

CHAPTER I

INTRODUCTION

A. Background of the Study

Today, most of human life takes advantage of the unstoppable progress of the digital world. One proof of the progress of the digital world is that there are so many social media platforms that have become part of human life in society. Various fields or social groups are now taking advantage of advances in the digital world, especially social media. One of the most famous social media in Indonesia is Youtube. This is evidenced by the fact that 93.8% of internet users are Youtube users, then one of the fields or social groups that use Youtube is beauty content creator.

The different use of language is related to the growth of the digital world. The many fields or social groups that are now turning to social media create many language variations on social media, one of them is the different use of language in the field of beauty which is often found on Youtube. The use of language in certain fields or social groups is known as register and register and it is one part of linguistics.

Research on registers has previously been investigated by several researchers but this research is different. This research focuses on identifying types of registers and meaning types of registers used by Gina Shkeda, a famous beauty vlogger who focuses her content on beauty content especially makeup on her Youtube Channel, which later found many registers in the makeup field or used by beauty vloggers.

As previously stated by the researcher, research on registers has been investigated by several previous researchers. These researches include research entitled "Analysis of Meaning Types Using Audio-Visual Media in Easy English Video" by Nurnaningsih, Astuti, Pratiwi, and Reynaldi (2018), "Register Used by the Profession of the Indonesian Online Drivers on Their Daily Jobs (A Case Study in Bandung City)" by Asmara, Putra, Carenia, Nugraha, and Gunawan (2021), "Register Analysis and Linguistic Manipulation in the Murderers of the true-crime series - I am a killer" by Gomez and Ferrada (2020), "Register in *Persaudaraan Setia Hati*: Sociolinguistics Study" by Kartikasari, Sumani, and Ambarwati (2018), and "Register Analysis of Iranian Medical Students' Text Messages" by Maniati,

Mashhadi, and Khazaie (2020). In detail will be explained in the previous study section in chapter II.

This research aims to enrich various researches on registers that have been previously carried out by previous researchers using sociolinguistics theory which will then be discussed in detail in the section of underlying theory in chapter II.

This topic is important to research because the rapid development of technology is currently creating a new and increasingly modern lifestyle for the majority of the wider community. People tend to have new activities and hobbies in a particular field in which many registers deserve to be researched. The background of this study is the analysis of the English register on Gina Shkeda's Youtube channel. Lately, social media is colored with various interesting and colorful content. One of the most popular social media is Youtube. Youtube is a video-sharing website. Through Youtube, we can view and upload videos. Currently, Youtube is a social media with various content in it. One of the most popular content, especially among women, is "Beauty Vlog" in which the viewers will be presented with various interesting videos about beauty and people who present videos with this content are called beauty vloggers. Beauty Vloggers usually provide content about beauty such as fashion, skincare, haircare, makeup, etc. Some beauty vloggers only focus their content on either make-up or fashion, but not a few combine them. Gina Shkeda is a Beauty Vlogger who focuses its content on Makeup. In Gina Shkeda's Youtube Channel, researchers found many registers that can add insight and enrich research on registers.

B. Problem Statemnt

Based on the background above, the researcher found the problem statement as below:

1. What are the types of english register used in Gina Shkeda's Youtube Channel?
2. What are the meaning types of register used in Gina Shkeda's Youtube Channel?

C. Objective of the Study

The objectives of this research are as follows:

1. To describe the types of english register used in Gina Shkeda's Youtube Channel.

2. To identify the meaning types of register used in Gina Shkeda's Youtube Channel.

D. Benefit of the Study

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

1. Theoretical Benefit

To increase knowledge and understanding of the English register in Youtube Channel.

2. Practical Benefit

- a. Sociolinguistics Lecturer

The result of this study will give more information to the lecturer about the English register used in Youtube channel as additional teaching material especially about the register course.

- b. Future Researcher

This research can be used as a reference for other researchers in the future who have the same topic.