristics of white and blue, white on the body and blue on the fins and tail which form a half circle.		
					25	100 %

3.2 Discussion

3.2.1 Types of Register

Based on the table in 3.1, there are five types of registers, namely formal registers, frozen registers, casual registers, consultative registers and intimate registers, but there are only three types of registers in this research paper. Types of formal registers are 10%, Consultative Register 55%, Casual Register 35%. The finding is supported by Rinaghnaa's theory (2012) which states that the Register is classified into five types. Rinaghnaa explained the five types of register functions along with the differences between the types of registers, such as registers that were used as parameters of speech functions, buying and selling or conversation from friends to friends inferred.

3.2.2 Types of Meaning

Based on table 3.2, there are seven types of meaning there are conceptual meaning, collocative meaning, affective meaning, connotative meaning, thematic meaning, social meaning, reflected meaning. Of the seven types meaning only three contained in this paper, the types of meaning used is conceptual, collocative and affective. In this study also supported by the theory from Leech's (1981: 9) that the types of meaning refers to the form of data analysis analyzed according to users and their use. Registers are generally generated by several users, users, and the situation or context in them, the term can be formed in the definition of the register provided by researchers, the data can be categorized in three forms of meaning contained in the data above.

This research is also supported by the theory of Dell Hymes (1974), He found that an attempt was made to define the types of meaning through a social context that aims to explain the clear differences between variations in types of meaning.

4. CONCLUSION

1) Types of Register

Based on the analyzed data, finally the researcher can conclude that there are three types of registers that are dominantly used in Betta fish advertisement on Instagram are Formal (10%), Consultative (55%), Casual (35%). The researcher finds the high frequency data of types of registers are in consultative registers by 55%. Because the use of consultative registers which is often used in Betta fish advertisement on Instagram.

2) Types of Meaning

The researcher can conclude that there are three types of meaning used in the bette fish advertisement page on Instagram, Conceptual meaning (76%), collocative meaning (8%), dan affective meaning (16%).

The researcher found the highest frequency data of types of meaning that is conceptual meaning of 76%. the conceptual meaning is more often used by commentators in delivering advertisements contained in social media. Many new types of meanings were added to the betta fish advertisement register on Instagram.

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